



Members of the Board

Charlene Haught Johnson, Chair
Anthony J. Intintoli, Jr., Vice Chair
Gerald Bellows
Jeffrey DelBono
Timothy Donovan

**MEETING AGENDA FOR THE
WETA BOARD OF DIRECTORS**

BOARD OF DIRECTORS' MEETING

July 18, 2013 at 1:00 P.M.
San Francisco Bay Area
Water Emergency Transportation Authority
9 Pier, Suite 111
San Francisco

The full agenda packet is available for download at www.watertransit.org.

REVISED AGENDA

This information will be made available in alternative formats upon request. To request an agenda in an alternative format, please contact the Board Secretary at least five (5) working days prior to the meeting to ensure availability.

PUBLIC COMMENTS The Water Emergency Transportation Authority welcomes comments from the public. Speakers' cards and a sign-up sheet are available. Please forward completed speaker cards and any reports/handouts to the Board Secretary.

Non-Agenda Items: A 15 minute period of public comment for non-agenda items will be held at the end of the meeting. Please indicate on your speaker card that you wish to speak on a non-agenda item. No action can be taken on any matter raised during the public comment period. Speakers will be allotted no more than three (3) minutes to speak and will be heard in the order of sign-up.

Agenda Items: Speakers on individual agenda items will be called in order of sign-up after the discussion of each agenda item and will be allotted no more than three (3) minutes to speak. You are encouraged to submit public comments in writing to be distributed to all Directors.

- | | |
|--|---------------------------|
| 1. <u>CALL TO ORDER – BOARD CHAIR</u> | <i>Information</i> |
| 2. <u>ROLL CALL/PLEDGE OF ALLEGIANCE</u> | <i>Information</i> |
| 3. <u>REPORT OF BOARD CHAIR</u> | <i>Information</i> |
| 4. <u>REPORTS OF DIRECTORS</u> | <i>Information</i> |
| 5. <u>REPORTS OF STAFF</u> | <i>Information</i> |
| a. Executive Director's Report | |
| b. Legislative Update | |

**Water Emergency Transportation Authority
July 18, 2013 Meeting of the Board of Directors**

6. CONSENT CALENDAR **Action**
 a. Minutes June 27, 2013
7. APPROVE A SOLE SOURCE CONTRACT WITH VALLEY POWER SYSTEMS NORTH INC., FOR OVERHAUL OF THE SOLANO'S MAIN ENGINES **Action**
8. OVERVIEW OF SAN FRANCISCO BAY FERRY OPERATION DURING THE BART STRIKE **Information**
9. MARKETING UPDATE **Information**
10. RECESS INTO CLOSED SESSION
- a. CONFERENCE WITH LABOR NEGOTIATORS **Action**
 Agency designated representatives: Nina Rannells, Stan Taylor
 Employee organization: Napa-Solano Building and Construction Trades Council
To Be Determined
- b. PUBLIC EMPLOYEE PERFORMANCE EVALUATION **Action**
 Title: Executive Director
To Be Determined
11. REPORT OF ACTIVITY IN CLOSED SESSION **Action**
 Chair will report any action taken in closed session that is subject to reporting at this time. Action may be taken on matters discussed in closed session.
To Be Determined
12. OPEN TIME FOR PUBLIC COMMENTS FOR NON-AGENDA ITEMS

ADJOURNMENT

Water Emergency Transportation Authority (WETA) meetings are wheelchair accessible. Upon request WETA will provide written agenda materials in appropriate alternative formats to individuals with disabilities. Please send a written request to contactus@watertransit.org or call (415) 291-3377 at least five (5) days before the meeting.

Participation in a meeting may be available at one or more locations remote from the primary location of the meeting. See the header of this Agenda for possible teleconference locations. In such event, the teleconference location or locations will be fully accessible to members of the public. Members of the public who attend the meeting at a teleconference location will be able to hear the meeting and testify in accordance with applicable law and WETA policies.

Under Cal. Gov't. Code sec. 84308, Directors are reminded that they must disclose on the record of the proceeding any contributions received from any party or participant in the proceeding in the amount of more than \$250 within the preceding 12 months. Further, no Director shall make, participate in making, or in any way attempt to influence the decision in the proceeding if the Director has willfully or knowingly received a contribution in an amount of more than \$250 within the preceding 12 months from a party or such party's agent, or from any participant or his or her agent, provided, however, that the Director knows or has reason to know that the participant has a financial interest in the decision. For further information, Directors are referred to Government Code section 84308 and to applicable regulations.

MEMORANDUM

TO: WETA Board Members
FROM: Nina Rannells, Executive Director
DATE: July 18, 2013
RE: Executive Director's Report

PROJECT UPDATES

Ferry Terminal Refurbishment Projects – This project includes gangway rehabilitation and terminal facility improvement projects that support the continued safe operation of East Bay ferry terminals and include a variety of work ranging from pier piling replacement to repairing walkways and awnings. Ben C. Gerwick, Inc was selected as the project Construction Manager and a kick off meeting was held on June 18.

Regional Passenger Float Construction – This project will construct a new regional spare float that can be utilized as a back-up for the Vallejo terminal float as well as other terminal sites such as downtown San Francisco when the permanent terminal floats must undergo periodic dry-dock, inspection and repair. This spare would support ongoing daily services and would be a valuable asset to have available for use in unplanned or emergency situations. Ghirardelli Associates Inc. was selected as the project Construction Manager and a kick off meeting was held June 13.

Bay Breeze Vessel Refurbishment – The ferry vessel *Bay Breeze* has surpassed its economic mid-life. This project consists of converting the propulsion to a conventional propeller system, refurbishment of the passenger cabin, extensive hull work, major system renovation, and replacement of control systems and navigation electronics. In March 2013 the Board of Directors approved the contract award to Marine Group Boat Works. The *Bay Breeze* arrived at the Shipyard on March 18 and the project is underway. The hull exterior has been ultra-high pressure water washed which removes the coatings and corrosion without damaging the aluminum plating. Engines, generators and other equipment have been removed from the vessel. The project continues on schedule with completion expected in December 2013.

Clipper Fare Media Implementation – Clipper is currently available as fare payment media for the Alameda/Oakland/South San Francisco, Alameda/Oakland/San Francisco, and Alameda Harbor Bay/San Francisco routes. WETA is working with MTC to develop software programming and acquire equipment required to implement Clipper for the Vallejo ferry service. On June 4, MTC executed a change order with Cubic to authorize this work. Staff will be attending a project kick-off meeting with MTC and Cubic in July. Based upon MTC's projected schedule, Clipper should be available for the Vallejo service by summer 2014.

Staff is participating in a long-term strategic planning effort initiated by MTC and transit operators for the Clipper program. Items under consideration include potential changes to the contracting model and governance structure through which the current Clipper program is delivered. A recommendation is expected pending future discussions and development of the strategic plan.

