



Presentations for September 1, 2022 Board of Directors Meeting



Item 5e: Monthly Ridership and Recovery Report

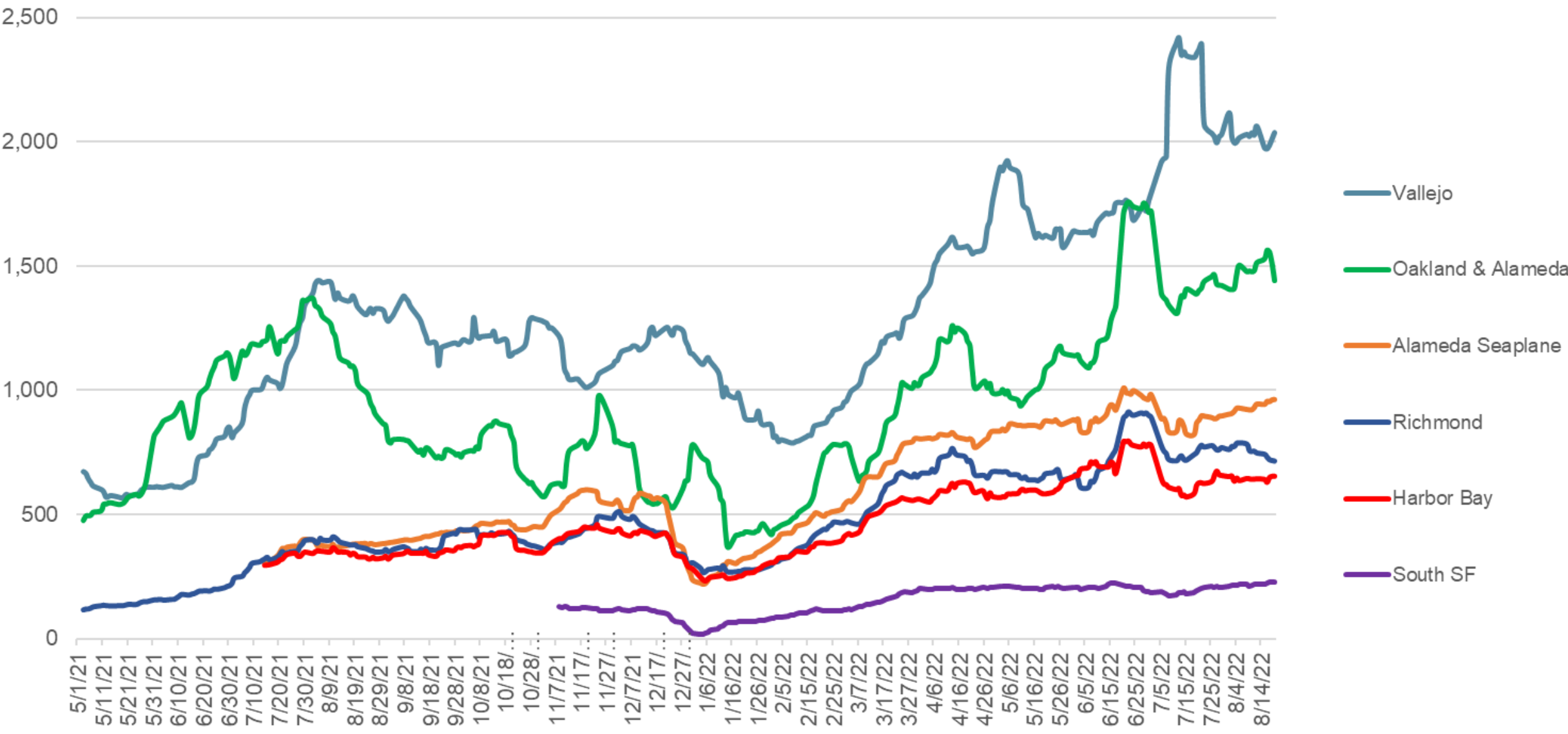
WETA Ridership Recovery Report

FY 22 Year in Review

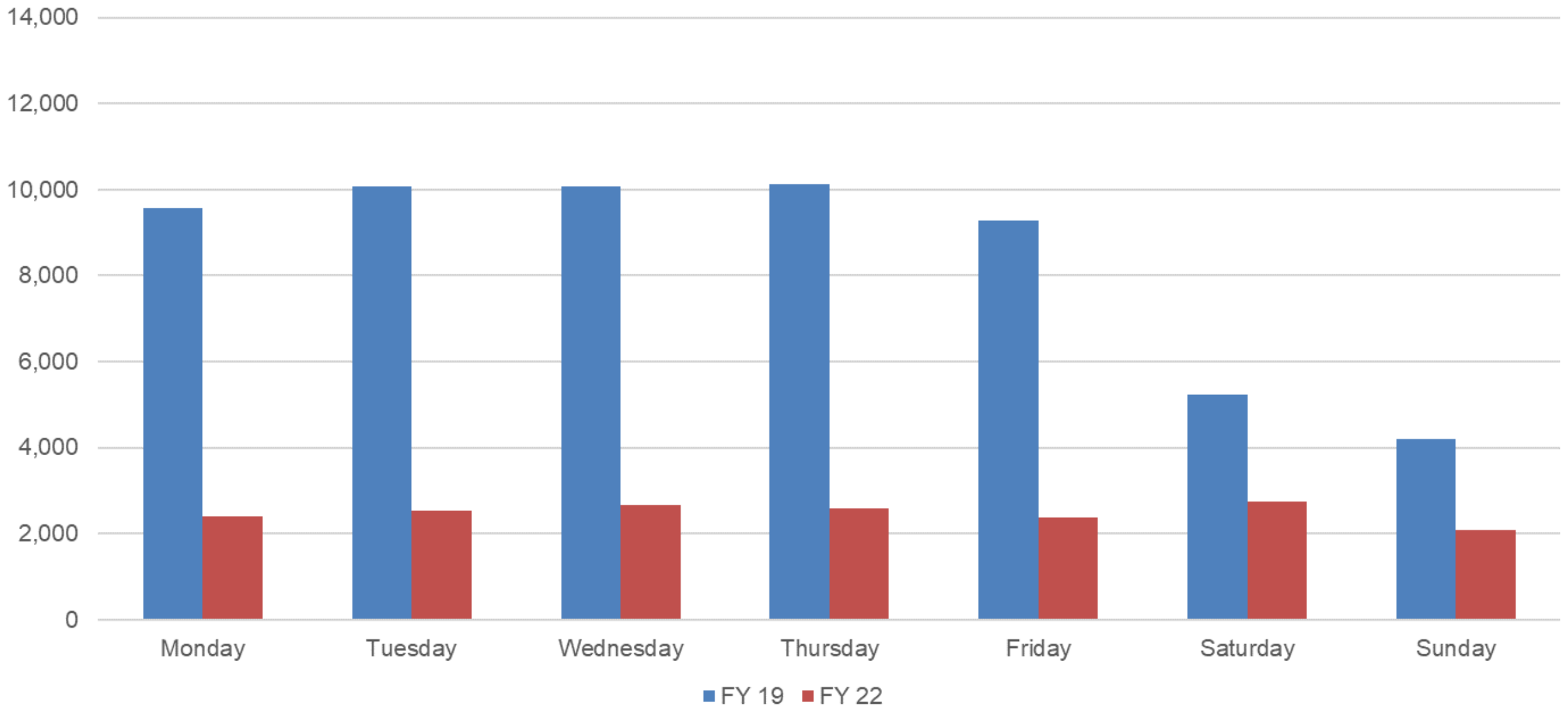


