

FERRY PASSENGERS ADVISORY COMMITTEE (FPAC)



Minutes of Meeting of Thursday, August 1, 2024

FPAC Members Present: Jordan Jaffe, Carlin Long, Erik Selvig, Chris Snell

FPAC Members Not Present: Chuck Hornbrook, Michael Stryker

Guests Present: Zachary Adami, Port of San Francisco; Dana Fehler, Director of Marketing; Nathan Lozier, Prospective Member

Staff Present: Chris Bearden, Director of Ferry Operations; Robert Barley, Manager of Vessel Operations; Josh Widmann, Associate Planner

- A. Call to Order.** The meeting was called to order at 12:03 p.m.
- B. Roll Call.** A roll call was taken and a quorum was recognized.
- C. Approval of Meeting Minutes of April 4, 2024.** Minutes were reviewed and approved with no edits at 12:04 p.m.
- D. Other Business**

1. Marketing Presentation on Ridership Recruitment Outreach

Dana Fehler, Director of Marketing, provided a presentation covering recent strategies from the District’s Marketing Department to recruit new ferry riders. In April 2024, Marketing conducted a phone outreach to local employers. In August 2024, staff conducted a follow-up effort with a mailout of transit materials, including a history of the Sail & Rail program. Christopher Snell asked if Sail & Rail covered all SMART stations and was told by staff it does and that it is a flat fare. Dana Fehler also mentioned various other marketing tactics, including a destination guide and group sales discounts for Angel Island and the Exploratorium. Christopher Snell also asked if cruise ships were being tracked and Dana Fehler responded that it was difficult to do so. Jordan Jaffe asked if employers could share transit costs with the District. Dana Fehler mentioned that some employers offer a commuter benefits package, and complementary tickets are also occasionally offered.

2. Operational Issues

- a. **Ridership Updates.** Josh Widmann reported ridership statistics for May and June 2024. May total ridership was up 22 percent versus 2023, with Larkspur up 37 percent and Tiburon up 18 percent over 2023. Looking at June 2024, total ridership was up 17 percent versus 2023, with Larkspur up 30 percent and Sausalito up 8 percent over 2023. Christopher Snell noted the deficit per passenger was higher in 2024 and was told by Josh Widmann some months are more expensive due to three pay period months and one-time costs as recorded by the Accounting Department. Christopher Snell suggested promoting Mondays and Fridays as they are lower ridership days. Jordan Jaffe suggested a monthly pass and was told by Dana Fehler this would

be possible in the future with Clipper 2.0 when that program goes live. This might take the form of a monthly pass or an accumulator pass.

- b. Service Updates. New schedules start September 30. Overall the changes will be relatively minor with one less midday Angel Island round trip. Larkspur weekday routes will not change.

3. Updates and Other Items

- a. Vessel Updates. Collette Martinez provided updates on the M.V. *Del Norte*, which returned to the active fleet on July 30, 2024. The M.S. *Marin* is back and all three Spauldings are being used now. Ferry is still aiming to select a shipyard for the new build vessel by the end of 2024. Jordan Jaffe asked when this new vessel would eventually arrive and Robert Barley stated approximately two years.
- b. Terminal Updates. The San Francisco inner and outer berth rehabilitation project continues in the funding and permitting phase with bid documents being finalized. District Engineering is more knowledgeable on this project. Chris Bearden mentioned that Tiburon will be out of service for two days during that time due to repairs. A bus bridge will be provided. The recent Sausalito pile fracture was discussed, which temporarily suspended service back in April. That fracture was discovered during routine maintenance.
- c. Return to Office Timeline Discussion. Christopher Snell stated that Salesforce intends to have its employees return to the office five days a week in the fall. Jordan Jaffe mentioned that his firm launched an initiative to encourage employees to commute more frequently after Labor Day, depending on the department.

E. Committee Business

1. FPAC Initiatives.

- a. Larkspur Ferry Service and Parking Expansion Study. The May 14 public meeting slides are on the District's website. Many items discussed at the Jacobs presentation to FPAC earlier in the year can be found on the website, such as modes of access, projections of ridership, and wake wash analysis. Josh Widmann provided the website address: www.goldengate.org/projects.
- b. Sonoma-Marin Bike Share. Mr. Widmann reported that Drop Mobility continues to advance the bike share project in Marin and Sonoma Counties. Their aim is the first week of September for program launch. Jordan Jaffe mentioned he noticed the newly operating SMART ferry shuttles which take riders to the Larkspur SMART station from the Larkspur Ferry Terminal.

2. Membership Recruitment.

- a. Updates on Recent Outreach. A total of five prospective members are still interested in membership, however no prospectives attended in April. One prospective attended the current August 1 meeting, Nathan Lozier, who also attended earlier in the year. Prospective members must attend two consecutive meetings to be considered for membership.

F. Public Comments

Christopher Snell asked if there were any updates on San Quentin vessel storage. Josh Widmann stated that he would check in with the new District Manager of Real Estate Services and Property Development.

- G. Adjournment.** Next Meeting: November 7, 2024. The committee agreed to reconvene on Thursday, November 7, 2024, from 12:00 p.m. to 1:10 p.m.