North Bay Operations and Maintenance Facility – This project will construct a new ferry maintenance facility located at Building 165 on Mare Island in Vallejo in two phases. Phase One will construct landside improvements including a 48,000 gallon fuel storage and delivery system, a new warehouse and renovation of Building 165. Pre-construction activities now included in Phase One include site preparation, demolition and abatement. Phase Two will construct a system of modular floats and piers, gangways and over-the-water utilities. Finally, the existing ferry maintenance facility (Building 477) will be cleaned up as required

prior to surrender to Lennar Mare Island, the property owner of the land portion of the project site. This project was transferred to WETA for implementation as a part of the July 2012 Vallejo service transfer.

This project was originally developed and designed by the City of Vallejo, which issued an RFP for project construction in fall 2011. Bids received by the City significantly exceeded funds available, and all bids were rejected. On December 15, 2011, the California Transportation Commission approved a 20-month extension for the \$4.2 million STIP grant allocated to the project to provide time to re-design and re-bid the project; extending the deadline for construction contract award to August 2013.

In February 2013 the Board of Directors approved the contract award for construction management services to Weston Solutions. The pre-construction phase RFP was released on May 29, 2013. No submittals were received in response to the pre-construction phase RFP. The pre-construction and landside phases were combined and released in an RFP on July 3, 2013. The pre-proposal conference for the pre-construction and landside phases was held on July 11, 2013. Proposal submittals are due on August 1, 2013.

The NEPA environmental review work for the Navy waterside portion in Phase 2 is underway on behalf of the US Navy. The Navy must complete this documentation prior to entering into a lease with WETA to use the waterside portion of the site. In addition, staff is coordinating with various resource agencies for submittal of the mitigation plan for the applicable waterside permits. The Navy lease and approval of waterside permits is required prior to release of the RFP documents for the waterside construction. Staff is working to complete the waterside specifications and RFP documents in parallel with the Navy lease and resources agency permit process.

Central Bay Operations and Maintenance Facility – This project will develop an operations and maintenance facility at Alameda Point to serve as the base for WETA's existing and future central bay ferry fleet. The proposed project would provide running maintenance services such as fueling, engine oil changes, concession supply and light repair work for WETA vessels. The new facility will also serve as WETA's Operations Control Center for day-to-day management and oversight of service, crew and facilities. In the event of a regional emergency, the facility would function as an Emergency Operations Center, serving passengers and sustaining water transit service for emergency response and recovery.

On June 28, WETA received four proposals to provide construction management support services for this project in response to an RFP issued in May. Staff is currently evaluating the proposals and expects to recommend a contract award to the Board at its August meeting. Staff is also working with the City of Alameda to negotiate terms of a long-term lease agreement for the project site, which will be subject to approval by the Board at a future date.

Richmond Ferry Service – This service will provide an alternative transportation link between the City of Richmond and downtown San Francisco. The environmental and conceptual design work includes plans for replacement of an existing facility (float and gangway) and a phased parking plan. Staff is working with the City of Richmond staff and representatives of Orton Development, Inc. to develop the plans. Environmental review for the project is underway. Public and resource agency scoping meetings were held in June 2012. The purpose of the meetings was to present information on the proposed project and to provide an opportunity for comment on the scope of the environmental analysis. The CEQA Initial Study/Mitigated Negative Declaration is anticipated to be published in June or July. Staff continues to conduct stakeholder outreach with the City and other agencies including Contra Costa Transportation Authority (CCTA) and the Bay Conservation and Development Commission (BCDC). Staff is also initiating the Section 7 and Essential Fish Habitat consultation with NOAA and NMFS.

Berkeley Ferry Service – This service will provide an alternative transportation link between Berkeley and downtown San Francisco. The environmental and conceptual design work includes plans for shared use of an existing City owned parking lot at the terminal site between ferry and local restaurant (H^s Lordships) patrons. City participation is required in order to move the project forward and reach agreement on a shared use concept. The project will require a conditional use permit reviewed by the City's Planning Commission, Zoning Adjustment Board and City Council. Staff also discussed options to expedite the project through the conditional use permit process.

Staff is working with the environmental consultant to complete the Final EIS/EIR. The Final EIS/EIR was submitted to FTA review in early October 2012. Staff is consulting with the NOAA and the NMFS on completion of Section 7 consultation and Essential Fish Habitat Assessment for the project. The assessments were prepared in compliance with legal requirements set forth under Section 7 of the Endangered Species Act and the Magnuson-Stevens Fishery Act. NOAA and NMFS will issue a Biological Opinion (BO) on the project. Staff is continuing to work with NOAA and NMFS on the proposed mitigation plan for the project. The BO is required prior to completion of the Final EIS/EIR.

Treasure Island Service – This project, which will be implemented by the Treasure Island Development Authority (TIDA), the Mayor's Office of Economic and Workforce Development and the prospective developer, will institute new ferry service to be operated by WETA between Treasure Island and downtown San Francisco in connection with the planned Treasure Island Development Project.

Downtown San Francisco Ferry Berthing Expansion – This project will expand berthing capacity at the Downtown San Francisco Ferry Terminal in order to support new and expanded ferry services to San Francisco as set forth in WETA's Implementation and Operations Plan. The proposed project would also include landside improvements needed to accommodate expected increases in ridership and to support emergency response capabilities if a catastrophic event occurs. Upon request from the FTA, this project has been included in the Federal Infrastructure Projects Permitting Dashboard, an initiative of the Federal Administration to expedite federal permitting processes for nationally or regionally significant projects.

A Draft EIS/EIR was released to the public on May 31. The document will be available for review and comments for a 60-day period extending through July 30, 2013. On June 25, 2013, a public meeting was held in Downtown San Francisco to review the scope of the project and receive comments on the Draft EIS/EIR. All comments were recorded and will be addressed in a Response to Comments document that will be prepared by WETA after the close of the comment period.

Hercules Environmental Review/Conceptual Design – In Spring of 2012 staff met with the City of Hercules to receive an update on the environmental review status, current phasing plan, funding and schedule for the Intermodal Transit Center project; a pre-requisite project to a ferry terminal at this site. Based upon this discussion, it appears that funding is in place to construct the initial phases of the Intermodal Transit Center but that the project will not advance to such a point that ferry terminal construction could begin until 2017, at the earliest. As a result, City and WETA staffs have agreed that continuing the environmental review process for a potential ferry terminal at this site is not prudent at this time given the limited shelf life of this work. Staff will remain in contact with the City to coordinate any future ferry terminal work as the Transit Center project moves forward. This information is reflected in the WETA Short Range Transit Plan.

Antioch, Martinez and Redwood City Ferry Service Projects – These projects involve conceptual design and environmental review for potential future ferry services to the cities of Antioch, Martinez and Redwood City. Draft site feasibility reports have been prepared and distributed to the cities for review. The feasibility reports were prepared to identify site constraints and design requirements to better understand project feasibility and cost. Staff is continuing to work with City staff to review the draft reports and determine appropriate next steps for the respective planning and environmental processes. Staff presented the findings of the Antioch site feasibility report to the Antioch City Council on February 12, 2013. The presentation included an overview of next steps for the project. Staff is coordinating with Martinez and Redwood City on similar efforts.

