



### WETA Board Ridership Development Actions

WATER EMERGENCY  
TRANSPORTATION AUTHORITY

#### July 2012

- South San Francisco Ferry service begins

#### April 2013

- Ridership enhancement program
- Additional evening trip, adjustment to peak schedule
- Rider and Commuter surveys
- Midday service
- Marketing enhancements
- Increase of \$228,000 annual operating expense

#### November 2013

- Status report
- Additional surveys

#### May 2014

- Made permanent April 2013 schedule changes
- Continue to monitor service

#### September 2014

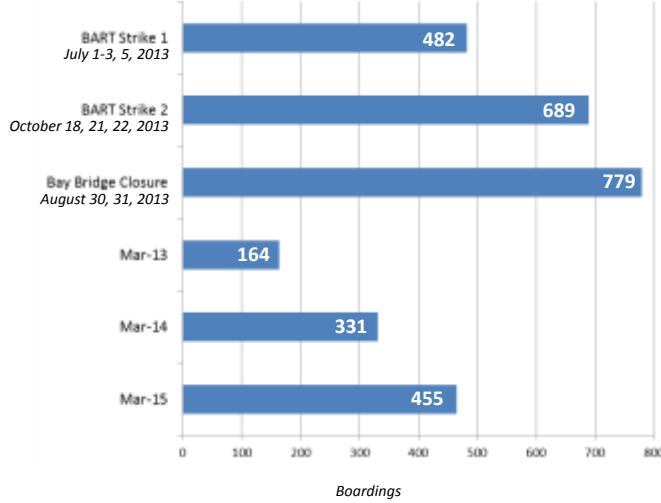
- Fare program

#### April 2015

- Summer schedule

**BART Strikes, Bay Bridge Closure, Enhancement Program**

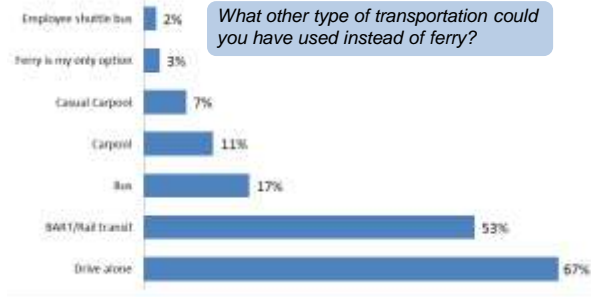
**Average Daily Boardings, South San Francisco Terminal**



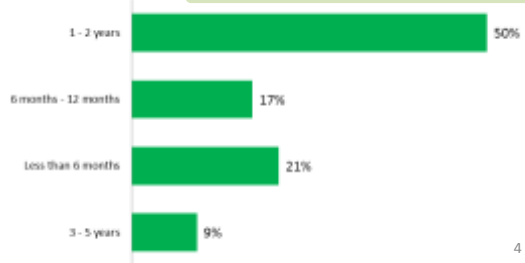
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**2014 Customer Survey**

- 89% of South San Francisco Ferry riders are either Very Satisfied (45%) or Satisfied (44%) with the ferry
- 56% are male
- 83% are between the ages of 25-54
- 25% have household incomes of \$200,000 or more
- Of the non-English speakers, 23% speak German

