

Agenda item No. 1c  
For: September 7, 2006

## **FERRY PASSENGERS ADVISORY COMMITTEE (FPAC)**

***Agenda for Wednesday, August 9, 2006***



**Convene at 12:00 p.m. - Adjourn by 1:15 p.m.  
Embarcadero Room  
Pier One, Port of San Francisco**

### Approval of July 12, 2006, Minutes

1. Service Issues
  - NextFerry Signage Status
  
2. Operational Issues
  - Larkspur AM Peak Ferries at Capacity & New High-Speed Vessel
  - Ballpark Service Update
  - "Spare the Air Day" Promotion
  
3. Other Items/Future Agenda Items
  
4. Member/Visitor Comments

- Attachments:
1. Minutes of July 12, 2006
  2. Ferry Patronage Tables for June 1006
    - Larkspur Ferry Terminal
    - Sausalito Ferry Terminal
    - PacBell Ferry Service (to A&&T Park)
  3. Tables with AM overcrowding  
Spare the Air Days ridership

# FERRY PASSENGERS ADVISORY COMMITTEE (FPAC)



*Minutes of Wednesday, July 12, 2006*

## **Embarcadero Room, Port of San Francisco, Pier One**

FPAC Members Present: Frances Barbour-Hayden, Ken Eichstaedt, Robert Karfiol, Niels Legallet, Erik Selvig, Jorge Schulz, Cindy Swift, David Tollen  
Staff Present: Helen Haas, Customer Relations Supervisor; Harvey Katz, Senior Planner; Karyn Paulson, Administrative Assistant; Josh Widmann, Associate Planner  
Visitors Present: Kathleen (Kay) Simmons; Dwight Steeves; Denise Turner, Port of San Francisco

Approval of Minutes of May 3, 2006. The minutes were approved.

### **1. Service Issues**

#### NextFerry Signage Status

Signage is operational at the Bay Crossings store in the SF Ferry Building. It shows all ferry operators except Tiburon. A large sign will be installed at Larkspur Ferry Terminal in July, and two signs will be installed at SF Ferry Terminal in August. The team expects permitting from Sausalito in July, with installation there in August. Web access to the sign system is being developed, including PDA accessibility. Helen Haas explained that the Water Transit Authority is sponsoring the Bay Area ferry NextFerry system, which uses GPS technology to provide the input to the signs. Antennas sense locations of the ferries, then feed to the signs to indicate which boat is where, and when each one is calculated to depart from which terminal. More specific details can be learned at [www.nextbus.com](http://www.nextbus.com).

### **2. Operational Issues**

#### Larkspur AM Peak Ferries at Capacity and New High-Speed Vessel

Harvey Katz distributed hand-outs containing ferry statistics for June 2006. The top portion flags all the days in May (5) and June (10) when ferries left LFT overloaded for at least one morning SF trip. Overloading happened on all three trips on June 20 and 21, perhaps indicating a domino effect with people left behind on the 7:10 waiting for the 7:50 and increasing the passenger base before the regular riders arrived, etc. Three of June's 10 overloaded days were Spare the Air days (see [Spare the Air Day Promotion](#) below).

Guest Dwight Steeves said he had heard that the 6:35 a.m. southbound LFT-SF ferry was beginning to fill up also. One suggestion to handle more passengers was to run a Spaulding vessel at 7:30 a.m., thus transporting many more people.

Mr. Katz announced that the District's Board of Directors had recently approved developing design specifications for procuring a new 499-passenger high-speed vessel to help ease overcrowding. The ferry would not likely be constructed, delivered, and then put into service until 2009. Ken Eichstaedt noted that the LFT parking lot still holds only 1,500 cars, and

once three full boats depart, it will fill up – not solving the parking problem. He would like to see the parking problem addressed now also, involving innovative programs to change behavior patterns. Mr. Katz assured the committee that Ferry Division will address the parking problem. When he mentioned adding more spaces to the current lot, members urged that solution be avoided because they already had dings in the car doors from the current parking configuration. Further discussion about feeder buses ensued:

- Base the plan on creative thinking.
- Run a shuttle along the Ross corridor for one year as a pilot program.
- Determine whether MCTD or GGT should run the feeder buses.