Contra Costa County Ferry Subcommittee – Staff is working with the Contra Costa Transportation Authority (CCTA) and representatives from the cities of Antioch, Martinez, Hercules and Richmond to study implementation of ferry expansion services in Contra Costa County. Preparation of a "white paper" is underway to outline opportunities and challenges associated with each potential terminal site and service. The "white paper" will also examine the operational and capital cost for potential terminals and services and explore funding plans for each. Results of this study will inform stakeholders on specific site and service details for discussion and development of a countywide approach to developing services and funding

support. The subcommittee met on April 22, 2013 to review the scope for the "white paper" effort. CCTA is leading this effort.

Alameda Ferry Terminal Station Access Plan – This planning effort will evaluate opportunities to enhance pedestrian, bicycle, transit and drive access modes to both the Main Street and Harbor Bay Ferry Terminals which are both experiencing full parking lots. After a review of access needs and potential improvement strategies, staff from the City and WETA will work together to identify potential improvement measures. These measures can range from capital improvements such as bike lanes or parking to programmatic improvements such as shuttle service. Throughout this process, City and WETA staff will host multiple community forums to provide opportunities for public input and comment on the range of alternatives considered and preferred approaches that will ultimately be recommended as part of the final station access plan. Additionally, the planning process will be advised by input from the City of Alameda's Transportation Commission, Planning Commission and City Council as well as the WETA Board. This work is anticipated to be complete in spring 2014.

UPDATE ON RELEVANT PROJECTS IMPLEMENTED BY OTHER AGENCIES

Warriors Arena – The Golden State Warriors basketball team has proposed an Arena/Mixed use development at Piers 30/32 on the San Francisco waterfront that would potentially include a ferry berthing facility to accommodate direct ferry service to games and events at the proposed arena. WETA staff has met with the Warriors organization as well as with the Port of San Francisco and Municipal Transportation Authority staff over the past year to discuss this proposal. A Notice of Preparation was released in December 2012 and WETA submitted comments in January, 2013. Staff will continue to coordinate with the development team and City staff as the project progresses through the environmental process.

Vallejo Station – Vallejo Station is a compact, transit-oriented mixed-use project in the City of Vallejo that includes two major transit elements – a bus transfer facility that will consolidate local, regional and commuter bus services and a 1,200 space parking garage for ferry patrons and the general public.

The Vallejo Station Parking Structure will be constructed in two phases. Phase A Parking Structure is complete and now open. The City has initiated procurement of a Parking Access and Revenue Control System (PARCS) which is expected to be in effect at this new garage facility in the coming months. Additional traffic and parking signs, which will accompany the PARCS, will be procured and installed within the next month. Construction of Phase B of the parking structure is dependent upon the City securing funding and the relocation of the U.S. Post Office, which is at a stand-still.

OUTREACH, PUBLIC INFORMATION, AND MARKETING EFFORTS

On June 27, Kevin Connolly and Mike Gougherty attended a meeting of the BCDC/Port of San Francisco Waterfront Working Group.

On July 9, Nina Rannells attended the Port of San Francisco (Port) Commissioner's Meeting to thank the Port staff for their work in support of ferry service during the BART strike and to reinforce with the Port Commission how important to Downtown San Francisco Ferry Terminal is to the Bay Area's regional transportation network.

OPERATIONS REPORT

The monthly operations statistics report covering May 2013 is provided as Attachment 1. Staff is in the process of planning to provide additional ferry services in the event that the BART strike resumes in early August. A full report on San Francisco Bay Ferry service operations during the five day BART strike, July 1 through July 5, is included as a separate item on the July 18 Board meeting agenda.

ADMINISTRATION

Attachment 2 includes FY 2012/13 financial statements for eleven months ending May 2013, including the Statement of Revenues and Expenses and the Statement of Capital Programs and Expenditures.

OTHER

AB 935 (Frazier) – This bill would amend Section 66540.12 of the Government Code relating to the terms of the San Francisco Bay Area Water Emergency Transportation Authority Board of Directors.

Attachment 1

Monthly Operations Statistics Report May 2013

		Alameda/ Oakland	Harbor Bay	South San Francisco	Vallejo	Systemwide
Ridership	Total Passengers May 2013	64,718	18,553	4,696	68,053	156,020
	Total Passengers May 2012	49,544	16,758	n/a	55,445	121,747
	Percent change	30.63%	10.71%	n/a	22.74%	28.15%
	Total Passengers Current FY To Date	540,214	185,609	35,388	636,434	1,397,645
	Total Passengers Last FY To Date	476,137	160,774	n/a	595,749	1,232,660
	Percent change	13.46%	15.45%	n/a	6.83%	13.38%
	Avg Weekday Ridership May 2013	2,085	883	224	2,307	5,499
Passengers Per Hour		139	141	32	100	109
Ops Stats	Revenue Hours	467	132	147	683	1,429
	Revenue Miles	4,589	2,589	1,962	18,080	27,220
Fuel	Fuel Used (gallons)	31,649	10,619	14,019	134,126	190,413
	Avg Cost per gallon	\$3.25	\$3.25	\$3.25	\$3.24	\$3.25

Attachment 2

San Francisco Bay Area Water Emergency Transportation Authority
FY 2012/13 Statement of Revenues and Expenses
For Eleven Months Ending 05/31/2013