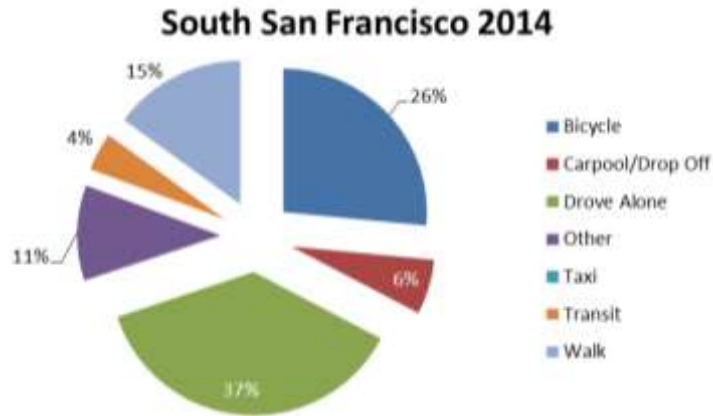


**How long have you been riding the ferry?**



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**WETA Customer Access**

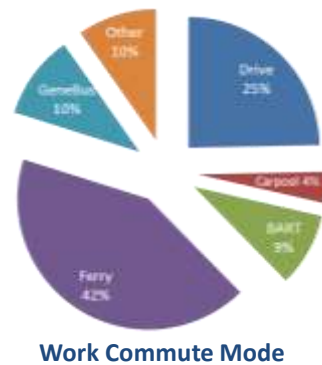


2014 WETA Customer Survey

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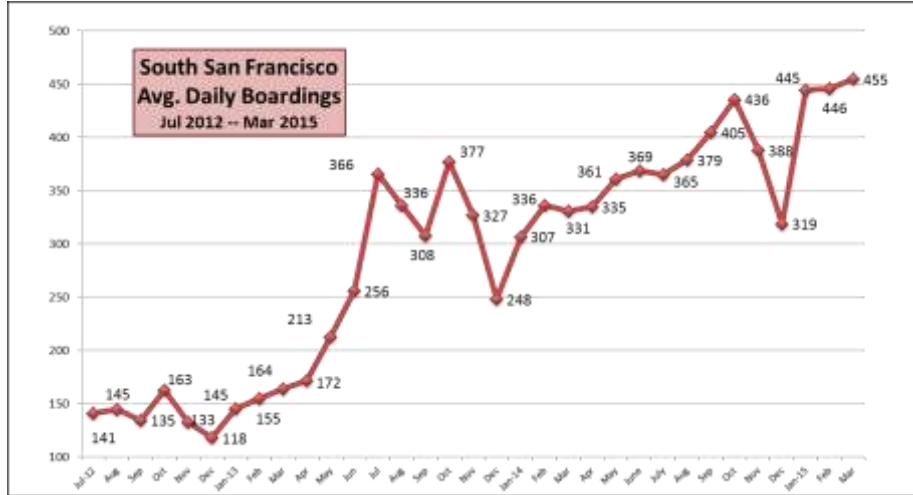
**March 2014 Genentech Employee Survey  
Alameda & Oakland Residents, n = 84**

<b>6. I would ride the ferry more often, if:</b>	
Travel time from Oakland was faster	21.4%
Travel time from Alameda-Main St. was faster	17.9%
Ferry operated more frequently	<b>53.6%</b>
Ferry offered more midday service	26.2%
Fare was less expensive	15.5%
Multi-ride fare discounts were offered	22.6%
More shuttle service to/from the SSF ferry was provided	13.1%
Traffic worsened on the Bay Bridge	23.8%
BART trains became more crowded	15.5%
There was a shuttle connection between east bay ferry terminals and BART	13.1%
Ferry service was provided between SSF & Alameda-Harbor Bay Isle	20.2%
Ferry service was provided between SSF & Downtown San Francisco	6.0%



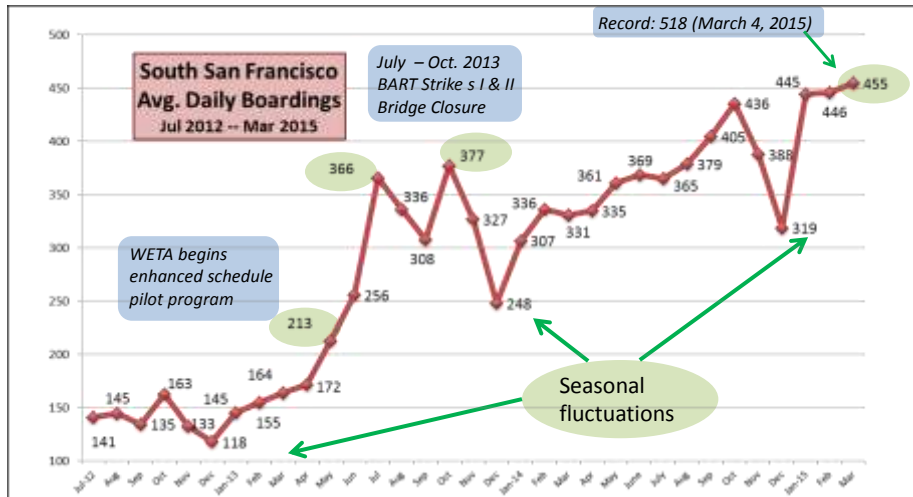
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Monthly Average Weekday Ridership



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Average Daily Ridership, South San Francisco Ferry Service



