



Presentations for April 7, 2022 Board of Directors Meeting

WATER EMERGENCY TRANSPORTATION AUTHORITY



PANDEMIC RECOVERY PROGRAM EXTENSION

April 7, 2022

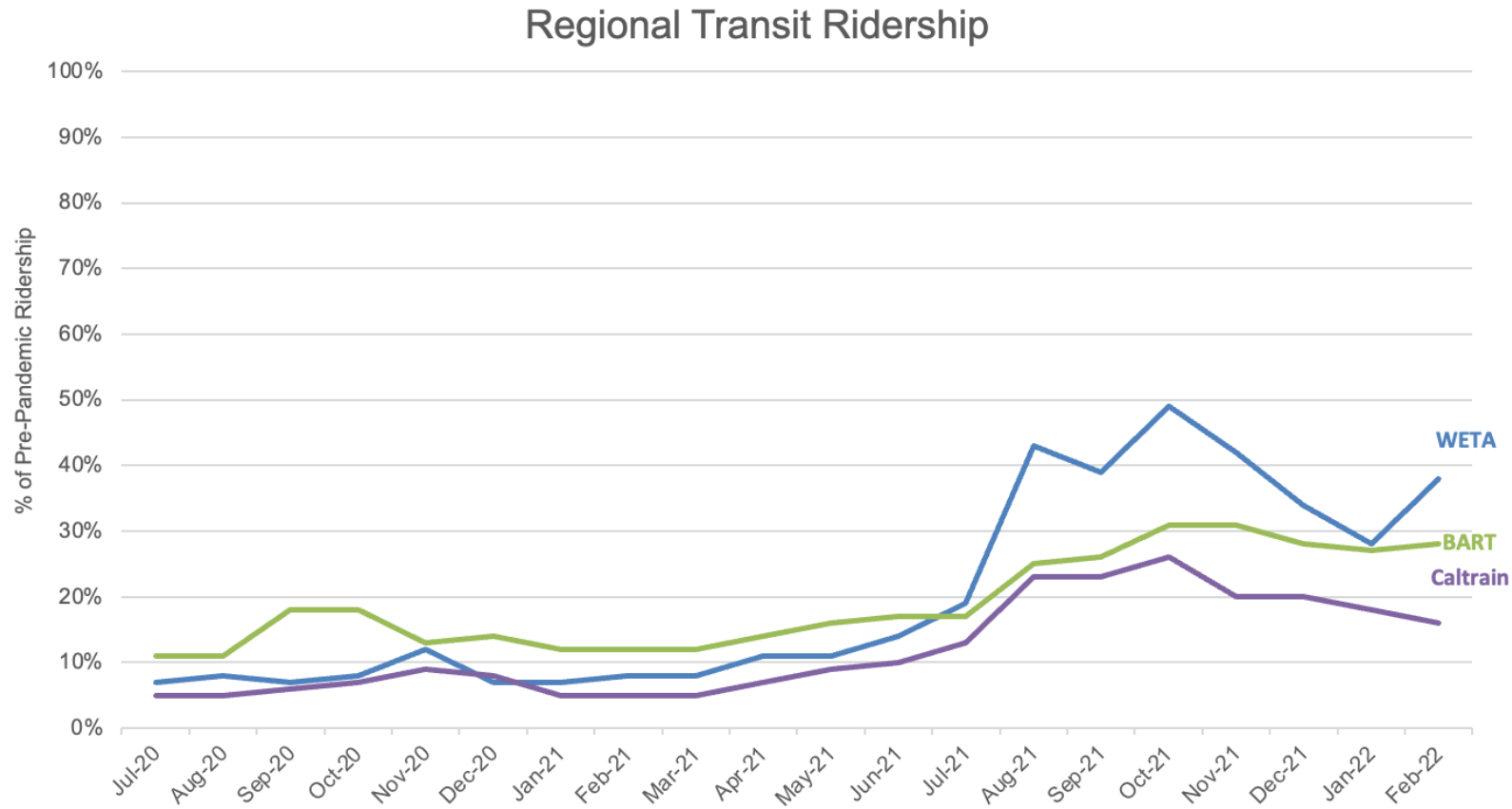
WETA
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PANDEMIC RECOVERY PROGRAM GOALS