#### Ballpark Service Update

To date this season 40,811 passengers have taken 88 trips to and from AT&T Park for Giants games. Average number of passengers is as follows:

All trips	464 riders/trip
Southbound	431 riders/trip
Northbound	496 riders/trip

Mr. Eichstaedt noted that fare box recovery had jumped to 40%.

#### Backpacks on Ballpark Ferries

Ferry staff is working on a policy similar to that of AT&T Park: Open beverage containers are prohibited, bags must be smaller than 16" x 16" x 8" and only soft-sided coolers are permitted. This is not to enforce the park's rules but rather to make sure no packs are left on the ferry because they are prohibited in the park. These restrictions are described on the District's web site.

#### Spare the Air Day Promotion

All three Spare the Air days (June 22, 23 and 26) included hundreds of extra AM peak riders from LFT to SF compared to the previous week. We added a Spaulding vessel at 7:30 with an extra crew to handle more passengers. Stats for those days are detailed in the middle portion of the hand-out sheet: All three days' total passenger counts, both LFT-SF and Sausalito-SF, exhibited hefty increases when compared with totals for the same date in 2005 and one week prior in 2006, ranging from a 60.9% increase to a 399% increase.

Mr. Eichstaedt said that regular riders experienced chaos trying to commute on those days because so many "joyriders" boarded the ferries. He suggested giving a token to morning riders that they could use after work to guarantee return passage. Several members agreed that pulling vehicles off the road to use ferries was the point of the promotion, despite their discomfort.

Ms. Haas reported that she had talked to at least a dozen people who thought they would ride the ferries more frequently after discovering their value on Spare the Air days. Even bus riders expressed an interest in riding buses maybe twice a week in the future. If these people follow through, then the Spare the Air program successfully promoted public transit.

#### TransLink/Route 97

Problems arose on Route 97 at LFT when the TransLink equipment malfunctioned and riders needed another way to pay to ride the bus. Bus drivers are currently being trained on TransLink operations. Some riders had been under the impression that they wouldn't have to

pay if TransLink wasn't working, but that is not accurate. Customers who are currently participating in the extended Phase 1 system have agreed via the acceptance of the card that they would be required to pay the fare, either cash or ticket, if TransLink was inoperable. Ms. Haas told all FPAC members that even after Phase 2 rolls out in September, they should have TransLink cards and tickets as well for payment if TransLink is out of order. The shakedown time with TransLink will last about six months; then hard launch will begin to all transit passengers. Right now, about 680 ferry riders and 26 bus riders use TransLink daily.

### **3. Other Items/Future Agenda Items**

#### East Sir Francis Drake Blvd. Widening Project and Signal Timing Project

Widening is complete; only some eastbound striping remains. The westbound lanes still need better signage and striping. Signal timing is due to be completed around Thanksgiving.

#### Bay-to-Breakers Service Update

Ridership data is at the bottom of the hand-out, showing ridership on May 21 on the special ferries numbering 831.

### **4. Member/Visitor Comments**

- Member noted MV Del Norte is missing some hooks and bungee cords in the bicycle rack area.
- Member urged District to create a staff-passenger task force to come up with solutions to the LFT parking problem by a certain date. That would include pursuing funding, feeder buses, bike projects, and marketing of travel methods other than driving. Committee mentioned drafting a letter from FPAC to the Board of Directors encouraging inclusion of rider input in the project.
- Member noted that the MV Mendocino has a boat layout posted clearly in sight; he believes this is a security hazard.
- Visitor suggested reinstating a regular 7:30 a.m. ferry to alleviate crowding. She says that unless a passenger arrives 20 minutes before departure on the existing ferries, crowds get "abusive".
- Ms. Barbour-Hayden announced that she is working on outreach for the Marin County Bicycle Coalition to educate adults about bike/ferry ridership. She is also planning curriculum to teach middle school and high school students about Bay Area public transportation, including bicycle access.