

Members of the Board

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**SAN FRANCISCO BAY AREA
WATER EMERGENCY TRANSPORTATION AUTHORITY
BOARD OF DIRECTORS MEETING**

Thursday, May 6, 2021 at 1:00 p.m.

NOTE: Time Change

VIDEOCONFERENCE

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AGENDA

1. CALL TO ORDER

2. ROLL CALL

3. REPORT OF BOARD CHAIR

- a. Chair's Verbal Report

Information

4. REPORTS OF DIRECTORS

Directors are limited to providing information, asking clarifying questions about matters not on the agenda, responding to public comment, referring matters to committee or staff for information, or requesting a report to be made at another meeting.

Information

5. REPORTS OF STAFF

- a. Executive Director's Report on Agency Projects, Activities and Services
 i. Bay Area Blue Ribbon Transit Recovery Task Force
 ii. Federal COVID-19 Relief Funding
 iii. California Energy Commission Grant
b. Monthly Review of Financial Statements
c. Federal Legislative Update
d. State Legislative Update
e. Monthly Ridership and Recovery Report

Information

6. CONSENT CALENDAR

- a. Board Meeting Minutes – April 1, 2021
b. Authorize Release of an Invitation for Bid for Dredging and Marine Construction Services for the Terminal Dredging - Vallejo Project

Action

**Water Emergency Transportation Authority
May 6, 2021 Meeting of the Board of Directors**

- | | |
|---|--------------------|
| 7. <u>APPROVE AMENDMENT TO THE FERRY SERVICES OPERATION
TRANSFER AGREEMENT WITH THE CITY OF ALAMEDA FOR THE
RIGHTS AND RESPONSIBILITIES OF THE MAIN STREET AND HARBOR
BAY TERMINALS</u> | Action |
| 8. <u>TREASURE ISLAND FERRY SERVICE PROJECT MEMORANDUM OF
UNDERSTANDING</u> | Action |
| 9. <u>MISSION BAY FERRY LANDING PROJECT UPDATE</u> | Information |
| 10. <u>PANDEMIC RECOVERY PROGRAM MARKETING AND OUTREACH
CAMPAIGN</u> | Information |
| 11. <u>PUBLIC COMMENTS FOR NON-AGENDA ITEMS</u> | |

ADJOURNMENT

All items appearing on the agenda are subject to action by the Board of Directors. Staff recommendations are subject to action and change by the Board of Directors.

CHANGES RELATED TO COVID-19

Consistent with Governor Gavin Newsom's Executive Orders N-25-20 and N-29-20, effective immediately and until further notice, meetings will be conducted through virtual participation to promote social distancing and reduce the chance of COVID-19 transmission.

PUBLIC COMMENTS WETA welcomes comments from the public.

If you know in advance that you would like to make a public comment during the videoconference, please email BoardOfDirectors@watertransit.org with your name and item number you would like to provide comment on no later than 15 minutes after the start of the meeting. During the public comment period, speakers will be allotted no more than 3 minutes to speak and will be heard in the order of sign-up. Said time frames may be extended only upon approval of the Board of Directors.

Agenda Items: Speakers on individual agenda items will be called in order of sign-up after the discussion of each agenda item.

Non-Agenda Items: A 15-minute period of public comment for non-agenda items will be held at the end of the meeting. Please indicate on your speaker card that you wish to speak on a non-agenda item. No action can be taken on any matter raised during the public comment period.

Upon request, WETA will provide written agenda materials in appropriate alternative formats to individuals with disabilities. In addition, WETA will arrange for disability-related modifications or accommodations including auxiliary aids or services to enable individuals with disabilities to participate in public meetings. Please send an email with your request to: contactus@watertransit.org or by telephone: (415) 291-3377 as soon as possible and no later than 5 days prior to the meeting and we will work to accommodate access to the meeting.

AGENDA ITEM 1
CALL TO ORDER

AGENDA ITEM 2
ROLL CALL

AGENDA ITEM 3
REPORT OF BOARD CHAIR

AGENDA ITEM 4
REPORTS OF DIRECTORS

NO MATERIALS

TO: WETA Board Members

FROM: Seamus Murphy, Executive Director

DATE: May 6, 2021

RE: Executive Director's Report

SERVICE DEVELOPMENT UPDATE:**Alameda Seaplane Lagoon Ferry Terminal**

The Alameda Seaplane Lagoon Ferry Terminal is located on the western end of Alameda's main island, on the site of the redeveloping former Alameda Naval Air Station. The terminal was completed in July 2019 but has not begun operations due to the pandemic. When the terminal opens, it will be the key component of a three-terminal operational change that will also introduce Alameda-Oakland commute service and reduce Oakland ferry travel times.

May 2021 Update: Staff participated in the April 2021 Interagency Liaison Committee meeting that brings together staff and councilmembers from the City of Alameda with AC Transit board members and staff. The Committee received a recommendation from AC Transit staff to provide feeder bus service to the Seaplane Lagoon Ferry Terminal beginning in August 2021. Staff has met with City of Alameda staff, city councilmembers, and local stakeholders to facilitate the successful launch of Seaplane Lagoon service and to coordinate their participation in marketing and promotional efforts.

Main Street and Harbor Bay Terminals Agreement

The Main Street and Harbor Bay Terminals Agreement amends the 2011 Alameda Transfer Agreement to transfer management responsibility for the landside portions of the Main Street and Harbor Bay ferry terminals from WETA to the City of Alameda. The idea of returning the landside terminal infrastructure to the City was developed as part of the Seaplane Lagoon Operating Agreement. The City controls the landside portion of the Seaplane Lagoon Terminal and has plans to improve and manage access components such as parking, bicycle lanes and storage, and pedestrian and auto drop-off zones. The Main Street and Harbor Bay Terminals Agreement extends this model to include all three terminals located in Alameda, allowing for a coordinated approach to access and property management.

May 2021 Update: The May Board packet includes an action item to approve the Main Street and Harbor Bay Terminals Agreement. The City of Alameda Council is considering approval at its May 4 meeting. Staff from the City will be at the May WETA Board meeting to support the staff recommendation.

Berkeley Ferry Terminal

The proposed Berkeley Ferry Recreational Pier and Ferry Terminal is a joint project proposed by the City of Berkeley and WETA that will rebuild a recreational pier at the Berkeley marina, which would also include ferry terminal infrastructure. The project is in the initial planning stages and is part of a larger master planning effort focusing on the Berkeley Marina.

May 2021 Update: The Berkeley project team has released an online survey for residents and stakeholders to provide input on the proposed ferry pier project concept. The results of the survey will be incorporated into the next round of public meetings.

Mission Bay Ferry Landing

The proposed Mission Bay Ferry Landing (MBFL) would be a single float ferry terminal located at the foot of 16th Street in San Francisco's Mission Bay neighborhood. The MBFL will serve special events at the Chase Center and will also link ferry commuters to the Downtown San Francisco Ferry Terminal and other services throughout the WETA and Golden Gate Ferry networks. A project Memorandum of Understanding (MOU) between the Port of San Francisco and WETA was adopted by the Board in January 2017, establishing roles and responsibilities for the planning and design phase of the project. The MBFL is ready for construction but faces a gap in necessary funding of approximately \$37 million, which includes \$25 million from Regional Measure 3 that is unavailable pending resolution of a legal challenge.

May 2021 Update: The Mission Bay Ferry Landing Task Force met for the second time on April 22 to discuss progress towards grant funding and plans to continue service at Pier 48 ½. Working together with the Port of San Francisco, WETA has submitted application materials to the Bay Area congressional delegation for a potential earmark grant totaling \$12 million, which Speaker Pelosi subsequently included in her request for funding from the Federal Surface Transportation Authorization bill. Staff has executed an extension of the current lease for Pier 48 ½ to December 2025 to ensure Chase Center events will continue to be served prior to constructing a permanent terminal. Port staff is also proposing to modify existing permits to allow for the operation of ferry service beyond just special events.

Oakland Athletics Howard Terminal Stadium Proposal

The Oakland Athletics baseball organization is planning to develop a new stadium on the site of Howard Terminal, adjacent to WETA's Oakland Ferry Terminal in Jack London Square. The project recently released a Draft Environmental Impact Report. The Athletics have indicated to WETA that there is no plan for additional ferry infrastructure or service beyond WETA's planned Oakland service as part of the stadium proposal.

May 2021 Update: Staff has reviewed the Draft EIR and has submitted a letter seeking clarification from the project sponsors regarding proposals for ferry service outside of WETA's service area.

Treasure Island Ferry Service

The Treasure Island development includes a ferry terminal that is currently under construction. The Treasure Island Mobility Management Authority (TIMMA), a division of the San Francisco Transportation Authority, is developing a program that will fund transportation services, including public ferry service. Staff from TIMMA has indicated that WETA is the desired provider of Treasure Island public ferry service.

May 2021 Update: A recommended Memorandum of Understanding between WETA and the Treasure Island Mobility Management Authority (TIMMA) is included in the May Board packet for approval. Staff from TIMMA will participate in the May meeting, presenting an overview of the project and an update on a ferry feasibility study led by TIMMA staff.

PLANS, STUDIES & INITIATIVES

CARB Compliance Plan

The California Air Resources Board (CARB) is in the process of developing revisions to regulations that are applicable to California commercial harbor craft, including ferry vessels. The draft proposed regulations include many new initiatives such as in-use and new vessel requirements mandating

cleaner engines and the addition of emission reduction systems, a new zero-emission vessel requirement for short routes (less than 3 miles), new idling restrictions at terminals, new shore power requirements, new opacity testing requirements, new operating reporting requirements, and \$1.9 million in new annual fees to be paid by the industry. Several of these new initiatives can be integrated into WETA's operations with relatively little effort; however, the in-use and new vessel requirements pose a significant challenge. Staff is developing an alternative compliance plan to maximize the agency's flexibility in meeting CARB's regulations with a focus on advancing zero-emission technology.

May 2021 Update: CARB released draft final regulatory language on April 1. WETA reviewed the revised language and submitted comments on April 16. WETA's primary concerns include a new restriction on the use of "air quality and emission reduction incentive program" funding and the requirement that precludes operators from submitting an application for an Alternative Compliance Plan until after the regulations are effective (January 1, 2024). Staff will continue to advocate for these changes prior to the regulations being finalized.

Energy Commission Grant for WETA Zero-Emission Vessel Infrastructure Blueprint Plan

In November 2020, WETA submitted an application for the California Energy Commission's (CEC) Clean Transportation Program Blueprints for Medium- and Heavy Duty Zero-Emission Vehicle Infrastructure grant.

May 2021 Update: On April 8, the CEC released a notice of proposed award to WETA for \$200,000. The grant will be used to help fund an analysis to evaluate a fleetwide strategy for converting to zero emissions with a focus on the required landside infrastructure. The Energy Commission is expected to approve the grant at their July 15 meeting.

Emergency Response Activities

WETA's enabling legislation directs the agency to provide comprehensive water transportation and emergency coordination services for the Bay Area region.

May 2021 Update: The first all staff training session was held on April 29. This session focused on the responsibilities and job duties of each position in the Emergency Operations Center. The next training session is scheduled for May 13, followed by a workshop on May 27.

MTC's Blue Ribbon Transit Recovery Task Force

The Metropolitan Transportation Commission (MTC) has created a Blue Ribbon Transit Recovery Task Force (Task Force) to guide the future of the Bay Area's public transportation network as the region adjusts to new conditions created by the COVID-19 pandemic. The Task Force includes local elected officials; transportation advocates; representatives from the state Senate and Assembly; the California State Transportation Agency; transit operators; business and labor groups; and transit and social justice advocates. Chair Wunderman is a member of the Task Force through his role at the Bay Area Council.

May 2021 Update: At the beginning of the pandemic, transit operators coordinated to develop the Riding Together: Bay Area Healthy Transit Plan, which includes a baseline set of measure to protect the health of riders and transit workers. The plan includes a commitment to "provide for a minimum 3-foot physical distancing metric, coupled with mandatory, properly worn face coverings" onboard the region's transit systems. It also requires a 6-foot distance between operators and passengers. Bay Area systems have limited capacity throughout the pandemic to allow riders to be separated by a minimum of 6 feet. Recently, some operators have collaborated with county health officials to increase capacity to reflect the Healthy Transit Plan's 3-foot minimum distance. As SF Bay Ferry ridership increases, WETA staff is preparing to eventually increase capacity to reflect these changes.

511 Contra Costa Ticket Promotion

WETA is partnering with 511 Contra Costa, a transportation demand management program of the West Contra Costa Transportation Advisory Committee (WCCTAC), to provide six one-way tickets on the Richmond ferry to people who currently commute between West Contra Costa (El Cerrito, Hercules, Pinole, Richmond and San Pablo) and San Francisco and currently drive alone to and from work. Funding for the program is provided by the Contra Costa Transportation Authority (CCTA) and Bay Area Air Quality Management District (BAAQMD). WETA is providing tickets to WCCTAC for the program at a discounted rate of \$4.50 per ticket to help convert solo-driver commuters to the ferry. The ticket distribution is being implemented via Hopthru, WETA's mobile ticketing partner. The program is capped at \$20,000 in tickets to be paid by WCCTAC. This would allow approximately 740 commuters to take advantage of the promotion. The program is set to run through June 2021, aligning with service and fare changes scheduled for July 2021.

May 2021 Update: The promotion launched on April 15 with 84 participants being accepted within the first week thanks to promotion from 511 Contra Costa and its partners. WETA will begin a social media campaign to drive participation in May. In its communication with participants, WETA will highlight the upcoming service and fare changes as well as its Clipper START discount program.

OTHER BUSINESS

PROP SF California Public Utilities Commission Filing

On October 11, 2019 WETA filed a response to an application by PROP SF, LLC to amend its certificate of public convenience and necessity (CPCN) to allow PROP SF to add unscheduled, prearranged vessel common carrier service between points in San Francisco, Marin, the Peninsula, and the East Bay, establish rates therefore, and a zone of rate freedom (ZORF) of 20 percent for both scheduled and unscheduled services. By way of background, in 2016, PROP SF obtained a CPCN from the California Public Utilities Commission (CPUC) to provide scheduled vessel common carrier service for service routes between San Francisco, Berkeley, Emeryville, and Redwood City. At the same time, another operator, Tideline Marine Group (Tideline), obtained a CPCN to provide vessel common carrier authority for both scheduled (landings in San Francisco, Berkeley, and Emeryville) and unscheduled, prearranged service (landings in San Francisco, Marin County, and the East Bay). WETA filed a response to the applications, stating its position that private operators can contribute to the development of a better water transportation system, but regulation is necessary to ensure that the private operators do not interfere with WETA's operations. PROP SF seeks to amend its 2016 CPCN to add authorization to provide unscheduled, prearranged vessel common carrier service, which it characterizes as similar to the authority granted to Tideline in 2016.

May 2021 Update: On April 15, 2021, the CPUC adopted the administrative law judge's proposed decision granting PROP SF's request to operate prearranged, unscheduled ferry service between points in San Francisco, Marin, San Mateo, Alameda, and Contra Costa counties at a \$20 per trip rate. The decision provides PROP SF with the flexibility to increase or decrease its rates for unscheduled and scheduled ferry service by up to 20 percent.

Significantly, PROP SF's authorization lasts for two years, during which time it may only operate routes that are not served currently by public ferry service. PROP SF's service must also comply with all applicable safety requirements, including those of the United States Coast Guard. PROP SF may not conduct any operation where any parking and docking facilities or other requirements regulated by the government are involved unless such operation is approved by the responsible government entity.

This decision closes the CPUC proceeding on PROP SF's application. WETA will continue to monitor activity by private operators to gain all possible insights into how best to maximize the viability of ferry service on San Francisco Bay.

