# **FINAL**

# **Summary Report**

2017 On-Board Passenger Survey



# San Francisco Bay Ferry

June 13, 2018

# Acknowledgements

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# Section 1

# Introduction

# 1.1 Project Information

The San Francisco Bay Area Water Emergency Transportation Authority (WETA) is a regional public transit agency providing a public water transportation system in the Bay Area. WETA provides ferry service under the San Francisco Bay Ferry brand connecting San Francisco with the East Bay and North Bay, and South San Francisco with the East Bay. WETA operates the San Francisco Bay Ferry using nine terminals located in the cities of Alameda, Oakland, San Francisco, South San Francisco, and Vallejo – three are located in San Francisco (the San Francisco Ferry Building, Pier 41, and AT&T Park Terminals), two in Alameda (the Alameda Main Street and Harbor Bay Terminals), two in Vallejo (the Vallejo and Mare Island Terminals), and one each in Oakland and South San Francisco. The San Francisco Bay Ferry operates year-round service for the following four routes:

- Alameda/Oakland San Francisco Ferry Building/Pier 41 (Alameda/Oakland): Weekday and weekend service
- Harbor Bay San Francisco Ferry Building (Harbor Bay): Weekday commute service
- Alameda/Oakland South San Francisco (South San Francisco): Weekday commute service
- Vallejo San Francisco Ferry Building or Pier 41 (Vallejo): Weekday and weekend service

The San Francisco Bay Ferry also provides seasonal service between Alameda/Oakland, Vallejo and AT&T Park during baseball games and other events. The existing ferry routes and terminals are illustrated in **Figure 1-1**.

WETA conducts its triennial systemwide on-board passenger survey to gather passenger feedback about the San Francisco Bay Ferry's performance and facilities; understand the service/catchment area of each route; review ferry operations; and plan adjustments or improvements to its services, facilities, and connectivity to terminals. This report provides a summary of the results from the 2017 On-board Passenger Survey, the third such survey conducted by WETA.



Source: San Francisco Bay Ferry (https://sanfranciscobayferry.com)

Figure 1-1 San Francisco Bay Ferry Routes and Terminals

# 1.2 Data Collection Overview

## 1.2.1 Survey Routes

The 2017 On-Board Passenger Survey was conducted for the four major ferry routes mentioned above.

## 1.2.2 Survey Methodology

The survey was conducted based on guidelines provided by WETA. The survey:

- Was paper-based,
- Targeted a total of 1,500 completed surveys,
- Was conducted on eight days six weekdays and two weekend days,
- Sampled weekday commute trips for each ferry route on two of the four weekday survey days. The survey of weekday commute trips:
  - Was conducted during the evening peak period (3:30 p.m. to 7:30 p.m.), focusing on commute trips in both the primary and reverse commute directions, and
  - Included each major evening peak period trip at least once per route.

- Sampled mid-day trips on two routes (Alameda/Oakland and Vallejo routes). The survey of mid-day trips:
  - Targeted 100-200 completed surveys,
  - Included one mid-day trip (1 p.m. or 2 p.m.) on each of the four weekday survey days for the Alameda/Oakland route, and
  - Included the 2:30 p.m. ferry trip and the 3:30 p.m. ferry trip on two days for the Vallejo route.
- Sampled weekend trips on two routes (Alameda/Oakland and Vallejo routes). The survey of weekend trips:
  - Was conducted on a Saturday and Sunday,
  - Targeted 150-300 completed surveys,
  - Included 5 of the 14 round trips on a weekend day for the Alameda/Oakland route, and
  - Included 3 of the 5 round trips on a weekend day for the Vallejo route.

The trips identified for surveying were selected to achieve a representative cross section of riders from each route that covered most time periods, including weekday commute, weekday mid-day, and weekend. The surveys along the South San Francisco route were conducted in January 2018 (23<sup>rd</sup> and 24<sup>th</sup>), while those along the remaining routes were conducted in November 2017 (8<sup>th</sup>, 9<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>, 15<sup>th</sup>, and 16<sup>th</sup>). The survey sampling plan is included in **Appendix A**.

The survey questionnaire was developed by WETA. For patrons who may not be comfortable communicating in English, survey questionnaires in Spanish and Cantonese languages were also developed by WETA. The survey questionnaires are included in **Appendix B**.

