



Presentations for December 9, 2021 Board of Directors Meeting



Item 5a(i): Fare Integration Study

FARE COORDINATION AND INTEGRATION STUDY

Overview and Updates

December 9, 2021



Overview and Study Objectives

- Launched in Early 2020
- Co-managed by BART & MTC
- Study Objectives
 - Ridership Increase
 - User Experience
 - Recommend fare integration strategies

Study Recommendations and Next Steps

- **Recommendations**

- Phase A (2022) - All-agency Institutional/Employer Pass Pilot
- Phase B (2023) – Free/reduced cost transfers region-wide
- Phase C (2024+) – Evaluation of single fare structure for regional services

- **Next Steps (Early 2022)**

- Adoption of Final Report by Task Force
- Phase A Pilot Implementation Plan
- Transit Operators' Participation in Pilots



Item 9: WETA 2050 Service Vision and Business Plan Update

WETA 2050 Business Plan Phase Two Approach

December 9, 2021



WATER EMERGENCY
TRANSPORTATION AUTHORITY



The CivicMakers Team



Lawrence Grodeska
Co-Founder & CEO

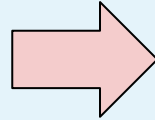


Mike King
Project Manager

Recap of Discovery Phase

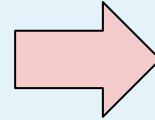
Stakeholder
Identification &
Engagement
Strategy

August - September



Interviews
Focus Groups
Online Survey

September - October



Three-Hour
Stakeholder
Workshop

October 22, 2021

110+

Unique stakeholders engaged

Stakeholder Workshop



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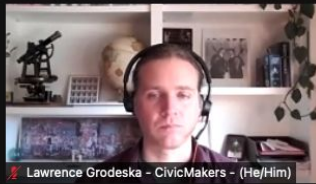
Mike King - CivicMakers (he/him)



Cristelle Blackford - CivicMakers (she/her)



CivicMakers (Zoom Admin)



Lawrence Grodeska - CivicMakers - (He/Him)



Brit Henry - CivicMakers (She/her)



Mike Gougherty, WETA



Jessica Newfield - CivicMakers (she/her)



Eva Mas - Civicmakers (they/them)



Rahmin Sarabi - CivicMakers (he/him)



Kevin Connolly, WETA



Seamus Murphy, WETA



Kaitlin Strange - CivicMakers (she/her)



Leah - CivicMakers (she/her)



Emily Loper



Arthur Feinstein



Mike Browne



Andreas Cluver, ACBTC



Madien Saddik Alameda Chamber



Lynn Korwath/SFMX



Marilyn Ezzy Ashcraft, Mayor of Alameda, "The...



