Presentations for May 6, 2021 Board of Directors Meeting
Item 5e: Monthly Ridership and Recovery Report
Daily Ridership by Route
March - April 2021

Daily Boardings

Vallejo
Alameda/Oakland
Richmond
From Downtown San Francisco
February - April 2021

<table>
<thead>
<tr>
<th></th>
<th>February</th>
<th>March</th>
<th>April</th>
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<tbody>
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<td>Ala/Oak 2:00 PM</td>
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<tr>
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<td>Vallejo 7:00 PM</td>
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*Assumes the vessels will be limited to about (but not exactly) 25% capacity, due to social distancing requirements
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Item 8: Treasure Island Ferry Service Project MOU
Treasure Island Program Overview and Ferry Study Update

Water Emergency Transportation Authority Board Meeting

• Agenda Item 8
• May 6, 2021
Treasure Island Redevelopment Plan

Treasure Island Redevelopment:
- 8,000 residential units (27% affordable housing)
- Hotel, neighborhood and visitor-oriented retail;
- School and open space

Housing Development Schedule:
- Initial occupancy – 2022
- Quarter buildout (2,000 units) – 2027
- Half buildout (4,000 units) – 2031
- Full buildout (8,000 units) - 2036
Treasure Island Redevelopment Plan

Treasure Island Mobility Management Agency (TIMMA):
• Governed by the San Francisco Board of Supervisors as TIMMA Board
• Responsible for planning and delivering the transportation components for this project.

Project Partners:
1. Treasure Island Development Authority (TIDA)
2. Treasure Island Community Development (TICD)
3. Transit Operators – WETA, AC Transit, SFMTA
Island Mobility Goals

**Incentivize transit, walking, biking**
- Ferry
- Bus
- Shuttle
- Walk
- Bike

**Discourage use of private cars through toll and paid parking**
- Tolling
- Parking
- Transit Pass
- Developer

**Meet performance targets**

<table>
<thead>
<tr>
<th></th>
<th>Transit</th>
<th>Walking</th>
<th>Biking</th>
<th>Driving Private Vehicle</th>
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<tbody>
<tr>
<td>Percent</td>
<td>50%</td>
<td>50%</td>
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OUR CHALLENGE

Move more people in fewer vehicles

- New Bus to Oakland
- New On-Island Shuttle
- New Ferry to San Francisco
- Bus to Transbay Terminal
- New Bus to SF Civic Center
Ferry Study Scope

1. Task 1 - Ferry Service Plan
2. Task 2 - Ferry Operating Analysis
3. Task 3 - Cost and Fare Revenue Analysis
4. Task 4 - Stakeholder Coordination
5. Task 5 - Final Report and Recommendations
Key Deliverables

• Task 1 - Updated Demand and Service Plan
  1. Initial Service Plan (2022) - Frequency, vessel (existing), operating costs
  2. Ultimate Service Plan - (2024 - 2040) - Frequency, vessel size, fuel type, operating costs
  3. Peer Ferry Service Review

• Schedule - February to May 2021
Key Deliverables

• Task 2 - Operational Analysis
  1. Service Plan Alternatives
  2. Develop ferry service operating schedule

• Schedule - May to July 2021
Key Deliverables

• Task 3 - Cost and Fare Revenue Analysis
  1. Estimate capital costs for charging infrastructure or other capital expenses
  2. Recommend ferry fare structure

• Schedule - June to August 2021
Thank you.

Priyotì Ahmed
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Item 9: Mission Bay Ferry Landing Project Update
Mission Bay Ferry Landing Project Delivery Scenario’s

**Previous Assumption**
- Restart Design
- RFP Release
- Float fabrication
- NEPA Clearance
- RFP Release
- Float fabrication
- Construction
- Opening

**Worst Case**
- NEPA Clearance
- Construction
- Opening
- RM3 resolution?
- In-water work windows

**Moderate Case**
- NEPA Clearance
- Construction
- Opening

**Best Case**
- NEPA Clearance
- Opening

**2021**

**2022**
- NTP
- Float fabrication

**2023**
- Construction

**2024**
- NTP
- Float fabrication

**2025**
- Construction
- Opening

**2026**

**2027**

NEPA Clearance, Conservative Case
Standard 10-14 timetable, assumes RM3 must be in place prior to start

