

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

(October 4, 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

Vice Chair Anthony Intintoli chaired and called the meeting to order at 1:30 p.m. Directors present were Director Gerald Bellows and Director Timothy Donovan. Vice Chair Intintoli led the pledge of allegiance.

2. REPORT OF BOARD CHAIR

Vice Chair Intintoli, as acting Chair, noted the return of the *Mare Island* to Vallejo service. He said the refurbishment work done on the boat was absolutely beautiful.

3. REPORT OF DIRECTORS

No report.

4. REPORTS OF STAFF

Executive Director Nina Rannells highlighted several items from her written report to the Board. First, she noted that AB 2433, which staggered future Board member terms in order to ensure continuity in agency leadership, had been signed by the Governor on September 13. She then noted the successful operation of expanded ferry service over Fleet Week weekend. Lastly, she directed the Board to the federal legislative report included in the packet regarding the MAP 21 transportation bill.

Vice Chair Intintoli asked if there were any additional opportunities for WETA under MAP 21. Ms. Rannells noted that WETA was not well positioned to compete for Ferryboat Discretionary Program funds any more as this was shifted to a formula grant program that heavily favors the larger ferry systems in Alaska and Washington State which carry vehicles and had longer route segments, but she added that WETA's federal representative Peter Friedmann of Lindsay, Hart, Neil & Weigler, LLP felt that there may be opportunities for WETA under the new "urban area" competitive grant program.

5. CONSENT CALENDAR

Director Bellows made a motion to approve the consent calendar which included the minutes from the September 6, 2012 meeting. Director Donovan seconded the motion the item carried unanimously.

6. AUTHORIZE CONTRACT AWARD FOR SHIPYARD SERVICES FOR THE ENCINAL MAIN ENGINE OVERHAUL PROJECT

Operations Manager Keith Stahnke presented this item requesting the Board award a contract for Shipyard Services for the *Encinal* Main Engine Overhaul Project to Bay Ship & Yacht in an amount not to exceed \$92,100, and authorize the Executive Director to negotiate and enter into a contract for this work. Mr. Stahnke reviewed the two proposals submitted and then noted a typo in the Board resolution, stating that the 10% contingency fee should read 15% as had been indicated in the Board memo.

Director Donovan asked how many parties received the RFP notices. Mr. Stahnke replied that notices were sent to WETA's vendor list of interested parties as well as published in the newspaper.

Vice Chair Intintoli asked if it was surprising that only two proposals had been received. Mr. Stahnke said that he was pleased and surprised that there had been more than one. Vice Chair Intintoli then asked if the scope of work for Valley Power was included in the total budget. Mr. Stahnke said that it was.

Director Bellows made a motion to approve the item. Director Donovan seconded the motion the item carried unanimously.

7. APPROVE 2012 – 2021 SHORT RANGE TRANSIT PLAN (SRTP)

Vice Chair Intintoli called for a discussion of this item, noting an attached letter that had been received from Transplan Committee and a request for a continuance of the item. He then asked Ms. Rannells to comment.

Ms. Rannells responded noting in addition to the Transplan letter that there was a letter before the Board from Senator Mark DeSaulnier requesting that WETA defer action on this item in order to provide additional opportunity to meet with the City of Antioch and other interested parties to receive further input regarding the SRTP. She noted that she was prepared for the Board to continue this item.

Vice Chair Intintoli asked if the September 28 deadline for submittal of the SRTP was correct. Ms. Rannells said that it was and that MTC was prepared to accept a delay in submittal of the plan but that WETA would not be reimbursed for work done on the plan past that date. Vice Chair Intintoli then asked if a continuance through November 1 would be adequate or if it should be held until December. Ms. Rannells said that December should be acceptable.

Vice Chair Intintoli asked if any of the other cities or parties involved had contacted WETA about this issue. Ms. Rannells said that a letter from the City of Antioch had not yet been received but was anticipated, and she noted a letter from the Redwood City Chamber of Commerce. Vice Chair Intintoli said that if this continuance were to be given that he would prefer it be through December in order to give adequate time for these discussions. He then invited public comment.

