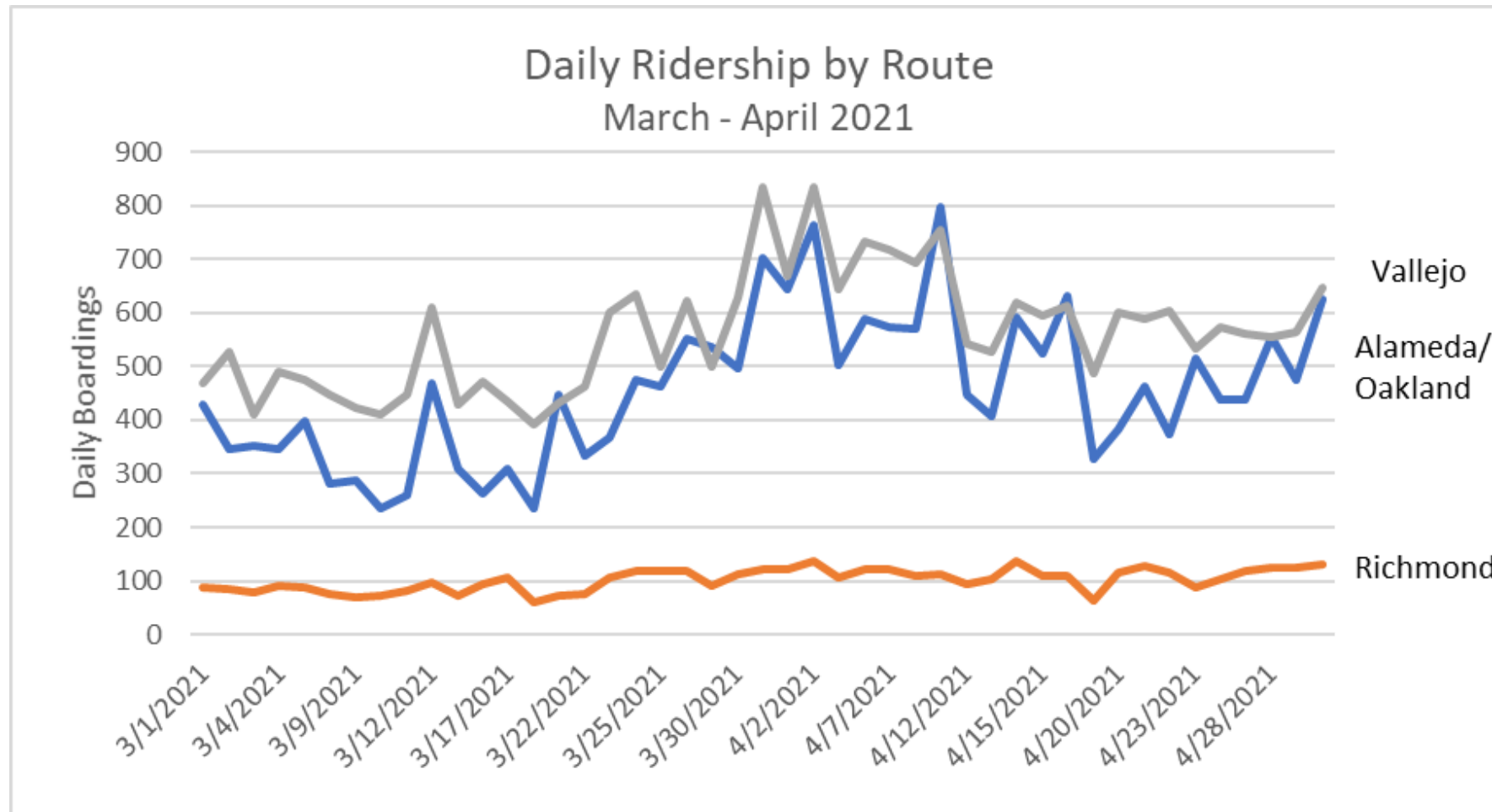