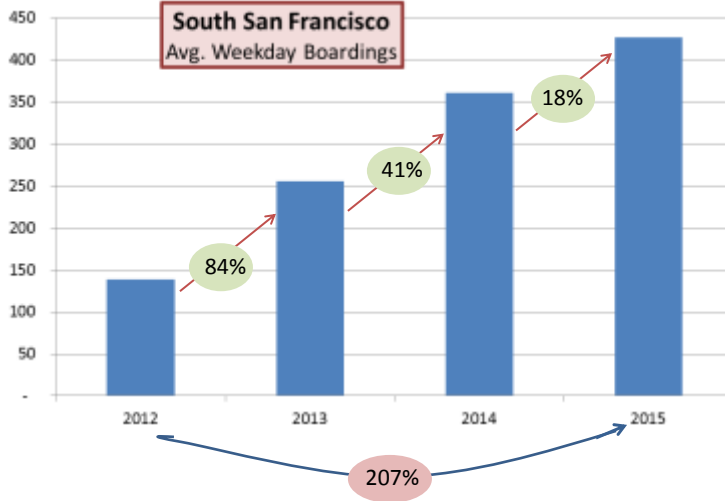
Year One: 161 daily boardings

Year Two: 333 daily boardings

Year 2.5: 404 daily boardings

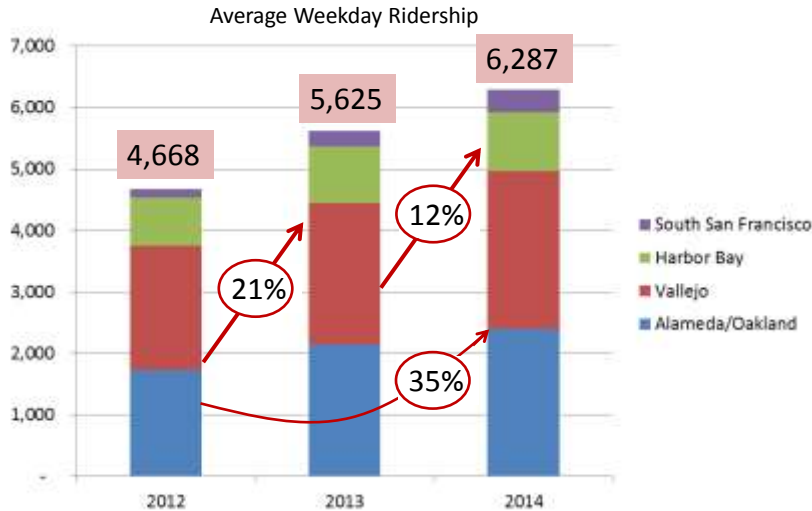
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Annual Average Daily Ridership, South San Francisco Ferry Service



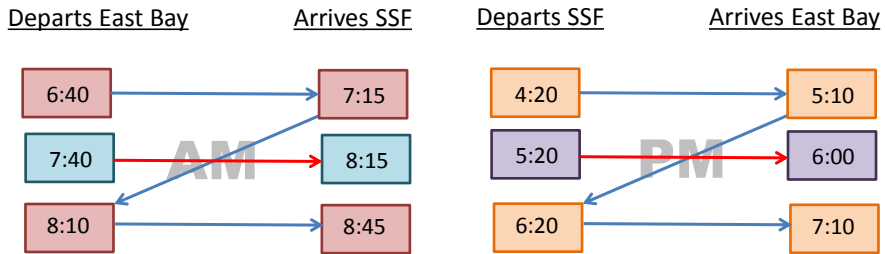
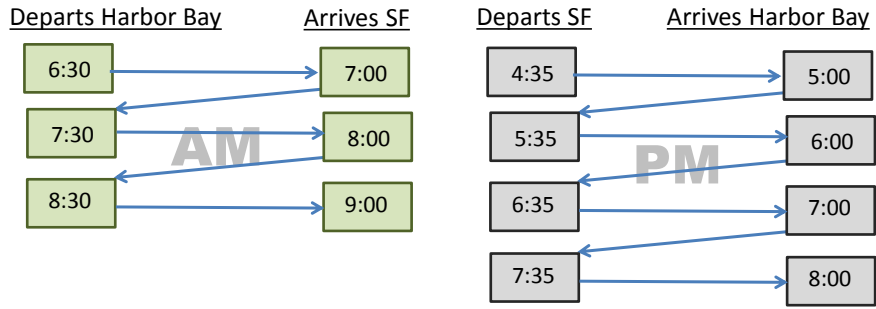
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Annual Average Daily Ridership, WETA Ferry System



