

# Thoughts on marina management

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[Berkeley Waterfront Community Coalition](#)

Presentation to the Berkeley Neighborhood Council

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# Outline

- Pier-ferry project
- Waterfront Specific Plan
- Marina Fund
- Upcoming actions

# Pier-Ferry Project

- WETA came out with Berkeley plan in 2/2016 after pier closed in 7/2015 (GHD 2023)
- Community engagement started about early 2021 during covid
- Very controlled community engagement sessions
- Only one option in community meetings: which ferry dock did you want?

# Council Worksession Discussion Topics

## #3 What waterside and landside access concepts for a Berkeley Pier/Ferry terminal should be explored?



Plan is a commuter ferry but in a community questionnaire posted in Berkeleyside, most said they would only use for pleasure/leisure/weekends/events.

# Concerns\*

- Expense:
  - **Highly** subsidized
  - Berkeley cost burden
  - “Donates” parking spaces to WETA by allowing free parking for ferry patrons
- Existing system issues:
  - Ridership issues integrated with Bart crisis
  - Minimal congestion relief
  - Equity issues
- Environment
  - Carbon footprint
  - Recreational uses - only spot in system in a park
  - Equity issues
  - Never considered other locations/options: e.g. marina with smaller ferry, pier only

*\*thanks to Moira K. for helping me articulate in this form*

# Contrast of WETA and Berkeley

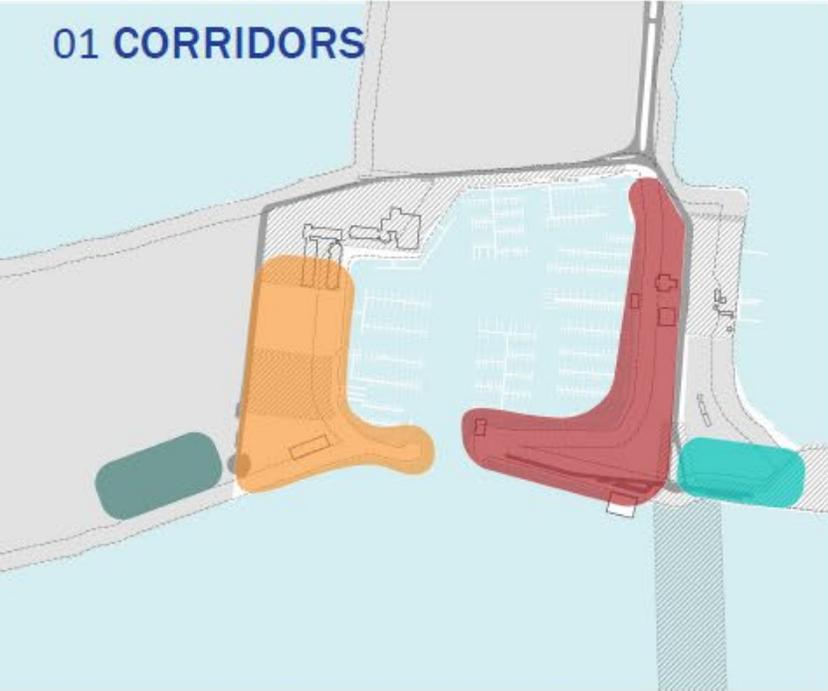
- [Working document](#) with lots of links to official documents
- Pier/ferry - \$36 m from Berkeley. Goes out 300 feet, then a breakwater, then 500 (1000' ?) extension.
- *Yearly* operating costs of \$8.4 m paid by Berkeley through sales or property taxes or other dedicated tax revenue streams.
- Contrast with no ferry:
  - Pier replacement without ferry: about \$24m (2017 estimate) for 2000' pier. Including demolition.
- *Let me know any comments, q's, or corrections!*

# Waterfront Specific Plan

- Lots of good stuff.
- But in community engagement:
  - Shaded-out pier which is a historical landmark
  - Ferry sold as a revenue-generating concept
  - Only focus on revenue generation, never financial reform, e.g. the “Lovebox” in CCP