September 1st, 2022

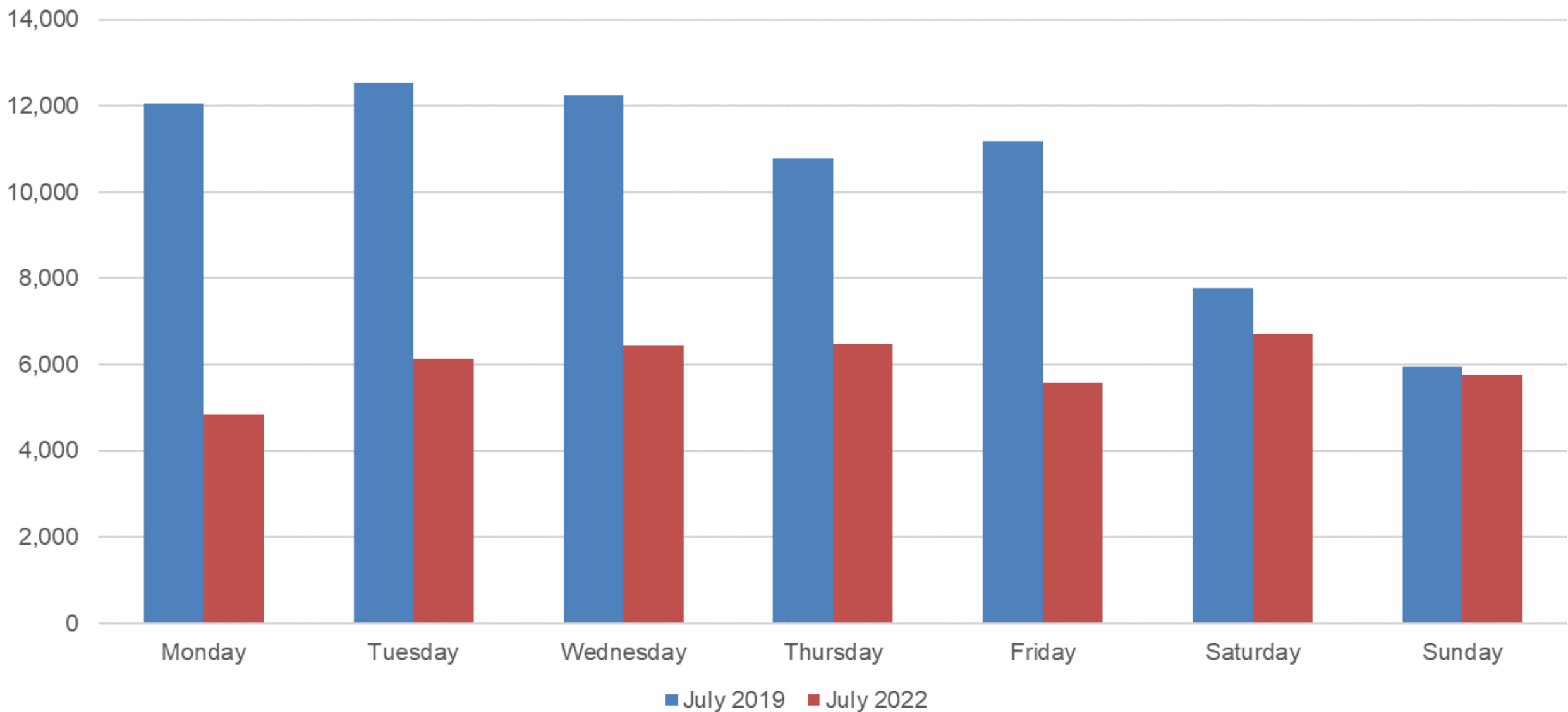
10-Day Weekday Average Ridership



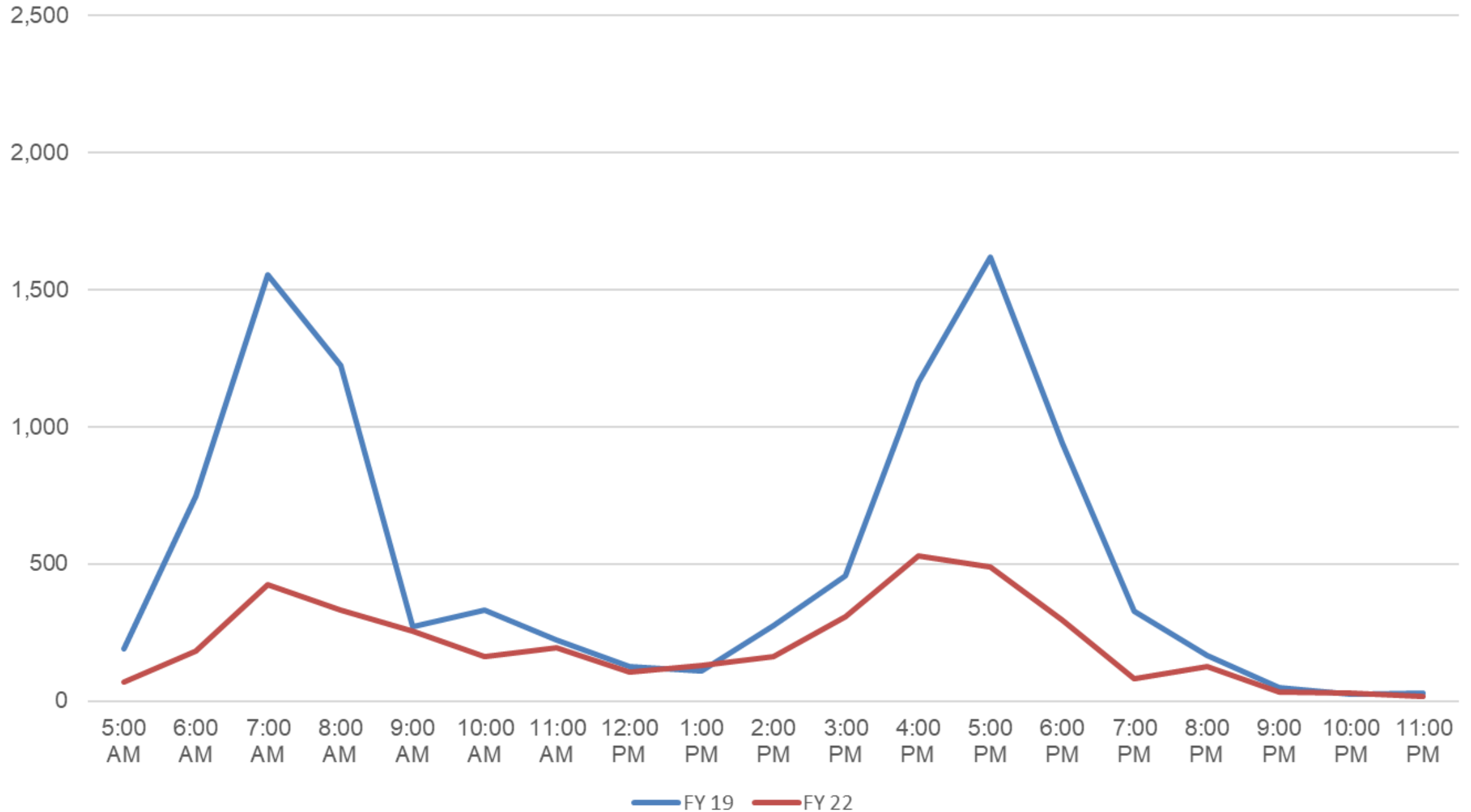
