

**Time Schedule #2  
Seattle Express Inc C001052**

**Original Title Page**

TIME SCHEDULE NUMBER 2

Cancels

Time Schedule Number 1  
of

Company Name: SEATTLE EXPRESS INC

Certificate Number: C001052

Address: PO BOX 66752

City/State/Zip: SEATTLE WA 98166

**TERRITORY:**

Between: Hotels in the City of Renton and the Pike Place Market in  
downtown Seattle.

Between: Hotels in the City of Sea-Tac, South Center Mall, Pike Place  
Market, and Cruise Terminals  
#66 and #30.

Between: Hotels in the City of Tukwila, South Center Mall, Pike Place  
Market, and Cruise Terminals  
#66 and #30.

Name: RON GOLDSBERRY PRESIDENT

Address: PO BOX 66752

City, State/Zip: SEATTLE, WA. 98166

Telephone No: 206-793-0770 Telefacsimile No 206-246-2178 RON@SEATTLEEXPRESS.COM

Issue Date: \_\_\_\_\_

Effective Date: November 10, 2003

Issued By: Ron Goldsberry, President

Effective: \_\_\_\_\_ TC- \_\_\_\_\_ LSN \_\_\_\_\_

Order/Other \_\_\_\_\_ BY: \_\_\_\_\_

**Time Schedule #2  
Seattle Express Inc C001052**

**Original Page One**

**SEA-TAC HOTELS SERVICED 10/16 THROUGH 4/30 DEPARTURES**

**RESERVATION REQUIRED CALL 206-241-5800**

Best Western Executel	9:32am	11:32am	1:32pm	3:22pm					
Clarion Airport	9:38am	11:38am	1:38pm	3:28pm					
Comfort Inn	9:32am	11:32am	1:32pm	3:22pm					
Days Inn Airport	9:32am	11:32am	1:32pm	3:22pm					
Double Tree @ airport	9:35am	11:35am	1:35pm	3:35pm					
Fairfield By Marriott	9:32am	11:32am	1:32pm	3:22pm					
Hampton Inn Airport	9:32am	11:32am	1:32pm	3:22pm					
Hilton Airport	9:28am	11:38am	1:38pm	3:28pm					
Holiday Inn Express	9:32am	11:32am	1:32pm	3:22pm					
Holiday Inn Airport	9:40am	11:40am	1:40pm	3:30pm					
LaQuinta Airport	9:30am	11:30am	1:30pm	3:30pm					
Marriott Airport	9:38am	11:38am	1:38pm	3:28pm					
Radisson Airport	9:30am	11:30am	1:30pm	3:30pm					
Ramada Inn	9:40am	11:40am	1:40pm	3:40pm					
Red Roof Inn	9:40am	11:40am	1:40pm	3:40pm					
Sleep Inn	9:32am	11:32am	1:32pm	3:22pm					
Super 8 Airport	9:35am	11:35am	1:35pm	3:35pm					
Sutton Suites	9:40am	11:40am	1:40pm	3:40pm					
Travelodge South	9:32am	11:32am	1:32pm	3:22pm					
Coast Gateway	9:30am	11:30am	1:30pm	3:30pm					
Red Lion Airport	9:35am	11:35am	1:35pm	3:35pm					
Wyndam Gardens	9:35am	11:35am	1:35pm	3:35pm					
SouthCenter Mall Drop from hotels & departure to Seattle			10:00AM	12:00PM	2:00PM	4:00PM	6:00PM	7:10PM	
South Center Mall Departure to Sea-Tac or Tukwila Hotel			10:40am	12:40pm	2:40pm	4:40pm	6:40pm		
Public Market Arrival & Hotel or South Center departure			10:20AM	12:20pm	2:20pm	**4:20pm	6:20pm	7:30pm	

**DAILY SERVICE EXCEPT NOVEMBER 24 THROUGH FEBRUARY 28 WHEN WE OPERATE ONLY ON FRIDAY, SATURDAY, & SUNDAY**  
 Please arrive at the departure point 5 minutes before the scheduled departure, as we cannot return for late arriving guests. The 4:20\*\*\* market stop MTWT&F -NE corner of University & Alaskan Way. Go down the Harbor steps directly across from the hammering man-then one block toward the water. Wait by the Seattle Waterfront sign arching over the sidewalk, just before the viaduct.

