

SAN FRANCISCO BAY AREA WATER EMERGENCY TRANSPORTATION AUTHORITY

MINUTES OF THE BOARD OF DIRECTORS MEETING

(July 14, 2011)

The Board of Directors of the San Francisco Bay Area Water Emergency Transportation Authority met to conduct a terminal construction site visit at Oyster Point, 901 Marina Blvd in South San Francisco, CA.

1. ROLL CALL AND CALL TO ORDER

Chair Charlene Haught Johnson called the meeting to order at 11:00 a.m. Also present were Director Jerry Bellows and Director John O'Rourke.

Executive Director Nina Rannells, Manager of Planning and Development John Sindzinski, and Bill Davis, WETA's owner Representative and representatives from the general contractors toured the terminal construction site with members of the Board and other attendees in order to provide an update on the project progress. Both the staff and the contractors and Mr. Davis provided a verbal overview of the project and answered construction questions that came up during the tour. No actions were taken or decisions made concerning any WETA business.

2. RECESS

Chair Johnson called the meeting into recess at 12:05 a.m. noting that the Board would reconvene in regular session at 1:00 p.m. at the WETA offices, Pier 9, Suite 111, San Francisco, CA.

3. ROLL CALL AND CALL TO ORDER

Chair Johnson reopened the meeting at Pier 9 at 1:10 p.m. Also present were Vice Chair Intintoli, Director Jerry Bellows and Director John O'Rourke. Administrative Assistant Scott Houston led the Pledge of Allegiance.

4. REPORT OF BOARD CHAIR

Chair Johnson remarked that the tour of the new terminal at Oyster Point, South San Francisco was very interesting and that she was pleased with the progress made on the terminal and had not expected it would be as large as it was. She said it was clear that the contractors were putting heart and soul into their work, and that any interested parties who had not seen the terminal yet should make the trip to Oyster Point to see it.

5. REPORT OF DIRECTORS

None.

6. REPORTS OF STAFF

Executive Director Nina Rannells indicated that there was a written report included in the packet and offered a correction to this report, noting that the Sierra Club had not filed a lawsuit against the Treasure Island Development Authority but an appeal with the San Francisco Board of Supervisors regarding their approval of the EIR for the project. She noted that the Supervisors had rejected the appeal and that WETA would continue to engage with TIDA staff regarding the project.

Vice Chair Intintoli asked if the threat of a lawsuit remained. Mr. John Sindzinski said that since the appeal had been filed after the 30 day comment period had closed that further action through the Board of Supervisors was unlikely.

Vice Chair Intintoli then asked for an update on the Berkeley project. Mr. Sindzinski replied that he understands that the City Manager had sent a letter to the leaseholder, H^s Lordships, asking for a meeting with city staff to discuss the lease issues surrounding the parking lot. Chair Johnson remarked that it didn't sound to her as if the city was determined to see the project move forward. Ms. Rannells noted that both the letter and Secretary of the Berkeley Waterfront Commission John Mann's attendance at the June WETA meeting were encouraging, but that follow through action by the City was critical to moving this project forward.

Concluding her report, Ms. Rannells referred the Board to the Federal Legislative report handout. She noted that it discussed the federal debt limit as well as promising movement regarding reauthorization of the TEA bill and that despite anticipation that overall transit funding may be down by a third that Mr. Friedmann remained optimistic that funding for ferries in general may increase.

7. CONSENT CALENDAR

Chair Johnson made a motion to approve the consent calendar which included the minutes from the June 2, 2011 Board of Directors meeting and authorization to execute a pass-through agreement with the City of Vallejo to provide Federal Transit Administration and Regional Measure 1 funds to support the Vallejo dredging project.

Director Bellows noted a correction in Item 12 regarding his question intended to clarify the Jack London Square parking garage hours.

Director Bellows made a motion to approve the consent calendar with amended minutes. Vice Chair Intintoli seconded the motion and the consent calendar carried unanimously.