# alternates

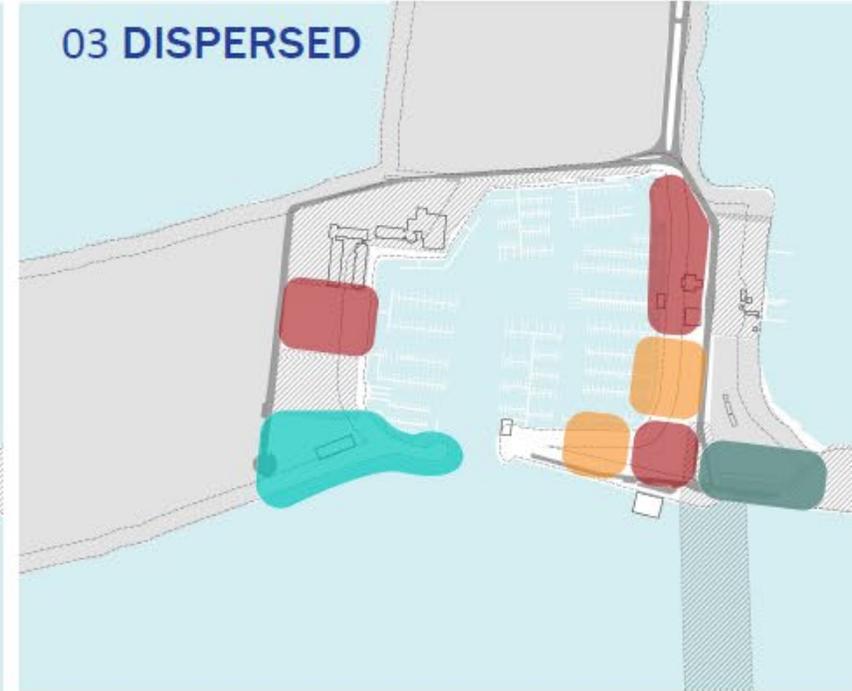
01 CORRIDORS



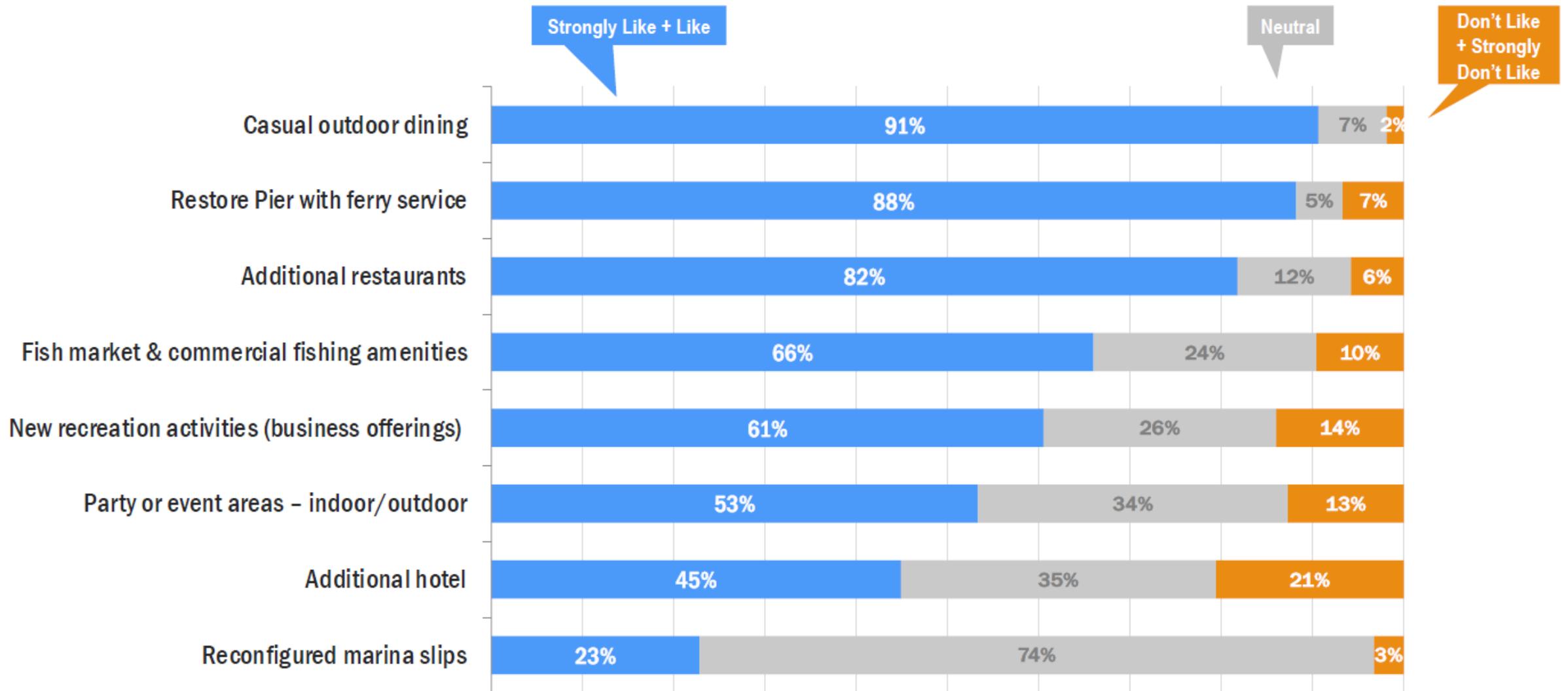
02 HUBS



03 DISPERSED



## Q4: Indicate your support for the following revenue-generating facilities



# revenue opportunity – events & festival venues

SMALL  
12,000 people

MEDIUM  
20,000 people

LARGE  
30,000 people

\$57,000/ year

\$170,000/ year

City staff estimates that there is demand for **4 large events and 3 large festivals**  
The additional/expanded events would generate an additional **\$940,000 of revenue per year**



