



Presentations for July 11, 2024 Board of Directors Meeting



CREW OF THE YEAR 2024

July 2024



San Francisco Bay Ferry

CREW OF THE YEAR PROGRAM

The Crew of the Year program is a yearly program aiming to highlighting Blue & Gold staff who execute and set a high bar for customer service onboard SF Bay Ferry services. Staff are recognized by riders and their fellow peers via a nomination period during the first quarter of 2024.



LUKE CAVEN

Crew of The Year 2024

Deckhand

“Luke Caven is a dedicated, trustworthy and hard-working deckhand. He is a true professional that you can count on! He ensures his passengers feel welcome and that he executes his job perfectly.”



GLORIA FREEMAN

Crew of The Year 2024

Captain

“Gloria on the 7:15 Vallejo to SF crew is a rockstar! She is efficient and friendly! Thank you for keeping us safe!”

“Very kind and friendly. I always feel welcome on the ferry when she greets me.”



RON GARLETS

Crew of The Year 2024

Deckhand

“Mr. Garlets is courteous, generous, professional and very entertaining to ferry riders. He has expressed and shown how much pride and dedication he has for his career and the community you all serve. A man of honor and integrity deserves to be acknowledged of such.”



CONGRATULATIONS !

Crew of The Year 2024



Luke Craven



Gloria Freeman



Ron Garlets



Oakland-Alameda Water Shuttle Pilot Update

July 2024



*San Francisco
Bay Ferry*

Project Background

- **2-year limited term water shuttle pilot service between Alameda Landing and Oakland Jack London Square**
- **Partnership between City of Alameda and WETA with various funding commitments from private sector stakeholders.**
- **Established as a follow-up to a 2009 comprehensive study of potential estuary crossing options between Alameda and Oakland**
- **\$1.5 - \$2 million annual operating cost**
- **Service schedule:**
 - Operates 4 to 5 days per week, 9 to 12 hours per day
 - Initially, robust service with opportunities to adjust throughout the pilot
 - First day of revenue service: July 17, 2024

Goals – Overview

- **Previously, pilots were initiated ad hoc and with no formal evaluation processes in place**
- **New process for pilot project evaluation:**
 - Establish goal, objectives, and evaluation metrics in partnership with the Board and project partners
 - Monitor the project and collect qualitative and quantitative data during the pilot
 - Provide regular updates and progress reports to stakeholders
 - Analyze and evaluate data in the context of the established goals and objectives
 - Develop recommendations for next steps
- **Oakland-Alameda Water Shuttle goals, objectives, and evaluation metrics were developed in partnership with City staff and WETA Board pilots subcommittee**

Goals

1. Assess long-term project demand.

- Collect actual ridership data to inform potential for permanent service in the corridor.

2. Optimize service operations.

- Periodically adjust hours of operation, scheduled cycle times (travel time and dwell time), vessel operating speed, crew break times, crew shift changes, and fueling processes to maximize performance of the key metrics listed below.

3. Evaluate project partnership model.

- Assess if partnership model was effective, sustainable, and scalable.

4. Estimate costs for permanent service.

- Including initial and ongoing capital and operating costs.

5. Close gap in bicycle and pedestrian networks.

- Evaluate project impact on number bicycle and pedestrian estuary crossings.

Goals

6. Promote economic development.

- Determine impact of water shuttle service on nearby businesses.

7. Determine communities served.

- Evaluate populations served and service demand
- Understand potential for future financial contributions to a permanent service.

8. Maximize transparency.

- Regularly provide data collected and analyzed to partners and the public.

9. Pursue electrification.

- Consider electric service using outboard motors.
- Test feasibility of electric service.