Average Boardings by Day of Week Systemwide



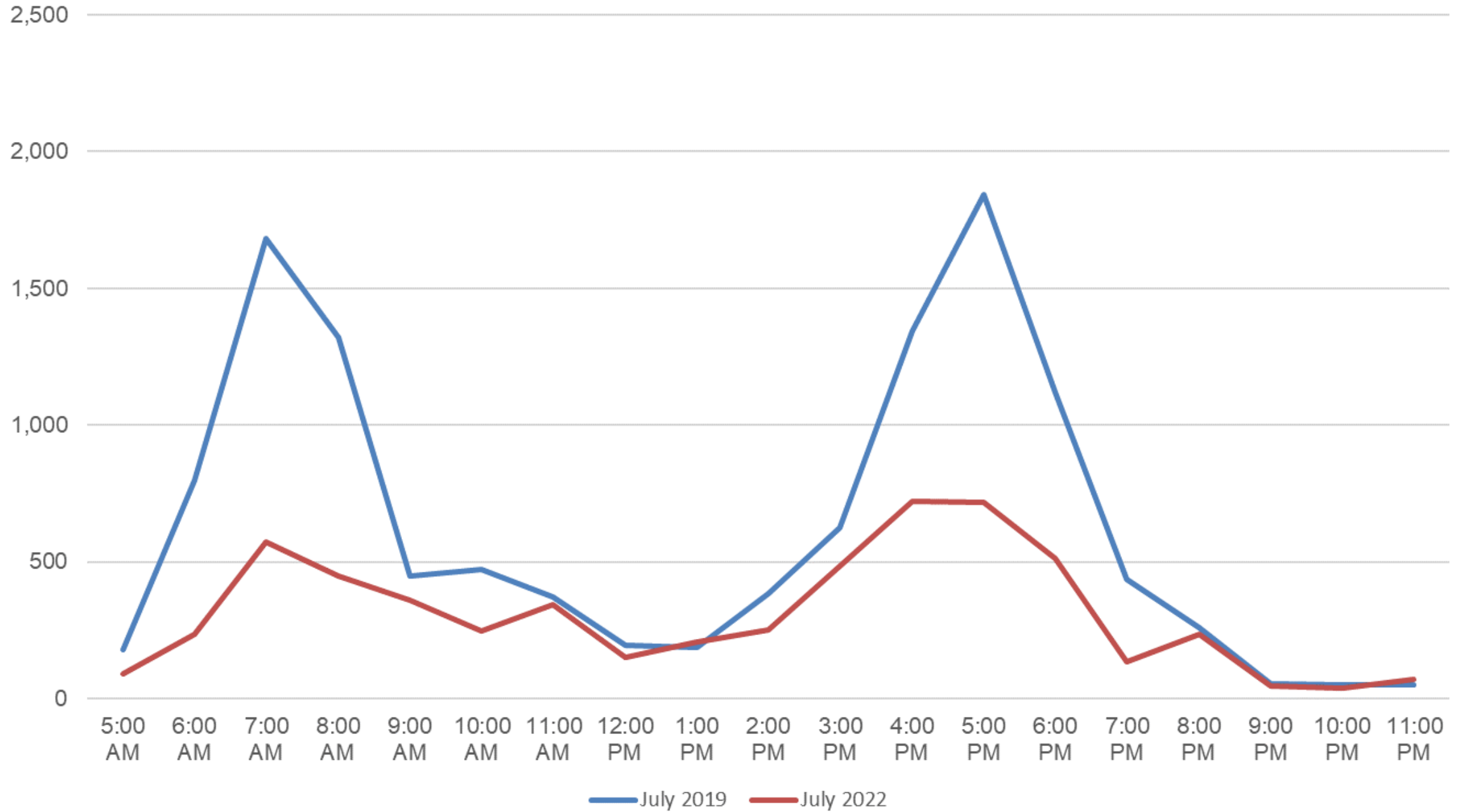
Average Boardings by Day of Week Systemwide