8. AUTHORIZE RELEASE OF A REQUEST FOR PROPOSALS FOR CLAY STREET OAKLAND PASSENGER FLOAT REPLACEMENT

Ms. Rannells prefaced this and the following two items by noting that all three presented requests to the Board to issue Requests for Proposals supporting work needed on the Alameda/Oakland Ferry Service and that funding for these projects was included in WETA's budget.

Operations Manager Keith Stahnke presented this item requesting Board authorization to release a Request for Proposals for the replacement of the Clay Street Oakland passenger float. Mr. Stahnke noted that replacement of the float was required by the agreement with the Port of Oakland prior to the transfer of waterside assets to WETA and that the float had reached the end of its useful life.

Ms. Rannells added that a long-range plan may include rebuilding the entire Oakland terminal facility but that replacing the float was an urgent concern due to its condition and that the Oakland terminal was increasingly important to the service. Mr. Stahnke added that this terminal may play a vital role in the upcoming service from the East Bay to South San Francisco.

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

9. AUTHORIZE RELEASE OF A REQUEST FOR PROPOSALS FOR BAY BREEZE VESSEL REFURBISHMENT

Mr. Stahnke presented this item requesting the Board authorize the release of a Request for Proposals for the Bay Breeze Vessel Refurbishment project. Mr. Stahnke reviewed the history of

the vessel and noted that its mid-life refurbishment would reduce operating costs and provide improved passenger amenities.

Chair Johnson asked what the cost of the refurbishment would be. Mr. Stahnke said that \$5 million had been budgeted. Vice Chair Intintoli asked how much the previously-completed engine replacement project had cost. Mr. Stahnke indicated that this was approximately \$1.1 million. Vice Chair Intintoli asked how much a new ferry would cost. Mr. Stahnke said that the *Bay Breeze* had cost approximately \$3 million when it was delivered in 1995 but that a new boat would cost about \$6 to \$8 million like the WETA ferries. Vice Chair Intintoli said that in the future WETA should consider the option of a new boat if the cost was similar to refurbishment.

Ms. Rannells said that comparing the refurbishment cost to the cost of a new vessel made refurbishment seem high but that federal funding was only available for vessel refurbishment at this time, not for purchase of a new boat. Mr. Stahnke added that while \$5 million was the available funding for the refurbishment, he was optimistic that WETA would receive proposals for less. He also noted that Vallejo has budgeted a total of between \$16 and \$18 million on a similar refurbishment of the *Intintoli* and *Mare Island* ferries, and that although *Bay Breeze* is a smaller boat the project was similar in scope.

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

10. AUTHORIZE RELEASE OF A REQUEST FOR QUALIFICATIONS FOR BAY BREEZE VESSEL REFURBISHMENT CONSTRUCTION MANAGEMENT SERVICES

Mr. Stahnke presented this item requesting the Board authorize the release of a Request for Qualifications for Construction Management Services for the Bay Breeze Vessel Refurbishment project.

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

11. APPROVE SYSTEM OPERATING NAME AND LOGO AND AMENDMENT WITH THE M-LINE FOR ADDITIONAL SERVICES

Public Affairs Manager Leamon Abrams presented this item requesting the Board approve an operating name and logo for WETA's regional ferry system as well as Amendment No. 2 to the agreement with the M-Line Inc. in the amount of \$50,000 to provide additional services.

Mr. Abrams reviewed the background of the project and WETA's need to develop, market and promote the various aspects of a consolidated ferry service to the public under a unified brand identity. He noted that the Board had awarded an initial contract to the M-Line in October 2009 which resulted in the Preliminary Brand Foundation document reviewed by the Board at the July 2010 meeting and the subsequent Phase 2 work which focused on a brand name, website development and marketing support.