Regional Measure 3

Following approval by the voters in June 2018, Regional Measure 3's (RM3) validity was challenged in two lawsuits filed in San Francisco Superior Court. After the courts at both the trial court and appellate court upheld the measure, the California Supreme Court granted review of the RM3 litigation on October 14, 2020. The Court then deferred any further action on the RM3 litigation pending disposition of another case it has also granted petition for review. That case, *Zolly v. City of Oakland*, presents a similar constitutional question to the one at issue in the RM3 litigation, namely, how to interpret an exception to the Constitutional definition of a tax for a charge imposed for entrance to or use of government property.

On January 1, 2019 BATA began collecting the first dollar of the approved toll increase. Toll revenues collected are being placed into an escrow account and will not be allocated to project sponsors until the lawsuits are settled. MTC staff has prepared general guidelines for RM3 program administration that the Commission adopted in December 2019.

May 2021 Update: The *Zolly* matter is now almost fully briefed. Amicus briefs were filed not only by BATA and the State legislature — with specific reference to the RM3 litigation—but also by MTC, the California League of Cities, and others. The only remaining step in the briefing process is for the parties to file any responses to amicus briefs. At that point, the Court will schedule the matter for oral argument. A reasonable expectation would be that oral argument in the *Zolly* matter would take place by the end of 2021. After oral argument, the Court has 90 days to issue an opinion. Once the *Zolly* opinion is issued, it is likely, though not guaranteed, that the Court would either set the RM3 matter for briefing or transfer the case back to the court of appeal for further consideration in light of the *Zolly* decision.

END

Attachment A

Monthly Operating Statistics Report March 2021

			Alameda/ Oakland	Harbor Bay †	Richmond	South San Francisco †	Vallejo	Systemwide
Boardings	vs. last month	Total Passengers March 2021	8,891		2,106		11,656	22,653
		Total Passengers February 2021	5,545		1,387		8,067	14,999
		Percent change	60.34%		51.84%		44.49%	51.03%
	vs. same month last year	Total Passengers March 2021	8,891		2,106		11,656	22,653
		Total Passengers March 2020	36,551	11,896	7,125	4,746	34,277	94,595
		Percent change	-75.68%	-100.00%	-70.44%	-100.00%	-65.99%	-76.05%
	vs. prior FY to date	Total Passengers Current FY To Date	54,698		14,740		88,003	157,441
		Total Passengers Last FY To Date	999,632	246,657	157,520	103,798	770,920	2,278,527
		Percent change	-94.53%	-100.00%	-90.64%	-100.00%	-88.58%	-93.09%
		Avg Weekday Ridership March 2021	387		92		507	985
Ops Stats		Passengers Per Hour March 2021	60		16		32	35
		Revenue Hours March 2021	149		134		363	646
		Revenue Miles March 2021	2,040		2,415		10,244	14,699
		Farebox Recovery Year-To-Date	4%		2%		6%	5%
		Cost per Available Seat Mile – March 2021	\$0.87		\$0.56		\$0.29	\$0.39
		Average peak hour utilization, AM – March 2021	10%		8%		13%	10%
		Average peak hour utilization, PM – March 2021	14%		9%		17%	13%
		Fuel Used (gallons) – March 2021	12,223		17,771		97,932	127,926
		Avg Cost per gallon – March 2021	\$2.62		\$2.62		\$2.49	\$2.34

† Service suspended on the Harbor Bay and South San Francisco routes due to COVID-19 effective March 17.

MEMORANDUM

TO: Board Members

**FROM: Seamus Murphy, Executive Director
Lynne Yu, Finance & Administration Manager
Deborah Tragsiel-Seidenberg, Accountant**

**SUBJECT: Monthly Review of FY 2020/21 Financial Statements for Nine Months
Ending March 31, 2021**

Recommendation

There is no recommendation associated with this informational item.

Summary

This report provides the attached FY 2020/21 Financial Statements for nine months ending March 31, 2021.

Operating Budget vs. Actual

	Prior Actual	Current Budget	Current Actual
Revenues - Year To Date:			
Fare Revenues	\$16,919,068	\$1,567,050	\$1,096,012
Federal - CARES Act	-	11,431,050	13,270,630
Bridge Toll Revenues	14,117,759	15,645,825	8,507,018
Contra Costa Measure J	2,057,958	2,691,375	2,507,950
Alameda Measure B/BB	-	1,170,975	-
Alameda Tax & Assessment		2,899,275	-
Other Revenues	26,470	-	-
Total Operating Revenues	\$33,121,254	\$35,405,550	\$25,381,611
Expenses - Year To Date:			
Planning & Administration	\$1,815,906	\$2,250,000	\$1,836,491
Ferry Services	31,305,348	33,155,550	23,545,119
Total Operating Expenses	\$33,121,254	\$35,405,550	\$25,381,611
System-Wide Farebox Recovery %	54%	5%	5%

Capital Actual and % of Total Budget

	YTD Actual	% of FY 2020/21 Budget
Revenues:		
Federal Funds	\$4,175,726	
State Funds	8,403,073	
Bridge Toll Revenues	426,104	
Other Revenues	1,179,577	
Total Capital Revenues	\$14,184,480	38.18%
Expenses:		
Total Capital Expenses	\$14,184,480	38.18%

Fiscal Impact

There is no fiscal impact associated with this informational item.

END

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San Francisco Bay Area Water Emergency Transportation Authority
FY 2020/21 Statement of Revenues and Expenses
For Nine Months Ending 3/31/2021

		Year - To - Date			% of Year Elapsed	75%
	Mar-21 Actual	FY2019/20 Actual	FY2020/21 Budget	FY2020/21 Actual	Total FY2020/21 Budget	% of Total Budget
OPERATING EXPENSES						
<u>FERRY OPERATIONS:</u>						
<u>Harbor Bay FerryService (AHBF)</u>						
Purchased Transportation	\$126,565	\$1,729,782	\$1,609,125	\$1,003,742	\$2,145,500	46.8%
Fuel - Diesel & Urea	-	394,079	369,525	-	492,700	0.0%
Other Direct Operating Expenses	23,006	389,093	638,775	205,467	851,700	24.1%
Admin Overhead Expense Transfer	-	84,240	96,225	-	128,300	0.0%
Total Harbor Bay	\$149,570	\$2,597,193	\$2,713,650	\$1,209,209	\$3,618,200	33.4%
<i>Farebox Recovery - AHBF</i>	0%	43%	4%	0%	4%	
<u>Alameda/Oakland Ferry Service (AOF)</u>						
Purchased Transportation	\$473,812	\$6,725,435	\$5,750,625	\$4,918,049	\$7,667,500	64.1%
Fuel - Diesel & Urea	32,007	1,406,371	1,217,775	222,919	1,623,700	13.7%
Other Direct Operating Expenses	147,526	1,433,638	1,773,900	1,173,538	2,365,200	49.6%
Admin Overhead Expense Transfer	24,960	342,423	303,825	236,070	405,100	58.3%
Total Alameda/Oakland	\$678,306	\$9,907,867	\$9,046,125	\$6,550,576	\$12,061,500	54.3%
<i>Farebox Recovery - AOF</i>	7%	59%	4%	4%	4%	
<u>Vallejo FerryService (Vallejo)</u>						
Purchased Transportation	\$748,450	\$8,263,931	\$7,660,050	\$8,048,484	\$10,213,400	78.8%
Fuel - Diesel & Urea	243,471	3,681,587	2,877,600	1,377,324	\$3,836,800	35.9%
Other Direct Operating Expenses	211,234	1,443,445	2,153,850	1,849,147	2,871,800	64.4%
Admin Overhead Expense Transfer	40,180	258,557	335,625	373,310	447,500	83.4%
Total Vallejo	\$1,243,335	\$13,647,520	\$13,027,125	\$11,648,265	\$17,369,500	67.1%
<i>Farebox Recovery - Vallejo</i>	9%	61%	7%	6%	7%	
<u>South San Francisco FerryService (SSF)</u>						
Purchased Transportation	\$99,737	\$1,573,203	\$1,310,100	\$814,165	\$1,746,800	46.6%
Fuel - Diesel & Urea	-	278,888	211,275	-	281,700	0.0%
Other Direct Operating Expenses	19,163	313,544	358,500	158,878	478,000	33.2%
Admin Overhead Expense Transfer	-	37,060	13,350	-	17,800	0.0%
Total South San Francisco	\$118,900	\$2,202,696	\$1,893,225	\$973,043	\$2,524,300	38.5%
<i>Farebox Recovery - SSF</i>	0%	35%	1%	0%	1%	
<u>Richmond FerryService (Richmond)</u>						
Purchased Transportation	\$212,697	\$2,207,401	\$2,540,325	\$2,333,746	\$3,387,100	68.9%
Fuel - Diesel & Urea	46,538	353,184	440,475	273,416	587,300	46.6%
Other Direct Operating Expenses	67,293	347,054	493,425	435,872	657,900	66.3%
Admin Overhead Expense Transfer	6,730	42,432	29,550	56,438	39,400	143.2%
Total Richmond	\$333,259	\$2,950,072	\$3,503,775	\$3,099,473	\$4,671,700	66.3%
<i>Farebox Recovery - Richmond</i>	4%	30%	77%	2%	1%	
<u>Seaplane Lagoon FerryService (SPL)</u>						
Purchased Transportation	\$0	\$0	\$0	\$0	\$0	0.0%
Fuel - Diesel & Urea	-	-	298,650	-	398,200	0.0%
Other Direct Operating Expenses	12,372	-	2,546,400	64,555	3,395,200	1.9%
Admin Overhead Expense Transfer	-	-	126,600	-	168,800	0.0%
Total Seaplane Lagoon	\$12,372	\$0	\$2,971,650	\$64,555	\$3,962,200	1.6%
<i>Farebox Recovery - SPL</i>	0%	0%	5%	0%	91%	
Sub-Total Ferry Operations	\$2,535,742	\$31,305,348	\$33,155,550	\$23,545,119	\$44,207,400	53.3%
<i>FAREBOX RECOVERY - SYSTEMWIDE</i>	7%	54%	5%	5%	5%	
<u>PLANNING & GENERAL ADMIN:</u>						
Wages and Fringe Benefits	\$168,862	\$1,442,226	\$1,406,025	\$1,363,767	\$1,874,700	72.7%
Services	59,011	757,102	1,317,225	790,577	1,756,300	45.0%
Materials and Supplies	1,057	9,141	28,050	(3,112)	37,400	-1.9%
Utilities	(2,651)	32,828	39,675	26,382	52,900	49.9%
Insurance	-	1,046	21,000	582	28,000	2.1%
Miscellaneous	1,491	45,924	48,900	26,493	65,200	40.6%
Leases and Rentals	33,384	292,350	294,300	297,619	392,400	75.8%
Admin Overhead Expense Transfer	(71,870)	(764,712)	(905,175)	(665,818)	(1,206,900)	55.2%
Sub-Total Planning & Gen Admin	\$189,285	\$1,815,906	\$2,250,000	\$1,836,491	\$3,000,000	61.2%
Total Operating Expenses	\$2,725,027	\$33,121,254	\$35,405,550	\$25,381,611	\$47,207,400	53.8%
OPERATING REVENUES						
Fare Revenue	\$170,287	\$16,919,068	\$1,567,050	\$1,096,012	\$2,089,400	52.5%
Federal Operating Assistance	782,331	-	11,431,050	13,270,630	15,241,400	87.1%
Regional - Bridge Toll	1,453,073	14,117,759	15,645,825	8,507,018	20,861,100	40.8%
Regional - Contra Costa Measure J	319,336	2,057,958	2,691,375	2,507,950	3,588,500	69.9%
Regional - Alameda Measure B/BB	-	-	1,170,975	-	1,561,300	0.0%
Regional - Alameda Tax & Assessment	-	-	2,899,275	-	3,865,700	0.0%
Other Revenue	-	26,470	-	-	-	0.0%
Total Operating Revenues	\$2,725,027	\$33,121,254	\$35,405,550	\$25,381,611	\$47,207,400	53.8%

San Francisco Bay Area Water Emergency Transportation Authority
FY 2020/21 Statement of Revenues and Expenses
For Nine Months Ending 3/31/2021

Project Description	Mar-21 Total	Total Project Budget	Total Prior Expense	Total FY2020/21 Budget	Total FY2020/21 Expense	Total Future Year	% of Total Project Budget Spent
CAPITAL EXPENSES:							
FACILITIES:							
Terminal Construction							
Downtown Ferry Terminal Expansion - South Basin	\$7,996	\$98,965,000	\$94,792,877	\$4,172,123	\$1,193,860	-	97%
Operations and Maintenance Facilities							
Ron Cowan Central Bay Operations & Maintenance Facility	1,173	64,932,400	64,348,080	584,320	9,728	-	99%
North Bay Facility Improvement - Fuel System	54,486	530,450	-	530,450	127,485	-	24%
Terminal Improvement							
Install Mooring Piles - Harbor Bay Terminal	-	446,500	59,927	386,573	340,689	-	90%
Terminal Rehabilitation - Engineering & Design Main Street	2,188	395,000	-	395,000	5,448	-	1%
Shoreside Infrastructure for All-Electric Vessel	-	4,760,000	-	2,002,000	-	2,758,000	0%
FERRY VESSELS:							
Vessel Construction							
445-Pax Expansion (Waterjet) Vessels - 2 vessels	-	46,745,000	43,324,292	3,420,708	1,586,870	-	96%
New Commuter Class High-Speed Vessels - 2 vessels	22,894	30,082,500	11,758,345	12,063,155	6,775,662	6,261,000	62%
Vessel Replacement - M/V Bay Breeze & MV Solano	1,417,204	34,600,000	251,717	9,158,283	3,006,605	25,190,000	9%
New All-Electric Vessel	-	4,300,000	-	1,834,000	-	2,466,000	0%
Vessel Rehabilitation and Refurbishment							
Vessel Engine Overhaul - M/V Argo and M/V Carina	-	240,000	125,730	114,270	-	-	52%
Vessel Engine & Reduction Gear Overhaul - MV Pisces	127	525,200	-	525,200	3,728	-	1%
Vessel Engine & Reduction Gear Overhaul - MV Bay Breeze	-	491,400	-	491,400	49	-	0%
Vessel Engine & Reduction Gear Overhaul - MV Peralta	-	1,400,000	-	1,400,000	1,055,459	-	75%
Vessel Engines Conversion - Gemini Class Vessels ¹	8,614	5,524,100	-	52,000	8,614	5,472,100	0%
CAPITAL EQUIPMENT / OTHER:							
Purchase Service Vehicles	-	101,000	28,125	72,875	70,282	-	97%
Total Capital Expenses	\$1,514,683	\$294,038,550	\$214,689,094	\$37,202,356	\$14,184,480	\$42,147,100	
CAPITAL REVENUES:							
Federal Funds	\$1,133,866	\$64,819,199	\$34,857,846	\$9,881,250	\$4,175,726	\$20,080,103	60%
State Funds	32,064	177,887,690	139,493,840	20,645,693	8,403,073	17,748,157	83%
Regional - Bridge Toll	55,395	43,123,284	39,100,555	965,562	426,104	3,057,166	92%
Regional - Alameda Sales Tax Measure B / BB	293,358	3,132,827	16,926	1,854,228	598,888	1,261,673	20%
Regional - Alameda TIF / LLAD / HBBPA	-	446,500	59,927	386,573	340,689	-	90%
Regional - San Francisco Sales Tax Prop K	-	1,400,000	1,160,000	240,000	240,000	-	100%
Other - Proceeds from Sale of End-of-Life Vessels	-	3,229,050	-	3,229,050	-	-	0%
Total Capital Revenues	\$1,514,683	\$294,038,550	\$214,689,094	\$37,202,356	\$14,184,480	\$42,147,100	

¹ On 3/4/2021, the Board approved adding the project to the FY20/21 Capital Budget with a total project budget of \$5,524,100, of which includes \$52,000 budgeted to be spent in this fiscal year.