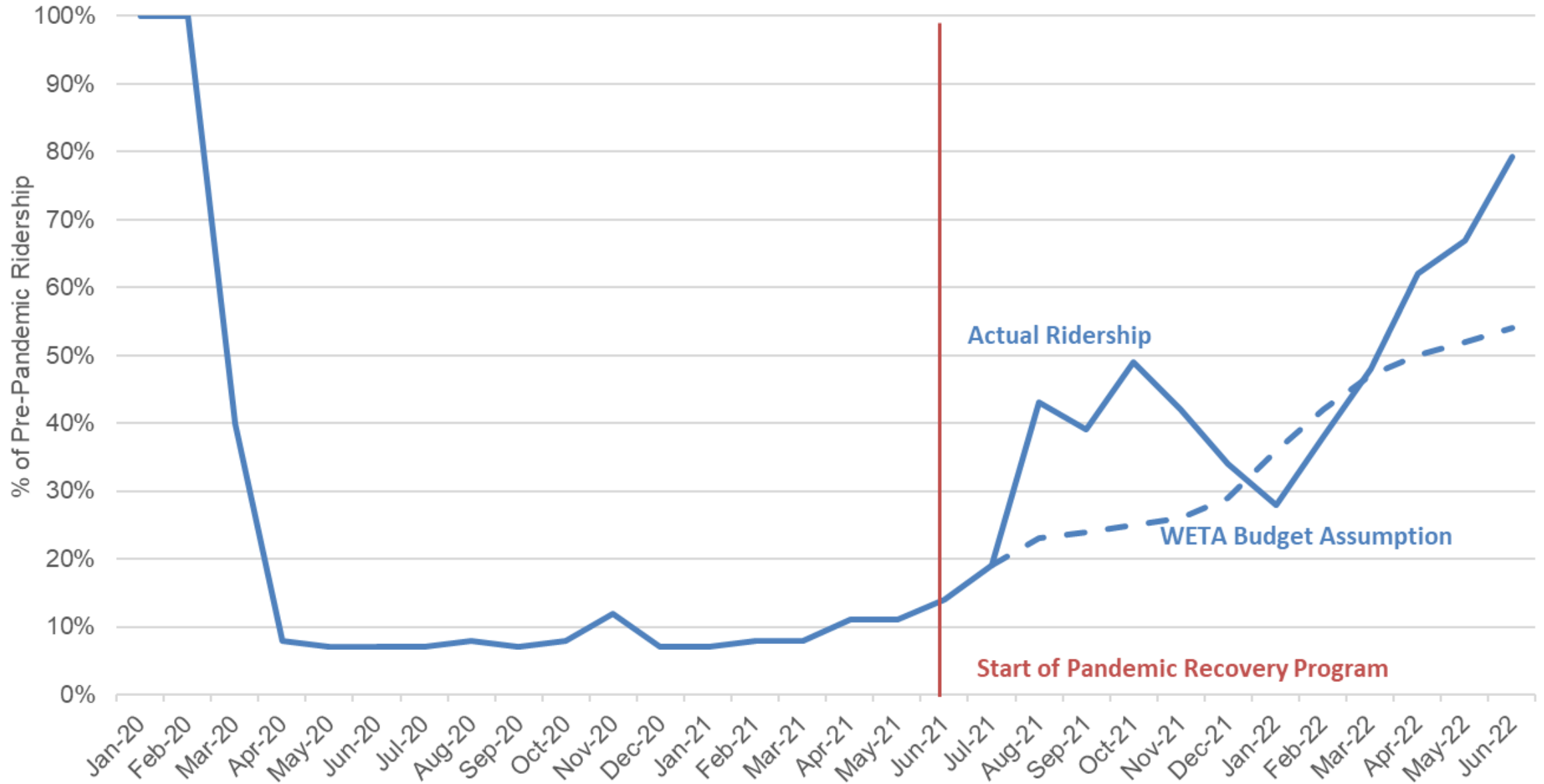
Average Weekday Hourly Boardings



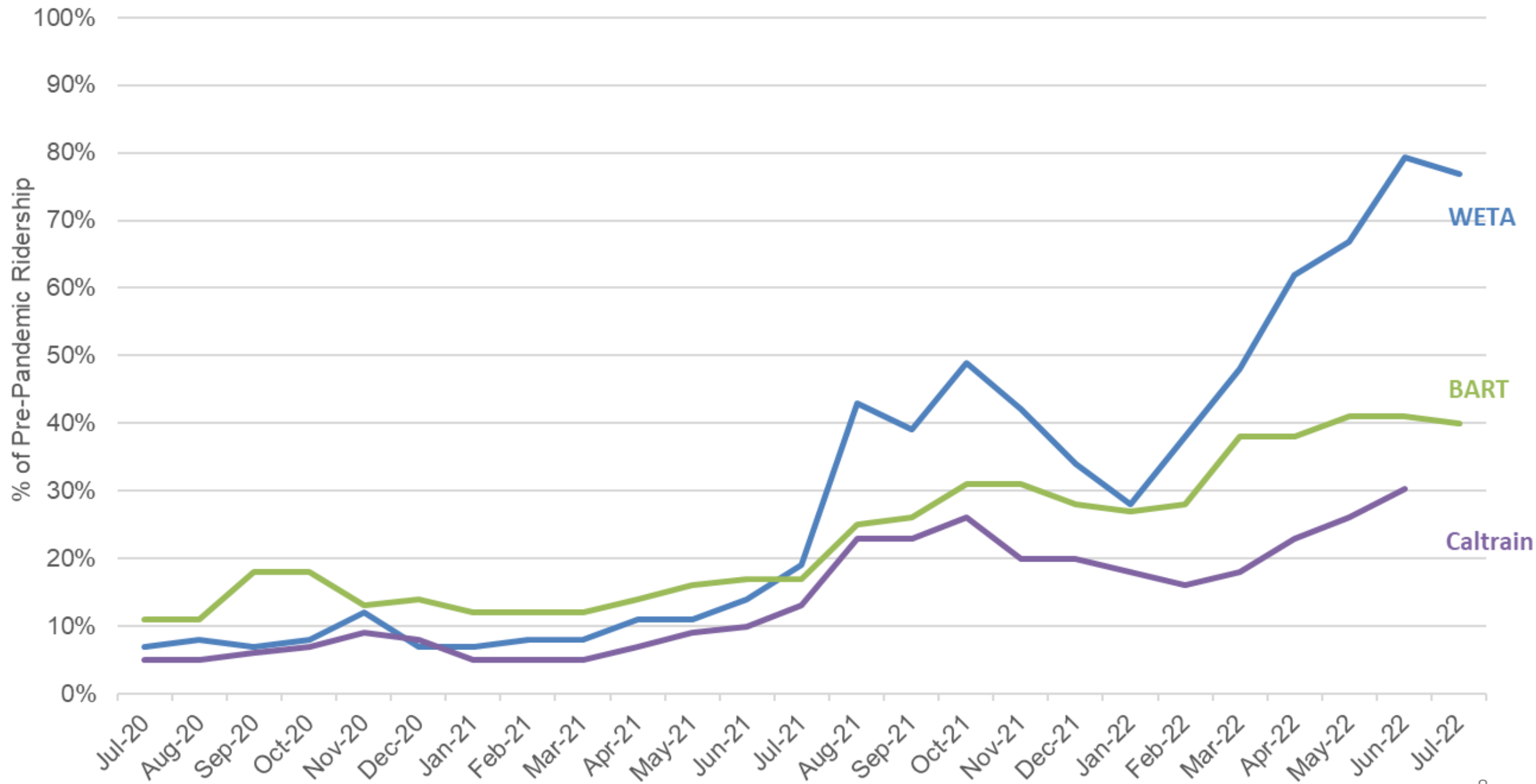
Average Weekday Hourly Boardings



Actual vs. Budgeted Ridership



Regional Transit Ridership



	% Pre-Covid Monthly Ridership Average			
	WETA	WETA Projected	BART	Caltrain
Jan-20	100%		100%	100%
Feb-20	100%		100%	100%
Mar-20	40%		40%	40%
Apr-20	8%		8%	3%
May-20	7%		9%	3%
Jun-20	7%		10%	5%
Jul-20	7%		11%	5%
Aug-20	8%		11%	5%
Sep-20	7%		18%	6%
Oct-20	8%		18%	7%
Nov-20	12%		13%	9%
Dec-20	7%		14%	8%
Jan-21	7%		12%	5%
Feb-21	8%		12%	5%
Mar-21	8%		12%	5%
Apr-21	11%		14%	7%
May-21	11%		16%	9%
Jun-21	14%		17%	10%