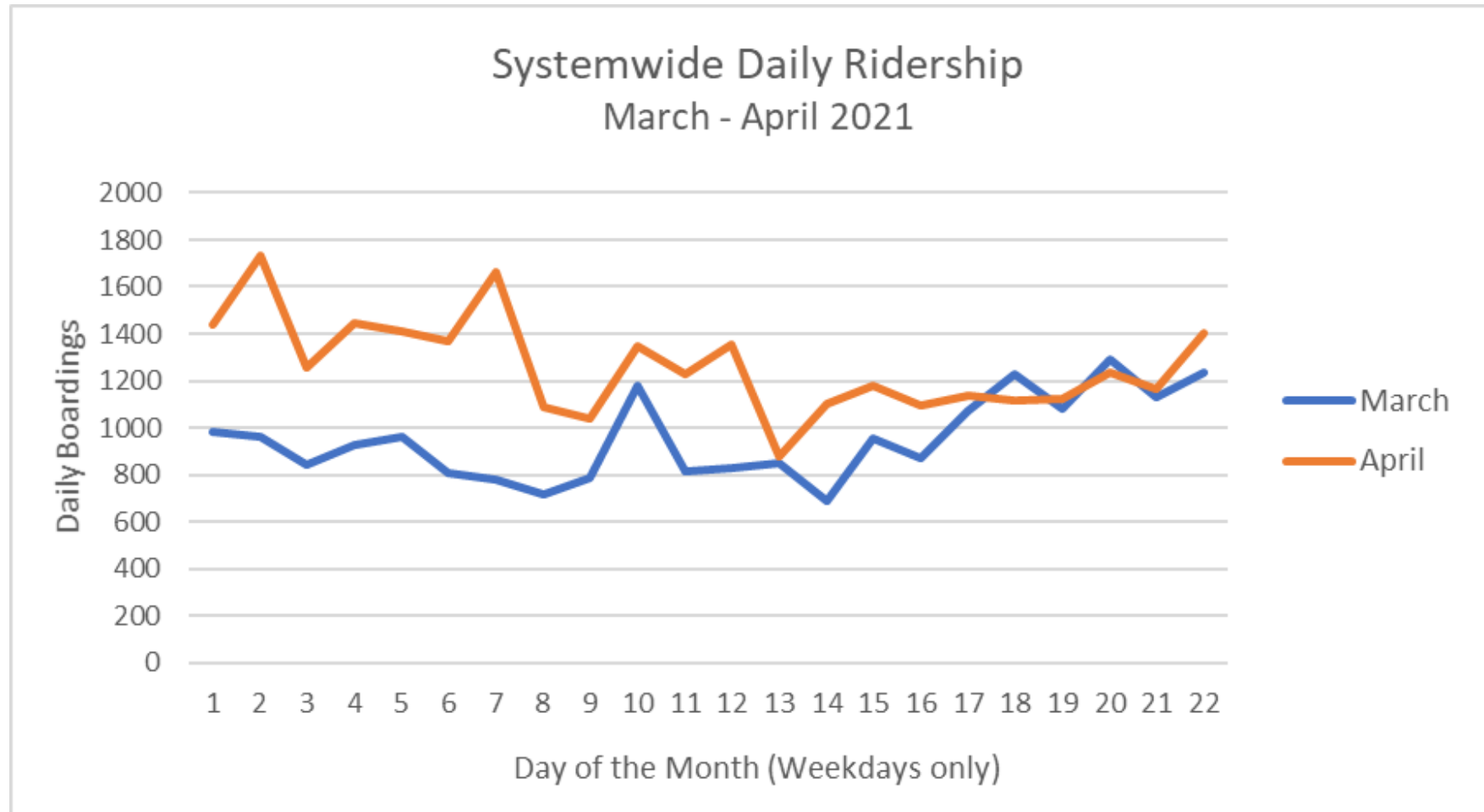


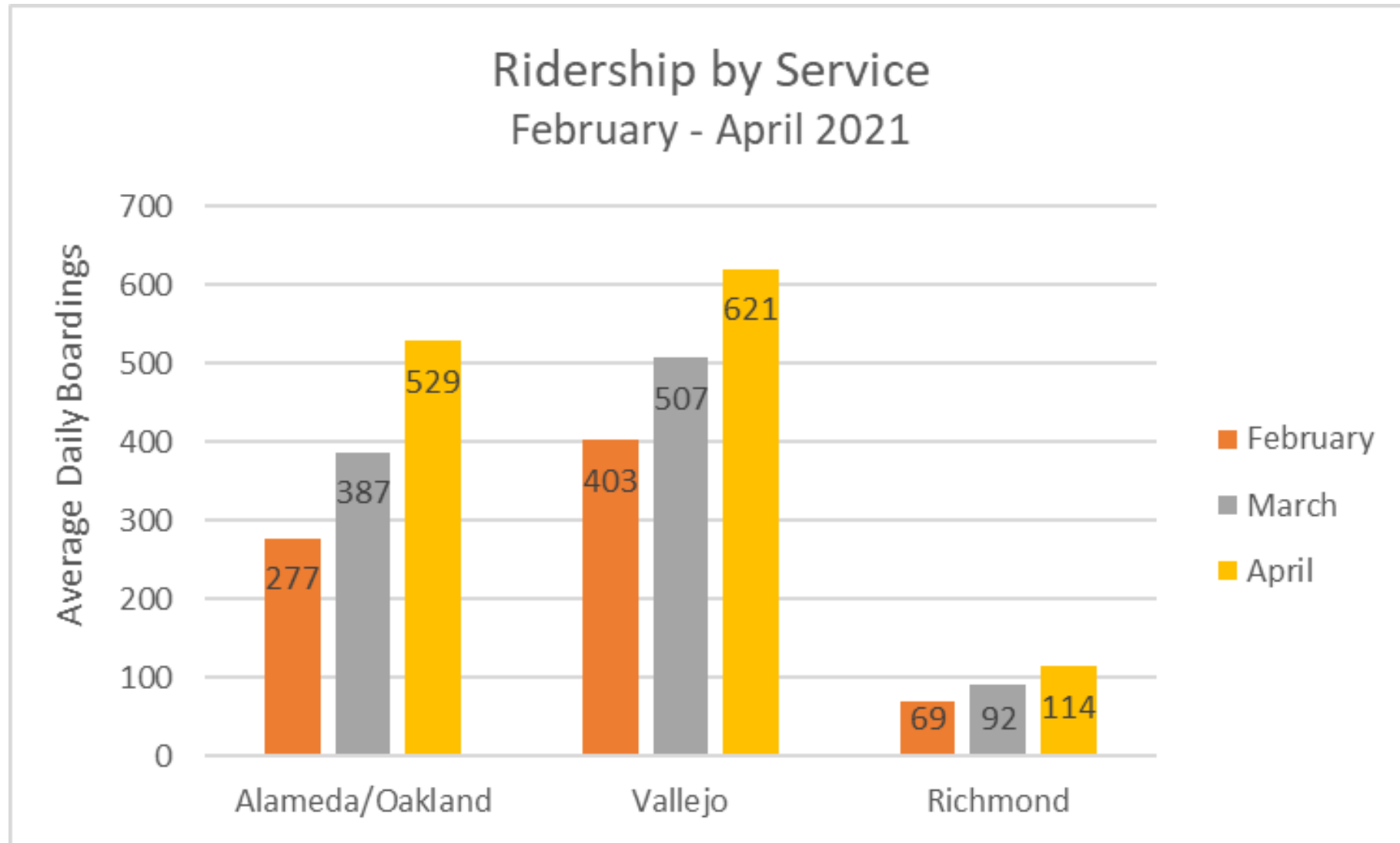
Presentations for May 6, 2021 Board of Directors Meeting



