



Measure A Transit -Ferry Program South San Francisco

Board of Directors
May 2, 2013



Presentation Overview

- **Measure A: Transit - Ferry Program**
- **South San Francisco Ferry Service and Ridership**
- **Shuttle Service and Ridership**
- **WETA Ridership Enhancement Program**



Measure A: Transit - Ferry Program

- **New Measure A Funding**
 - 2% of sales tax revenues
 - \$30 million over life of program
- **Purpose**
 - Cost-effective ferry service to South San Francisco and Redwood City
- **Funding split**
 - Cities agreed to a split of \$15 million each

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So. San Francisco Ferry Terminal

- **TA Allocation**
 - December 2008 (Resolution 2008-25)
 - \$15 million for construction of terminal
- **Funding Agreement**
 - ✓ 3-party (TA, City of SSF and WETA)
 - ✓ SSF and WETA to submit a business plan
 - Maintain water channels/ferry terminal for emergency use (*ongoing*)
 - Operate ferry service for 5 years

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So. San Francisco Ferry Construction

- **Completed in May 2012**
- **Final Project Cost Breakdown:**

Measure A:	\$ 8.1 million
<u>Other Funds:</u>	<u>\$43.2 million</u>
Total:	\$51.3 million
- **\$7 million Measure A funds unspent; returns to Ferry Program**

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So. San Francisco Ferry Terminal



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WETA Ferry Service Operations

- **Service**

- Initiated on June 4, 2012
- \$7 Fare
- Route: Alameda – Oakland – SSF
- 7 trips daily
 - 4 morning trips (includes 1 reverse commute)
 - 3 evening trips (includes 1 reverse commute)

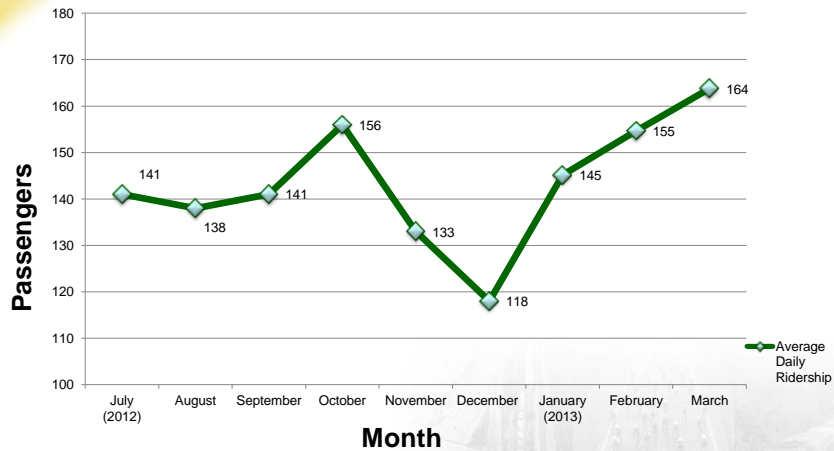
- **Annual Operating Budget: \$3.4 million**

- Regional Measure 2 (92%)
- Fares (8%)

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**South San Francisco Ferry
Average Daily Ridership By Month**



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So. San Francisco Ferry Service

Current Performance (July 2012-Mar 2013):

- Ridership (avg. daily riders): 144
- Average cost per rider: \$77/ rider
- Farebox recovery ratio: 8%

Funding Agency Requirements:

- MTC (operating)
 - Meet 40% farebox recovery ratio (peak period)
 - 3 years
- TA (capital)
 - Operate service for 5 years

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So. San Francisco Ferry Shuttles

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Measure A Local Shuttle Program

- **Measure A Shuttle funding**
 - 4% of Measure A program
 - ~ \$2.4 million annually
- **Call for Projects – every 2 years**
 - Cycle 1 (FY2011 and FY2012)
 - Cycle 2 (FY2013 and FY2014)
- **Community and Commuter shuttle**

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So. San Francisco Shuttle

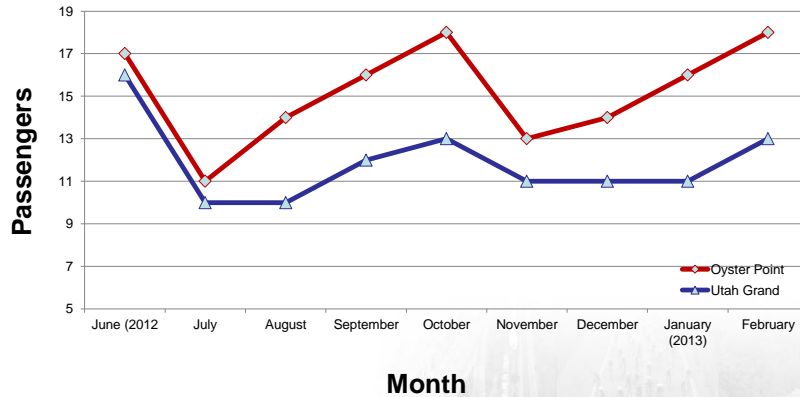
- **Operated by Alliance**
 - 2 Ferry Shuttle Routes
 - Oyster Point
 - Utah Grand
 - Connection timed with ferry arrival/departure
 - Began June 4, 2012
- **Operating Funds** (FY2013+FY2014)

TA:	\$349,795 (65%)
<u>WETA + Employers:</u>	<u>\$188,352 (35%)</u>
Total:	\$538,147

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South San Francisco Ferry Shuttles Average Daily Ridership



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Shuttle Service Performance June 2012– March 2013

- **Oyster Point (Ferry)**
 - Average daily riders: 16
 - Average cost per rider: \$22/rider
- **Utah Grand (Ferry)**
 - Average daily riders: 12
 - Average cost per rider: \$29/rider

