

Members of the Board

James Wunderman, Chair
Monique Moyer, Vice Chair
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Pippin Dew

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

Thursday, February 13, 2025 at 1:00 p.m.

**Port of San Francisco
Bayside Conference Room
Pier 1**

**San Francisco, CA
and**

Videoconference

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AGENDA

1. CALL TO ORDER
2. ROLL CALL/PLEDGE OF ALLEGIANCE
3. REPORT OF BOARD CHAIR **Information**
 - a. Chair's Verbal Report
4. REPORTS OF DIRECTORS **Information**

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.
5. REPORTS OF STAFF **Information**
 - a. Federal Legislative Update
 - b. Executive Director's Report on Agency Projects, Activities and Services
 - i. Mission Bay Ferry Landing Update
 - ii. Emergency Response Training Program
 - c. Review of Financial Statements
 - d. State Legislative Update
 - e. Ridership Report
 - f. Reliability and On-Time Performance Report
 - g. Quarterly Review of Capital Program
6. CONSENT CALENDAR **Action**
 - a. Approve Board Meeting Minutes – January 9, 2025
7. APPROVE CONTRACT AWARD TO BALLYHOO MEDIA FOR ADVERTISING SERVICES **Action**
8. MAINTENANCE AUDIT REVIEW UPDATE **Information**
9. BERKELEY PIER/FERRY PROJECT UPDATE – FEBRUARY 2025 **Information**

**Water Emergency Transportation Authority
February 13, 2025 Meeting of the Board of Directors**

10. PUBLIC COMMENTS FOR NON-AGENDA ITEMS

11. RECESS INTO CLOSED SESSION

a. CONFERENCE WITH REAL PROPERTY NEGOTIATORS (Government Code 54956.8)

Property: 375 Beale Street

Agency negotiator(s): Seamus Murphy and Erin McGrath,
San Francisco Bay Area Water Emergency Transportation Authority

Negotiating Parties for the Bay Area Headquarters Authority:

John Walsh and Brandon Cane, Managing Directors Cushman & Wakefield

Under Negotiation: Price and terms of payment

12. REPORT OF ACTIVITY IN CLOSED SESSION

Chair will report any action taken in closed session that is subject to reporting at this time.

Action may be taken on matters discussed in closed session.

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.

PUBLIC COMMENTS WETA welcomes comments from the public.

If you know in advance that you would like to make a public comment during the meeting, please email BoardOfDirectors@sfbayferry.com with your name and item number you would like to provide comment on no later than 15 minutes after the start of the meeting. Comments will also be accepted in real time. 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@sfbayferry.com 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: SF Bay Ferry Board Members
FROM: Ray Bucheger, SF Bay Ferry Federal Legislative Representative
Madison Hite, SF Bay Ferry Federal Legislative Representative
SUBJECT: SF Bay Ferry Federal Legislative Board Report – February, 2025

This report covers the following topics:

- Update on FY25 Appropriations Process / SF Bay Ferry Advocacy
- Actions Taken by the Trump Administration
- Surface Transportation Reauthorization / PFC Coalition Priorities
- New Members of the Delegation
- SF Bay Ferry Federal Lobbyists Form a New Government Affairs / Advocacy Firm

Update on FY25 Appropriations Process / SF Bay Ferry Advocacy

Before Congress adjourned the 118th Congress in December, the House and Senate passed a Continuing Resolution (CR) that funds federal government agencies through March 14, 2025. While this meant Congress averted a government shutdown, Congressional leaders will now have to find a way to agree on a full-year spending bill during the first 100 days of a new Congress and new Administration. While Congressional leaders still have more than a month to reach an agreement on FY25 spending bills, it's not clear how this will play out. Democrats and Republicans have still not agreed on a top-line spending number that is needed to provide guidance to the 12 appropriations subcommittees responsible for funding the federal government. Meanwhile, Speaker Mike Johnson's very thin majority will likely require Democratic votes – but at the moment, given frustrations caused by President Trump, Democrats are not currently inclined to help Republicans in that Chamber pass a full-year spending bill.

While we wait for the politics to be sorted out, SF Bay Ferry will continue to advocate for increased funding for two federal grant programs that are dedicated to public ferries:

- ***Electric or Low-Emitting Ferry Pilot Program authorized by Section 71102 of the Infrastructure Investment and Jobs Act (IIJA):*** The IIJA provided advanced appropriations for this program (\$50 million per year for five years for a total of \$250 million) and authorized additional funding which is subject to annual appropriations. SF Bay Ferry has requested that Congress fund the entire authorized amount for FY25, which is \$50 million.
- ***FTA 5307(h) ferry program:*** SF Bay Ferry has received numerous grants through this competitive grant program, which is funded at \$30 million per year. SF Bay Ferry has requested that the Appropriations Committee “plus-up” the FTA 5307(h) ferry program

by at least \$20 million. The FY21, FY22, FY23 and FY24 Transportation-HUD Appropriations bills all provided additional money for the FTA program, thanks in part to SF Bay Ferry's advocacy.

Actions Taken by the Trump Administration

Not surprisingly, President Trump has been active with executive orders and bold proclamations in his first few weeks back in office. We are tracking and keeping SF Bay Ferry staff updated in real time. Here are a few of the things we are tracking for SF Bay Ferry:

Unleashing American Energy Executive Order: This EO directs agencies to review processes, policies, and programs for issuing grants, loans, contracts, or any other financial disbursements for consistency with the new administration's energy agenda (and requires agency heads to submit a report to the National Economic Council (NEC) and Office of Management and Budget (OMB) that details the findings of this review), and instructs agencies to pause the disbursement of funds appropriated through the Inflation Reduction Act (IRA) and Infrastructure Investment and Jobs Act (IIJA). The language in the EO leaves a lot of room for interpretation and the result is that agencies seem to be waiting for additional guidance from the White House.

Funding Freeze and reversal: On January 27th, the OMB generated widespread confusion (and panic) when they issued a memo directing the temporary pause on all activities related to the obligation or disbursement of federal financial assistance that could be impacted by President Trump's executive orders. Within 24 hours, the Trump administration rescinded the pause on federal funding, but the White House Press Secretary made it clear that the administration will continue to their review of programs and projects.

Where we are now: Members of Congress, Republicans and Democrats alike, were just as surprised as the public by the Trump Administration's bold and broad actions on funding. House Transportation and Infrastructure (T&I) Committee Ranking Member Rick Larsen sent a letter to DOT Secretary Sean Duffy ask the Department to publish a list of grants on its website that are under review due to the President's EO's. Congressman Garamendi and Huffman cosigned the letter. DOT has not yet responded.

New Secretary of Transportation Confirmed: Former Wisconsin Congressman Sean Duffy was confirmed as President Trump's Secretary of Transportation on January 28th. Duffy gained bipartisan support during his confirmation process. Duffy will play a key role in developing the next Surface Transportation reauthorization. SF Bay Ferry will work with our Congressional allies to ensure that Duffy understands the importance of ferry funding.

Surface Transportation Reauthorization / PFC Coalition Priorities

The current surface transportation authorization does not expire until 2026, however, discussions on Capitol Hill are already ramping up. Both the Senate Environment and Public Works (EPW) Committee and House Transportation and Infrastructure (T&I) Committee have

announced that will hold hearings in the first quarter of this year to seek input from stakeholders on what they want to see in the next surface transportation bill. T&I Committee staff have told us they will start drafting a new bill by mid-year. We are working with the Public Ferry Coalition to finalize our priorities and will be spending time on Capitol Hill advocating to key members of Congress about priorities for public ferry systems.

New members of the delegation

SF Bay Ferry has several new delegation members in the 119th Congress. While Senator Schiff is the only new member that sits on a committee that oversees a program affecting public ferries (the Senate EPW Committee controls funding levels for the FHWA formula program), we will be educating each new member on the importance of public ferries and asking them to advocate for SF Bay Ferry priorities. Here are the new members of the Congressional delegation and their committee assignments:

- Senator Adam Schiff sits on the following committees:
 - Agriculture, Nutrition and Forestry Committee
 - Environment and Public Works Committee (EPW)
 - Judiciary Committee
 - Small Business and Entrepreneurship Committee
- Congressman Sam Liccardo sits on the Financial Services Committee.
- Congresswoman Lateefah Simon sits on the Oversight and Government Reform Committee and Small Business Committee

SF Bay Ferry Federal Lobbyists Form a New Government Affairs / Advocacy Firm

After a really great 20-year run with FBB Federal Relations, Ray Bucheger has shifted to Accelerate Strategies, a new firm he launched in early 2024. As of January 1, Accelerate acquired much of the FBB client portfolio, including SF Bay Ferry. Madison Hite has also moved over to Accelerate Strategies. Madison had been working for FBB for nearly two years and previously worked for Senator Shelley Moore Capito, the Chair of the Senate Environment and Public Works (EPW) Committee, which will be writing a portion of the Surface Transportation Bill. Ray's business partner at Accelerate is Mana Shim, who played in the National Women's Soccer League (NWSL) from 2013-2018 before going to law school and moving into government affairs. Accelerate also handles government affairs for the U.S. Soccer Federation and other organizations in the soccer world, which is relevant to San Francisco as a 2026 World Cup host city.

Respectfully Submitted,
Ray Bucheger and Madison Hite

TO: Board Members

FROM: Seamus Murphy, Executive Director

DATE: February 13, 2025

RE: Executive Director's Report

Federal Funding Impacts

On January 27th, the Office of Management & Budget (OMB) issued a memo directing the temporary pause on all activities related to the obligation or disbursement of federal financial assistance to allow the new administration to review programs and projects authorized through the Infrastructure & Investment Jobs Act (IIJA) and the Inflation Reduction Act (IRA) to ensure the disbursements of those funds were consistent with the President's recently issued executive orders. The Trump Administration rescinded the freeze the following day but is continuing its review of programs and projects which could affect multiple grants pending or underway with both the FTA and the EPA. More information is provided in the Federal Legislative Report. Staff is working closely with SF Bay Ferry's federal advocates to monitor the situation, leveraging connections through the Public Ferry Coalition, and developing a regional coalition to advocate for projects if the need arises.

Terminal Electrification

Terminal electrification work is progressing. This month, staff will complete 60% level design for the Treasure Island Terminal, and preliminary engineering will be complete for the Seaplane Lagoon, Oakland, and Harbor Bay terminals. On-call professional services consultants have been procured to support these efforts. An RFP for additional on-call professional services is in progress for a range of planning, engineering, and construction management services covering the marine and landside electrification work with 72 participants attending the pre-proposal conference. An RFP for the Universal Charging Float is also in progress with 24 participants attending the pre-proposal conference. Work also continues with SFPUC and the Port of San Francisco to provide energy service to the Downtown San Francisco and Mission Bay Landing Ferry Terminals. As part of the universal charging float review, fire suppression tests were conducted at the battery provider's facility in Stockholm, Sweden.

Emergency Response Training Program

The agency has developed and implemented a new emergency response staff training plan for 2025. The plan establishes a structured framework to enhance staff preparedness and ensure a coordinated emergency response.

The plan has three main components: bi-monthly Emergency Operations Center (EOC) section trainings, quarterly communication tests, and a standardized onboarding program for new hires, all designed to strengthen staff proficiency in emergency response. The plan also integrates a yearly functional exercise that will validate training effectiveness and test response capabilities, ensuring personnel are ready to manage real-world incidents.

The program and training are designed to align with federal Incident Command System (ICS), National Incident Management System (NIMS), and California's Standardized Emergency Management System (SEMS) best practices, reinforcing the agency's compliance with emergency management standards.

The plan builds on past efforts by introducing a more consistent and structured approach to emergency response training. It ensures all staff develop a strong foundational understanding of SF Bay Ferry's emergency response framework before progressing to more complex topics. As the team gains

confidence, trainings will introduce more detailed, section-specific material. The program emphasizes engaging, workshop-based learning to ensure staff can apply their knowledge effectively in real-world scenarios. The plan will be reviewed and updated annually to incorporate lessons learned from exercises, evolving organizational priorities, and best practices in emergency response. With a focus on consistency, continuous improvement, and practical workshops, this training plan will develop more capable and confident emergency response personnel.

Regional Revenue Measure

State Senators Wiener and Arreguin introduced Senate Bill (SB) 63, legislation authorizing a transportation revenue measure in the San Francisco Bay Area. At this time SB 63 is what is known as a 'spot bill' with only a few words of intent language to address the transit funding shortfall that will emerge very shortly for a number of Bay Area transit districts, most notably BART and MUNI. While SB 63 lacks specifics, it will seek authorization in the 2025 legislative session to place onto the ballot in 2026, in some or all of the Bay Area's nine counties, a yet to be determined revenue measure for a yet to be determined time period. The authors are waiting on the results of a public opinion poll expected to be presented at MTC's Joint Legislation Committee on February 14, 2025. The results of the poll are expected to provide the legislature with key information about the potential voter support of various funding elements and other specifics of a potential ballot measure.

Mission Bay Ferry Landing Update

The Mission Bay Ferry Landing (MBFL) project is a joint effort between the Port of San Francisco (Port) and SF Bay Ferry to construct a permanent ferry terminal at the foot of 16th Street and Terry Francois Boulevard to operate new service to the Downtown San Francisco Ferry Building and special event services to the Chase Center. The project will help connect emerging job centers and other attractions in the Mission Bay neighborhood with regional commuters traveling not only to the Ferry Building but also to the Downtown Embarcadero station served by BART and MUNI. The MBFL project is included in the SF Bay Ferry 2050 Service Vision as a Tier I expansion project, Phase 1 of the Rapid Electric Emissions Free (REEF) Program, and the MTC Plan Bay Area 2050+ Regional Transportation Plan.

In November 2024, the Port was awarded a grant from the U.S. Environmental Protection Agency (EPA) Clean Ports Program that represents the final funding required to proceed with construction of the MBFL. The Port and SF Bay Ferry are drafting a Memorandum of Understanding (MOU) to define roles for delivery of the MBFL project, as well as operation, maintenance, and ownership responsibilities. Staff anticipates presenting this MOU to the Board for its consideration in the coming months as well as a funding plan for the project that incorporates not only the federal funds but local and State matching funds that comprise the full funding plan. Staff is closely monitoring the status of all federal funds that are committed to this project. All committed funds will need to be available in order to proceed with construction.

Public Ferry Coalition Update The Public Ferry Coalition (PFC) met in November 2024 to brief members on the Surface Transportation Re-Authorization bill which funds federal highway and public transportation programs, along with transportation research, intercity passenger rail, and other programs. The current reauthorization act expires September 30, 2026. Discussions on Capitol Hill regarding the next Surface Transportation Re-Authorization Bill have already started and the Transportation & Infrastructure and the Environment & Public Works Committees are planning to draft a bill by mid-2025. During the February PFC quarterly meeting, members will decide on a set of common priorities and will be working to transmit those priorities to committee staff to advocate for funding to support public ferry systems.