Jul-21	19%	19%	17%	13%
Aug-21	43%	23%	25%	23%
Sep-21	39%	24%	26%	23%
Oct-21	49%	25%	31%	26%
Nov-21	42%	26%	31%	20%
Dec-21	34%	29%	28%	20%
Jan-22	28%	36%	27%	18%
Feb-22	38%	42%	28%	16%
Mar-22	48%	47%	38%	18%
Apr-22	62%	50%	38%	23%
May-22	67%	52%	41%	26%
Jun-22	79%	54%	41%	30%
Jul-22	77%	57%	40%	

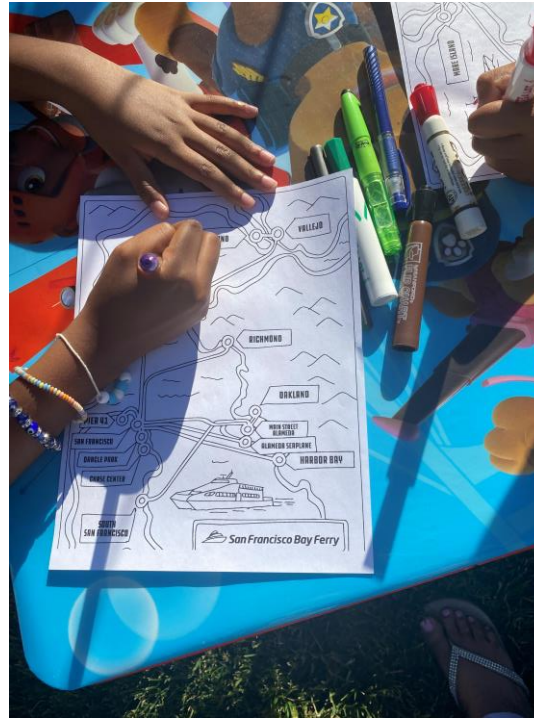
WATER EMERGENCY TRANSPORTATION AUTHORITY



Item 9: Community Outreach Program Report

FY22 COMMUNITY OUTREACH PROGRAM REPORT

September 1, 2022



COMMUNITY OUTREACH PROGRAM PURPOSE

- Engage in two-way conversation with residents and stakeholders to:
 - Ensure continued **local support** for ferry service
 - Hear about **local needs** for water transit
 - Support agency and community goals by **building relationships**
- Particular attention to bringing underrepresented communities into conversation

ENGAGEMENT OPPORTUNITIES

- **Non-rider residents**
 - Goals: engagement on transit needs, gaps and barriers; awareness of service and fare changes; awareness of discount programs
- **Community organizations**
 - Goals: find mutual objectives; partner to reach bigger audiences; support relevant local initiatives; enhance support for ferry service
- **Business/labor groups**
 - Goals: Support workforce travel needs; build WETA awareness