- Based on Board-adopted Pandemic Recovery Principles designed to:
 - Incentivize the return of riders to the system
 - Accommodate expected changes in travel patterns
 - Attract a new, diversified ridership base as the region's economy continues to reopen



RIDERSHIP RECOVERY: A COMPARISON



IMPACT ON RIDERSHIP GROWTH & EQUITY

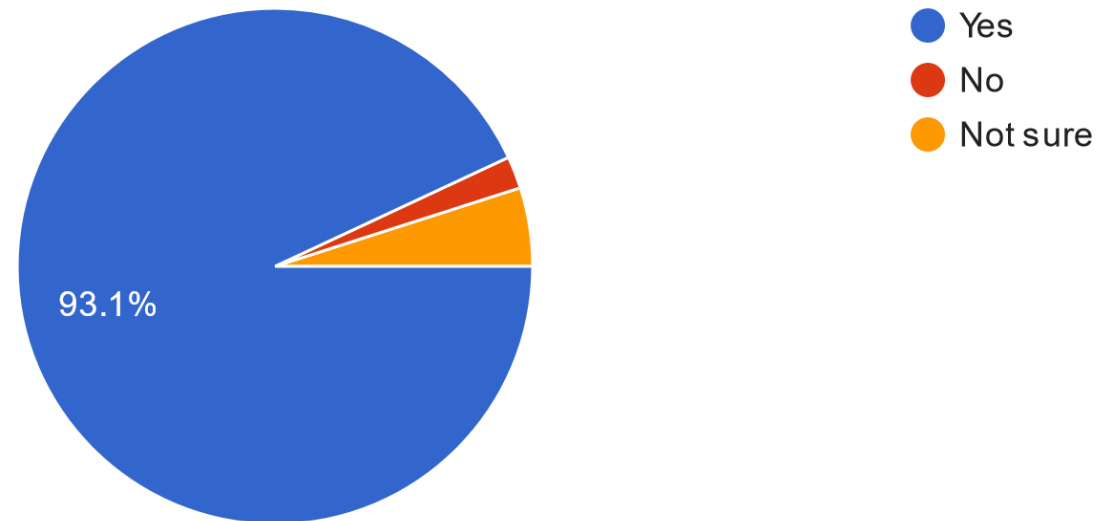
- October 2021 digital survey
 - A third of riders began riding since March 2020
 - Two-third of new riders began in July 2021 or later
 - Indicates success of PRP – fare and service changes – in drawing new ridership
 - Share of riders reporting less than \$50,000 in household income grew from 6% in 2018 to 10% in 2021
 - Clipper START became available in Dec. 2020

PRP EXTENSION SURVEY

- Conducted February 8 to March 4 – digital, opt-in
- 893 responses (2/3rds of respondents are current riders)
- Asked additional amenity and awareness questions for internal analysis regarding Wi-Fi service and marketing channels
- Three main PRP-related questions:
 - Do you support extension of current fares?
 - How important is price in choosing a travel option?
 - What other feedback regarding the fare proposal do you have?