On January 27, PFC members also participated in a roundtable session at the Passenger Vessel Association's annual conference in Georgia on the potential impacts of the President's Executive Orders and resulting federal funding freeze.

NBA All-Star Weekend

The National Basketball Association (NBA) is hosting its annual All-Star Weekend in the Bay Area from Friday, February 14, through Sunday, February 16, 2025, with the primary events at Chase Center. SF Bay Ferry staff is working closely with the Golden State Warriors and the NBA to provide service to the primary events for fans. SF Bay Ferry has also partnered with the NBA on marketing opportunities and continues to explore ways to highlight the ferry during the event.

Released Request for Proposals

There was one RFP released in the last month as shown below:

- Insurance Brokerage and Risk Management Services: Released January 13

END

MEMORANDUM

TO: Board Members

FROM: Seamus Murphy, Executive Director
Erin McGrath, Chief Financial Officer

SUBJECT: Review of FY 2024/25 Financial Statements Ending December 31, 2024

Recommendation

There is no recommendation associated with this informational item.

Financial Statements Summary

This report provides a summary of financial activity through December 2024. For the operating budget, the summary chart below outlines current progress against budget which is within the projected budget. Total revenue and expense to date for operations is \$32.7 million with 50% of the fiscal year completed. Revenue and expense by both category and route is shown in the detailed charts attached to this report.

Ferry Operations Summary	Year - To - Date	Annual	
	FY2024/25 Actual Current YTD	FY2024/25 Approved Budget	% of FY2024/25 Budget
Revenue:			
Fare Revenue	\$ 7,160,529	\$ 14,065,234	51%
Transfers to Reserves	(3,860,514)	(8,439,141)	46%
Bridge Toll Revenues	17,139,944	50,606,165	34%
State Operating Assistance	9,973,114	11,664,129	86%
Alameda/Contra Costa Tax Revenue	2,244,634	4,307,450	52%
Other Revenue	22,354	2,545,000	1%
Total Operating Revenues	\$ 32,680,061	\$ 74,748,837	44%
Expense:			
Operations Labor	\$ 8,675,278	\$ 19,291,343	45%
Vessel Fuel	6,111,505	15,687,000	39%
Vessel Operations & Maintenance	4,367,716	8,805,864	50%
Facility Operations & Maintenance	5,118,931	11,296,160	45%
Systemwide Expense	4,190,156	10,649,045	39%
Demonstration/Pilot Projects	1,853,551	3,473,724	53%
Planning & Administration	2,362,925	5,545,703	43%
Total Operatings Expenses	\$ 32,680,061	\$ 74,748,838	44%
Farebox Recovery % (Regular Service)	23%		

Capital Budget expenses are summarized below, with more detail provided on the following pages. Expenses through the first 6 months, as shown below, are \$11 million.

Capital Budget Summary	FY2024/25 Actual Current YTD	FY2024/25 Approved Budget	% of FY2024/25 Budget
Revenue:			
Federal Funds	\$ 8,710,607	\$ 37,035,764	24%
State Funds	687,677	22,204,389	3%
Bridge Toll Revenues	1,767,138	22,320,841	8%
Local/Other Revenues	164,173	1,856,893	9%
Total Capital Revenues	\$ 11,329,594	\$ 83,417,887	14%
Expense:			
Repair and Replacement	\$ 2,440,239	\$ 26,057,363	9%
Vessel Projects	7,307,096	13,263,495	55%
Electrification Program (REEF)	1,582,259	44,097,030	4%
Total Capital Expense	\$ 11,329,594	\$ 83,417,887	14%

Investment Report

The total monthly balance held in both the Local Agency Investment Fund (LAIF) and our commercial bank as of December 31 is \$36 million. Quarterly earnings in LAIF are attached to this report and show \$169,843 in interest earned.

	December 2024
Bank of America (Checking)	\$ 1,321,485
Bank of America (Measure B/BB)	7,085,049
Local Agency Investment Fund (LAIF)	27,551,514
Total	\$ 35,958,048

Fiscal Impact

There is no fiscal impact associated with this informational item.

END

San Francisco Bay Ferry (WETA)
Operating & Administration Monthly Budget Report FY 2024/25
Through the Month Ending 12/31/2024

% of Year Elapsed 50%

	Month Dec. 2024 Actual	Year - To - Date		Total FY2024-25 Budget	% Budget
		FY2023-24 Actual	FY2024-25 Actual		
OPERATING REVENUE					
Fare Revenue	\$1,016,550	\$6,535,128	7,160,529	\$14,065,234	51%
Revenue Transfer to Reserve	(630,261)	-	(3,860,514)	(8,439,141)	46%
Federal Operating Assistance	-	14,399,072	-	-	-
Regional - Bridge Toll	793,067	5,879,016	17,139,944	50,606,165	34%
State Operating Assistance	4,161,190	-	9,973,114	11,664,129	86%
Local	377,136	1,880,858	2,244,634	4,307,450	52%
Other Revenue		126,307	22,354	2,545,000	1%
Total Operating Revenue	\$5,717,682	\$ 28,820,381	\$ 32,680,061	\$ 74,748,837	44%
OPERATING EXPENSE					
Harbor Bay Ferry Service					
Operations Labor	\$135,150	\$849,858	867,528	\$1,688,425	51%
Vessel Fuel	61,037	511,357	427,657	1,254,960	34%
Vessel Operations & Maintenance	99,959	243,282	437,741	1,023,362	43%
Facility Operations & Maintenance	56,484	370,042	323,509	760,837	43%
Systemwide Expense	67,848	376,445	383,914	966,188	40%
Total Harbor Bay Farebox Recovery	\$420,478 20%	\$2,350,983 21%	\$ 2,440,348 22%	\$ 5,693,772 19%	43%
Alameda/Oakland Ferry Service					
Operations Labor	\$310,846	\$2,035,473	\$1,995,314	\$4,408,474	45%
Vessel Fuel	174,392	1,459,391	1,222,301	2,823,660	43%
Vessel Operations & Maintenance	228,502	383,638	817,316	1,646,620	50%
Facility Operations & Maintenance	143,961	956,129	851,332	1,926,387	44%
Systemwide Expense	170,282	1,029,223	1,008,202	2,541,987	40%
Total Alameda/Oakland Farebox Recovery	\$1,027,982 20%	\$ 5,863,854 29%	\$ 5,894,466 29%	\$ 13,347,128 24%	44%
Vallejo Ferry Service (Vallejo)					
Operations Labor	\$364,906	\$2,407,256	\$2,342,325	\$5,851,832	40%
Vessel Fuel	383,663	3,438,556	2,689,062	\$6,745,410	40%
Vessel Operations & Maintenance	308,080	624,708	1,120,472	\$2,506,542	45%
Facility Operations & Maintenance	398,631	1,810,048	2,389,728	5,194,472	46%
Systemwide Expense	214,555	1,210,222	1,296,732	3,151,145	41%
Total Vallejo Farebox Recovery	\$1,669,834 26%	\$ 9,490,789 30%	\$ 9,838,320 32%	\$ 23,449,402 27%	42%
South San Francisco Ferry Service (SSF)					
Operations Labor	\$121,635	\$820,879	\$780,775	\$1,706,808	46%
Vessel Fuel	43,598	507,961	305,427	941,220	32%
Vessel Operations & Maintenance	94,809	317,222	533,131	1,129,078	47%
Facility Operations & Maintenance	127,667	359,626	381,971	719,434	53%
Systemwide Expense	51,081	244,320	285,456	800,037	36%
Total South San Francisco Farebox Recovery	\$438,790 10%	\$ 2,250,008 7%	\$ 2,286,760 14%	\$ 5,296,577 13%	43%
Richmond Ferry Service (Richmond)					
Operations Labor	\$243,271	\$1,582,989	\$1,561,550	\$3,384,571	46%
Vessel Fuel	122,074	1,019,451	855,759	2,196,180	39%
Vessel Operations & Maintenance	191,622	350,406	954,752	1,520,044	63%
Facility Operations & Maintenance	132,851	802,474	762,601	1,742,897	44%
Systemwide Expense	127,644	571,081	719,606	1,911,368	38%
Total Richmond Farebox Recovery	\$817,462 10%	\$ 4,326,402 13%	\$ 4,854,268 13%	\$ 10,755,060 12%	45%

(continued on next page)

San Francisco Bay Ferry (WETA)
Operating & Administration Monthly Budget Report FY 2024/25
Through the Month Ending 12/31/2024

% of Year Elapsed 50%

	Month Dec. 2024 Actual	Year - To - Date		Total FY2024-25 Budget	% Budget
		FY2023-24 Actual	FY2024-25 Actual		
OPERATING EXPENSE (continued)					
Seaplane Lagoon Ferry Service					
Operations Labor	\$175,695	\$1,097,930	\$1,127,786	\$2,251,233	50%
Vessel Fuel	87,196	726,142	611,299	1,725,570	35%
Vessel Operations & Maintenance	114,894	231,494	504,304	980,217	51%
Facility Operations & Maintenance	72,258	494,178	409,789	952,132	43%
Systemwide Expense	88,238	482,124	496,246	1,278,319	39%
Total Seaplane Lagoon	\$538,281	\$ 3,031,869	\$ 3,149,424	\$ 7,187,472	44%
Farebox Recovery	30%	25%	24%	17%	
Subtotal Operations (Regular Service)	\$4,912,828	\$ 27,313,905	\$ 28,463,585	\$ 65,729,411	43%
Farebox Recovery (exclud. Admin.)	21%	24%	25%	21%	
Hydrogen Demonstration Project (Sea Change)	\$208,186	123,735	\$ 1,453,244	\$2,143,724	68%
Alameda - Oakland Demonstration Project (Woodstock)	\$61,519	N/A	400,307	\$1,330,000	30%
Subtotal Ferry Operations (All)	\$5,182,533	\$ 27,437,640	\$ 30,317,136	\$ 69,203,135	44%
Planning and Administration					
Wages and Fringe Benefits	\$351,277	\$1,063,789	\$1,431,238	\$2,991,281	48%
Professional & Other Services	136,691	571,640	686,241	1,983,648	35%
Information Tech., Office, Supplies	5,307	8,880	40,934	99,000	41%
Utilities/Communications	2,753	9,007	13,609	25,632	53%
Insurance	1,941	13,104	13,299	28,059	47%
Dues, Memberships, Misc.	13,767	52,155	57,196	148,268	39%
Leases and Rentals	23,413	127,374	120,409	269,816	45%
Admin Overhead Expense Transfer		(463,208)	-		
Subtotal Planning & Administration	\$535,149	\$1,382,741	\$ 2,362,925	\$ 5,545,703	43%
Total Operating Expense	\$5,717,682	\$ 28,820,381	\$ 32,680,061	\$ 74,748,838	44%
Systemwide Farebox Recovery (Regular Service, incl. Admin.)			23%		

San Francisco Bay Ferry (WETA)
FY 2024/25 Capital Revenue and Expense
Year-to-Date Through December 31, 2024

	Total Project Revenue/Expense	Prior Years	FY 2024/25 Budget (revised)	Year-To-Date FY2024/25 Actual	Total Future Year	% of Project Budget
CAPITAL REVENUE						
Federal Funds	\$ 142,951,683	\$ 17,266,907	\$ 37,035,764	\$ 8,710,607	88,649,012	18%
State Funds	78,802,033	25,932,860	22,204,389	687,677	30,664,784	34%
Regional - Bridge Toll	94,811,874	11,073,223	22,320,841	1,767,138	61,417,809	14%
Local /Other	6,590,000	707,943	1,856,893	164,173	4,025,164	13%
Total Revenue	\$ 323,155,590	\$ 54,980,933	\$ 83,417,887	\$ 11,329,594	\$ 184,756,770	
CAPITAL EXPENSE						
Vessel Projects: Dorado Class						
High Speed Vessels (Dorado/Delphinus)	30,420,100	30,183,002	237,098	-	-	99%
Vessel Replacements (Karl, Zalophus)	37,902,400	21,371,139	13,026,397	7,307,096	3,504,864	76%
Repair and Replacement Program: Vessels						
Vessel Mid-Life Reburishment - Gemini	4,488,000	20,275	4,213,000	28,887	254,725	1%
Vessel Waterjet Upgrade - Pyxis Class Vessels	700,000	214,429	360,528	132,451	125,043	50%
Vessel Mid-Life Refurbish. & Engine Overhaul - Pisc	4,679,000	8,381	4,670,000	5,674	619	0%
Water Jet Equipment	940,000	198,223	739,075	-	2,702	21%
Engine Overhauls and Improvements	9,425,000	249,824	9,175,176	810,171	-	11%
Component Improvements/Dry Dock	3,412,000	-	3,412,000	1,262,422	-	37%
Repair and Replacement Program: Facilities						
Vallejo Terminal Reconfiguration	16,696,000	451,663	600,000	92,870	15,644,337	3%
Passenger Floats Rehabilitation - Pier 9	1,362,000	-	1,362,000	-	-	0%
Vallejo Ferry Terminal Dredging	3,520,000	-	165,000	61,735	3,355,000	2%
Parking Lot Preservation & Maintenance - SSF	190,584	-	190,584	-	-	0%
NOBMF Fuel Farm Upgrades	420,000	-	420,000	-	-	0%
Mare Island-Pier 9 Office Reconfiguration	550,000	-	550,000	46,030	-	8%
Multiuse Emergency Float	200,000	-	200,000	-	-	0%
Electrification Program (REEF)						
Vessels						
New Electric Vessels (Three - 150 PX)	58,407,000	384,532	9,559,212	224,715	48,463,256	1%
New Electric Vessel (Intintoli Replacement)	26,446,700	956,722	11,469,302	287,835	14,020,676	5%
New Electric Vessel (Mare Island Replacement)	26,500,000	28,540	2,357,935	-	24,113,525	0%
Facility Electrification						
Central Bay Terminal	6,946,000	8,041	75,000	2,200	6,862,959	0%
Downtown San Francisco	28,315,432	848,878	12,447,141	647,133	15,019,413	5%
Treasure Island	6,798,681	-	2,593,681	50,315	4,205,000	1%
Main Street	5,689,830	-	640,313	-	5,049,518	0%
Seaplane Lagoon	11,189,000	-	780,313	191,362	10,408,688	2%
Harbor Bay	12,656,693	-	3,099,134	104,810	9,557,559	1%
Richmond Terminal	4,687,500	-	200,000	-	4,487,500	0%
Mission Bay Project	700,000	57,285	125,000	13,506	517,715	10%
Berkeley Pier/Ferry Project	3,000,000	-	200,000	49,245	2,800,000	2%
Oakland Ferry Terminal	16,913,670	-	550,000	11,137	16,363,670	0%
				-		
Total Expense	\$ 323,155,590	\$ 54,980,933	\$ 83,417,887	\$ 11,329,594	\$ 184,756,770	



MALIA M. COHEN
California State Controller

LOCAL AGENCY INVESTMENT FUND
REMITTANCE ADVICE

Agency Name SAN FRANCISCO BAY AREA WATER

Account Number



As of 01/15/2025, your Local Agency Investment Fund account has been directly credited with the interest earned on your deposits for the quarter ending 12/31/2024.