TO: WETA Board Members

FROM: Peter Friedmann, WETA Federal Legislative Representative
Ray Bucheger, WETA Federal Legislative Representative

SUBJECT: WETA Federal Legislative Board Report – May 2021

This report covers the following topics:

1. Advocating for WETA's Priorities in the Surface Transportation Reauthorization Bill
 - a. *Funding for Mission Bay Ferry Terminal*
 - b. *Funding Levels of FHWA and FTA Ferry Programs*
2. How the Surface Transportation Bill Fits into the Larger "Infrastructure" Discussion

Advocating for WETA's Priorities in the Surface Transportation Reauthorization Bill

As the House Transportation and Infrastructure (T&I) Committee inches closer to taking up a surface transportation reauthorization bill to replace the Fixing America's Surface Transportation (FAST) Act (which expires on September 30, 2021), we have been working hard to advocate for WETA's priorities. The T&I Committee is aiming to take up and pass a surface transportation bill by Memorial Day.

Funding for Mission Bay Ferry Terminal

As part of the surface transportation reauthorization process, the House T&I Committee has brought back member-designated projects for the first time since the Congressional earmark ban was put in place in 2011. As part of this process, WETA partnered with the Port of San Francisco to put forth a request for \$12 million for construction of the Mission Bay Ferry Terminal, which Speaker Pelosi has asked to be included in the T&I Committee's bill. While there is no guarantee the surface transportation bill will be signed into law (more on this below), having the Speaker put the project forward does ensure the project will be funded if Congress is able to get the surface transportation bill to the President's desk, whether as a stand-alone bill or as part of a larger infrastructure package, and with member designated spending included.

On the latter part, it is notable that the Senate Environment and Public Works (EPW) Committee leadership is currently saying there will not be member-designated project funding in their bill. This doesn't necessarily mean the Senate will reject project-specific funding included in the House bill. Regardless, we are watching the process closely.

Funding Levels of FHWA and FTA Ferry Programs

We are continuing to work with other public ferry systems that comprise the Public Ferry Coalition to seek additional funding for the Federal Highway Administration (FHWA) Ferry Boats and Ferry Terminal Facilities Formula-Grant Program and the Federal Transit Administration (FTA) Passenger Ferry Competitive Grant Program. The FHWA and FTA programs are currently funded at \$80 million and \$30 million a year, respectively. Note that the FHWA and FTA programs fall under the jurisdiction of the T&I Committee in the House; however, in the Senate, the FHWA program falls under the jurisdiction of the EPW Committee, and the FTA program falls under the jurisdiction of the Banking Committee. Not only have we lobbied all these committees directly, but we have also asked members of Congress that sit on these committees to advocate for increased funding for the FHWA and FTA programs – this includes Senator Alex Padilla, who is a member of the EPW Committee, and Reps Jared Huffman, John Garamendi, and Mark DeSaulnier, who are all members of the T&I Committee.

How the Surface Transportation Bill Fits into the Larger “Infrastructure” Discussion

While there has been much discussion about a larger infrastructure package (which would include not only funding for highways, bridges, and transit, but also funding for drinking water and wastewater, broadband deployment, schools, and green energy, among other things) it remains unclear whether and when a large-scale infrastructure bill will be sent to the President. Whereas Speaker Nancy Pelosi has indicated she will combine the surface transportation bill that comes out of the T&I Committee with other pieces of infrastructure-related legislation that are passed through other committees and take up the combined package in the House of Representatives by July 4, Senate Majority Leader Chuck Schumer (D-NY) has been less clear about how the process will proceed in that chamber.

With respect to the Senate, we don't yet know whether leaders in that chamber will seek a bipartisan agreement or bypass regular order and proceed with a budget reconciliation package, similar to what House and Senate leaders did to pass the American Rescue Plan (the most recent COVID relief bill). While budget reconciliation is limited in scope – a reconciliation package can only include items that directly affect the revenue of the US government – it would allow Senate leaders to pass legislation with a simple majority (i.e. only Democratic votes), rather than seek to win the votes of at least 10 Republican Senators. While a bipartisan package would include much less funding than what President Biden has proposed, even the use of budget reconciliation doesn't guarantee success because a handful of moderate Democratic Senators have been non-committal about supporting that process.

Respectfully Submitted,
Peter Friedmann and Ray Bucheger



NOSSAMAN LLP | Memorandum

TO: WETA Board of Directors

FROM: Nossaman LLP - Nate Solov
Jennifer M. Capitolo & Associates – Jennifer Capitolo

DATE: April 28, 2021

RE: April 2021 - Legislative Update

Legislative Update

Legislative policy committee hearings are wrapping up this week for bills in their house of origin. Appropriations Committee hearings will start picking up in May and the deadline to pass bills out of each house is June 4. Then policy committee hearings will begin again in June as the legislature needs to complete their work by the September 10 adjournment deadline.

Budget hearings will start accelerating in May after the Governor releases his May Revise budget proposal. Hearings will continue through early June and the legislature will approve a budget by the June 15 deadline.

Bills of Interest

AB 629 passed out of the Assembly Transportation Committee on April 26. The bill tasks the Metropolitan Transportation Commission with creating a transit priority network, studying fares, and the creation of a standardized regional transit mapping and wayfinding system.

Federal Surface Transportation Funding Request

We worked with legislative offices to secure several letters supporting WETA's federal funding request for the Mission Bay Ferry Terminal. The following legislators submitted support letters:

Senators: Becker, Dodd, Skinner, Wiener

Assemblymembers: Chiu, Frazier, Grayson, Mullin, Ting, Wicks

CARB Regulations

We continue to communicate with CARB and legislators regarding CARB's proposed harbor craft regulations to make sure they are implemented in a way that allows WETA the flexibility to transition to electric ferries for certain routes in a reasonable way.

MEMORANDUM

TO: Board Members

FROM: Seamus Murphy, Executive Director
Kevin Connolly, Planning & Development Manager
Taylor Rutsch, Transportation Planner

SUBJECT: Monthly Ridership and Recovery Report

Background

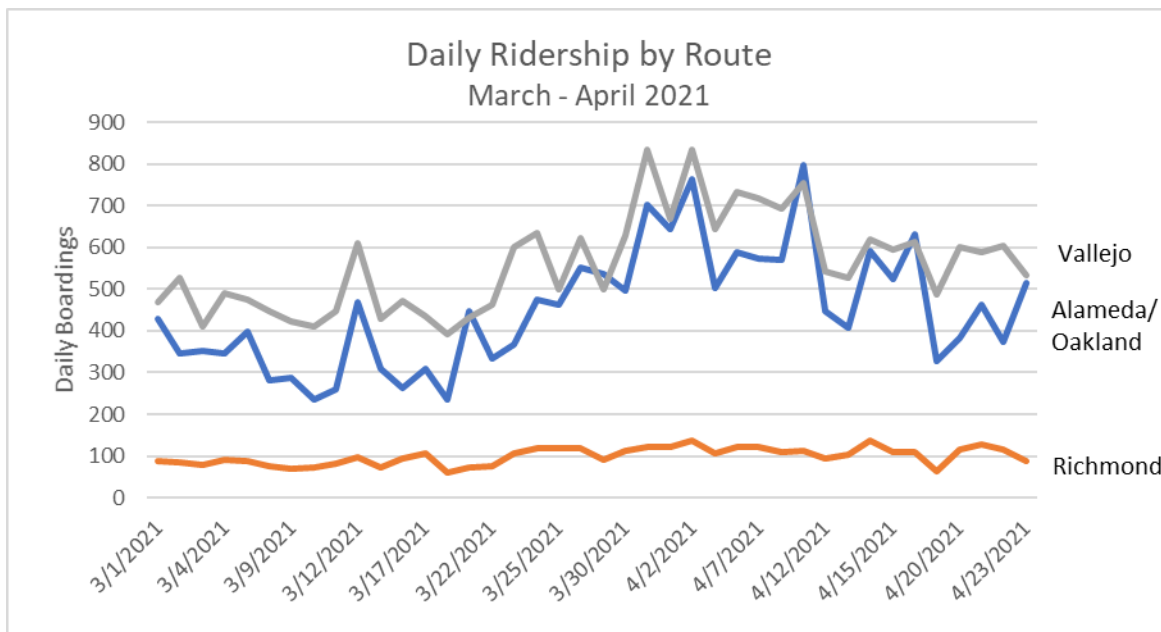
The WETA Ferry Service Recovery Plan (Plan) states that ferry service will restart at minimum levels to match expected reduced demand. Modifications in service will generally follow state guidelines for reopening the economy and subsequent changes in demand. The Plan calls for a monthly evaluation of ridership demand together with other measures relating to how the Bay Area is responding to the COVID-19 health crisis. The Monthly Ridership and Recovery Report presents a status report of the WETA system along with anticipated service adjustments for the upcoming weeks.

Discussion

1. Ridership and Forecasting

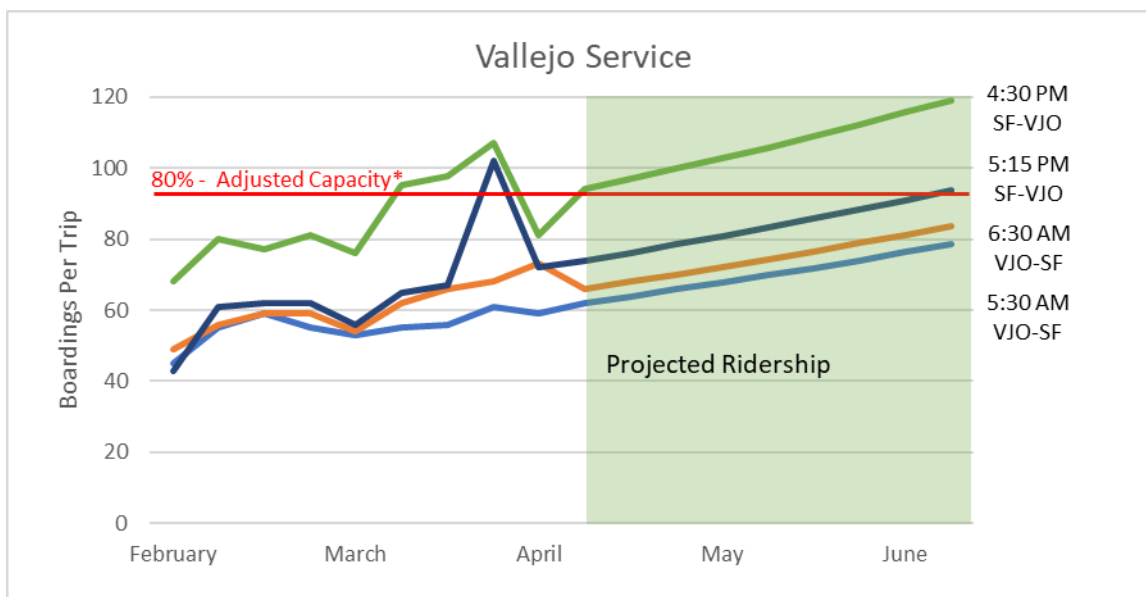
Systemwide

Systemwide average daily boardings increased 31 percent from March to April.



Vallejo

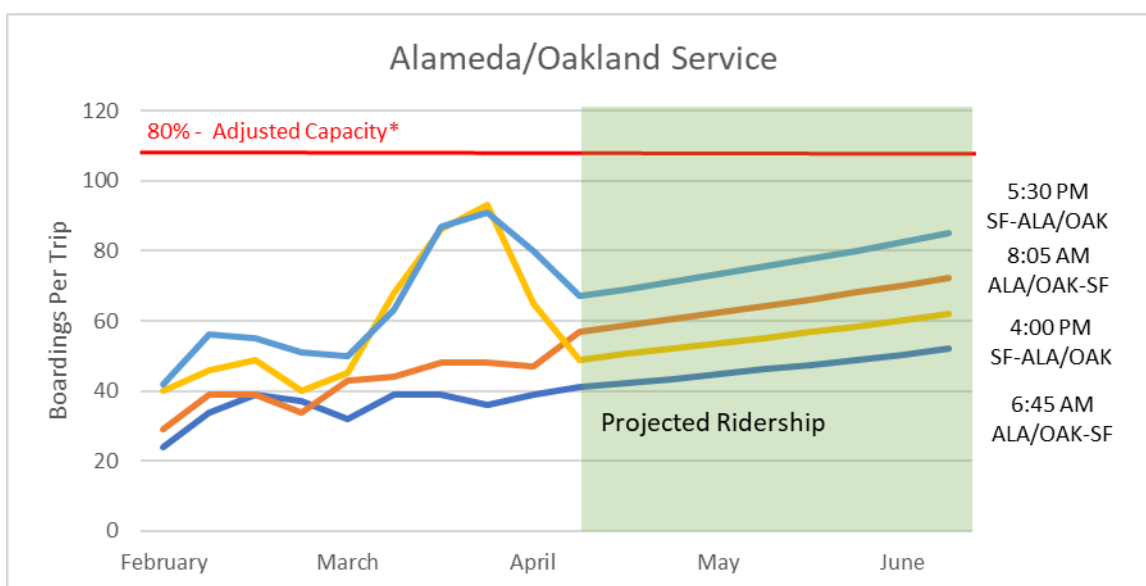
Ridership in Vallejo grew significantly in the first two weeks of April before dropping slightly towards the end the month. Vallejo ridership is projected to grow 3 percent per week, based on its rolling ridership average. The 4:30 pm and 5:15 pm San Francisco to Vallejo trips both surpassed the 80 percent adjusted capacity limit at some point in April.



*Adjusted capacity assumes the vessels will be limited to about 25% capacity due to physical distancing requirements

Alameda/Oakland

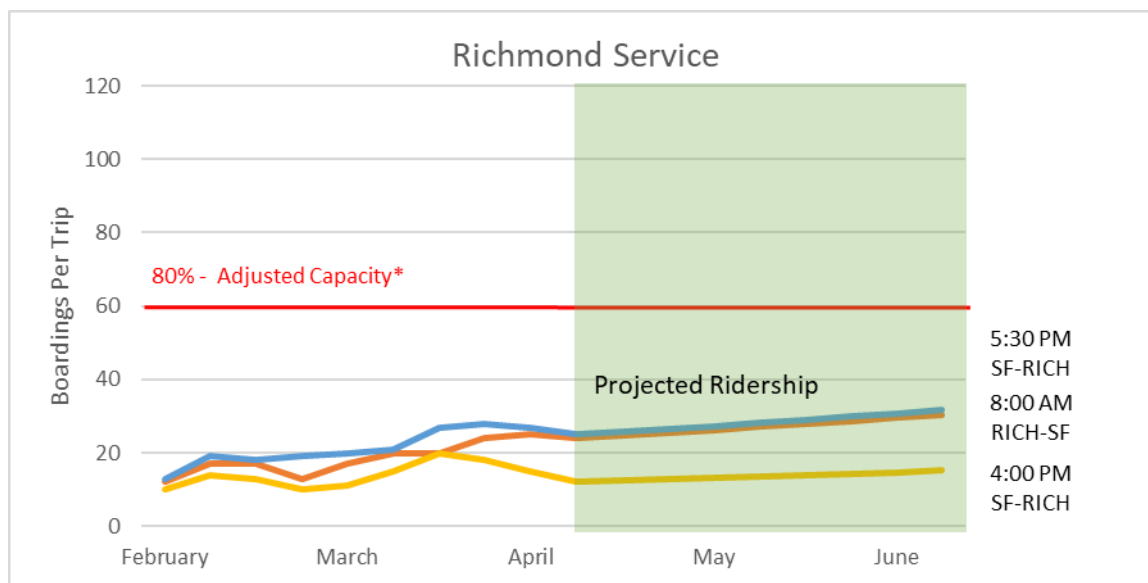
Alameda/Oakland ridership has experienced a similar pattern as Vallejo, with ridership growing significantly in early April before dropping slightly at the end the month. Alameda/Oakland ridership is projected to grow 3 percent per week, based on its rolling ridership average.



