

Public Survey Summary Report

BAY FERRY 2050 | Service Scenario Analysis Phase



Prepared by CivicMakers

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Overview

From January 30, 2023 through March 24, 2023, the San Francisco Bay Area Water Emergency Transportation Authority (WETA) asked members of the Bay Area public to share their preferences for how the ferry system should balance **affordability, service frequency and speed, expansion, and environmental sustainability** through an online survey on BayFerry2050.org. The survey was promoted and distributed by a variety of ferry system partners and advocates across the region, including the offices of elected officials, through social media channels, and directly to current ferry riders.

In total, **4,568 people** from across the region completed the survey.

The following report details what we learned from their collective responses. These insights will be used by WETA to further refine future service scenarios based on public preferences.

Key Takeaways

When considering what factors impact someone's decision to ride the ferry, we observed some consistent themes across the survey questions.

- **Departure schedule / trip frequency was the predominant factor when deciding whether to ride the ferry.** This was true across different use types (commute, recreation/leisure, other) and was true across all counties.
- Respondents also consistently prioritized the following:
 - Connectedness/Alignment with other modes of transit
 - The amount of time it takes to complete the trip.
 - Cost of the ticket
- **Amenities and environmental impact** had minimal effect on people's decisions to ride the ferry, however, environmental conservation did rank more highly in terms of values/visions for the future of the ferry system.

When visioning San Francisco Bay Ferry and water transportation in 2050, the top four outcomes that respondents prioritized were:

1. **Ridership.** Ferries maximize ridership and provide competitive alternatives to driving.
2. **Service coverage.** More people have access to ferry service.
3. **Redundancy.** Ferries overlap with regional rail and bus services and provide an alternate transit option.
4. **Environmental conservation.** Ferry expansion does not adversely affect wetlands and wildlife refuges.



Research Approach

The purpose of the online survey was to receive insights from a broader segment of stakeholder representatives on the final scenarios developed by the advisory groups, technical consultant, and other planning partners.

The survey was designed to understand travel patterns, obstacles to using the ferry, and factors that would incentivize use, both for current and potential future riders. The intent was to gather input from all nine Bay Area counties, including community members in each of the targeted outreach jurisdictions: San Francisco, San Mateo, South Peninsula/Silicon Valley, East Bay, and North Bay (including Solano County).

We sought the assistance from key stakeholders in conducting both broad and targeted outreach and promotion to their communities and constituents to ensure a large sample of survey responses. The outreach approach was intended to maximize the volume of responses, while making an effort to reach a diverse group of current and potential future riders. See below ([Who Completed the Survey](#)) for more details on the reach of the survey.

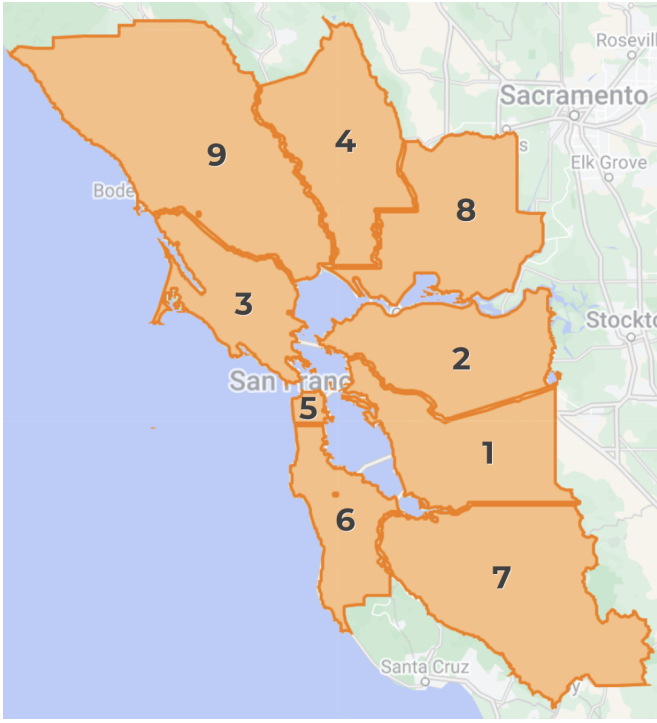
Primary Survey Questions:¹

1. How do you primarily use the ferry?
2. Rank the following factors from most to least important to you when deciding whether you would ride the ferry.
3. What service changes would get you to ride the ferry more often? (Select your top 2)
4. If you would not take the ferry under any circumstances, regardless of future service changes, please explain why. Select all that apply.
5. Would you be more or less likely to ride the ferry, given the following tradeoffs?
6. Rank the following outcomes from most to least important to you when thinking about San Francisco Bay Ferry and water transportation in 2050.

¹ The survey was designed in English and professionally translated in Spanish and Mandarin. It was also available in numerous other languages via Google Translate.

Who Completed the Survey

County ²	% of Responses
1 Alameda	42.6%
2 Contra Costa	11.6%
3 Marin	2.9%
4 Napa	1.7%
5 San Francisco	9.7%
6 San Mateo	6.3%
7 Santa Clara	1.6%
8 Solano	17.7%
9 Sonoma	0.7%



Even with outreach across the region, the majority of responses came from counties that currently have ferry terminal access. This limits our ability to fully speak to the population of potential riders. However, as detailed in the survey findings, ~20% of respondents hadn't taken the ferry in the last 6 months, meaning we were still able to reach populations that are not consistent riders.

Ferry Availability	Counties	% of Responses
Ferry Available (5 Counties)	Alameda, Contra Costa, San Francisco, San Mateo, Solano	87.8%
No Ferry (4 Counties)	Marin, Napa, Santa Clara, Sonoma	7.0%
N/A	[Outside Bay Area or Outside California]	5.2%

² In addition to folks within Bay Area counties, we also received responses from Californians outside the Bay Area (1.6% of responses) and people outside of California (3.6% of responses).



Gender (% of Responses)		Age (% of Responses)	
Female	55.6%	Under 18	0.3%
Male	40.0%	18 to 24	4.8%
Non-binary	2.0%	25 to 34	18.0%
Did not answer	1.8%	35 to 44	22.2%
Prefer to self-describe	0.6%	45 to 54	16.3%
		55 to 64	17.2%
		65 and older	19.5%
		Did not answer	1.6%

Race ³ (% of Responses)		2019 Census (% of Population ⁴)	
American Indian or Alaska Native	2.6%	Native American	0%
Asian or Pacific Islander	17.5%	Asian or Pacific Islander	27%
Black or African American	4.9%	Black or African American	6%
Hispanic, Latino or Spanish origin	9.7%	Hispanic, Latino or Spanish origin	24%
White or Caucasian	59.7%	White or Caucasian	39%
Other (please specify)	2.9%		
Did not answer	2.6%		

³ Single race selections comprised 90.5% of responses; 6.9% selected two of more options. To provide a high level comparison to census data while avoiding duplication, responses were tagged with one race category. For those that selected more than one, we prioritized the identity of the smallest population minority group. For a breakdown of single race percentages and selections of two or more races, [see Appendix A](#).

