

**SAN FRANCISCO BAY AREA WATER EMERGENCY TRANSPORTATION AUTHORITY**

**MINUTES OF THE BOARD OF DIRECTORS MEETING**

*(August 2, 2012)*

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 2:15 p.m. Directors present were Vice Chair Anthony Intintoli and Director Timothy Donovan. WETA Counsel Stanley Taylor III of Nossaman LLP led the Pledge of Allegiance.

**2. REPORT OF BOARD CHAIR**

No report.

**3. REPORT OF DIRECTORS**

No report.

**4. REPORTS OF STAFF**

Executive Director Nina Rannells referred the Board to her written report. She then introduced Manager of Public Information & Marketing Ernest Sanchez, who presented an overview of the current system status.

Mr. Sanchez then briefed the Board on plans for a fall marketing campaign which would leverage radio spots to promote not only commute services but excursion services as well. He added that Fleet Week and the America's Cup races would also be featured in the campaign. Mr. Sanchez noted the work being done to complete the Vallejo Baylink website transfer and to improve Blue & Gold Fleet's reservation system. He highlighted work being done on a new communications module which would offer passengers targeted alerts regarding system delays as well as other types of information.

Mr. Sanchez also spoke on the initial ridership numbers for the South San Francisco service and outlined his initial marketing approach to improve them. He said that his plan included working with the Peninsula Traffic Congestion Relief Alliance to develop free ride promotions targeted to improve ridership, creating an in-house group to monitor ridership and consider marketing and promotional opportunities, and to reach out to new business development in the Oyster Point area. Mr. Sanchez added that looking at ways to optimize shuttle services was another item which could be examined, noting that SFO employees had expressed interest in ways to connect the airport to the ferry terminal and that there might also be ways to better target the existing Alliance shuttles for the convenience of the commuters.

Mr. Sanchez went on to note plans for a fall campaign to connect with transit coordinators at larger employers and to make sure smaller employers are engaged as well and that Shirley Douglas Consulting would be assisting with this business outreach program. He also added that he anticipated talking more with existing riders to explore ways to incent them to spread the word, as well as a possible survey.

Mr. Sanchez noted that the overall plan was still under development but moving forward quickly. He added that social media and system advisories would be a big component of the program.

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Vice Chair Intintoli reminded staff of his concern that there had been no marketing on the Vallejo ferry service for at least two or three years. He noted that the service had just experienced a difficult week and pointed out that press regarding bad service would likely result and that it was important to get out in front of such stories. He suggested that staff find a way to place WETA on the agendas of local city councils in order to solicit ideas and feedback. Vice Chair Intintoli added that if WETA did not market heavily that the services would not succeed.

Chair Johnson asked what difficulties Vice Chair Intintoli was referring to. Ms. Rannells replied that there had been service disruptions due to the unavailability of vessels resulting from the mid-life refurbishment of two Vallejo vessels and that this had been creating issues for the last several years. Chair Johnson asked if other vessels could be rented as replacements in such situations. Ms. Rannells replied that that was unlikely during the summer but that staff was talking with SolTrans regarding establishing more consistent back-up bus services to help avoid service interruptions until the Mare Island vessel can be returned to service.

#### Public Comment

Carolyn Horgan of Blue & Gold Fleet confirmed that no additional vessels were currently available.

Mr. Sanchez added that staff was developing better ways to communicate these issues to customers in order to make their lives easier in the event of service disruptions. He also responded to Vice Chair Intintoli's suggestion, indicating that outreach to the cities would be added to his marketing agenda.

Ms. Rannells elaborated on outreach activities, noting that WETA and Blue & Gold staff had taken the time to ride each service route over the past several weeks to engage customers and that a major theme that emerged was the need for improved communication.

Vice Chair Intintoli suggested that the service consolidation presented a one-time marketing opportunity. Mr. Sanchez agreed and noted additional ideas such as ferry service inclusion in welcome packets to new residents. Vice Chair Intintoli said that that was a good idea. Mr. Sanchez said that input was also being received from the Vallejo riders' Facebook page. Vice Chair Intintoli noted that WETA would not reach seniors through social media and that not everyone was under 30. Mr. Sanchez agreed that there was still a place for paper. He said that the new communication module would be very impressive and would reach customers in a variety of ways.

Vice Chair Intintoli asked if the local traffic news would still include ferry alerts. Mr. Sanchez said that they would, noting that that was something that Vallejo staff had been good at doing in the past.

Vice Chair Intintoli noted that past data had indicated that only 40% of riders from the North Bay were from Vallejo and that the remainder originated from locations such as Napa or Sacramento. He said that the marketing net should be cast widely. Ms. Rannells agreed and noted that Mr. Sanchez and WETA Administrative/Policy Analyst Lauren Gularte had met with Daryl Halls at STA on coordinating marketing efforts with the Solano Transportation Authority.