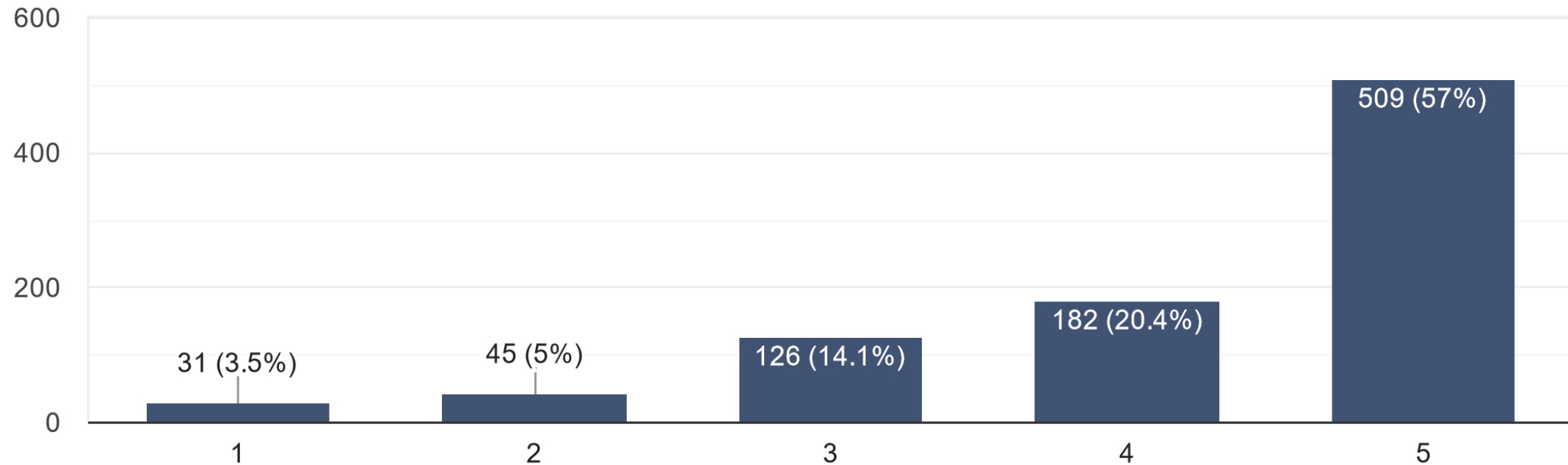
PRP EXTENSION SURVEY

Q1: Current San Francisco Bay Ferry fares are set to expire on June 30, 2022 and revert to higher fares in place prior to July 2021. WETA is currently considering a proposal to extend the current lower fares through June 2023. Do you support the proposal to maintain current fares for another year?



PRP EXTENSION SURVEY

Q2: On a scale of 1-5, how important are ticket prices when making the decision to ride the ferry with 1 meaning “not important at all” and 5 meaning “very important”?



PRP EXTENSION SURVEY

Q3: Please provide any feedback you'd like to share with WETA about current ferry fares and the proposal to extend them. (Matrix includes email and open house comments as well.)

Service	Support current fare extension	Oppose fare extension	Support instituting monthly pass	Support off-peak service	Support more peak period service
General	291	3	2	8	8
Oakland/Alameda	-	-	-		-
Seaplane	-	-	-	1	2
Harbor Bay	1	-	-	1	-
Vallejo	-	-	1	1	1
Pier 41	-	-	-	-	-
South San Francisco	1	-	-	-	-
Richmond	2	-	-	1	1
Special Events	-	-	-	-	-
TOTAL	295	3	3	12	12

PRP EXTENSION COMMENTS

3 comments opposing fare program extension

Don't support freezing fares unless services and WETA finances are secure.

WETA finances, boat upkeep & procurement and service should be secure before freezing fares.

Would rather have higher fares in exchange for more frequent service, and for the bars on the ferries being open consistently

PRP EXTENSION COMMENTS

65 comments specifically cite price comparisons to other travel options as a deciding factor

Before the fare reduction, I wanted to take the ferry but couldn't afford to. Once I learned about the fare reduction, it made sense to use the ferry as my main commute method. This is one more car (with only one person in it) off the road.

Fares are super reasonable - I tell everyone it's less than riding the TransBay bus!

Current ferry fares makes it more affordable and a competitive option when commuting to/from San Francisco. I prefer the ferry over BART and will continue using the ferry if the current ferry fares stay competitive. I started riding the ferry back in July 2021 to commute to work. I've seen ridership increase on the ferry since then.

PRP EXTENSION COMMENTS

Even though I feel safer riding the ferry on my commute. I would begrudgingly revert back to BART if prices were to go to pre-pandemic pricing.

As a new resident in Alameda I have appreciated the lower fares. If the fares go up I will likely need to stop taking the Ferry as it becomes more expensive than BART

I have been taking the ferry over BART due to the cost of tickets, but if fares double, I would likely go back to taking BART.

I have entirely switched from taking BART to taking the ferry when commuting to work in San Francisco from Oakland. This decision was very heavily influenced by the reduction in fares, and the direct ferries between Oakland and San Francisco.

Ferry riding being competitive with the BART for getting across the bay is very important to whether I and my family will ride in the future.

I commute to the city for school 4 times a week now because the fares are much more affordable for me. If they rose honestly I wouldn't be able to afford riding the ferry anymore to commute. Please please please extend it. It has seriously helped me so much.