Performance Metrics

Criteria	Description and/or Metrics
Ridership	<ul style="list-style-type: none">• Total ridership• Bicycle ridership and occupancy• Ridership profile and distribution (by day of week and time)• Trip purposes (via survey or poll)• Trip origins and destinations (via survey or poll)
Operations	<ul style="list-style-type: none">• On time performance• Service reliability (incl. cancelled trips and reasons for cancellations)• Trip cycle time• Number of trips per day• Reporting of safety incidents resulting in property damage, injury, or death
Finance	<ul style="list-style-type: none">• Hourly operating cost• Subsidy per rider

Criteria	Description and/or Metrics
Customer Experience	<ul style="list-style-type: none"> • Satisfaction of riders (via survey or poll) • Satisfaction of general population (via survey or poll) • Number of compliments and complaints
Economic Impact and Sentiment	<ul style="list-style-type: none"> • Survey or poll of businesses and employers in the catchment area • Ridership data (above) on trip purposes and origins/destinations
Environment	<ul style="list-style-type: none"> • Estimated VMT reduction and emissions avoided • Baseline volume of bicycle and pedestrian trips through the Posey Tube • Bicycle trips (new or diverted from other crossings) • Pedestrian trips (new or diverted from other crossings)
Equity	<ul style="list-style-type: none"> • % of low-income riders compared to ridership catchment area and WETA systemwide
Partnership and Coordination	<ul style="list-style-type: none"> • Satisfaction with partner roles, level of effort, and ability to continue them over long-term

Public Outreach and Marketing Plan

- **Marketing effort in collaboration with City of Alameda, Alameda TMA, and CCM Group**
- **WETA has committed \$50,000 of in-kind marketing support and staff time**
- **Marketing plan includes:**
 - Media relations strategy
 - Dock signage
 - On board passenger information
 - Online information
 - Events and programming

Data Analysis and Reporting

- **Operational data will be tracked through systems deployed by WETA in support of the service, including Swiftly, GTFS-RT, and the WETA Ridership Dashboard.**
- **City of Alameda will lead the development of surveys, to be administered throughout the pilot period.**
- **WETA will report key operational statistics as part of its monthly operational report presented to the WETA Board.**
- **Project team will make periodic updates to the WETA Board and City of Alameda Transportation Commission on at least a semi-annual basis.**
- **WETA will lead preparation of a final report upon the conclusion of the pilot project evaluating the goals and key performance metrics set forth for the project.**

Treasure Island Ferry Service Planning Update

Today's Presentation

- Treasure Island Today
- Ferry Planning Study
- Interim Ferry Service
- WETA's 2050 Service Vision
- Electrification
- Ferry Service Business Plan

Treasure Island Today

- Almost 1,000 new homes will be completed by early next year
- Maceo May (105 units) is occupied – multiple other affordable buildings in development
- Panorama Park, Signal Park open
- West Side Bridges, Hillcrest, Multi-Use Path in progress on YBI
- Disposition and Development Agreement Amendment ensures continued momentum



TI Ferry Planning Study

- Study scope
 - Ridership demand projections
 - Service scenarios
 - Operating costs and revenue/subsidy analysis
- Year 1 ridership demand projections
 - 650-725 weekday trips
 - 415-460 weekend trips
- Based on 2021 assumptions
 - 2021 development schedule
 - Toll in place, \$2.75 fare



Photo by Sergio Ruiz

Scenarios Studied

#	DAYS/HOURS OF SERVICE	FREQUENCY	VESSELS
1	Peak Only Weekday	Hourly	1 Diesel
2	Peak Only Weekday All-Day Weekend	Hourly	1 Diesel
3	Peak Only Weekday All-Day Weekend	Hourly	1 Electric
4	All Day Weekday All-Day Weekend	40-60 minutes	1 Electric
5	All Day Weekday All-Day Weekend	30 minutes	2 Electric

Preliminary Operating Cost Comparison

#	DAYS/HOURS OF SERVICE	FREQUENCY	VESSELS	ANNUAL O&M COST (\$2022)	COST PER OPERATING HOUR
3	Peak Only Weekday All-Day Weekend	Hourly	1 Electric	\$2.6M	\$1,155
4	All Day Weekday All-Day Weekend	40-60 minutes	1 Electric	\$3.2M	\$873
5	All Day Weekday All-Day Weekend	30 minutes	2 Electric	\$6.3M	\$873

