



San Francisco Bay Area

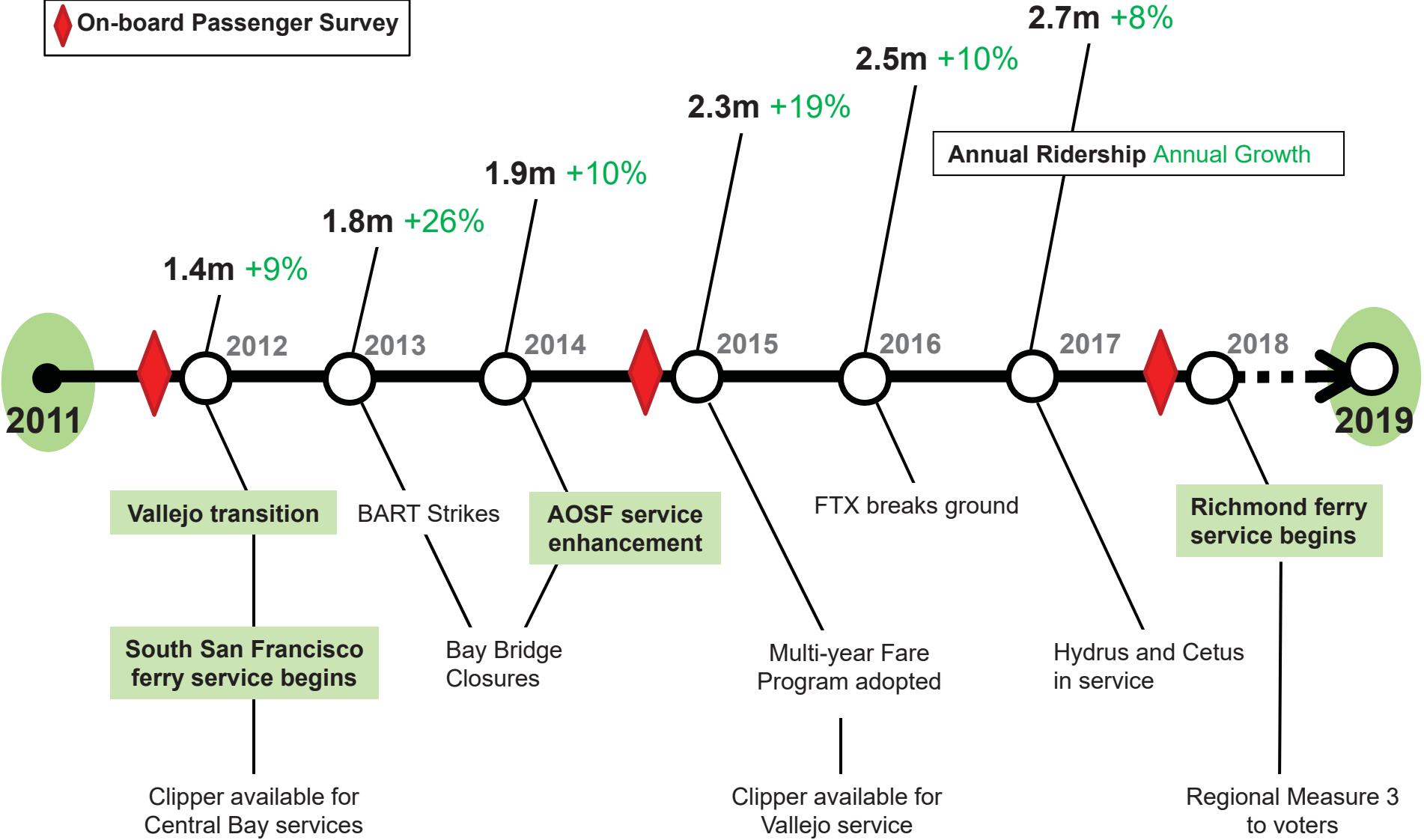
Water Emergency Transportation Authority