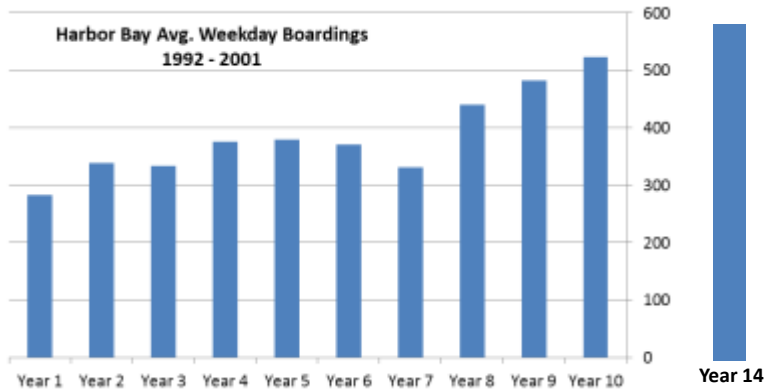
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**Crew & Vessel Deployment, South San Francisco vs. Harbor Bay**



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**Harbor Bay First 10 Years**



Harbor Bay reaches 40% farebox recovery

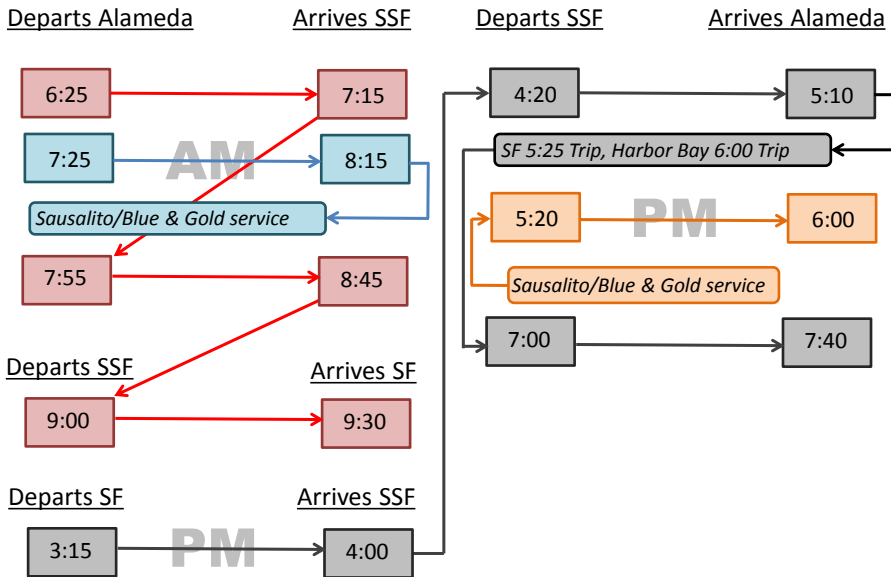
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Upcoming South San Francisco Development

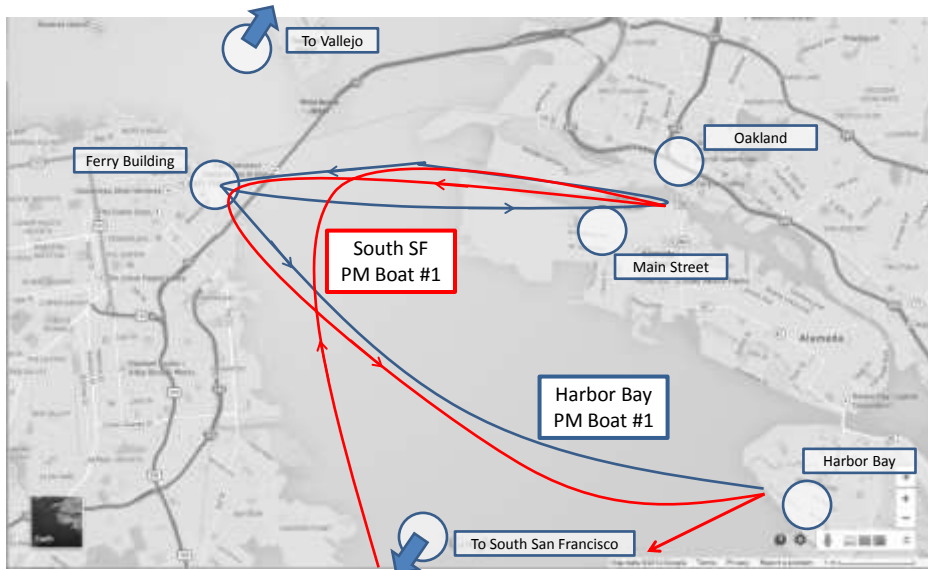
No.	Project Name	Proposed Use, Features	Square Feet	Developer	Current Status	Open by...
1	Genentech Bldg. 35	Office, 7-story building, 19.3 acre site	255,119	Genentech	Under construction	2015
2	Britannia Cove at Oyster Point	Office/R&D, Hotel, Retail, 7 buildings	1,030,344	HCP Oyster Point III	Under construction	2016
3	Marriott Fairfield Inn & Suites	5-story Hotel	64,117	SFO Properties	Under review, likely to commence construction 2016	2017
4	Terrabay Specific Plan	Office, Performing Arts Center, Commercial	689,000	Myers Development Co.	Approved 2006, South Tower completed, North Tower construction pending	2017
5	213-221 East Grand Ave	Office R&D, 9-story building, 6.2 acre site	291,000	ARE-SF No 21	Approved December 2008, 10-yr. Development Agreement	2018
6	494 Forbes Boulevard	Office R&D, Two 4-5 story Office	326,020	HCP, John Bergschneider	Approved December 2012,	2022
7	Britannia				2012,	2022
8	Gateway				10,	2022
9	850-900 G				10,	2022
10	BioMed R					2025
11	Oyster Point Specific Plan	Office/R&D, 82 acres	2,300,000	SKS Investments	Approved March 2011, 20-year Development Agreement	2031

