Daily Ridership by Route
January - February 2021

Daily Boardings

Vallejo
Alameda/Oakland
Richmond

Date:
From Downtown San Francisco
December 2020 - February 2021

<table>
<thead>
<tr>
<th>Time</th>
<th>Alameda/Oakland</th>
<th>Vallejo</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:00 PM</td>
<td>18</td>
<td>60</td>
</tr>
<tr>
<td>4:00 PM</td>
<td>38</td>
<td>63</td>
</tr>
<tr>
<td>5:30 PM</td>
<td>39</td>
<td>71</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>37</td>
<td>51</td>
</tr>
</tbody>
</table>

*Assumes the vessels will be limited to about (but not exactly) 25% capacity, due to social distancing requirements
To Downtown San Francisco
December 2020 - February 2021

<table>
<thead>
<tr>
<th></th>
<th>Average Daily Boardings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6:45 AM</td>
</tr>
<tr>
<td>Alameda/Oakland</td>
<td></td>
</tr>
<tr>
<td>Ala/Oak</td>
<td>25</td>
</tr>
<tr>
<td>Ala/Oak</td>
<td>27</td>
</tr>
<tr>
<td>Ala/Oak</td>
<td>22</td>
</tr>
<tr>
<td>Ala/Oak</td>
<td>22</td>
</tr>
<tr>
<td>Vallejo</td>
<td>52</td>
</tr>
<tr>
<td>Vallejo</td>
<td>42</td>
</tr>
<tr>
<td>Vallejo</td>
<td>31</td>
</tr>
<tr>
<td>Vallejo</td>
<td>23</td>
</tr>
<tr>
<td>Vallejo</td>
<td>18</td>
</tr>
</tbody>
</table>

80% - Adjusted Capacity*

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

*December
*January
*February
Assumes the vessels will be limited to about (but not exactly) 25% capacity, due to social distancing requirements.
Systemwide Daily Ridership
January & February 2021

Day of the Month (Weekdays only)

Daily Boardings

January
February
Pandemic Recovery Program Proposal

WETA Board of Directors

March 4, 2021
Pandemic Recovery Program Principles

Adopted by WETA Board, February 2021

1. Proceed with service increases to reflect continued return-to-work and widespread restart of the economy.

2. Set fares to be competitive with comparable regional transit options.

3. Work with other transit operators in the Bay Bridge corridor to explore coordinated fare strategies.

4. Develop programs and initiatives to reinforce the goals of the Clipper START program.

5. Enhance service outside of traditional peak periods to make system more relevant for transit dependent riders.

6. Develop service schedules that could ultimately be expanded to achieve 15- and 30-minute frequencies.

7. Adapt fare products, fare media, and fare payment processes to reflect shifts in work schedules, travel patterns, and passenger expectations.

8. Prioritize ridership growth and acknowledge that systemwide and route-specific farebox recovery targets are unlikely to be met during recovery.

9. Improve connectivity to local bus and feeder services, expand transfer incentives, and coordinate schedules.

10. Explore pilot programs and trial initiatives to encourage ridership among a wider cross section of riders.

11. Deliver more for less by maximizing efficiency of crews, service design, and deployment of vessels.

12. Be flexible and continually monitor performance to adjust and modify as demand shifts over time.

13. Commit to transparent communication with WETA riders, stakeholders, peer transit operators, and the general public.
Pandemic Recovery Program Principles

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Program Summary

• Board action
  • Authorize outreach for Pandemic Recovery Program Service, Fares

• Takeaways
  • Suspension of current fare structure
  • Temporary fare decrease, simplification
  • Restarting ferry service
  • Adjusting service to offer more non-peak trips

• Goals
  • Faithful to 13-point core principles
  • Attract people to system
  • Broaden reach & appeal of ferry
  • Strive for greater equity
  • Meet challenge of this moment
New York Times Editorial Board, Jan. 21, 2021

“At first blush, it may seem logical to calibrate service to current ridership.... In the context of the pandemic, that reasoning is small-minded and shortsighted... Service cuts punish those who need public transit the most... Service cuts also are self-perpetuating. People who can’t count on transit will tend to reshape their lives in ways that do not require transit. As the availability of transit contracts, people will tend to use it less, which leads to further cuts in service.”
One-year Service Recovery Program
Service Approach

**Historic approach**

- **AM Peak** 7:30 – 8:30
  - Frequent service during peak-of-peak

- **Midday**

- **PM Peak** 4:30 – 6:00
  - Targeted service during middays

- **Late Night**
  - Little service past 7:30 PM
Service Approach

**Historic approach**

- AM Peak: 7:30 – 8:30
  - Frequent service during peak-of-peak
- Midday
- PM Peak: 4:30 – 6:00
  - Targeted service during middays
- Late Night
  - Little service past 7:30 PM