*Adjusted capacity assumes the vessels will be limited to about 25% capacity due to physical distancing requirements

Richmond

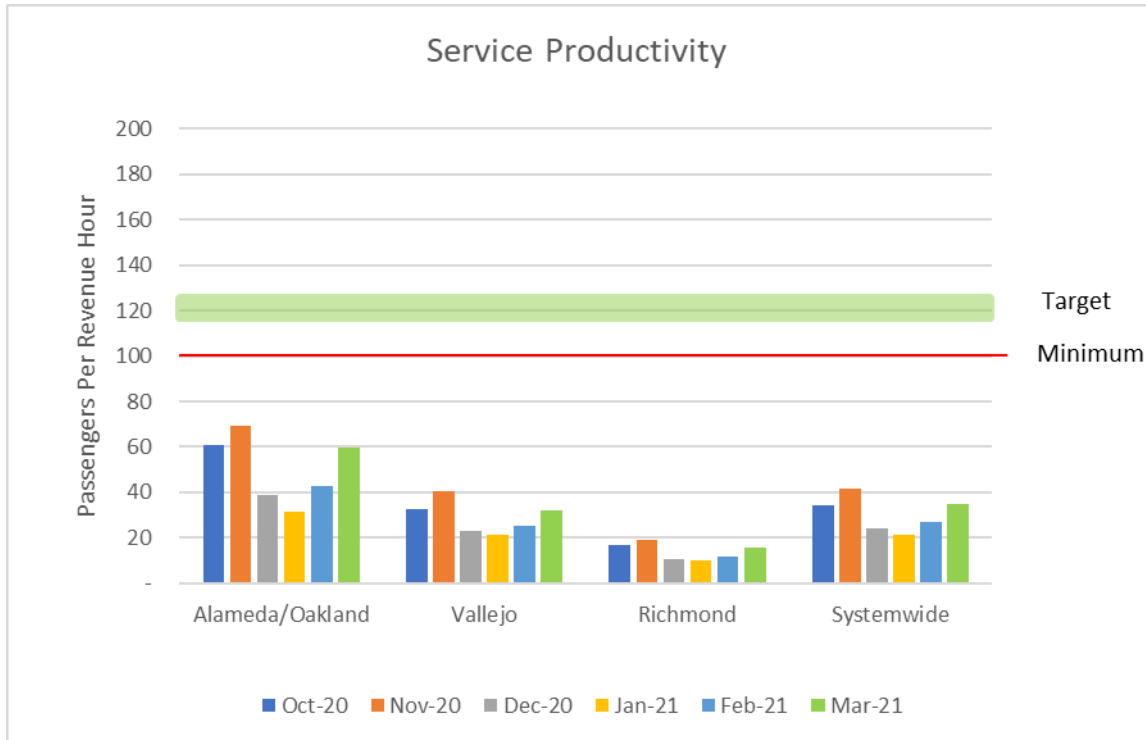
Richmond ridership grew slightly through March and April. Richmond ridership is projected to grow 3 percent per week, based on its rolling ridership average.



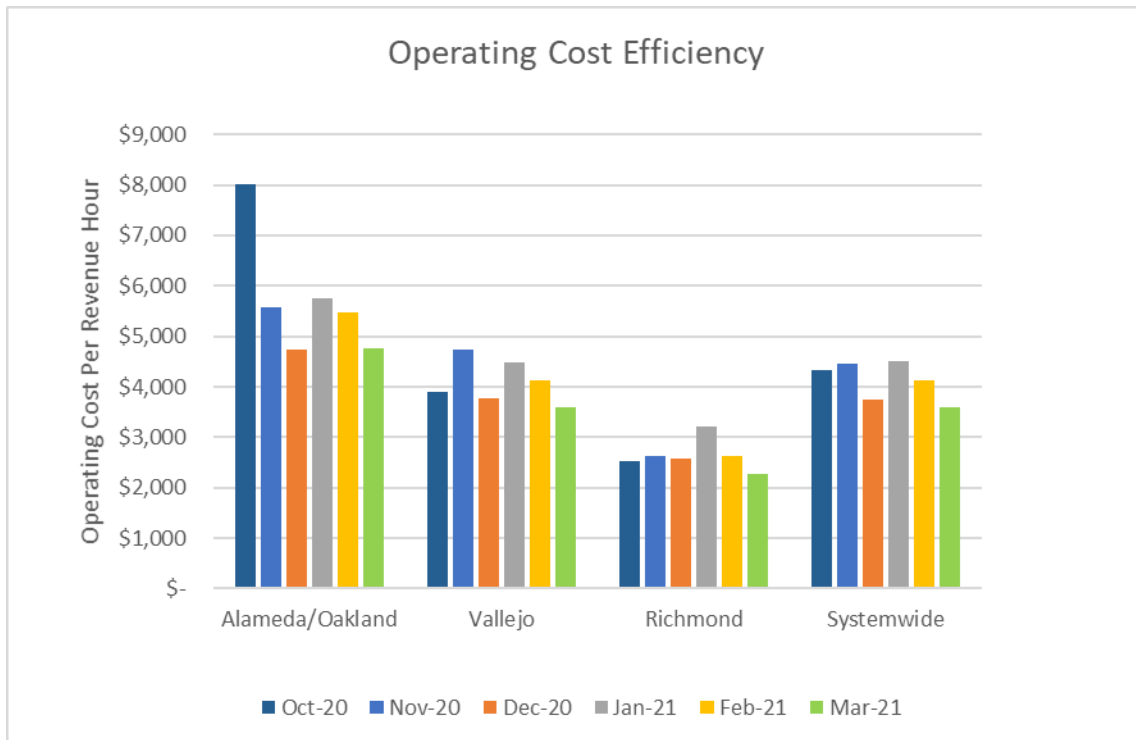
*Adjusted capacity assumes the vessels will be limited to about 25% capacity due to physical distancing requirements

2. Service Productivity and Efficiency

Systemwide passengers per revenue hour increased from 26 to 35 from February to March.



Systemwide operating cost per revenue decreased 13 percent from February to March.



3. Regional Context

The table below shows how each of WETA's service areas are impacted by the coronavirus. Solano County is the only Bay Area county still in the red tier, the rest are now in the orange tier, with most businesses allowed to reopen with restrictions.

County	Cases Per 100K (7-day average)	State Tier Rating
Alameda	4.8	Moderate
Contra Costa	5.7	Moderate
San Francisco	3.0	Moderate
Solano	8.0	Substantial
San Mateo	4.8	Moderate

WETA ridership, BART ridership, and bridge traffic all continued to grow in April.

Agency	% of normal ridership/traffic levels April 2021
WETA	12%
BART	14%
BATA Bridges (7-total)	92%

4. Outlook and Recommendations

Ridership grew significantly in late March and early April as many of the Bay Area counties moved into the less restricted orange tier. There was a slightly drop in ridership towards the end the month of April, however it is likely that ridership will continue to grow because of the lifted lockdown, the increased rollout of vaccinations, and as weather improves. For the remainder of May, staff recommends no change to the current services. However, staff will continue to monitor ridership levels to be prepared for service increases that may be warranted soon, especially with the 4:30 pm and 5:15 pm San Francisco to Vallejo trips. San Francisco MUNI has moved to 3-foot distancing on all transit with the approval of the County Department of Public Health. WETA is likely to explore increasing capacity on its vessels through the same rationale.

END

SAN FRANCISCO BAY AREA WATER EMERGENCY TRANSPORTATION AUTHORITY
MINUTES OF THE BOARD OF DIRECTORS MEETING

(April 1, 2021)

The Board of Directors of the San Francisco Bay Area Water Emergency Transportation Authority met in regular session via videoconference consistent with California Governor Gavin Newsom's Executive Orders N-25-20 and N-29-20 to ensure social distancing and help mitigate the transmission of COVID-19.

1. CALL TO ORDER

Chair James Wunderman called the meeting to order at 1:32 p.m. He welcomed directors, staff, and meeting guests and noted that the meeting was being recorded. Chair Wunderman advised guests about offering public comment and how guests could sign up to speak throughout the meeting.

2. ROLL CALL

Chair Wunderman, Director Jessica Alba, Director Jeffrey DelBono, Director Anthony Intintoli, and Director Monique Moyer were in attendance.

3. PUBLIC HEARING ON PROPOSED FISCAL YEAR 2022 PANDEMIC RECOVERY PROGRAM

The purpose of this item was to conduct a formal public hearing to receive comments on the proposed Fiscal Year 2022 Pandemic Recovery Program (Program). The Program proposes to expand service outside of peak periods and reduce fares throughout the WETA system for a period of one year to attract new and former riders back to the ferry. The public hearing follows a one-month public engagement effort by staff that yielded broad participation and comments from over 100 members of the public.

Chair Wunderman called for public comments on the Program, and there were none.

4. REPORT OF BOARD CHAIR

Chair Wunderman said that the Bay Area Council had held its Washington, DC week and was able to meet with almost every member Congress in the Bay Area as well as Transportation Secretary Pete Buttigieg where the importance of water transit was discussed. Executive Director Seamus Murphy was able to participate in several of the meetings.

He remarked that a couple of days later President Joe Biden had unveiled the American Jobs Plan, a \$2 trillion infrastructure package which includes billions of dollars for transportation infrastructure and clean energy and said that there is a lot of follow up work including how to pay for all of it.

Chair Wunderman commented that it was not evident from the WETA website that the agency operates San Francisco Bay Ferry service and asked staff to look for ways to make it easier for people to navigate to information about the service.

5. REPORTS OF DIRECTORS

Director Intintoli reported that he had attended a meeting of the Government Affairs Committee of the Vallejo Chamber where Congressman Mike Thompson made a presentation indicating that there is money in the infrastructure package for ferries and electrification.

Director Moyer wanted to take a moment to recognize the passing of Anne Halsted for her contributions to public service. Ms. Halsted was a civic leader who served on many government commissions and community committees.

Director Moyer made a motion to adjourn today's meeting in Ms. Halsted's honor.

Chair Wunderman seconded the motion and the item passed unanimously.

Yeas: Alba, DelBono, Intintoli, Moyer, Wunderman. Nays: None.

Director Alba noted that transit workers were prioritized into the essential work category to receive vaccinations and that the American Jobs Plan included a focus on climate change and equity.

6. REPORTS OF STAFF

Mr. Murphy invited WETA General Counsel Madeline Chun from Hanson Bridgett LLP to provide a summary of the proposed decision by the California Public Utilities Commission (CPUC) administrative law judge on the application to amend the certificate of public convenience and necessity (CPCN) filed by PROP SF, LLC (PROP SF). Ms. Chun said that details about what is meant by current service were not provided in response to Chair Wunderman.

Chair Wunderman commented that private carriers can play an important role in creating more water transit and asked if anyone from PROP SF was in attendance to comment.

PROP SF Alex Kryska agreed that the decision made overall sense and that the intent was to find ways to build water transit and help augment service.

Mr. Murphy reported on items related to the Blue Ribbon Transit Recovery Task Force (Task Force): 1) over half of Blue & Gold Fleet's (Blue & Gold) frontline staff have received at least one vaccination shot, 2) the need to explore increase transit capacity in coordination with other transit operators, and 3) Assembly Bill 629 (Chiu) San Francisco Bay Area: public transportation which is intended to streamline the Bay Area's transit systems and simplify the rider experience.

Mr. Murphy said that WETA had received the recommended \$13.5 million from the Coronavirus Response and Relief Supplemental Appropriations Act (CRRSAA) and that \$1.7 billion was expected for the region from the American Rescue Plan that was approved by Congress.

Mr. Murphy provided five written reports and offered to answer questions.

Planning & Development Manager Kevin Connolly provided an update on the Monthly Ridership and Recovery Report. Mr. Connolly reported that there was a strong increase in ridership correlated with the weather and the opening up of the economy putting a strain on capacity. He said that capacity has been increased slightly with the warmer weather with an adjustment to account for the outdoor seating. He noted that the capacity issues were experienced pre-pandemic on normal days and offered to answer any questions.

Director Alba asked if WETA was planning to increase capacity or add extra vessels. Mr. Connolly said increasing capacity would be the ultimate solution; however, in the meantime, a backup vessel

is in place for one of the two impacted departures. Mr. Murphy noted that transit agency general managers were going to meet to discuss capacity issues at a regional level that are consistent across all modes.

Chair Wunderman called for public comments, and there were none.

Chair Wunderman complimented staff for updating the Executive Director's report to a shortened, more readable format.

7. CONSENT CALENDAR

Director DelBono made a motion to approve the consent calendar:

- a. Board Meeting Minutes – March 4, 2021
- b. Authorize Submission of an Allocation Request to the California Department of Transportation for FY 2020/21 Low Carbon Transit Operations Program Grant Funds

Chair Wunderman called for public comments on the consent calendar, and there were none.

Director Alba seconded the motion, and the consent calendar carried unanimously.

Yeas: Alba, DelBono, Intintoli, Moyer, Wunderman. Nays: None.

8. OVERVIEW OF 2021 ONBOARD RIDERSHIP SURVEY

Transportation Planner Taylor Rutsch presented this informational item and shared his presentation summarizing the preliminary results from the February 2021 onboard survey of current WETA riders. He reported that 267 surveys provided in English, Spanish, and simplified Chinese were completed between the three routes and that a full, detailed report would be posted online.

Director DelBono said that he has been riding the ferry and that the report reinforced what he was hearing.

Chair Wunderman said with all the changes happening to consider doing an annual survey to be better prepared for whatever comes.

Chair Wunderman called for public comments, and there were none.

9. ADOPT FISCAL YEAR 2022 PANDEMIC RECOVERY PROGRAM

Senior Planner/Project Manager Michael Gougherty introduced this item recommending adopting the Fiscal Year 2022 Pandemic Recovery Program (Program) and authorizing the Executive director to take related actions necessary to implement the Program. He shared his presentation stating that the Program was a compilation of efforts from Operations, Planning & Development, and Public Information & Marketing.

Mr. Gougherty provided an overview of the Program outlining the goals and challenges of the Program. He reminded the Board that the thirteen core principles that were adopted at the February meeting were used by staff to develop the proposed program, highlighted a few of the service and fare changes, and focused on revisions to the Program based on public feedback.

Mr. Gougherty invited Public Information & Marketing Manager Thomas Hall to provide a summary on public outreach efforts and marketing campaign and Transportation Planner Arthi Krubanandh to provide detailed information about the virtual open house and the public comments received.

Mr. Gougherty wrapped up the presentation by noting the exciting addition of the Seaplane Lagoon resulting in a new service and reduced travel times with the implementation of the Seaplane Shift.

Chair Wunderman congratulated and thanked staff for the great presentation and thorough report. The Directors commended the Board and staff on the item. Director Intintoli expressed concern that no comments regarding the Vallejo monthly pass were not received. Mr. Murphy said that there would be opportunities to make changes and be responsive to the riders.

PUBLIC COMMENT

Richmond resident Tod Kong supported the Program especially the midday and weekend addition to the Richmond ferry schedule.

The Directors thanked staff for listening to the values of the Board and of the community.

Mr. Connolly confirmed that with some exceptions, the Program would start in July with the start of the fiscal year.

Director Alba made a motion to approve the item.

Director Intintoli seconded the motion, and the item passed unanimously.

Yeas: Alba, DelBono, Intintoli, Moyer, Wunderman. Nays: None.