⁴ 2019 Census data for the Bay Area nine-county region. Source: <https://bayareaequityatlas.org/indicators/race-ethnicity#/>



In our analysis, we used the **Department of Housing and Community Development (HCD) Income Limits** to segment survey respondents into different income brackets. Using median income (AMI = local area median income) for each county⁵, we tagged responses according to the following segments:

- **Extremely Low Income**⁶ = 15-30% of AMI
- **Very Low Income** = 30%-50% of AMI
- **Lower Income** = 50%-80% of AMI
- **Moderate Income** = 80%-120% of AMI

County	Tally ⁷	% of County Total			
		Extremely Low Income	Very Low Income	Lower Income	Moderate Income +
Total Question Responses	4,051	7.1%	8.5%	16.1%	68.4%
Alameda	1,815	5.9%	6.3%	14.7%	73.1%
Contra Costa	492	7.5%	12.0%	22.8%	57.7%
Marin	117	7.7%	6.0%	15.4%	70.9%
Napa	77	7.8%	3.9%	18.2%	70.1%
San Francisco	416	13.7%	15.9%	17.5%	52.9%
San Mateo	261	5.7%	11.5%	16.9%	65.9%
Santa Clara	67	4.5%	11.9%	9.0%	74.6%
Solano	775	6.5%	6.8%	14.7%	72.0%
Sonoma	31	6.5%	9.7%	9.7%	74.2%

⁵ Source: [Memo of Revised State Income Limits for 2021](#) (State Of California - Department Of Housing And Community Development, Division Of Housing Policy Development)

⁶ Because the lowest survey option was 'under \$30,000', we cannot definitively identify households that HCD Income Limits define as 'Acutely Low Income'. If any of these households responded, they will be grouped under 'Extremely Low Income'.

⁷The number of participants that responded to both income and household size questions.

Aggregated Survey Responses

For each survey question, we've included details on the **aggregated responses** as well as **cross-comparisons**.

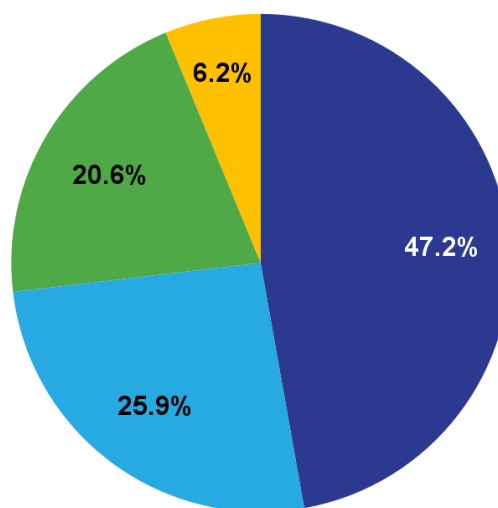
- The aggregated responses show how all respondents answered the questions regardless of their demographics.
- The **cross-comparison** section disaggregates the data and highlights differences in the data based on primary use and income. Throughout, we note whether responses from disaggregated data points differed from the aggregate.

1. Primary ferry use

The majority of respondents reported using the ferry for **recreational or leisure trips**.

Purpose of Ferry Trips (Aggregate)

- For recreational or leisure trips.
- For my work commute.
- I have not used the ferry in the last six months.
- For other types of trips (e.g., errands, appointments).



Cross-Comparisons

Data Points	Variation from the Aggregate [If Applicable]
Self-Reported Income	<p>Extremely Low Income, Very Low Income, Lower Income, & Income Unknown respondents:</p> <ul style="list-style-type: none"> ● lower percentage take 'work commute' trips <p>Extremely Low Income & Income Unknown respondents:</p> <ul style="list-style-type: none"> ● higher percentage 'hadn't used the ferry in the last 6 months'



2. Important factors when deciding whether to ride the ferry

The ranked⁸ selections were:

(Note: the higher the score, the more important to respondents)

Rank	Factors	Score (out of 6)
1	Departure schedule	4.81
2	Amount of time it takes to complete the trip	3.78
3	Number of connections needed to complete the trip	3.73
4	Cost of the fare or ticket	3.66
5	Trip's impact on the environment	2.65
6	Amenities offered on the trip	2.36

Cross-Comparisons

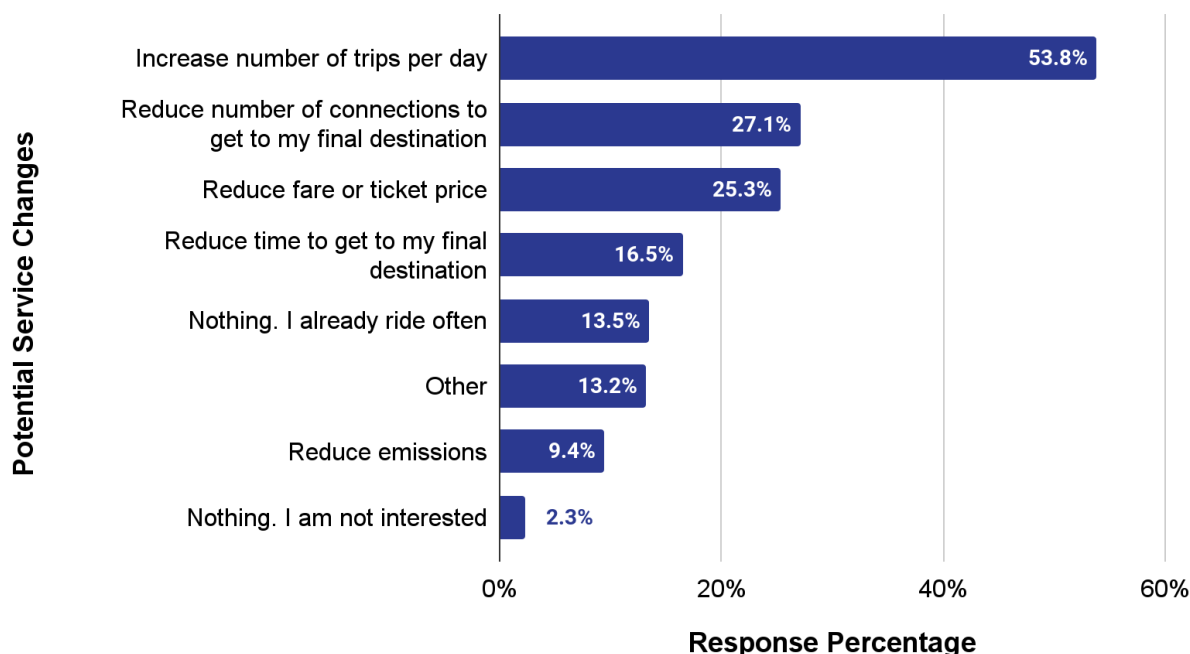
Data Points	Variation from the Aggregate
Self-Reported Income	Extremely Low Income, Very Low Income, & Lower Income: <ul style="list-style-type: none"> Reducing the 'cost of the fare' ranked higher than reducing the 'number of connections' and 'trip time'. However, it still ranked second to 'departure schedule' for all groups.

⁸ See **Appendix C** for a more detailed breakdown of the top 3 rankings.

3. Service changes that might increase ridership

Top 3 service changes: (1) **increasing the number of trips per day**, (2) **reducing the number of connections**, and (3) **reducing the fare or ticket price**.