The on-board surveys were administered by National Data & Surveying (NDS) by distributing survey questionnaires to ferry patrons and collecting them upon completion.

# 1.3 Data Analysis Methodology

The survey data was evaluated and summarized by ferry route. The survey was conducted for a sample of ferry patrons intended to sufficiently represent all routes for weekday and weekend riders. This sample, however, may not be representative of the overall ferry ridership. As such, to extrapolate the survey results to include non-surveyed patrons, generalize the survey results for the whole ferry patronage, and obtain reliable conclusions from the survey, the survey results were weighted by ferry route and for weekday versus weekend data. Survey results are typically weighted when it is required to:

- Have the survey statistics be representative of the underlying population, or
- Compensate for over- or under-sampling of specific cases or for disproportionate stratification.

Weighting the survey involves developing weighting factors for segments of the survey data by comparing it to total ridership data. The ferry route and day of the week of survey responses were the variables used for this segmentation. WETA provided average weekday and weekend ferry ridership for each line from November 2017 passenger counts. By comparing this ridership with the surveys collected, weighting factors were developed for each ferry line and for weekend or weekday riders.

For example, the average weekday ridership for the Alameda/Oakland route is 3,188 passengers, while 401 weekday survey responses were collected for this route. The weighting factor applied to weekday surveys for this route is 7.95 (3,188/401), or the average number of riders per survey response. The weighting factors used for all of the ferry routes surveyed are provided in **Table 1-1**.

**Table 1-1 Weighting Factors** 

Ferry Route	Number of Survey Responses		Ferry Ridership <sup>1</sup>		Weighting Factor	
	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend
Alameda/Oakland Route	401	585	3,188	2,381	7.95	4.07
Vallejo Route	384	71	2,988	1,120	7.78	15.77
South San Francisco Route	271	N/A <sup>2</sup>	571	N/A <sup>2</sup>	2.11	N/A²
Harbor Bay Route	232	N/A <sup>2</sup>	1,321	N/A <sup>2</sup>	5.69	N/A²

Notes:

Individual survey responses were then multiplied by these weighting factors, so that when summed, the total number of responses would equal the total ridership. By weighting the survey results, totals and percentages for summary statistics better reflect the overall demographics and preferences of ferry riders.

<sup>&</sup>lt;sup>1</sup>From November 2017.

<sup>&</sup>lt;sup>2</sup>There is no weekend service along this route.

# Section 2

# **Survey Findings**

A total of 1,944 surveys (1,168 weekday evening, 120 weekday mid-day, and 656 weekend surveys) were collected as part of the 2017 On-Board Passenger Survey. These surveys exceeded the goal of 1,500 surveys, including 100-200 weekday mid-day and 150-300 weekend surveys. The results obtained by evaluating the survey data using weightage factors are discussed in this chapter. The weighted survey results are segregated and illustrated by ferry route.

# 2.1 Demographics

#### **2.1.1** Gender

The gender distribution of ferry passengers is provided in **Figure 2-1**.

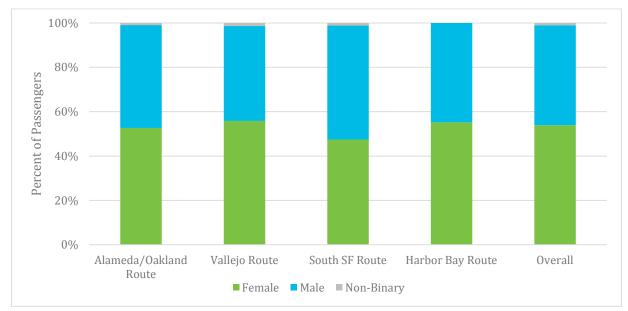


Figure 2-1 Gender Distribution by Route

- The overall gender distribution is 54 percent female, 46 percent male, and 1 percent non-binary.
- Female riders outnumber male riders on every route except South San Francisco (47 percent female versus 51 percent male).

## **2.1.2** Age

The distribution of rider's age by ferry route is illustrated in **Figure 2-2**.

