

SAN FRANCISCO BAY AREA WATER EMERGENCY TRANSPORTATION AUTHORITY

MINUTES OF THE BOARD OF DIRECTORS MEETING

(June 17, 2010)

The Board of Directors of the San Francisco Bay Area Water Emergency Transportation Authority met in regular session at the WETA offices at Pier 9, Suite 111, San Francisco, CA.

1. ROLL CALL AND CALL TO ORDER

Chair Charlene Haught Johnson called the meeting to order at 1:07 p.m. Directors present were Vice Chair Anthony Intintoli, Director Gerald Bellows and Director O' Rourke. Vice Chair Intintoli led the Pledge of Allegiance. Directory Beverly Johnson arrived at 1:30 p.m.

2. REPORT OF BOARD CHAIR

None.

3. REPORT OF DIRECTORS

None.

4. REPORTS OF STAFF

Executive Director Nina Rannells reported that staff continued to work actively with the City of Alameda on service transition details, and that she hoped to bring an item to the Board at the September or October meeting. She noted that staff would be attending the Alameda Transportation Committee hearing on June 23 as part of the City of Alameda's public outreach process.

Ms. Rannells also noted that city staff had asked WETA to join in a meeting with SunCal, who holds exclusive redevelopment rights at Alameda Point, as part of an ongoing discussion to ensure ferry access.

Ms. Rannells noted that once again per SB 976 and SB 1023 operating funds for the Alameda and Vallejo city services would be directed to WETA, and as in prior years she anticipated bringing an item to the Board in July to approve the Alameda and Vallejo services' operating budgets, including funds for expansion projects in Vallejo, to pay through to the cities. She noted that MTC had also requested letters of intent to transition from WETA and both cities as part of the arrangement.

Ms. Rannells advised the Board that she would be representing WETA at the Vallejo Station parking garage groundbreaking celebration on June 21 along with Vice Chair Intintoli who would be speaking at the event.

Regarding the MTC loan to establish a reserve to fund WETA RM2 projects, Ms. Rannells said that staff has been making headway and that she anticipated that details would be resolved soon. She said that the reserve was likely to be approximately \$10 million and that she hoped to bring a request to the Board as soon as August.

Ms. Rannells then introduced Barry Broad of Broad & Gusman LLP, who delivered a state legislative update. Mr. Broad reported that budget negotiations were currently underway to close the approximately \$20 billion deficit. He said that there were currently no proposals on the table that would directly impact WETA's funding. Mr. Broad noted that due to a deal which had been worked out earlier that no one would be likely to raid transit funding in the course of the current negotiations.

Mr. Broad also reviewed the status of SB 1061, which would create a bicycle pathway on the Bay Bridge and around the Bay Area. He said that the bill had no current opposition and that as written it would not be funded by bridge tolls unless there was an unanticipated surplus collected beyond forecasts.

He also noted that an update on SB 1205, which would create a Bay Area Disaster Recovery Authority, was included in his written report but that staff would be presenting an informational item regarding SB 1205 in greater detail later in the meeting.

5. CONSENT CALENDAR

Vice Chair Intintoli made a motion to approve the minutes from the May 20, 2010 Board of Directors meeting. Director O'Rourke seconded the motion and the item carried unanimously.

6. UPDATE ON SENATE BILL 1205 (CORBETT)

Administrative Policy Analyst Lauren Duran presented this informational item regarding Senate Bill 1205 as requested by the Board. She noted that the bill, co-authored by Senators Mark DeSaulnier and Loni Hancock, would create the Bay Area Disaster Recovery Planning Council and establish a long-term regional earthquake recovery plan. She reviewed the scope of the plan as detailed in the most current version of the bill, noting that it primarily dealt with housing and lifeline infrastructure recovery issues immediately following a regional disaster.

Ms. Rannells added that Council would be a planning agency only and their planning would complement WETA's role in disaster response and not duplicate efforts. Chair Johnson thanked Ms. Duran for the report.

7. APPROVAL OF CONTRACT AWARD TO BROAD & GUSMAN, LLP FOR STATE LEGISLATIVE REPRESENTATION

Public Affairs Manager Leamon Abrams presented this item requesting the Board award by resolution a contract for state legislative services to Broad & Gusman, LLP, in an amount of \$66,000 for FY 2010/11 and to authorize the Executive Director to execute the contract.

Mr. Abrams noted the release of the recent RFQ for state legislative services and reviewed the selection process that led to staff's recommendation to award to Broad & Gusman.

Vice Chair Intintoli made a motion to approve the item. Director O'Rourke seconded the motion and the item carried unanimously.

8. APPROVE CONTRACT AWARD FOR ENVIRONMENTAL REVIEW SERVICES FOR SAN FRANCISCO FERRY TERMINAL EXPANSION PROJECT

Ms. Rannells prefaced this item noting that agenda items 9 and 10 were linked and that both addressed the need for expanded berthing capacity at the Ferry Building to meet anticipated emergency response requirements as well as passenger capacity for planned future services including Treasure Island and Berkeley ferry services.

Ms. Rannells also noted a request for Board authorization to adjust the budget for the terminal expansion contracts by a not to exceed amount of \$800,000 in order to cover the amount of the contract. She noted that available grant funds were sufficient to cover an amended amount. Vice Chair Intintoli requested WETA counsel Stanley Taylor III of Nossaman LLP draft language for an amended resolution to reflect this amount.