PRP EXTENSION COMMENTS

I like the lower fares as they are competitive with BART and AC Transit when it comes to commuting to San Francisco from Harbor Bay. I don't think I would have started taking the SF Ferry if it weren't for the price drop.

I love riding the ferry but will have to switch if prices go up

I now use the ferry roundtrip 4x a week. Raising the fares would price me out, I already pay more to ferry over BART simply because it's such a refreshing form of public transportation.

I only started using the ferry because of the fares.

I really like the ferry service and right now, ferry fare plus muni fare is cheaper than toll, gas, and parking, but not by a ton, so I would like the fares to stay low to help make the ferry a better option then driving.

I take the ferry from SF to Vallejo monthly because it makes economic sense, but I would drive if taking the ferry became more expensive.

PRP EXTENSION COMMENTS

I take the ferry over BART due to the lower fares considering you have to factor in BART parking costs.

I will continue to choose the ferry if fares are kept low

I would love to keep prices the same because they are competitive with the cost of driving into the city.

Lower ferry fares mean that I can continue to commute by ferry, which offers me a sense of relief and protection during the ongoing pandemic. I am a nurse that works with patients with cancer and other immune compromise. Being able to commute outdoors on the ferry was a huge relief at the start of the pandemic and continues to help me feel safe. I also greatly appreciate the peace and mental relief that the ferry provides. Thank you for offering a wonderful, much needed service, and keeping the price accessible and in-line with other options (i.e. less expensive than bridge fare and near the cost of BART)

It makes the cost comparable to driving (with the toll) from SF

If fares go up, I will likely only take BART.

FISCAL IMPACT: INITIAL ANALYSIS

- Pandemic recovery program analysis in 2021 utilized detailed ridership and sensitivity analysis
- Results showed that ridership would increase but revenue would decrease
- **Net result:**
 - Increase in riders of 170,000
 - Decrease in revenue of \$1.08 million

FISCAL IMPACT: FY23 ANALYSIS

- Further analysis now complete utilizing eight months of fare data and projections of ridership for the coming year in anticipation of the budget proposals
- Three different ridership scenarios have been identified as possible:
 - Base case -- most likely
 - Conservative
 - Optimistic
- Consistent approach to BART methodology

FISCAL IMPACT: FY23 ANALYSIS

- Utilizing updated estimates and average fares in FY22 potential revenue loss would be less than previously estimated as follows:

	Ridership	Projected Ridership Gain	Projected Revenue	Loss vs. Original Fares
Conservative	1,716,831	+200,969	\$ 10,140,992	\$ (835,942)
Base Case	1,892,550	+221,539	\$ 11,178,927	\$ (921,502)
Optimistic	2,048,144	+239,752	\$ 12,097,992	\$ (997,262)

- Base case shows current projection in advance of the budget and the revenue loss of **\$921,502** associated with the pandemic fare program for a gain of **221,539 riders**.

FISCAL IMPACT: AVAILABLE REVENUE

- Funding for the Pandemic Fare program for the next year available through Federal COVID relief program
- Federal American Rescue Plan (ARP) designed to fill revenue gaps to ensure continued service despite pandemic ridership impacts
- **ARP funding available for FY23**
 - Original Appropriation of \$24.8 million
 - New Discretionary Funding of \$26.1 million
 - Total of \$50.9 million towards financial stability

NEXT STEPS

- Pending approval, continue current fare structure for up to 12 months
- Monitor and assessment attainment of Program goals
 - Ridership analyses, surveys, outreach
- Develop strategy for long-term permanent fare program
 - Stabilization of post-pandemic ridership and revenue trends
 - WETA 2050 Business Plan policy considerations
 - Regional fare integration initiatives