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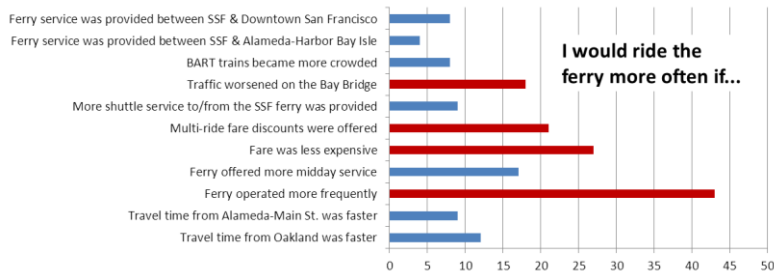
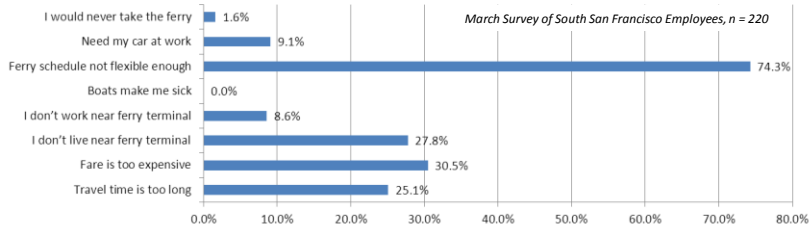
WETA Ridership Enhancement Program

(presented by Kevin Connolly, WETA)



March Survey of South San Francisco Employees

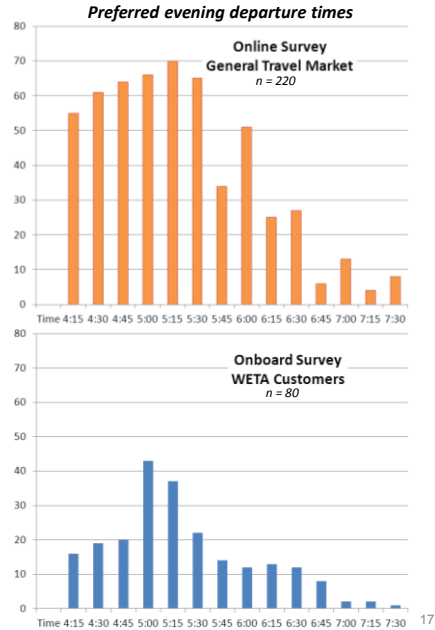
I don't ride the ferry because...



WATER EMERGENCY TRANSPORTATION AUTHORITY

12-month Ridership Development Demonstration Project

- Surveys of WETA passengers and general travel market
- Attempt to add more choice for prospective customers
- Explore midday San Francisco market on a limited basis
- Opportunity to share crew costs with contract operator
- Use of deadhead runs to midday layover in San Francisco
- Additional annual operating expense of \$228,000
- 12-month trial period, expectations of continual ridership growth



WATER EMERGENCY TRANSPORTATION AUTHORITY

Proposed Schedule, 12-month Demonstration Project

2012 Schedule

3 peak trips in AM, 2 in PM
Early & Late departure times

AM To South San Francisco

Depart Alameda	Depart Oakland	Arrive South San Francisco
6:25 AM	6:40 AM	7:15 AM
7:25 AM	7:40 AM	8:15 AM
7:55 AM	8:10 AM	8:45 AM

PM From South San Francisco

Depart South San Francisco	Arrive Oakland	Arrive Alameda
4:15 PM	4:50 PM	5:05 PM
5:45 PM	6:30 PM	6:15 PM

2013 Schedule

3 peak trips in AM & PM
Sweet spot departure time

AM To South San Francisco

Depart Alameda	Depart Oakland	Arrive South San Francisco
6:30 AM	6:40 AM	7:15 AM
7:30 AM	7:40 AM	8:15 AM
8:00 AM	8:10 AM	8:45 AM

PM From South San Francisco

Depart South San Francisco	Arrive Oakland	Arrive Alameda
4:20 PM	4:55 PM	5:10 PM
5:20 PM	6:00 PM*	5:50 PM
6:20 PM	6:55 PM	7:10 PM

*Boat arrives Alameda first

Midday trips to San Francisco

Wednesday AM From South San Francisco

Depart South San Francisco	Arrive Downtown Ferry Bldg	Arrive Pier 41
9:00 AM	9:30 AM	9:45 AM

Wednesday PM To South San Francisco

Depart Pier 41	Depart Downtown Ferry Bldg	Arrive South San Francisco
1:50 PM	2:05 PM	2:40 PM

Friday AM From South San Francisco

Depart South San Francisco	Arrive Downtown Ferry Bldg	Arrive Pier 41
9:00 AM	9:30 AM	9:45 AM

Friday PM To South San Francisco

Depart Pier 41	Depart Downtown Ferry Bldg	Arrive South San Francisco
3:15 PM	3:30 PM	4:00 PM

Demonstration Project Marketing Plan

Direct Mail:

- 3,300 promotional post cards to 1,100 SSF businesses
- 60,000 post cards to SSF households

Email & Web:

- 5,100 "commuter packets" to 1,700 targeted SSF work site addresses
- Ads & blog posts on local SSF sites

Print:

- 30,000 free standing inserts in SF Chronicle

Radio

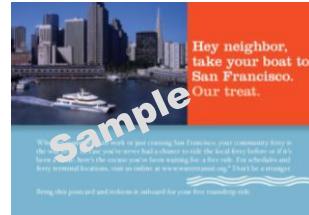
- Drive time spots on KCBS

Outdoor

- Shuttle wrap & billboard

Ferry Terminal Events

- Co-host events with San Mateo County Transit Advocates, the Alliance, and the SSF Chamber of Commerce



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Questions

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