On-board Passenger Survey Results
June 2018

San Francisco Bay Ferry
A SERVICE OF WETA

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. of new office space and 27k new jobs
- Mission Bay - 4.4m sq. ft. of new office space and 30k new jobs

Rider Destinations

Least Popular

Most Popular

What We’re Doing Well
Ratings are on a 5-point scale

Helpfulness and Courtesy of Ferry Crews 4.5
Cleanliness of Ferry 4.4
Quality of Service at the Snack Bar 4.4
Access for Bicyclists 4.3
On-Time Performance of Ferries 4.2
Access for Persons with Disabilities 4.2

What We Can Improve

Quality of WiFi Connection 2.6
Availability of Bus and Shuttle Connections 3.2
Protection from Adverse Weather 3.3
Frequency of Ferries 3.4
House of Operation 3.6
Usefulness of Electronic Arrival/Departure Signs 3.6

I love the crews, my favorite time of day is riding the ferry.

Thank you for a great commute option. The new vessels are amazing.

Would love to have more ferries and longer hours.

On也有很多喜欢的活动。我最喜欢的活动是骑自行车，这些活动给我带来了快乐和乐趣。这些活动需要我们共同努力，才能取得更好的成果。
Choice Riders
Most riders have options but choose the ferry.

Why Riders Choose the Ferry
Common reasons are consistent over time.

Ridership Years/Tenure of Riders

Rider Profile

How Riders Get to the Ferry

“Last Mile”