What service changes would get you to ride the ferry more often? (Aggregate)



Cross-Comparisons

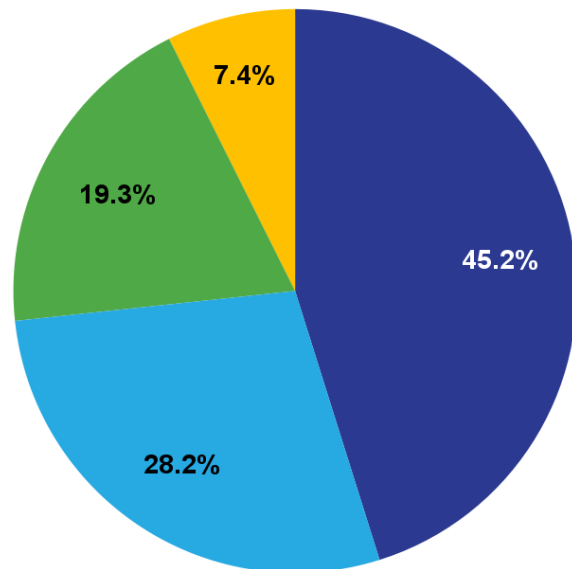
Data Points	Variation from the Aggregate
Primary Use for the Ferry	<p>Commuters:</p> <ul style="list-style-type: none"> A lower percentage selected 'Reduce number of connections to get to my final destination.' <p>Hadn't Used the Ferry in 6 Months</p> <ul style="list-style-type: none"> A higher percentage prioritized 'Reducing the number of connections to get to my final destination' A lower percentage prioritized 'Increase number of trips per day'
Self-Reported Income	<p>Extremely Low Income & Very Low Income:</p> <ul style="list-style-type: none"> A higher percentage prioritized 'Reducing fare or ticket price'

4. Reasons for not taking the ferry

The majority of those who don't regularly take the ferry reported it was because they **do not live close enough to a terminal**.

Reasons for Not Taking the Ferry

- I do not live close enough to a ferry terminal.
- I do not travel to the places currently served by the ferry.
- I do not travel during the times of the day when ferry service is available.
- Other (please specify)



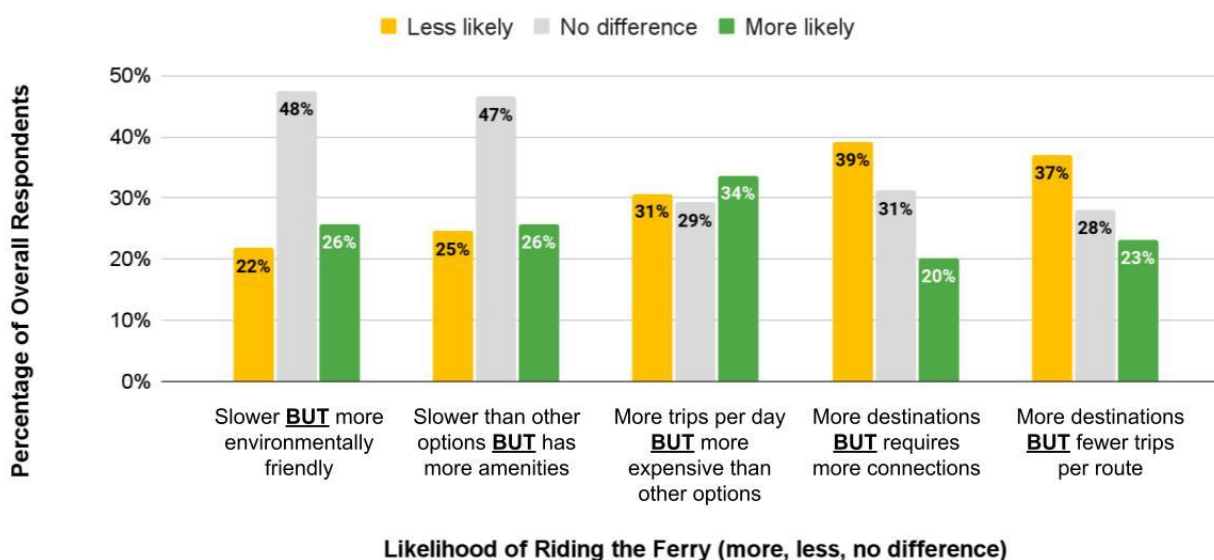
Cross-Comparisons

Data Points	Variation from the Aggregate
Primary Use for the Ferry	Hadn't Used the Ferry in 6 Months <ul style="list-style-type: none"> An even higher percentage reported it was because they 'don't live close enough' or for 'other reasons'

5. Service tradeoffs

Respondents prioritized the **number of trips per route** and **fewer connections**. They were mixed on the impact of **cost** - see the income cross comparisons below. Respondents were more neutral on changes that would affect the **environment** or **amenities**.

Likelihood of Riding the Ferry for a Given Tradeoff (Aggregate)



Cross-Comparisons

Data Points	Variation from the Aggregate
Primary Use for the Ferry	<p>Commuters would be less likely to ride for the following:</p> <ul style="list-style-type: none"> ‘trip is slower BUT more environmentally friendly.’ ‘trip is slower than other options BUT has more amenities.’ ‘more destinations BUT fewer trips per route.’ <p>Hadn’t Used the Ferry in 6 Months:</p> <ul style="list-style-type: none"> Unsure or more likely to ride if there were ‘more destinations BUT fewer trips per route.’ Less likely to ride if there were ‘more destinations BUT requires more connections’
Self-Reported Income	<p>Extremely Low Income, Very Low Income, & Lower Income:</p> <ul style="list-style-type: none"> Less likely to ride if there were ‘more trips per day BUT is more expensive than other options’



6. Important outcomes for 2050

The ranked⁹ selections were:

(Note: the higher the score, the more important to respondents)

Rank	Outcomes	Score (out of 8)
1	Ridership. Ferries maximize ridership and provide competitive alternatives to driving.	5.92
2	Service coverage. More people have access to ferry service.	5.57
3	Redundancy. Ferries overlap with regional rail and bus services and provide an alternate transit option.	4.57
4	Environmental conservation. Ferry expansion does not adversely affect wetlands and wildlife refuges.	4.46
5	Zero emissions. Ferries are electrified (or use another zero-emission energy source).	4.20
6	Equity. Ferries focus service on disadvantaged communities and populations.	3.86
7	Emergency response. The reach and capacity of ferries to respond during an emergency is maximized.	3.79
8	Financial balance. Ferries do not require additional subsidies and taxes.	3.62