On-board Passenger Survey Results

May 2018

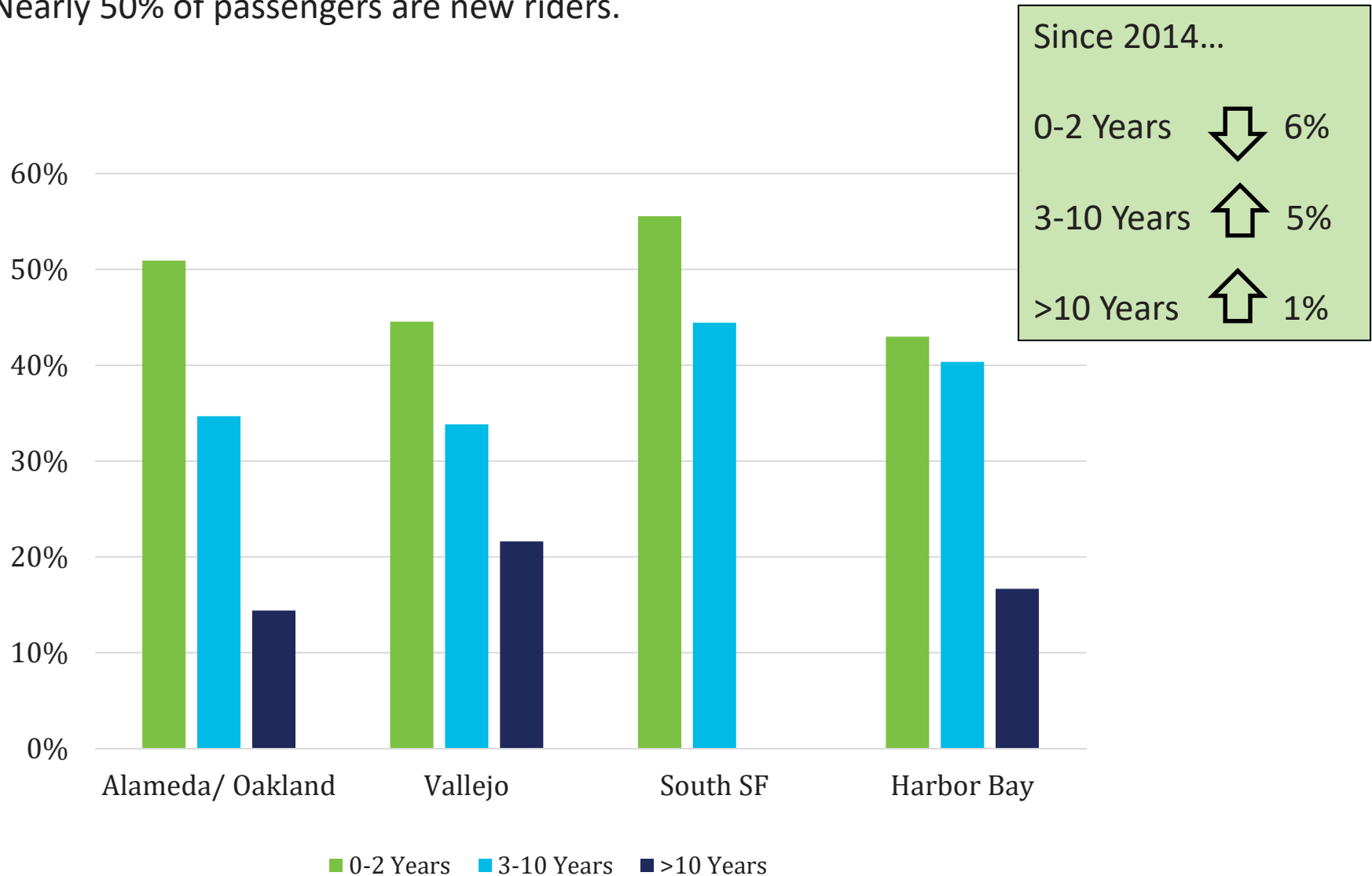
WETA Ferry Service Timeline

◆ On-board Passenger Survey



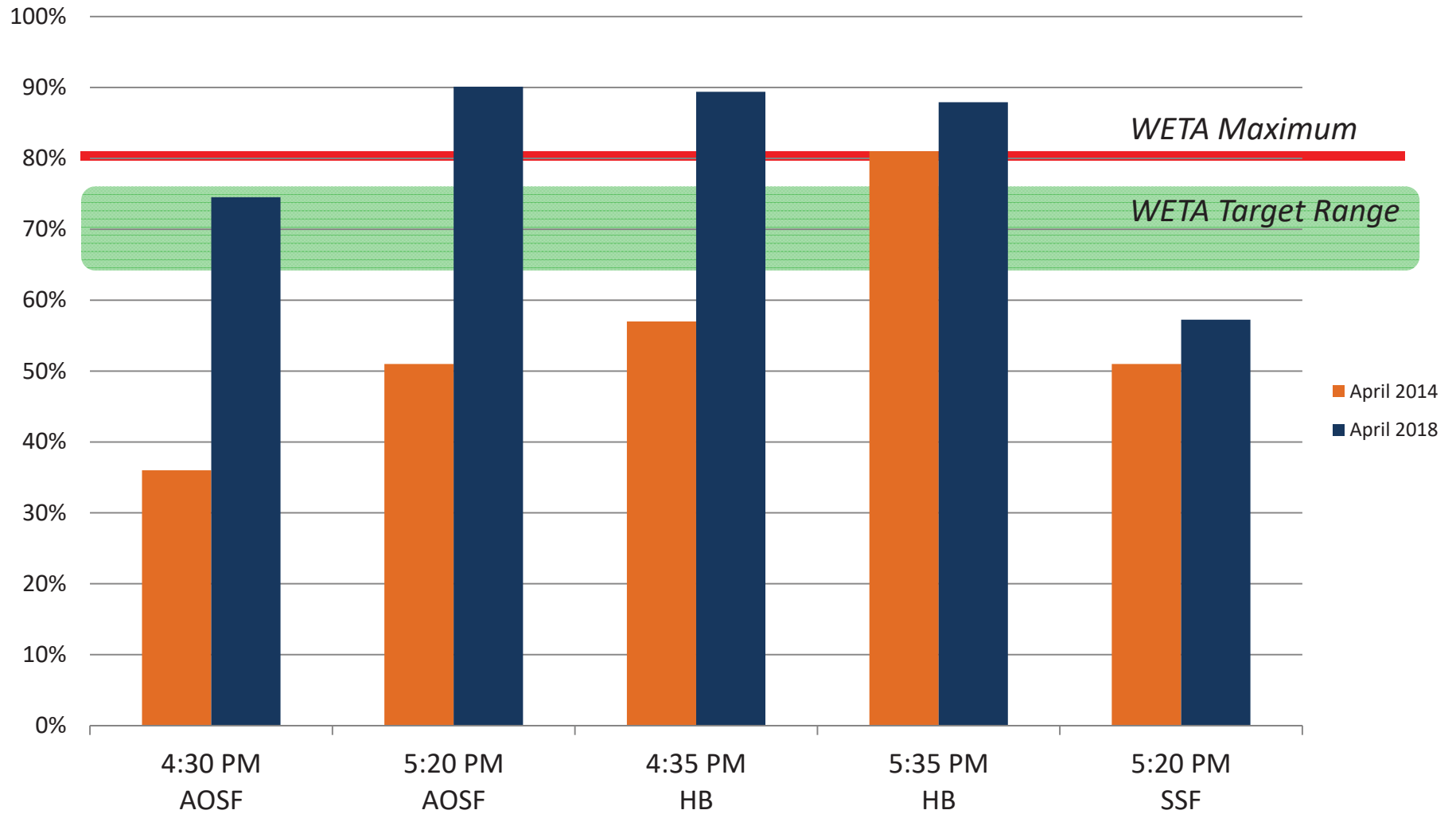
New Riders and Loyal Riders

Nearly 50% of passengers are new riders.



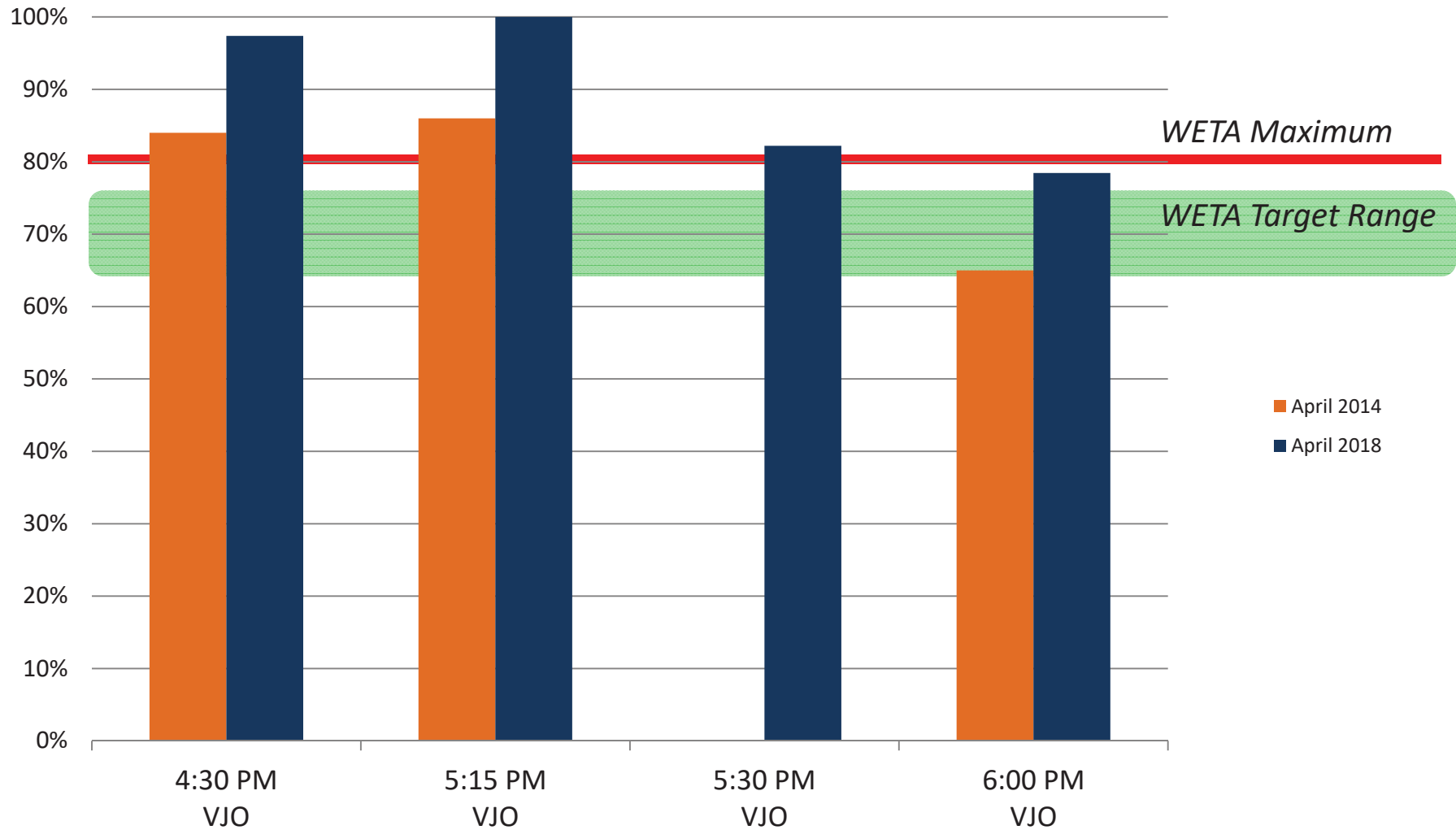
More Riders, Same Capacity

Vessels becoming more congested on Central Bay services.



More Riders, Same Capacity

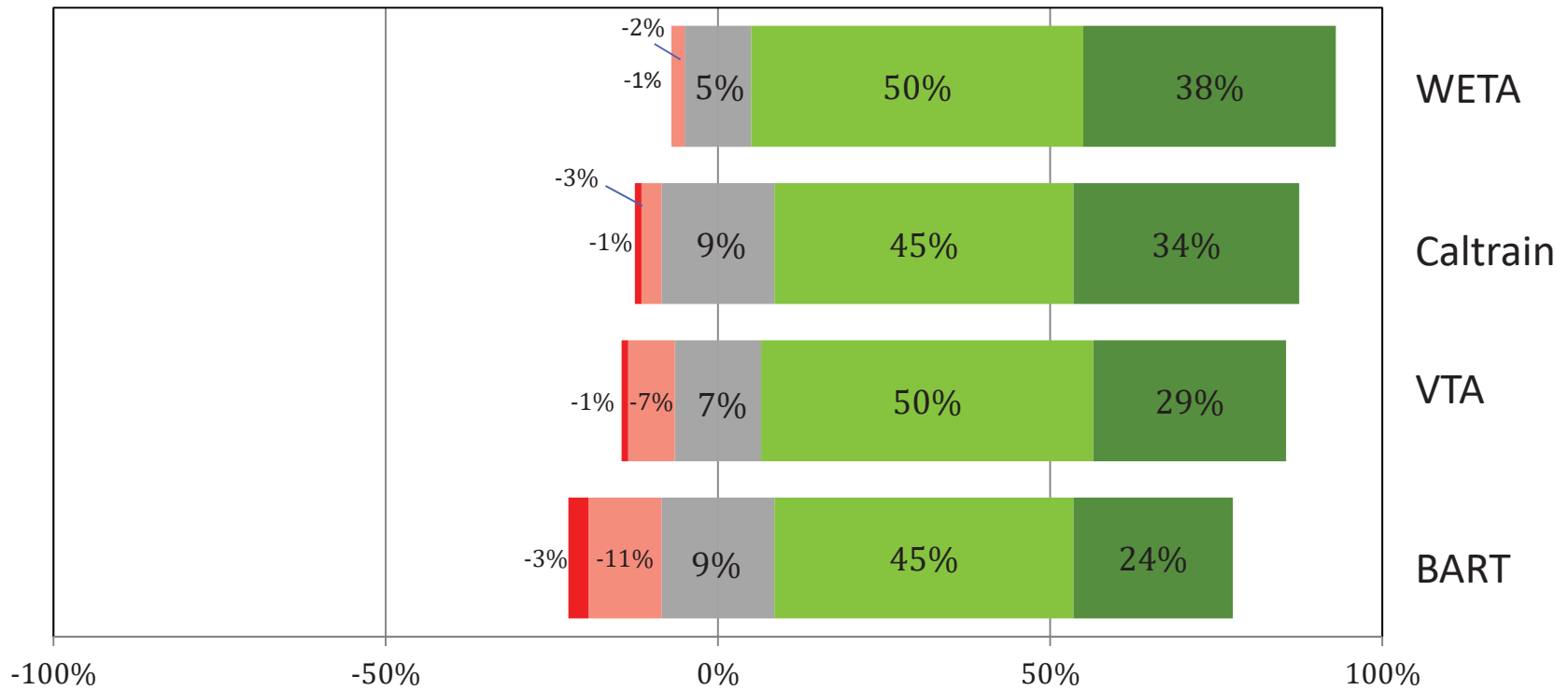
Vessels becoming more congested on North Bay services.