Earnings Ratio		.00012664187216722
Interest Rate		4.62%
Dollar Day Total	\$	1,341,128,220.96
Quarter End Principal Balance	\$	27,551,514.01
Quarterly Interest Earned	\$	169,842.99



1415 L Street
Suite 1000
Sacramento
CA, 95814
916-446-4656

February 3, 2025

TO: Board of Directors - San Francisco Bay Area Water Emergency Transportation Authority

FM: Matt Robinson, Partner
Michael Pimentel, Partner

RE: **STATE LEGISLATIVE UPDATE – February 2025**

General Update

On January 6, the Legislature reconvened in Sacramento for the continuation of the 2025-26 Regular Legislative Session. This follows the initial convening for the Regular Legislative Session on December 2 during which legislators who stood for election in November 2024 were sworn-in and legislators in both houses selected their legislative leaders, adopted joint rules, and began bill introductions.

Legislators have until February 21 to introduce bills for consideration in the first year of the two-year session. The deadline for policy committees to meet and hear bills with a fiscal impact is May 2 for bills in the first house. For information about key legislative and budget deadlines, please see the 2025 Legislative Calendar available [here](#).

Concurrently with the Legislature's return to Sacramento, on January 6, Governor Newsom provided Californians with a preview of the proposed Fiscal Year 2025-26 State Budget. The full budget was released by the Newsom Administration through the California Department of Finance on January 10.

Governor Releases Proposed Fiscal Year 2025-26 State Budget

On January 10, Governor Newsom released his [proposed Fiscal Year 2025-26 State Budget](#), outlining the Newsom Administration's budget and initial budget-related policy priorities for the fiscal year, beginning on July 1, 2025.

The proposed budget presents a significantly improved fiscal picture for the state relative to the previous two budget acts, and proposes to invest \$322.3 billion in state programs, impacting housing and homelessness, transportation, climate, water, emergency response, education, health and human services, and corrections and rehabilitation, among other state priorities. Against this investment, the budget presents a modest surplus of \$363 million and maintains \$16.9 billion in reserve capacity for addressing downturns to California's economy.

Relative to public transportation, the proposed budget is largely status quo, as it would not make any adjustments to the level or timing of discretionary state investment in the formula-based Transit and

Intercity Rail Capital Program (TIRCP) or formula-based Zero-Emission Transit Capital Program (ZETCP) (collectively, referred to as the “SB 125 program.”) compared to the Budget Act of 2024.

As a reminder, the Budget Act of 2024 protected the \$5.1 billion for SB 125 program first established by the Budget Act of 2023 but made minor adjustments to the release of this funding to implement the following appropriation timeline for the formula-based TIRCP and ZETCP.

TIRCP

- \$2 billion is appropriated in FY 2023-24.
- \$1 billion is appropriated in FY 2024-25.
- \$1 billion is approved for appropriation in FY 2025-26.

ZETCP

- \$190 million is appropriated in FY 2023-24.
- \$220 million is appropriated in FY 2024-25.
- \$230 million is approved for appropriation in FY 2026-27.
- \$460 million is approved for appropriation in FY 2027-28.

Therefore, if adopted by the Legislature and signed into law by the Governor, the proposed budget would advance the final \$1 billion that was approved for appropriation to the formula-based TIRCP in FY 2025-26, bringing the total level of funding appropriated toward the SB 125 program to \$4.41 billion (out of the total \$5.1 billion). The remaining \$690 million for the formula-based ZETCP would be appropriated in the future fiscal years of FY 2026-27 and FY 2027-28. Additionally, the proposed budget maintains \$150 million for grade separations but does not include any additional appropriations currently.

Relative to the climate, the proposed budget highlights the Newsom Administration’s intent to work with the Legislature on reauthorization of the Cap-and Trade program and the Cap-and-Trade Expenditure Plan as soon as this year. Should this work move forward, it would require engagement from transportation stakeholders to ensure that the Cap-and-Trade Expenditure Plan continues to support public transportation at current levels or more. As a reminder, today, the Cap-and-Trade Expenditure Plan directs 15% of annual revenues to public transit capital and operations.

Finally, relative to housing and homelessness, the proposed budget would establish a new California Housing and Homelessness Agency. The new agency will “strengthen California’s ability to plan, produce, and preserve housing while enhancing the state’s homelessness response now and over the long term by aligning housing initiatives with complementary policy areas—such as transportation, health, climate, energy, and community planning.”

The proposed budget also states the Newsom Administration’s interest in working with the Legislature to advance policies to reduce housing costs, enhance accountability to meet their housing obligations, and promote efficient land use practices that integrate housing and transportation, including removing barriers to infill housing and supporting transit-oriented development, to help achieve the state’s housing and environmental goals. While specific details of these policies are not yet available, the Administration notes that it will propose policies to enhance the Department of Housing and Community Development’s ability to recycle funding, update housing programs to promote affordability, and expand existing CEQA streamlining tools to accelerate infill housing production.

Finally, the proposed budget would add \$25 million onetime General Fund in FY 2025-26 to the Clean California Program for a Community Cleanup and Employment Pathways Grant Program. This funding will provide matching grants to communities with a Clean California Community designation focused on both litter remediation and jobs creation. This helps build on the state's continued investments in litter removal and related maintenance activities.

With the Governor's proposed budget now released, we will see the Legislature begin to hold hearings on the budget proposals through subject-specific budget subcommittees. This process will continue in an iterative fashion throughout the spring in the lead-up to the release of the Governor's May Revise. The May Revise, scheduled to be released on May 15, serves a mid-year update to the Governor's proposed budget and will help inform the final budget agreement entered into by the Governor and legislative leaders in June.

CalSTA's Transit Transformation Task Force to Hold Next Meeting in Riverside

The California State Transportation Agency's Transit Transformation Task Force will meet in Riverside on February 5.

This meeting, the Task Force's eighth since convening in December 2023, will cover the process and timeline for completing the Task Force's report to the Legislature by October 30, 2025, and afford Task Force members the opportunity to provide feedback on the draft staff report on recommendations for fleet and asset management transit system oversight and reporting, further discuss options for additional transit funding, and discuss reforms needed to reduce transit capital construction costs and timelines.

As we have highlighted for you in our last few reports, the California Transit Association (the trade organization to which WETA belongs) continues to lead engagement in the Task Force discussions on behalf of California transit agencies. To inform the positions it takes at Task Force meetings, the Association continues to engage its membership on the challenges / barriers they face in delivering improvements to transit service and has convened an internal Transit Transformation Advisory Committee to develop policy recommendations (for breaking past these challenges) for submittal to the Task Force. Executive Director Seamus Murphy helps inform these policy recommendations as a member of the Advisory Committee.

The Task Force is subject to the state's open meeting requirements for state bodies, known as Bagley-Keene, and as such, all agenda materials are available on [CalSTA's website](#).

CTC Elects New Leadership

At its January 2025 business meeting, the California Transportation Commission elected Darnell Grisby as its Chair and Clarissa Falcon as its Vice Chair, effective March 1.

Appointed to the Commission by Governor Newsom in March 2021, Grisby is a nationally recognized social impact leader who champions upward mobility by advancing policies that promote justice through economic opportunity and environmental stewardship.

He currently serves as Senior Fellow at the Beneficial State Foundation, where he leads programs that support economic mobility through transportation and financial justice. He spent the previous nine years as Director of Policy Development and Research at the American Public Transportation

Association, where he helped protect public transportation from budget cuts, assisted cities around the nation in pursuing local transit ballot initiatives, and showcased the economic power of transportation investments. Grisby served as a legislative director and senior advisor in the California State Legislature and a government affairs professional before working at Reconnecting America, a think tank devoted to smart growth.

Appointed to the Commission by Senate President pro Tempore Toni Atkins, Clarissa Reyes Falcon is the President and Principal Consultant for Falcon Strategies. She previously worked for the California State Senate as a district director and as a public policy analyst for the San Diego Regional Economic Development Corporation. Falcon is a board member for the University of California, San Diego Chancellor's Community Advisory Board, the San Diego Union Tribune Community Advisory Board, the South County Economic Development Council, Circulate San Diego, and the Asian Business Association Board.

Bills of Interest

SB 63 (Wiener) Regional Measure – WATCH

This bill states that it is the “intent of the Legislature to enact legislation authorizing a revenue measure to invest in transportation, including to, at a minimum, sustain and improve public transportation, in the San Francisco Bay area. It is the further intent of the Legislature that the details of this authorizing legislation, including the specific geography of the measure, be based on continued stakeholder engagement and consensus building, building off of a robust regional engagement process led by the Metropolitan Transportation Commission in 2024.”

SB 71 (Wiener) CEQA Exemptions for Transit Projects – RECOMMEND SUPPORT

This bill would extend indefinitely the current January 1, 2030 sunset date established by SB 922 (Wiener, 2022) for statutorily authorized CEQA exemptions for transit and transportation projects, add additional project-types to the list of exemptions (ferry terminals, transit operational analysis, bus stops, bus shelters), and make substantive procedural changes surrounding board actions (i.e. board process for establishing a project’s cost estimate).

SB 79 (Wiener) Transit Oriented Development – WATCH

This bill states that it is the “intent of the Legislature to enact legislation that would make housing more affordable for California families, reduce greenhouse gas emissions, and enhance public transit systems by, among other things, requiring the upzoning of land near rail stations and rapid bus lines to encourage transit-oriented development.”

SB 239 (Arreguín) Brown Act Teleconferencing Advisory Bodies – WATCH

This bill would authorize a subsidiary body to use alternative teleconferencing provisions and would impose requirements for notice, agenda, and public participation. The bill would require the subsidiary body to post the agenda at the primary physical meeting location. The bill would require the members of the subsidiary body to visibly appear on camera during the open portion of a meeting that is publicly accessible via the internet or other online platform and would require the subsidiary body to list a member of the subsidiary body who participates in a teleconference meeting from a remote location in the minutes of the meeting. The bill would require the legislative body that established the subsidiary body electing to use teleconferencing pursuant to these provisions to establish the subsidiary body by

charter, ordinance, resolution, or other formal action to make specified findings by majority vote, before the subsidiary body uses teleconferencing for the first time and every 12 months thereafter. The bill would require the subsidiary body to approve the use of teleconference by two-thirds vote before using teleconferencing.

AB 259 (Rubio) Brown Act Teleconferences – WATCH

Existing law authorizes local agencies to use teleconferencing for board/council members under certain circumstances (illness, caring for others, travel, etc.) as long as a quorum of the members participate in person from the same location identified on the agenda and that the location is open to the public and in within the local agency's jurisdiction. Existing law establishes limits on the number of meetings members may participate in via teleconference to two meetings per year if the legislative body regularly meets once per month or less. These provisions sunset on January 1, 2026. This bill would remove the sunset date and extend the alternative teleconferencing procedures indefinitely.

MEMORANDUM

TO: Board Members

FROM: Seamus Murphy, Executive Director
Michael Gougherty, Director of Planning
Gabriel Chan, Transportation Planner

SUBJECT: Ridership Report – February 2025

Background

The agency's Pandemic Recovery Plan (Plan) began on July 1, 2021 with the enhancement of the Vallejo, Oakland & Alameda, and Richmond routes, the restart of the suspended Harbor Bay route, and the launch of the new Alameda Seaplane route. The following weekend also marked the relaunch of weekend service on the Vallejo, Oakland & Alameda, and Richmond routes. SF Bay Ferry relaunched the South San Francisco service in November 2021.

The Plan enhanced service during midday and weekend periods to reflect changing demands from regular commuters and recreational riders. Lower fares, more in line with parallel transit options such as BART or Transbay buses, is an additional feature of the Plan. With the introduction of the new ridership database in January 2023, staff are now able to provide more in-depth insights about ridership data with greater precision and accuracy. This report provides a monthly update on ridership trends, comparisons to historical data and other regional transit operators, as well as upcoming service adjustments.

Discussion

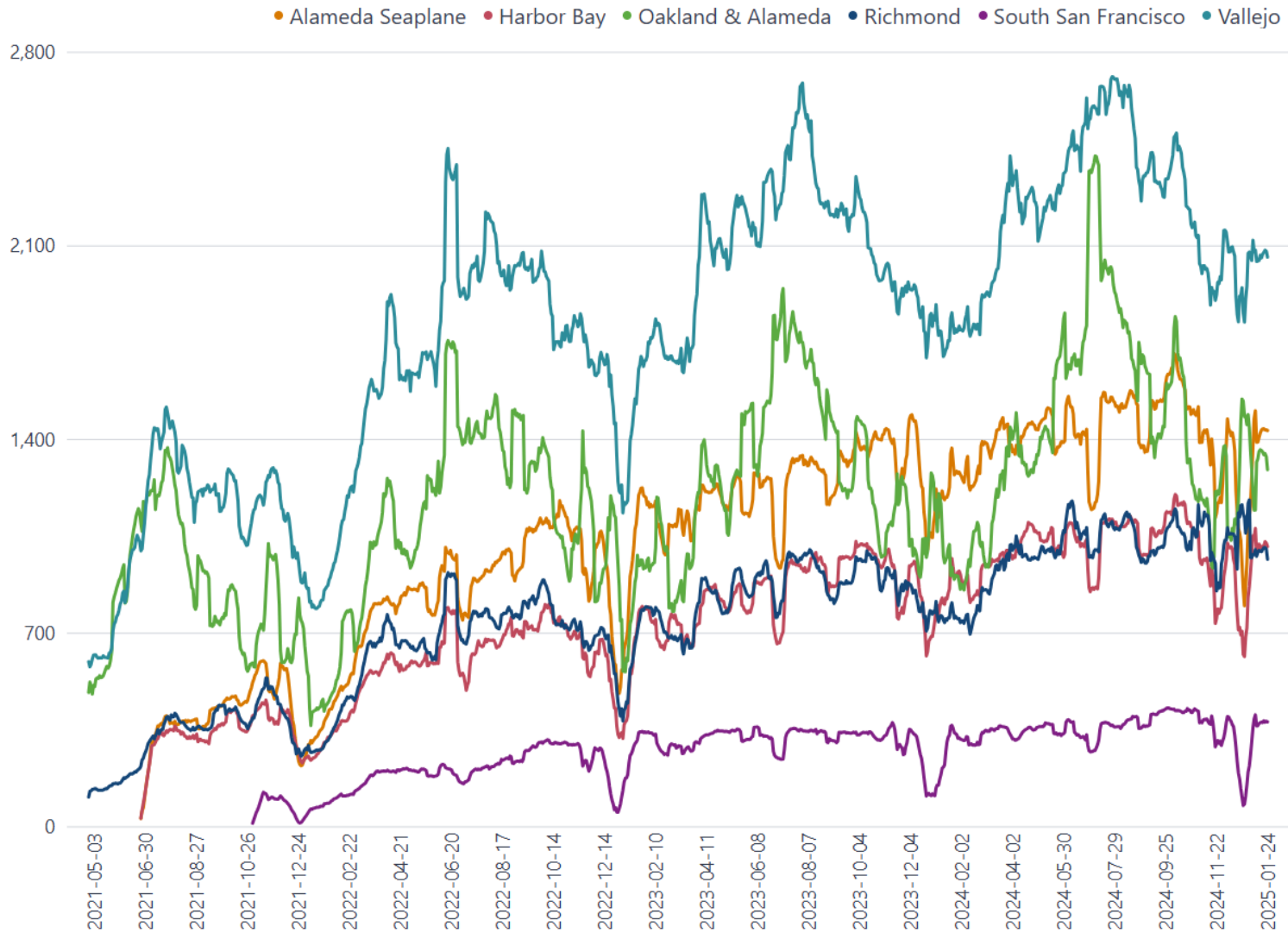
This report includes ridership data for January. SF Bay Ferry had over 203,000 boardings in January—14% higher than projections in the budget. Compared to the same month in 2019, ridership was about 93% pre-pandemic. This past January was exceptionally strong in terms of ridership, which may be due to the unseasonably dry weather the region experienced throughout the month. Year-over-year SF Bay Ferry ridership is about 43,000 boardings higher than January 2024. Compared to BART and Caltrain, SF Bay Ferry still outperforms in terms of ridership recovery with the other regional transit operators still between 40-50% of pre-pandemic ridership.