**ALL OTHER PUBLIC MARKET STOPS ARE AT 1ST & UNIVERSITY IN FRONT OF THE HAMMERING MAN STATUE**

Friday an additional return to hotels from South Center at 8PM & 9PM  
 Saturday an additional return to hotels from South Center at 8PM & 9PM & 10PM

Issue Date: \_\_\_\_\_

Effective Date: November 10, 2003

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Effective: \_\_\_\_\_ TC- \_\_\_\_\_ LSN \_\_\_\_\_

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**Time Schedule #2  
Seattle Express Inc C001052**

**Original Page Two**

**TUKWILA HOTELS SERVICE 10/16 THROUGH 4/30 DEPARTURES**

**RESERVATIONS REQUIRED CALL 206-241-5800**

Comfort Suites Tukwila	9:52AM	11:52AM	1:52PM	3:52PM			
Courtyard Marriott Sea-Tac	9:45AM	11:45AM	1:45PM	3:45PM			
Embassy Suites	9:45AM	11:45AM	1:45PM	3:45PM			
Hampton Inn	9:47AM	11:47AM	1:47PM	3:47PM			
Homestead Village	9:47AM	11:47AM	1:47PM	3:47PM			
Residence Inn	9:47AM	11:47AM	1:47PM	3:47PM			
Courtyard Marriott South Center	9:49AM	11:49AM	1:49PM	3:49PM			
Double Tree Suites	9:45AM	11:45AM	1:45PM	3:45PM			
SouthCenter Mall Drop from hotels & departure to Seattle	10:00AM	12:00PM	2:00PM	4:00PM	6:00PM	7:10PM	
South Center Mall Return to Sea-Tac or Tukwila Hotel	10:40am	12:40pm	2:40pm	4:40pm	6:40pm		
Public Market Arrival & Hotel or South Center Return	10:20AM	12:20pm	2:20pm	**4:20pm	6:20pm	7:30pm	

**DAILY SERVICE EXCEPT NOVEMBER 24 THROUGH FEBRUARY 28 WHEN WE OPERATE ONLY ON FRIDAY, SATURDAY, & SUNDAY**  
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**Time Schedule #2  
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**Original Page Three**