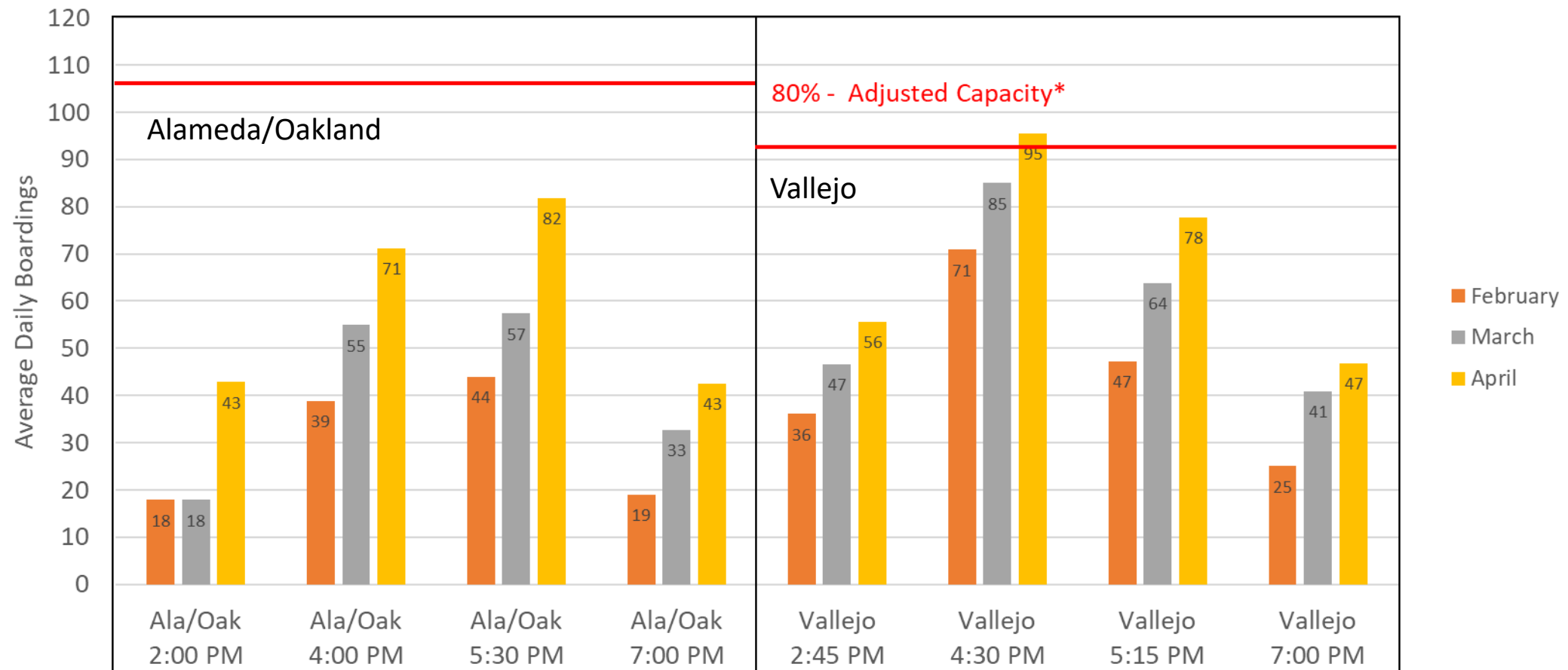
Item 5e: Monthly Ridership and Recovery Report