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Appendix A. Ridership Data Summary

10-Day Weekday Average Ridership

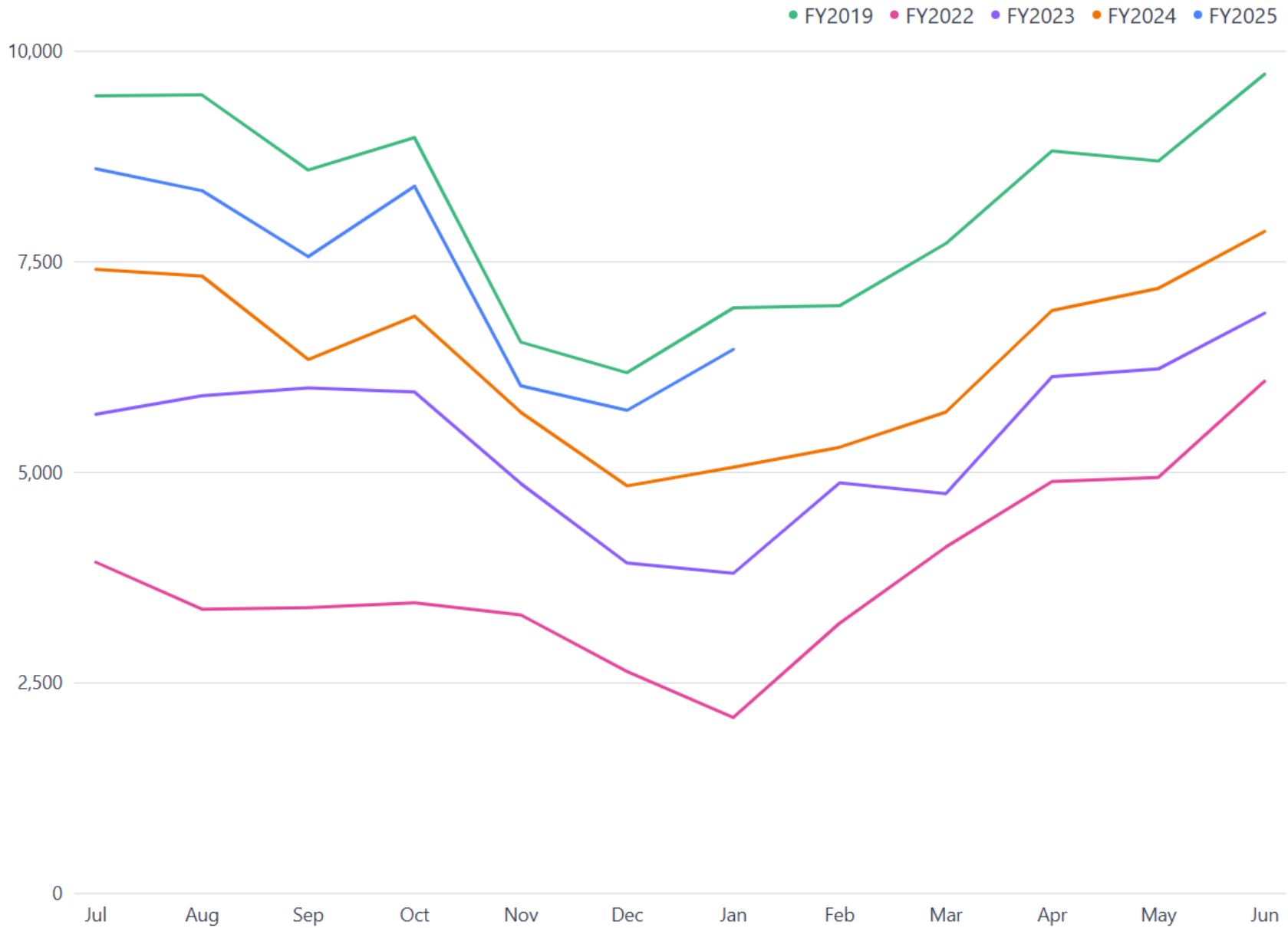
[Download CSV](#)



Ridership from other routes and event ridership is excluded.

Average Daily Ridership By Month

[Download CSV](#)

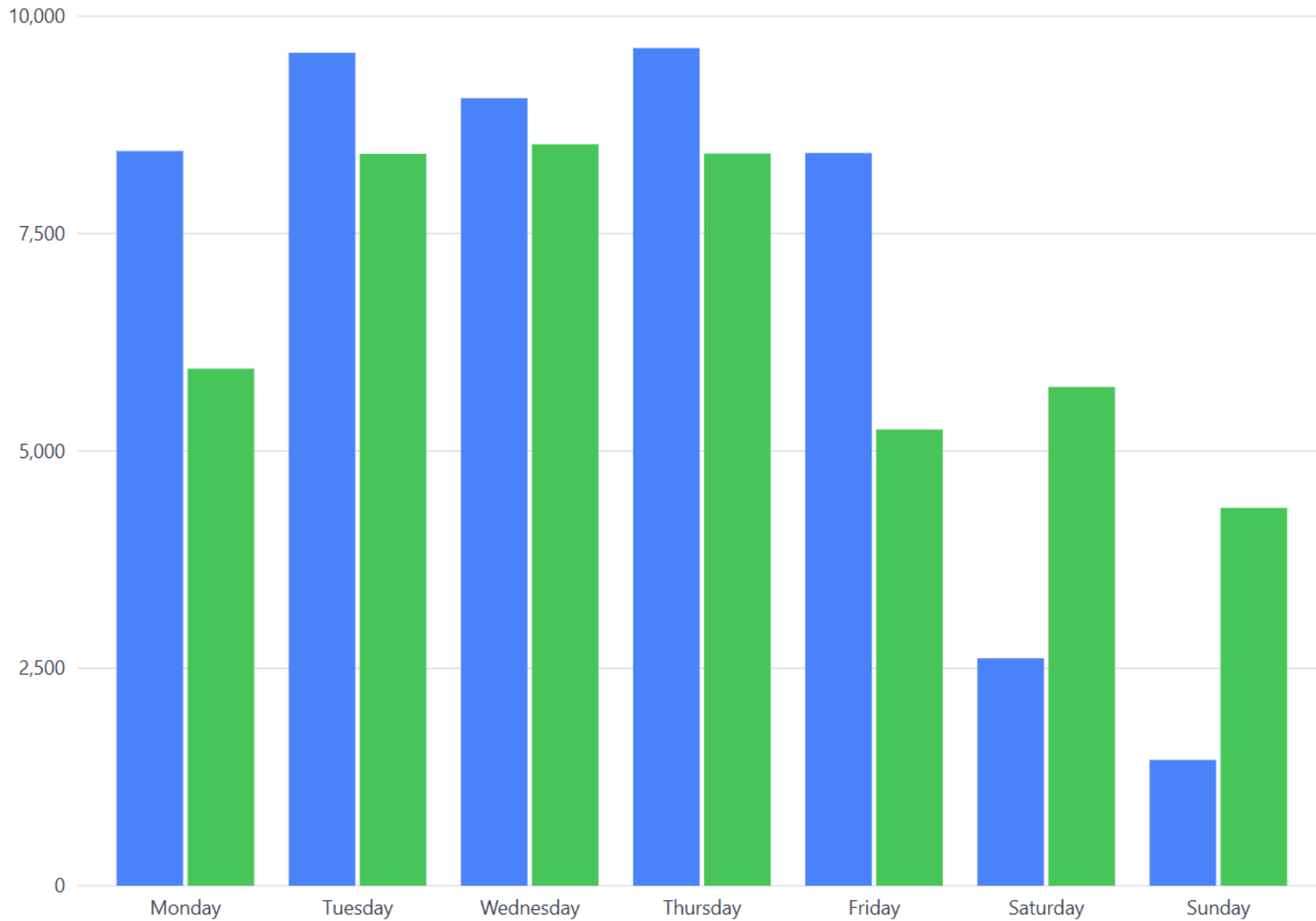


Event ridership is excluded.

Average Ridership by Day of Week Systemwide

[Download CSV](#)

• January 2019 • January 2025

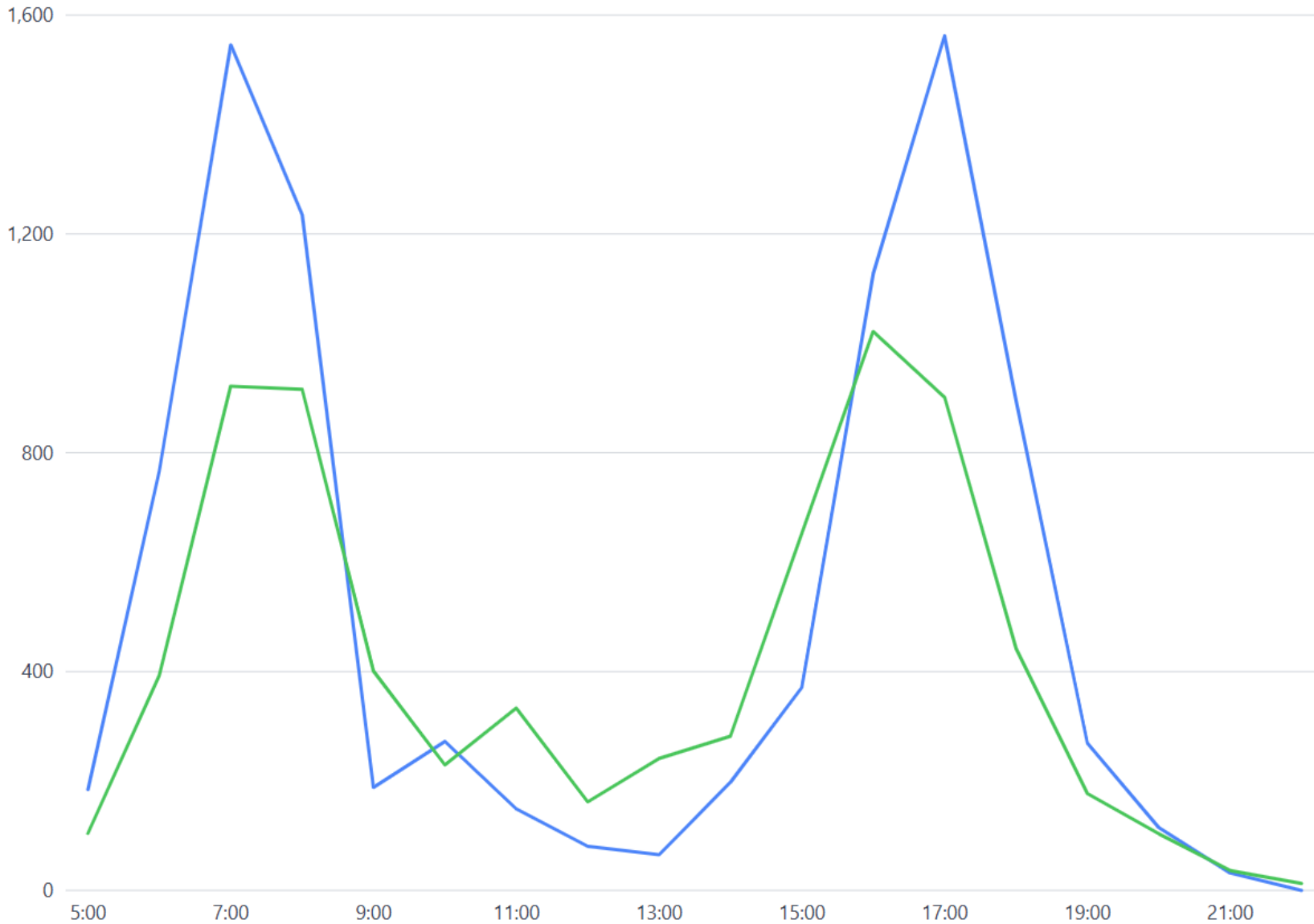


Event ridership is excluded. Holidays with no service are excluded.