**Pandemic Recovery approach**

- AM Peak
  - Less bunching of service during peak hour
- Midday
  - Expanded midday service choices
- PM Peak
- Late Night: After 7:30
  - More service after 7:30 PM
Service Cost

- High level cost estimate
  - $42-$48 million
  - Pre-pandemic planned service: $51 million

- Cost will be refined after incorporating input from riders, public

- Maintains employment for all crews pre-pandemic

- Assumes 11 vessels, 22 crews in service
  - Pre-pandemic: 12 vessels, 24 crews

- Defers start of South San Francisco until fall

- Abbreviated weekend season in 2021
  - Full weekend season in 2022
## Service Summary

### Vallejo to SF

<table>
<thead>
<tr>
<th></th>
<th>Prepandemic</th>
<th>2021 Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>peak</td>
<td>10</td>
<td>7-8</td>
</tr>
<tr>
<td>midday</td>
<td>5</td>
<td>4-6</td>
</tr>
<tr>
<td>evening</td>
<td>1</td>
<td>1-2</td>
</tr>
</tbody>
</table>

- Three vessels in service, up from two today
- Midday enhancement

### Oakland/Alameda to South SF

<table>
<thead>
<tr>
<th></th>
<th>Prepandemic</th>
<th>2021 Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>peak</td>
<td>6</td>
<td>4-6</td>
</tr>
<tr>
<td>midday</td>
<td>0</td>
<td>3-4</td>
</tr>
<tr>
<td>evening</td>
<td>0</td>
<td>1-2</td>
</tr>
</tbody>
</table>

- Shift to earlier departure times
- Deferring start to October

### Harbor Bay to SF

<table>
<thead>
<tr>
<th></th>
<th>Prepandemic</th>
<th>2021 Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>peak</td>
<td>9</td>
<td>6-7</td>
</tr>
<tr>
<td>midday</td>
<td>0</td>
<td>3-4</td>
</tr>
<tr>
<td>evening</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

- Less peak service
- Introducing midday service

### Richmond to SF

<table>
<thead>
<tr>
<th></th>
<th>Prepandemic</th>
<th>2021 Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>peak</td>
<td>8</td>
<td>9-10</td>
</tr>
<tr>
<td>midday</td>
<td>0</td>
<td>3-4</td>
</tr>
<tr>
<td>evening</td>
<td>0</td>
<td>1-2</td>
</tr>
</tbody>
</table>

- Two dedicated vessels
- Service enhancements all periods
Service Summary – Seaplane Shift

Oakland to SF

<table>
<thead>
<tr>
<th>Prepandemic</th>
<th>2021 Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>peak</td>
<td>8-10</td>
</tr>
<tr>
<td>midday</td>
<td>7-9</td>
</tr>
<tr>
<td>evening</td>
<td>1-2</td>
</tr>
</tbody>
</table>

- 20-minute travel time improvement
- Capacity improvement
- Midday enhancement

Seaplane Lagoon to SF

<table>
<thead>
<tr>
<th>Prepandemic</th>
<th>2021 Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>peak</td>
<td>6-7</td>
</tr>
<tr>
<td>midday</td>
<td>2-3</td>
</tr>
<tr>
<td>evening</td>
<td>2-3</td>
</tr>
</tbody>
</table>

- New terminal
- Capacity improvement
- Possible peak feeder bus service

Main Street to SF

<table>
<thead>
<tr>
<th>Prepandemic</th>
<th>2021 Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>peak</td>
<td>4-6</td>
</tr>
<tr>
<td>midday</td>
<td>7-9</td>
</tr>
<tr>
<td>evening</td>
<td>1-2</td>
</tr>
</tbody>
</table>

- Less AM peak service
- Peak AM to SF from Seaplane
- Midday, weekend service

Main Street to Oakland

<table>
<thead>
<tr>
<th>Prepandemic</th>
<th>2021 Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>peak</td>
<td>4-6</td>
</tr>
<tr>
<td>midday</td>
<td>0</td>
</tr>
<tr>
<td>evening</td>
<td>1-2</td>
</tr>
</tbody>
</table>

- New option for Alameda residents
- Makes use of South San Francisco service
One-year Fare Program
Fare Summary

- Temporary suspension of current fares
  - Revert to existing fares in FY2023
  - Part of overall program to incentivize return to ferry
  - Effort to broaden appeal of ferry
  - Simplify fare structure, user friendly
  - Align fares to be competitive with other travel options

- Financial analysis taking place now:
  - Expectations modest for ridership, especially in first half of fiscal year
  - Other properties expecting multi-year recovery
  - Farebox recovery and farebox revenue likely modest under standard fare as well
Fare Program Summary