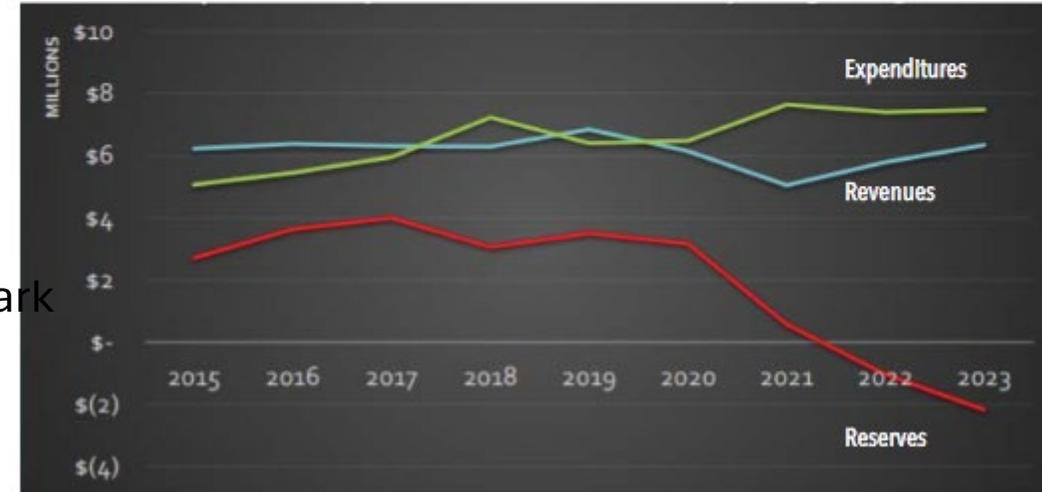
# The Marina Fund

- Created in 1964 to manage a state loan to develop the harbor
- This is origin story that Marina Fund has to be self-sufficient
- Many non-boating expenses glommed on it over years, including all the waterfront parks, including CCP, which is Berkeley's largest park
- Berkeley possibly claims it adopted this policy
- But uses this to make revenue-generating projects an emergency,
  - e.g. J-dock
- No proposals for financial reform, e.g. get waterfront parks
  - firmly in Parks budget
- Some progress:
  - Harrison got streets project out of the MF
  - Other ad hoc allocations
- Marina as cash cow?:
  - Pays for security for 7/4 while other events do not (Solano stroll)
  - Full Zero waste trash pick-up expense charged to MF while other parks are discounted
  - Some of TOT goes to General Fund

## Current Status

- Existing Marina Fund operations model is not viable
- Capital Waterfront expenditure needs exceed \$100M

Marina Fund - Expenditures, Revenues, Reserves FY15-23



# Upcoming actions

- Terry Taplin J-dock resolution 9/16 at 2:30 pm – [please call in or attend!](#)
- [Sign petition](#) to keep CSC where it is at the docks
- Sign petition for holistic and nature-based planning at the waterfront: [Tell Berkeley Officials to Not Sell-out the Marina](#)

# Ferry parking study [delay in report]

**Waterfront Specific Plan Community Meeting on Monday, September 30<sup>th</sup> from 6:30pm-8:00pm**

Please join us via [Zoom](#). We will review and take feedback on the draft baseline Waterfront parking study.

The study will be posted on the [Berkeley Pier Ferry Access Project](#) on ???

***This could be delayed until after the election. Please keep a watch on these sites for updates. It is not clear when report will be available.***

# October 22 on the WSP

- [Waterfront Specific Plan](#) City Council Worksession on Tuesday, October 22<sup>nd</sup> at 6:00p
- Info not posted yet.
- Please express concerns

# Parks tax

- Great idea!
- Reason for increase is *partly* for waterfront.
- But:
  - No dedicated % or stipend for waterfront as of yet
  - Allocations must be hashed out yearly among staff and officials
  - Watch out for capital improvement projects. Many represent long-standing needs but some are for WETA ferry support

Bottom line: it will help but we will continually have to lobby to support allocations to parks in the waterfront rather than them being part of regular parks budget.



