

## New Technology Will Make Ferry Commute Easier



The WTA is making the Bay Area ferry system more customer-friendly with Web-based technology and real-time information signs for ferry terminals. The plan is to offer ferry schedules for downloading to PDAs and cell phones via WTA and ferry operators' websites by year's

end. Commuters will get real-time information on ferry arrivals and departures, plus schedule changes. A helpful online trip planner will display details about ferry schedules, land-side connections and ticket prices. This will help encourage new and casual riders to try the ferry for different types of trips.

The WTA is working with ferry operators to install new Light Emitting Diodes (LED) signs by early 2006. Signs will be linked to a GPS system aboard ferries and display real-time information on arrivals and departures. Terminals in Marin County, Vallejo, Oakland and San Francisco are slated for new signs. An information kiosk in San Francisco will be equipped with a touch-screen computer to help visitors plan their ferry trip on-site. Funding will come from new bridge-toll monies.

## Federal Money Earmarked for Bay Area Ferry System Expansion

The recently passed federal transportation bill, SAFTEA-LU, designates the WTA as the recipient of \$14 million for ferry boat and terminal construction and greatly increases national funding for ferries. This fund has historically provided the Bay Area with significant additional funding. SAFTEA has strengthened WTA's funding and ability to deliver new routes.

### Guaranteed Annual Funds

This is the first time the Bay Area ferry system will receive a dedicated, guaranteed stream of Federal funds. A set-aside of \$2.5 million per year over the next four years (for a total of \$10 million) in new Federal Transit Administration (FTA) funds allows WTA to efficiently plan the acquisition of new boats and terminals.

"Getting Federal guaranteed funds for WTA's expansion was a huge win and one of our top goals since we started in 2001," said Charlene Johnson, President, WTA Board of Directors. The Bay Area Ferry system is currently the third-largest in the nation, but until SAFTEA it was never guaranteed funding as were those in Alaska, Washington and New York.

WTA has received \$18.6 million of federal funds since its inception, including the recently approved SAFTEA funding. These federal dollars will be added to the \$300 million in Regional Measure 2 bridge-toll revenues and \$75 million from local sales-tax measures in San Mateo and Contra Costa Counties.

## More Federal Funds for South San Francisco Ferry Terminal

Rep. Tom Lantos (D-San Mateo) and Minority Leader Nancy L. Pelosi (D-San Francisco) helped secure \$4 million for the South San Francisco Ferry Terminal, which will serve the thriving biotechnology and commercial hub in North San Mateo County.

## Spring Start for New Ferry Boat Construction

Shipyards submitted construction bids in October for the first two WTA vessels. The contract will be awarded summer 2006, with the first boat delivered by late 2007. The vessels will be used as spares until the South San Francisco to East Bay Service is ready for operation in 2008.

## Work in Progress

### South San Francisco — East Bay Route:

Environmental review to be completed by summer 2006. Final design of ferry terminal starts this fall. New ferry service scheduled to start in 2008.



See [watertransit.org](http://watertransit.org) for: • Updates on meetings & projects • Ferry schedules • Suggested ferry trips and destinations  
We welcome your comments and questions.

Bay Area Water Transit Authority, 120 Broadway Street, San Francisco, CA 94111  
Phone: (415) 291-3377 • Fax: (415) 291-3388 • [watertransit.org](http://watertransit.org)

Our Mission: To develop a reliable, convenient, flexible and cost-effective expanded Bay Area water-transit system that will get drivers out of their cars and onto environmentally responsible state-of-the-art ferries.

# Marketing Corner

## Berkeley — San Francisco:

City of Berkeley Council and Waterfront Transportation Commissions strongly voted to support proceeding with environmental review. The Sierra Club, Golden Gate Audubon Club and Berkeley's Mayor all support a terminal at University Avenue. The WTA will select an environmental consultant by year-end and proceed with a comprehensive valuation of three proposed sites: Buchanan Street in Albany, Gilman, or University Avenue in Berkeley.

## Hercules — San Francisco:

WTA working with City on environmental and engineering studies for the "Hercules Waterfront Transit Center," an intermodal rail, bus and ferry facility. Wake and dredging analysis of two different terminal sites is being completed.



## Richmond — San Francisco:

WTA completed land-use study of Richmond's waterfront and terminal alternatives last spring. Work on specific land use plans will begin this fall to help Richmond generate a loyal customer base of riders who live within walking distance of the waterfront.

## Alameda/Oakland —

WTA is continuing negotiations with City of Alameda to take over the Alameda/Oakland and Harbor Bay Services. City of Alameda has set June 2006 as a date for potential takeover.

## Lunch for the Office Bunch



Jules Broussard

WTA worked with Golden Gate Ferry to bring back an old time favorite event, "Lunch for the Office Bunch" (Lunch Bunch). The event took place on three Fridays in September.

Lunch Bunch was designed to attract Financial District workers to brown bag their lunch and hop aboard the Golden Gate Ferry for a round trip ride to Sausalito, all for half fare. Customers were entertained with live music, kicked off by the Bay Area's favorite sax man, Jules Broussard. Golden Gate had to eliminate this event three years ago due to budget cuts.

Average Friday ridership on this particular run is 45 people. For three Fridays during this year's event, ridership averaged 229 per run.

Saturday morning talking to residents at the local Harbor Bay Isle coffee shop. Entry forms were distributed for raffles prizes such as ferry tickets, water bottles and canvas Ferry Building shopping bags. Residents expressed support for their ferry system.

The second part of the campaign reached out to San Leandro residents with an insert in the San Leandro Times, as well as "shared" mail pieces through ADVO and Valpak. The ADVO/Valpak pieces offered a free round trip ticket coupon, redeemable onboard the ferry. The coupon included space for names and addresses for the database. Emphasis was put on the easy directions over the Ron Cowan Parkway to the ferry terminal and the 28-minute ride across the Bay.

The campaign was supported with 50 advertisements on the back of AC Transit buses.

"This type of coordination between the WTA and Bay Area ferry agencies is critical to the growth of ferry ridership," said Steve Castleberry, CEO of the WTA.

The campaign ran in October. Results will appear in the next edition of Full Speed Ahead.

The campaign ran in October. Results will appear in the next edition of Full Speed Ahead.



Bus Tail



ValPak Insert

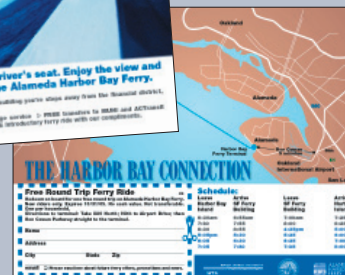
## WTA and Alameda Harbor Bay Ferry On Cruise Control

WTA joined forces with Alameda Harbor Bay Ferry (AHBF) for the "Cruise Control" marketing campaign to attract new riders.

The campaign launched September 9 in two parts. First, Harbor Bay Farm Island residents and surrounding neighborhoods received a direct mail piece promoting free round trip ferry tickets. Phone calls and email responses were tracked and a database created to stay in touch with customers. This program was supported with newspaper ads and signage at key locations. A WTA representative spent a



ADVO/ Newspaper Insert



## San Francisco Bay Area Water District Authority Board of Directors

Charlene Haught Johnson, *President* • Captain Nancy Wagner, *Vice President* • Hon. Albert Boro • Hon. James Fang • Joseph Freitas, Jr. • Hon. Anthony J. Intinoli, Jr. • Hon. Beverly Johnson • Dr. Rocco Mancinelli • Marina V. Secchitano • Anthony Withington • Hon. Gavin Newsom