



NEWS for the CREWS

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San Francisco Bay Area Water Transit Authority

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CUSTOMER SERVICE A TOP PRIORITY. This issue features an interview with Shannon McNutt of Harbor Bay Ferry, who shares her thoughts on customer service. We also spotlight the WTA's Keel Laying Ceremony, customer service training (we want your feedback!) and keeping fit with Pilates. Please write to WTA at Pier 9, Suite 111, The Embarcadero, San Francisco CA 94111 with your comments and suggestions.

Shannon McNutt: The Customer Comes First on the Harbor Bay Ferry

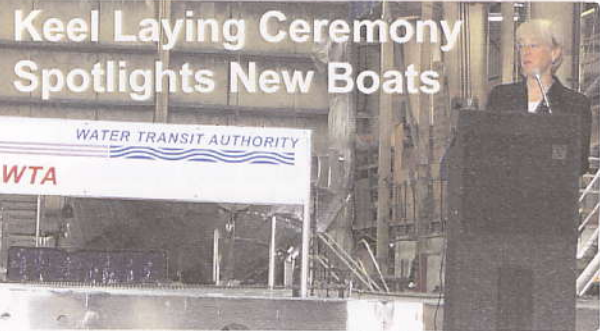
Meet Shannon McNutt. Her day starts at 6:30 am on the Harbor Bay ferry from Alameda to San Francisco. Like all deckhands on the Harbor Bay Ferry, she performs daily duties - including line handling, ticket sales and collection, serving coffee, ferry maintenance and fueling and keeping the ferry clean. Since she has her Captain's license, she can also stand in for Captain Rocky Harris as needed and may be called upon as backup up for the evening crew.

"It can get pretty hectic, but it's worth it," says Shannon. She loves being outdoors and on the water, since she grew up around water in her home state of Minnesota. She also looks forward to the camaraderie of the crewmembers. But she says "The best part of the day is the relationship with the daily riders—its like being a part of a close knit community."

She honed her customer-focused skills in the restaurant business long before she joined Harbor Bay 7 ½ years ago. She worked as a bartender and catered charters, where your livelihood really depends on good customer relations. She prides herself on the restaurant style customer focus that she brings to her job. "If customers are treated well, you can get good tips in the restaurant business". As a crew member, she says "your tip is customer loyalty and referrals to friends and family about the Harbor Bay ferry ride." As for training, she welcomes opportunities to learn more and more about how to improve the ferry ride for the daily commuter. With such a great attitude it's no wonder that Captain Rocky Harris heaps praise on Shannon for her good work and credits her with "helping to make the Harbor Bay Ferry morning commute such a terrific ferry ride."



Shannon McNutt



Senator Murray (D-WA) speaks at the Keel Laying

On July 2, the WTA together with its boat building team of Nichols Brothers Boat Builders and Kvichak Marine Industries, Inc. held a Keel Laying Ceremony to commemorate the start of construction of the nation's most environmentally friendly ferries. The ceremony took place in Seattle, Washington, where the boats are being constructed.

Washington Senator Patty Murray, who has been instrumental in helping the WTA secure federal funding for the boat construction, was the keynote speaker. Other participants included WTA Board members Charlene Haught Johnson, Board President, and Marina Secchitano, as well as Pedro Gonzalez, Vice Mayor, South San Francisco, WTA staff, and representatives from Inland Boatmens Union and Master Mates and Pilots.

Mary Frances Culnane, WTA Marine Engineering Manager, noted that the first two WTA boats are quickly becoming a reality. She stated that "I'm confident that the boats will be delivered on time and on budget." The first two 149 passenger vessels will initially be put into service in December, 2008 to launch the SSF-Oakland ferry route.

A Training Program With You In Mind

Last Month, Keith Stahnke, WTA Operations Manager, attended a training session developed by Lori Fromm, Manager of Organizational Development for Golden Gate Bridge, Highway and Transportation District. Some 15 crewmembers attended the day long session that included Service Tips for Passengers with Special Requirements and Tips for Customer Service Excellence. According to Keith "each session had good information and the crew participation was great." The WTA would like to develop a video of useful customer service tips that could be easily adapted in future training sessions sponsored by Golden Gate Bridge, Highway and Transportation District and other ferry operators. You can help us design the video by sharing your experiences with us:



Keith Stahnke, WTA

- ★ Describe the most difficult Customer Service Situation you have encountered.
- ★ What did you do to respond to the situation?
- ★ What additional suggestions do you have for similar situations?

Please email your thoughts to Douglas@watertransit.org or drop us a note at Pier 9, The Embarcadero, Suite 111, San Francisco, 94111.

Project Updates

SOUTH SAN FRANCISCO: The RFP for the construction of two new 199 passenger vessels was released on June 6, 2007. 35% design and cost estimates for the landside improvements were completed in July. Staff expects to have two construction packages: one covering the terminal and the second covering the float.

BERKELEY/ALBANY: The environmental consultant is on track to release the draft EIR/EIS for review this October. The public hearing will be scheduled in early 2008.

REDWOOD CITY: The Port of Redwood City completed the Port's terminal Siting Study and presented the findings at the WTA Board meeting on July 27.

HERCULES: The City of Hercules has requested the WTA to study a new terminal site for both the rail station and ferry. This additional work will delay the release of the Draft EIR until Fall 2007.

RICHMOND: A draft Land Use Plan for the ferry terminal was considered at the July 31 City Council study session. The Plan may be incorporated as input to the City's General Plan.

What's all this talk about Pilates?

Want a few less aches and pains here and there? "Why not try something new, like Pilates?" says Marina Secchitano, WTA Boardmember and Regional Director of the IBU. What's Pilates? It's actually the name of the founder of the popular exercise. In 1914, Joseph Pilate, a German citizen, was living in England as a performer and boxer. He was interned along with other Germans when World War I broke out and taught fellow camp members about his concept and exercises developed from over 20 years of studying yoga and other ancient regimens. Later Pilates was transferred to another camp where he became a nurse/caretaker to many internees with wartime diseases and physical injury. It is there that he devised rehabilitation equipment.

Pilates is a whole body workout that addresses cardiovascular training, strength training and flexibility. More than 12 million Americans practice this mind-body exercise that can be performed on a sticky mat or a machine called a reformer (a padded platform with springs and pulley). As Marina says, "Because the deck hand's job is physically demanding, any activity, like Pilates, that can build more flexibility and strength and keep the crews healthy to retirement and beyond is a plus."

Pilates studios are all over the Bay Area. Let your fingers do the walking through the Internet or Yellow Pages and get started on your road to a healthier lifestyle. *photo courtesy Daniel Julià*

Pilates Benefits

- Increased lung capacity and circulation through deep, healthy breathing
- Greater strength and flexibility of the abdomen, back and leg muscles
- Posture, balance and core strengths are all heartily increased
- Bone density and joint health improve
- Teaches balance and control of the body
- Better alignment and posture helps prevent injuries and recover faster from injuries
- Fosters increased relaxation, body awareness and concentration