**SEA-TAC HOTELS SERVICE 5/1 THROUGH 10/15 DEPARTURES**

**RESERVATION REQUIRED FOR HOTELS NOT IN BOLD--206-241-5800**

Coast Gateway	9:30am	11:00am	12:30pm	2:10pm	4:10pm	6:00pm
Best Western Executel	9:40am	11:10am	12:40pm	2:20pm	4:20pm	6:10pm
Clarion Airport	<b>9:52am</b>	<b>11:22am</b>	<b>12:52pm</b>	<b>2:32pm</b>	<b>4:32pm</b>	<b>6:22pm</b>
Comfort Inn	9:35am	11:05am	12:35pm	2:15pm	4:15pm	6:05pm
Days Inn Airport	9:34am	11:04pm	12:34pm	2:14pm	4:14pm	6:04pm
Double Tree @ airport	9:40am	11:10am	12:40pm	2:20pm	4:20pm	6:10pm
Fairfield By Marriott	9:40am	11:10am	12:40pm	2:20pm	4:20pm	6:10pm
Hampton Inn Airport	9:37am	11:07am	12:37pm	2:17pm	4:17pm	6:07pm
Hilton Airport	9:45am	11:15am	12:45pm	2:25pm	4:25pm	6:15pm
Holiday Inn Airport	9:53am	11:23am	12:53pm	2:33pm	4:33pm	6:23pm
Holiday Inn Express	9:38am	11:08am	12:38pm	2:18pm	4:18pm	6:08pm
LaQuinta Airport	9:30am	11:00am	12:30pm	2:10pm	4:10pm	6:00pm
Marriott Airport	<b>9:50am</b>	<b>11:20am</b>	<b>12:50pm</b>	<b>2:30pm</b>	<b>4:30pm</b>	<b>6:20pm</b>
Radisson Airport	9:55am	11:25am	12:55pm	2:35pm	4:35pm	6:25pm
Ramada Inn	10:00am	11:30am	1:00pm	2:40pm	4:40pm	6:30pm
Red Lion Seattle Airport	9:42am	11:12am	12:42pm	2:22pm	4:22pm	6:12pm
Red Roof Inn	10:00am	11:30am	1:00pm	2:40pm	4:40pm	6:30pm
Sleep Inn	9:40am	11:10am	12:40pm	2:20pm	4:20pm	6:10pm
Super 8 Airport	9:40am	11:10am	12:40pm	2:20pm	4:20pm	6:10pm
Sutton Suites	10:00am	11:30am	1:00pm	2:40pm	4:40pm	6:30pm
Travelodge South	9:32am	11:02am	12:32pm	2:12pm	4:12pm	6:02pm
Wyndam Gardens	9:44am	11:14am	12:44pm	2:24pm	4:24pm	6:14pm
Public Market Arrival & Hotel Return	10:20AM	11:50AM	1:20PM	3:00PM	5:00PM**	7, 8, 9, & 10PM
PIER 66 ARRIVAL & HOTEL RETURN	10:25AM	11:55AM	1:25PM			
PIER 30 ARRIVAL & HOTEL RETURN	10:40AM	12:10PM	1:40PM			

Please arrive at the departure point 5 minutes before the scheduled departure, as we cannot return for late arriving guests. The 5:00pm\*\*\* market stop MTWT&F -NE corner of University & Alaskan Way. Go down the Harbor steps directly across from the hammering man-then one block toward the water. Wait by the Seattle Waterfront sign arching over the sidewalk, just before the viaduct. **ALL OTHER PUBLIC MARKET STOPS ARE AT 1ST & UNIVERSITY IN FRONT OF THE HAMMERING MAN STATUE**

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**Time Schedule #2  
Seattle Express Inc C001052**

**Original Page Four**

**TUKWILA HOTELS SERVICED 5/1 THROUGH 10/15—DEPARTURES**

**WE OPERATE ON FRIDAY, SATURDAY, & SUNDAY ONLY**

**RESERVATION REQUIRED--206-241-5800**

Courtyard Marriot Sea-Tac	9:30am	11:00am	12:30pm	2:10pm	4:10pm	6:00pm
Embassy Suites	9:32am	11:02am	12:32pm	2:12pm	4:12pm	6:02pm
Hampton Inn	9:35am	11:05am	12:35pm	2:15pm	4:15pm	6:05pm
Homestead Village	9:35am	11:05am	12:35pm	2:15pm	4:15pm	6:05pm
Residence Inn	9:37am	11:07am	12:37pm	2:17pm	4:17pm	6:07pm
Courtyard Marriot South Center	9:40am	11:10am	12:40pm	2:20pm	4:20pm	6:10pm
Double Tree Suites	9:42am	11:12am	12:42pm	2:22pm	4:22pm	6:12pm

**Public Market Arrival & Hotel Return 10:20AM 11:50AM 1:20PM 3:00PM 5:00PM\*\* 7, 8, 9, & 10PM**

**PIER 66 ARRIVAL & HOTEL RETURN 10:25AM 11:55AM 1:25PM**  
**PIER 30 ARRIVAL & HOTEL RETURN 10:40AM 12:10PM 1:40PM**

Please arrive at the departure point 5 minutes before the scheduled departure, as we cannot return for late arriving guests. The 5:00pm\*\*\* market stop MTWT&F -NE corner of University & Alaskan Way. Go down the Harbor steps directly across from the hammering man-then one block toward the water. Wait by the Seattle Waterfront sign arching over the sidewalk, just before the viaduct.