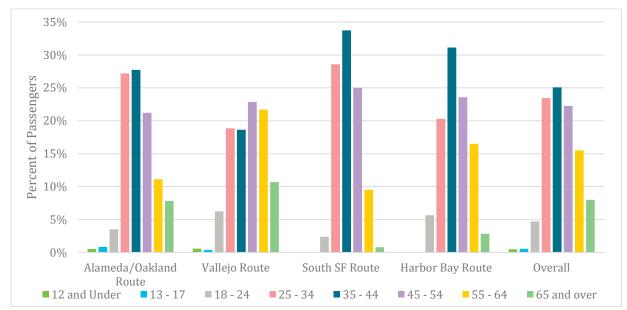


Figure 2-2 Age Distribution by Route

#### Key Results

- Overall, the majority (about 70 percent) of the riders are between 25 and 54 years of age. Of the remaining 30 percent, about 16 percent are from the 55-64 age group, 8 percent are 65 years and older, 5 percent are from the 18-24 age group, and the rest are 17 years and younger.
- In the 25-54 age group, the South San Francisco and Vallejo routes have the highest and lowest proportion of riders at 87 percent and 60 percent, respectively.
- The Vallejo and Alameda/Oakland routes have the highest percent of senior (65+) riders, about 10 percent. In the other two routes, senior citizens constitute three percent or less.

# 2.1.3 Race/Ethnicity

The distribution of race/ethnicity of ferry patrons is shown in **Figure 2-3**. Overall, Caucasian riders constitute the majority (about 60 percent), followed by Asian/ Pacific Islander riders at 15 percent, Hispanic/Latino riders at 10 percent, African American riders at 6 percent, Native American riders at 1 percent, and others at 2 percent. About six percent of the riders have more than one race/ethnicity.

Typically, ferry riders' race/ethnicity is consistent with the demographics of the communities the ferry serves. However, Caucasians are slightly overrepresented and Asian/Pacific Islanders are underrepresented, especially on the Alameda/Oakland and Vallejo services. African Americans are underrepresented on the Alameda/Oakland service.

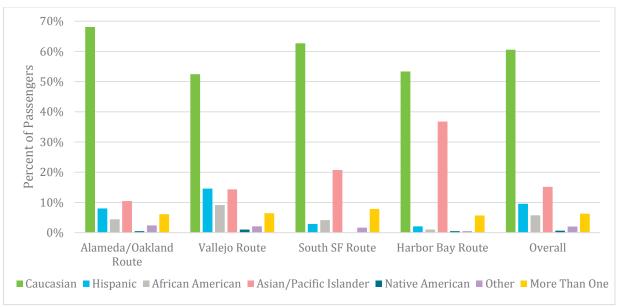


Figure 2-3 Race/Ethnicity by Route

#### 2.1.4 Annual Household Income

The distribution of rider's annual household income is illustrated in **Figure 2-4**.



Figure 2-4 Annual Household Income by Route

#### Key Results

• Overall, six percent of ferry riders have an annual household income of less than \$50,000, 13 percent each in the \$50,000-\$75,000 and \$75,000-\$100,000 ranges, 23 percent in the \$100,000-\$150,000 range, 20 percent in the \$150,000-\$200,000 range, and 25 percent more than \$200,000.

• Ferry rider's household income is inconsistent with the demographics of the communities that the ferry serves. Those with an annual household income of <\$50K are underrepresented across all routes while those with an annual household income of >\$150K are overrepresented across all routes.

### 2.1.5 Smartphone Ownership

The distribution of smartphone ownership of ferry patrons is shown in **Figure 2-5**. About 97 percent of riders have a smartphone. About 3-4 percent of riders, especially on the Vallejo and Alameda/Oakland routes do not own a smartphone.

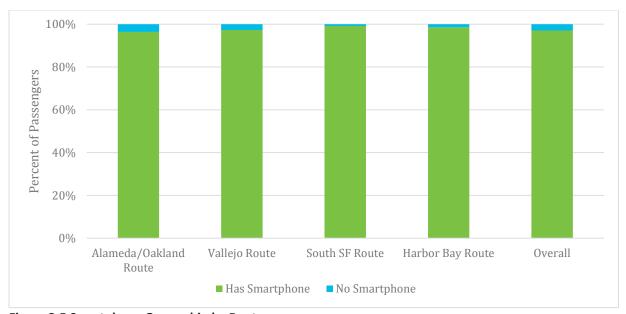


Figure 2-5 Smartphone Ownership by Route

# 2.1.6 English Proficiency

In general, about 94 percent of the riders speak English very well. The distribution of riders who are not highly proficient in English is illustrated in **Figure 2-6**.