10. OVERVIEW OF CALIFORNIA AIR RESOURCES BOARD'S PROPOSED AMENDMENTS TO THE COMMERCIAL HARBOR CRAFT REGULATIONS AND WETA'S ALTERNATIVE COMPLIANCE PATHWAY PLAN

Program Manager Lauren Gularte introduced this informational item providing an overview of the California Air Resources Board's proposed amendments to the commercial harbor craft regulations and WETA's alternative compliance pathway plan.

Ms. Gularte provided an overview of the new vessel requirements and how the new regulations would affect the current WETA fleet. Operations & Maintenance Manager Tim Hanners offered WETA's alternative compliance pathway and funding opportunities, and Senior Planner/Project Manager Chad Mason provided an overview of the shoreside infrastructure study.

Mr. Murphy provided a timeline of future actions required over the next year.

Chair Wunderman stated as in past that WETA should be the trendsetter and should be moving in the direction of exploring cleaner vessels. He said that WETA looked at different types of zero-emission vessels including electric, hydrogen, and fuel cell in the past and the availability and viability of the options and it was determined that the commercially available tier 4 engines were the best option.

Director DelBono left the meeting at 3:54 p.m.

Director Alba thanked staff for putting together a concise and informative presentation and wanted to make certain that WETA remained ahead of replacement funding opportunities.

Mr. Hanners said that the installation of the diesel particulate filter (DPF) would result in a reduction of passengers, and Mr. Mason said he anticipated getting into the subsequent phases of the shoreside infrastructure study within the timeframe outlined in response to Director Alba.

Director Moyer commented that it was very challenging time and cost wise bringing shoreside power to the James R. Herman Cruise Terminal at Pier 27. She applauded staff for their creativity and ingenuity in looking for alternative solutions for helping to address the overall global climate issues and suggested investing in environmental partnerships.

Director Intintoli said the regulations threaten the ability to run a service of any length and asked about funds from Regional Measure 3 (RM3). Mr. Murphy stated that RM3 funds could be used if those funds became available but that using them to comply with CARB regulations would limit the agency's ability to expand and improve service.

Chair Wunderman stated that the U.S. government needs to help the maritime industry more broadly if the industry was contributing to greenhouse gas and particulate matter pollution.

PUBLIC COMMENT

Kelly Hammargren said that WETA must move to the new technology of electric to exist in the future.

Chair Wunderman noted that the demand for ferry service was growing leading up to the pandemic and that WETA has the most modern, cleanest fleet in the U.S.

11. PUBLIC COMMENTS FOR NON-AGENDA ITEMS

No further public comments were shared.

With all business concluded, Chair Wunderman adjourned the meeting in honor of Anne Halsted at 4:12 p.m.

- Board Secretary

END

MEMORANDUM

TO: Board Members

FROM: Seamus Murphy, Executive Director

Kevin Connolly, Planning & Development Manager
Chad Mason, Senior Planner/Project Manager

SUBJECT: Authorize Release of an Invitation for Bid for Dredging and Marine Construction Services for the Terminal Dredging - Vallejo Project

Recommendation

Authorize the release of an Invitation for Bids (IFB) for dredging and marine construction services for the *Terminal Dredging – Vallejo* project (Project).

Background/Discussion

The Vallejo terminal ferry basin requires maintenance dredging every three to four years to support ongoing service operation. A full dredge of the Vallejo terminal area is due in 2021. Maintenance dredging is required to ensure that the passenger float is buoyant at all tidal levels and to ensure access is maintained for WETA ferry vessels. Foth & Van Dyke and Associates Inc. (Foth, formerly CLE Engineering) has assisted WETA in providing technical dredging assistance on several previous dredging episodes at Vallejo terminal. Foth is assisting staff, under an on-call professional services contract with permitting, material sampling, and dredging surveys in preparation for the Project. Foth will also monitor the work and performance of the marine construction firm ultimately selected to complete the Project.

Staff requests authorization to release an IFB to solicit proposals from marine construction firms to perform dredging and other work necessary to complete the Project. The scope of work for the project includes:

- Removing the passenger float for access to the dredging site
- Relocation of the spare passenger float from Pier 48 ½ in San Francisco to Vallejo for the temporary terminal
- Installation of a temporary ferry terminal including the passenger float, pilings, and gangway
- Dredging the ferry terminal basin
- Miscellaneous repairs to the permanent passenger float
- Delivery and reinstallation of the spare passenger float at Pier 48 ½ in San Francisco

Once authorized, staff will release the IFB to select a contractor for the Project. Staff anticipates being in a position to recommend award of a contract for this work at the July 2021 Board meeting. The Project is anticipated to be complete by October 2021.

The basin and approaches have subsequently undergone maintenance dredging in 2003, 2008, 2011, 2015, 2017 and 2018. WETA was responsible for all dredging episodes after 2011. Dredging costs have increased substantially during this time period. Staff is initiating an effort to analyze terminal reconfiguration options that would substantially reduce or eliminate the need for maintenance dredging. The initial phase of this work will include development of reconfiguration concepts, hydrodynamic analysis, and stakeholder and resource agency consultation. Staff anticipates providing an update to the Board on this work later in 2021.

Fiscal Impact

There is no fiscal impact associated with the release of this Invitation for Bids. The *Terminal Dredging – Vallejo* project will be included in the FY 2021/22 Capital Budget with a total project budget of \$2,787,600, funded with Federal Transit Administration grant funds and AB664 Bridge Toll Revenues. The contract will not be awarded until July 2021, within the FY 2021/22 budget cycle.

END

MEMORANDUM

TO: Board Members

FROM: Seamus Murphy, Executive Director
Kevin Connolly, Planning & Development Manager
Chad Mason, Senior Planner/Project Manager

SUBJECT: Approve Amendment to the Ferry Services Operation Transfer Agreement with the City of Alameda for the Rights and Responsibilities of the Main Street and Harbor Bay Terminals

Recommendation

Approve the amendment to the Ferry Services Operation Transfer Agreement with the City of Alameda for the Main Street and Harbor Bay Terminals and authorize the Executive Director to execute the amendment.

Background

On February 25, 2011, WETA and the City of Alameda (City) executed a Ferry Service Operations Transfer Agreement (Transfer Agreement) applicable to the Main Street and Harbor Bay Ferry Terminals and contemplated possible future ferry service at Seaplane Lagoon. The Transfer Agreement identified ongoing obligations of the parties including ownership and maintenance of physical assets, as well as funding and ferry service obligations. Under the Transfer Agreement, WETA was granted ownership of the waterside assets for the existing terminals. The City maintained ownership of the land area of the existing terminals as well as the landside assets with WETA responsible for daily operations and maintenance of those landside assets.

On January 14, 2020, WETA and the City executed the Seaplane Lagoon Ferry Terminal Operating Agreement (Seaplane Agreement). Under the Seaplane Agreement, WETA owns the waterside assets (e.g. docks, landings, etc.) and is responsible for their maintenance, repair, and replacement. The City owns and maintains at its sole expense the Seaplane Lagoon landside area, submerged lands, and landside assets. The Seaplane Agreement identified the goal of amending the 2011 Transfer Agreement to transfer the maintenance and operations obligations for the Main Street and Harbor Bay Terminals' landside improvements from WETA to the City and acknowledged that the City may institute parking fees at all three Alameda Terminals.

Since the approval of the Seaplane Agreement, staff has been working with City staff to develop the subject agreement that will govern the operation and maintenance responsibilities for the Main Street and Harbor Bay Ferry Terminals. The Alameda City Council is scheduled to consider the Agreement at its May 4, 2021 meeting.

Discussion

The purpose of the Agreement is to update certain aspects of the 2011 Transfer Agreement and define the rights and responsibilities of WETA and the City for day-to-day management, operations, and long-term maintenance, repair and replacement of landside assets and improvements at the Main Street Terminal and Harbor Bay Terminal. The draft Agreement is included as Attachment A to this memorandum.

Per the draft Agreement, WETA's rights and responsibilities include the maintenance and management of the waterside assets are defined as those shown in Exhibits A and B of the Agreement, including:

- Pier, Access Gate, Awning Gangway
- Passenger Boarding Float
- Fixed Piles
- Channel Markers (Harbor Bay)

WETA shall continue to own, operate, maintain, repair, and replace the waterside assets at WETA's sole expense, pay for utility charges associated with waterside assets, and pay for any additional waterside equipment or dredging, as necessary, for ferry service operation.

The City's rights and responsibilities include the maintenance and management of the Landside Assets. Landside Assets are defined as those shown in Exhibits A and B of the Agreement, and include:

- Seawall/Shoreline
- Parking Facilities (automobile and bicycle)
- Passenger drop-off and pick-up area
- Public Restroom and Passenger Waiting Area

The City will no longer transfer Harbor Bay Landscape and Lighting Assessment District (LLAD) funds, typically \$78,194 annually, to WETA, and the City will consult with WETA on any changes to parking policy or fees, but the City will retain sole authority over when to institute parking charges and the amount of those fees.

Per the 2011 Transfer Agreement, WETA and the City are required to conduct a 10-year review in 2021 of the annual operating subsidies that the City of Alameda provides to WETA. Alameda provides an operating subsidy of approximately \$500,000 annually to WETA for the Harbor Bay Ferry service. Given the Covid-19 pandemic, and the remaining uncertainty of Regional Measure 3 (RM3), the 2021 draft Agreement establishes an expectation that within one year of execution, the Parties will evaluate WETA's funding needs for the Alameda Harbor Bay Ferry Service and the City's transportation funding priorities for Harbor Bay.

Fiscal Impact

The agreement decreases maintenance obligations and costs because WETA would no longer be responsible for daily operations and maintenance of landside assets at Main Street Terminal and Harbor Bay Terminal. On average, total annual landside maintenance for both terminals is approximately \$142,000. Operating costs for these terminals will be adjusted accordingly in the FY 2021/22 Operating Budget.

END

Attachment A – First Amendment to Ferry Service Operations Transfer Agreement

**FIRST AMENDMENT
TO
FERRY SERVICE OPERATIONS TRANSFER AGREEMENT**

This First Amendment to Ferry Service Operations Transfer Agreement (“**Amendment**”) is entered into effective _____, 2021 by and between the City of Alameda (“**City**”) and the San Francisco Bay Area Water Emergency Transportation Authority (“**WETA**”) (collectively, the “**Parties**” and individually a “**Party**”).

RECITALS

- A.** City is a charter city and a municipal corporation located in Alameda County, California and is the successor agency to the Alameda Reuse and Redevelopment Authority.
- B.** WETA is a regional public transit agency tasked with operating and expanding ferry service on the San Francisco Bay and with coordinating the water transit response to regional emergencies. Pursuant to California Government Code Section 66540.7(a), WETA has "the responsibility within the area of its jurisdiction to study, plan, and implement any improvements, expansion, or enhancements of existing or future public transportation ferries and related facilities and services."
- C.** On February 25, 2011, the Parties executed a Ferry Service Operations Transfer Agreement (“**Transfer Agreement**”) applicable to the Main Street Ferry Terminal and Harbor Bay Ferry Terminal ("**Ferry Terminals**") and contemplated possible future ferry service at the Seaplane Lagoon Ferry Terminal.
- D.** The Transfer Agreement identified ongoing obligations of the Parties related to the Ferry Terminals, including ownership of the real property and physical assets, maintenance responsibilities, funding, and long-term operation of ferry services. Under the Transfer Agreement, WETA was granted ownership of the waterside assets for the Ferry Terminals, generally including passenger floats, gangways, pile supported structures and fixed piles. The City maintained ownership of all real property comprising the Ferry Terminals, including submerged lands. The City also maintained ownership of the landside assets, with WETA responsible for daily operations and maintenance of those landside assets. The Transfer Agreement established provisions for infrastructure maintenance and repair, which obligated WETA to assume financial responsibility for the Ferry Terminals, including property management and funding for ongoing costs of maintaining, repairing, and replacing waterside and landside assets.
- E.** In 2014, the City adopted the Alameda Point Transportation Demand Management Plan, and in 2018 the City adopted the Transportation Choices Plan. Both plans call for active management and pricing of ferry terminal parking in Alameda.
- F.** On January 14, 2020, the Parties executed the Seaplane Lagoon Ferry Terminal Operating Agreement (“**Seaplane Agreement**”). The Seaplane Agreement defined the rights and responsibilities for of the Parties in connection with operation of ferry service at Seaplane

Lagoon Ferry Terminal, which was anticipated to open for operations on or around August 13, 2020. Under the Seaplane Agreement, the City owns and maintains, at its sole expense, the Seaplane Lagoon Terminal landside area, submerged lands and landside assets including the fixed pier. WETA is the owner of the Seaplane Lagoon Terminal waterside assets and is responsible, at its sole expense, to maintain, repair, and replace these assets. On January 14, 2020, the Parties entered into a License Agreement granting reciprocal access rights to the landside and waterside areas of the Seaplane Lagoon Terminal, all as further described in the Seaplane Agreement.

- G. The Seaplane Agreement identified the goal of amending the Transfer Agreement to transfer the maintenance and operations obligations for the Main Street Terminal and Harbor Bay Terminal landside improvements from WETA to the City. It also acknowledged the possibility of the City instituting parking fees at all three Alameda ferry terminals to provide funding for maintenance of those facilities.
- H. In October 2018 and again in December 2019, the WETA Board was presented with a service concept that introduces commuter service at the Seaplane Lagoon Terminal while maintaining midday and weekend service at the Main Street Terminal. The concept would allow parking to be “split” between the two terminals in western Alameda, allowing sufficient capacity at the Main Street Terminal for ferry passengers to park on one of three paved parking lots without relying on the unpaved parking in the area.
- I. The Parties now desire to amend the Transfer Agreement to modify certain rights and responsibilities of the Parties in connection with the responsibility for day-to-day management, operations and long-term maintenance, repair and replacement of landside assets and improvements at the Ferry Terminals as set forth herein.

AGREEMENT

- 1. **Defined Terms.** Capitalized terms used in this Amendment without definition shall have the same meaning given to such terms in the Transfer Agreement.
- 2. **City's Rights and Responsibilities.**

A. The following definitions shall apply to this Section 2:

"Landside Assets" means the **"Harbor Bay Terminal Landside Assets"** and the **"Main Street Terminal Landside Assets."**

"Harbor Bay Terminal Landside Assets" means the following improvements located at the Harbor Bay Terminal, which are depicted and identified in Exhibit A:

- Parking facilities;
- Passenger drop-off and pick-up area and/or “Kiss and Ride” area;
- Public restroom facilities;
- Covered and partially enclosed passenger waiting area;
- San Francisco Bay Trail and other public access pathways;

- Bike access routes and bike parking areas;
- Bike racks and electronic bike lockers; and
- Other ancillary improvements and assets including landscaping, irrigation, drainage, signage, electrical infrastructure, and lighting.

"Main Street Terminal Landside Assets" means the following improvements located at Main Street Terminal, which are depicted and identified in Exhibit B:

- All improvements to the landside at the point of junction of the sea wall (or comparable structure) and the shoreline;
- Parking facilities;
- Passenger drop-off and pick-up area and/or "Kiss and Ride" area;
- Public restroom facilities;
- Covered and partially enclosed passenger waiting area;
- San Francisco Bay Trail and other public access pathways;
- Bike access routes and bike parking areas;
- Bike racks and electronic bike lockers with in and adjacent to the Ferry Terminal Waiting Area; and
- Other ancillary improvements and assets including landscaping, irrigation, drainage, signage, electrical infrastructure, and lighting.