WATER EMERGENCY TRANSPORTATION AUTHORITY



Berkeley Ferry Service Business Plan

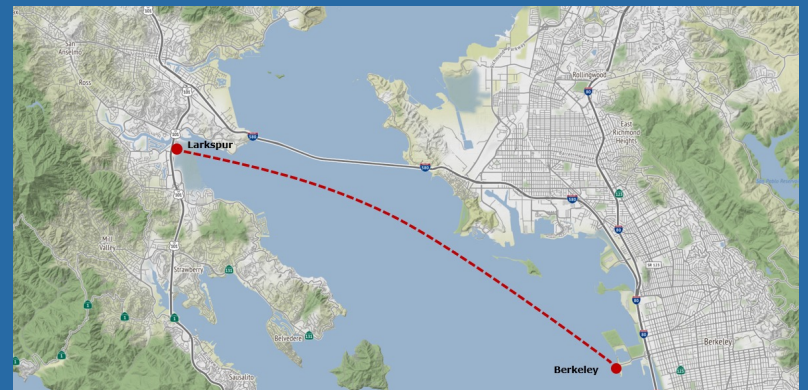
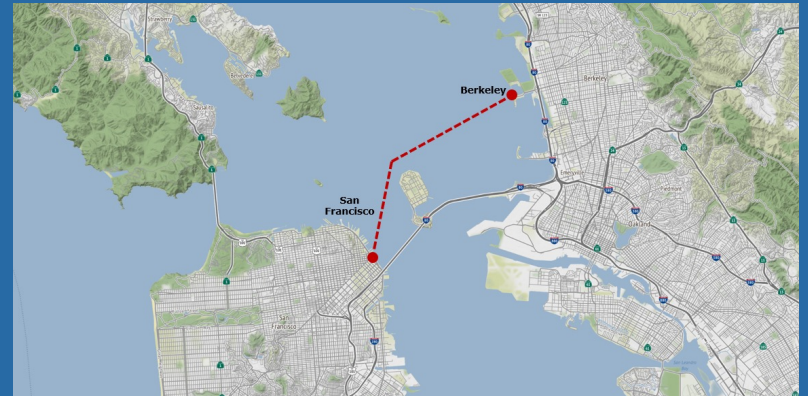
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Route Selection

Out of several possible routes, three were recommended for inclusion in the Business Plan.

- Berkeley – SF (weekday + weekend + Special Events)
- Berkeley – Mission Bay* (weekday + weekend)
- Berkeley – Larkspur (weekend + Special Events)

* Via connection at Ferry Building. Not evaluated in feasibility analysis.



Routes and Daily Ridership Estimates

Route	Year 1 of Service (2026)			Year 10 of Service (2035)		
	Weekday	Weekend	Special Events	Weekday	Weekend	Special Events
San Francisco	1,910	1,367	209	1,036	1,457	222
Mission Bay	2,106	1,503	209	2,241	1,602	222
Larkspur	-	515	104	-	556	111

Source: CDM Smith

Forecast v. Actual Ridership

Comparison of Year 2020 Forecast Daily Boardings with Actual Year 2019 Daily Boardings

Origin	Destination	Weekday	Weekend
Oakland/Alameda	San Francisco	5,047	4,120
Vallejo	San Francisco	4,081	1,983
Berkeley	Mission Bay with San Francisco transfer	2,020	1,440
Berkeley	San Francisco	1,830	1,310
Harbor Bay	San Francisco	1,417	-
Richmond	San Francisco	813	680
Oakland/Alameda	South San Francisco	601	-
Berkeley	Larkspur Weekend only	-	490

First/Last Mile Considerations

- The location of the ferry terminal means robust first/last mile connections are essential.
- Feasible to accommodate forecasted ridership while limiting amount of parking spaces available.
- Alternate terminal access modes could include:
 - Public transit (AC Transit)
 - Public and private shuttle services
 - Bicycling, rideshare, micromobility
- Transportation Demand Management (TDM) Program will be developed by City of Berkeley to limit SOVs and promote alternate access modes.



Operating Costs – Year 1 (2026)

	San Francisco	Larkspur
Vessel Crew Labor	\$3,255,000	\$775,000
Vessel Fuel/Electricity	\$963,000	\$229,000
Vessel O&M	\$732,000	\$174,000
Facility O&M	\$704,000	\$168,000
Terminal	\$109,000	\$26,000
Facility	\$596,000	\$142,000
System Expenses	\$1,128,000	\$269,000
TOTAL	\$6,783,000	\$1,615,000

Feasibility of Proposed Ferry Services

	Berkeley-SF	Berkeley-Larkspur	Combined
Farebox Recovery Ratio			
Year 10 (2035)	52%	38%	49%
Incl. Special Events	54%	40%	52%
Passengers per Revenue Hour			
Year 10 (2035)	179	72	189