- Lower Clipper Fares For All Transbay Routes
  - Average 20% reduction

- Hopthru App Fare Adjustment
  - Aligning mobile fares with Clipper fares

- Discounted Fares Offered For Paper And Electronic Fare Media
  - Aligning discount calculation from paper to Clipper fares

- Clipper START Fares Adjustment
  - Aligning discount calculation from paper to Clipper fares

- Short Hop Fare Adjustment
  - Short hop fares consistent with local transit fares

- Special Event Fares
  - No change to current special event fares
### Proposed Fare Table

<table>
<thead>
<tr>
<th></th>
<th>Zone 1</th>
<th>Zone 2</th>
<th>Zone 3</th>
<th>Short Hops</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Clipper/Hopthru</strong></td>
<td>$4.60</td>
<td>$8.75</td>
<td>$9.00</td>
<td>$2.25</td>
</tr>
<tr>
<td><strong>Discount Clipper/Hopthru</strong></td>
<td>$2.25</td>
<td>$3.25</td>
<td>$4.50</td>
<td>$1.00</td>
</tr>
<tr>
<td><strong>Paper Ticket</strong></td>
<td>$5.75</td>
<td>$9.50</td>
<td>$11.25</td>
<td>$2.75</td>
</tr>
<tr>
<td><strong>Discount Paper Ticket</strong></td>
<td>$2.75</td>
<td>$4.25</td>
<td>$5.50</td>
<td>$1.25</td>
</tr>
<tr>
<td><strong>Children under 5</strong></td>
<td>FREE</td>
<td>FREE</td>
<td>FREE</td>
<td>FREE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Zone 1</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Alameda/Oakland</td>
<td>Alameda Seaplane</td>
<td>Harbor Bay</td>
</tr>
<tr>
<td>Zone 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>South San Francisco</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zone 3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vallejo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Short Hops</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Alameda Short Hop</td>
<td>Mare Island Short Hop</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Current Fare (Clipper Adult)</th>
<th>Proposed Fare (Clipper Adult)</th>
<th>Percent Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda/Oakland</td>
<td>$5.40</td>
<td>$4.50</td>
</tr>
<tr>
<td>Harbor Bay</td>
<td>$5.60</td>
<td>$4.50</td>
</tr>
<tr>
<td>Richmond</td>
<td>$7.00</td>
<td>$4.50</td>
</tr>
<tr>
<td>South San Francisco</td>
<td>$8.10</td>
<td>$6.75</td>
</tr>
<tr>
<td>Vallejo</td>
<td>$11.30</td>
<td>$9.00</td>
</tr>
<tr>
<td>Short Hops</td>
<td>$1.70</td>
<td>$2.25</td>
</tr>
</tbody>
</table>

**Vallejo monthly pass**

Suspended for FY2022 and replaced by equivalent Clipper fare, giving pass holders the benefit of a pass-level discount but the flexibility to apply that discount to less-frequent travel. Monthly pass will be reinstated in FY23 without Board action.
Outreach Program

• Virtual Open House Event
  • March 16, 7 p.m.

• Media, Social Media campaign

• Coordination with public agency partners

• Community-based organizations

• Signage on WETA vessels, Bay Alerts

• Multiple languages
Study Update

- Project Background
- Current Work
- Public & Community Feedback
- Next Steps

➢ Discussion & Questions
Project Background
Phases of the MOU

Current Phase

Feasibility
- Feasibility Study
- Public Engagement
- WETA & City Council

Approved Preferred Conceptual Alternative

Subsequent Phases

Design/Permitting
- Design development
- CEQA/NEPA
- Permitting

Construction & Operations
- Bidding
- Construction
- Ongoing service
- Long-term maintenance

Note: MOU may be terminated at any phase upon mutual agreement.
WETA Project Implementation Timeline

Project Agreement Executed or Amended

Berkeley
WETA Project Implementation Timeline

- Project Origin
- Feasibility Studies
  - Redwood City Berkeley Hovercraft
- Environmental Review & Concept Design
- Permitting & Final Design
- Vessel Procurement
- Construction
- Mission Bay
- Treasure Island
- Downtown SF Expansion, Seaplane Lagoon
- Begin Operations
History of Berkeley Marina

- **1850's**: Two Private Wharves
- **1868**: Landscape
- **1900**: Municipal Shipping Wharf
- **1909**: Dike and Landfill Operations Commence
- **1913**: Diike and Landfill Operations Commence
- **1927**: Berkeley Pier Built
- **1927**: Berkeley Harbor Built, Bay Bridge Opens
- **1936**: Berkeley Harbor Built, Bay Bridge Opens
- **1957**: Dikes and Landfill Operations Expanded
- **1961-1983**: Municipal Landfill
- **1968**: Landscape
- **1990's**: Cesar Chavez Park Construction (formerly North Waterfront Park)
- **2003**: Berkeley Marina Master Plan
- **2015**: Berkeley Pier Closed
- **2020**: Berkeley Marina Area Specific Plan
- **Future**: Concept
# Restoring Ferry Service — Supporting Plans

