

# **WATER EMERGENCY TRANSPORTATION AUTHORITY**



**RICHMOND FERRY  
RIDERSHIP  
+  
DOLLAR DAYS  
PROMOTION**



## WETA'S COVID-19 RESPONSE

- WETA began safety measures in late February
- COVID-19 Passenger & Crew Safety Plan adopted in June
- Recovery Plan adopted in June
  - Sets service levels across the system
- WETA signed on to regional Healthy Transit plan in Sept.
- Safety Plan:
  - Enhanced cleaning, face coverings, social distancing, healthy crews, hand sanitizer and touchless payment
- Data reporting shows strong adherence to mask protocols

## MARKETING AMID COVID-19

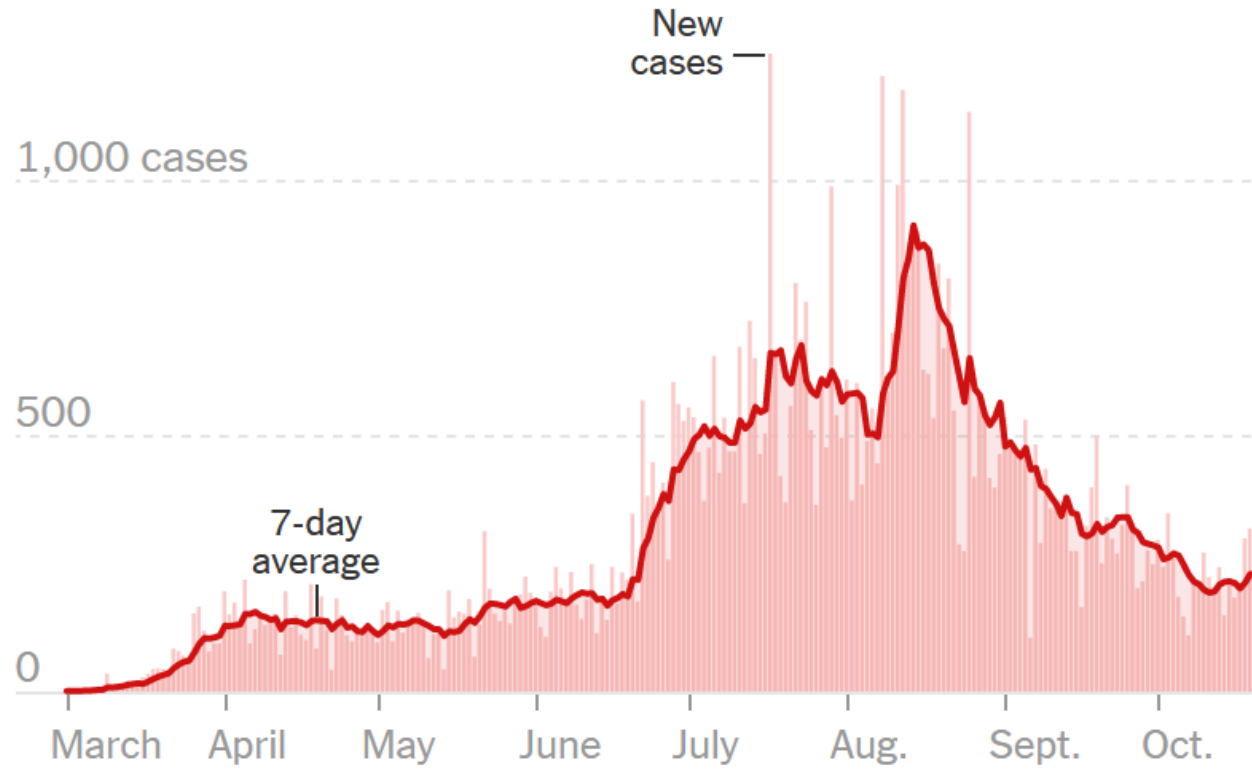
- WETA has focused on meeting needs of essential workers
  - This is challenging given the low service levels we're offering in order to preserve funding for recovery
- WETA has been thoughtful and conservative with its limited marketing budget
- Focus has been on earned media, organic social media and community outreach
- Tone is incredibly important