Capital Costs – Waterside

- Total estimated cost of waterside improvements: **\$69.5 million**



City Council Work Session – 12/7/21

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Capital Costs – Landside

- Total estimated cost of landside improvements: **\$14 million**

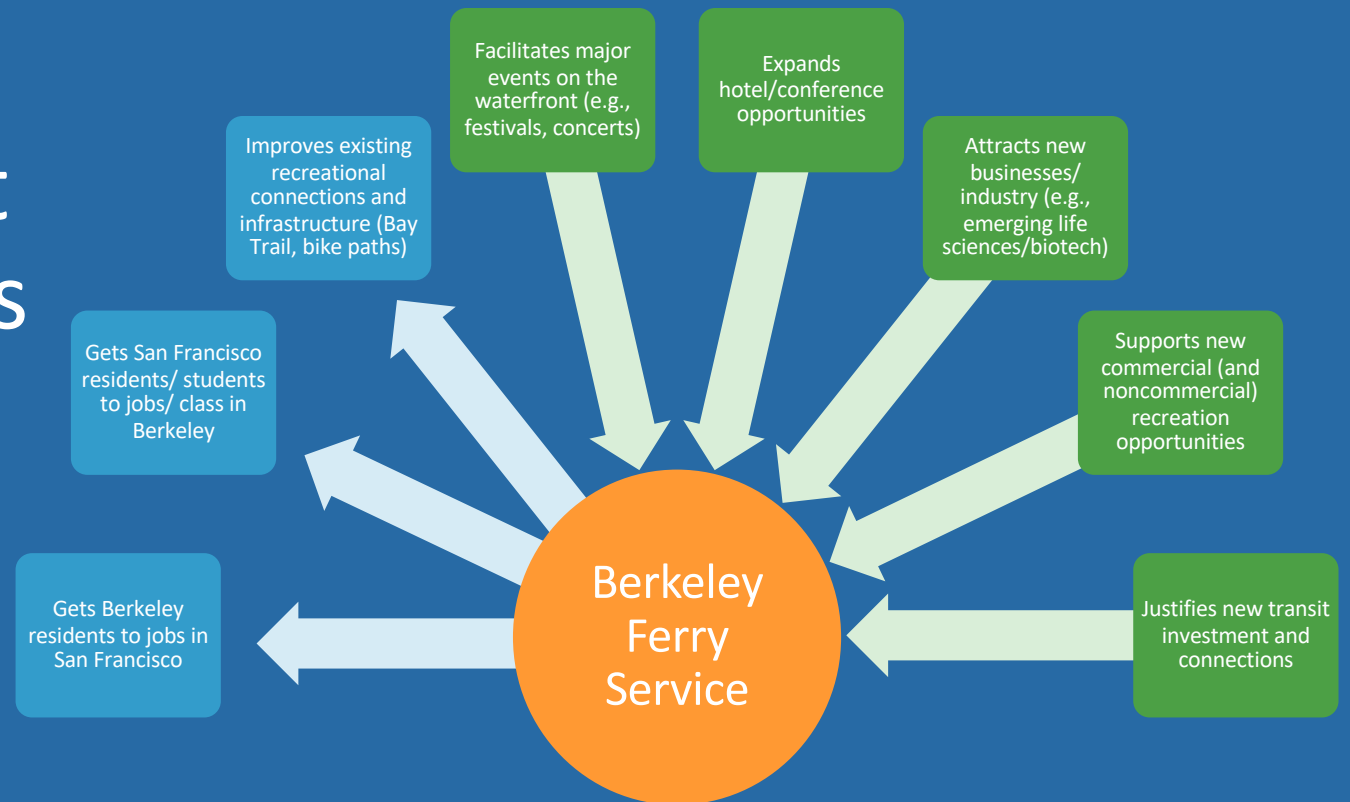


Capital Costs – Total

- Combined waterside and landside improvements total **\$83.5 million**
- Vessel cost total **\$32.0 million**