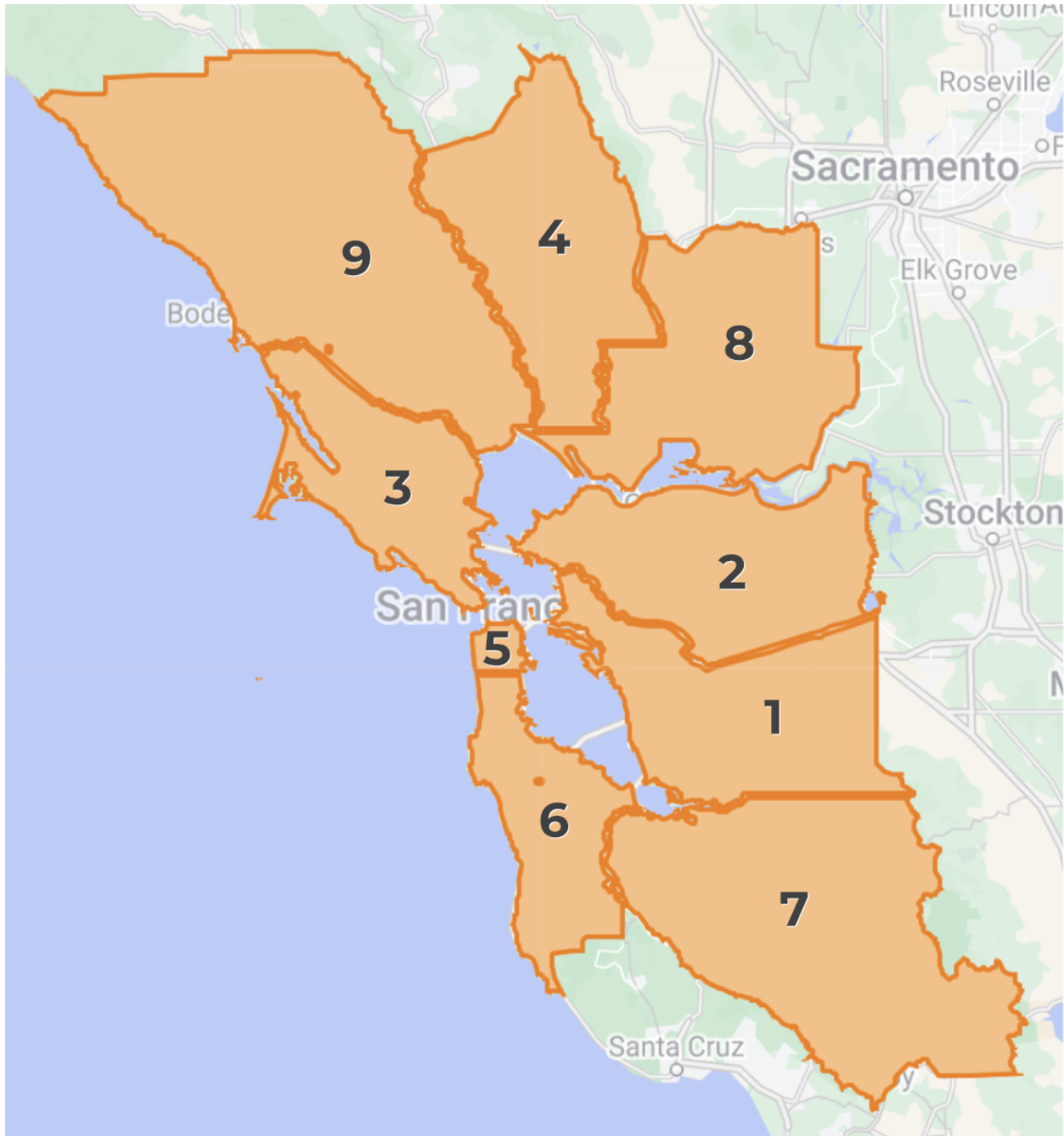
Cross-Comparisons

Data Points	Variation from the Aggregate
Self-Reported Income	<p>Extremely Low Income:</p> <ul style="list-style-type: none"> 'Service coverage' ranked higher than 'Ridership' <p>Very Low Income:</p> <ul style="list-style-type: none"> 'Equity' ranked higher than 'Redundancy' & 'Zero Emissions' <p>Lower Income:</p> <ul style="list-style-type: none"> 'Zero Emissions' ranked higher than 'Redundancy'

⁹ See [Appendix D](#) for a more detailed breakdown of the top 3 rankings.

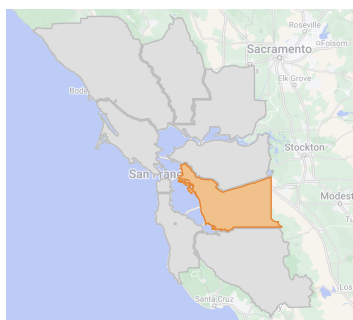
County-Level Survey Responses

In the sections below, **highlighted text** indicates where responses differ from the aggregated data.



Alameda County

of Respondents: 1944 (42.6%)

Primary use:¹⁰

- | | |
|--|-------|
| 1. Recreational or leisure trips | 44.6% |
| 2. Work commute | 29.8% |
| 3. Haven't used the ferry in the last 6 months | 20.5% |
| 4. Other types of trips | 5.1% |

Three most important conditions when deciding whether you would ride the ferry:

1. Departure schedule
2. The number of connections needed to complete the trip
3. The amount of time it takes to complete the trip

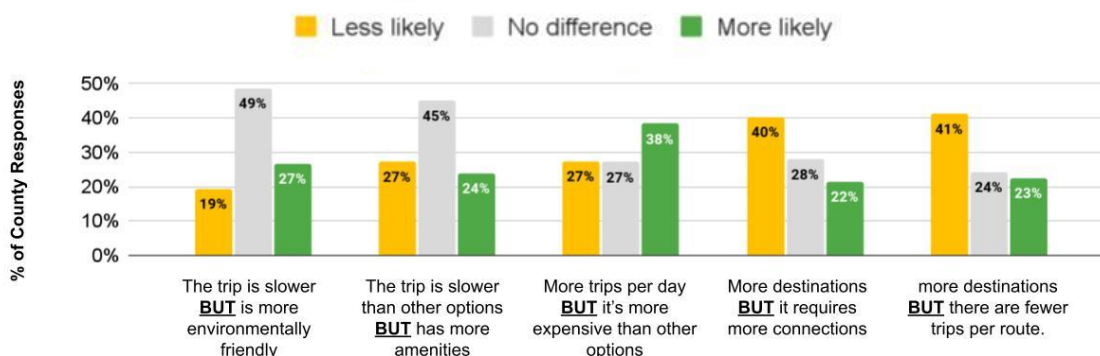
Top three service changes that would make people ride more often:

1. Increase number of trips per day
2. Reduce number of connections to get to my final destination
3. Reduce fare or ticket price

If you would not take the ferry under any circumstances, regardless of future service changes, please explain why. Select all that apply.

- | | |
|--|------|
| 1. I don't live close enough to a ferry terminal | 9.6% |
| 2. I don't travel to the places currently served by the ferry | 5.6% |
| 3. I don't travel during the times when ferry service is available | 4.8% |

Would you be more or less likely to ride the ferry, given the following tradeoffs?



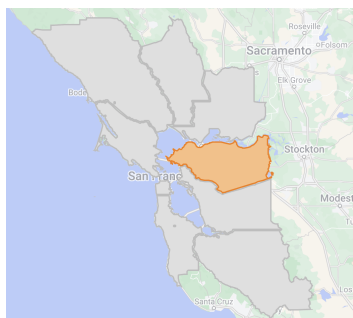
Three most important outcomes when thinking about San Francisco Bay Ferry and water transportation in 2050.

1. Ridership
2. Service coverage
3. Redundancy

¹⁰ The percentages for each question are based on the number of responses to that question within the County, as opposed to the overall responses for that county.