Average Weekday Hourly Ridership

[Download CSV](#)

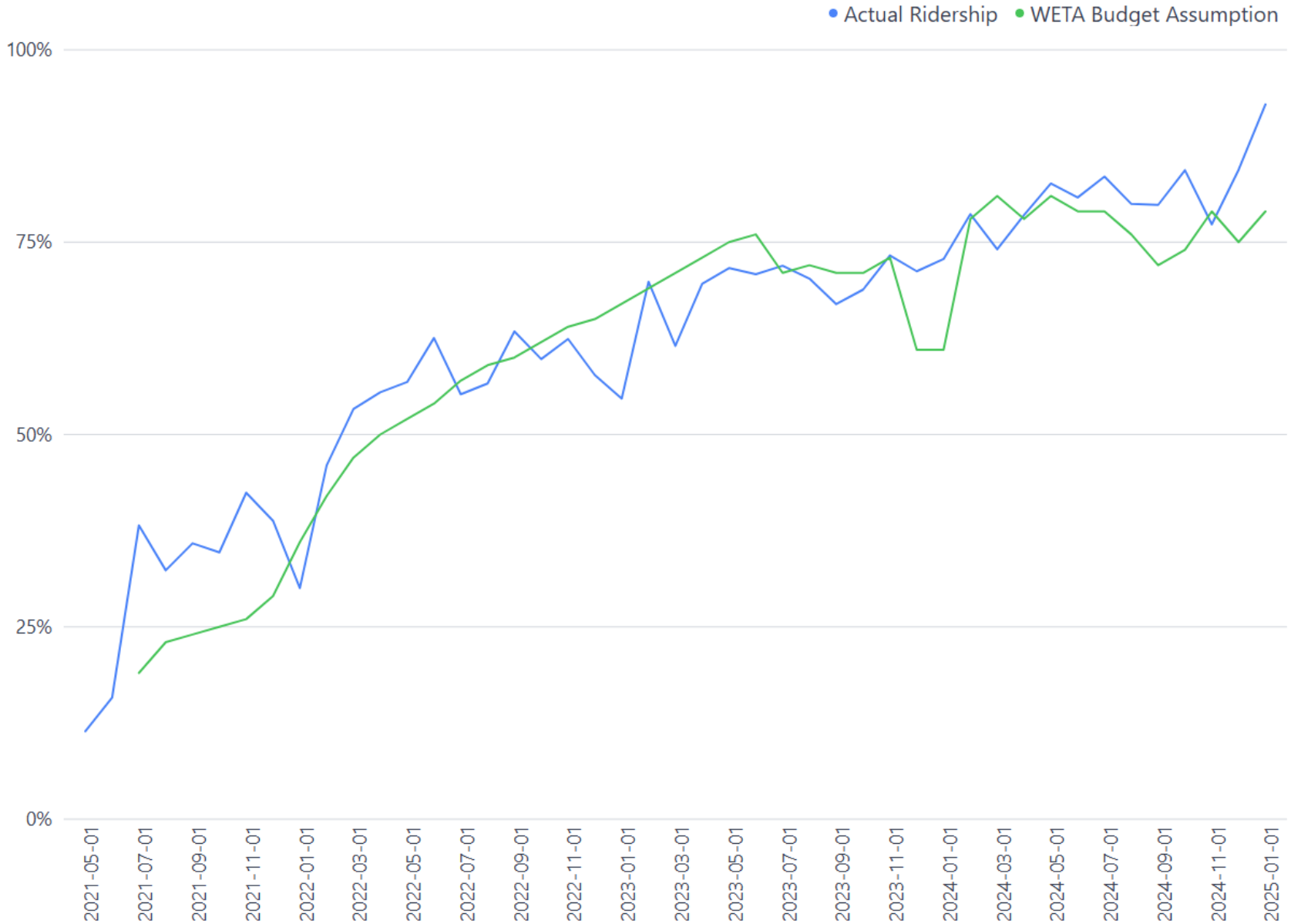
• January 2019 • January 2025



Event ridership is excluded. Scheduled trip segment start time is used.

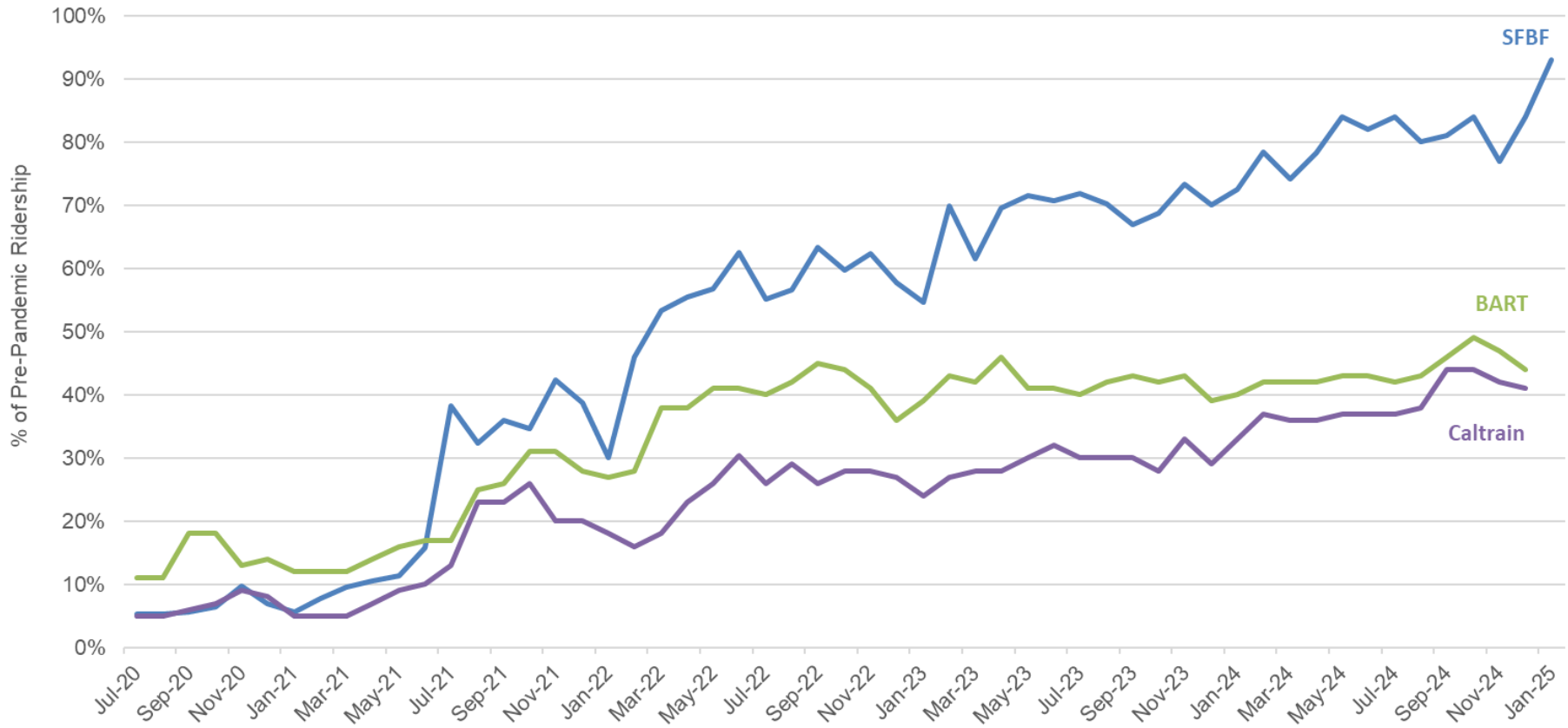
Actual vs Budgeted Ridership

[Download CSV](#)



Event ridership is excluded.

Regional Transit Ridership



Operational Statistics

[Download CSV](#)

	Oakland & Alameda	Richmond	Harbor Bay	South San Francisco	Alameda Seaplane	Vallejo	San Francisco Pier 41 Short Hop	Oakland Alameda Water Shuttle	Chase Center	Systemwide
Total Ridership January 2025	47,501	25,338	22,598	8,046	30,834	56,789	705	8,410	3,525	203,746
Total Ridership December 2024	43,297	26,291	17,950	5,718	26,091	51,398	620	6,488	2,599	180,452
Percent Change	9.7%	-3.6%	25.9%	40.7%	18.2%	10.5%	13.7%	29.6%	35.6%	12.9%
Total Ridership January 2025	47,501	25,338	22,598	8,046	30,834	56,789	705	8,410	3,525	203,746
Total Ridership January 2024	36,278	19,670	19,199	5,940	27,527	47,746	552	0	3,265	160,177
Percent Change	30.9%	28.8%	17.7%	35.5%	12%	18.9%	27.7%	Infinity%	8%	27.2%
Total Ridership FY2025 to date	425,404	193,409	152,724	54,697	215,492	456,856	13,043	59,857	9,811	1,609,249
Total Ridership FY2024 to date	360,930	161,462	134,553	45,709	204,678	418,933	11,597	0	10,680	1,376,438
Percent Change	17.9%	19.8%	13.5%	19.7%	5.3%	9.1%	12.5%	Infinity%	-8.1%	16.9%
Average Weekday Ridership January 2025	1,243	977	1,076	383	1,468	2,077	11	272	344	7,362
Weekdays Operated in January 2025	22	22	21	21	21	22	9	14	6	22
Average Weekend Ridership January 2025	2,521	481				1,388	76	576	366	5,224
Weekend Days Operated in January 2025	8	8	0	0	0	8	8	8	4	8
Ridership Per Hour January 2025	98	69	110	61	145	77	78	69	304	89
Ridership Per Mile January 2025 [†]	6.9	3.8	5.8	3.4	8.6	2.8	4.2	32.3	25	4.6
Revenue Hours January 2025	487	368	205	131	213	742	9	121	12	2,288
Revenue Hours FY To Date	3,432	2,575	1,380	927	1,474	5,252	143	809	31	16,112
Revenue Miles January 2025 [†]	6,902.9	6,720.4	3,913	2,385.4	3,584	20,114.4	167.4	260.3	141	44,188.7
Revenue Miles FY To Date [†]	48,639.1	47,000.4	27,502.8	16,268.4	24,763.2	142,014.3	2,154.5	1,417.8	380.7	312,018.9
% of planned trip segments January 2025	99.8%	99.7%	100%	99.3%	100%	99.9%	35.1%	99%	100%	97.6%
% of trip segments on time January 2025 [*]	95.9%	99%	96.9%	98.9%	98.4%	97.5%	100%			97.4%
	View Trips >	View Trips >	View Trips >	View Trips >	View Trips >	View Trips >	View Trips >	View Trips >	View Trips >	View Trips >

[†]Statute miles.

^{*}On time is less than 10 min of delay in arriving.

MEMORANDUM

TO: Board Members

FROM: Seamus Murphy, Executive Director
Thomas Hall, Director of Operations & Customer Experience
Joseph Ramey, Project Development & Controls

SUBJECT: Service Reliability Report – December 2024

Background

Beginning in January 2025, SF Bay Ferry ridership data and reliability metrics are provided in separate reports. Ridership data will continue to be provided with no lag between the close of the month and the following Board meeting. Reliability metrics will be provided in a separate report on a 1-month lag, similar to the agency's financial reports. This will provide staff an opportunity to more fully analyze on-time performance and cancellation data, including necessary follow-up with the contract operator. Data in this report reflects operations in December 2024.

The following metrics are included in this report:

- **On-Time Trips:** Trips arriving early, on-time, or less than five minutes after the scheduled arrival time.
- **Late Trips:** Trips arriving five minutes or more past the scheduled arrival time.
- **Cancelled Trips:** Cancelled trips not replaced by a substitute (backup) vessel.
- **On-Time Performance (OTP):** The percentage of total trips that arrived early, on-time, or less than five minutes after the scheduled arrival time.
- **Service Reliability:** The percentage of scheduled trips that were operated, after adjusting for trips cancelled.

Every six months, staff will provide reliability metric comparisons to other public ferry operators.

The findings of this report will also inform potential initiatives that staff can pursue to improve on-time performance and reliability along with input from the Board and others. SF Bay Ferry's average on-time performance and service reliability goals for 2025 are both 95% for the system as a whole.

Discussion

These are highlights for the service's reliability and on-time performance for 2024.

- **On-time performance** averaged 96.9% systemwide in 2024, nearly identical to system on-time performance in 2023 of 96.8%.
- **Service reliability** averaged 99.6% systemwide in 2024, which was also nearly identical to system reliability in 2023 of 99.4%.
- Over the last two years, SF Bay Ferry has achieved very high levels of on-time performance and reliability, with both metrics exceeding the performance goals set by the agency of 95.0%.
- In 2024, there were a total of 203 trip segments cancelled, compared to 50,311 trip segments provided during these months. Cancelled trips represented just 0.4% of total scheduled trips during 2024. The number of cancelled trips declined by 26% in 2024 compared to 2023, where there was a total of 276 trips cancelled.
- SF Bay Ferry currently operates 17 vessels for non-pilot services. The agency expects to add two additional vessels, the MV Karl and MV Zalophus, in 2025 which will bring the fleet size to

19 vessels. These vessels will provide additional capacity to maintain regular service, especially during periods in which vessels are out of service for repairs and regular maintenance.

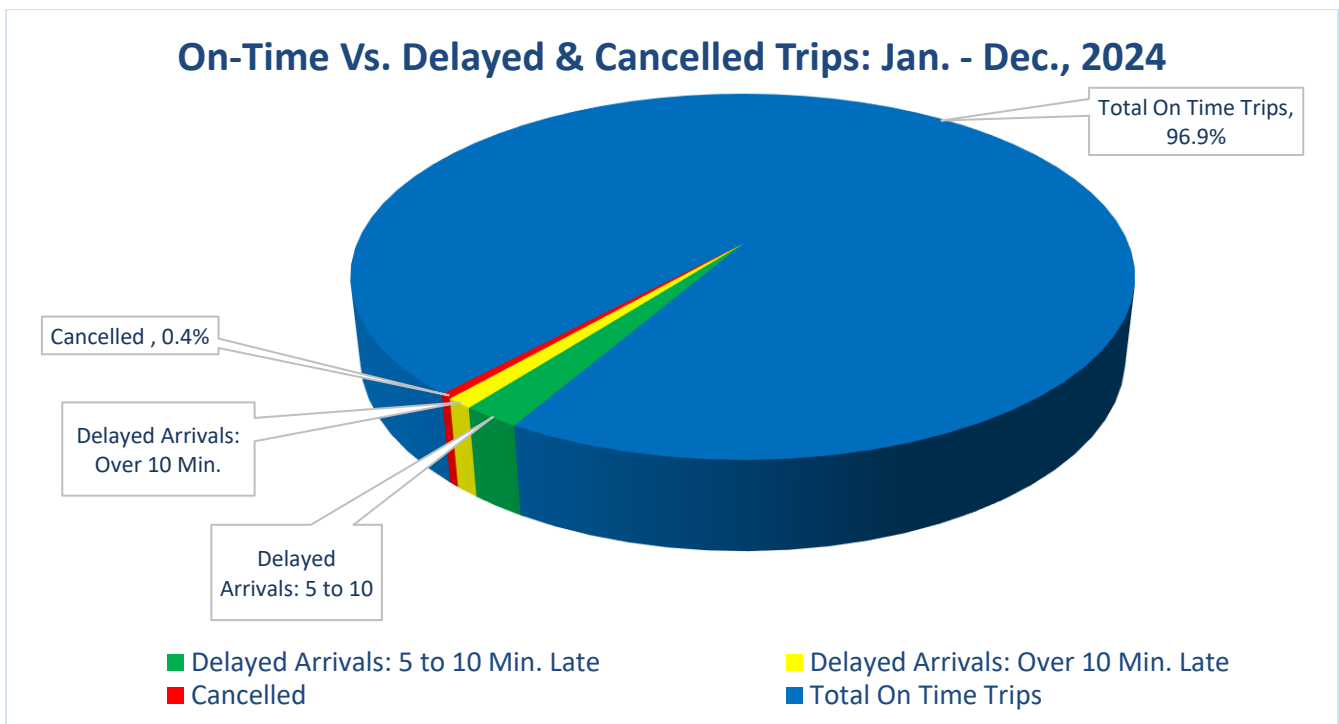
These are highlights specifically constrained to December 2024.