Mr. Abrams spoke briefly on each element of the Phase 2 work including the establishment of a naming committee which included WETA staff and Ernest Sanchez, then of the Alameda Oakland Ferry Service. He said that the committee looked at over 1300 names which were then narrowed to about 50 names for analysis and review. Mr. Abrams added that staff also undertook outreach efforts to solicit names from riders and the general public via solicitation onboard the ferries and on the WETA website. He added that several preferred names were also vetted for any potential trademark issues and URL availability.

Mr. Abrams said the names considered were either descriptive, such as Bay Boat or Bay Ferry, or more abstract, such as H₂Go or CityFish. He shared several of the names and preliminary logo treatments which had been evaluated. Vice Chair Intintoli confirmed that Baylink had also been considered. Mr. Abrams noted that after discussion with the naming committee and transit and marketing professionals, it was determined that the best name for the WETA ferry system would be one that was descriptive and did not require explanation. He noted that a secondary benefit of a simple, descriptive name would be that it could be more readily amended or changed in the future.

Mr. Abrams then presented the San Francisco Bay Ferry name and logo for the Board's review.

Vice Chair Intintoli asked how much it would cost to rebrand the boats. Mr. Abrams advised that the current branding on the WETA boats was an applied decal and that boat rebranding could be included in existing maintenance schedules. He said that the cost for decals was much less than the cost of painting. Ms. Rannells said that it made sense to coordinate the rebranding of boats with the maintenance schedules. Mr. Stahnke agreed and noted that the decal application was not a major process.

Mr. Abrams demonstrated the name and logo applied to a variety of examples of signage and collateral material. Vice Chair Intintoli asked if there was potential confusion with the Clipper fare payment card logo. WETA Counsel Stanley Taylor of Nossaman LLP demonstrated his Clipper card and several agreed that there was no substantial similarity.

Chair Johnson noted that the chosen name afforded a good deal of flexibility that a name like CityFish would not have. Vice Chair Intintoli noted that the process had taken great deal of time considering the result. Ms. Rannells agreed that it had been an involved process but noted that it was due to the process that it had become apparent that San Francisco Bay Ferry was the right way to go at this time in the organization's evolution.

Mr. Abrams continued, noting that marketing work had also been included as part of Phase 2. He said that as part of that work, an outline of a website had been created in order to put a name and logo in context and that this work had evolved into a complete overhaul of the WETA website. He noted that Mr. Houston's assistance with organizational and technical aspects of the project had been invaluable. Mr. Abrams then briefly demonstrated the future website to the Board, adding that it was not yet public but was near completion.

Ms. Rannells noted that the big change for the website was the move from a planning agency's site to one that would focus on ferry operations and deliver information to the rider. Mr. Abrams added that it would be a great marketing opportunity for WETA to be able to provide this resource to customers and to coordinate with events such as Pride or Bay to Breakers and to make people aware that the ferry can serve those activities as well as commuters.

Vice Chair Intintoli asked what the URL would be. Mr. Abrams said that it would be sanfranciscobayferry.com and that it would also be easily located through search results.

Director O'Rourke said that he felt the name and logo was spot on, noting that he was pleased that "Bay" was included in the name to make it clear that the ferry served the whole bay and not just San Francisco. Ms. Rannells agreed that that was important. Director Bellows stated that he thought it was a good name and that the logo was alright. Vice Chair Intintoli said that all he could think about was the City of Vallejo going through the same process and the substantial amount of money which had been spent to select the name Baylink.

Vice Chair Intintoli noted that "July 2011" in the second paragraph of the Board memo should be corrected to read "July 2010".

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

12. RECESS INTO CLOSED SESSION AND REPORT ON CLOSED SESSION

Chair Johnson called the meeting into closed session at 2:00 p.m. Upon reopening of the meeting at 2:25 p.m. she reported that no action had been taken.

13. ADJOURNMENT

All business having concluded, the meeting was adjourned at 2:25 p.m.

Respectfully Submitted,

Board Secretary