Fare Revenue Analysis (Scenario 4, 2025)

BASE CASH FARE	ANNUAL RIDERSHIP	TOTAL REVENUE	OPERATING SHORTFALL (\$2025)	FAREBOX RECOVERY RATIO
\$5.00	213,000	\$1.1M	-\$2.3M	34%
\$4.00	225,000	\$1.0M	-\$2.4M	28%
\$3.00	238,000	\$0.8M	-\$2.6M	23%

Ferry Planning Study Guidance

- Provide all day weekday & weekend service with electric vessels
 - At least hourly frequency
 - Increase frequency with development and occupancy
- Refine O&M costs and identify subsidy of ~\$2.5M per year
- Define roles and responsibilities for stakeholder parties
- Develop a business plan for TI ferry service



Image by TICD

Interim Ferry Service

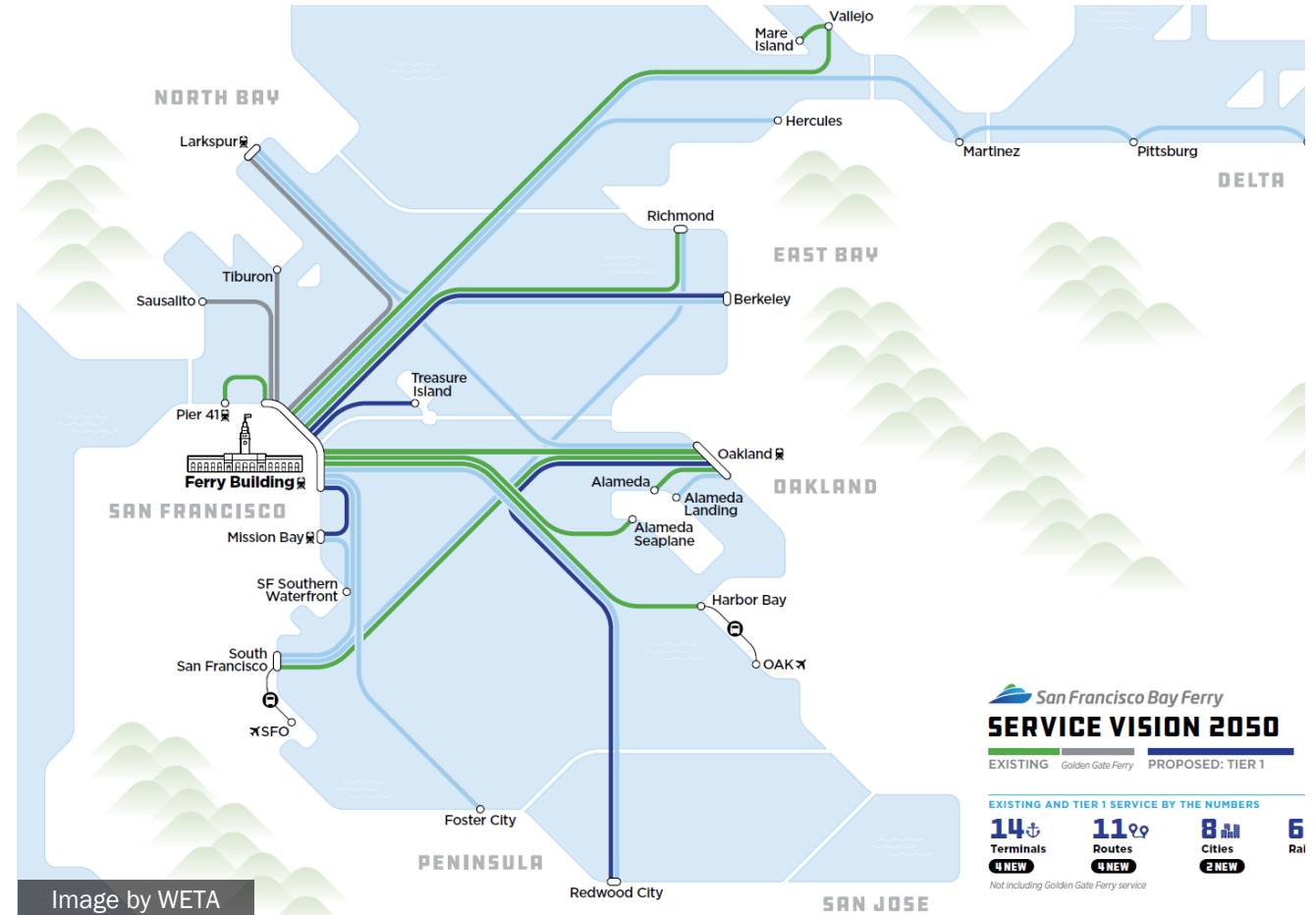
- TICD initiated ferry service in March 2022
- Weekdays 7:30am to 8:20pm and 9:30am to 8:50pm on weekends
 - Frequency varies, from 35 min to high of 120
- One-way fare is \$5.00
 - Monthly pass available for \$150
- High ridership for special events e.g. TreasureFest