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Order/Other \_\_\_\_\_ BY: \_\_\_\_\_

**Tariff No. Two  
Seattle Express Inc C001052**

**Original Title Page**

**TARIFF NO. 2**

Cancel

**TARIFF NO. 1**

of

Company Name: SEATTLE EXPRESS INC

Certificate Number: C-001052

For the transportation of passengers in the following territory:  
Between: Hotels in the City of Renton and the Pike Place Market in  
downtown Seattle.

Between: Hotels in the City of Sea-Tac, South Center Mall, Pike Place  
Market, and Cruise Terminals  
#66 and #30.

Between: Hotels in the City of Tukwila, South Center Mall, Pike Place  
Market, and Cruise Terminals  
#66 and #30.

Issued by:

Name: RON GOLDSBERRY PRESIDENT

Address: PO BOX 66752

City, State/Zip: SEATTLE, WA 98166

Telephone No: 206-793-0770 Telefacsimile No: 206-246-2178 RON@SEATTLEEXPRESS.COM

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Tariff No. Two  
Seattle Express Inc C001052

Original Page One

RATE SCHEDULE  
ADULT FARES IN DOLLARS PER PERSON

AND	ALL HOTELS ROUNDRIP	ALL HOTELS ONE-WAY	SOUTHCENTER ROUNDRIP	SOUTHCEN- TER ONE-WAY
PIKE PLACE	\$12	\$7	\$7	\$7
TERMINAL 30 OR 66	\$20	\$10		
SOUTHCENTER MALL	\$0**	\$0**		

\*\* No charge to passenger-paid by contract with SouthSide Visitors Bureau

Issue Date: \_\_\_\_\_

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Order/Other \_\_\_\_\_ BY: \_\_\_\_\_

Tariff No. Two  
Seattle Express Inc C001052

Original Page Two

### PASSENGER RULES

PASSENGER RULES AND REGULATIONS

ROUND TRIP FARES: Hotel pick up to downtown Seattle and return will be \$12  
Hotel pick up to cruise terminal and return will be \$20

ONE WAY FARES: Hotel pick up to downtown Seattle, or downtown to hotels will be \$7  
Hotel pick up to cruise terminal #30 or #66 , or cruise terminal to airport  
hotels  
Will be \$10

ADULT FARES/CHILDREN FARES: All fares are adult fares with one exception. Children under two years of age, when accompanied by an adult passenger and not occupying a seat will be carried free.

INTERMEDIATE APPLICATION: Fares to or from intermediate points not named herein, will be the same as the fare to or from the next more distant station for which fares are named.

TICKET LIMITATION: Round trip fares will be good for seven days from the date of purchase.

TICKET REDEMPTION: Unused tickets or portion will not be redeemed.

SCHEDULE MAINTENANCE: Carrier will not be liable for delays caused by accidents, breakdowns, bad conditions of roads, snow storms or other conditions beyond his control and does not guarantee to arrive at or depart from any point at any specific time. The time of arrival at and departure from any point shown in the published time schedules are schedules it endeavors to maintain, but are not guaranteed.

OBJECTIONABLE PASSENGERS: Seattle Express reserves the right to refuse to transport persons under the influence of drugs or liquor, or incapable taking care of themselves, or who condition, conduct or behavior may be objectionable to other passengers. The carrier reserves the right to refuse carriage of any material that the carrier considers unsafe or not in the best interest to the passengers.