Satisfaction Remains High

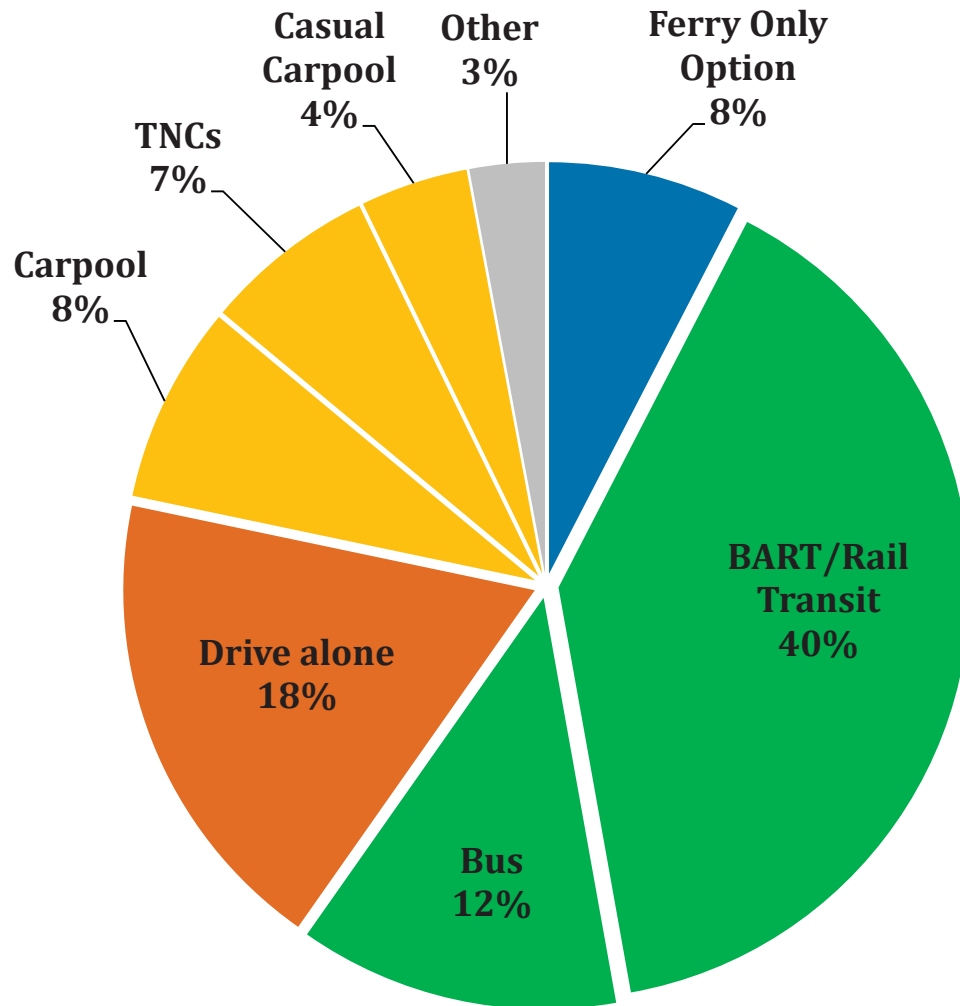
Despite crowding, most riders satisfied with WETA service.

■ Very Dissatisfied ■ Somewhat Dissatisfied ■ Neutral ■ Somewhat Satisfied ■ Very Satisfied



Choice Riders

Most riders have options but choose the ferry.



Vallejo

- Ferry only (13%)
- Casual carpool (10%)

AOSF/Harbor Bay

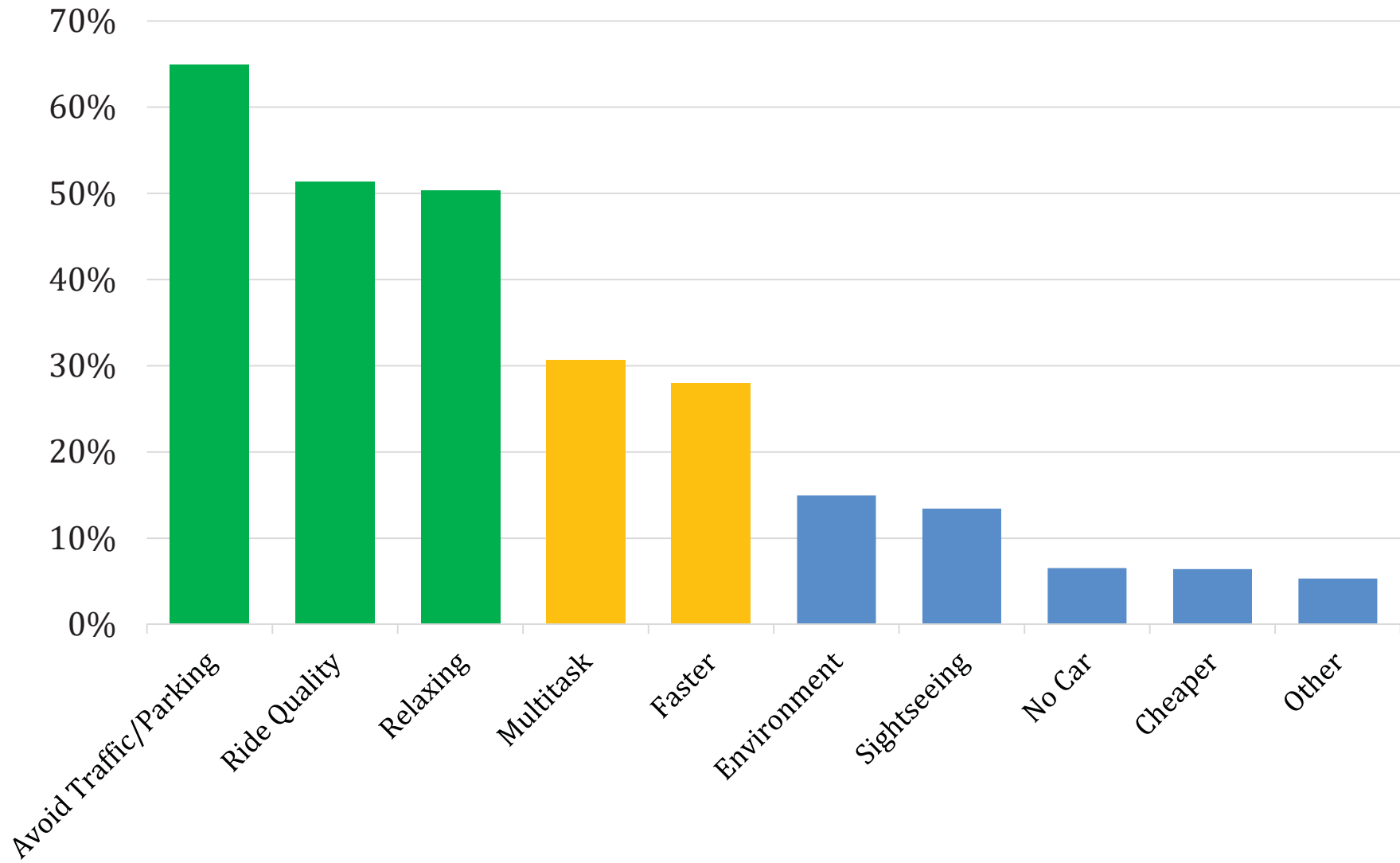
- Drive alone (10-12%)
- Bus or BART (69-76%)

South San Francisco

- Drive alone (48%)

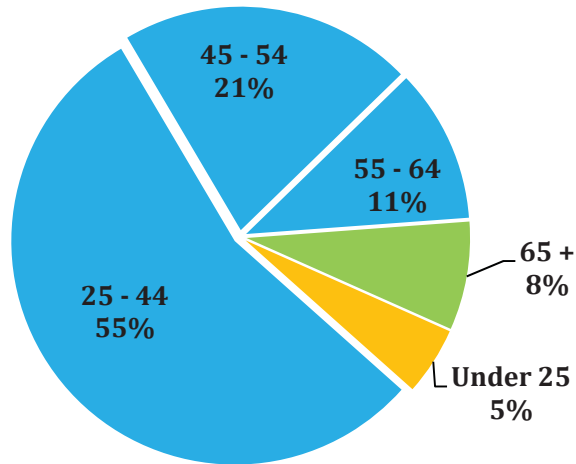
Why Riders Choose the Ferry

Common reasons are consistent over time.