## City of Berkeley

**Policy:**
- *City General Plan Updates (2001)*
- *Climate Action Plan (2012)*: Sustainable transit
- *Local Hazard Mitigation Plan (2019)*: High priority action for emergency response

**Studies:**
- *Berkeley Municipal Pier Structural Assessment*
- *Small-scale Ferry Transportation Feasibility Study on Waterside Improvements*

## Water Emergency Transportation Authority

**Policy:**
- *Strategic Plan (2016)*: Identifies Berkeley as a near-term project.
- *Plan Bay Area 2050 (pending)*: Includes Berkeley ferry service as ‘Regionally Significant Project.’

**Studies:**
- *MTC Core Capacity Transit Study (2018)*: Identifies Berkeley ferry service as key short-term project.
Pier Structural Assessment — Project History

- **2015**: Pier Closes
- **2016**
- **2017**
- **2018**: Draft Structural Assessment Report
- **2019**: Draft Small-Scale Ferry Terminal Feasibility Study
- **2020**: City/WETA MOU
- **2021**: Feasibility Study on WETA-scale Ferry Facility
- **2021**: Community Engagement

**Images:**
- Underwater Inspection
- Under Deck Condition
Current Work
Pier/Ferry Study Project Team

GHD, Inc
Prime / Maritime Infrastructure
San Francisco, CA

BLUHON GROUP*
Community Engagement
Berkeley, CA

NELSON\NYGAARD*
CONSULTANTING ASSOCIATES
Transportation Planning
San Francisco, CA

*Also on the BMASP Project Team
Pier/Ferry Study & BMASP Public Outreach

Berkley Marina Area Specific Plan
Example A - Detached Breakwater
Example C - Northside Berthing with Extension
Example D - Southside Berthing
Example E - Anchor with North Berthing
Parking & Mobility Considerations

Initial Findings:

- City/WETA goal is to accommodate ferry service with 250 spaces.
- Parking management strategies could accommodate many spaces in existing lots.
- Initial target of 60% ferry riders to arrive by bike, walking, transit, carpooling and other shared travel modes.
Public & Community Feedback
Summary of Outreach Processes & Feedback

Recently Completed Public Outreach

Focus Group Meetings
Marina Stakeholders and Frequent Users
January 5, 6, & 7, 2021

Community Workshop #1
January 21, 2021

City Council Worksession Presentation
February 16, 2021

Launched Project Webpage
https://www.cityofberkeley.info/parks/pier/
(Comments received at meetings are posted)

Upcoming Events

Launch Online Questionnaire
March, 2021

Community Workshop #2
June, 2021

Community Workshop #3
September, 2021

32 participants
Focus Group Meetings

Key Topics:
• What water- and land-based recreation uses, needs, and use patterns should be considered in a new multi-use pier design?
• Are there planning considerations to incorporate into the pier design?
• How would you access a potential future ferry and what destinations would you access?
• What challenges do you foresee for potential restoration of the pier for recreation and ferry?

68 participants
Community Workshop #1

Key Topics:
• Viability and practicality of creating ferry service at the Berkeley Marina
• Environmental impacts and Climate Change
• Appropriateness of the Berkeley Marina as a site for new ferry service
• Benefits and considerations for pier restoration
• Comments on the five Example configurations
• Location and Siting Considerations
• New insights or planning, design, use considerations
Summary of Outreach Processes & Feedback
what we heard so far – Common Themes

- Ridership Forecast
- Ecology & Environmental Sustainability
- Preserve existing recreational use
- Commute option for the Community
- Balance multi-use of new pier with amenities that the current pier once offered
- Enhance alternate modes of travel

A comprehensive list of comments gathered at the focus group and community workshop meetings can be found: https://www.cityofberkeley.info/parks/pier/
Summary of Outreach Processes & Feedback

The community has suggested the following revenue-generating facilities for the Berkeley Waterfront. Indicate your support for the following.

Answered: 903

- **BMASP Online Questionnaire Preliminary Data**
  [https://www.cityofberkeley.info/BMASP/](https://www.cityofberkeley.info/BMASP/)

- **BMASP Online Questionnaire** will conclude on 3/12/21

- An online questionnaire focus on the elements of the multi-use pier will be launched by end of March

- Continue to seek public input via future Community Workshops
Develop Preferred Project Alternative
Pier/Ferry Study & BMASP Public Outreach

Berkley Marina Area Specific Plan