ANIMALS: Dogs, cats and other animals or birds will not be carried. Exception: dogs traveling with sight or hearing impaired passengers will be carried free of charge. The dog will not be permitted to occupy a seat but must lie or stand at the feet of the passenger.

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Order/Other \_\_\_\_\_ BY: \_\_\_\_\_



Nov 07 03 03:39P

Southside Visitor Info

2065762529

P.1

Seattle Southside Visitors Services  
18400 Southcenter Parkway #209  
Seattle, WA 98188



Toll-Free 1-877-885-9452  
Phone: 206-575-2489  
Fax: 206-575-2529

RECEIVED  
RECORDS MANAGEMENT  
03 NOV 10 AM 8:35  
STATE OF WASH.  
UTIL. AND TRANSP.  
COMMISSION

# Fax

To: Ron Goldberry From: Kathleen  
 Fax: 246-2178 Date: Nov. 7, 2003  
 Phone: 206-793-0770 Pages: 4 + cover page  
 Re: Shuttle agreement CC:

Urgent  For Review  Please Comment  Please Reply  Please Recycle

-Comments-

Ron see attached. Please  
invoice Westfield for \$5,000<sup>00</sup>  
ASAP attention Heather Bly and  
Tina Tufts. They also need a certificate of  
insurance. Thank you!

My cellphone # is 206-931-5992. Feel  
free to call me anytime if you have questions  
I'll carry it all weekend.

Nov 07 03 03:40p

Southside Visitor Info

2065752529

p. 4

August 21, 2003

Attention: Katherine Kertzman, Program Director Seattle Southside Visitor Services  
Heather Bly, General Manager Westfield Shoppingtown Southcenter

I wanted to summarize our discussion about the Seattle Southside Shopper Shuttle:

- 1) You have requested service from the SeaTac & Tukwila hotels to Westfield, and in addition, roundtrip service from downtown Seattle to Westfield. You are familiar with our current service and it seems reasonable to adapt our winter schedule to provide this service during a test period of five months. I have completed schedules to accommodate this added service and copies are enclosed.
- 2) The alternative is to provide a vehicle dedicated to your service, which would be substantially more expensive.
- 3) Being a scheduled service, and charging riders a fee, requires this to be approved by the Washington Utilities and Transportation Commission. This would only require adding Westfield as an additional stop for Seattle Express. I do not foresee a problem in obtaining their approval. The time frame is about 40 days. I will submit the necessary paperwork and fee by August 27. This would allow service to start in early November. The one potential delay would occur if any transportation provider objects to us offering the service.
- 4) We have discussed a fee of \$500 per weekend for providing this service. In addition, while the winter schedule is in effect, I will continue the Westfield stop Monday through Thursday at no additional charge. This fee is based on my hope that the service is a success and that we can generate a profit with the fees generated from individual riders. We will charge \$12 for the round trip from Seattle, the hotel guests going to Westfield will not be charged. I understand that Westfield will be responsible for this fee.
- 5) During the summer season - May 1 through October 15 - our schedule changes dramatically. After a five-month test, we can discuss the success of the program and decide how to continue. My initial thought is to charge a nominal fee for hotel trips to Westfield and combine the service with the downtown Tukwila hotel transportation.
- 6) We will utilize a 24-passenger bus for the service and Seattle Southside Visitor Services will pay to have the vehicle wrapped with advertising. I will still need some room on the bus to advertise Seattle Express and our scheduled downtown service.
- 7) My suggestion is to use a two- or three-fold schedule to publicize the service. I further understand that Seattle Southside Visitor Services will pay for the redesign of all collateral marketing materials to incorporate the new brand including Seattle Southside Visitor Services and Westfield Shoppingtown Southcenter logos.

As we pursue this, I am sure there will be additions to this. I know the WUTC will want to see our agreement/plan.

Ron Goldsberry.

