SailSafe:
Washington State Ferry System Patron Mobile Phone Security

Direct and Indirect Stakeholders Studio Activity

DESIGN PROBLEM: BACKGROUND AND SOCIAL CONTEXT

The Washington State Ferry (WSF) system is a major transportation artery for the larger Puget Sound area in the state of Washington, USA. The ferry services commuters from the Seattle area to the outlying islands (including travel to Bainbridge Island, the San Juan Islands, etc.) as well as transportation between the United States and Canada. The busiest run (the weekday 7:05am sailing from Bainbridge Island to downtown Seattle) carries approximately 2000 people. Residents also use the ferry for shopping, recreation, and anything else involving getting from the islands to the mainland or vice versa; tourists and other visitors also make extensive use of the ferry system for recreational purposes.

The safety and security of passengers traveling on the ferries is a key concern of the Washington State Ferry service. The text below appears on the WFS web site as well as on large posters displayed throughout the ferry vessels.

> ### Security: A WSF Priority
> *The safety and security of our passengers is the top priority here at Washington State Ferries (WSF). As a consequence, and in response to both today's world affairs and new federal security regulations, a new norm exists at the ferry system.*
>
> *Both the FBI and the Department of Homeland Security have been warning that public transportation and ferry systems are vulnerable to a potential terrorist attack. So, it should come as no surprise that Washington State's ferry system, the nation's largest, is at risk.*
>
> *The ferry system has been working in close cooperation with our security partners - the Washington State Patrol and the US Coast Guard. With their help, WSF prepared a plan aimed at protecting the ferry system's passengers and satisfying the requirements of the Maritime Transportation Security Act (MTSA) of 2002.*
>
> *WSF's new security plan is designed to keep ferry passengers safe while allowing the ferry system to maintain its sailing schedule.*
>
>
> ### What Washington State Ferry Passengers Can Do to Help
> *We all have a role to play in ferry security. Passengers are recommended to:*
>
> *Be Alert; Don't be Alarmed; and Be Aware of Your Surroundings
> Report suspicious persons, objects or activities to crewmembers. Suspicions*

should be based on activity, not what someone looks like. Examples of potentially suspicious behavior include:

> *o Unusual photography of ferry operations.*
> *o People displaying heightened interest in secure areas onboard the ferries.*
> *o Suspicious questioning of WSF personnel about security procedures.*
> *o People critically observing ferry operations while taking notes or making computer entries.*
> *o Suspicious waterside activities in and around docks and ferries.*

(Source: Washington State Ferry Web Site, Security Page, April 2009; http://www.wsdot.wa.gov/ferries/security/)

THE DESIGN CHALLENGE: SAILSAFE

Suppose that some regular ferry commuters have requested a cell phone application that would allow them to easily and discreetly report suspicious activity on the ferry to the captain or other responsible ferry personnel. The Value Sensitive Design Project Team at UW is designing and implementing such a tool, called SailSafe, that will meet the needs of WSF riders.

The following is a preliminary description of the tool as it has been envisioned thus far: SailSafe is a tool that is being built for WSF patrons to help ferry riders report suspicious activities and individuals on the ferry. The cell phone application will allow ferry riders to snap pictures of suspicious persons or activities; upload the photo and other information (e.g., location on the boat, time of day) to an official website that is monitored by security personnel. When information is uploaded to the system, ferry security personnel will be notified immediately.

Possible SailSafe features:
- Photo
- GPS Location
- Time stamp
- Alarm/Sound
- Is there an automatic notification of the person being photographed (for example, a sound)
- How long are the photos kept?
- Who can access them?
- Can you delete (and how soon after – false alarm, took a photo by mistake)
- Identity of cell phone owner is transmitted (give up your anonymity on riding the ferry)
- Is there a record kept by the state ferry if you download the app?
- Policy: Reward if you photograph a suspicious activity that leads to a later conviction
- Policy: You register your cell phone with the SailSafe program; sign an agreement not to abuse the system.

- Policy: Anonymous who downloads the SailSafe system.
- Policy: You get free WiFi on the ferry if you participate in the SailSafe system (as an incentive for participation).

DIRECT AND INDIRECT STAKEHOLDER ANALYSIS

Conduct a direct and indirect stakeholder analysis…

1. First identify stakeholders for each category.
2. Then identify potential benefits and harms for each of the stakeholders.
3. Next, identify key values and value tensions implicated by the system.
4. As you have time, develop the other aspects of a social impact statement.