- Of the 6 percent riders who are not proficient in English, 4 percent understand English well, while the remaining 2 percent don't understand English well or at all.
- Ferry riders speak 24 unique languages.
- The five most common foreign languages spoken by ferry riders are Spanish, Cantonese, Mandarin, Tagalog, and French.
- Three riders responded using foreign language surveys, one in simplified Chinese and two in Spanish.

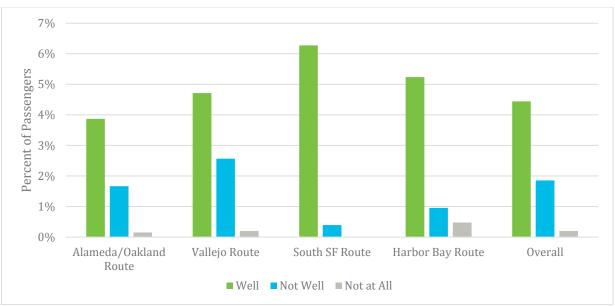


Figure 2-6 Riders Non-Proficient in English

# 2.2 Ferry Usage

## 2.2.1 Visitor Distribution

The distribution of visitors, defined as passengers residing outside of the San Francisco Bay Area, by ferry route is shown in **Figure 2-7**. The Vallejo and Alameda/Oakland routes have about 12 percent of visitors. The South San Francisco and Harbor Bay routes, as commute service only routes, have low proportion of visitors, about one percent.

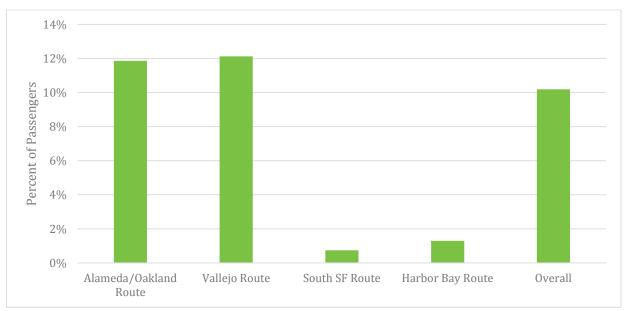


Figure 2-7 Visitor Distribution by Route

## 2.2.2 Frequency of Ferry Use

The distribution of riders' frequency of ferry use is provided in **Figure 2-8**.

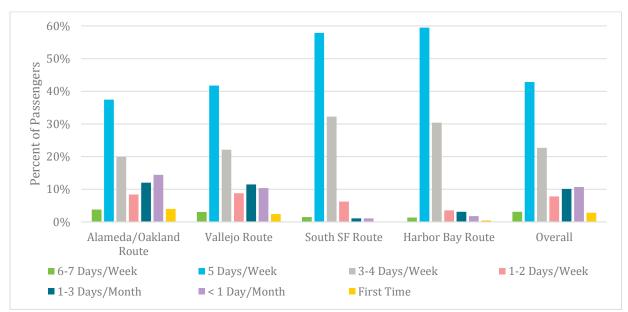


Figure 2-8 Frequency of Ferry Use by Route

- Systemwide, about 69 percent ride three days or more per week, suggesting that they are regular riders who use ferry as their first choice for commuting. This ratio is higher in the South San Francisco and Harbor Bay routes (about 92 percent), since they operate primarily during weekday commute periods.
- About eight percent of passengers ride the ferry one-two days a week, representing choice riders who use ferry as one of their commute options. This proportion is slightly lower in the South San Francisco and Harbor Bay routes (about five percent) compared to the other two routes (about nine percent).
- More than one-fourth of the passengers (about 25-30 percent) on the Alameda/Oakland and Vallejo routes are occasional passengers, riding three days a month or less. These represent non-commute trips.
- Overall, first-time riders constitute about three percent of the patronage.

## 2.2.3 Ridership Years of Ferry Use

The distribution of ridership years of ferry use is presented in Figure 2-9.



Figure 2-9 Ridership Years of Ferry Use

- Almost half (about 47 percent) of the passengers started riding the ferry within the last two years.
- The South San Francisco route has the highest percentage of passengers who have started riding the ferry within the last two years (about 55 percent).
- The Vallejo route has the longest tenured passengers, with 22 percent having ridden the ferry for longer than 10 years. Another 14 percent of Vallejo riders have ridden the ferry for 6-10 years.