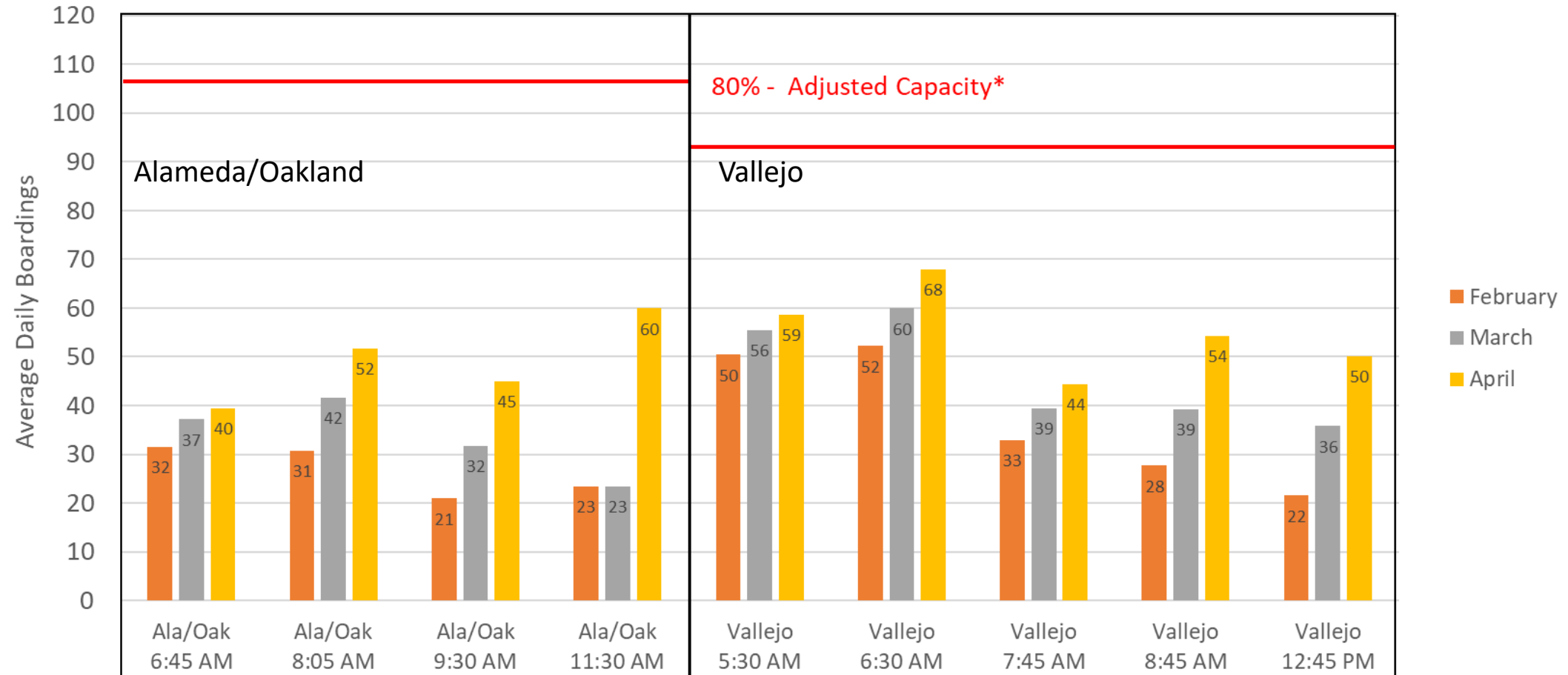


From Downtown San Francisco February - April 2021



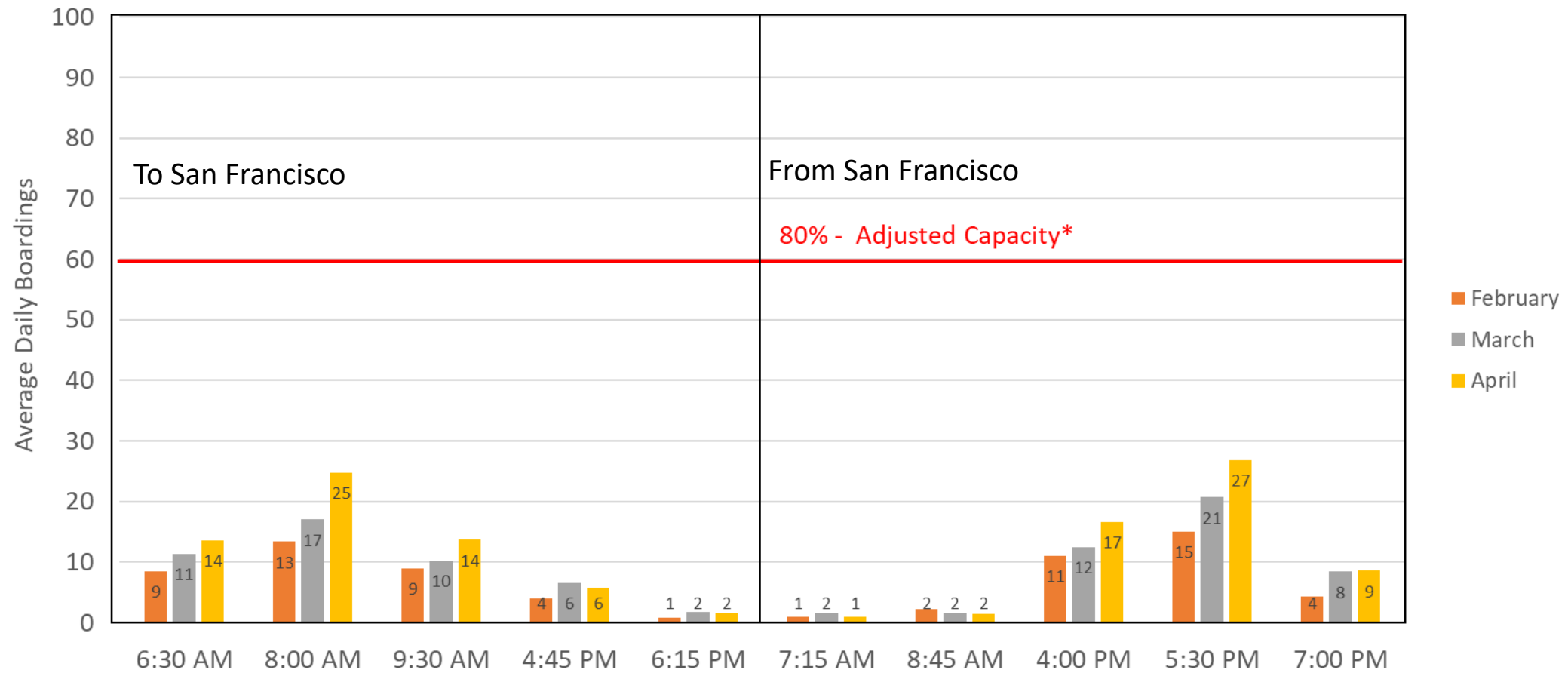
*Assumes the vessels will be limited to about (but not exactly) 25% capacity, due to social distancing requirements