- **Reliability:** SF Bay Ferry completed 3,732 of 3,751 trips in December 2024, for a reliability rate of 99.5%. The 19 trips cancelled were primarily due to mechanical issues.
- **On-time performance:** In December 2024, 96.5% of SF Bay Ferry's trips were considered on-time.

Appendix A. Operations Data Summary

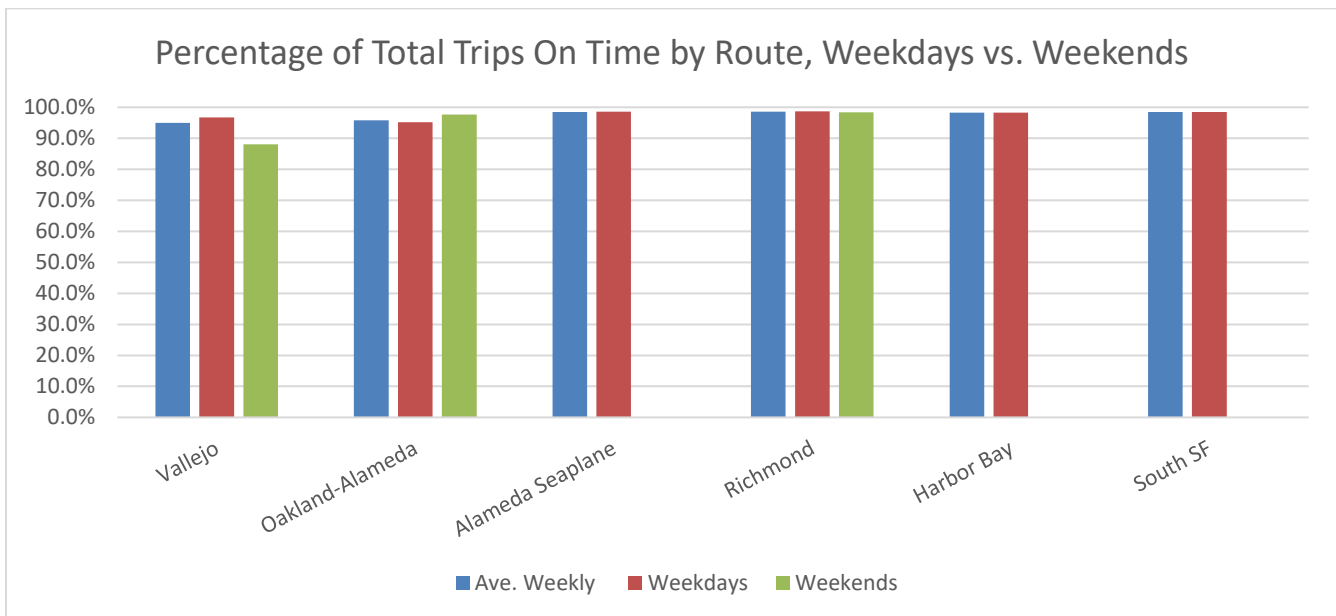
Percentage of Trips On-Time: Year-to-Date (Jan. – Dec. 2024)

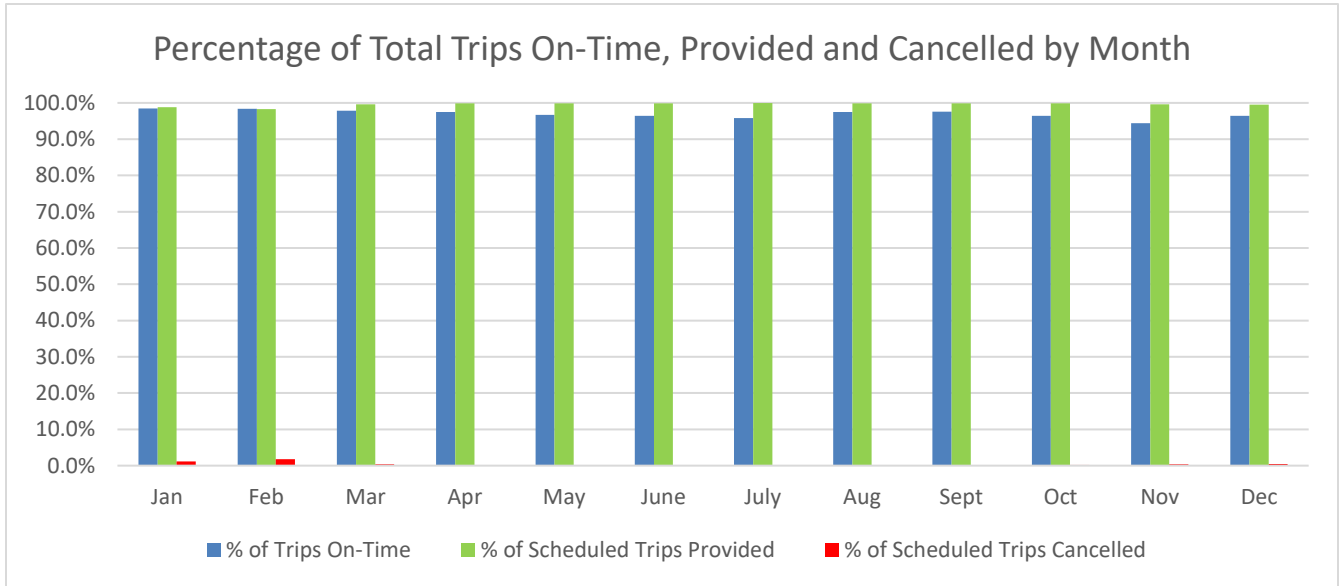
Route	Ave. Weekly	Weekdays	Weekends
Vallejo	95.0%	96.7%	88.0%
Oakland-Alameda	95.8%	95.2%	97.6%
Alameda Seaplane	98.5%	98.5%	Not Provided
Richmond	98.6%	98.6%	98.4%
Harbor Bay	98.3%	98.3%	Not Provided
South SF	98.4%	98.5%	Not Provided
Total System	96.9%	97.2%	95.5%



On-Time Performance & Reliability by Month (Jan. – Dec. 2024)

	% of Trips On-Time	% of Scheduled Trips Provided	% of Scheduled Trips Cancelled
January	98.5%	98.8%	1.2%
February	98.4%	98.3%	1.7%
March	97.9%	99.6%	0.4%
April	97.5%	99.9%	0.1%
May	96.7%	99.9%	0.1%
June	96.4%	99.9%	0.1%
July	95.8%	99.9%	0.1%
August	97.5%	99.9%	0.1%
September	97.6%	99.9%	0.1%
October	96.4%	99.8%	0.2%
November	94.4%	99.6%	0.4%
December	96.5%	99.5%	0.5%
Annual Average	96.9%	99.6%	0.4%





WETA On-Time Performance & Reliability Compared to Other Ferry Operators, Ave. Jan. – Aug. 2024*

	% of Trips on Time	% of Scheduled Trips Provided
Golden Gate	97.2%	99.3%
Washington State Ferries	84.5%	98.3%
Kitsap Transit	97.2%	99.2%
Massachusetts Bay Transportation Authority	98.6%	99.7%
Average of Comps	94.4%	99.1%
WETA	97.3%	99.5%
BART	74.8%	n/a
MUNI	83.5%	n/a
AC Transit	73.5%	n/a

* The definition of on-time performance varies among the other ferry and transit operators considered in this analysis. Some operators consider on-time performance based on late departures instead of late arrivals. Most operators define on-time trips as trips departing or arriving within 5 minutes of the scheduled departure or arrival time.

MEMORANDUM

TO: Board Members

**FROM: Seamus Murphy, Executive Director
Gary Griggs, Chief Capital Program Officer**

SUBJECT: Quarterly Review of FY 2024/25 Capital Program Ending December 31, 2024

Recommendation

There is no recommendation associated with this informational item.

Performance Summary

The capital program consists of the repair, replacement, and expansion of the SF Bay Ferry system including conversion to zero-emissions operations. Major accomplishments through the quarter ending December 31, 2024, include:

- Recruited additional key staff to the Capital Program Team.
- Received board authorization for the 150-passenger battery-electric vessels.
- Proceeded with 400-passenger vessels discussions with top-ranked proposer.
- Developed the Request for Proposal for the new universal charging float.
- Developed the Request for Proposal for the multi-bench professional services contract.
- Completed thirty percent plans, specifications, and estimates for the Treasure Island Terminal Electrification Project.
- Advanced electrification design work for the Downtown San Francisco, Mission Bay, Seaplane, Oakland, and Harbor Bay terminals.
- Developed a detailed Capital Program MAP for tracking the performance of individual projects making up the overall capital program.
- Developed a risk management program for risk monitoring and mitigation.
- Adopted the Terminal Access Guidelines.
- Awarded the Gemini Class Mid-Life Refurbishment contract.
- Awarded the Main Engine Preventative Maintenance Services contract.
- Approved changes to the diversity program for contract awards related to federal procurements.
- Approved participation in the Green Marine Program to improve environmental performance.
- Reviewed the SF Bay Ferry's Disadvantaged Business Enterprise (DBE) Program.
- Signed the Equity in Infrastructure Project Pledge for policies that create opportunities for historically underutilized businesses.

Schedule Performance

Following is the program schedule showing scheduled performance timelines for major activities along with the critical path as of the end of the reporting period. The Schedule Performance Index (SPI) as a measure of the overall program is the ratio of the aggregate of the individual projects actual schedule completion divided by planned schedule completion and is 0.7 indicating that the program is behind schedule as of the end of the reporting period.

Calendar Year	2024	2025	2026	2027	2028	2029	2030
Vessels: Dorado Class							
• High Speed	—						
• Replacements	—	—					
Repair/Replace: Vessels							
• Midlife – Gemini		—					
• Waterjet - Pyxis	—	—					
• Midlife - Engine	—	—	—				
• Water Jet Equip	—	—					
• Engine Overhauls	—	—	—				
• Comp Improve		—	—	—			
Repair/Replace: Facilities							
• Vallejo Reconfig	—	—	—	—			
• Float Rehab – Pier 9		—					
• Vallejo Dredging	—	—					
• Pkg Lot - SSF		—					
• NOBMF Fuel Farm		—					
• Office Reconfig		—					
• Multiuse Float (TBD)		—					
Electrification (REEF)							
• Vessels							
○ 150 Vessels	—	—	—	—	—		
○ 400 Vessels	—	—	—	—	—	—	
• Facilities							
○ Central Bay*							
○ Downtown SF							
○ Treasure Island	—						
○ Main Street*							
○ Seaplane	—						
○ Harbor Bay	—						
○ Richmond*							
○ Mission Bay	—						
○ Berkeley*							
○ Oakland*							

Notes: REEF Phase 1 Critical Path: — (Through December 31, 2024)

REEF Phase 2 Critical Path: - - - - -

Facilities include the Charging Floats

* Schedule To Be Determined

Cost Performance

The following are the estimated project budgets, commitments to date, and expenditures as of the end of the reporting period. The projected cost is based on the earned value which is equal to the estimated physical percent complete divided by the financial percent complete. The Cost Performance Index (CPI) for the overall program based on the aggregate sum of the individual projects is 1.0 indicating that the overall program cost is on budget as of the end of the reporting period.

Project	Budget Estimate	Committed to Date	Expended to Date	Budget Remaining	Projected
Vessel Projects					
High Speed (Dorado/Delphinus)	\$30.4	\$30.4	\$30.2	\$0.2	\$30.4
Replacements (Karl/Zalophus)	\$37.9	\$37.9	\$28.7	\$9.2	\$37.9
Repair and Replacement Program: Vessels					
Midlife Refurb/MV Gemini	\$4.5	\$4.5	\$0.0	\$4.4	\$4.5
Waterjet Upgrade/Pyxis	\$0.7	\$0.7	\$0.3	\$0.4	\$0.7
Midlife Refurb/Engine Overhaul	\$4.7	\$4.7	\$0.0	\$4.7	\$4.7
Waterjet Equipment	\$0.9	\$0.9	\$0.2	\$0.7	\$0.9
Engine Overhaul/Improve	\$9.4	\$9.4	\$0.7	\$8.7	\$9.4
Component Improve/Dry Dock	\$3.4	\$3.4	\$1.3	\$2.1	\$3.4
Repair and Replacement Program: Facilities					
Vallejo Terminal Reconfiguration	\$16.7	\$16.7	\$0.5	\$16.2	\$16.7
Floats Rehab – Pier 9	\$1.4	\$1.4	\$0.0	\$1.4	\$1.4
Vallejo Terminal Dredging	\$3.5	\$3.5	\$0.1	\$3.5	\$3.5
Parking Lot - SSF	\$0.2	\$0.2	\$0.0	\$0.2	\$0.2
NOBMF Fuel Farm Upgrades	\$0.4	\$0.4	\$0.0	\$0.4	\$0.4
Mare Island/Pier 9 Office	\$0.6	\$0.6	\$0.0	\$0.5	\$0.6
Multiuse Emergency Float	\$0.2	\$0.2	\$0.0	\$0.2	\$0.2
Electrification Program (REEF)					
Vessels					
New Electric (3-150PX)	\$58.4	\$31.3	\$0.6	\$57.8	\$58.4
New Electric (400PX/Intintoli)	\$26.4	\$26.4	\$1.2	\$25.2	\$26.4
New Electric (400PX/Mare Island)	\$26.5	\$26.5	\$0.0	\$26.5	\$26.5
Facilities					
Central Bay	\$6.9	\$6.9	\$0.0	\$6.9	\$6.9
Downtown San Francisco	\$28.3	\$28.3	\$1.4	\$26.9	\$28.3
Treasure Island	\$6.8	\$6.8	\$0.1	\$6.7	\$6.8
Main Street	\$5.7	\$5.7	\$0.0	\$5.7	\$5.7
Seaplane Lagoon	\$11.2	\$11.2	\$0.2	\$11.0	\$11.2
Harbor Bay	\$23.2	\$12.7	\$0.1	\$23.1	\$23.2
Richmond	\$4.7	\$4.7	\$0.0	\$4.7	\$4.7
Mission Bay	\$0.7	\$0.7	\$0.1	\$0.6	\$0.7
Berkeley Pier	\$3.0	\$3.0	\$0.0	\$3.0	\$3.0
Oakland	\$16.9	\$16.9	\$0.0	\$16.9	\$16.9

\$ Millions (Through December 31, 2024)

Risk Management

The following are the major risks being tracked and managed based on the standard risk level assessments of probability and impact. The risk assessment is used to determine the level of unallocated contingency.