## 2.2.4 Reasons for Ferry Use

Riders' reasons for riding a ferry are illustrated in **Figure 2-10**. These include multiple selections by passengers.

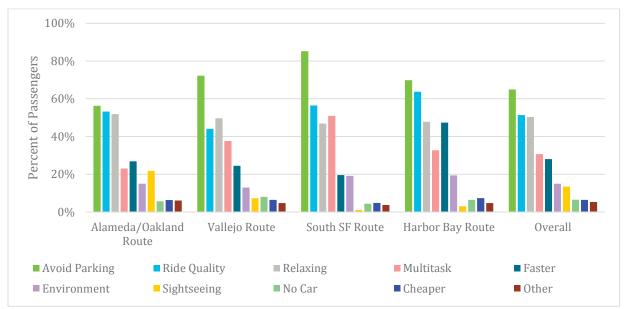


Figure 2-10 Reasons for Ferry Use

#### Key Results

- Overall, the main reasons for choosing the ferry include ride quality, relaxation, ability to multitask, faster travel, and avoidance of traffic/parking.
- The Alameda/Oakland route has the highest proportion of sightseeing riders, about 22 percent; the remaining routes have 7 percent or fewer sightseeing riders.
- Faster travel is a higher priority for riders of the Harbor Bay route compared to riders of other routes.

# 2.3 Trip Characteristics

# 2.3.1 One-Way Trips

The distribution of one-way versus round trips is shown in **Figure 2-11**. Overall, about 18 percent of riders took one-way trips. The Vallejo route has the highest proportion at 25 percent.

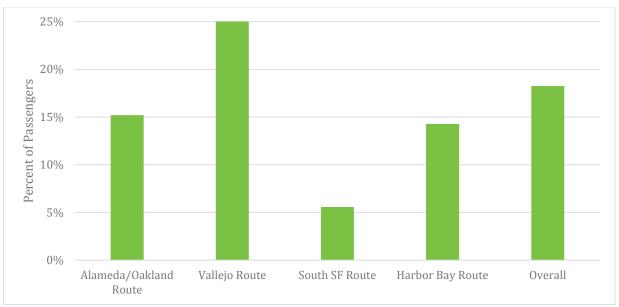


Figure 2-11 One-Way Trips by Route

## 2.3.2 Ticket Type

The distribution of ticket type used by passengers is shown in **Figure 2-12**.

- Overall, about 71 percent of passengers use a Clipper Card, 17 percent use a single-ride ticket, 9 percent use a monthly pass, and 3 percent use other options.
- The proportion of passengers using a Clipper Card is the highest on the South San Francisco and Harbor Bay routes, about 97 percent.

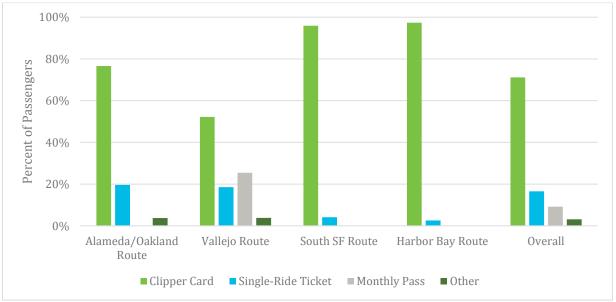


Figure 2-12 Ticket Type by Route

- The monthly pass is offered exclusively for the Vallejo route and is used by about 25 percent of riders.
- About 20 percent of the riders on the Alameda/Oakland and Vallejo routes use a single-ride ticket. For the remaining two routes, this distribution is low, about three percent.

#### 2.3.3 Fare Type

The majority of the ferry riders, about 85 percent, use the "adult" fare. The distribution of non-adult fare type used by passengers is shown in **Figure 2-13**.