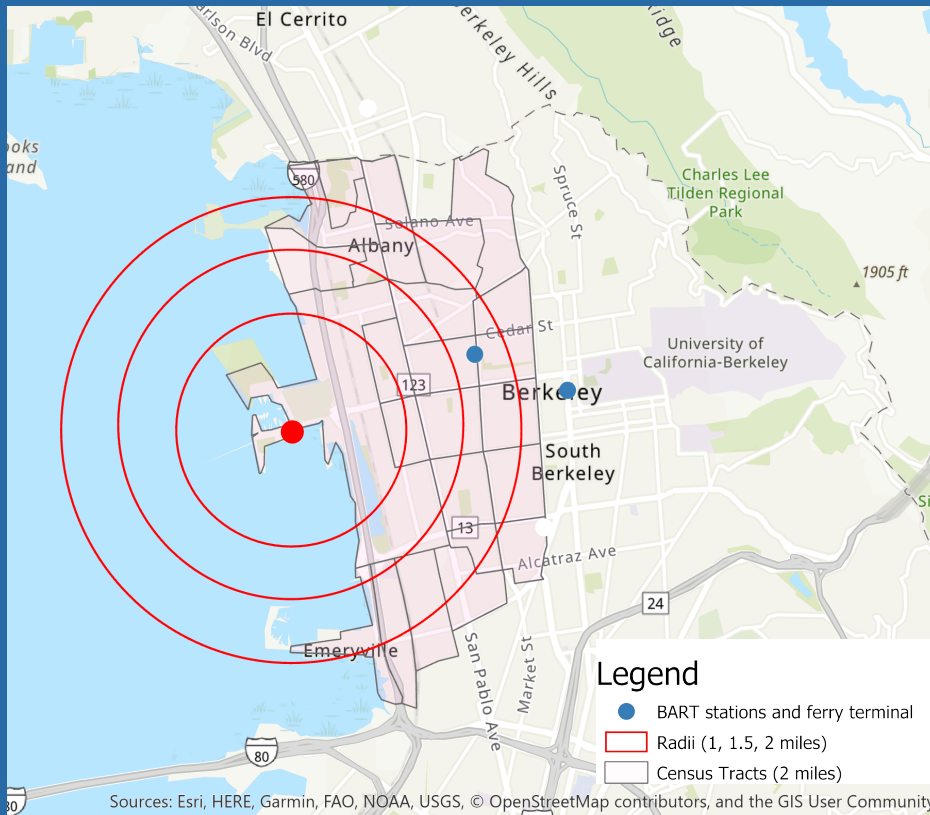
Economic Development Opportunities



Equity Analysis

Multiple ways that ferry service can improve accessibility and economic conditions for its users.

- Serving vulnerable populations in West Berkeley, including low-income, unemployed
- Salary premium in SF/Peninsula is 21 percent greater than in East Bay
- Improved access to more/higher-paying jobs via transit



Points of Interest

- 1 mile
 - Bayer
 - Fourth Street
- 1.5 mile
 - University Village
 - Kaiser Permanente
- 2 mile
 - North Berkeley BART station
- Bart stations (blue dots)

U.S. Census Socio/Economic Demographics

Geography	Jobs	% Public transit commute ¹	Median HH income	UNEMP ³ rate	Race/ethnicity: % non-white ²	Population
1-mile radius	8,980	20%	\$81,000	5.0%	57%	9,889
1.5-mile radius	18,163	26%	\$85,000	3.9%	54%	30,804
2-mile radius	31,487	28%	\$96,000	4.3%	57%	81,701
City of Berkeley	43,575	26%	\$85,500	5.3%	47%	124,321
Albany/Berkeley/ Emeryville combined area	68,533	26%	\$88,600	4.8%	49%	157,497

Notes:

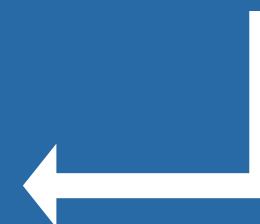
(1) Figures rounded to nearest whole number, (2) Calculated as 1 – (% white alone), (3) UNEMP: Unemployment

Opportunity for Job Access

Average Salary — East Bay vs. San Francisco

Occupation Category [1]	Average Salary (2021 Q1)		SF/Peninsula Salary Premium
	Alameda/CCC	SF/ San Mateo	
Sales and Related	\$59,000	\$75,000	27%
Transportation and Material Moving	\$49,000	\$58,000	18%
Legal	\$146,000	\$170,000	16%
Arts/Design, Entertainment/Sports, Media	\$78,000	\$89,000	14%
Management	\$158,000	\$179,000	13%
TOTAL (all categories)	\$76,000	\$93,000	21%