B. Notwithstanding anything to the contrary in the Transfer Agreement, the City's rights and responsibilities in connection with maintenance and repair of the Landslide Assets are as follows:

- i. The City must maintain and manage, at its sole expense, all Landside Assets. In particular, and without limiting the generality of the previous sentence, the City must maintain and manage the City Lot, the Authority Lot, and the Harbor Bay Parking Lot, as those terms are defined in Section 11.6 of the Transfer Agreement (collectively "**Parking Lots**"). To the extent the Transfer Agreement provides for any limits on the City's obligations to maintain and manage the Parking Lots, those limits are deleted. To the extent the Transfer Agreement imposes any obligations on WETA to maintain and manage the Parking Lots, those obligations are deleted. To the extent the Transfer Agreement requires the City to transmit Alameda Lighting and Landscaping Assessment District (LLAD) funds to WETA for maintenance of the Harbor Bay Landside Assets, pursuant to Section 11.2 of the Transfer Agreement, those requirements are deleted. The City's control over the Parking Lots includes the exclusive right to establish, collect, and retain public parking fees for the use of Parking Lots, and determine the use of the fees collected in its sole discretion. City agrees to consult with WETA on parking policy and fees. The forgoing obligations shall supersede those obligations set forth in Sections 11.4 and 11.6 of the Transfer Agreement. To the extent there is a conflict between this Amendment and the Transfer Agreement, this Amendment shall control.
- ii. The City must pay for all utility charges associated with the Landside Assets.

- iii. The City shall have the exclusive right to use, and permit third parties to use, Landside Assets for recreational, commercial, or other uses, provided that the use does not disrupt WETA's provision of ferry service, or WETA's use of Waterside Assets in association with its provision of ferry service. City agrees to notify WETA in advance if it permits a third-party to use any Landside Assets.

3. **WETA's Rights and Responsibilities.**

A. The following definitions shall apply to this Section 3:

"Waterside Assets" means the **"Harbor Bay Terminal Waterside Assets"** and the **"Main Street Terminal Waterside Assets."**

"Harbor Bay Waterside Assets" means the following personal property located at the Harbor Bay Terminal and shown on Exhibit A:

- Pier serving as a passenger walkway from the land to the gangway;
- An access control gate located on the pier to provide access to the gangway;
- A gangway connecting the pier to the passenger boarding float;
- The awning over the gangway to provide protection from the elements while passengers are loading the ferry;
- A passenger boarding float for entering and exiting a ferry vessel;
- Fixed piles supporting the float, gangway and pier;
- Channel markers and Harbor Bay Ferry lighting; and
- Any other waterside equipment WETA deems necessary for operation of the Harbor Bay Terminal.

"Main Street Waterside Assets" means the following personal property located at the Main Street Terminal which are as depicted and identified in Exhibit B:

- Pier serving as a passenger walkway from the land to the gangway;
- An access control gate located on the pier to provide access to the gangway;
- A gangway connecting the pier to the passenger boarding float;
- The awning over the pier and gangway to provide protection from the elements while passengers are waiting for and loading the ferry;
- A passenger boarding float for entering and exiting a ferry vessel;
- Fixed piles supporting the float, gangway and pier; and
- Any other waterside equipment WETA deems necessary for operation of the Main Street Terminal.

B. Notwithstanding anything to the contrary in the Transfer Agreement, WETA's rights and responsibilities in connection with maintenance and repair of the Waterside Assets are as follows:

- i. Maintain, repair and replace (as and to the extent determined necessary by WETA), at its sole expense, all Harbor Bay Waterside Assets and Main Street Waterside Assets.
 - ii. Pay for all utility charges associated with the Harbor Bay Waterside Assets and Main Street Waterside Assets.
 - iii. Pay for any additional waterside equipment, as and to the extent determined necessary by WETA for ferry service operation, and all dredging activity (again, as and to the extent determined necessary by WETA for ferry service operations). Any such additional waterside equipment paid for by WETA shall be considered Waterside Assets as set forth above in this Amendment. With respect to dredging activities for which WETA is responsible under this paragraph, WETA shall be responsible for obtaining, at its cost, all required permits and approvals, and the City shall reasonably cooperate with such efforts and serve as the applicant to the extent necessary.
- C. WETA shall have the exclusive right to permit third party ferry/boat operators to use the Main Street and Harbor Bay waterside assets to land boats, so long as any third party ferry/boat operators agree in writing to assume all liability and risk arising from or related to their use of the Main Street and Harbor Bay ferry terminals. WETA shall require any third party ferry/boat operator to indemnify and insure the City to the same extent as it requires the third-party ferry/boat operator to indemnify and insure WETA. WETA agrees to notify the City if it permits a third-party ferry/boat operator to use the Main Street and Harbor Bay terminals to land boats and to provide evidence to City that the above requirements have been met.
- D. In the event of a conflict between this Amendment and the Transfer Agreement with regard to WETA's rights and responsibilities in connection with maintenance and repair of the Waterside Assets, this Amendment shall control.
4. **Funding.** Pursuant to Section 11.2(b) of the Transfer Agreement, the Parties agree to meet and confer within one year of execution of this Amendment to review and examine the City's transportation funding priorities for Harbor Bay and WETA's funding needs for the Alameda/Harbor Bay Ferry Service to determine whether a portion or all of the Alameda Transportation Improvement Funds (TIF) continue to be necessary to fund operation of the Alameda/Harbor Bay Ferry Service. Any decision to continue the City's subsidy of Alameda/Harbor Bay Ferry Service with TIF shall be by mutual agreement.
5. **Notices.** Section 13.1 of the Transfer Agreement is replaced with the following provision: All notices and communications related to this Transfer Agreement deemed by either Party to be necessary or desirable must be in writing and may be given by e-mail, plus mailing the same postage prepaid; personal delivery; or nationally recognized overnight courier to a representative of the Parties addressed as follows:

To WETA: Attention: Seamus Murphy

San Francisco Bay Area Water Emergency Transportation
Authority
Pier 9, Suite 111
San Francisco, CA 94111
Email: murphy@watertransit.org

To City: Attention: Eric J. Levitt
City of Alameda
2263 Santa Clara Avenue
Alameda, CA 94501
Email: ele vitt@alamedaca.gov

Additional Copy to: Attention: City Attorney
City of Alameda
2263 Santa Clara Avenue, Room 280
Alameda, CA 94501
Email: cityattorney@alamedacityattorney.org

The address to which mailings may be made may be changed from time to time by written notice mailed as described above. Any notice given by mail shall be deemed given on the day after that on which it is deposited in the United States Mail as provided above.

6. **Miscellaneous**. Except as modified by this Amendment, in all other respects the Transfer Agreement is hereby ratified and affirmed and remain in full force and effect. This Amendment may be executed in one or more counterparts.

[Remainder of page intentionally left blank; signatures to follow]

IN WITNESS WHEREOF, the Parties have signed this Amendment as of the date first set forth above.

WATER EMERGENCY TRANSPORTATION AUTHORITY

By: _____
Seamus Murphy, Executive Director

Date: _____

Approved as to form:

Attorney for WETA

CITY OF ALAMEDA

By: _____
Eric J. Levitt, City Manager

Date: _____

Recommended for approval:

By: _____
Andrew Thomas, Planning, Building and Transportation Director

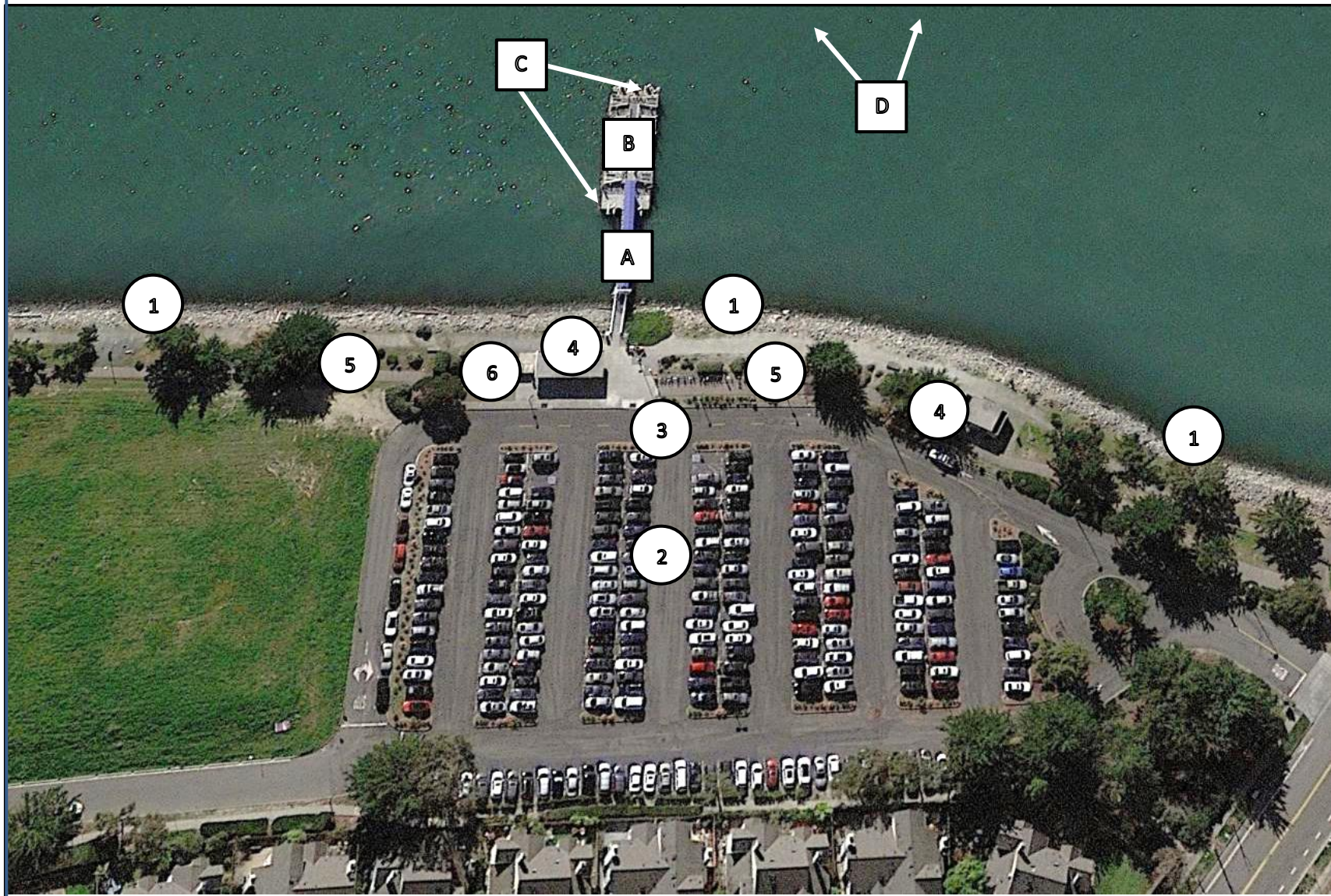
Approved as to form:
City Attorney:

By: _____
J. Aaron Duffy, Staff Counsel

EXHIBIT A

Harbor Bay Terminal Landside and Waterside Assets

EXHIBIT A – HARBOR BAY TERMINAL LANDSIDE AND WATERSIDE ASSETS



Landside Assets

- 1 – Seawall/Shoreline
- 2 – Parking Facilities
- 3 – Passenger drop-off and pick-up area
- 4 – Public Restroom and Passenger Waiting Area
- 5 – Bike Access Routes and Bike Parking Area
- 6 – Bike Racks and Electric Bike Lockers

Waterside Assets

- A – Pier, Access Gate, Awning Gangway
- B – Passenger Boarding Float
- C – Fixed Piles
- D – Channel Markers (not shown on aerial above)

EXHIBIT B

Main Street Terminal Landside and Waterside Assets

EXHIBIT B - MAIN STREET TERMINAL LANDSIDE AND WATERSIDE ASSETS



Landside Assets

- 1 – Seawall/Shoreline
- 2 – Parking Facilities
- 3 – Passenger drop-off and pick-up area
- 4 – Public Restroom and Passenger Waiting Area
- 5 – Bike Access Routes and Bike Parking Area
- 6 – Bike Racks and Electric Bike Lockers

1

Waterside Assets

- A – Pier, Access Gate, Awning Gangway
- B – Passenger Boarding Float
- C – Fixed Piles

A

SAN FRANCISCO BAY AREA WATER EMERGENCY TRANSPORTATION AUTHORITY

RESOLUTION NO. 2021-13

**APPROVE AMENDMENT TO THE FERRY SERVICES OPERATION TRANSFER AGREEMENT
WITH THE CITY OF ALAMEDA FOR THE RIGHTS AND RESPONSIBILITIES OF
THE MAIN STREET AND HARBOR BAY TERMINALS**

WHEREAS, in February 2011, WETA and the City of Alameda (City) executed a Ferry Service Operations Transfer Agreement (Transfer Agreement) applicable to the Main Street Ferry Terminal and Harbor Bay Ferry Terminal and contemplated possible future ferry service at Seaplane Lagoon; and

WHEREAS, the Transfer Agreement identified ongoing obligations of WETA and the City including ownership and maintenance of physical assets, as well as funding and ferry service obligations; and

WHEREAS, under the Transfer Agreement, WETA was granted ownership of the waterside assets for the existing Alameda terminals. The City maintained ownership of the land area of the existing terminals as well as the landside assets with WETA responsible for daily operations and maintenance of those landside assets; and

WHEREAS, on January 14, 2020, WETA and the City executed the Seaplane Lagoon Ferry Terminal Operating Agreement (Seaplane Agreement) in which, WETA owns the waterside assets (e.g. docks, landings, etc.) and is responsible for their maintenance, repair, and replacement and the City owns and maintains at its sole expense the Seaplane Lagoon landside area, submerged lands, and landside assets; and

WHEREAS, the Seaplane Agreement identified a goal of amending the Transfer Agreement to transfer the maintenance and operations obligations for the Main Street and Harbor Bay Terminals landside improvements from WETA to the City; and

WHEREAS, an agreement has been drafted to amend the Transfer Agreement definitions for rights and responsibilities at the Main Street Ferry Terminal and the Harbor Bay Ferry Terminal so that WETA owns the waterside assets (e.g. docks, landings, etc.) and is responsible at its sole expense for their maintenance, repair, and replacement and the City owns and maintains at its sole expense the landside area, submerged lands, and landside assets; now, therefore, be it

RESOLVED, that the Board of Directors hereby authorizes the Executive Director to negotiate and execute the Main Street and Harbor Bay Terminals Agreement amending the 2011 Transfer Agreement between the WETA and the City of Alameda.

CERTIFICATION

The undersigned, Board Secretary, does hereby certify that the foregoing is a full, true and correct copy of a resolution duly and regularly adopted at a meeting of the San Francisco Bay Area Water Emergency Transportation Authority held on May 6, 2021.

YEA:

NAY:

ABSTAIN:

ABSENT:

/s/ Board Secretary

2021-13

END

MEMORANDUM

TO: Board Members

FROM: Seamus Murphy, Executive Director
Kevin Connolly, Planning & Development Manager
Michael Gougherty, Principal Planner

SUBJECT: Treasure Island Ferry Service Project Memorandum of Understanding

Recommendation

Authorize the Executive Director to execute the attached Memorandum of Understanding (MOU) between WETA and the Treasure Island Mobility Management Authority (TIMMA).

Background

WETA has participated in planning activities for the development of Treasure Island since the agency's early days. Ferry service concepts have ranged widely over this period, as the development program has evolved. Now, with construction underway for both the Treasure Island Ferry Terminal and the first residential units on Yerba Buena Island, it is time for ferry service to move from concept planning to implementation. Staff from TIMMA and WETA have developed a draft Memorandum of Understanding to formalize the ad hoc working partnership between the two agencies in anticipation of implementing WETA ferry service for Treasure Island.

Discussion

TIMMA has recently begun a ferry feasibility study to identify the scope of service, vessel needs and operating expenses for a WETA Treasure Island ferry service. The MOU addresses the working partnership between the two agencies for the study period while also acknowledging that future agreements will need to occur as the two agencies begin implementation.