Photo by Brian-Kitts-Visuals_briankittsvisuals-com

WETA's 2050 Service Vision

- Adopted by WETA's board in May 2024
- Vision for regional ferry system and criteria for expansion
- Treasure Island and Mission Bay service proposed in Tier 1



Electrification

- WETA's Rapid Electric Emission-Free Ferry program - \$127M secured
- Ferry routes of 3 nautical miles or less must be zero emission by 2026
 - SF Ferry Building to Treasure Island
 - SF Ferry Building to Mission Bay
- RFP for 149-passenger electric vessel construction this summer
- TI charging infrastructure design underway
 - Requires full funding

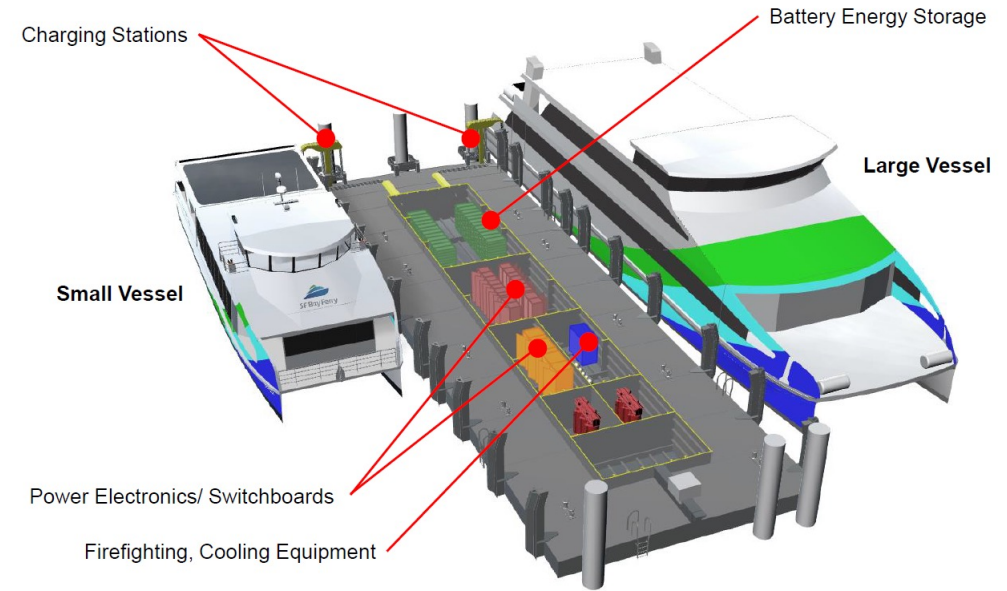


Image by WETA

Ferry Service Business Plan

We will undertake the Business Plan with WETA in FY25:

- Updated development schedule
- Updated ridership projections
- Service plan
- Operations and Maintenance costs including capital maintenance
- Fare policy and fare structures
- Funding strategy / subsidy needed
- Roles and responsibilities



Thank you.

sfcta.org/timma.org

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**TREASURE
ISLAND** MOBILITY
MANAGEMENT
AGENCY

timma.org



Sustainability Policy Draft

Board of Directions Meeting

July 11, 2024

Agenda

- Background (Slides 3 – 8)
- Categories of Sustainability Policy (Slide 9)
- Goals and Objectives of each Category (Slides 10-15)
- Next Steps (Slide 16)
- Outreach Plan (Slide 17)

2016 Strategic Plan

Focus Area - Environmental Stewardship Goals & Objectives



Build facilities that meet LEED standards for environmental efficiency, as applicable



Encourage alternate mode access to ferry terminals by accommodating bicycles, transit and pedestrians



Monitor sea level rise and plan for impact of climate change



Reduce automobile travel and congestion by maximizing ferry ridership



Utilize proven technologies to improve environmental performance



Ensure vessels meet or exceed federal, state and regional emissions standards

Environmental Regulations



SB 97 CEQA documents should include analysis of environmental impact and assessment of mitigation measures



SB 375 requires that regional greenhouse reduction targets set by CARB are met by 2035



SB 32 requires that statewide GHG emissions be reduced to 40 percent below 1990 levels by 2030



CHC regulation of CARB aims on broader effort to reduce emissions and impacts of air pollution from maritime activities