Contra Costa County

of Respondents: 528 (11.6%)

**Primary use:**

- | | |
|--|-------|
| 1. Recreational or leisure trips | 48.1% |
| 2. Work commute | 29.7% |
| 3. Haven't used the ferry in the last 6 months | 17.0% |
| 4. Other types of trips | 5.1% |

Three most important conditions when deciding whether you would ride the ferry:

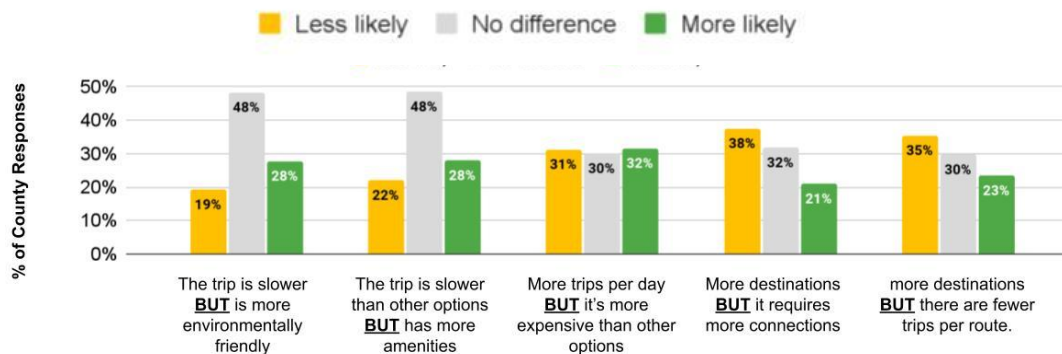
1. Departure schedule
2. The number of connections needed to complete the trip
3. The cost of the fare or ticket

Top three service changes that would make people ride more often:

1. Increase number of trips per day
2. Reduce number of connections to get to my final destination
3. Reduce fare or ticket price

If you would not take the ferry under any circumstances, regardless of future service changes, please explain why. Select all that apply.

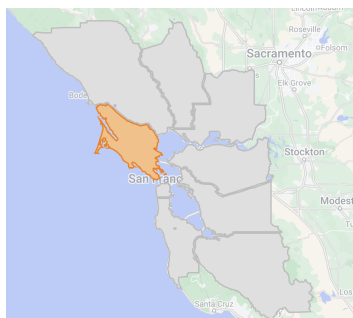
- | | |
|--|-------|
| 1. I don't live close enough to a ferry terminal | 13.2% |
| 2. I don't travel to the places currently served by the ferry | 4.8% |
| 3. I don't travel during the times when ferry service is available | 4.2% |
| 4. Other (please specify) | 1.2% |

Would you be more or less likely to ride the ferry, given the following tradeoffs?**Three most important outcomes when thinking about San Francisco Bay Ferry and water transportation in 2050.**

1. Ridership
2. Service coverage
3. Environmental conservation

Marin County

of Respondents: 133 (2.9%)

**Primary use:**

- | | |
|--|-------|
| 1. Recreational or leisure trips | 42.9% |
| 2. Work commute | 28.6% |
| 3. Haven't used the ferry in the last 6 months | 21.8% |
| 4. Other types of trips | 6.8% |

Three most important conditions when deciding whether you would ride the ferry:

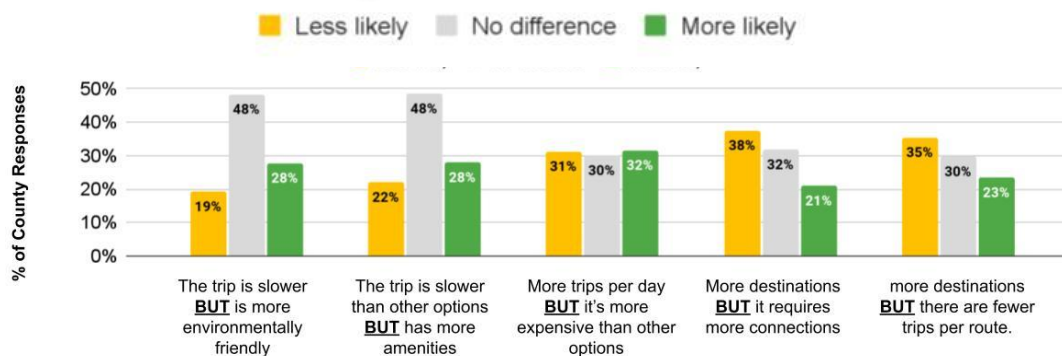
1. Departure schedule
2. The amount of time it takes to complete the trip
3. The number of connections needed to complete the trip

Top three service changes that would make people ride more often:

1. Increase number of trips per day
2. Reduce number of connections to get to my final destination
3. Reduce fare or ticket price

If you would not take the ferry under any circumstances, regardless of future service changes, please explain why. Select all that apply.

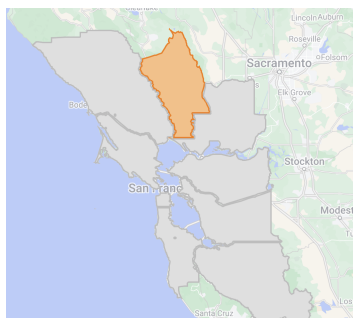
- | | |
|--|------|
| 1. I don't travel during the times when ferry service is available | 6.8% |
| 2. I don't travel to the places currently served by the ferry | 5.9% |
| 3. Other (please specify) | 4.2% |
| 4. I don't live close enough to a ferry terminal | 2.5% |

Would you be more or less likely to ride the ferry, given the following tradeoffs?**Three most important outcomes when thinking about San Francisco Bay Ferry and water transportation in 2050.**

1. Ridership
2. Service coverage
3. Redundancy

Napa County

of Respondents: 78 (1.7%)



Primary use:

1. Recreational or leisure trips	43.6%
2. Work commute	35.9%
3. Other types of trips	14.1%
4. Haven't used the ferry in the last 6 months	6.4%

Three most important conditions when deciding whether you would ride the ferry:

1. Departure schedule
2. The cost of the fare or ticket
3. The amount of time it takes to complete the trip

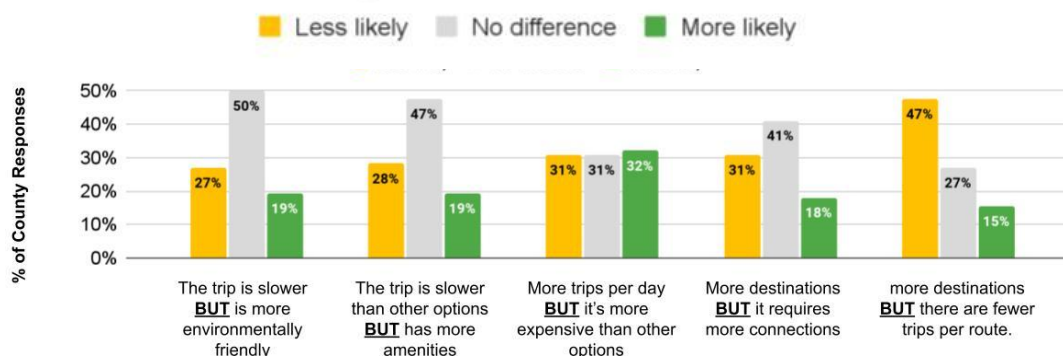
Top three service changes that would make people ride more often:

1. Increase number of trips per day
2. Reduce fare or ticket price
3. Nothing. I already ride often

If you would not take the ferry under any circumstances, regardless of future service changes, please explain why. Select all that apply.

1. I don't live close enough to a ferry terminal	9.9%
2. I don't travel to the places currently served by the ferry	8.5%
3. I don't travel during the times when ferry service is available	7.0%
4. Other (please specify)	2.8%

Would you be more or less likely to ride the ferry, given the following tradeoffs?