To Downtown San Francisco February - April 2021



*Assumes the vessels will be limited to about (but not exactly) 25% capacity, due to social distancing requirements

Richmond Service February - April 2021



*Assumes the vessels will be limited to about (but not exactly) 25% capacity, due to social distancing requirements



Item 8: Treasure Island Ferry Service Project MOU

Treasure Island Program Overview and Ferry Study Update

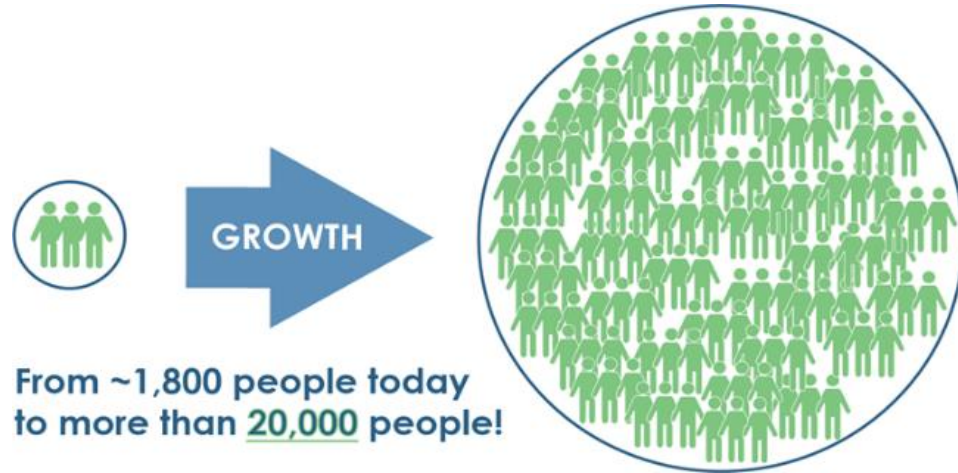
Water Emergency Transportation Authority Board Meeting



**TREASURE ISLAND
MOBILITY MANAGEMENT AGENCY**

- 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

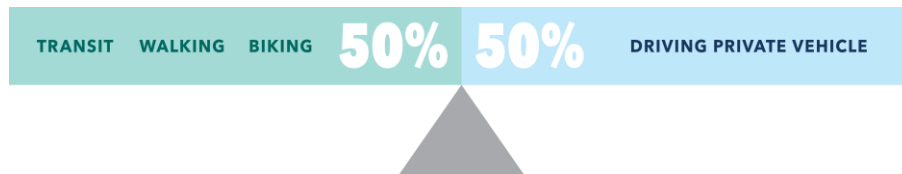
Incentivize transit, walking, biking



Discourage use of private cars through toll and paid parking



Meet performance targets



OUR CHALLENGE

Move more people in fewer vehicles



WETA



New Bus
to Oakland

New On-Island Shuttle

New Ferry to
San Francisco

New
Bus to
Transbay
Terminal

New
Bus to
SF Civic
Center

NORTH

2000 FEET

1/2 MILE

Ferry Study Scope



San Francisco
County Transportation
Authority

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



San Francisco
County Transportation
Authority

- 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



San Francisco
County Transportation
Authority

- Task 2 - Operational Analysis
 1. Service Plan Alternatives
 2. Develop ferry service operating schedule
- *Schedule - May to July 2021*

Key Deliverables



San Francisco
County Transportation
Authority

- 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.