TOOLS

- **Ambassadors**
 - Knowledgeable, local and multi-lingual
- **Collateral and promotional items**
- **Surveys**
 - Seeking feedback on barriers and needs
 - Digital and paper
- **Ticket vouchers**
 - Incentives to try the ferry



STRATEGY: OUTREACH EVENTS

- In FY22, BrandGOV Outreach and Next Steps Marketing represented WETA at **50 community events**
- 5,000 informational collateral pieces shared
- 1,000 in Spanish/Chinese
- Going forward, we're focused on **major cultural community events** and **targeted neighborhood level events**



STRATEGY: NEIGHBORHOOD OUTREACH

- Targeted outreach at **multifamily housing** (including senior and affordable) easily accessible from terminals
- Leveraging **neighborhood councils** in Oakland for outreach
- Placed **door hangers** in neighborhoods near Richmond terminal
- Sunday morning outreach at **places of worship** in Vallejo



STRATEGY: DIGITAL OUTREACH

- Partnering with government agencies, community organizations and employers to **solicit survey feedback**
- Built current **lists of relevant community-based organizations** for further WETA outreach and collaboration
- This work bleeds into WETA's robust digital marketing and engagement efforts
- Survey data is helpful in providing feedback to MTC regarding Clipper START and informing future WETA policymaking and outreach

STRATEGY: COMMUNITY COLLABORATION

- In May, WETA hosted a ferry ride and conversation featuring a dozen representatives from Vallejo community organizations working on social issues
- The aim was making connections and exploring ways WETA can help support their missions



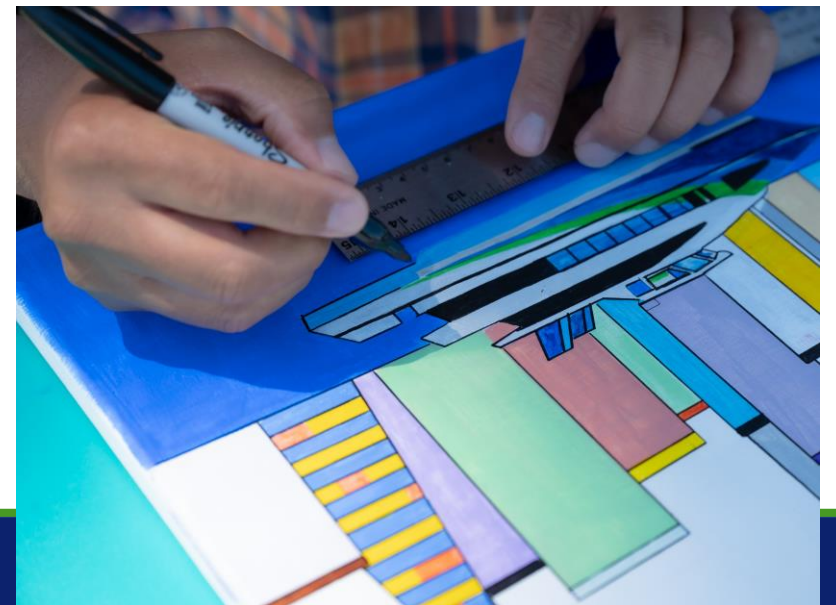
STRATEGY: FERRY-THEMED EVENT



RICHMOND FERRY FEST

- Purpose: **raise awareness** of relaunch of daily ferry service to San Francisco and **celebrate** the community
- Partnered with Richmond Promise for their inaugural 5K Fun Run
- NSM planned event and MacKenzie Communications assisted on branding and marketing
- Built a template for spinning up future events





RICHMOND FERRY FEST

- 2,000+ in attendance with almost 1,500 taking free ferry rides (with max-outs on most trips)
- A dozen community partners with booths and activities
- Kid zone and bike rodeo
- Media coverage including KCBS Radio hosting live traffic reports all day
- Plans to replicate across the system



GOING FORWARD

- Work is ongoing with NSM in Alameda and Oakland through end of October
 - 7 outreach activities and 1,200 collateral pieces in August
 - Strong engagement at Oakland Chinatown Festival
- RFP authorization on consent agenda
 - Plan to seek approval of multi-year award in December to take effect January 2023
- Hoping to ramp up efforts and resources to build out a full community outreach program

WATER EMERGENCY TRANSPORTATION AUTHORITY