21% average salary premium

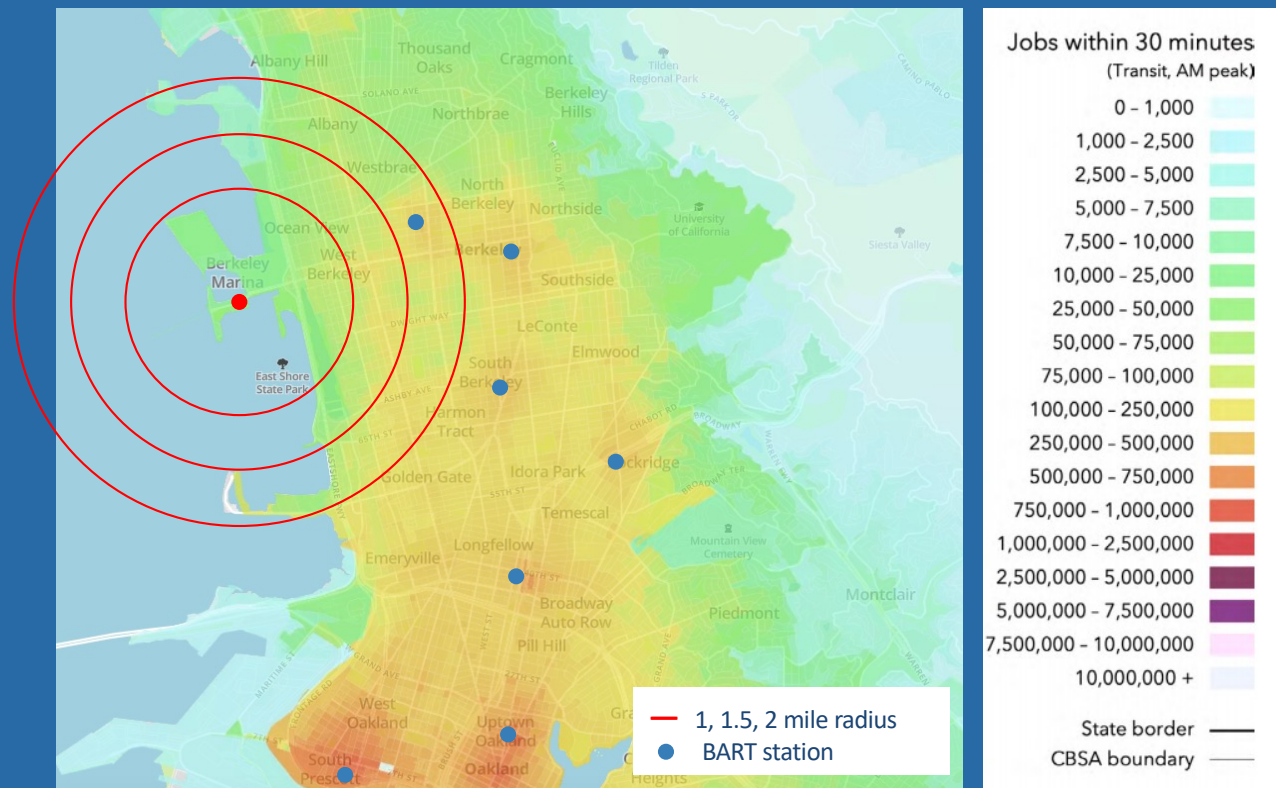


Source: California Employment Development Department

[1] Top 5 categories ranked by salary premium

Access to Jobs via Transit

West Berkeley current lacks access to BART, resulting in lower accessibility to jobs across the Bay and longer commutes via transit.



Source: Accessibility Observatory, University of Minnesota (2019)

Steps to Improving Feasibility

1. Identify service efficiencies
2. Further study of electric zero-emission vessels
3. Further study of the potential emergency response role
4. Identify sources of capital or operating funding
5. Further planning and development of the ferry terminal areas in the respective cities
6. Local efforts to develop sources of local funding

Thank you

Questions?