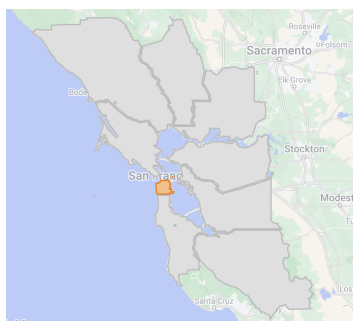


Three most important outcomes when thinking about San Francisco Bay Ferry and water transportation in 2050.

1. Ridership
2. Service coverage
3. Redundancy

San Francisco County

of Respondents: 441 (9.7%)



Primary use:

1. Recreational or leisure trips	52.4%
2. Haven't used the ferry in the last 6 months	23.1%
3. Work commute	16.3%
4. Other types of trips	8.2%

Three most important conditions when deciding whether you would ride the ferry:

1. Departure schedule
2. The amount of time it takes to complete the trip
3. The number of connections needed to complete the trip

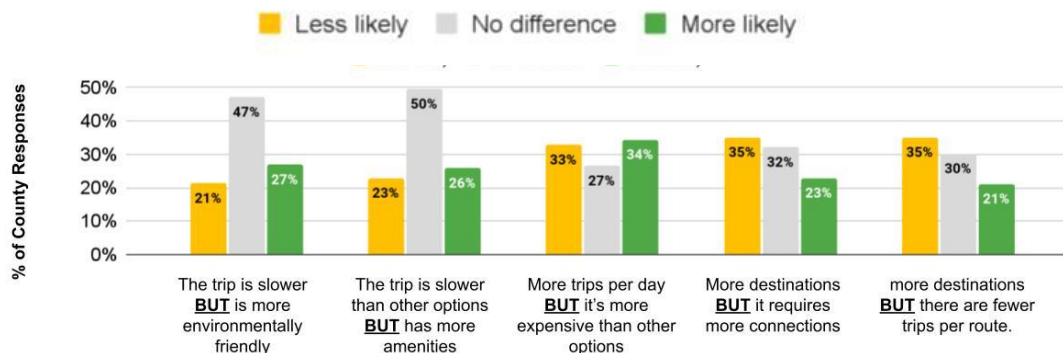
Top three service changes that would make people ride more often:

1. Increase number of trips per day
2. Reduce number of connections to get to my final destination
3. Reduce fare or ticket price

If you would not take the ferry under any circumstances, regardless of future service changes, please explain why. Select all that apply.

- | | |
|--|-------|
| 1. I don't live close enough to a ferry terminal | 11.3% |
| 2. I don't travel to the places currently served by the ferry | 9.0% |
| 3. I don't travel during the times when ferry service is available | 6.6% |
| 4. Other (please specify) | 1.7% |

Would you be more or less likely to ride the ferry, given the following tradeoffs?

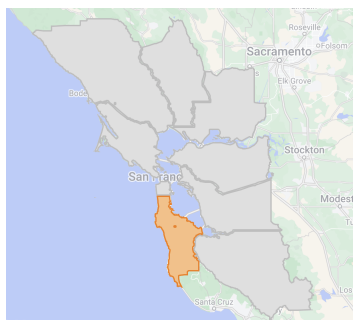


Three most important outcomes when thinking about San Francisco Bay Ferry and water transportation in 2050.

1. Ridership
2. Service coverage
3. Redundancy

San Mateo County

of Respondents: 290 (6.3%)



Primary use:

1. Haven't used the ferry in the last 6 months	58.6%
2. Recreational or leisure trips	35.9%
3. Work commute	4.5%
4. Other types of trips	1.0%

Three most important conditions when deciding whether you would ride the ferry:

1. Departure schedule
2. The number of connections needed to complete the trip
3. The amount of time it takes to complete the trip

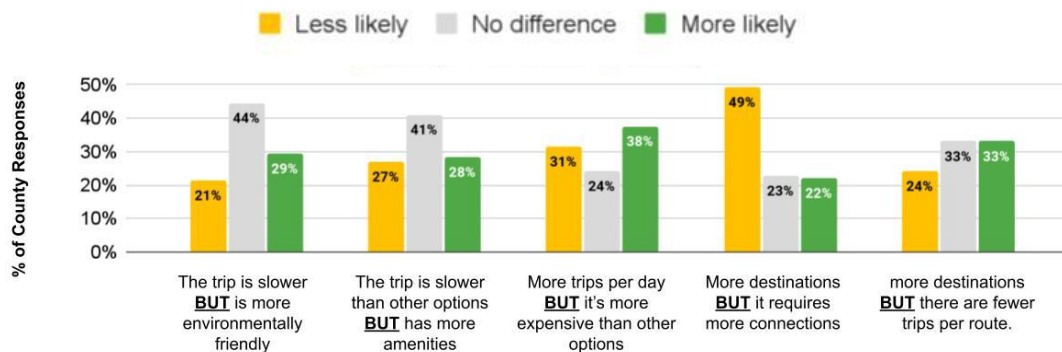
Top three service changes that would make people ride more often:

1. Increase number of trips per day
2. Reduce number of connections to get to my final destination
3. Reduce fare or ticket price

If you would not take the ferry under any circumstances, regardless of future service changes, please explain why. Select all that apply.

1. I don't live close enough to a ferry terminal 22.9%
2. I don't travel to the places currently served by the ferry 14.9%
3. I don't travel during the times when ferry service is available 6.6%
4. Other (please specify) 1.4%

Would you be more or less likely to ride the ferry, given the following tradeoffs?

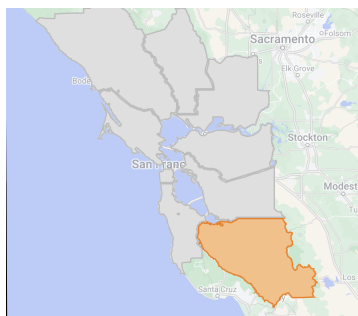


Three most important outcomes when thinking about San Francisco Bay Ferry and water transportation in 2050.

1. Ridership
2. Service coverage
3. Redundancy

Santa Clara County

of Respondents: 75 (1.6%)



Primary use:

- | | |
|--|-------|
| 1. Recreational or leisure trips | 61.3% |
| 2. Haven't used the ferry in the last 6 months | 34.7% |
| 3. Work commute | 4.0% |
| 4. Other types of trips | 0.0% |

Three most important conditions when deciding whether you would ride the ferry:

- | |
|--|
| 1. Departure schedule |
| 2. The number of connections needed to complete the trip |
| 3. The cost of the fare or ticket |

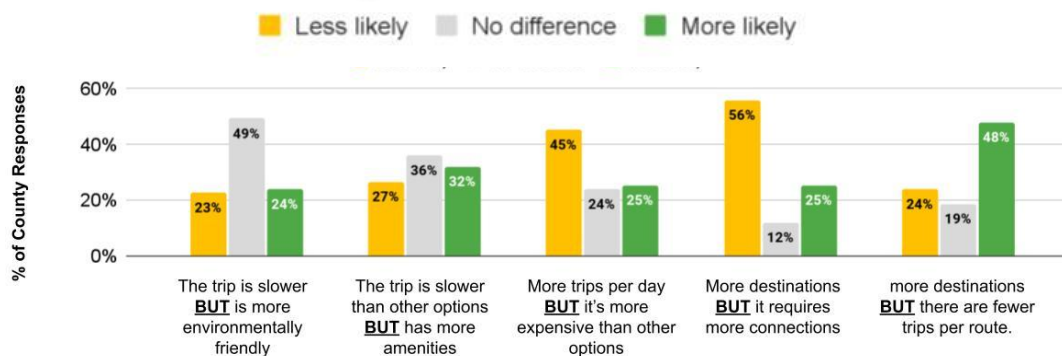
Top three service changes that would make people ride more often:

1. Increase number of trips per day
2. Reduce number of connections to get to my final destination
3. Reduce fare or ticket price

If you would not take the ferry under any circumstances, regardless of future service changes, please explain why. Select all that apply.