NEPA Clearance, Start prior to RM3
Standard 10-14-month timeline, assumes process can begin prior to resolution of RM3

NEPA Clearance, Best Case
Abbreviated 6-8 months timeline, also assumes process can begin prior to resolution of RM3
Item 10: PRP Marketing & Outreach Campaign
PANDEMIC RECOVERY PROGRAM
MARKETING & OUTREACH CAMPAIGN
MAY 6, 2021
OBJECTIVES

• Educate the widest population of potential riders of ferry service resumption and fare/schedule changes
• Reintroduce the San Francisco Bay Ferry brand to the communities we serve
• Build upon positive SFBF brand sentiment by highlighting what people love about the service
• Strengthen our foundation of community support to build on over the longer course of recovery
MARKETING & OUTREACH PLAN: STRATEGY & TACTICS

• Out-of-home display advertising (billboards)
  • Splashy, noticeable, eye-catching as people get back out
  • Successful in Richmond launch
  • Reconnect with Vallejo and Alameda communities

• Targeted and strategic digital
  • Dial in on people in our service area looking for information on transit schedules, S.F. parking, etc.
  • Get creative with YouTube pre-roll, Spotify, etc.

• Drive-time radio (English and Spanish)
MARKETING & OUTREACH PLAN: STRATEGY & TACTICS

• Community outreach
  • Working with local experts to get deep awareness of lower fares, new schedules, Clipper START discount
  • Ticket giveaway programs tailored to each community
  • Build CBO lists for future use as we build out a permanent and sustainable community outreach program
  • RFP is currently out with intent to have firms under contract in June, campaigns to be executed from July through October
  • Build out long-term community outreach strategies and plans beyond this campaign
CREATIVE CONCEPT: BEST WAY BACK

• The intent is to speak to a broad audience inclusive of but not solely commuters. It taps into people’s pent-up desire to start doing things and going places.
• It positions the ferry as an exhilarating way to travel and start living again.
• We highlight the improvements (lower fares, more flexible schedules) while leaning into what people love about the ferry (ride quality, cleanliness, beauty).
CREATIVE CONCEPT: BEST WAY BACK

• Core creative narrative:

They say things will never be the same. And why should they be? This is your chance to start fresh. San Francisco Bay Ferry is the cool, calm and comfortable way to cross the Bay. And while you’ve been staying home, we’ve been working to make it better than ever, with flexible schedules, new routes and lower fares. Not to mention rigorous health and safety measures.

Let’s get back to normal exceptional. Your boat is waiting.
STRATEGY & TACTICS + CREATIVE CONCEPT = IMPLEMENTATION
OUT-OF-HOME DISPLAY

THE NEW NORMAL
Exceptional

San Francisco Bay Ferry
A SERVICE OF WETA
NEW SCHEDULES. LOWER FARES. SAME AMAZING RIDE.
NUEVOS HORARIOS.
TARIFAS MÁS BAJAS.
PASEO INCREÍBLES.
THE BEST WAY BACK TO LIFE

THE BEST WAY BACK TO WORK

San Francisco Bay Ferry
A SERVICE OF WETA
COMMUNITY EVENTS

• Events in each community we serve tailored to local needs and opportunities, mindful of COVID-19 guidelines
  • **Vallejo**: free rides along Mare Island Strait to get potential passengers familiar with the ride
  • **Richmond**: event highlighting weekend service while feeding attendees info on expanded weekday schedule
  • **Alameda**: Seaplane ribbon-cutting with community bike ride and celebration
  • **Oakland**: commute route “launch” and ribbon-cutting
MEDIA OUTREACH

• Continue reminding the media and their audiences this is happening – build on existing strong coverage
  • Press release, media advisories, B-roll footage
• Offer ride-alongs for media and elected/appointed officials
• Giants service start-up
• Regional collaboration
  • MTC-led “back to transit” campaign under development
  • We’ll see to incorporate and unify messaging
WATER EMERGENCY TRANSPORTATION AUTHORITY