Some highlights from the MOU include:

- Defines a term that begins in June and ends upon completion of the Treasure Island Ferry Feasibility Study
- Outlines a timetable for the Treasure Island development
- Provides an overview of the Treasure Island Transportation Improvement Program
- States project objectives mutually shared by the two agencies
- Defines two periods of potential WETA ferry service: an initial period which could begin as early as 2022, and an ultimate period that matches full buildout of the development
- Summarizes the scope of the ferry feasibility study
- Commits both parties to partnering in areas such as funding, facilities, marketing and fares

Because there is no May TIMMA Board meeting, the MOU is scheduled to be considered by the TIMMA Board in two successive readings in June 2021.

END

Attachment A – Treasure Island Ferry Service Project Memorandum of Understanding

Treasure Island Ferry Service Project Memorandum of Understanding

General

Purpose	<p>This Memorandum of Understanding (“MOU”) is made and shall be effective on June 23, 2021, by and between the Treasure Island Mobility Management Agency (“TIMMA”), and the San Francisco Bay Area Water Emergency Transportation Authority (“WETA”), referred to collectively as “Parties.”</p> <p>The purpose of the MOU is to establish the framework for the coordinated effort to plan, fund, operate, and administer the WETA Treasure Island Ferry Service.</p>
Parties	<p>The WETA is a regional public transit agency tasked with operating and expanding ferry service on San Francisco Bay and with coordinating the water transit response to regional emergencies. Pursuant to California Government Code Section 66540.7(a), WETA has "the responsibility within the area of its jurisdiction to study, plan, and implement any improvements, expansion, or enhancements of existing or future public transportation ferries and related facilities and services." WETA services are operated under the customer-facing brand of San Francisco Bay Ferry.</p> <p>The TIMMA was originally referenced in authorizing legislation and related documents as the Treasure Island Transportation Management Agency. The creation of a Treasure Island Transportation Management Agency was authorized by State Legislation in 2008 as part of AB 981 ["Legislation"]. The Legislation authorized the San Francisco Board of Supervisors to designate a board or agency to act as the transportation management agency for Treasure Island and Yerba Buena Island. The San Francisco County Transportation Authority (“SFCTA”) was designated as the TIMMA in 2014. The Legislation authorizes TIMMA, among other duties, to establish parking fines, parking fees, congestion pricing fees and to collect all parking and congestion pricing revenues generated on-island to support the transit and transportation demand management programs, including the ferry service described in this MOU.</p>
Term	<p>The term of this MOU shall commence on June 23, 2021 and shall remain in effect throughout the preparation of the Ferry Study (as such term is defined herein), presentation and receipt of the Ferry Study to the TIMMA Board and WETA Board, or such later date as the Parties may mutually agree.</p>
Treasure Island/Yerba Buena Island	<p>The Treasure Island/Yerba Buena Island Development Project ("Project") generally includes: up to 8,000 new residential housing units, of which at least 25% will be made affordable to a broad range of very-low to moderate income households, the adaptive reuse of approximately 311,000 square feet of</p>

Development Project	<p>historic structures, up to approximately 140,000 square feet of new retail uses, 100,000 square feet of commercial offices space, 300 acres of parks and open space, up to 500 hotel rooms, and new or upgraded public facilities, including a joint police/fire station, a school, facilities for the Treasure Island Sailing Center and other community facilities. The proposed plan for redevelopment includes the development of an intermodal transit terminal on the west side of Treasure Island which will serve as the on-island hub for transit services to Oakland and San Francisco.</p> <p>The Final Environmental Impact Report (“FEIR”) analyzing the Project, including proposed ferry service, under the California Environmental Quality Act (“CEQA”) was certified in 2011.</p> <p>The following Treasure Island housing development milestones are anticipated:</p> <ul style="list-style-type: none"> • Initial occupancy - 2022 • Quarter buildout (2,000 units) - 2027 • Half buildout (4,000 units) - 2031 • Full buildout (8,000 units) - 2036
Treasure Island Transportation Implementation Plan; TIMM Program	<p>In 2006, Treasure Island Community Development (“TICD”) and the Treasure Island Development Authority (“TIDA”) prepared a Treasure Island Transportation Plan to accompany a term sheet between the two parties that governed negotiations around the redevelopment of the former Navy Base. In 2011, in connection with the approval of the Disposition and Development Agreement (“DDA”) for the redevelopment and reuse of Naval Station Treasure Island, the Treasure Island Transportation Plan was updated and renamed the Treasure Island Transportation Implementation Plan (“TITIP”). The TITIP was adopted as a policy document by TIDA and endorsed by the San Francisco Board of Supervisors in 2011 and was included as part of the project analyzed in the certified FEIR.</p> <p>The TITIP identified sustainable transportation goals, including a proposal to provide ferry service between Downtown San Francisco and Treasure Island. The proposed service would be part of a larger transit network of buses, on-island shuttles, and pedestrian and bicycle infrastructure. The TITIP envisioned that at full buildout, Treasure Island would be served by up to three ferries operating every 15 minutes during peak periods. The TITIP also assumed no capital cost requirements related to ferry vessels; they were assumed to be acquired through lease arrangements.</p> <p>The TITIP informed the development of a Treasure Island Mobility Management Program (“TIMM Program”). The TIMM Program comprises both incentives for transit, walking, and biking, and disincentives to travel by private vehicles—namely, pricing in the form of a congestion toll, fees for all parking, and parking maximums. The Toll Policy is scheduled for adoption by the TIMMA Board in Summer 2021.</p>

WETA System Expansion Policy	On June 4, 2015 the WETA Board of Directors adopted a System Expansion Policy to serve as a framework for evaluating the feasibility of new ferry projects. This MOU has been developed based on this framework and it is the intent of the parties to further develop a future WETA Treasure Island ferry service consistent with WETA's System Expansion Policy, including the provision that operating funds be secured for the first 10 years of service.
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Project Objectives	<p>An underlying principle of the WETA Treasure Island ferry service is that it be financially feasible both in terms of up front capital costs and long-term operations. The operation of the WETA Treasure Island Ferry service is intended to be entirely funded through passenger fares, TIMMA contributions, and other state, local or federal funds, if available to the Project. WETA will endeavor to link Treasure Island ferry service to other terminals in the WETA network in an effort to find cost efficiencies through interlining, vessel sharing and crew sharing.</p> <p>The Parties are committed to designing a service that addresses the TIMM Program affordability goals and WETA goals for promoting equity and affordability, as set forth in WETA's Fiscal Year 2022 Pandemic Recovery Program Core Principles along with follow on programs that emerge as the Bay Area recovers from the pandemic.</p> <p>This MOU also acknowledges the goal of the Parties to develop the WETA Treasure Island ferry service to utilize zero emission vessels and other green technologies. Both TIMMA and WETA are committed to developing the WETA Treasure Island ferry service as a sustainable, green transportation option that will also serve as a potential model for other current and future water transit services operating on San Francisco Bay.</p>
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Treasure Island Ferry Service Plan

Initial Ferry Service Phase	The Initial Ferry Service Phase defined herein refers to the desired early launch of WETA ferry service to Treasure Island that would commence as early as Spring 2022. The Initial Ferry Service will be operated between the Downtown San Francisco Ferry Terminal and the Treasure Island Ferry Terminal utilizing a vessel from WETA's current fleet, which is anticipated to be available for the expected two-year duration of the Initial Ferry Service Phase.
Ultimate Ferry Service Phase	The Ultimate Ferry Service Phase defined herein refers to the successive phase of WETA ferry service that will be launched prior to 2025. This phase will coincide with additional transit service and tolling being implemented on Treasure Island. The Ultimate Ferry Service Phase will be operated using zero-

	<p>emission vessel(s) that the Parties will work collaboratively to purchase. A detailed service plan for the Ultimate Ferry Service Phase will be prepared as part of the Ferry Study described in this MOU.</p>
Ferry Study	<p>TIMMA has retained a consultant to provide an operational and capital cost analysis of the WETA Treasure Island ferry service as well as service along the San Francisco waterfront. For the Treasure Island service, the Ferry Service Planning Study (Ferry Study) will provide operating service assumptions for the Ultimate Ferry Service Phase including service demand, service plans, vessel type, costs, fare structure, feeder transit services, revenues and subsidy levels. A deliverable of the Ferry Study will be draft Business Plan principles that will inform future work to prepare a Business Plan for the WETA Treasure Island ferry service. The study is scheduled to be completed by the Fall of 2021. TIMMA will work closely in partnership with WETA to complete this study. The Parties will jointly attend regular meetings with the consultant team to process data requests, assess the project scope, and review preliminary study deliverables.</p> <p>WETA will:</p> <ul style="list-style-type: none"> • Work collaboratively on program modeling and design with TIMMA, including the open sharing of cost and demand projections. • Work collaboratively on designing a ferry service program (fares, schedule, staffing and vessel operations and maintenance) that addresses TIMMA's service goals given available financial resources (program revenues and grants). <p>TIMMA will:</p> <ul style="list-style-type: none"> • Develop travel demand projections from the SF CHAMP model and results of the Ferry Study for Treasure Island that will serve as an input for service planning efforts, including alternatives such as interlining opportunities with other regional services in the WETA and analysis of vessel size requirements. • Prepare Treasure Island Ferry Study analysis that will estimate ferry program costs, ridership and revenues under multiple service plan scenarios. • Work collaboratively with WETA in the development of projections for ferry demand, service levels, fare structure and operating costs, revenues and subsidies. • Recommend the initial and ultimate ferry service plan and operating cost in collaboration with WETA. <p>A Technical Advisory Committee (TAC) including the Port of San Francisco and Golden Gate Bridge, Highway and Transportation District is also planned.</p>

Board Presentations	Upon conclusion of the Ferry Study, staff from TIMMA and WETA will present an overview of the study findings and outcomes to the TIMMA Board and WETA Board for consideration.
Business Plan	Pending receipt of the Ferry Study by the TIMMA Board and WETA Board, the Parties will proceed with preparing a Business Plan for the WETA Treasure Island ferry service based on the draft Business Plan principles developed in the Ferry Study.

Funding

Partnering	Federal, state, regional, or local funding may become available during the term of this MOU. The Parties commit to collaborate and coordinate to pursue funding for the WETA Treasure Island ferry service. Such support may include but will not be limited to: grant application support letters, provisions of ridership data, operating or capital cost information or other technical information required by funders, as well as WETA or TIMMA Board resolutions in support of one another's funding applications.
Planning	The Ferry Study and future Business Plan will be funded by TIMMA. WETA agrees to provide staff time as in-kind service in support of the Ferry Study and Business Plan, as well as other planning-related work to advance development of the WETA Treasure Island ferry service.
Vessel	TIMMA and WETA will work collaboratively in pursuing grant funds for the purchase of zero emission vessel(s) and needed charging infrastructure/other facilities to support the Ultimate Ferry Service Phase, understanding that no capital funds have been currently secured at this time. The Parties acknowledge that acquisition of a zero-emission vessel requires a two-year procurement process.
Operations	The Ferry Study findings and Draft Business Plan Principles will provide the basis for development of the initial ferry operational budget. Current sources of anticipated operating revenues include fares and funding from the TIMM Program, which includes a combination of developer subsidy, congestion pricing tolls, parking fees and grants. The Parties will work collaboratively to pursue supplemental grant funding for operations.

Facilities

Additional Agreement(s)	The Parties acknowledge that additional agreements may be required to define terms and conditions whereby the use of certain facilities necessary to operate the Initial Ferry Service and Ultimate Ferry Service Phases can be secured. Any such agreement(s) required should be entered into a minimum of six months prior to the launch of the respective service phase.
Treasure Island Ferry Terminal	TIMMA will secure any landing rights required at the Treasure Island Ferry Terminal for the Initial and Ultimate Ferry Service phases of the WETA Treasure Island ferry service. To the extent a property interest at or near the Treasure Island Ferry Terminal required for the ferry service is owned or controlled by one or more other entities, TIMMA will manage those interests on behalf of the Parties.
Downtown San Francisco Ferry Terminal; Other Terminals	WETA will secure any landing rights required at the Downtown San Francisco Ferry Terminal (Gates E, F, G) if that is the mutually agreed upon landing in Downtown San Francisco. If Gate B (Port of San Francisco) is mutually agreed upon as the optimal landing site in Downtown San Francisco, TIMMA will work with the Port of San Francisco to secure landing rights.
Maintenance, Repair, Storage	This MOU acknowledges that the Parties will need to identify a current or future WETA maintenance and operations facility where capacity is available to maintain, repair, and overnight berth zero emission electric vessels that will support the Ultimate Ferry Service Phase. WETA will maintain, repair, and overnight berth its vessel for the Initial Ferry Service Phase at its Central Bay Operations and Maintenance Facility.

Administration

Fares; Clipper	<p>The Parties will work collaboratively to propose a fare structure for the Treasure Island ferry service based on anticipated demand levels, farebox recovery objectives, and the need to provide an attractive alternative to using private vehicles. Parties agree to explore the feasibility of establishing an integrated fare structure between Treasure Island bus and ferry service and integration of the Treasure Island Transit Pass Program. Ferry fare structure and discounts rates will be set by the WETA Board and will be consistent with the policy goals of the TIMMA affordability program.</p> <p>The Parties agree to promote the use of Clipper as the preferred fare payment media for the WETA Treasure Island ferry service and will work collaboratively with the Metropolitan Transportation Commission to deploy Clipper with the launch of the Initial Ferry Service Phase. The Parties acknowledge a mutual desire to include the WETA Treasure Island ferry service in the Clipper START program.</p>
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Branding, Marketing; Customer Service	The Initial and Ultimate Ferry Service Phases will be both branded and marketed by WETA as a San Francisco Bay Ferry service. Customer service for both service phases will be provided by WETA, as for other San Francisco Bay Ferry services. WETA will work closely with TIMMA to develop and approve marketing and customer service information.
Data Reporting	Service and performance data associated with the WETA Treasure Island ferry service (revenue miles, fare revenue, ridership, number of vessels, etc.) shall be reported by WETA to applicable Federal, state, and regional entities as a WETA-provided service and aggregated with similar data from other WETA services for the purposes of characterizing the WETA system.
Annual Budgeting	After the launch of the Ultimate Ferry Service Phase, subsequent operating budgets will be prepared by WETA. WETA will work closely with TIMMA to develop and approve annual service plans and review budgeted costs.

WETA and TIMMA have entered into this Memorandum of Understanding as of the last date set forth below.

**Treasure Island Mobility Management
Agency**

**San Francisco Bay Area Water Emergency
Transportation Authority**

By: _____

Tilly Chang
Executive Director

Dated: _____

By: _____

Seamus Murphy
Executive Director

Dated: _____

Recommended for Approval:

Recommended for Approval:

By: _____

Cynthia Fong
Deputy Director for Finance and
Administration

By: _____

Kevin Connolly, Manager of Planning
and Development

Approved as to Form:

Approved as to Form:

By: _____

Wendel Rosen LLP
Legal Counsel to TIMMA

By: _____

Madeline Chun
Legal Counsel to Authority

SAN FRANCISCO BAY AREA WATER EMERGENCY TRANSPORTATION AUTHORITY

RESOLUTION NO. 2021-14

APPROVE TREASURE ISLAND FERRY SERVICE PROJECT MEMORANDUM OF UNDERSTANDING

WHEREAS, WETA staff has actively participated in the planning efforts related to the development of Treasure Island and transportation plans to support that development; and

WHEREAS, Residents will begin to occupy new homes on Treasure Island in 2022 with 2,000 units expected to be occupied by 2027 and full occupancy of 8,000 units expected by 2036; and

WHEREAS, staff has worked with the Treasure Island Mobility Management Authority (TIMMA) to define roles and responsibilities and to set forth a basic implementation plan for the Treasure Island Ferry Service Project; and

WHEREAS, consistent with the WETA System Expansion Policy, staff has drafted a Memorandum of Understanding with TIMMA for implementation of the Treasure Island Ferry Service, a copy of which was presented to the Board at its May 6 meeting as Attachment A; and

WHEREAS, staff recommends that the Board authorize the Executive Director to execute the MOU with TIMMA for the Treasure Island Ferry Service Project; now, therefore, be it

RESOLVED, that the Board of Directors authorizes the Executive Director to execute the MOU with the TIMMA for the Treasure Island Ferry Service.