WETA Planner/Analyst Michael Gougherty then presented the item, requesting Board approval of a contract award for environmental review services for the San Francisco Ferry Terminal Expansion

Project to URS Corporation in an amount not to exceed \$1,457,000, and authorize the Executive Director to negotiate and enter into a contract for this work.

Mr. Gougherty reviewed the background of the project and need for additional berthing and passenger capacity at Ferry Building, and discussed the MOU between WETA and the Port of San Francisco that clarifies responsibilities for each component of the project. He then reviewed the RFQ and section process that led to staff's recommendation to select URS as the most qualified firm.

Public Comment

Veronica Sanchez of Masters, Mates & Pilots asked for a clarification of purpose for the berthing expansion and if it included meeting the needs of the planned Treasure Island service, which she understood would use vessels with passenger capacities of 600.

Manager of Planning and Development John Sindzinski responded that three new berthing spots were planned to accommodate planned services including Berkeley and Treasure Island, but that the 600 passenger capacity ferries originally proposed had been rejected by the developer in favor of a graduated approach that would build to meet capacity over a period of 10 to 15 years.

Chair Johnson asked who the Treasure Island developer was. Mr. Taylor said it was Treasure Island Community Development LLC.

Ms. Rannells added that staff would continue to bring updates to the Board regarding Treasure Island as the project evolved.

Mr. Taylor offered an amended Recommendation paragraph on the Staff Report for Item 9 to read as follows: "Approve contract award for environmental review services for the San Francisco Ferry Terminal Expansion Project to URS Corporation in an amount not to exceed \$1,457,000, and authorize the Executive Director to negotiate and enter into a contract for this work, and to authorize a budget increase in an amount of \$800,000."

Mr. Taylor also offered amended language to Resolution 2010-20 as follows: "The Board of Directors of the Authority hereby conditionally awards the contract to URS Corporation and authorizes the Executive Director to negotiate and execute an agreement for environmental review services for the San Francisco Ferry Terminal Expansion Project for a total not to exceed cost of \$1,457,000, and to authorize a budget increase in an amount of \$800,000."

Vice Chair Intintoli Director Bellows made a motion to approve the item as amended. Director Bellows seconded the motion and the item carried unanimously.

9. APPROVE CONTRACT AWARD FOR DESIGN AND ENGINEERING SERVICES FOR SAN FRANCISCO FERRY TERMINAL EXPANSION PROJECT

Mr. Gougherty presented this item requesting the Board approval of a contract award for design and engineering services for the San Francisco Ferry Terminal Expansion Project to ROMA Design Group in an amount not to exceed \$1,380,000 and to authorize the Executive Director to negotiate and enter into a professional services agreement for this work. He noted that this agreement would include conceptual design work with the option, at WETA's discretion, to continue with ROMA Design Group to provide preliminary and final design services for this Project.

Vice Chair Intintoli made a motion to approve the item. Director Bellows seconded the motion and the item carried unanimously.

Chair Johnson called the meeting into recess at 1:45 p.m. and reopened the meeting at 1:50 p.m.

10. UPDATE ON MARKETING/OUTREACH PROGRAM DEVELOPMENT

Ms. Rannells introduced Neil Cohen of The M-Line who presented an informational update on the status of branding strategies for WETA's marketing program. Mr. Cohen identified key demographic groups representing potential and current ferry passengers and offered suggested approaches for refining a marketing message and developing a brand strategy for WETA.

Ms. Rannells followed the presentation by noting that although this was an informational item only, feedback from the Board was appreciated regarding The M-Line's "Fresh Perspective" concept as well as the Board's desired level of involvement in marketing issues in general.

Director Johnson said that commuters just want to get from here to there and are not concerned with fluff. Mr. Cohen replied that the presentation was for internal use to outline marketing strategies and that the message to riders would of course communicate a commitment to basic transit needs. He added that on transit alone, the ferry would not be on a level playing field with services such as BART for convenience and reliability, and for that reason it was important to also communicate additional, more desirable aspects of the ferry experience.

Director Johnson said the ferries would never be able to attract riders from the hills. Mr. Cohen said that that may be, but that it was important to focus on the strong points of ferry service as well as to deliver on core promises such as reliability.

Vice Chair Intintoli noted that service to baseball games had been successful in attracting new riders and that major draws such as the current exhibit at the de Young Museum could have a similar effect if WETA focused on connectivity. Mr. Cohen agreed, but noted connectivity as a specific marketing issue that would follow after brand strategy had been developed. Vice Chair Intintoli wondered if the name of the service mattered. Mr. Cohen pointed out that as part of the process of the transition a unified brand was essential.

Director O'Rourke said that the approach should be two-pronged, focusing on current riders and then growing to include larger areas of potential commutes as outlined in the presentation.

Chair Johnson asked the Board if a committee should be formed to guide the development of the marketing program. Director Johnson suggested that regular updates from staff would be preferable. Director Bellows agreed.

Ms. Rannells added that the concepts presented resonated with her experience as a regular ferry commuter and that the time onboard a ferry served as transitional period between work and home in a way that other commute options did not. Mr. Cohen said that he looked forward to continuing work with WETA on development of the marketing program.

11. RECESS INTO CLOSED SESSION AND REPORT ON CLOSED SESSION

Chair Johnson called the meeting into closed session at 2:25 p.m. Upon reopening of the meeting at 2:55 p.m. she reported that no action had been taken.

12. ADJOURNMENT

All business having concluded, the meeting was adjourned at 2:55 p.m.

Respectfully Submitted,

Board Secretary