Jeff Boehm



Diane Howard



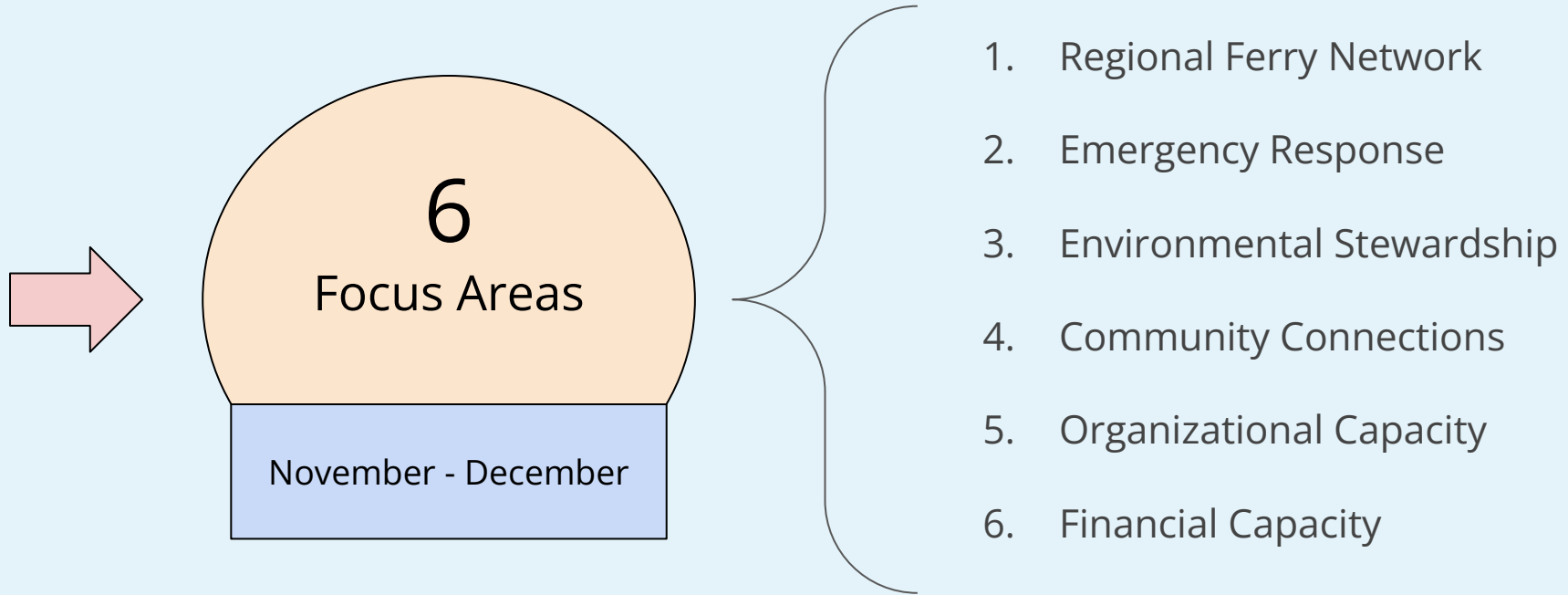
Robert Estrada IBU



Marina V. Secchitano, Former WETA Director, IBU



Lauren Gualarte, WETA



Regional Ferry Network

This focus area will characterize the **long-term market potential of expanding ferry service** on San Francisco Bay and WETA's potential role as **ferry network manager**. A key input will be **ridership demand forecasts** of current and potential services, and the identification of **key service objectives**. A goal is to **identify a broad package of service models and coordination opportunities**, including both WETA-operated service and services provided by **other public or private operators**. WETA service model(s) will include **criteria** to identify feasible markets (**new services**) and appropriate levels of service (**enhanced services**).

Emergency Response

This focus area will broadly **define goals** relating to the **functionality** (e.g., first responders, evacuation, economic recovery), **capacity, and geographic reach** (e.g., by terminal location, population, span of shoreline) of a comprehensive water emergency transportation system. This focus area will consider **system resiliency** in the context of a seismically active and climate impacted environment. These goals will serve as the basis for **evaluating whether WETA's current approach and service model** is meeting demand and its mandate as a provider and coordinator of water emergency response services and what **additional resources or organizational capacity** may be required.

Environmental Stewardship

This focus area will present WETA commitments for **protecting species and habitat** on and along San Francisco Bay and responsibilities for operating services that promote public goals to ensure **environmental justice, limit noise and air pollution, reduce VMT, and curb greenhouse gas emissions**. A key input will be the development of a **fleet plan** that considers the timeframe, cost, and feasibility of implementing **emerging zero-emission technologies** on current and future WETA ferry vessels. This focus area will also consider **criteria for terminal siting and terminal access** that supports local, regional, and state environmental goals.

Community Connections

This focus area will articulate priorities for **promoting and providing connections** between regional ferry services and the communities they serve. A goal is to **broaden the appeal of ferry service**, not only as a business strategy, but also to promote **equity, diversity, and inclusion**. Policies considered would **integrate** regional ferry services with a **mix of landside uses** and the areas they serve, create **seamless transit connections**, and ensure **affordable fares**, schedules that offer service during **non-traditional commute hours**, and **public awareness** of regional ferry services. Providing a **high-quality passenger experience** will continue to be a WETA priority.

Organizational Capacity

This focus area will identify **the depth and breadth of organizational capacity required by WETA**. The anticipated timeframe and implementation schedule of WETA's overall service vision will influence the scale of WETA's organizational capacity. The scale and range of organizational capacity will also be a function of **the roles that WETA will be responsible for and its staffing approach**.

Financial Capacity

This focus area will identify **near-term and long-term strategies for funding** the overall service vision that **balance financial sustainability and equity** as key WETA objectives. A **financial projection of total costs**, both capital and operating, to deliver the service vision and an assessment of current and future funding available will be prepared. **Priorities** will be set to guide the use or leverage of limited available funds. **Traditional and innovative approaches** will be evaluated as strategies for securing additional funding, including **public-private partnerships**.

2022 Plan Development Timeline



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Q1	Q2	Q3	Q4
2050 Business Plan Development			
Ridership forecasting + transit research			
Fleet plan development			
	Emer. response policy anal.		
		WETA org assessment	
		WETA fiscal assessment	
		Draft service vision	
			Develop draft plan
			Finalize plan
Community and Stakeholder Engagement			
Phase 2: Analysis & Outreach			
		P3: Draft Service Vision	
			P4: Public Comments

1. Educate key stakeholders and the broader Bay Area community about WETA's focus areas, goals and vision for the next 30 years;
2. Forge lasting relationships and partnerships with key stakeholders;
3. Answer strategic questions through community engagement, and consultant research and analysis to inform priority goals in each focus area; and
4. Build, vet and operationalize tangible strategies and actions for achieving each goal.

Analysis & Outreach (January - June)

- Communications campaign/plan
- Project website and engagement platform
- Rider survey
- Online community survey
- Media appearances
- Technical advisory group meeting
- Policy advisory group meeting
- Business advisory group meeting

Board Engagement (July)

- Presentation of ridership forecast report at regular meeting

Draft & Review Service Vision (July - September)

- Ongoing communications campaign
- Technical advisory group meeting
- Policy advisory group meeting
- Business advisory group meeting
- Stakeholder workshop #2
- Informational table/pop-ups at public events

Board Engagement (late July)

- Three-hour workshop to help prioritize goals and strategies

Draft & Review Business Plan (October - December)

- Online Public Comment (Nov - Dec)
- Open House Events (Dec)

Board Engagement (November)

- Presentation of draft 2050 Business Plan prior to public comment

Deliverables

- Draft and final 2050 Business Plan
- Presentation to the public and the WETA Board

QUESTIONS + SUGGESTIONS