Priyoti Ahmed

priyoti.ahmed@sfcta.org

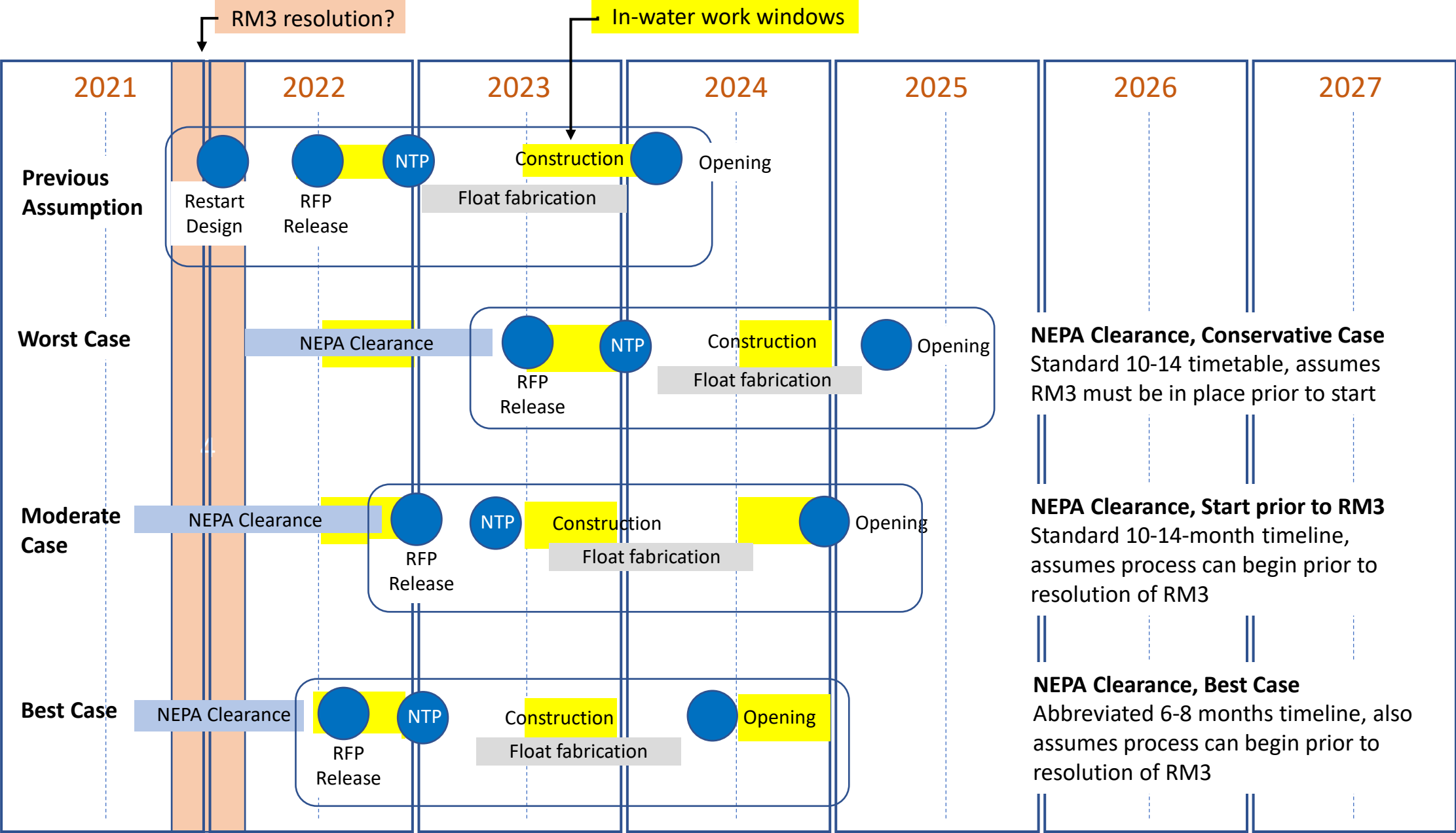


**TREASURE ISLAND
MOBILITY MANAGEMENT AGENCY**



Item 9: Mission Bay Ferry Landing Project Update

Mission Bay Ferry Landing Project Delivery Scenario's





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

WETA



OUT-OF-HOME DISPLAY

WETA



OUT-OF-HOME DISPLAY

