Presentations for Sept. 2, 2021 Board of Directors Meeting
Monthly Ridership and Recovery Report
10-Day Rolling Average (Weekdays)

- Vallejo
- Oakland & Alameda
- Richmond
- Alameda Seaplane
- Harbor Bay

April-21 to July-21
Average Boardings by Day of Week

- Monday: 12,000
- Tuesday: 13,000
- Wednesday: 12,000
- Thursday: 11,000
- Friday: 11,000
- Saturday: 7,000
- Sunday: 5,000

Legend:
- July 2019
- July 2021
Fall 2021 Service Enhancements, Adjustments

• Oakland/Alameda weekend additional crew

• Seaplane Lagoon midday return trip

• Baseball weekend day game shuttle return trips

• October South San Francisco service return

• October Midday trip adjustments
ITEM 11: Clipper START Pilot Program Extension
Clipper START Pilot Program - Impact on WETA

Board Item No. 11 – Approve Extension of Participation in Clipper START Pilot Program

Board of Directors Meeting
September 2, 2021
Clipper START Usage on WETA (Jan 2021 – Jul 2021)

- (1,500+) Clipper START trips taken; 1% of total Clipper trips taken
- Usage highlights (by descending order of usage)
  - VJO service – concentrated at peak periods
  - Oakland/Alameda service – near evenly distributed between peak periods & midday
  - Richmond service – concentrated at Peak periods
- Compared to June, usage has doubled in July
ITEM 12: WETA 2040 Service Vision & Business Plan Update
Topics

- Project Overview
- Stakeholder Engagement Plan
- Stakeholder Workshop Concept
- Next Steps
Goals & Objectives

- Identify and begin to engage key stakeholder groups, especially historically underrepresented ones.
- Gather initial ideas for 2050 WETA Service Vision.
- Outline planning process and stakeholder approach to vet Service Vision and develop a Business Plan.
Draft Definitions

**Service Vision** - A shared vision of the San Francisco Bay Area ferry system by 2050, as well as the level of service and extent of WETA ferry operations. *Informs how we operate in the future and what changes we need to make to get there.*

**Business Plan** - A document that presents the strategies required to achieve the 2050 WETA Service Vision. *Informs our implementation approach and near-term initiatives.*
High-Level Schedule

Phase 1

July - September 2021
Discovery & Planning

- Stakeholder Engagement Plan
- Stakeholder Interviews
- Focus Groups
- Survey

>> Workshop Design

September - November 2021
Stakeholder Workshop & Business Plan Approach

- Workshop Design
- Workshop Outreach
- Stakeholder Workshop

>> Draft Service Vision

>> Business Planning and Engagement Approach

Phase 2

January - December 2022
Vet Service Vision & Develop Business Plan

- Broad engagement to vet the draft vision
- Business planning process
- Additional studies and research

>> Final Service Vision & Business Plan
Stakeholder Groups

State Agencies
Regional Agencies
Federal Agencies
Community Interest / Advocacy Organizations
Labor Groups
Policymakers (local, regional, state)
Riders/Neighbors/Future Riders
Maritime Organizations
Development/Business Community
County Transportation Authorities
Municipalities
Emergency Response
Local/Regional Transit Operators
Other First/Last Mile Connections
Stakeholder Workshop Concept

Friday, October 22 | 9am - 12pm

Objectives

● **Educate** stakeholders about WETA and the 2050 Service Vision and Business Plan
● Identify **obstacles and opportunities** for WETA and Bay Area water transit and emergency response
● Gather initial **ideas and priorities** from key stakeholders for WETA’s 2050 Service Vision
● Define the our approach and ongoing engagement plan to **inform the business planning process**

Format

● Zoom; 60-80 participants (~ 10-12 breakout groups with a dedicated facilitator)
● Agenda
  ○ Part 1: Introductions and context setting
  ○ Part 2: Breakout Groups (Ideation → Prioritization)
Thank you!

Cristelle Blackford, Engagement Lead
cristelle@civicmakers.com

Lawrence Grodeska, Project Manager
Lawrence@civicmakers.com

@civicmakers
@civicmakers
@civicmakers