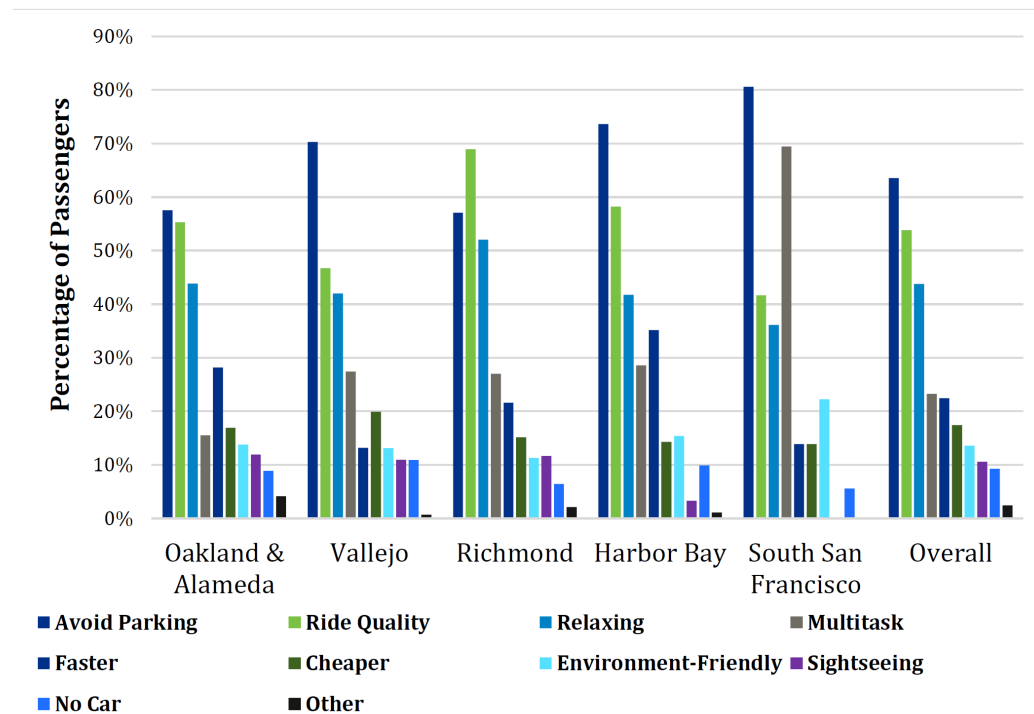


2050 Business Plan

- Aims in addressing the following Focus Areas to support priorities for the next 25+ years:
 - Service Vision
 - Emergency Response
 - **Environmental Stewardship**
 - Community Connections
 - Financial Capacity
 - Organizational Capacity
- Service Vision & Expansion Policy (Adopted in May 2024)
- Focus Area 3 – Align with Service Vision & Expansion Policy Goals

Stakeholder and Community Support

- ~15% of survey responders (766) stated that they ride the ferry because its environmentally friendly (Figure from 2022 Survey Report)



- Advisory Groups showed appreciation and interest in the 2050 Business Plan's environmental goals during outreach

Funding Opportunities

Grant Programs focused on reducing emissions or in promoting electrification

Grant Program	Description
TIRCP	Objectives are to reduce greenhouse gas emissions and expand and improve transit service to increase ridership
LCTOP	Operating and capital assistance for transit agencies to reduce greenhouse gas emission and improve mobility
VW Mitigation Trust	Replace combustion-fueled marine vessel engines with Tier 4 or zero-emission equipment
Carl Moyer Program	reduce emissions from heavy-duty vehicles and equipment (including marine vessels) by replacing, repowering or retrofitting older, higher-emitting engines
MTC Transit Station Public Charging Program	Supports Plan Bay Area's 2050 target of a 19% reduction in per capita GHG emissions by investing in publicly available charging infrastructure for EVs and e-mobility devices at transit stations

Regional Agencies Initiatives

Agency	Program/Policy/Plan & Reports	Adopted/Recent Release Year
Caltrain	Sustainability Program	2015
	Biennial Sustainability Report	2023
BART	Sustainability Policy	2017
	Annual Sustainability Report	2023
SFMTA	Climate Action Plan	2021
	Annual Sustainability Report	2023/2024
VTA	Sustainability Plan	2020
	Climate Action and Adaptation Plan	2024
AC Transit	Climate Action Plan	2022
	Update of Existing Sustainability Program	In Progress



Categories

1. Industry Leadership
2. Zero-Emission Initiatives
3. Natural Resource Conservation & Habitat Protection
4. Climate Resilience and Adaptation
5. Social Equity and Environmental Justice
6. Environmental Governance & Performance

1. Continue Industry Leadership Role

- a. Partner with public and private entities to advance new ZEV technologies (i.e., SeaChange, Pilot Service Program)
- b. Advocate for rules and regulations that balance feasibility and impact
- c. Engage with stakeholders to develop industry best practices (i.e., Public Ferry Coalition, trade conferences, etc.)

2. Zero-Emission Initiatives

- a. Convert 2/3rd of existing fleet to ZEV by 2035 and 100% of fleet by 2050
 - i. All new expansion routes shall deploy ZEVs, if feasible.
 - ii. All current vessels in the WETA fleet will be replaced with ZEVs upon the end of their useful life.
- b. Provide shoreside electrification infrastructure at all existing and future facilities
- c. Periodically update existing Plans (i.e., Climate Action Plan, REEF Program, etc.) to achieve comprehensive zero emissions



3. Natural Resource Conservation & Habitat Protection

- a. Plan terminals and routes to avoid negative impacts on sensitive shoreline or open water areas
- b. Avoid locations requiring frequent dredging for future terminals
- c. Continue coordinating with stakeholders (Marine Mammal Center) to prevent vessel collisions with marine life
- d. Use feasible technologies to lower underwater noise levels
- e. Implement a phased waste reduction and recycling program to achieve systemwide zero-waste