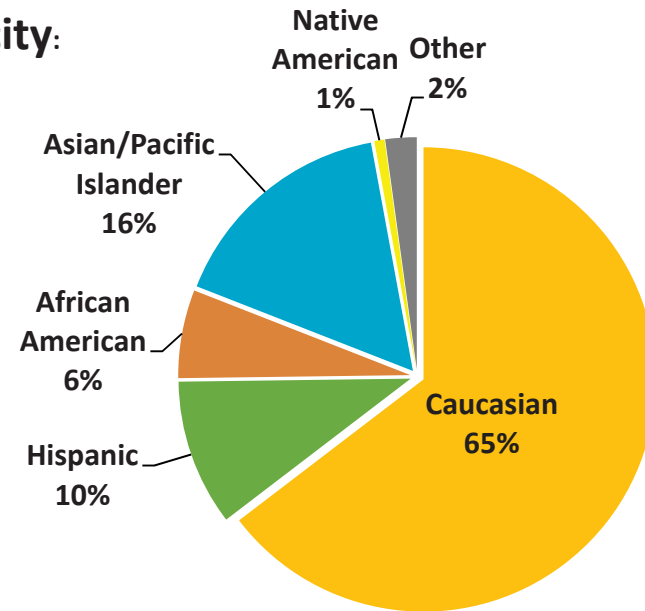


Rider Profile

Age:



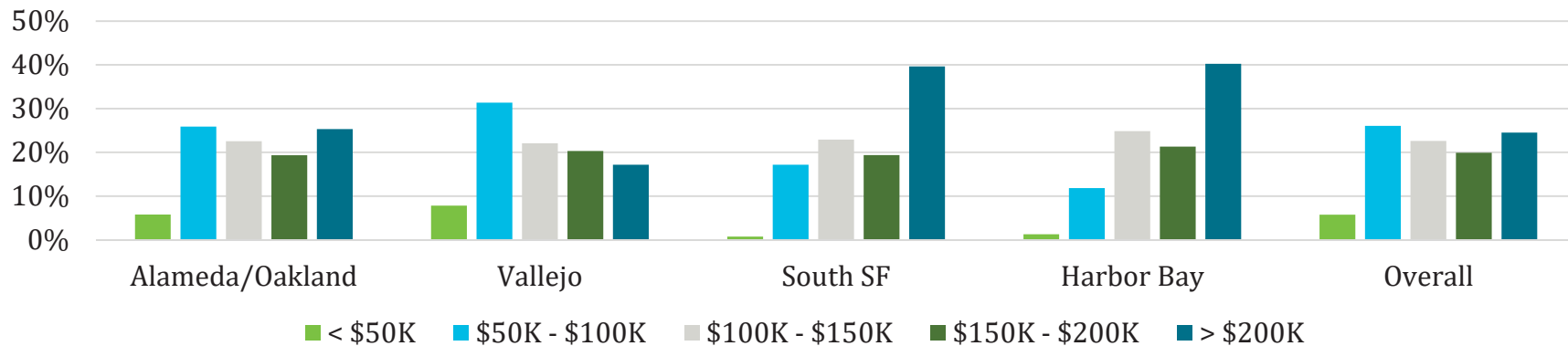
Race/Ethnicity:



Language: 98% speak English at least “well”