% of Year Elapsed 91.5%

	Current Month	Prior Year Actual	2012/13 Budget	2012/13 Actual	% of Budget
OPERATING EXPENSES					
<u>PLANNING & GENERAL ADMIN:</u>					
Wages and Fringe Benefits	106,171	1,269,738	1,434,800	1,136,648	79.2%
Services	80,850	2,388,779	1,979,100	652,226	33.0%
Materials and Supplies	9,458	47,917	258,100	17,152	6.6%
Utilities	716	14,956	16,000	8,509	53.2%
Insurance	-	28,578	33,000	(6,303) ^a	-19.1%
Miscellaneous	18,825	306,710	128,000	99,499	77.7%
Leases and Rentals	29,294	268,610	266,000	248,562	93.4%
Admin Overhead Expense Transfer	(27,196)	-	(984,000)	(293,168)	29.8%
Sub-Total Planning & Gen Admin	218,118	4,325,288	3,131,000	1,863,123	59.5%
<u>FERRY OPERATIONS:</u>					
<u>Harbor Bay FerryService</u>					
Purchased Transportation	86,882	1,098,946	1,122,000	1,180,013	105.2%
Fuel - Diesel & Urea	34,500	404,896	531,300	419,794	79.0%
Other Direct Operating Expenses	23,955	341,174	411,400	338,587	82.3%
Admin Overhead Expense Transfer	3,264	-	116,700	37,705	32.3%
Sub-Total Harbor Bay	148,601	1,845,016	2,181,400	1,976,099	90.6%
<u>Alameda/Oakland Ferry Service</u>					
Purchased Transportation	329,152	3,015,472	3,702,300	3,624,829	97.9%
Fuel - Diesel & Urea	102,828	1,131,900	1,454,300	1,137,136	78.2%
Other Direct Operating Expenses	51,407	732,809	737,600	441,175	59.8%
Admin Overhead Expense Transfer	7,343	-	265,000	79,350	29.9%
Sub-Total Alameda/Oakland	490,730	4,880,181	6,159,200	5,282,490	85.8%
<u>Vallejo FerryService</u>					
		<i>(Operated by City of Vallejo)</i>			
Purchased Transportation	741,741	6,240,622	6,538,500	6,534,223	99.9%
Fuel - Diesel & Urea	434,452	3,965,227	6,009,500	4,277,392	71.2%
Other Direct Operating Expenses	91,773	2,041,094	1,042,280	1,072,395	102.9%
Admin Overhead Expense Transfer	12,510	258,786	455,100	129,620	28.5%
Sub-Total Vallejo	1,280,476	12,505,729	14,045,380	12,013,631	85.5%
<u>South San Francisco FerryService</u>					
		<i>(Service launched on 6/4/12)</i>			
Purchased Transportation	118,610	122,092	2,083,400	1,606,319	77.1%
Fuel - Diesel & Urea	45,457	44,197	841,500	503,253	59.8%
Other Direct Operating Expenses	26,600	4,096	322,000	269,970	83.8%
Admin Overhead Expense Transfer	4,079	-	147,200	46,492	31.6%
Sub-Total South San Francisco	194,746	170,384	3,394,100	2,426,033	71.5%
Total Operating Expenses	2,332,670	23,726,598	28,911,080	23,561,376	81.5%
Total Capital Expenses	1,117,494	32,496,198	25,419,571	7,823,412	30.8%
Total Expenses	3,450,165	56,222,796	54,330,651	31,384,789	57.8%
OPERATING REVENUES					
Fare Revenue	943,673	9,465,348	9,717,441	9,354,519	96.3%
Local - Bridge Toll	1,388,786	14,149,730	18,985,189	14,205,006	74.8%
Local - Property Tax and Assessments	-	78,192	206,450	-	0.0%
Local - Other Revenue	212	33,328	2,000	1,853	92.6%
Total Operating Revenues	2,332,670	23,726,598	28,911,080	23,561,378	81.5%
Total Capital Revenues	1,117,494	32,496,198	25,419,571	7,823,413	30.8%
Total Revenues	3,450,165	56,222,796	54,330,651	31,384,789	57.8%

^a Includes the return of \$25,000 paid into Escrow last year for the purchase of Supplemental Insurance as part of the Vallejo transfer.

Attachment 2

**San Francisco Bay Area Water Emergency Transportation Authority
FY 2012/13 Statement of Capital Programs and Expenditures
For Eleven Months Ending 05/31/2013**

Project Description	Current Month	Project Budget	Prior Year Actual	2012/13 Budget	2012/13 Actual	Future Year	% of Project
CAPITAL EXPENSES							
FACILITIES EXPANSION							
Future Expansion Service Studies:							
Berkeley Terminal - Environ/Concept Design	12,538	2,335,000	2,053,018	281,982	103,117	-	92%
Richmond Terminal - Environ/Concept Design	12,098	812,500	197,224	615,276	271,090	-	58%
Redwood City - Environ/Concept Design		812,500	108,535	75,965	8,737	628,000	14%
Antioch - Environ/Concept Design	176	812,500	98,047	250,000	35,747	464,453	16%
Martinez - Environ/Concept Design	1,362	812,500	137,979	74,521	26,045	600,000	20%
SF Berthing Expansion - Environ/Concept Design	25,863	3,300,000	1,919,679	1,380,321	379,757	-	70%
Terminal/Berthing Expansion Construction:							
Pier 9 Mooring Facility	-	3,150,000	3,138,848	11,152	4,524	-	99%
SSF Oyster Mitigation	433	275,000	49,470	50,000	25,901	175,530	27%
SSF Terminal Construction	7,581	26,000,000	23,943,585	2,056,415	206,444	-	93%
Berkeley Terminal - Final Design	-	3,200,000	-	800,000	-	2,400,000	0%
Maintenance & Operations Facilities:							
North Bay Operations & Maintenance Facility	77,464	25,500,000	-	4,862,500	665,618	20,637,500	3%
Central Bay Ops & Maint Facility - Environ/Concept Design	1,511	952,500	608,021	344,479	265,782	-	92%
Central Bay Ops & Maint Facility - Final Design	-	3,647,500	-	2,742,500	-	905,000	0%
FACILITIES REHABILITATION							
Channel Dredging:							
Channel Dredging - Harbor Bay	-	410,000	26,879	383,121	335,400	-	88%
Passenger Floats & Gangways:							
Gangway Rehabilitation - Main Street Terminal	-	125,000	-	125,000	-	-	0%
Gangway & Float Rehab - Harbor Bay Terminal	-	240,000	-	240,000	-	-	0%
Spare Float Replacement	1,772	3,300,000	-	470,000	4,197	2,830,000	0.1%
Passenger Float Replacement - Clay Street Terminal	-	2,410,000	119,145	2,290,855	2,143,499	-	94%
Gangway & Pier Rehab - Clay Street	-	625,000	-	30,000	-	595,000	0%
Terminal Rehabilitation:							
Terminal Fac Improvement - Harbor Bay & Maint St.	15,016	250,000	-	250,000	27,152	-	11%
FERRY VESSELS							
Major Component Rehab/Replacement:							
Vessel Engine Overhaul - Encinal	-	803,564	2,708	800,856	800,815	-	100%
Purchase of Inflatable Buoyancy Apparatus	-	127,500	-	127,500	-	-	0%
Communications Equipment	-	182,000	39,737	142,263	3,406	-	24%
Vessel Mid-Life Repower/Refurbishment:							
Vessel Mid-Life Repower/Refurbishment - Bay Breeze	961,680	5,015,000	53,323	4,961,677	1,095,615	-	23%
Vessel Mid-Life Repower/Refurbishment - Mare Island	-	1,803,188	-	1,803,188	1,420,567	-	79%
Vessel Expansion/Replacement:							
Purchase Replacement Vessel	-	15,000,000	-	250,000	-	14,750,000	0%
Total Capital Expenses	1,117,494	101,901,252	32,496,198	25,419,571	7,823,412	43,985,483	
CAPITAL REVENUES							
Federal	788,070	27,261,904	13,010,685	10,787,218	3,198,453	3,464,000	59%
State	114,491	58,565,504	6,776,762	11,386,258	3,717,790	40,402,483	18%
Local - Bridge Toll	7,581	5,297,431	4,620,197	677,234	689,231	-	100%
Local - San Mateo Sales Tax Measure A	-	9,640,764	8,077,889	1,562,875	(16,199)	-	84%
Local - Alameda Sales Tax Measure B	192,336	1,135,650	10,665	1,005,985	219,121	119,000	20%
Local - Property Tax and Assessments	15,016	-	-	-	15,016	-	100%
Total Capital Revenues	1,117,494	101,901,252	32,496,198	25,419,571	7,823,413	43,985,483	