4. Climate Resilience and Adaptation



- a. Incorporate adaptive strategies into operational planning for climate-related hazards
- b. Conduct regular risk assessments to assess vulnerabilities and adjust strategies.
- c. Upgrade terminals and facilities to Essential Facility Standards as feasible.
- d. Prioritize renewable energy sources for energy self-sufficiency and climate resilience
- e. Maintain a flexible fleet strategy for weather or service issues, aiming for interoperability
- f. Develop disaster recovery plans with clear procedures and responsibilities

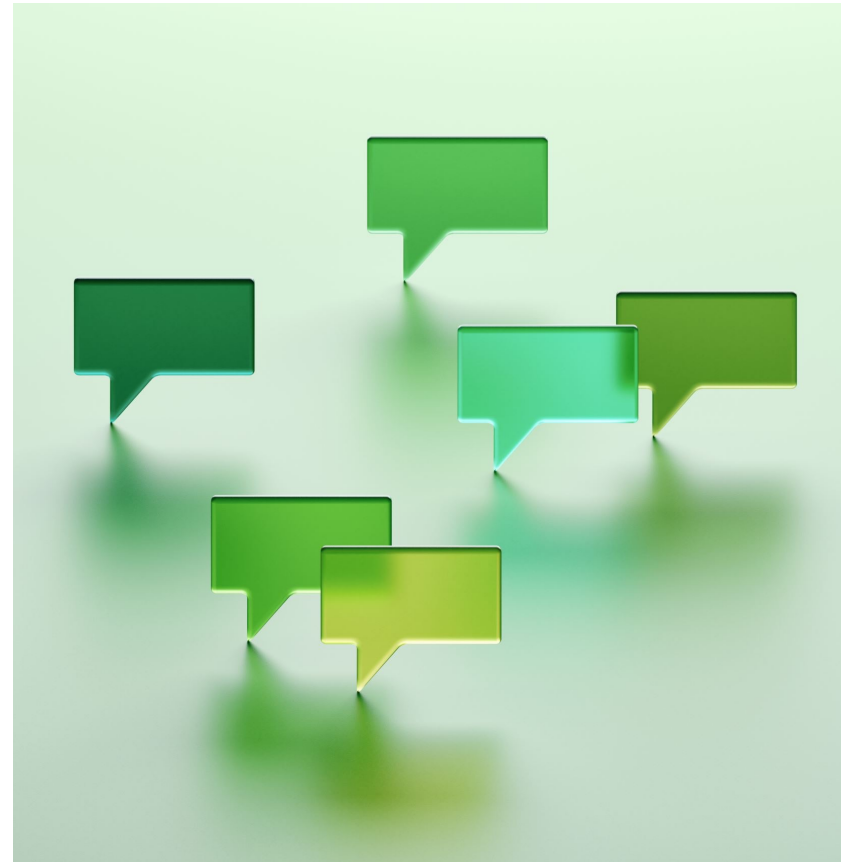
5. Social Equity and Environmental Justice

- a. Deliver cost-effective, quality and safe service for all
- b. Prioritize system expansion to benefit Equity Priority Communities communities and mitigate negative environmental impacts
- c. Promote workforce diversity through fair recruitment and career advancement
- d. Engage in programs supporting equitable employment and industry expansion
- e. Collaborate with community organizations to address equity, accessibility, and environmental concerns
- f. Ensure inclusivity with affordable fares and promote active terminal access for healthy communities



6. Environmental Governance & Performance

- a. Adopt a Sustainability Plan with clear performance measures and prioritized action items
- b. Establish independent monitoring and assessment through potential partnerships with third-party reporting entities
- c. Periodically update and adapt the Sustainability Policy to align with evolving challenges and mandates



Next Steps



Outreach Plan

- Sustainability Plan Development
 - Ferry Operator input
 - Harbor Safety Committee
 - Collaboration with Community Based Organizations, Transit Equity Groups, Environmental Advocates (i.e., Marine Mammal Center)
 - Transit Agencies Sustainability Working Group