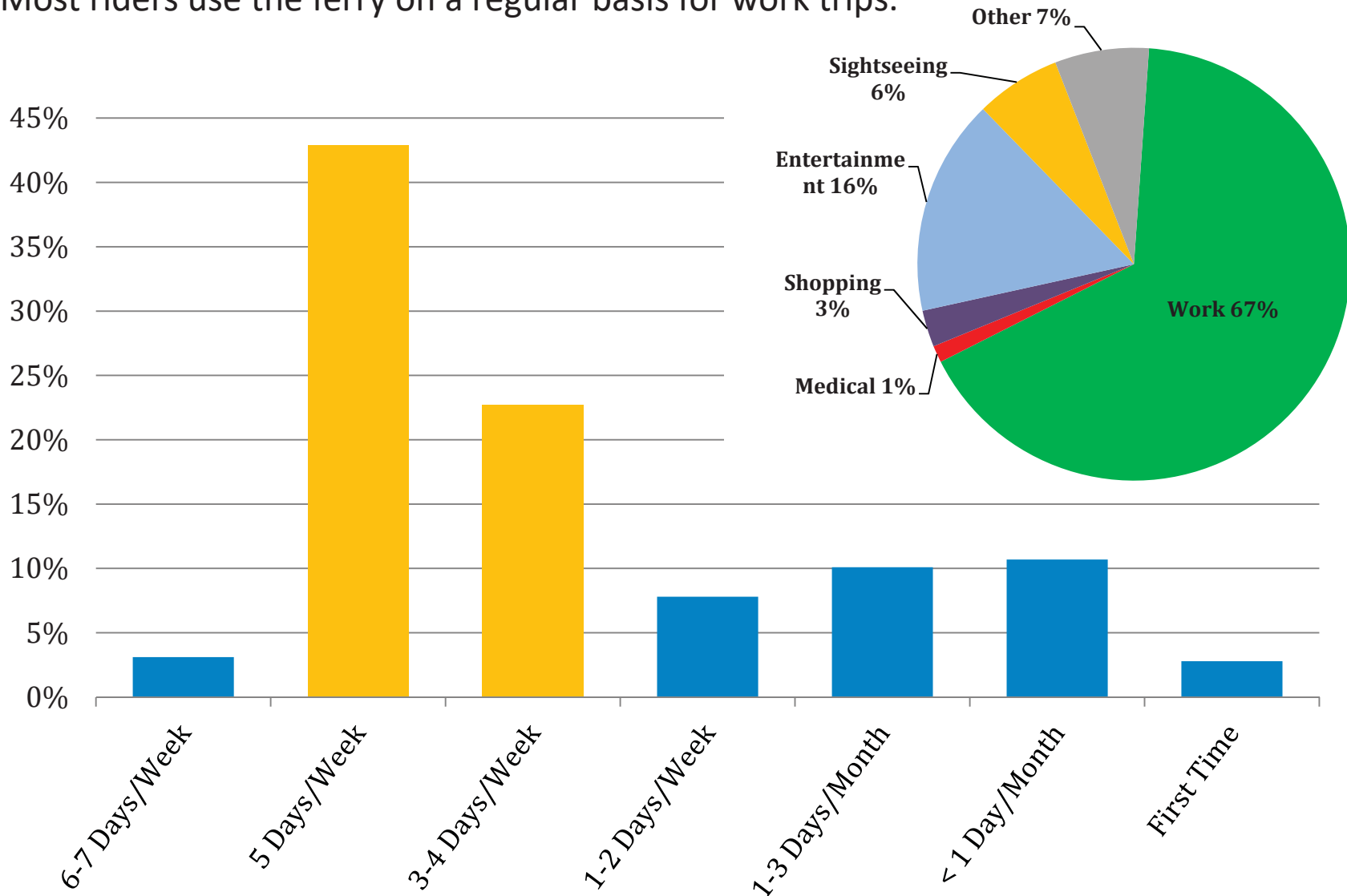
Smartphone: 97% own one

Income: 67% of riders have household incomes above Bay Area median



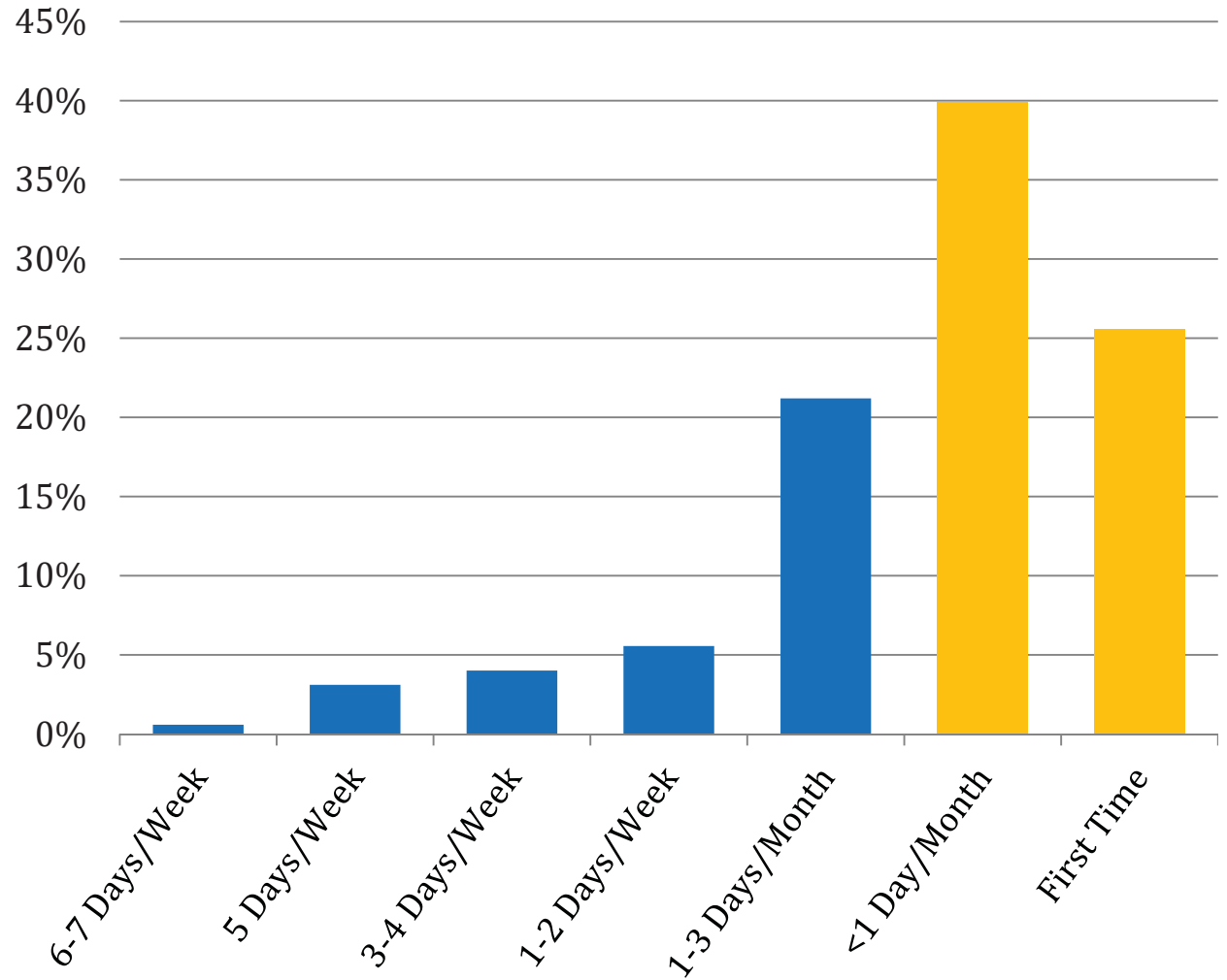
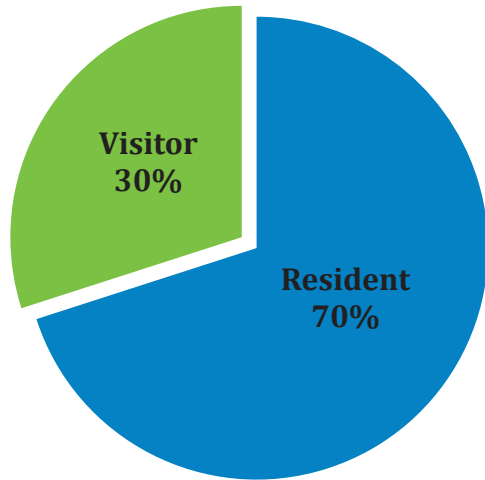
Commuters

Most riders use the ferry on a regular basis for work trips.



Recreational Riders

More likely to use ferry for sightseeing, less likely multitask.

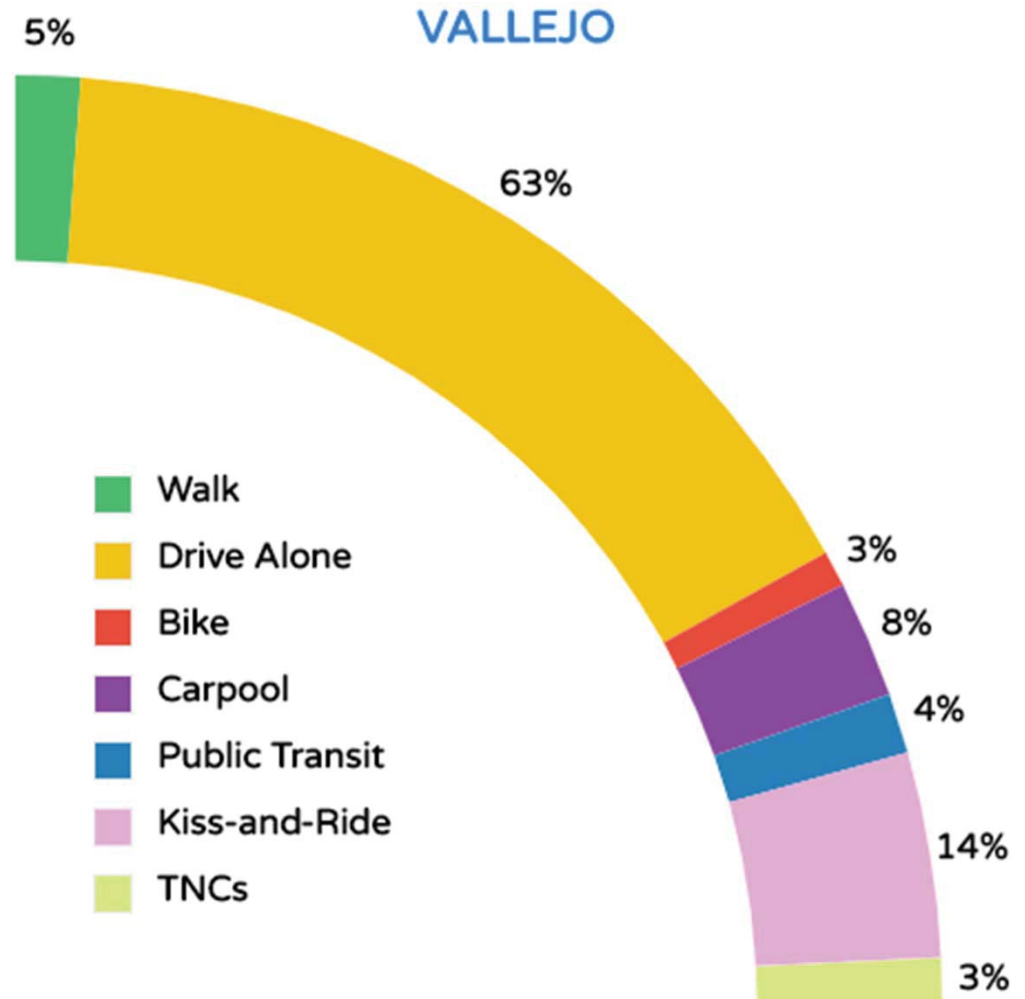


How Riders Get to the Ferry

Drive alone is most common, other modes becoming more popular.

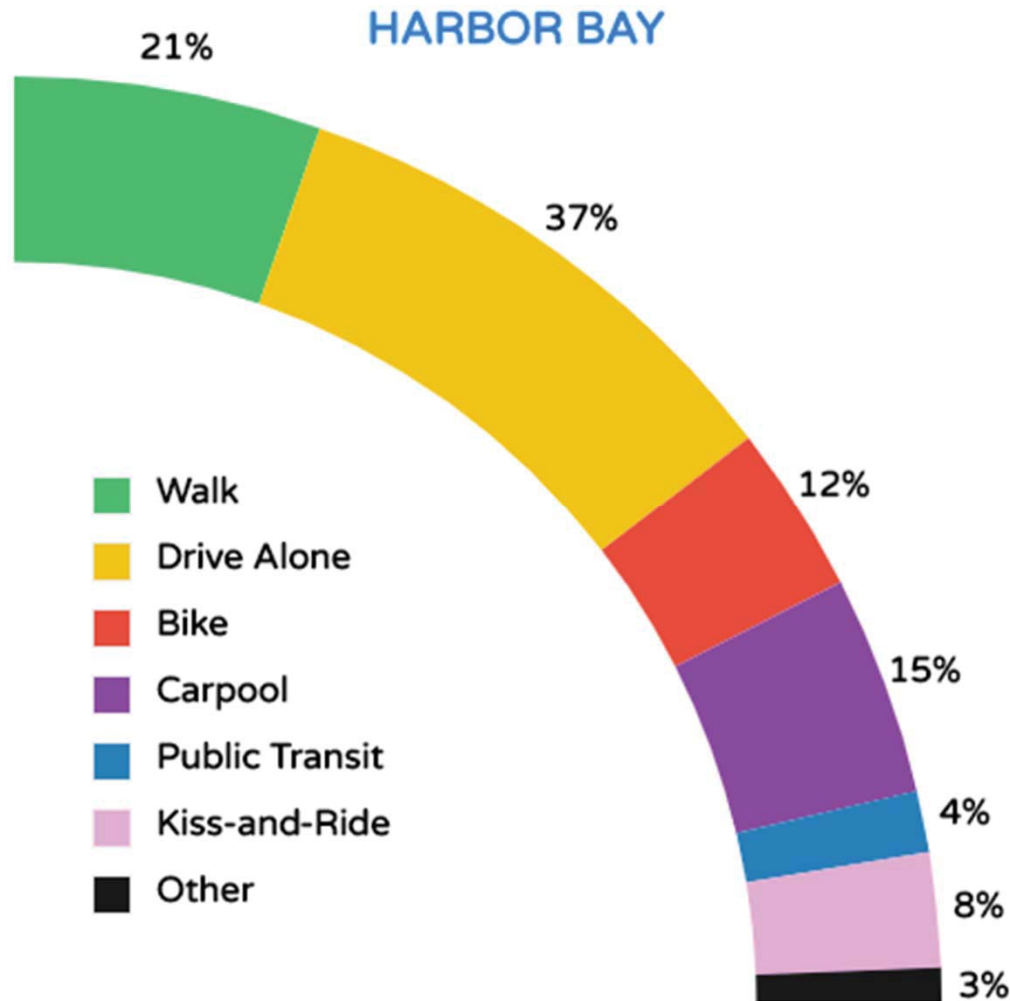
Systemwide trends:

- ↑ Drop-off/Carpool
- ↑ Bikes
- ↑ TNCs
- ↔ Transit
- ↓ Drive alone
- ↓ Walk



How Riders Get to the Ferry

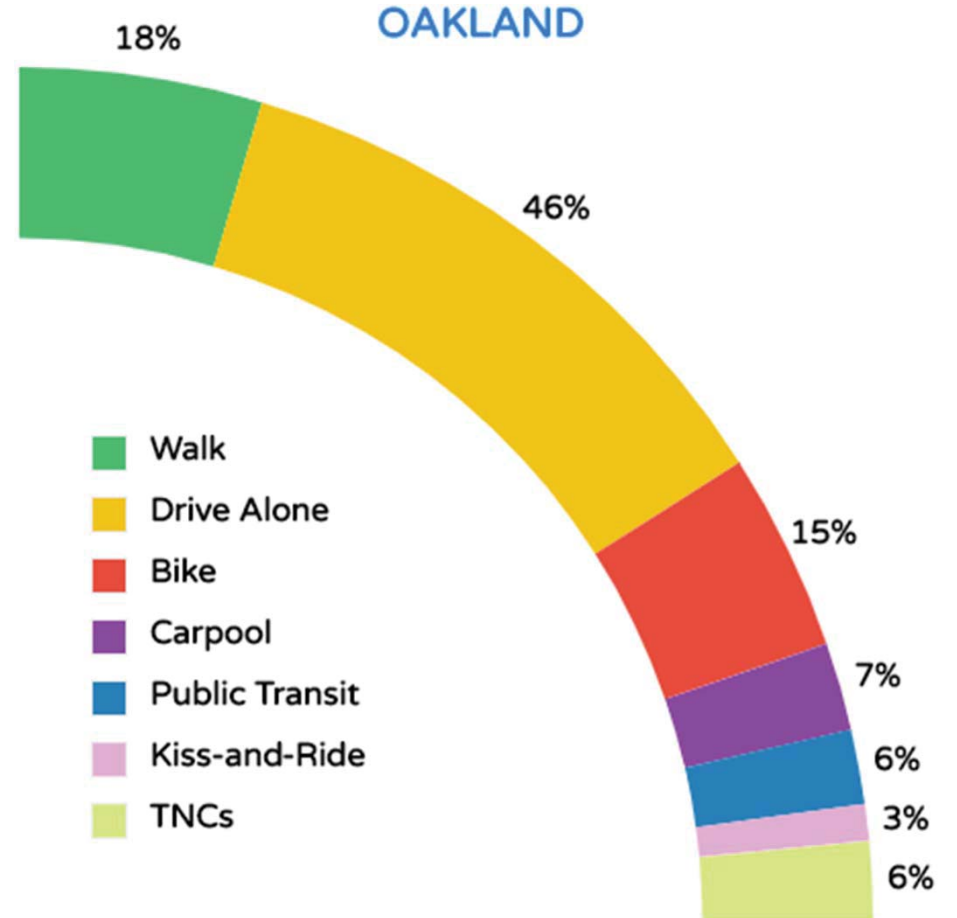
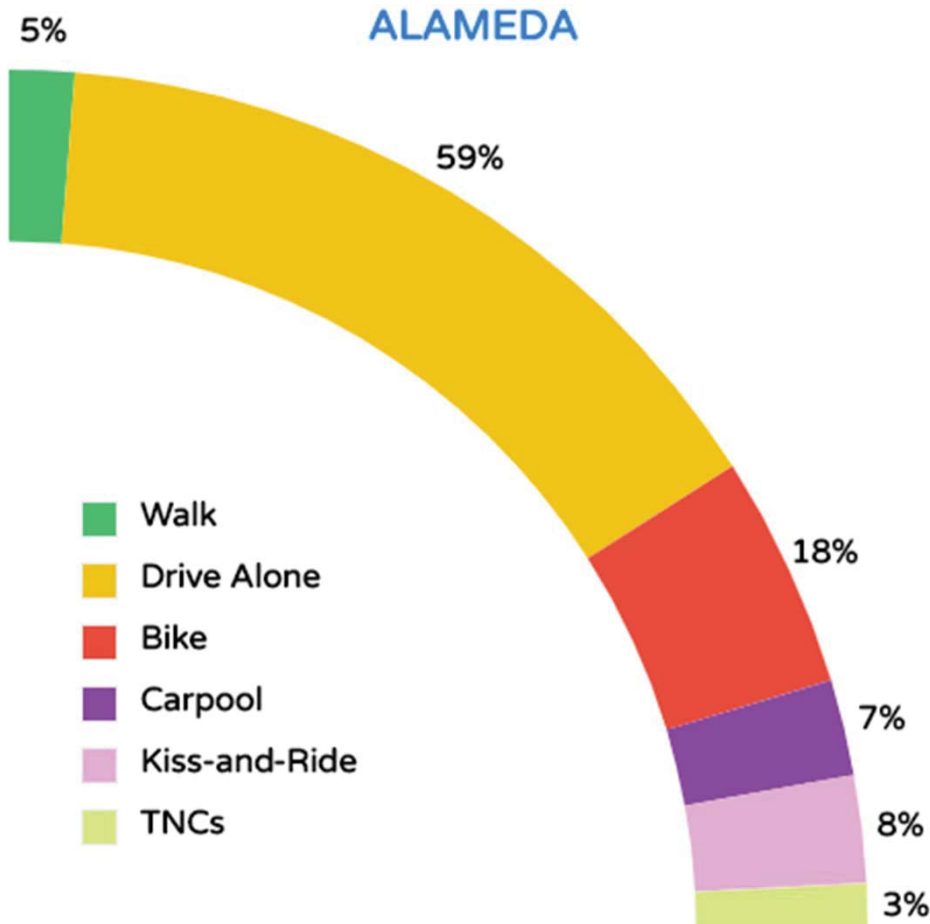
Ferry riders will find a way.



- Parking lot full since 2013
- Residential parking permit program
- Ridership up 38% since 2014
- Drive alone decrease from 62% to 36%
- Drop-off/Carpool up 4x
- Bike access up 2x

How Riders Get to the Ferry

Transit could be access option, if available.



Bikes

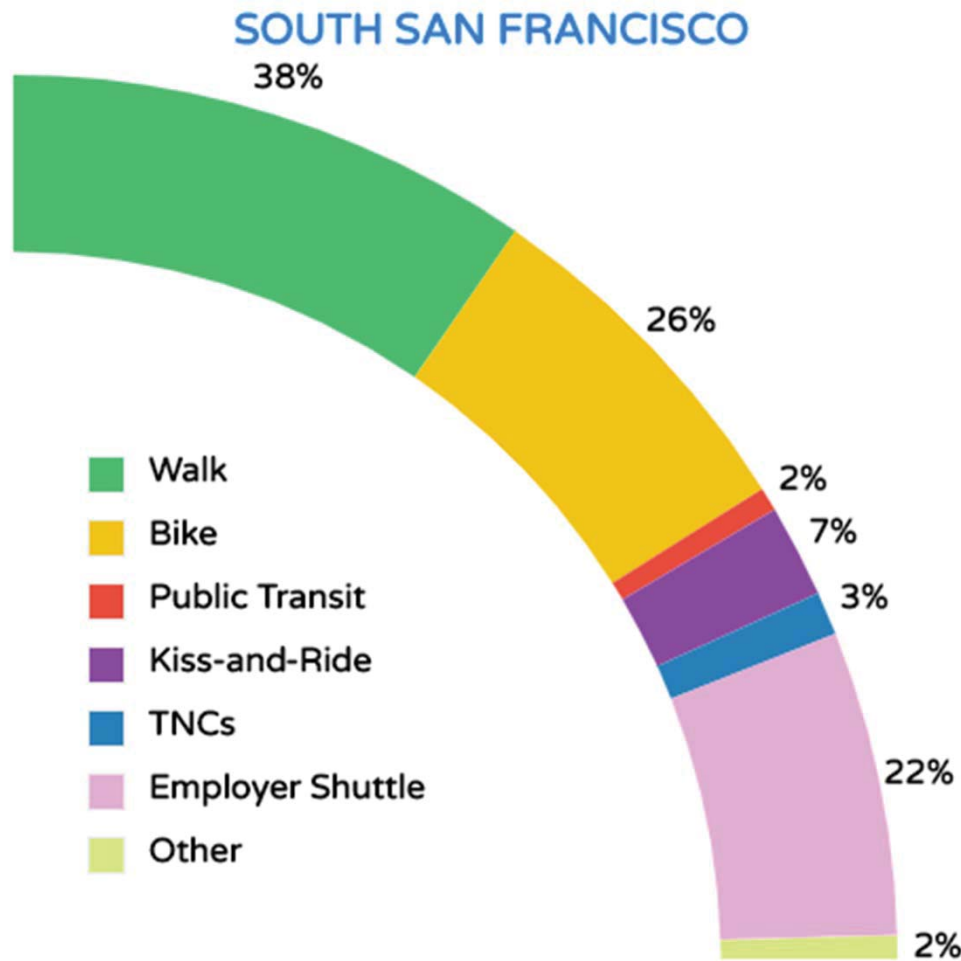
Happy Bike to Work Day!