LINDSAY HART, LLP
ATTORNEYS AT LAW

1120 G Street, NW
Suite 1020
Washington, DC 20005
Tel: (202) 783-3333
Fax: (202) 783-4422

Peter Friedmann
Of Counsel

DATE: July 12, 2013
TO: WETA Board Members
FROM: Peter Friedmann
202-783-3333 OurManInDC@federalrelations.com
SUBJECT: Report to the Board: July

At this time, we are able to see what legislation will get done before the August recess, and what will be considered this fall, and what will wait until next year. The big issues in the headlines and on the front burner on Capitol Hill are immigration reform and raising the debt limit. Despite some press releases, gun control is already long forgotten. While those issues will grab the headlines over coming months, well "under the radar" are the issues that will impact transit generally and WETA specifically.

Over coming weeks, the Federal Transit Administration (FTA) will be issuing its Notice of Funding Availability for the discretionary ferry grants out of the \$30 million that it will distribute this year. We have been working with WETA stakeholders and our Congressional delegation to support our request for the Central Bay Ferry Maintenance Facility, and possibly additional ferry boats. We are cognizant of course of the limited funding the FTA has available to distribute and the many public ferry systems around the country that will be seeking grants.

Recognizing that total funding for ferries is already constrained, the public ferry systems were concerned that the Federal Highway Administration (FHWA) was considering grants to private operators. From the \$67 million Ferry Formula Grant Program which it administers, we have worked with Senator Patty Murray to gain legislative language directing FHWA to make grants exclusively to public systems. This is now included in an Appropriations bill moving through Congress. Whether this is ultimately enacted or not, we believe FHWA has heard the message loud and clear.

The tax writing committees are presently considering, among many other measures, how to treat the federal transit benefit incentive. This allows employers to deduct a limited monthly payment reimbursement to employees for transit expenses. This business expense is likely to be extended, although the length of the extension and the monthly dollar amount are still being debated.

Funding for the overall transportation and transit programs under MAP-21 remains the "elephant in the room". Congress will be grappling with a funding source for many months. If and when the funding question is answered, the Committees of jurisdiction will also grapple with how many changes to make to MAP-21. Given that MAP-21 is a two year bill, the Senate Environment and Public Works (EPW) Committee wants more time than that to analyze the impact of changes made to its bill and is leaning towards minimizing changes in any reauthorization. It is unclear how the House Transportation and Infrastructure (T&I) Committee will proceed. While it may be an uphill climb, we will be working in the House and Senate to make changes to the FHWA funding formula that will provide more benefit to WETA. Fortunately, we now have a Bay Area Congressperson (Rep. Garamendi) back on the House T&I Committee as MAP-21 reauthorization discussions proceed. This was not the case when it and the ferry provisions were originally crafted last year.

The BART strike has provided renewed visibility for San Francisco Bay Ferries in the offices of our congressional delegations. We are making sure they are aware of the essential role that was played by the WETA. Also, the new service from South San Francisco up to the city is of great interest to Representative Speier.

SAN FRANCISCO BAY AREA WATER EMERGENCY TRANSPORTATION AUTHORITY
MINUTES OF THE BOARD OF DIRECTORS MEETING

(June 27, 2013)

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 1:05 p.m. Directors present were Vice Chair Anthony Intintoli, Director Jeffrey DelBono and Director Timothy Donovan. Chair Johnson led the pledge of allegiance. Chair Johnson and Vice Chair Intintoli co-chaired the meeting.

2. REPORT OF BOARD CHAIR

Chair Johnson introduced Director Jeff DelBono, Senate Rules Committee Appointee, to the Board. She noted that he and his family resided in Pleasant Hill, CA. He is employed by the Alameda City Fire Department as Captain/Paramedic and has over 20 years of experience in the emergency medical field. She noted that he has been a member of the Alameda Fire Department Water Rescue Boat Team for the past 13 years, is a current delegate for the 13th district, executive board member of the Alameda City Firefighters Association and the chief negotiator for the Association's bargaining team.

3. REPORT OF DIRECTORS

No report.

4. REPORTS OF STAFF

Executive Director Nina Rannells referred the Board to her written monthly report. She also updated the Board on the status of AB 935, noting that it had now been made a two-year bill, suggesting that this would allow for further discussion and potentially hearings regarding WETA and what its future Board should look like. She added that this extension would mean that the appointment or reappointment process in January would not be impacted.

Ms. Rannells then introduced Operations Manager Keith Stahnke, who advised the Board on WETA's contingency plans to be implemented in the event of a BART strike. Mr. Stahnke noted that a strike could begin as soon as July 1 and that WETA's plan would provide an increase from 20,000 to a maximum of 50,000 seat-trips across the Bay per day. He reviewed past bridge and BART closure events and said that WETA was preparing for significant increase in ridership should a strike occur.

Director Donovan asked if WETA should go ahead and distribute the strike contingency schedules. Mr. Stahnke noted that Public Information & Marketing Manager Ernest Sanchez was preparing a "shadow site" that would temporarily replace the regular sanfranciscobayferry.com site with dedicated strike information should it occur and that guest representatives would be put in place at all terminal locations to assist passengers with schedules and directions as needed. Director Donovan then asked what would happen if an emergency scenario occurred during the strike. Mr. Stahnke replied that contingencies were always in place for emergency response activities.

Vice Chair Intintoli asked if Bay Crossings would help distribute information and also noted that schedule information should also include the Vallejo bus. Mr. Stahnke replied that WETA was working on details regarding Bay Crossings assistance and that bus information would be included where appropriate.

Public Comment

Veronica Sanchez of Masters, Mates & Pilots asked what the trigger would be for implementing the BART strike contingency plan.

Mr. Stahnke replied that the unions had agreed to issue 72 hours' notice before striking and that as much work as possible was being done in advance to prepare for a strike as early as July 1.

5. CONSENT CALENDAR

Chair Johnson noted a full consent calendar and asked for comments or objections. WETA legal counsel Stanley Taylor III of Nossaman LLP further clarified that if any directors wanted to pull an item off consent for specific discussion that now was the time to do so, otherwise the calendar would be adopted as a single item.

