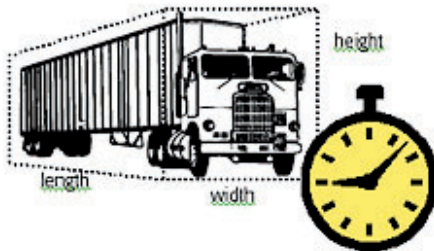




Tariff Route Equity

After implementation, Time-Based Tariff Structure and the Cube Logic become the core tariff policies

- ▶ Fares are based on customers' consumption of ferry service.
 1. Space (Cube Logic)
 2. Time (Tariff Route Equity)
- ▶ Fares are adjusted based on travel sheds.
- ▶ Fares are further adjusted for market considerations.



Building Block #1: Space Consumed
Cube Logic

Building Block #2: Time Consumed
Tariff Route Equity

Other Tariff Route Equity Policy Considerations

- ▶ Travel Sheds
- ▶ Market Considerations