Public Comment

Gary Agopian, Antioch City Council member said that he felt it was important that WETA, the City and Transplan work together regarding the leg that affects Antioch and all of Contra Costa in order to see what could be done to develop a plan that would be feasible. He said he appreciated the Board and WETA staff's willingness to delay approval to allow for more discussion. Mr. Agopian added that the way the language in the plan existed now that it seemed to close the door on the possibility of Antioch ferry service.

Vice Chair Intintoli said that this was not the intent and noted that this would be a good opportunity for these discussions. He also remarked that the legislature had done a good job of providing funding expansion services and pointed out that it made little sense to build boats and terminals if the project was not viable and operations were not funded.

Vice Chair Intintoli emphasized that one of the first items for discussion would need to be identifying funding sources to subsidize operations, noting that currently operating systems were already struggling. He noted that WETA had followed through on its mandate in South San Francisco to build a new service but that it faced considerable challenges.

Mr. Agopian said he believed they were on the same page and thanked Vice Chair Intintoli for his comments.

Vice Chair Intintoli noted a line in the SRTP which indicated that discounted fare instruments outside of Clipper would eventually go away. Mr. Gougherty replied that this was consistent with

the agency fare policy. Ms. Rannells added that it was likely that discounted tickets would be phased out eventually, consistent with what has been done with other Bay Area systems implementing Clipper, but that the timeframe for doing this is not yet set. She said that an objective in the next year would be to review the fare structure and payment instruments for the entire San Francisco Bay Ferry system as we complete the system-wide Clipper implementation with the installation and operation of equipment on the Vallejo route.

Director Bellows made a motion to continue the item until the first meeting in December. Director Donovan seconded the motion the item carried unanimously.

8. OVERVIEW OF SAN FRANCISCO BAY FERRY FALL 2012 MARKETING AND COMMUNICATIONS PROGRAM

Public Information & Marketing Manager Ernest Sanchez delivered an informational presentation to the Board regarding a fall marketing program focused on the continued introduction of the San Francisco Bay Ferry brand, building ridership, expanding customer services and improving customer communications. Mr. Sanchez reviewed plans to utilize advertising, targeted promotions and special events as well as expanded customer service and outreach efforts in order to meet these goals.

Mr. Sanchez also highlighted plans to launch "BayAlerts," a customer communications program which would enable distribution of SFBF Alerts and News to enrolled customers. He said that the program was still under development but expected to launch in mid-November.

Vice Chair Intintoli said that he thought it sounded good and indicated that he would be pleased when Vallejo ridership was up 20%.

Director Donovan asked if two months would be sufficient to get the alert system up and running and if, when launched, it would be a useful tool for tracking customer needs. Mr. Sanchez replied that the timeline was realistic but dependent on execution of the contract with the provider, Concentrix.

Director Bellows asked if it was possible to automatically transfer customers from all of the various existing services. Mr. Sanchez said that it was not technically feasible for a number of reasons, such as requiring users to opt-in to a unified privacy policy, but that the roll out would bridge a number of weeks and all existing users would have reasonable opportunity to make the change.

9. UPDATE ON NEW PORT OF SAN FRANCISCO WATER TAXI PROGRAM

As this presentation item had been informational only and had been specifically requested by Chair Johnson, Ms. Rannells recommended to the Board that it be deferred until a future meeting.

Director Donovan made a motion to continue the item until the first meeting in November. Director Bellows seconded the motion the item carried unanimously.

10. RECESS INTO CLOSED SESSION AND REPORT ON CLOSED SESSION

Vice Chair Intintoli called the meeting into closed session at 2:02 p.m. Upon reopening of the meeting at 2:30 p.m. he reported that no action had been taken.

11. ADJOURNMENT

All business having concluded, the meeting was adjourned at 2:30 p.m.

Respectfully Submitted,

Board Secretary