Date	Day	Departure	Route	Passengers	Bikes	% with Bikes
4/19/2018	Thurs	7:40	Alameda/Oakland > SSF	133	73	55%
4/20/2018	Fri	7:40	Alameda/Oakland > SSF	90	70	78%
4/4/2018	Wed	19:25	Ferry Building > Alameda/Oakland	127	58	46%
4/14/2018	Sat	9:45	Alameda/Oakland > Ferry Building	315	53	17%
4/20/2018	Fri	17:55	Alameda/Oakland > Ferry Building	130	53	41%
4/23/2018	Mon	17:20	Ferry Building > Alameda/Oakland	400	48	12%
4/30/2018	Mon	8:30	Harbor Bay > Ferry Building	197	29	15%
4/3/2018	Tues	7:30	Harbor Bay > Ferry Building	221	25	11%
4/3/2018	Tues	17:15	Ferry Building > Vallejo	349	20	6%
4/17/2018	Tues	5:30	Vallejo > Ferry Building	206	16	8%

950 bike riders per day **780** bikes onboard WETA vessels per day

“Last Mile”

Future Peninsula or South Bay terminal could have similar access patterns.

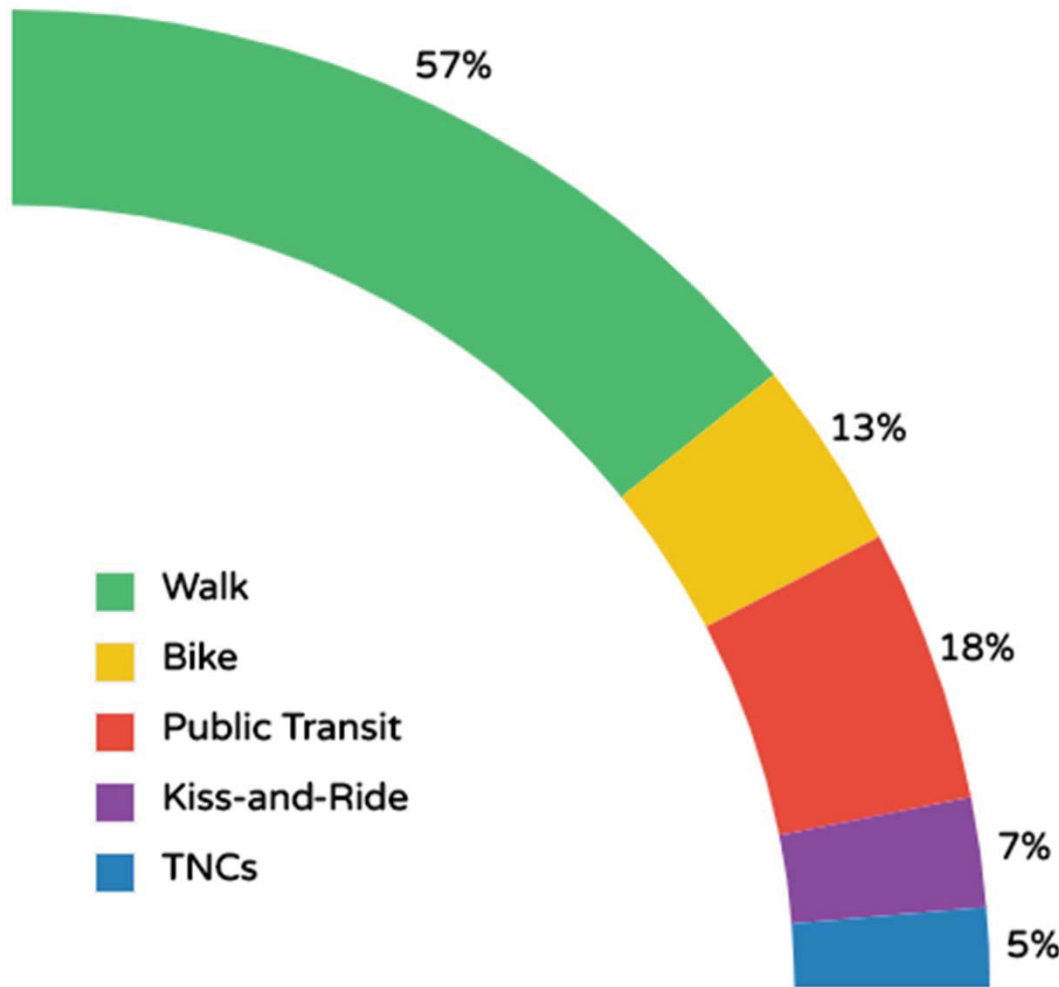


- 1 in 4 passengers ride bicycle
- 1 in 5 passengers use employee shuttle

“Last Mile”

Riders are finding new ways to get to their destinations.

FERRY BUILDING

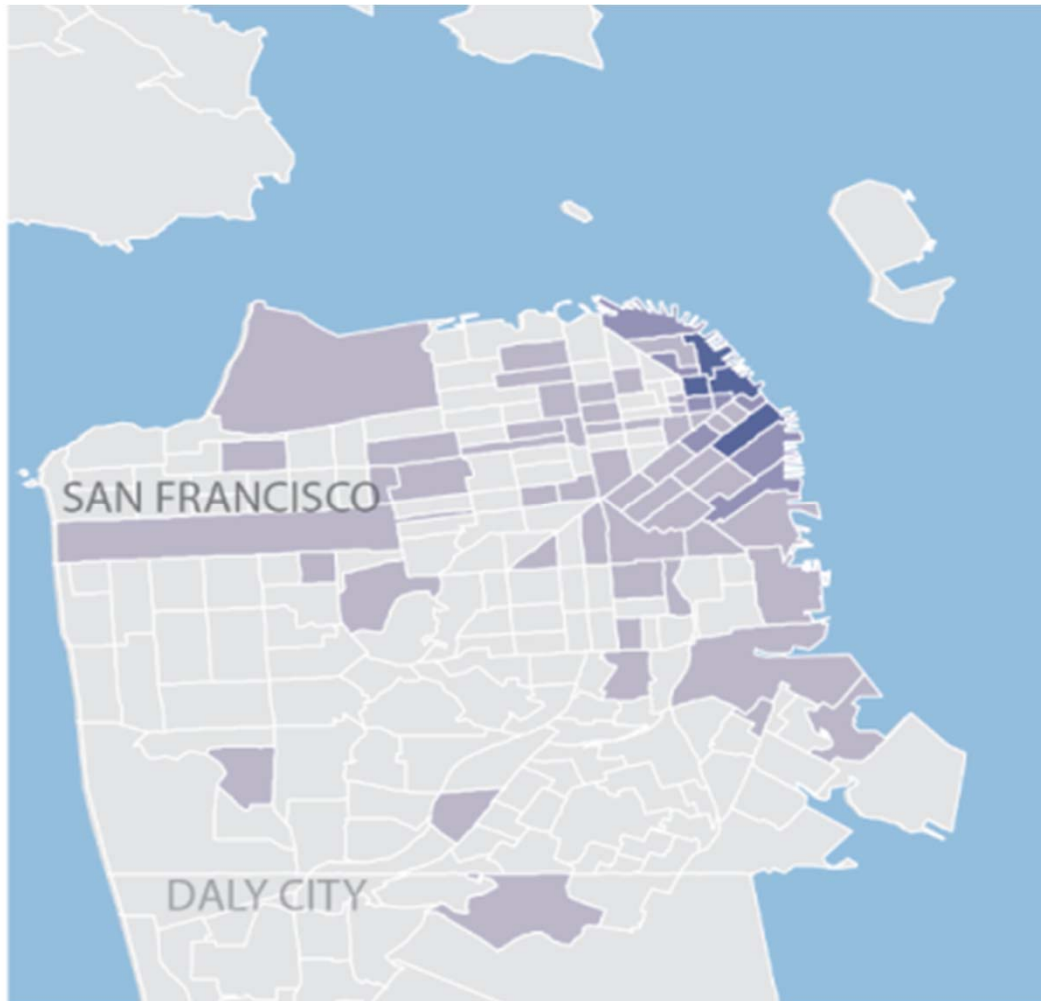


Since 2014...

