

MEMORANDUM

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**TO: Board Members**

**FROM: Nina Rannells, Executive Director  
Kevin Connolly, Manager, Planning & Development**

**SUBJECT: Adopt WETA Terminal Access Policy**

**Recommendation**

Adopt the WETA Terminal Access Policy and associated evaluation measures.

**Background**

Recent planning activities have highlighted the need to establish a Board-level set of policies and standards that define WETA terminal access needs and expectations, not only for future expansion projects but existing terminals. These activities include the Alameda Terminal Access Study and project planning activities for the Richmond Ferry Terminal and the Downtown San Francisco Terminal expansion. The policy is intended to be used as a tool for WETA partners, providing guidance for enhancing access opportunities and building ferry ridership.

WETA partners include not just stakeholders interested in expansion but cities and agencies that have a vested interest in attracting travelers to WETA's existing services. The policy suggests target levels of access for all modes: parking, bicycle facilities, pedestrian network and feeder transit.

The Terminal Access Policy will be a supporting document in the future WETA Strategic Plan and other planning activities.

**Discussion**

The proposed policy includes statements and both quantitative and qualitative measures of terminal access conditions in the immediate vicinity of the ferry terminal. The terminal access guidelines can be applied to new projects or existing terminals. Access guidelines are intended to encourage municipalities to develop transit-supportive infrastructure for bikes, pedestrians and bus/shuttle modes.

**Fiscal Impact**

There is no fiscal impact associated with this policy item.

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## Terminal Access Guidelines and Evaluation Measures

The following measures help WETA and its local partners to enhance access to ferry terminals, increasing ferry ridership by improving the “first mile” of a traveler’s journey. There is no magic formula for perfect terminal access. Each community defines the surrounding environment around a ferry terminal through land use and public infrastructure policies. To the greatest extent possible, WETA emphasizes non-motorized forms of access such as transit, walking and biking as the most environmentally efficient means of access ferry terminals. However, parking is necessary to create a sustainable base of ridership for any service.

### Terminal Access, Non-motorized Access Targets

Easy and convenient access to ferry terminals can be the key factor for building ridership and attracting people to ferry services. Inadequate parking, bicycle lanes or transit service limits potential customers. Customer access is measured in a number of ways and there is no predetermined formula for success. Local policy may emphasize one mode of access over another (transit over parking) or choose to find a balance between all modes.

The following targets are for non-motorized mode of access at a ferry terminal. In other words, the percentage of passengers that arrive by walking, biking or transit

Minimum	Target
30%	50%

### Terminal Access -- Parking

Adequate parking, especially for terminals that are isolated from residential areas and do not have transit service, is necessary for customer convenience.

Minimum	Target
200 spaces	350 spaces

**Terminal Access – Bicycle Facilities**

<p>Bike lanes and facilities surrounding ferry terminals and providing linkages to residential areas should be safe and attractive to provide an incentive for experienced and inexperienced cyclists. Class II bike lanes are painted lanes, usually 6-8 feet wide. Class I bike facilities can be removed from street traffic and buffered by barriers for safety and comfort.</p>	
Minimum	Target
Class II bike lanes	Class I bike facilities

<p>Bike parking at terminals must be user-friendly, safe and offer a variety of types ranging from racks to lockers. Space at terminals should be adequate for expansion to meet bike parking demand.</p>	
Minimum	Target
50 rack spaces	100 rack spaces, 12 lockers

**Terminal Access – Transit Feeder Service**

<p>Transit services in the form of standard public bus or private shuttle that is timed to meet ferry departures and arrivals will attract ferry riders and reduce the need to construct parking.</p>	
Minimum	Target
Local bus service, hourly headways	Local bus and shuttle service timed to meet ferry arrivals and departures

**Terminal Access – Pedestrian Environment**

<p>All ferry passengers are pedestrians at some point in their journey to the terminal. Pedestrian facilities include sidewalks, crosswalks and pedestrian lighting. Pedestrians need to feel safe and comfortable on their journey to the terminal</p>	
Minimum	Target
Facilities that ensure safety	Attractive facilities, encouraging walking

### Terminal Access – Land Use

Land use and urban design that encourages walking, biking and transit usage is the best environment for improving ferry ridership. When prospective riders can walk in a safe and attractive environment, there is less need for expensive improvements such as parking structures or bus service. Targets for origin terminals are expressed in dwelling units per acre and refer to the half-mile vicinity around a terminal. Density levels of at least 30 dwelling units per acre have been proven to foster transit ridership.

Minimum	Target
20 dwelling units/acre	45 dwelling units/acre