- | | |
|--|-------|
| 1. I don't live close enough to a ferry terminal | 37.5% |
| 2. I don't travel to the places currently served by the ferry | 15.0% |
| 3. I don't travel during the times when ferry service is available | 3.8% |
| 4. Other (please specify) | 1.3% |

Would you be more or less likely to ride the ferry, given the following tradeoffs?

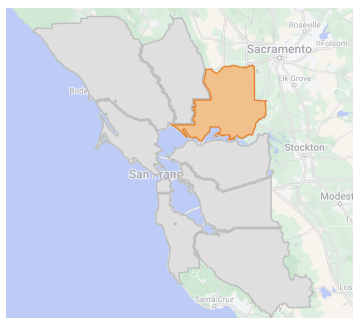


Three most important outcomes when thinking about San Francisco Bay Ferry and water transportation in 2050.

1. Ridership
2. Service coverage
3. Redundancy

Solano County

of Respondents: 809 (17.7%)



Primary use:

- | | |
|--|-------|
| 1. Recreational or leisure trips | 52.2% |
| 2. Work commute | 27.7% |
| 3. Haven't used the ferry in the last 6 months | 11.9% |
| 4. Other types of trips | 8.3% |

Three most important conditions when deciding whether you would ride the ferry:

1. Departure schedule
2. The cost of the fare or ticket
3. The amount of time it takes to complete the trip

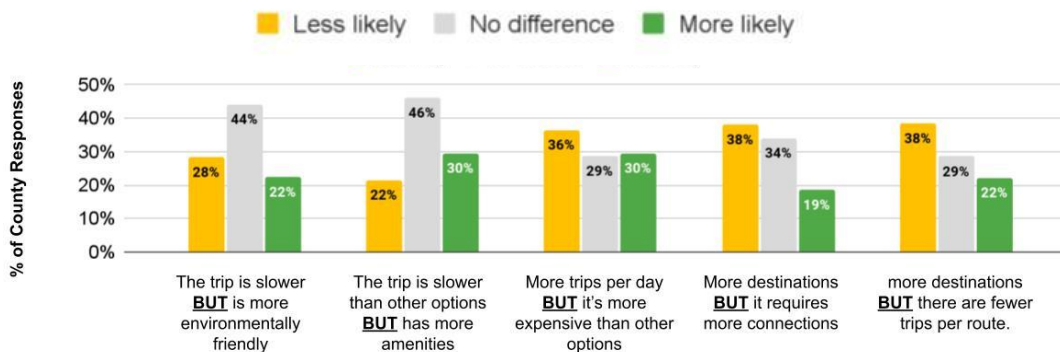
Top three service changes that would make people ride more often:

1. Increase number of trips per day
2. Reduce fare or ticket price
3. Reduce time to get to my final destination

If you would not take the ferry under any circumstances, regardless of future service changes, please explain why. Select all that apply.

- | | |
|--|------|
| 1. I don't travel to the places currently served by the ferry | 6.9% |
| 2. I don't live close enough to a ferry terminal | 5.9% |
| 3. I don't travel during the times when ferry service is available | 5.5% |
| 4. Other (please specify) | 3.3% |

Would you be more or less likely to ride the ferry, given the following tradeoffs?

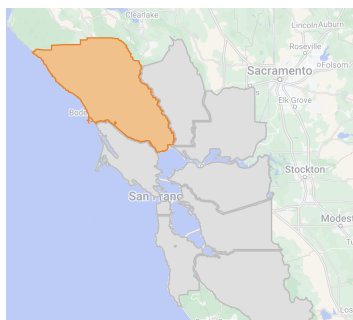


Three most important outcomes when thinking about San Francisco Bay Ferry and water transportation in 2050.

1. Ridership
2. Service coverage
3. Redundancy

Sonoma County

of Respondents: 32 (0.7%)



Primary use:

1. Recreational or leisure trips	62.5%
2. Haven't used the ferry in the last 6 months	21.9%
3. Work commute	15.6%
4. Other types of trips	0.0%

Three most important conditions when deciding whether you would ride the ferry:

1. Departure schedule
2. The number of connections needed to complete the trip
3. The cost of the fare or ticket

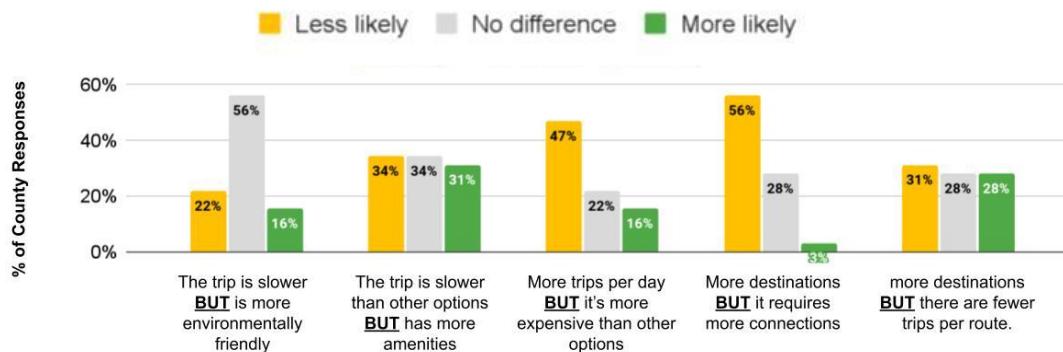
Top three service changes that would make people ride more often:

1. Reduce number of connections to get to my final destination
2. Increase number of trips per day
3. Reduce fare or ticket price

If you would not take the ferry under any circumstances, regardless of future service changes, please explain why. Select all that apply.

1. I don't travel to the places currently served by the ferry 7.1%
2. I don't live close enough to a ferry terminal 3.6%
3. I don't travel during the times when ferry service is available 3.6%
4. Other (please specify) 0.0%

Would you be more or less likely to ride the ferry, given the following tradeoffs?



Three most important outcomes when thinking about San Francisco Bay Ferry and water transportation in 2050.

