



**PORT of OLYMPIA**

**Citizens Advisory Committee**

**Fuel Dock Supply/demand Model**

<b>Staff Lead:</b>
Bruce Marshall, Harbor Director Phone: 528.8045 Email: <a href="mailto:brucem@portolympia.com">brucem@portolympia.com</a>
<b>Background:</b>
Construct a model, using known demand patterns, of fuel dock pricing. This model will use information gathered from other fuel dock volumes, and pricing. The challenge will be to be able to identify historical pricing and volumes sold at other fuel docks throughout Puget Sound. A further challenge will be to factor out undue influences on volumes, such as heavy commercial traffic volumes at a fuel dock.
<b>Scope of Work:</b>
Provide the Swantown Director a table of fuel volumes and pricing collected. Then, provide a model for determining possible fuel sales volumes, based on Port's goals, and the relationship of sales volume relative to sales price (supply/demand model). What percent of sales volume is from "captive sales", i.e. people will pay a higher price, because they have nowhere else to go? Interview boaters to understand their buying patterns. Contact other Ports and private marinas for this information.
<b>Timeline:</b>
2 ½ months to completion.