2.4 million square feet of Office/Commercial space anticipated by 2018 in Oyster Point

Proposed Crew Deployment, South San Francisco



### Central Bay Ferry Operations -- PM



WATER EMERGENCY  
TRANSPORTATION AUTHORITY

### WETA South San Francisco Marketing Plan

WATER EMERGENCY  
TRANSPORTATION AUTHORITY

Direct Mail:

- Business-to-business mailings

Email & Web:

- Emails to Transportation Coordinators
- On-line advertising

Outdoor:

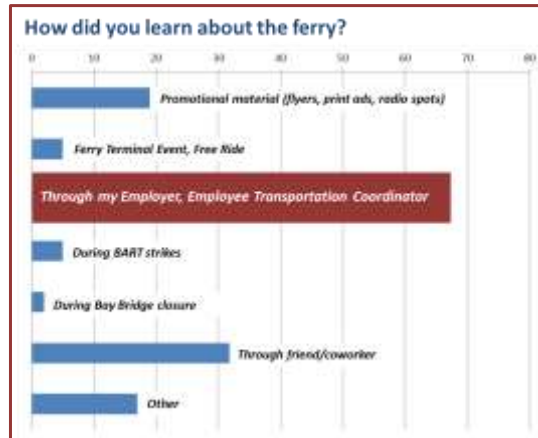
- Digital billboard (880/92 interchange)
- Changeable Message Signs (City of SSF)

Radio

- Drive time traffic sponsorships

Events

- Midday Open House for Transportation Coordinators
- "Biz on the Bay" Evening Mixer



March 2013 Passenger Survey



## Alameda/Oakland To South San Francisco

CURRENT		PROPOSED						
STANDARD FARES		STANDARD FARES - FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	
Adult	\$7.00	Adult	\$7.00	\$7.40	\$7.90	\$8.30	\$8.80	\$9.40
Adult (Clipper Only)	\$7.00	Adult (Clipper Only)	\$7.00	\$7.20	\$7.40	\$7.60	\$7.90	\$8.10
Youth (5-12)	\$3.50	Youth (6-18)	\$3.50	\$3.70	\$3.90	\$4.10	\$4.40	\$4.70
Senior (62+), Disabled	\$3.50	Senior (62+), Disabled	\$3.50	\$3.70	\$3.90	\$4.10	\$4.40	\$4.70
Children (under 5)	FREE	Children (under 6)	FREE	FREE	FREE	FREE	FREE	FREE
DISCOUNT FARE PRODUCTS		DISCOUNT FARE PRODUCTS	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	
		School/Groups	Reserve	School/Group Fares by Advance Reservation Only				

- Standard Fares remain unchanged in FY 2015
- Adult (Clipper Only) Fare increases by 3% annually from FY 2016-20
- Other Standard Fares increase by 6% annually from FY 2016-20

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### Status Report

- Positive trends
  - Increasing ridership
  - Increased exposure to potential customers
  - Efficient crew sharing, scheduling
  - Cost recovery improving
  - Development should bring new riders
- Service is still underutilized, compared to level of operating cost
- New riders learn about service through their employer, co-workers
- Foster ridership growth, explore cost efficiencies

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**MTC Corrective Action Plan**

- MTC Regional Measure 2 sets performance requirements for commute-period ferry services:
  - 40% farebox recovery within 3 years

**Action Plan Elements**

- Continue to grow ridership through reliable, high quality service
- Find cost efficiencies through crew sharing, interlining of vessels
- Increase fare revenue through WETA 2015-2020 fare program
- Longer project ramp-up period required
  - 10 years more appropriate
- Systemwide vs. project-level farebox recovery
  - Vessels & crews are interlined in network

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**END**

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