Vice Chair Intintoli made a motion to approve the consent calendar which included the following items:

- a. Minutes May 23, 2013
- b. Approve Amendment to Agreement with the Association of Bay Area Governments for the Provision of Accounting Support Services
- c. Approve Amendment to Agreement with Solano County Transit for the Provision of Bus and Ticketing Services
- d. Approve Amendment to Clipper Memorandum of Understanding with MTC and Other Transit Operators
- e. Approve Amendment to Agreement with Lindsay Hart, LLP for the Provision of Federal Legislative Representation
- f. Approve Amendment to Agreement with Nematode Media, LLC (DBA Bay Crossings) for Advertising in Bay Crossings and Other Services
- g. Approve Amendment to Agreement with Nossaman LLP for the Provision of Legal Services
- h. Approve Purchase of FY 2013/14 Commercial Insurance Policies

Chair Johnson seconded the motion and the item carried unanimously.

6. APPROVAL OF ADMINISTRATIVE CODE AMENDMENTS

Ms. Rannells presented this item requesting that the Board approve WETA's Administrative Code, which was originally approved in its current form by the Board of Directors at their first meeting in March 2008. She noted that staff review had resulted in proposed revisions to make a number of clarifying and correctional edits throughout the Code to ensure consistency with the Authority's enabling statute; to amend the policy for meal reimbursement while on official travel to be consistent with the U.S. General Services Administration guidelines and to amend contract policies and procedures to be consistent with Federal Transit Administration guidelines and procurement limits.

Vice Chair Intintoli noted that he appreciated the inclusion of the redline copy for review. He also noted 509.1(B), which addressed amendments which could change the amount of contracts approved by the Board.

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

7. APPROVAL OF PROJECT LABOR AGREEMENT FOR THE NORTH BAY OPERATIONS AND MAINTENANCE FACILITY PROJECT CONSTRUCTION

Ms. Rannells introduced this item requesting the Board consider approval of a Project Labor Agreement (PLA) with the Napa-Solano Building & Construction Trades Council for use in the construction of the North Bay Operations and Maintenance Facility Project.

Ms. Rannells reviewed the history of the project, noting that a PLA had been under negotiation with the City of Vallejo when this project was still owned by the City, and that the Board had requested at their prior meeting in May that staff work with the Council to see if a PLA agreement could be developed in the short time available before the June Board meeting and release of Phase 1 bid documents.. Ms. Rannells noted that staff had worked diligently with the Council over the last month to develop the PLA before the Board for adoption. She reminded the Board that, if a PLA is to be used for this project, that it must be completed and approved this week as the project will faces a significant funding loss if a contract for the project was not issued by August 31.

Ms. Rannells offered to answer any questions, noting that the two key objectives with the PLA were labor harmony and project efficiency, primarily through requiring a pre-construction conference to establish processes for resolving disputes and prohibiting stoppages and walk-outs on the project. She noted that the agreement at hand acknowledges the Council's unions as the primary source of craft labor on the project but that it also allowed for a limited number of core workers to be utilized in the event that a contractor has its own core workforce.

Vice Chair Intintoli noted two letters for entry into the record, one from Associated Builders & Contractors of California and one from the Coalition for Fair Employment in Construction.

Public Comment

Dan Broadwater, IBEW Local 180, requested the Board approve the PLA at hand, noting over \$1 billion in successful projects in the Napa-Solano region with similar PLAs and his hope to continue the local employment of his membership.

Public Comment

Frank Crim, Carpenters Local 180, expressed concerns that not all trades would be able to sign on to this PLA and that two sections in particular concerned him, one that addressed offsite fabrication and another that changed core language that had existed in the PLA with the City of Vallejo. He requested that the Board not approved the PLA in its current state but allow time for staff to continue to work on it.

Public Comment

Ben Espinoza, Napa-Solano Building & Construction Trades Council noted that he was in favor of the project and said that great strides had been made with the PLA but that he agreed with Mr. Crim regarding changes from the previous version of the PLA negotiated with the City of Vallejo.

Public Comment

Nicole Goehring, Associated Builders & Contractors, Inc. of Northern California (ABC), noted that ABC was fundamentally opposed to government mandated PLAs and said that PLAs decrease competition and increase costs. She also challenged the assertion that union and non-union workers could not coexist at a work site and noted that this statement conflicts with the contents of the agreement. Ms. Goehring urged the Board to hold a study session rather than pass a PLA on a \$20 million project without being more informed.

Public Comment

Richard Markuson of WECA, PHCC and ACTA noted that he represented three Northern California apprenticeship programs and urged the board not to adopt the current PLA. He asserted that the PLA is in violation of public contract code section 2500, which establishes that a PLA is permissible only if it prohibits discrimination based on membership in a labor organization. He said that the current PLA discriminates against two apprenticeship programs approved by the State of California. He said that only acknowledging apprenticeship programs originating from a JATC discriminated solely based on union membership. He stated that his client reserved the right to seek to enjoin WETA if the Board moves forward with the PLA without a change.

Vice Chair Intintoli asked Mr. Taylor for comment. Mr. Taylor said that he saw no issue in amending the language in the PLA to include the other two apprenticeship programs.

Ms. Rannells commented that language had been previously exchanged with Mr. Espinoza during the course of the discussion regarding what was and was not permissible regarding the other items but that as the project contained federal funding there was required language that was not negotiable.

Mr. Espinoza stated that he had sent information that morning that addressed his concerns.

Ms. Rannells said that she had not received any legally viable language from Mr. Espinoza that morning. She said that should Mr. Espinoza be able to provide specific legal language that met the Federal requirements that it could be considered as an addendum. Mr. Taylor agreed and further reiterated this point.

Mr. Intintoli reiterated that certain language was required as a matter of law and that if Mr. Espinoza offered specific alternative language that met these federal requirements this week it could be looked at, but as he had not yet done so, further delay would likely create the loss of \$3.4 million in STIP funds.

Vice Chair Intintoli said that due to time constraints in project funding, it was his hope to move forward with the PLA as proposed by staff. He noted his familiarity with PLAs and suggested the issue be moved forward today and that minor adjustments could be addressed in addendums if required. He expressed a disinterest in unnecessary delays that would risk project funding.

Vice Chair Intintoli asked that the item at hand be revised to approve the PLA as proposed by staff, granting the Executive Director authority to receive additional information regarding the requested changes within a timeframe set by the Executive Director, to consider the information provided, and to approve the final document for release.

Chair Johnson asked for comments regarding the revised resolution.

Public Comment

Ms. Goehring said that it was good that apprenticeships would be considered but that journeymen would still be prohibited and suggested additional language allowing core workforce to be used for any number up to ten.

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

8. APPROVAL OF FY 2012-13 PROPOSITION 1B PROGRAM OF PROJECTS AND AUTHORIZATION OF AGENCY OFFICIALS TO EXECUTE PROGRAM REQUIREMENTS

Finance and Grants Manager Lynne Yu presented this item requesting Board to approve a list of FY 2012/13 Proposition 1B Waterborne projects for transmittal to the California Emergency Management Agency and to authorize the Executive Director, Attorney and Finance and Grants Manager to execute grant program documents and to take all other actions as may be required to obtain funding.