Probability	High	Medium Risk	High Risk	High Risk
	Medium	Low Risk	Medium Risk	High Risk
	Low	Low Risk	Low Risk	Medium Risk
		Low	Medium	High
Impact				

Risk ID	Risk Description	Mitigation	Level
R1	Funding Uncertainty	Continue to seek all funding sources	High
R2	Cost Escalation	Maximize competition	Medium
R3	Schedule Delays	Consider schedule incentives	Medium
R4	Technical Challenges	Seek service proven experience	Medium
R5	Sufficient Utility Capacity	Coordinate with the utilities	High
R6	Impact on Current Operations	Develop contingency plans	Medium
R7	Environmental Challenges	Work closely with resource agencies	Low
R8	Code Compliance	Clarify applicable codes	Medium
R9	Construction Impacts	Manage construction activity	Low
R10	Stakeholder Support	Continue strong engagement	Low

Look Ahead Summary

The following major activities are planned during the next quarter.

- Recruit additional project managers to the Capital Program Team.
- Execute the contract for the 150-passenger battery-electric vessels.
- Seek Board authorization for the award of the 400-passenger battery-electric vessels.
- Issue an RFP for the universal charging floats.
- Advance the design of the Treasure Island Terminal Electrification Project to 60%.
- Advance the engineering of the Downtown San Francisco Terminal Electrification Project.
- Negotiate the MOU for the Treasure Island Terminal Electrification Project.
- Negotiate the MOU for the Mission Bay Landing Terminal Electrification Project.
- Advance Seaplane Lagoon Terminal Electrification Project preliminary engineering.
- Advance the planning, preliminary engineering, and environmental work for the Oakland and Harbor Bay Terminal Modernization Projects.
- Continue the design and environmental coordination for the Berkeley Terminal Electrification Project.
- Conduct permitting and design for the Vallejo Terminal Reconfiguration Project.
- Continue planning for the Redwood City Terminal.

Fiscal Impact

There is no fiscal impact associated with this informational item.

END

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

[January 9, 2025]

The Board of Directors of the San Francisco Bay Area Water Emergency Transportation Authority met in regular session at the Port of San Francisco at Pier 1, San Francisco, CA and via videoconference.

1. CALL TO ORDER

Chair James Wunderman called the meeting to order at 1:00 p.m.

2. ROLL CALL

Chair James Wunderman, Vice Chair Monique Moyer, Director Jessica Alba, and Director Pippin Dew were in attendance.

Chair Wunderman led the Pledge of Allegiance. He welcomed directors, staff, and meeting guests and noted that the meeting was being conducted in person and by videoconference and was being recorded. He advised guests about offering public comment and how guests could sign up to speak throughout the meeting.

3. REPORT OF BOARD CHAIR

Chair Wunderman expressed interest in scheduling some future Board of Directors' meetings in other communities served by SF Bay Ferry.

Chair Wunderman reported that the Metropolitan Transportation Commission decided to include Redwood City Terminal and Service Project in Plan Bay Area 2050 (Plan) after initial reluctance. He thanked the collaborative efforts of Redwood City residents, organized labor, and the community, noting the project's importance and existing funding from Redwood City and San Mateo County.

Chair Wunderman said that he was encouraged by the double-digit growth in ridership.

4. REPORTS OF DIRECTORS

Vice Chair Moyer offered her New Year's greeting. She acknowledged the challenges faced by many California residents due to the recent fires and noted the impact on the many lives the fire affected and the supply chain.

The Directors thanked the stakeholders for their efforts related to the Redwood City Terminal and Service Project's inclusion in the Plan.

5. REPORTS OF STAFF

Executive Director Seamus Murphy thanked Government and Regulatory Affairs Manager Lauren Gularte and her team for their work in organizing and coordinating with the San Mateo County stakeholders.

Mr. Murphy provided an update on the system integration work for the SF Bay Ferry's Rapid Electric Emission-Free (REEF) Ferry Program. He introduced Senior Project Manager Jan Rybka and Aurora Marine Design Principal Shaun Green to provide a quick overview of the work on the

REEF program. They shared their presentation that included a project status update, challenges and solutions, WETA standards, the evaluation process, and next phase considerations. Director of Operations and Customer Experience Thomas Hall reported on the success of the Richmond Free Ferry Friday promotion.

Ms. Gularte provided verbal federal and state legislative updates. She added that SF Bay Ferry would remain a client of longtime SF Bay Ferry lobbyist Ray Bucheger who launched new firm Accelerate Strategies in 2024 acquiring much of FBB Federal Relations' client portfolio.

Transportation Planner Gabriel Chan noted that going forward that ridership and operations and reliability would be reported separately. He said that the ridership report would include data from the prior month but that the operations and reliability report would have a one-month lag which required more analysis. Mr. Chan reported that ridership was higher than budgeted projection and represented approximately 84 percent of pre-pandemic ridership.

Director Dew suggested partnering with realtor associations who can provide transit options and information to new homeowners as an opportunity to grow ridership.

Mr. Murphy confirmed that staff is working on marketing to new homeowners, concluded the Executive Director's report, and offered to answer questions.

The Directors thanked staff for their in-depth reports and updates.

PUBLIC COMMENT

Carl Mulligan spoke during the public comment period about the agency's fleet planning strategies.

Chair Wunderman suggested that a future agenda include a discussion about fleet planning.

6. CONSENT CALENDAR

Vice Chair Moyer made a motion to approve the consent calendar:

- a. Approve Board Meeting Minutes – December 12, 2024
- b. Item 6b – removed from Consent Calendar

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

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

Yeas: Alba, Dew, Moyer, Wunderman. Nays: None. Absent: DelBono.

- b. Authorize the Submittal of an Application with the Metropolitan Transportation Commission for \$14,141,000 in Regional Measure 3 Capital Funds

Chief Executive Officer Erin McGrath said two corrections were made on the resolution.

Director Dew made a motion to adopt Resolution No. 2025-01 approving this item.

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

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

Yeas: Alba, Dew, Moyer, Wunderman. Nays: None. Absent: DelBono.

7. AUTHORIZE FIFTH AMENDMENT TO AGREEMENT WITH MANSFIELD OIL COMPANY OF GAINESVILLE, INC. FOR FUEL AND FUEL DELIVERY SERVICES CONTRACT

Director of Project Delivery and Engineering Timothy Hanners presented this item recommending authorizing the Executive Director to execute the fifth amendment to SF Bay Ferry's agreement with Mansfield Oil Company of Gainesville, Inc. to extend the term of the agreement by six months, with six additional one-month extensions if needed.

Director Alba made a motion to adopt Resolution No. 2025-02 approving this item.

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

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

Yeas: Alba, Dew, Moyer, Wunderman. Nays: None. Absent: DelBono.

8. APPROVE WETA'S 2025 LEGISLATIVE PROGRAM

Government and Regulatory Affairs Specialist Terence Candell presented this item recommending approving WETA's 2025 Legislative Program.

Chair Wunderman commented that SF Bay Ferry was more than just a transportation agency and suggested focusing on opportunities for landside development to advance agency goals.

Government and Regulatory Affairs Manager Lauren Gularte clarified sections of the Legislative Program meant to provide that direction.

Director Alba made a motion to adopt Resolution No. 2025-03 approving this item.

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

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

Yeas: Alba, Dew, Moyer, Wunderman. Nays: None. Absent: DelBono.

9. PUBLIC COMMENTS FOR NON-AGENDA ITEMS

With all business concluded, Chair Wunderman adjourned the meeting at 2:24 p.m.

- Board Secretary

END

MEMORANDUM

TO: Board Members

FROM: Seamus Murphy, Executive Director
Thomas Hall, Director of Operations and Customer Experience

SUBJECT: Approve Contract Award to Ballyhoo Media for Advertising Services

Recommendation

Approve contract award to Ballyhoo Media for advertising services and authorize the Executive Director to negotiate and execute an agreement for a 5-year base term and one 5-year option term, and take any other related actions to support this work.

Background

In 2022, the Board of Directors adopted an Advertising Policy to support the agency's creation of an advertising program to generate revenue through advertising sales onboard vessels and other channels controlled by SF Bay Ferry. At the time, staff launched the advertising program with in-house resources in hopes of generating enough revenue to attract the interest of outside advertising firms with the expertise and resources necessary to maximize SF Bay Ferry's potential revenue. In November 2024, the agency released a Request for Proposals (RFP) from firms interested in managing the program to drive revenue with dedicated sales efforts.

Through its in-house efforts, the agency has sold approximately \$40,000 worth of onboard advertising using only its onboard digital screens. This advertising space has exclusively been procured by local businesses.

The Advertising Policy (attached to this memorandum) describes the purpose of the advertising program, how it will be administered and enforced, and details forms of permitted and excluded advertising. No changes are proposed to the Advertising Policy at this time.

Discussion

The agency released its RFP on November 7, 2024, using its Bonfire procurement system. The proposal period was open for six weeks, with a submission deadline of December 20, 2024. The RFP was downloaded by 36 firms. Staff received requests for clarification from two firms. Eight firms began submissions through Bonfire but did not submit proposals by the deadline. One firm, Ballyhoo Media (Ballyhoo), submitted a proposal.

In an effort to ensure there was adequate competition, staff reached out to the eight firms who began submissions but did not file proposals by the deadline to determine why they chose not to submit a proposal. Two firms responded that they determined their services did not align with the agency's needs. One firm cited technical issues with Bonfire but did not respond to a request for additional information on the issues. The other five firms did not respond to the agency's correspondence.

Ballyhoo's proposal was found to be responsive. The agency's evaluation panel interviewed Ballyhoo representatives and evaluated and scored Ballyhoo's proposal on the criteria listed in the RFP:

- Criteria 1: Project Understanding and Approach (35 points)
- Criteria 2: Proposer and Key Personnel's Qualifications and Experience (30 points)
- Criteria 3: Fee Proposal (35 points)

The scoring table can be found below.

Proposer	Criteria 1	Criteria 2	Criteria 3	Total
Ballyhoo Media	32	30	28	90

Ballyhoo is a Florida-based firm dedicated to marine-based advertising and marketing. The company began operations using its own vessel as a display advertising channel in the Miami market, expanded its fleet for four vessels, and moved into providing display advertising solutions for other marine operators. Ballyhoo currently provides advertising services for Washington State Ferries, the Staten Island Ferry, and Fire Island Ferries.

The Evaluation Panel found Ballyhoo’s focus on waterborne marketing programs a good fit for SF Bay Ferry’s program given the unique nature of ferry service, both in terms of opportunities and challenges. Ballyhoo’s proposal calls for the installation of high-quality commercial-grade screens on SF Bay Ferry’s vessels to serve advertising for local and global brands. Ballyhoo intends to leverage existing contracts with major advertisers on their other contracted services in the Seattle and New York metropolitan markets to support growth of advertising revenue for SF Bay Ferry. Ballyhoo also proposed to find appropriate additional spaces for static display advertising on SF Bay Ferry vessels, and has local subcontractors to handle installation and troubleshooting for both the digital and static elements. Under terms of the agreement that SF Bay Ferry included in RFP, Ballyhoo would be wholly responsible for costs associated with acquisition, installation, and maintenance of all equipment and production of advertising assets. Service will not be negatively impacted by equipment and static advertising installation or upkeep; all such work will be completed by Ballyhoo and its contractors when vessels are offline.

Transit advertising programs typically rely on revenue sharing agreements to ensure incentives for the advertising services firm and transit operator are aligned. In the RFP, the agency sought proposals from firms on revenue sharing levels for the base 5-year term of the agreement in addition to an optional 5-year extension. Following evaluation and scoring of the proposal, the agency proceeded to negotiate the revenue sharing with Ballyhoo. The following table shows the proposed final revenue sharing agreement along with projections from Ballyhoo’s proposal on gross revenue generated by the program.

Term	Gross Revenue	SF Bay Ferry Share	Projected SF Bay Ferry Revenue
Year 1	\$ 556,173	25%	\$ 139,043
Year 2	\$ 1,293,703	25%	\$ 323,426
Year 3	\$ 1,552,444	30%	\$ 465,733
Year 4	\$ 1,862,933	35%	\$ 652,027
Year 5	\$ 2,235,519	40%	\$ 894,208
Year 6 (Opt.)	\$ 2,459,071	40%	\$ 983,628
Year 7 (Opt.)	\$ 2,704,979	40%	\$ 1,081,992
Year 8 (Opt.)	\$ 2,975,476	40%	\$ 1,190,190
Year 9 (Opt.)	\$ 3,273,024	40%	\$ 1,309,210
Year 10 (Opt.)	\$ 3,600,326	40%	\$ 1,440,130
TOTAL	\$ 22,513,648	38%	\$ 8,479,587

No revenues are guaranteed under the agreement. Some operators agree to a smaller revenue share in exchange for minimum annual guaranteed payments. Given the lack of existing revenue in the program and the high potential for success based on Ballyhoo's work with Washington State Ferries and Staten Island Ferry, the agency elected to maximize potential earnings through a higher revenue share in lieu of negotiating a minimum annual guaranteed payment.

Fiscal Impact

SF Bay Ferry will incur no costs as a part of this contract award. Under the proposed agreement, Ballyhoo will incur all costs of upgrading current content equipment and installation of all advertising media. Revenue raised under this program will help fund ferry operations for the agency. Staff will work with Ballyhoo to incorporate revenue projections into the annual budget based on market conditions and demonstrated demand for advertising space on SF Bay Ferry vessels.

END

ATTACHMENT 1: SF Bay Ferry Advertising Policy (September 1, 2022)

SAN FRANCISCO BAY AREA WATER EMERGENCY TRANSPORTATION AUTHORITY

ADVERTISING POLICY

Adopted September 1, 2022

The San Francisco Water Emergency Transportation Authority (WETA) is engaged in the sale of advertising in and upon WETA ferries, currently consisting of: (1) video screens within ferries; (2) poster, decal, and wrap spaces on the interior and exterior of ferries; and (3) concession areas of WETA ferries. This Advertising Policy (Policy) applies to all of WETA's current advertising sales and will apply to any future expansion of WETA's advertising sales, including advertising sales involving or on WETA property and within WETA's digital media (website, social media accounts, and newsletter).

I. PURPOSE

The purpose of this Policy is to clearly define the use of WETA's revenue-generating advertising and promotion spaces throughout WETA's ferries, facilities, publications, website, and social media accounts (each an "Advertising Location," and collectively the "Advertising Locations"). It is WETA's intention to allow advertising revenue generation, while protecting WETA's San Francisco Bay Ferry brand.