CERTIFICATION

The undersigned, Board Secretary, does hereby certify that the foregoing is a full, true and correct copy of a resolution duly and regularly adopted at a meeting of the San Francisco Bay Area Water Emergency Transportation Authority held on May 6, 2021.

YEA:

NAY:

ABSTAIN:

ABSENT:

/s/ Board Secretary

2021-14

END

Attachment A – Treasure Island Ferry Service Project Memorandum of Understanding

MEMORANDUM

TO: Board Members

FROM: Seamus Murphy, Executive Director
Kevin Connolly, Planning & Development Manager
Chad Mason, Senior Planner/Project Manager

SUBJECT: Mission Bay Ferry Landing Project Update

Recommendation

There is no recommendation associated with this informational item.

Background

A ferry terminal located in the Mission Bay neighborhood of San Francisco has been included in redevelopment plans for the area dating back to 2004. WETA has worked closely with the Port of San Francisco (Port) in recent years to support study and development of the Mission Bay Ferry Landing (MBFL) project. The MBFL is included in WETA's 2016 Strategic Plan and Metropolitan Transportation Commission's (MTC) Plan Bay Area and was identified as a prominent near-term expansion terminal in WETA's advocacy efforts related to the development of the Regional Measure 3 (RM3) toll measure initiative.

WETA and the Port have worked in partnership around the planning and design of the project dating back to 2016. A Memorandum of Understanding (MOU) executed in early 2017 established a framework for development of a future MBFL to support expansion of WETA's regional ferry services. This work led to a funding plan after the passage of RM3 that relied on a range of funding sources, including a \$25 million commitment from RM3 Ferry Enhancement Program funds available to WETA.

MTC, as the administrator of RM3 funds, developed a process for issuing a Letter of No Prejudice (LONP) in 2019 to allow project sponsors to advance project construction with local funds and remain eligible for reimbursement from RM3 funds if and when they become available. WETA and the Port agreed on a Supplemental MOU that defined the terms and conditions necessary for WETA to submit a request to MTC for an LONP for \$25 million with the assumption that the Port carried the financial risk if RM3 funding never became available. The Supplemental MOU assumed the Port would proceed with construction activities immediately in 2020 with a target opening of January 2022.

At the February 2020 meeting, the WETA Board approved the use of \$25 million of RM3 funds for the project, supported requesting an LONP for these funds from MTC and approved entering into the proposed Supplemental MOU with the Port. In March 2020, MTC approved WETA's LONP request, however, the San Francisco Port Commission has deferred consideration of the adopted Supplemental MOU to date as COVID-19 has impacted the ability of the Port to identify and secure the remaining \$12 million of necessary funding, creating a \$37 million funding gap for the project.

The WETA Board created a MBFL Task Force (Task Force) in September 2020 to work towards addressing the funding gap and developing strategies for delivering the project.

Board Member Monique Moyer was appointed to the task force by Chair Wunderman and two meetings of the Task Force have been held in 2021.

Discussion

Based on direction generated from the first Task Force meeting, staff from WETA and the Port have been working collaboratively in a number of areas to pursue funding opportunities, explore federal environmental clearance, revise schedule assumptions, and address service needs during the interim period prior to delivery of the full project.

Staff has submitted an application for a federal earmark totaling \$12 million to the Bay Area congressional delegation for consideration in a future infrastructure bill. As part of this effort, staff requested and received 35 letters of support from cities, stakeholders, and the private sector demonstrating the wide ranging popularity of the project throughout the region. On April 27, House Speaker Nancy Pelosi announced that she would request inclusion of the full \$12 million amount in the Federal Surface Transportation Reauthorization bill. Staff is optimistic that if earmarks are a component of the bill eventually approved by Congress, the MBFL project is strongly positioned to benefit.

The likely path for funding of federal dollars would route through the Federal Transit Administration (FTA), which would require the project to secure federal National Environmental Policy Act (NEPA) environmental clearance. In preparation for this possibility, staff has met with FTA representatives to discuss the requirements and schedule implications of entering the NEPA process with FTA as lead agency. Initial feedback indicates that this process could last as long as 14 months. Staff is working with the Port to evaluate various schedule scenarios that take several regulatory and funding considerations into account.

The lease for the Pier 48 ½ Temporary Ferry Landing is scheduled to expire in July 2021. The Port and WETA have agreed to extend the current lease until December 2024 given the uncertainty with funding and project delivery. Port staff is also seeking an expansion to the allowable ferry service at the facility. The original permits limited ferry operations exclusively to Chase Center special events. A new application is requesting consideration for ferry service during peak periods as well as special event service. Staff anticipates serving basketball games beginning in October 2021. There are currently no plans for future commute service at Pier 48 ½, but WETA would explore the possibility if it becomes available.

The next MBFL Task Force will be scheduled for summer 2021 as more information becomes available about potential federal funding and environmental clearance challenges.

END

MEMORANDUM

TO: Board Members

FROM: Seamus Murphy, Executive Director
Thomas Hall, Public Information & Marketing Manager

SUBJECT: Pandemic Recovery Program Marketing and Outreach Campaign

Recommendation

There is no recommendation associated with this informational item.

Background

In April 2021, the Board adopted the Fiscal Year 2022 Pandemic Recovery Program (Program) lowering fares temporarily across the WETA system for a period of one year and expanding off-peak service to meet the needs of more Bay Area travelers and build relevance for the San Francisco Bay Ferry system. In anticipation of the July 2021 start of the Program, staff has developed a marketing and outreach campaign to help meet the Program's goals to rebuild ridership.

Discussion

Staff provided an overview of the planned marketing and outreach strategies to be employed in the campaign at the April 1 Board meeting. Discussion of the implementation of those strategies as well as other relevant items can be found below.

Route Rebrand

The Program includes the launch of new ferry service from the Seaplane Lagoon Ferry Terminal in August 2021. To minimize confusion for passengers riding Alameda ferry service the route that connects Seaplane Lagoon Ferry Terminal to the Downtown San Francisco Ferry Terminal will be called the **Alameda Seaplane** ferry route. This route rebrand had been prepared in anticipation of the launch of service at Seaplane Lagoon in August 2020 before it was postponed due to the pandemic.

Service connecting the Oakland Ferry Terminal, the Main Street Alameda Ferry Terminal, Downtown San Francisco, and the Pier 41 Marine Terminal – currently referred to as the Alameda/Oakland route – will be called the **Oakland & Alameda** ferry route to emphasize Oakland commute priority and minimize confusion for Alameda peak commute riders, who will be encouraged through scheduling and outreach to use the Alameda Seaplane route.

To highlight improved scheduling and lower fares on short hop services, service between Main Street Alameda and Oakland will be branded as the **Alameda Short Hop** and service between the Vallejo Ferry Terminal and Mare Island Ferry Terminal will be branded as the **Mare Island Short Hop**. Future short hop routes, including potential future consolidated service between Downtown San Francisco, Pier 41, and Mission Bay, will be similarly branded.

Other route names will be simplified to focus on their primary market and create consistency across the system. Service between Vallejo, Mare Island, Downtown San Francisco, and Pier 41 will be called the **Vallejo** ferry route. Service between the Richmond Ferry Terminal and

Downtown San Francisco will be called the **Richmond** ferry route. Service between the Harbor Bay Ferry Terminal, and Downtown San Francisco will be called the **Harbor Bay** ferry route. Service between Oakland, Main Street Alameda, and the South San Francisco Ferry Terminal will be called the **South San Francisco** ferry route. Future route names will be modeled after existing route names, with exceptions created as necessary.

Special event service will be branded using the name of the venue served and the origin market. For example, service between Vallejo and the ferry terminal at Oracle Park will be called the **Oracle Park Vallejo** ferry route.

New route maps will be deployed in physical and digital collateral at the beginning of July. A new rider guide brochure and route cards will include the updating branding as well. Staff will work with Blue & Gold Fleet, WETA's contract operator for San Francisco Bay Ferry service, to ensure updated route names are used by captains and deckhands during announcements and interactions with passengers.

Seaplane Shift

In late 2019 and early 2020, staff had developed a campaign centered around educating Alameda commute passengers and the broader Alameda community about the launch of service at Seaplane Lagoon. This campaign was branded the **Seaplane Shift** and a microsite was launched prior to the onset of the COVID-19 crisis in early 2020.

With reduced Alameda commute ridership over the past year, the priority and needs of such a campaign have shifted. Prior to the pandemic, the focus was on educating the thousands of commute riders about how the Seaplane Shift would impact them. With just a couple hundred commuters out of Main Street Alameda currently, fewer resources are needed to reach the ridership. Signage and direct outreach to passengers will still occur to educate Alameda ferry commuters about the service shift with a highlight on the improvements to the schedule and terminal access and temporary reduction in fares.

The Seaplane Shift also includes efforts to promote new direct Oakland commute service to Downtown San Francisco. That portion of the campaign plan remains highly relevant and will be implemented as a part of the overall Pandemic Recovery Program marketing and outreach campaign.

Passenger Information

Amid this major marketing and outreach campaign, staff will center communication with current passengers as a priority. Every effort will be made to ease the impact of schedule, route, and fare payment changes on passengers who have continued to ride San Francisco Bay Ferry over the past year or returned to the service in recent months. This effort will include signage, onboard graphics, communication via the BayAlerts system, the passenger newsletter *Full Speed Ahead*, and onboard captains' announcements.

Special attention will be paid to the impact of the discontinuation of the Vallejo monthly pass and assisting passengers with the transition to Clipper as a daily payment method.

Campaign Objectives

Consistent with the core principles for pandemic recovery adopted by the Board in February 2021 and the purposes behind the Program adopted by the Board in April 2021, the marketing and outreach campaign has the following objectives:

- Educate the widest possible population of potential riders about temporary lower fares and increased ferry service on active routes, resumption of service on inactive routes, and the launch of new routes
- Reintroduce the San Francisco Bay Ferry brand to the communities we serve as a model of equitable, accessible transit
- Build upon positive San Francisco Bay Ferry brand sentiment by highlighting what passengers love about the service
- Strengthen the foundation of community support around the Bay to serve as a springboard to increased relevance and system expansion

These objectives all exist in service of improving the lives of those who travel around the Bay Area, which will allow WETA to rebuild San Francisco Bay Ferry ridership.

Campaign Strategy and Tactics

The Board has communicated to staff the desire for an aggressive marketing and outreach as more Bay Area residents begin traveling for work or other reasons during the recovery. Staff has developed a strategy to mix high-reach mass-market advertising with targeted, community-focused outreach. This combination strategy will allow WETA to stretch limited budget and staff resources maximally.

Advertising

Advertising will focus on three mediums:

- Out-of-home display (billboard) advertising
- Broadcast radio advertising
- Targeted digital and social media advertising

Staff and its consultant MacKenzie Communications have identified out-of-home display placements for 8-week runs beginning in late June in key areas to find potential ferry riders. These include high-profile placements near the Bay Bridge toll plaza as well as placements on arterials within communities with San Francisco Bay Ferry service. WETA has run limited marketing within Vallejo, Alameda, and Oakland in recent years due to high ridership and limited surplus capacity. Because that has changed and given expectations that traffic on major East Bay corridors will get worse as travel increases this summer, this medium will help WETA reconnect with residents in those communities. Staff intends to have two Spanish-language displays within Spanish-speaking communities.

Staff plans to implement broadcast radio advertising on local English and Spanish stations to reach travelers with additional context not possible through display advertising. This part of the campaign is scheduled to begin in late June and run through August and will focus on sharing the key messages of campaign.

The digital element will use targeting and geofencing to reach residents in relevant locations via social media, paid search, and video advertising. This portion of the advertising campaign will be skewed to the front-end of the effort, taking place in June and July with potential additions later in the campaign, budget pending.

Staff will also use targeted community print advertising when appropriate.

Community outreach

Acknowledging differences of the East Bay communities served by San Francisco Bay Ferry, staff intends to hire local consultants with demonstrated expertise in community outreach to

assist with that portion of the campaign. Staff released a Request for Proposals for on-call community outreach service on April 22 and expects to have a firm or firms under contract by early June.

The community outreach campaign in each community will essentially serve as customized, miniature version of the broader marketing campaign but with a much greater focus on reaching potential riders who have not considered San Francisco Bay Ferry in the past due to its higher price or less convenient schedule. This work will be done through efforts with community-based organizations, faith communities, peer networks, housing communities, and neighborhood groups. A particular focus will be made in this aspect of the overall campaign on sharing information about Clipper START discount program eligibility.

Staff and its consultant will develop a partner toolkit with easily sharable information about the service and fare changes with its current list of 40 community partners in addition to the new partners reached during the community outreach campaign. The partner toolkit has been successful in the Richmond service launch in January 2019 as well as the Dollar Days on the Bay campaign in November 2020.

Staff will use tailored, free community events to reconnect with residents and draw positive media attention for the fare and service improvements. Staff will work with the cities and county public health department to ensure events meet all COVID-19 safety guidelines. Event dates and details will be shared with the Board when scheduled.

Staff will use strategic ticket promotions and giveaways to connect with community groups and build positive sentiment and awareness toward San Francisco Bay Ferry and WETA.

Campaign Message and Creative Development

Staff, working with its marketing consultant, has modified the campaign theme presented to the Board in June 2020 when recovery from the COVID-19 crisis seemed closer at hand. The theme of the new campaign is *The Best Way Back*. This theme acknowledges many Bay Area residents' need to find safe ways to return to work as public health restrictions are lifted but also incorporates the reality that many people will be seeking recreational activities in San Francisco and East Bay. Enhancing off-peak service, resumed weekend service, and lower fares will allow workers, families, and all residents to take advantage of the ferry, regardless of the reason for their trip.

This statement is the core message that the rest of the creative assets have been developed around:

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.

The intent of this direction is to take the emotional pull of images of ferries and Bay scenery and facets of ferry service passengers consistently rate highly (ride quality, ease of use, comfort) and marry those elements with calls-to-action and information about improvements to ferry service.

Visual sample implementations of the creative message incorporated into the advertising mediums discussed will be presented today.

Staff will create a landing page on the San Francisco Bay Ferry website that will include relevant information for those who are reached via the campaign. This landing page will include a guide for new ferry riders, prominent links to schedules and fare information, transit connection and bicycle information, and more.

Regional Coordination and Additional Methods

The Metropolitan Transportation Commission (MTC) and Bay Area transit operators are collaborating on a “back to transit” campaign scheduled for roughly the same time as WETA’s marketing and outreach campaign. Staff will seek opportunities to tie into the broader regional campaign and seek to ensure San Francisco Bay Ferry maintains a prominent, visible presence as residents return to local travel.

Staff is pursuing additional initiatives to tie into the marketing and outreach campaign not listed above such as ticket promotions with local transportation agencies and partnerships with businesses near ferry terminals. Staff will update the Board via the Executive Director’s report and other communications on the fruits of these efforts.

Staff plans to provide an update on the marketing and outreach campaign to the Board in Fall 2021.

Fiscal Impact

The advertising component of the campaign is estimated to cost \$150,000, and the community outreach component is estimated to cost \$100,000. These amounts are included and available in the marketing portion of the FY 2020/21 budget. Due to the timing of the campaign, some of these costs will occur in FY 2021/22. WETA’s proposed FY 2021/22 budget will include these costs. Adjustments to the campaign will be made based on the final approved FY 2021/22 budget.

END