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

9. APPROVAL OF AMENDMENT TO AGREEMENT WITH KPFF, INC. FOR DESIGN AND ENGINEERING SERVICES FOR THE CENTRAL BAY OPERATIONS AND MAINTENANCE FACILITY

Senior Planner Michael Gougherty presented this item requesting Board approval of Amendment No. 4 to Agreement #09-007 with KPFF, Inc. in the amount of \$4,000,000 to provide Phase II Preliminary and

Final Design services for the Central Bay Operations and Maintenance Facility and authorize the Executive Director to execute the amendment.

Mr. Gougherty presented a review and discussion of the item. Ms. Rannells noted Vice Chair Intintoli's concerns regarding amendments and noted that this amendment was intended as part of the process, allowing staff to assess work on the project during the first phase before awarding the entire amount.

Director Donovan asked how payments to the contractor were made. Ms. Rannells clarified that this approval was for up to \$4 million, and that payment on the contract was managed on a Task Order basis over the duration of the project.

Public Comment

Ms. Sanchez reminded the Board about a recent lobbying trip to Washington, DC where MMP representatives met the Deputy Director of the FTA and congressional staffers in support of federal grant funding for this project. She also noted a briefing to Representative John Garamendi this week.

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

10. RECESS INTO CLOSED SESSION AND REPORT ON CLOSED SESSION

Chair Johnson called the meeting into closed session at 2:10 p.m.

Upon reopening of the meeting at 3:00 p.m., she reported that the Board approved and authorized the Executive Director to negotiate the terms of the settlement reimbursement to Harbor Bay Maritime for costs incurred by HBM in connection with the termination of the HBM operator agreement with WETA and resultant withdrawal liability incurred to the IBU pension trust. The Board made clear that its willingness to agree to reimburse these costs were a result of WETA's obligation under its organic statute to reimburse other entities for certain costs incurred solely in connection with the transition of the Alameda and Harbor Bay ferry services and not as a result of any pension funding obligation to IBU.

11. ADJOURNMENT

All business having concluded, the meeting was adjourned at 3:03 p.m.

Respectfully Submitted,

Board Secretary

MEMORANDUM

TO: Board Members

**FROM: Nina Rannells, Executive Director
Keith Stahnke, Manager, Operations**

**SUBJECT: Approve a Sole Source Contract with Valley Power Systems North Inc.,
for Overhaul of the SOLANO's Main Engines**

Recommendation

Approve a sole source contract with Valley Power Systems North Inc., for the overhaul of the SOLANO's main engines and authorize the Executive Director to negotiate and execute an agreement for this work in an amount not to exceed \$1,071,000.

Background/Discussion

The port and starboard main engines on the ferry SOLANO have been in service since 2009 with approximately 15,000 hours of use and are in need of a regularly scheduled overhaul to ensure reliable operation of the engines. The scope of work required at this time includes the removal and replacement of the following engine subcomponents:

- Turbochargers
- Cylinder heads and kits
- Rod bearing sets and connecting rods
- Main bearings
- Cylinder block
- Crankshaft and camshafts
- Charge air coolers
- Fuel and oil coolers
- Fuel pumps
- Raw water and jacket water pumps
- Starters
- Fuel injectors and lines
- Fuel & oil filter assemblies
- Sensors and thermostats
- Engine mounts and vibration dampers
- Oil & coolant
- Gaskets & seals

The pricing includes full engine paint, factory dynamometer testing with eight hour endurance run, and shipping. A contingency of 10% is included in the project budget in the event any unexpected adverse conditions are found.

Sole Source Discussion

Staff is recommending a sole source contract for this procurement in order to address the need to utilize MTU factory parts as well as the need for parts installation to be completed by a factory-authorized dealership in order to obtain a warranty on parts and labor. Given the costs involved, using a factory authorized dealership to install the manufacturer's parts significantly reduces financial risk to the Authority.

After researching the engine supply and parts industry, the Authority has concluded that there are no known aftermarket parts manufacturers for these engines and confirmed that MTU factory parts are the only parts available for these engines. Additionally, because MTU does not allow competition between its factory authorized dealerships, Valley Power Systems North Inc. (VPSNI) is the sole MTU factory authorized dealership for the sales, parts and service of MTU Series 4000 engines in the Bay Area region.

VPSNI is well qualified to complete this work as it overhauled the *SOLANO's* main engines in 2009 and has provided on going service and repair. VPSNI performs engine service to the majority of the Authority's vessels and also provides sales and service to the Golden Gate Ferry vessels.

Staff has reviewed the price quote provided by VPSNI for this work and has determined that it is fair and reasonable compared to the Authority's internal estimates, the previous overhaul of these engines in 2009, and to similar work performed by other engine distributors.

In accordance with the above analysis, staff has determined that this procurement meets the requirements for a sole source procurement under federal regulations and as set forth in the Authority's Administrative Code Section 502.2(E), which authorizes the agency to procure goods and services without competition under limited circumstances. Subdivision (E) of this provision allows the agency to procure items non-competitively when there is only a single source of supply available, or only one contractor is qualified to provide the service or product. Because VPSNI is uniquely able to provide and warranty the necessary work, a competitive bidding process would serve no useful purpose for this procurement.

Fiscal Impact

This project is included in the FY 2013/14 Capital Budget and is funded with Federal Transit Administration grant funds and bridge toll revenues.

END

MEMORANDUM

TO: Board Members

FROM: Nina Rannells, Executive Director
Keith Stahnke, Manager, Operations
Kevin Connolly, Manager, Planning & Development
Ernest Sanchez, Manager, Public Information & Marketing

SUBJECT: Overview of San Francisco Bay Ferry Operation During the BART Strike

Recommendation

There is no recommendation associated with this informational item.

Background

The Bay Area Rapid Transit (BART) system carries close to 400,000 riders on an average weekday. Approximately to 63 percent of these trips are to or from San Francisco. BART often carries up to 21,000 riders per hour during the peak commute period into San Francisco and other west bay destinations. Normal weekday San Francisco Bay Ferry operations range from 5,000 to slightly more than 6,000 riders per day, depending on the season.

Discussion

BART employee labor unions went on strike for four and a half days beginning July 1 and ending at 3 PM on July 5. During the strike period, San Francisco Bay Ferry (SFBF) carried 73,825 passengers, which represents a 268 percent increase over average weekday volumes. The majority of these passengers were carried during the three work days leading up to the July 4 holiday, with daily passengers peaking at 19,670 on Tuesday, July 2; an all-time agency high. More than half of these trips were made between Oakland and San Francisco where we saw the clear majority of service demand during the strike.

Table 1.0 summarizes the number of departures, service frequency and ridership (strike period vs. June 2013 average).