## PASSENGER FEEDBACK

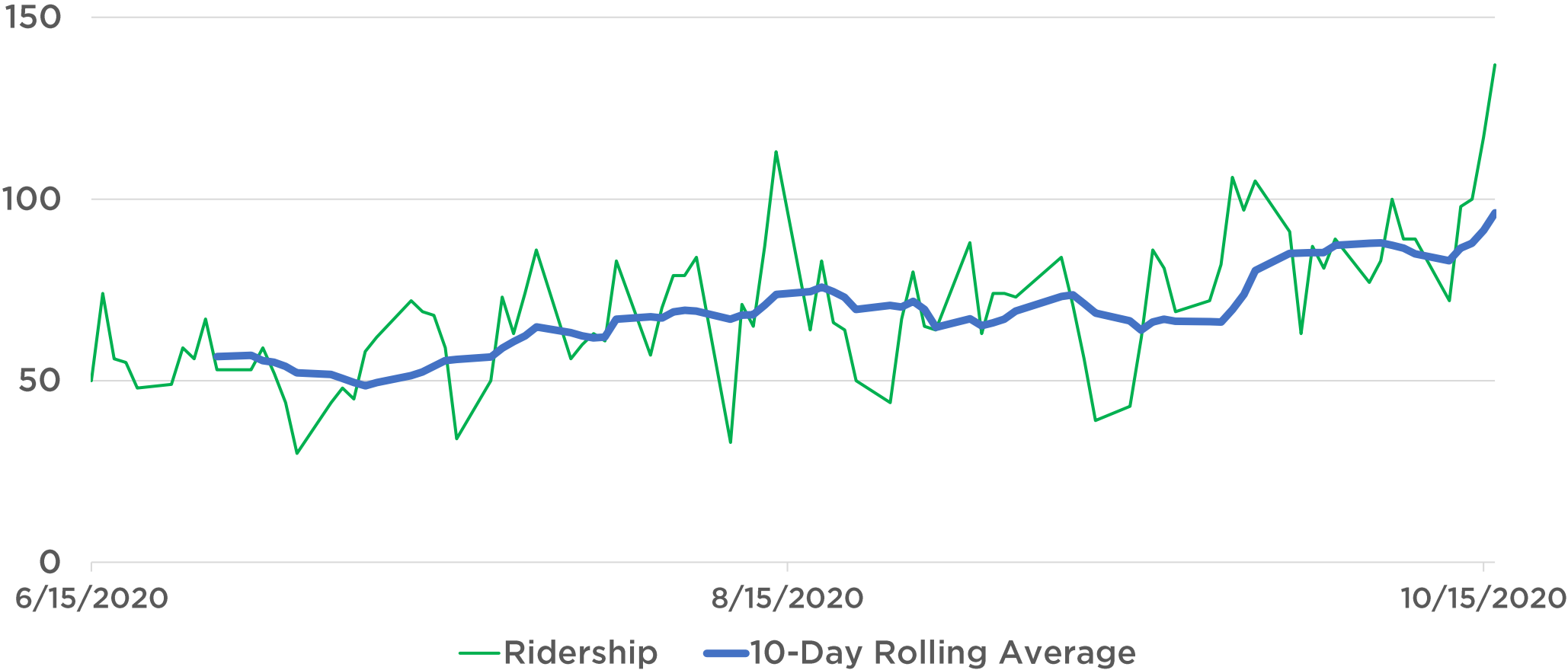
- WETA solicited feedback via a survey in late June
- Nearly 1,000 respondents pulled from our subscriber lists and social media followers (primarily pre-COVID riders)
- Large majority were working from home
- Large majority expected to return to the ferry when directed to return to the workplace
- Most did not know when they'd be back at their workplace
- Common threads among Bay Area transit operators

# COVID-19 IN THE BAY AREA

**New cases per day**  
San Francisco



# RICHMOND FERRY RIDERSHIP



# FERRY RIDERSHIP VS. 2019

Route	Daily Average Over Last 4 Weeks (2020)	Weekday Average in Summer 2019	Percentage Decrease
Vallejo	499	3,808	87%
Richmond	92	803	88%
Alameda/Oakland	263	4,675	94%
Systemwide	854	9,286	91%





# DOLLAR DAYS ON THE BAY

\$1 ferry rides in November via



Masks required | [sfbf.mobi/dollardays](https://sfbf.mobi/dollardays) | Weekdays only

## DOLLAR DAYS ON THE BAY

- Approved by WETA Board in October
- In November all adult one-way fares will be \$1, available exclusively on Hopthru
  - Hopthru meets timing flexibility and touchless payment standard
  - WETA remains dedicated to Clipper long-term
- Youth passengers 17 and under ride free with paying adult (maximum 5 youths per adult)
- Potential to extend into December

## DOLLAR DAYS ON THE BAY

- Paid digital and social media campaign is in the works
- Goal is to let essential workers try the service at a lower cost as well as give Bay Area residents an affordable way to see the Bay
- No service changes tied to promotion – still commute focused
- WETA will promote day trip opportunities based on what's open in each community served

## DOLLAR DAYS ON THE BAY

- Farebox revenue is currently minimal (approx. \$120,000 per month systemwide)
- WETA hopes to build new ridership and build community affinity with ferries
  - Clipper START launches November 23, providing steeply discounted fares to lower-income commuters
  - We want to convert new \$1 commuters into loyal ferry riders, especially if they are Clipper START eligible

# WETA



[WETA.SANFRANCISCOBAYFERRY.COM](http://WETA.SANFRANCISCOBAYFERRY.COM)