#### Public Comment

Veronica Sanchez of Masters, Mates & Pilots asked Mr. Sanchez where the South San Francisco riders were originating from, noting that studies had indicated that many would be travelling from the 880 corridor. She suggested that marketing could be targeted there as well.

Mr. Sanchez replied that it would be more cost-effective to focus on the destination area for this particular service and then to later move on to other areas.

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Public Comment

Ms. Sanchez asked about the definition of “special event” services and if these included anything beyond service to AT&T Park, such as the BART service disruption in June.

Ms. Rannells said that special events included anything beyond regular services but did not include response situations such as the BART service disruption. Mr. Sanchez noted that potential expansion of special event service was always something to keep in mind. Ms. Horgan noted the future possibility of providing service to Warriors games via a terminal Pier 31/32 as an example. Ms. Rannells noted that she and John Sindzinski had recently met with the folks developing the concept for a waterfront Warriors stadium in San Francisco.

**5. CONSENT CALENDAR**

Vice Chair Intintoli made a motion to approve the consent calendar which included the minutes from the June 29, 2012 meeting. Director Donovan seconded the motion the item carried unanimously.

**6. OVERVIEW OF FY 2011/12 FINANCIAL AUDIT SCOPE AND PROCESS**

Ms. Rannells introduced Cory Biggs, CEO of Maze & Associates, noting that the Authority’s Administrative Code required preparation of an annual financial audit report by an independent auditor consistent with California Government Code. Mr. Biggs provided the Board with an overview of the audit scope, management representation, fraud considerations and audit timing and offered to answer any questions about this work.

Vice Chair Intintoli asked if there was a requirement for an audit committee. Mr. Biggs replied that there was no requirement for an audit committee and that that would be an entity policy decision.

Mr. Biggs thanked the Board and noted that he would return once the audit was finalized. Chair Johnson asked when that would be. Mr. Biggs replied that it would be in December.

Chair Johnson thanks Mr. Biggs for his presentation.

**7. UPDATE ON WETA 2012 – 2021 SHORT RANGE TRANSIT PLAN**

Ms. Rannells and Planner/Analyst Chad Mason presented an update on WETA’s first Short Range Transit Plan as operator of the Alameda, Vallejo and South San Francisco services. Ms. Rannells noted that the 2012 SRTP was a ten-year projection of transit capital and operating expenses and revenues along with supporting information about WETA and that it was required that each transit operator receiving federal funding prepare, adopt, and submit an SRTP to MTC.

Chair Johnson asked if staff was receiving assistance preparing the SRTP or had looked at how other agencies had prepared theirs. Ms. Rannells noted that Mr. Mason had done much of the work and that Nelson\Nygaard Consulting Associates, Inc. was helping to prepare the document.

Mr. Mason noted that all agencies under MTC were required to submit SRTPs and that WETA had looked into work done by peer agencies during the process. He added that staff anticipated bringing a draft plan to the next Board meeting that would including a System and Service Evaluation as well as an Operations Plan and Budget which would project both maintaining the current system as well as expansion services over the next ten years, for both operations and capital.

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**8. AUTHORIZE RELEASE OF A REQUEST FOR QUALIFICATIONS FOR ENVIRONMENTAL REVIEW SERVICES FOR THE VALLEJO FERRY MAINTENANCE FACILITY**

Manager of Planning and Development John Sindzinski presented this item requesting that the Board authorize, by motion, the release of a Request for Qualifications for environmental review services for the Vallejo Ferry Maintenance Facility. He reviewed the background of the project and noted that the Environmental Assessment would need to be completed before the project could move forward.

Director Donovan asked if site cleanup was involved or if this was just a study. Mr. Sindzinski replied that there was no cleanup involved with this part of the process but that this would be required before WETA could enter into a lease with the Navy and that it would focus on study of the submerged areas. Ms. Rannells said that in the process of finalizing the language in the Vallejo Transfer Agreement it became clear that no arrangement had been made by the City of Vallejo with the Navy for submerged areas. She noted that such an agreement should have been completed several years prior and that this needed to be addressed as quickly as possible. Ms. Rannells clarified that this was specific to the waterside aspect of the project and that ideally it would move in tandem with the landside part of the project.

Director Donovan asked if this project would be completed in the spring. Mr. Sindzinski replied that the March 2013 date in the Board memo was a typo and that an award could be made as soon as the September 2012 Board meeting. Mr. Mason added that the work itself could be completed within six months. He said that as the result of a prior Navy lawsuit, WETA would be required to put the document through a public review process before handing it over to the Navy.

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

**9. ADJOURNMENT**

All business having concluded, the meeting was adjourned at 3:05 p.m.

Respectfully Submitted,

Board Secretary

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