Table 1.0 Summary of BART Strike Service

Service	Number of Departures	Service Frequency	AVG Daily Boardings July 1-3	June 2013 AVG Boardings
Alameda-Oakland	29	45 minutes	11,730	2,190
Harbor Bay	12-13	Hourly, no midday	2,172	876
South San Francisco	6	Hourly during peak	595	255
Vallejo	18	45 minutes	3,755	2,538

In preparation for the strike, Authority staff worked closely with our contract operator, Blue and Gold Fleet, to develop a plan to modify and augment San Francisco Bay Ferry (SFBF) services in order to carry as many passengers as possible to help off-set the impact of the strike on the traveling public. Staff communicated and coordinated this plan with the Metropolitan Transportation Commission and other Bay Area transit providers as a part of the regional transportation planning process and dialog to prepare for the BART strike. Implementation of this plan required cooperation and coordination with a number of partner agencies and entities including, most notably, Golden Gate Ferry, Port of San Francisco, Port of Oakland, City of Alameda, City of Vallejo, SolTrans and Bay Crossings.

During the strike period, SFBF was able to expand service capacity by close to 300 percent using available crews and staff from Blue and Gold and a crewed vessel from Golden Gate Ferry. All available WETA vessels were placed into service during the peak commute period, along with Blue and Gold's *Bay Monarch* (787-passenger) and Golden Gate's *MV Del Norte* (398-passenger). In Vallejo, additional back-up bus service was made available through SolTrans in the event that scheduled vessels could not accommodate the service demand.

Passenger loading and unloading went relatively smoothly through the course of the week. While the lines were long, passengers were generally patient and were prepared for a wait. Blue and Gold Fleet deployed Customer Service representatives to manage crowds and provide information at the most heavily used terminals and Authority, as well as Port of San Francisco staff (in downtown San Francisco), provided additional assistance as needed.

Landside access capacity was enhanced at the Alameda terminals (Main Street and Harbor Bay) through the relaxation of parking restrictions, satellite parking, shuttle service and attended bike parking arranged through the City of Alameda. Several improvements were made at the Clay Street terminal at Jack London Square in Oakland in order to accommodate the anticipated large demand. Working with the Port of Oakland, office space was made available for Blue and Gold to set-up a ticket sales and customer information site, security services were provided, portable restrooms were secured, additional parking capacity was made available at a nearby lot and queuing stanchions were provided to assist with line and crowd control managed by Blue and Gold customer service representatives. Vallejo ferry ticket sales office hours were extended and staffing was increased to accommodate the increase in passengers.

In San Francisco, a significant volume of passengers passed through Gate E because of the presence of Clipper Card readers. On average, there were 77 landings per day on the first three days of the strike. Of these landings 62 occurred at Gate E with the remaining (mainly Vallejo) landings occurring at Gate B. Port of San Francisco provided signs, queuing stanchions and barricades for crowd control at the downtown terminal, as well as staff assistance with crowd control and management which was most needed for the afternoon peak services departing the San Francisco Ferry Building where several lines of passengers were concentrated in a contained area around Gate E. Close to 50 percent of the fare payments for the week were made by Clipper, which speeded fare collection as well as vessel loading and unloading. Bay Crossings and the San Francisco Ferry Building, were opened early to accommodate the increased demand for purchase of Clipper and paper tickets.

In addition to managing the passenger loads and services, staff developed a communications strategy to help ensure that the riding public was informed about the SFBF services offered. Some activities associated with this strategy included developing a pared-down website to provide focused essential service schedule, terminal and parking location and ticketing information for each service, utilizing social media sites (Twitter and Facebook) to help communicate out service status to the public and media and issuing regularly scheduled service advisories to the media and customers. In addition, staff was available for interviews on-site at the Oakland and Alameda Main Street terminals where media cameras were regularly stationed.

It is possible that BART workers may strike again in early August in the event that workers and management do not reach a new contract agreement by August 4. Authority staff is in the process of evaluating the results of the July strike service experience and preparing a plan for running similar services should there be a second strike in August.

Fiscal Impact

The Metropolitan Transportation Commission authorized Regional Measure 2 revenues to pay for the net cost of providing additional ferry services during the BART strike. As a result, there should be no fiscal impact associated with providing the expanded services during the July strike and in the event that there is a second strike in August. Staff is in the process of gathering cost and revenue information associated with services provided during the strike period and will update the Board when this information is finalized.

END

MEMORANDUM

TO: Board Members

**FROM: Ernest Sanchez
Manager, Public Information & Marketing**

SUBJECT: Marketing Update

Recommendation

There is no recommendation associated with this informational report.

Background

Through the first 10 months of FY 2012/13, San Francisco Bay Ferry (SFBF) achieved a system wide ridership increase of over 13%. The increase is due to many factors including a focused public communications and marketing effort that included both system wide messaging and promotional programs tailored to route specific opportunities. In addition, Staff took advantage of the recent BART strike to introduce SFBF to the region, and to position the SFBF brand as a well-managed efficiently operated public transit agency dedicated to assisting the public. Lessons learned from these efforts will be incorporated into the Fall campaign.

Discussion

The following promotional activities were implemented during the past 10 months.

South San Francisco- Following the April 1 re-launch of the service, staff implemented a targeted campaign utilizing direct mail, email, print advertising, radio, public relations, and onsite SSF ferry terminal events. Specific activities were:

- **Direct Mail:** 3,300 promotional post cards were sent to 1,100 SSF businesses and 60,000 post cards were mailed to households in SSF and surrounding communities.
- **Email:** 5,100 commuter packets were sent to 1,700 SSF work site addresses.
- **Print:** Ads and Free Standing Inserts were placed in the SF Chronicle, SF Examiner, and San Mateo Times.
- **Radio:** Thirty-second drive time spots on KCBS highlighted the SSF ferry commute option.
- **SSF Ferry Terminal Events:** Staff hosted events for SSF employees (living in the east bay), SSF Chamber, Transportation Coordinators, and Genentech.
- **Fare Based Incentives:** Prospective ferry commuters can ride the ferry for free for 3 days through the Alliance "Try Transit Free" program. And as of July 1, Genentech employees can commute on the ferry for free courtesy of Genentech.

Vallejo: The Vallejo campaign has included:

- Radio: spots on KCBS and KUIC
- Print Ads: Benicia Activities Guide, California Kids, Discover Solano Magazine, Vallejo Recreation Department Activity Guide, Napa Activities Guide, Vallejo Times Herald
- Sponsorship of the Solano County Library reading program

General Market (Alameda/Oakland/SF and Harbor Bay/SF)

- Radio: Fifteen and thirty second Giants/Traffic Sponsorships on KCBS and KUIC
- Print Ads: Bay Crossings, Oakland Business Review, SF Giants Yearbook
- Sponsorship of Alameda, Berkeley, Oakland, and Albany Kids Summer Reading program
- Outdoor Banner – I-80 Westbound/Yerba Buena Island
- Informational Materials: Design and distribution of brochures, pocket schedules, dock signs, flyers, posters, Press Releases, etc.
- Social Media: Continued development of social media strategy (Twitter, Facebook) for customer and media communications.
- Web site: Daily maintenance of SFBF web site

Fiscal Impact

There is no fiscal impact associated with this informational report.

END