1. Ridership
2. Service coverage
3. Redundancy



Appendix

A. Detailed Responses to 'What is your race or ethnic identification?'

Race	Total # of Selections	% Single Race	% Two or More Races
Unique Survey Responses	4,568	90.5%	6.9%
American Indian or Alaska Native	119	58.8%	41.2%
Asian or Pacific Islander	834	84.8%	15.2%
Black or African American	237	78.1%	21.9%
Hispanic, Latino or Spanish origin	475	68.4%	31.6%
White or Caucasian	3,005	90.7%	9.3%
Other (please specify)	141	84.4%	15.6%
Did not answer	121	-	-

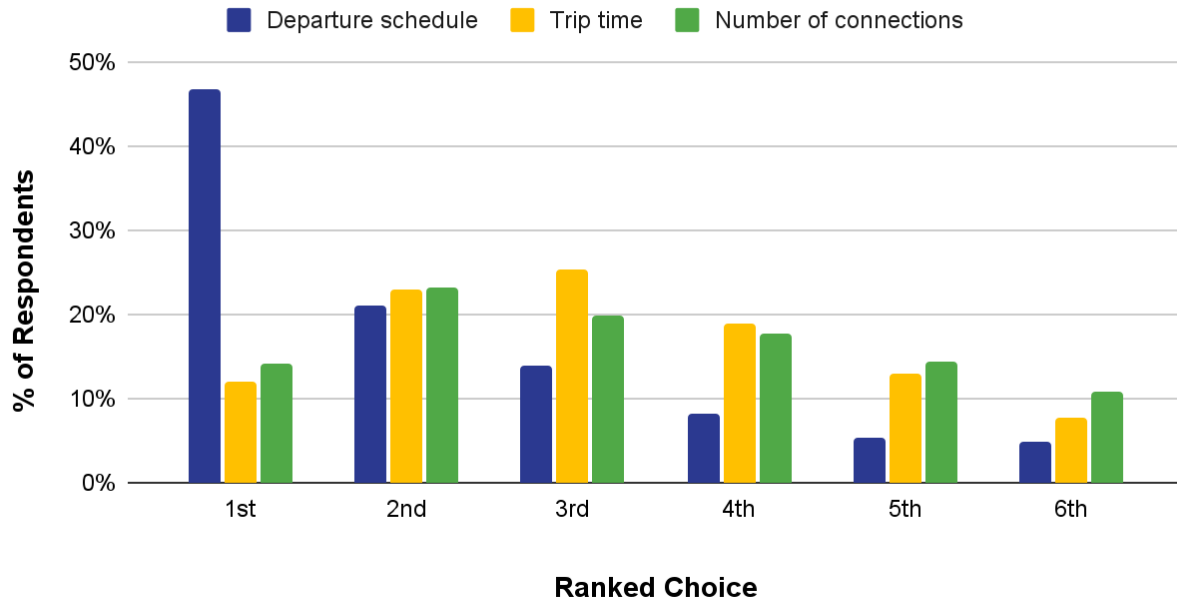


B. Household Income by Household Size

		Household Size (% of Responses)					
Income (# of Responses)		1	2	3	4	5	6+
Under \$30,000	234	47.0%	23.9%	12.8%	9.4%	4.7%	2.1%
\$30,000 to \$39,999	167	29.3%	31.1%	18.6%	10.8%	4.2%	6.0%
\$40,000 to \$49,999	170	34.1%	20.6%	20.0%	14.1%	5.9%	5.3%
\$50,000 to \$59,999	206	25.2%	28.6%	21.4%	13.1%	7.3%	4.4%
\$60,000 to \$64,999	174	27.6%	36.8%	14.4%	14.9%	3.4%	2.3%
\$65,000 to \$74,999	221	28.1%	36.7%	14.9%	12.7%	2.7%	4.5%
\$75,000 to \$99,999	480	29.4%	41.3%	14.6%	8.8%	3.8%	1.5%
\$100,000 to \$149,999	820	22.2%	46.8%	17.1%	8.8%	3.7%	1.3%
\$150,000 to \$199,999	619	14.9%	47.3%	19.5%	12.8%	4.5%	1.0%
\$200,000 to \$249,999	433	8.3%	48.5%	22.2%	16.2%	2.8%	1.8%
\$250,000+	768	3.9%	43.0%	21.9%	24.1%	5.5%	1.4%
Did not answer	276	14.5%	42.8%	10.9%	8.3%	2.5%	0.0%

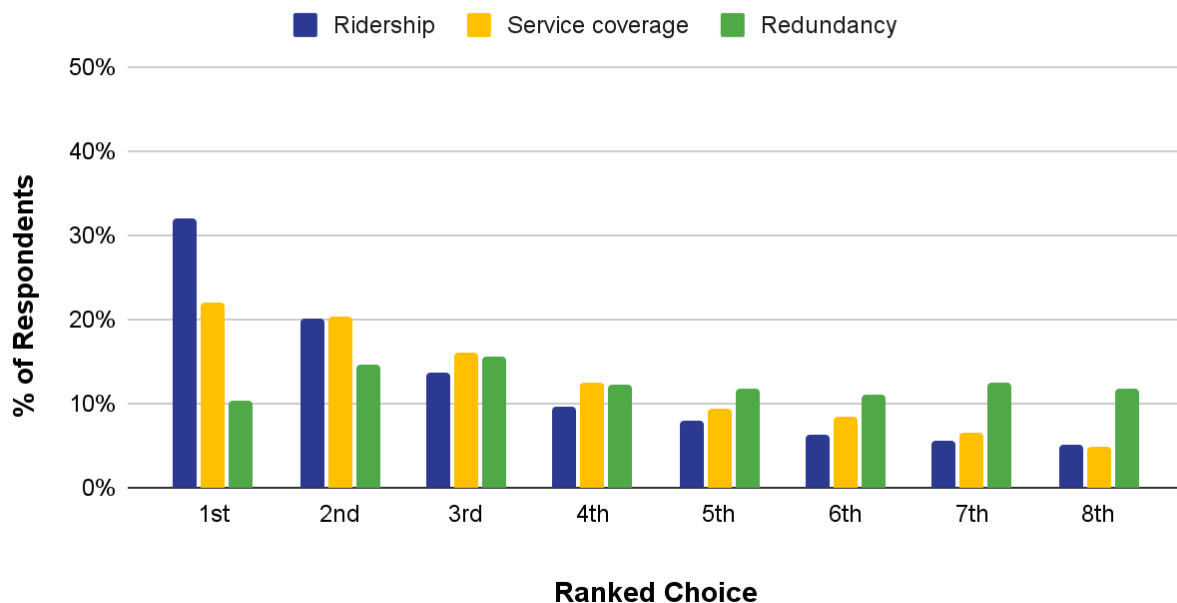
C. Top 3 factors when deciding whether to ride the ferry

Top Three Ranked Factors (Aggregate)



D. Top 3 outcomes for the San Francisco Bay Ferry and water transportation in 2050

Top Three Ranked Outcomes (Aggregate)





E. Most common transportation destination (regardless of mode)

Rank	Destination	# of Responses	% of Responses
1	San Francisco	2294	50.2%
2	Berkeley - Albany - Emeryville	483	10.6%
3	Oakland	343	7.5%
4	Alameda	264	5.8%
5	Vallejo - Mare Island	162	3.5%
6	South San Francisco	153	3.3%
7	Other (please specify)	125	2.7%
8	Larkspur - Tiburon - Sausalito	122	2.7%
9	Benicia	99	2.2%
10	San Jose - Sunnyvale - Milpitas	83	1.8%
11	Richmond	76	1.7%
12	Foster City - San Mateo	72	1.6%
13	Mountain View - Palo Alto	67	1.5%
14	Martinez	56	1.2%
15	Redwood City - Menlo Park	53	1.2%
16	Pittsburg - Antioch	30	0.7%
17	Union City - Newark - Fremont	28	0.6%
18	San Leandro	24	0.5%
19	Hercules	18	0.4%
20	Treasure Island	16	0.4%