- ↓ Walk
- ↑ Bike
- ↑ Public Transit
- ↑ TNCs

Where Riders are Going

The service area of the SF Ferry Terminal is expanding.



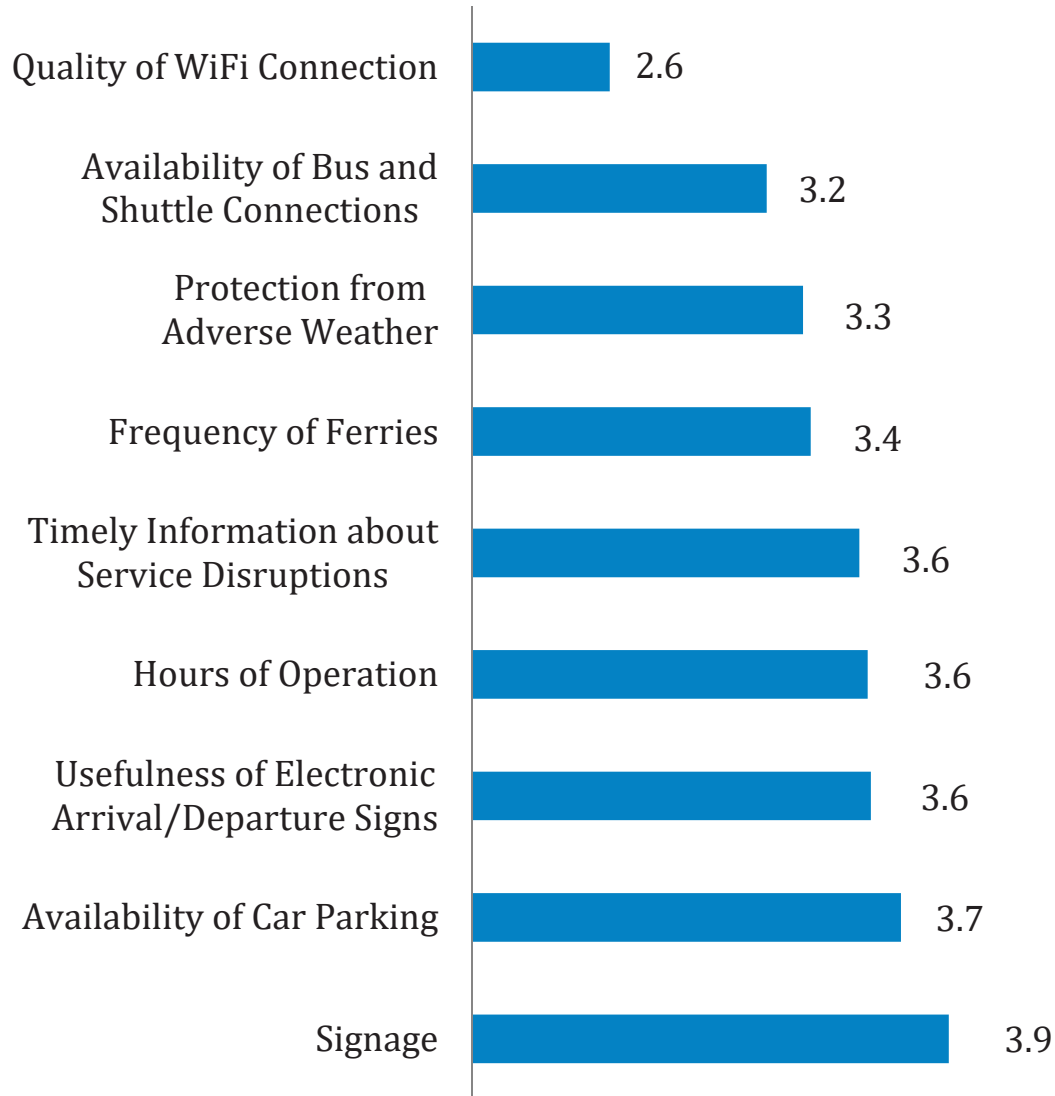
North of Market

- Traditional destinations, high ridership
- Walking distance to Financial District and Northeastern Waterfront

South of Market

- Newer destinations, emerging ridership
- Accessible from ferry by bike, transit, and TNCs.
- Transbay Terminal District - 6.5m sq. ft. new office and 27k new jobs
- Mission Bay – 4.4m sq. ft. new office and 30k new jobs

What We Can Improve



“Would love a strong and speedy Wi-Fi connection.”

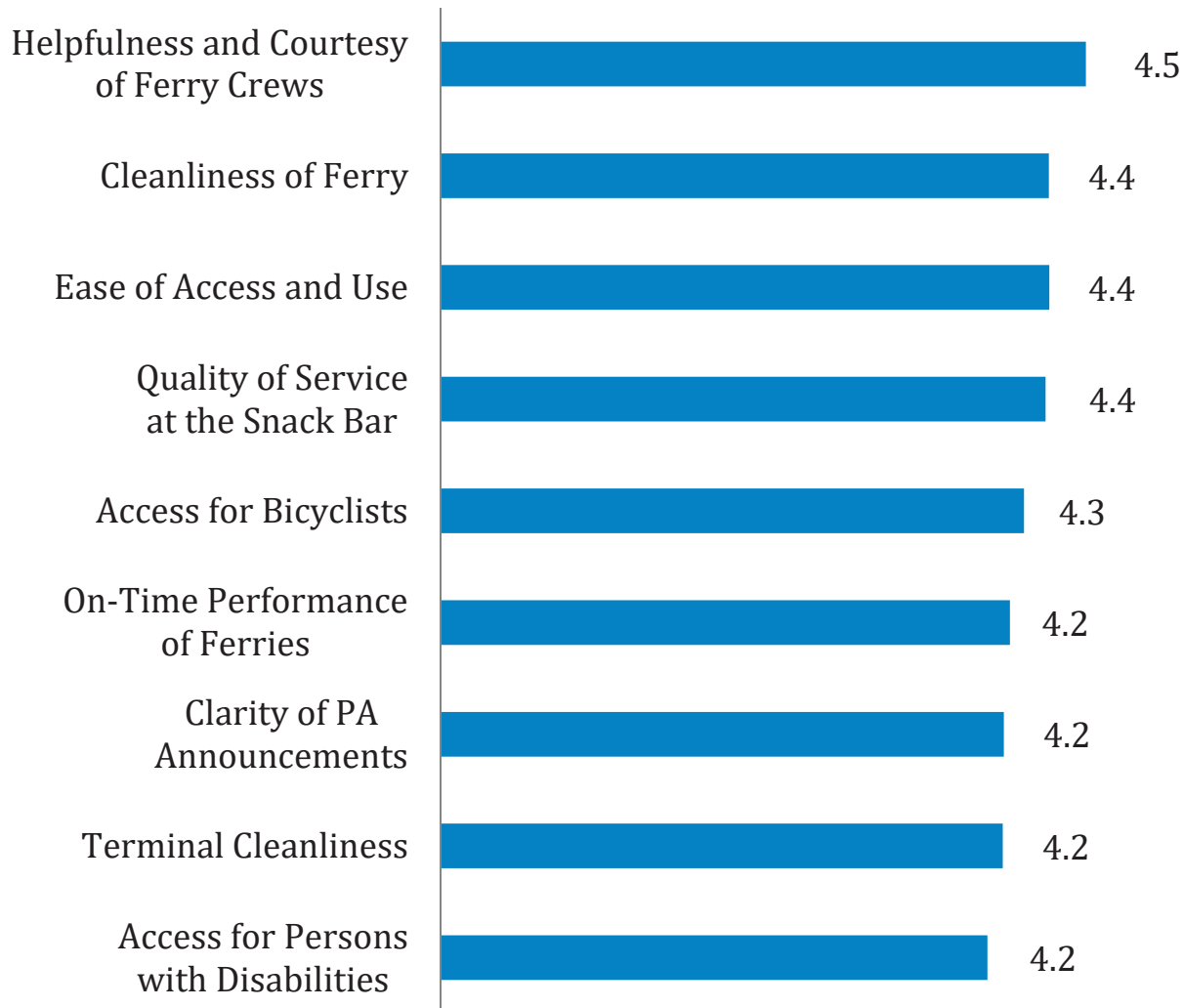
“Why is there no public transport to/from Alameda Main St.?”

“More Ferries. Done, thanks.”

“I’d really like to see more overhead coverage for waiting in inclement weather.”

“Please add champagne to the bar.”

What We're Doing Well



"Love all the ferry crew, I can always count on them to make my day brighter."

"Takes 15 minutes longer than my other options but it's much more humane."

"Thank you for a great commute option. New vessels are amazing."

"My best time of the day is riding the ferry."