WETA recognizes that, as a public transit agency, members of the public may associate advertising messages displayed on WETA property with WETA services. Therefore, WETA acknowledges that it must ensure advertising does not negatively impact the ridership and safety of its passengers. Advertisements that are potentially offensive, controversial, disrespectful, harmful, or promote activities that are not permitted on WETA's ferries, could discourage people from riding WETA's ferries and also compromise the safety and comfort of WETA's passengers, employees, and contractors. Moreover, the acceptance of such advertisements could undermine WETA's goal of generating revenue by making it more difficult for WETA to attract and retain passengers. WETA also recognizes that, as a public agency, WETA must balance its interests with free speech rights under the First Amendment.

WETA will make Advertising Locations available in WETA-specified locations for limited types of advertising (Permitted Advertising). By allowing limited types of advertising, WETA does not intend to create a public forum for public discourse or expressive activity or to provide a forum for all types of advertisements. All advertising shall be subject to this uniform, viewpoint-neutral Policy.

WETA will not permit the types of advertising defined below as Excluded Advertising. By prohibiting Excluded Advertising, WETA's intention is to: (1) maintain a professional advertising environment that maximizes advertising revenues, does not conflict with other WETA contracts, and minimizes interferences with or disruption of its ferry system; (2) maintain an image of neutrality on political, religious or other issues that are not the subject of Commercial Advertising, as defined below, and are the subject of public debate and concern; and (3) continue to build and retain ferry ridership.

II. PERMITTED ADVERTISING

The display of Permitted Advertising on or within WETA's Advertising Locations is intended only to supplement fare revenue and other income that funds WETA's operations, and to promote WETA's ferry operations. WETA desires that its passengers not be subject to advertisements containing material relating to political, religious, or issue advocacy about which public opinion can be widely divergent and which some passengers may, therefore, find offensive. If passengers are so offended, it could affect the ridership and revenue of WETA adversely. Further, Excluded Advertising could negatively impact the safety of WETA's passengers. In order to realize the maximum benefit from the sale of space, advertising must be managed in a manner that will procure as much revenue as practicable, while ensuring that the advertising is of a type that: (1) does not discourage the use of the ferry system; (2) does not diminish WETA's reputation in the communities it serves, the good will of its customers or the established San Francisco Bay Ferry brand; (3) does not promote activities which are prohibited on WETA's ferries; and (4) is consistent with the principal purposes of providing safe and efficient public transportation.

To attain these objectives, the WETA's Board of Directors has established the following regulations governing advertising. Permitted Advertising cannot contain displays or messages that are Excluded Advertising, as defined below in Section III.

Permitted Advertising includes advertising in the following categories:

1. **Commercial Advertising.** Commercial Advertising is advertising for the sole purpose of promoting a business or selling products, goods or services. It does not include advertising that both promotes a business or offers to sell products, goods or services and also conveys a political or religious message, or issue advocacy, and/or expresses or advocates opinions or positions related to any of the foregoing.
2. **Operations Advertising.** Operations Advertising is advertising that promotes WETA or its services.
3. **Promotions and Partnerships Advertising.** Promotions and Partnerships Advertising is advertising that provides added value to WETA through a promotion or partnership with an outside organization. Promotions and Partnerships Advertising must indicate that the promotion or offer is specifically designed for WETA passengers. Promotions and Partnerships Advertising must be approved by the Marketing Manager and must not contain Excluded Advertising.
4. **Cross-Promotional Advertising.** Cross-Promotional Advertising is advertising used on an occasional basis, when space is available, where WETA participates in cross-promotional opportunities that offer a direct reciprocal opportunity to promote use of WETA's ferries. Cross-Promotional Advertising must be approved by WETA's Marketing Manager, and must provide an equivalent or greater value in cross-promotional benefits in the form of advertising space or editorial space. Cross-Promotional Advertising must be approved by the Marketing Manager and must not contain Excluded Advertising.

III. EXCLUDED ADVERTISING

Advertising cannot be displayed or maintained on Advertising Locations if the advertisement contains one or more of the following categories of Excluded Advertising:

1. False, misleading, deceptive or relates to an illegal activity.
2. Advocacy of violence or crime.
3. Infringement of copyright, service mark, title or slogan.
4. Defamatory or likely to hold up to scorn or ridicule a person or group of persons.
5. Unauthorized Endorsement.
6. Obscene (i.e., patently offensive sexual material lacking literary, social, artistic and/or political value, that appeals to the prurient interest of a person of average sensibilities), pornographic, or advertises a sexually oriented business as that term is defined in California Government Code Section 65850.4(b).
7. Images, copy or concepts that actively denigrate public transportation or the services provided by WETA.
8. Tobacco, cannabis, firearms (including ammunition) or other substances and items prohibited on WETA's ferries.
9. Religious.
10. Political.
11. Anything in the determination of WETA, the Coast Guard, or a law enforcement agency that poses an identifiable threat to the security of WETA's passengers, employees, contractors, or members of the public.

For purposes of this policy, the following definitions apply:

Unauthorized Endorsement advertisements are defined as advertising that implies or declares that WETA endorses a product, service, point-of-view, event or program. The prohibition against endorsements does not apply to advertising for a service, event or program for which WETA is an official sponsor, co-sponsor, partner or participant.

Religious advertisements are defined as advertisements that contain any direct or indirect reference to religion, or to any religion, or to any deity or deities, or which includes the existence, nonexistence or other characteristics of any deity or deities, or to any religious creed, denomination, belief, tenet, cause or issue relating to (including opposing or questioning) any religion. This prohibition shall include the depiction of text, symbols, or images commonly associated with any religion or with any deity or deities, or any religious creed, denomination, belief, tenet, cause or issue relating to (including opposing or questioning) any religion.

Political advertisements are defined as advertisements that contain political speech referring to a particular ballot question, initiative, petition, referendum, law, candidate, political party or social issue or expresses or advocates opinions or positions on any of the foregoing. This prohibition includes any advertisement referring to or depicting a candidate for public office in any context.

IV. ADMINISTRATION AND ENFORCEMENT OF POLICY

A. Review by Marketing Manager

The Marketing Manager will review all advertisements and supporting information for compliance with this Policy. If it is determined that an advertisement is not a Permitted Advertising, the Marketing Manager will make a written determination notating the specific standard or standards that have not been met.

B. Notification to Advertiser

Upon a determination by the Marketing Manager that an advertisement does not comply with this Policy, WETA will send prompt, written notification to the advertiser of the rejection of the advertisement, including a copy of this Policy and the written determination of the Marketing Manager.

C. Appeal to the Executive Director

The Marketing Manager's determination that an advertisement does not comply with this Policy may be appealed to WETA's Executive Director. The appeal must be submitted in writing to the Marketing Manager within ten (10) calendar days of receipt of the Marketing Manager's denial notification. The Executive Director will allow the advertiser and Marketing Manager to present any argument or evidence they wish to offer. The Executive Director's decision shall be final.

D. Incorporation into Advertising Management Contracts

Any future advertising management contracts executed by WETA will incorporate this Policy.

SAN FRANCISCO BAY AREA WATER EMERGENCY TRANSPORTATION AUTHORITY

RESOLUTION NO. 2025-03

APPROVE CONTRACT AWARD TO BALLYHOO MEDIA FOR ADVERTISING SERVICES

WHEREAS, in 2022 the SF Bay Ferry Board of Directors adopted an Advertising Policy and the agency created an advertising program to generate revenue through advertising sales onboard vessels and other channels controlled by SF Bay Ferry; and

WHEREAS, on November 7, 2024, SF Bay Ferry issued a Request for Proposals (RFP) for firms interested in managing the advertising program to drive revenue with dedicated sales efforts; and

WHEREAS, by the RFP submission deadline, SF Bay Ferry received a single proposal from Ballyhoo Media (Ballyhoo); and

WHEREAS, in accordance with the RFP, the evaluation committee scored Ballyhoo's proposal and determined Ballyhoo is well qualified to manage the agency's advertising program given their unique expertise and resources; and

WHEREAS, staff negotiated a revenue sharing arrangement with Ballyhoo to maximize the agency's potential earnings; and

WHEREAS, the Executive Director recommends the Board of Directors approve a contract award to Ballyhoo for advertising services for a 5-year base term and one 5-year option term and authorize the Executive Director to negotiate and execute an agreement, and take any other related actions to support this work; now, therefore, be it

RESOLVED, that the Board of Directors hereby approves awarding a contract to Ballyhoo Media for advertising services for a 5-year base term and one 5-year option term; and be it further

RESOLVED, that the Board of Directors authorizes the Executive Director to negotiate and execute the agreement and take any other related actions to support this work.

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 February 13, 2025.

YEA:

NAY:

ABSTAIN:

ABSENT:

/s/ Board Secretary

2025-03

END

MEMORANDUM

TO: Board Members

FROM: Seamus Murphy, Executive Director
Timothy Hanners, Director of Project Delivery and Engineering
Jeffery Powell, Senior Project Manager

SUBJECT: Maintenance Audit Review Update

Recommendation

There is no recommendation associated with this informational item.

Background

Ensuring the reliable operation and safety of vessels is paramount to SF Bay Ferry's success and the well-being of passengers. A robust vessel maintenance system serves as the cornerstone of this endeavor, encompassing a structured approach to inspecting, repairing, and managing all aspects of a ferry's mechanical, electrical, and structural components. By implementing an effective maintenance system, SF Bay Ferry can minimize the risk of breakdowns, enhance operational efficiency, comply with regulatory standards, and ultimately safeguard the safety of passengers and crew. Part of a robust maintenance program is to always identify areas for improvement, assess the effectiveness of existing maintenance strategies, and mitigate risks associated with equipment failure or downtime.

In 2024 SF Bay Ferry engaged Elliot Bay Design Group to conduct a comprehensive evaluation of the agency's maintenance practices, procedures, and systems to ensure they are aligned with industry standards, regulatory requirements, and organizational objectives. Elliot Bay Design Group completed a Maintenance Audit in June, 2024 and it included several recommendations for consideration. SF Bay Ferry has reviewed and acted on these recommendations, which included.

- Create a more effective CMMS (Computerized Maintenance Management System).
 - Previously labor hours were not tracked effectively in the CMMS. Blue & Gold Fleet (Blue & Gold) has worked with the software designer and has successfully integrated labor tracking into the system. The fundamental process to track labor is now available in the CMMS and is partially operating and reporting. Blue & Gold has been tasked with the updating the tasks and work order items to turn on labor tracking throughout the entire system. Once labor tracking is fully functional, we will have a better understanding of efficiencies, cost controls, reliability, and planned maintenance activities.
- Evaluate benefits of switching to or adding night shift engineers:
 - There is an opportunity to have maintenance performed on vessels between the hours of 8 PM and 6 AM while vessels are out of service. There are some advantages and disadvantages to this approach that will be evaluated to determine if a graveyard shift would benefit the overall maintenance system. Currently, Blue & Gold has made schedule adjustments with a mix of engineers and fuelers on two shifts, which could achieve the same outcomes as the addition of a graveyard shift. SF Bay Ferry will continuously monitor the effectiveness of the schedule changes utilizing the new labor tracking data.

- Offset Engineering Managers and Port Engineers schedules to provide coverage on the weekend.
 - Blue & Gold has adjusted the schedules to include offset Engineering Manager and Port Engineers during the week. The Engineering Manager remains on call for weekend management as needed. We do have maintenance engineers on staff seven days a week and two shifts each day.

- Adjust practices when posting, evaluating, hiring, and training contracted engineering staff.
 - SF Bay Ferry staff does not manage Blue & Gold's hiring process but is now actively helping to coordinate when positions are filled. A review process has been established that allows SF Bay Ferry to weigh in prior to management positions being filled.

- Consider the need for adding dedicated facilities, maintenance crew, and vehicle.
 - Evaluation of this item determined that it would add benefit, but potentially not relative to the costs. SF Bay Ferry has empowered its operator to manage the engineering team to accomplish the goals of the maintenance program which includes maintenance of the vessels, terminals, and facilities. Currently the amount of effort does not justify a full dedicated crew. This may change with the implementation of REEF.

- A tool sign-out tracking system
 - Blue & Gold has initiated a system with control numbers allocated to tools to provide better tracking and accountability of these assets. The process is in a state of continuous improvement and will be monitored and adjusted as needed.

In addition to the audit's recommendations, other maintenance-related issues have resulted in extensive unplanned out-of-service periods for several vessels. These issues were not identified in the initial audit. Staff has identified key areas of improvement for these instances that will avoid these issues in the future.

SF Bay Ferry appreciates the recommendations outlined in the maintenance audit report and recognizes the importance of implementing these improvements to enhance our maintenance practices. Going forward we will take proactive steps to continuously improve in these areas and will identify other areas that would benefit from improvements.

Fiscal Impact

There is no fiscal impact associated with this informational item.

END

MEMORANDUM

TO: Board Members

FROM: Seamus Murphy, Executive Director
Michael Gougherty, Director of Planning
Chad Mason, Capital Planning Manager
Gabriel Chan, Transportation Planner

SUBJECT: Berkeley Pier/Ferry Project Update – February 2025

Background

In May 2019, the Board approved a Memorandum of Understanding (MOU) with the City of Berkeley to undertake a planning effort and feasibility study (Phase 1) to determine if the strategy of building a dual-use pier could potentially address previous issues with the ferry terminal project. The study (*Feasibility Study for the Ferry Facility at Berkeley Municipal Pier, GHD, June 2023*) identified a preferred design option for the project and determined that the project was feasible. The key findings of the study were presented to the City of Berkeley in December 2021 and the WETA Board in March 2021.

Since completion of Phase 1, the City of Berkeley has secured full funding for completion of the Phase 2 work of environmental review and design. The City is the project lead for Phase 2 and is contracting with environmental, engineering, and design firms to advance the project to 100% design. This includes technical analysis and preparation of CEQA and NEPA environmental review documents, public outreach, design and engineering specifications, and project permitting. WETA is actively coordinating with the City to support this work and has agreed to provide up to \$3 million in Regional Measure 3 (RM3) funds to cover WETA staff time, potential Phase 2 expenses not reimbursable by the grants secured by the project, and project contingency. The WETA Board approved an amendment to the 2019 MOU with the City of Berkeley in May 2024 authorizing the start of Phase 2 work.

Discussion

The WETA Board has expressed interest in receiving periodic updates from the Berkeley Pier/Ferry Project team regarding the project status and progress—especially regarding the landside access improvements planned for the Berkeley ferry terminal. This informational item includes a presentation and project update from City of Berkeley staff.

Since May 2024, the project team has convened for two design workshops. These comprehensive workshops covered design and engineering decisions for both the waterside and landside components of the project. WETA staff have been involved in both workshops and will continue to collaborate with City staff to advance the project's environmental and design work. The project is also in line with the provisions set forth in the recently adopted WETA Access Guidelines, with the City taking the lead in developing a terminal access program and transportation demand management to accommodate needs of the project.

Fiscal Impact

There is no fiscal impact associated with this informational item.

END