Nov 07 03 03:33P

Southside Visitor Info

2065752629

P.2

# Seattle Southside

THE PACIFIC NORTHWEST STARTS HERE

September 18, 2003

Heather Bly, General Manager  
 Westfield Shoppingtown—Southcenter  
 633 Southcenter Mall  
 Seattle, WA 98188

Hello Heather,

Thank-you for agreeing to work with Seattle Southside Visitor Services (SSVS) and Seattle Express regarding the Shopper Shuttle transportation services. We believe it will be a successful program that will not only achieve visibility for the area but will also increase the level of satisfaction of the hotels guests and shoppers. I'm confident you will find SSVS to be an experienced and effective team to lead this initiative and we look forward to working with your team to carry out this and other programs.

Seattle Express has agreed to provide transportation services from Southside hotels to Westfield Shoppingtown Southcenter for \$500 per weekend throughout the winter schedule. We understand that Westfield will be responsible for this fee with the goal in mind that this program will become self-funding overtime. After our five-month trial we will evaluate and discuss how best to proceed.

We have outlined the immediate items to accomplish for the success of the launch while keeping our eyes open towards the future of the program. We will need to move quickly and efficiently in order to hit the launch Date of November, 2003.

**Planning and Launch Phases:** Pre-branding and Launch, SSVS recommends a soft launch in November enough to get the program up and rolling with a strong foundation for long term success. We recommend the following:

- 1) Program Plan, initial creative strategy and planning for the future of the program
- 2) Underlying brand scheme that is effective and recognizable yet scalable
- 3) Branded Bus Wrap, applied to vehicle
- 4) Posters
- 5) A-Boards
- 6) Schedules
- 7) Internet component
- 8) Sponsor sheets

16400 Southcenter Parkway, Suite 209  
 Seattle, WA 98188  
 Tel. (206) 575-2489  
 Fax. (206) 575-2629  
 Toll-free 1-877-895-8482  
[www.SeattleSouthside.com](http://www.SeattleSouthside.com)

Nov 07 03 03:38p

Southside Visitor Info

2065752529

P.3

I have attached a "preliminary" marketing budget estimate for your review and comment. The specifics of each of these items can be determined once the project and budget is approved for implementation. As we discussed, we will use the Westfield logo on all marketing materials for this project ie: wrapping the bus, posters, A-boards, flyers table tents, etc.

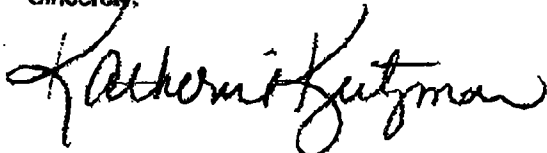
**Subsequent Phases: Expansion**

As we begin to define the program and the scope, here are some further opportunities to be aware of that we should review for subsequent program phases:

- 1) As we discussed, we believe there is a need and opportunity for offering "Concierge Services" at the mall. We would like to do a quick demo study to validate our assertion and determine if this program would work for you financially
- 2) The Museum of Flight presents an interesting component for families, we would like to develop a partnership with them to generate visibility and provide yet another reason to 'take the shuttle'
- 3) Downtown Mall partnership, it is all about 2-way traffic to really make this project a long-term success for everyone involved.
- 4) Additional Sponsorship opportunities for businesses at both drop-off points.
- 5) PR Aspect, there is a myriad of ways to generate publicity for this program. We should look at few of the more cost effective programs such as the internet and
- 6) Develop a concierge rewards program. I feel this is an import aspect of the program. I would like to develop programs to compete with the limos that reward the concierge for bookings. Perhaps a weekly drawing for a Westfield Shoppingtown gift card.

Once again, thank-you for the opportunity to make this program come to life. I believe that with the right amount of finesse we will have a success on our hands.

Sincerely,



Katherine Kertzman

CC: Tina Tufts, Kristin Flores, Tim Owen, Kari Gallaway, Lisa Pacini, Mayor Mullet, Alan Doerschel,