WETA



DIGITAL/SOCIAL

WETA



**THE BEST
WAY BACK TO
LIFE**



San Francisco Bay Ferry
A SERVICE OF WETA

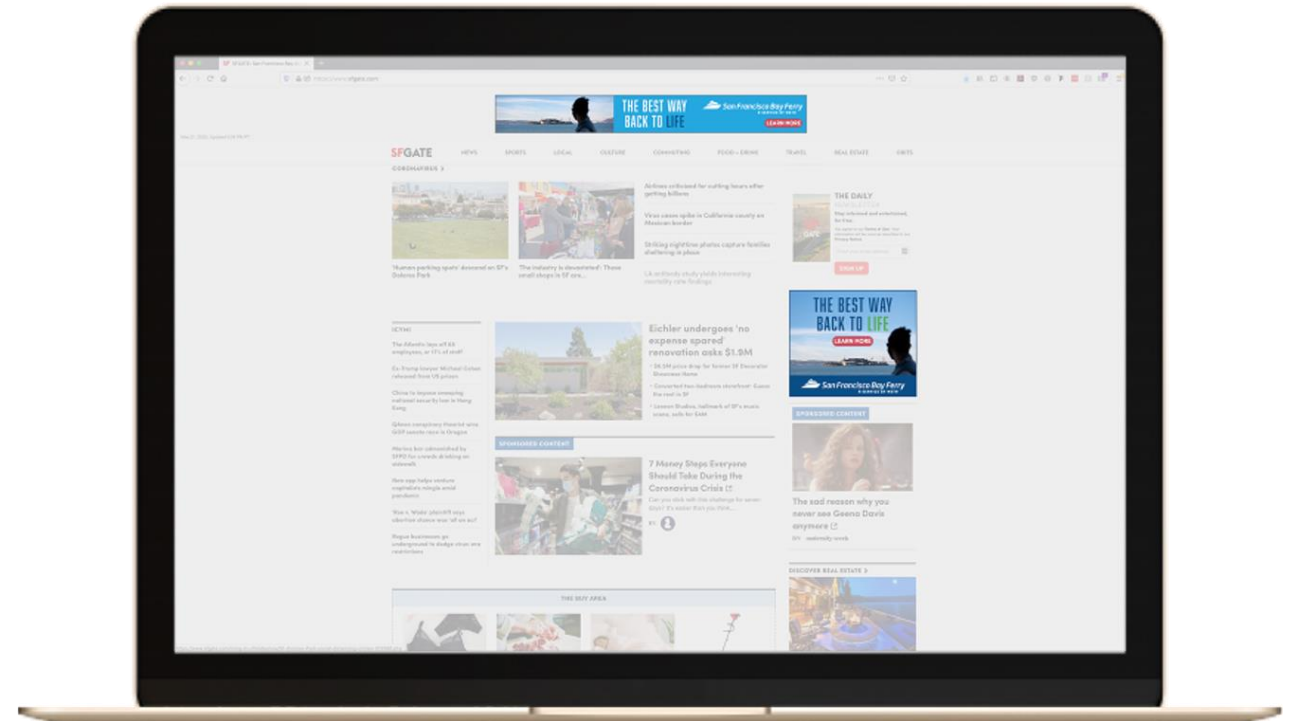
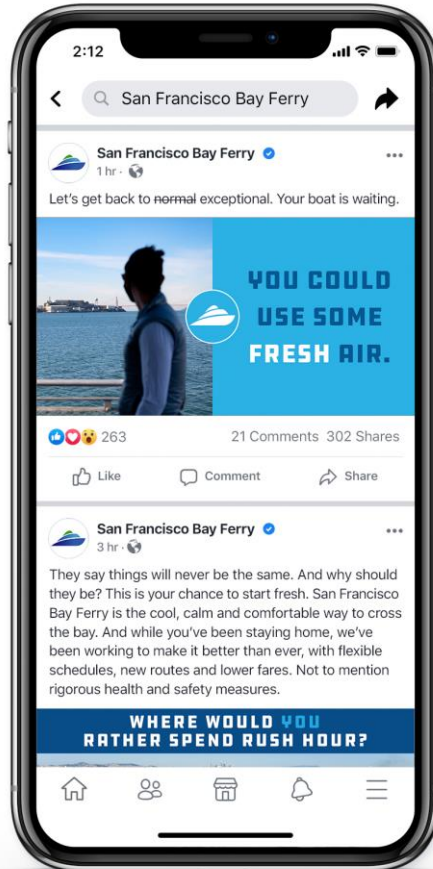


**THE BEST
WAY BACK TO
WORK**



San Francisco Bay Ferry
A SERVICE OF WETA

DIGITAL/SOCIAL



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