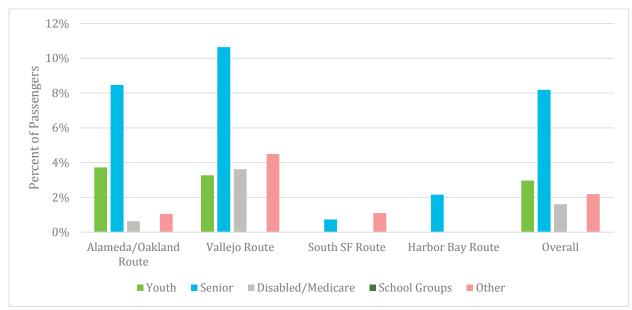


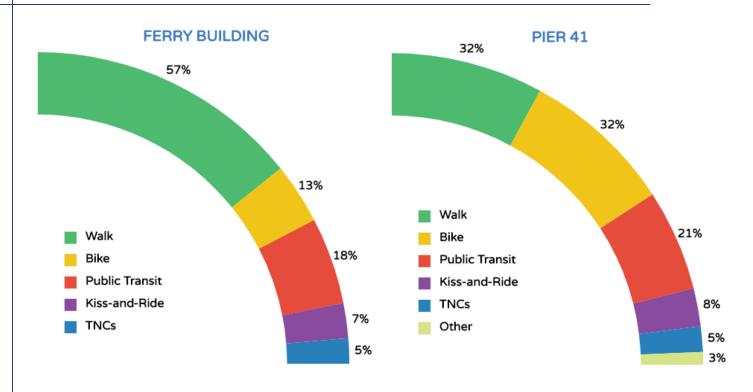
Figure 2-13 Non-Adult Fare Type by Route

- Ferry routes operating primarily during the weekday commute periods (South San Francisco and Harbor Bay routes) have higher proportion of riders using the "adult" fare type, about 98 percent. For the other two routes, this proportion is in the 78-86 percent range.
- "Senior" fare type is the most common non-adult fare type used by patrons. The Vallejo route has the highest percent of riders using this fare type, about 11 percent, followed by the Alameda/Oakland route at 8 percent.
- "Youth" fare type is primarily used by riders on the Alameda/Oakland route, about eight percent, and Vallejo route, about 10 percent.
- "Disabled/Medicare" fare type is mostly used by riders on the Vallejo route, about four percent. On other routes, less than one percent of patrons use this fare type.

#### 2.3.4 Ferry Terminal Access

A summary of transportation modes used to access the ferry terminals during the evening peak period is provided in **Figures 2-14 and 2-15**. This is based on the assumption that a rider would use the same mode to ingress and egress a ferry terminal. Note: Reverse commute trips are excluded.

- At Pier 41, Ferry Building, and South San Francisco terminals, which serve as destinations to most commute trips:
  - Walking and bicycling are the most common access modes with a combined mode share of 64-70 percent.
  - Public transit has the next highest mode share of 18-21 percent at San Francisco terminals, while employer shuttles constitute the second highest mode share of 22 percent at the South San Francisco terminal.
  - Transportation network companies (TNCs) have a mode share of about 5 percent at San Francisco terminals and about 3 percent at the South San Francisco terminal. TNCs refer to Uber, Lyft, Gig Car Share, and other mobility service providers.
  - Kiss-and-ride (drop-offs) have a mode share of 7-8 percent.
  - Drive alone and taxi-bound trips have negligible mode share at these terminals.
- At East Bay and North Bay terminals, where most of the commute trips originate:
  - At least half of the trips are drive alone trips (mode share ranges from 37 to 63 percent).
  - Walking and bicycling (23-33 percent mode share) are the second most commonly used modes at East Bay terminals. Comparably, at the Vallejo terminal, this proportion is lower (8 percent).
  - Kiss-and-ride is the second most commonly used mode at the Vallejo terminal (14 percent mode share), while East Bay terminals have a lower mode share of about three to eight percent.
  - Generally, TNCs and public transit have a mode share of about five percent.
  - Employer shuttles and taxis have negligible mode shares at these terminals.



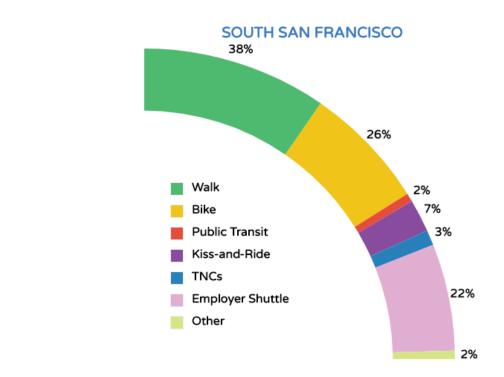
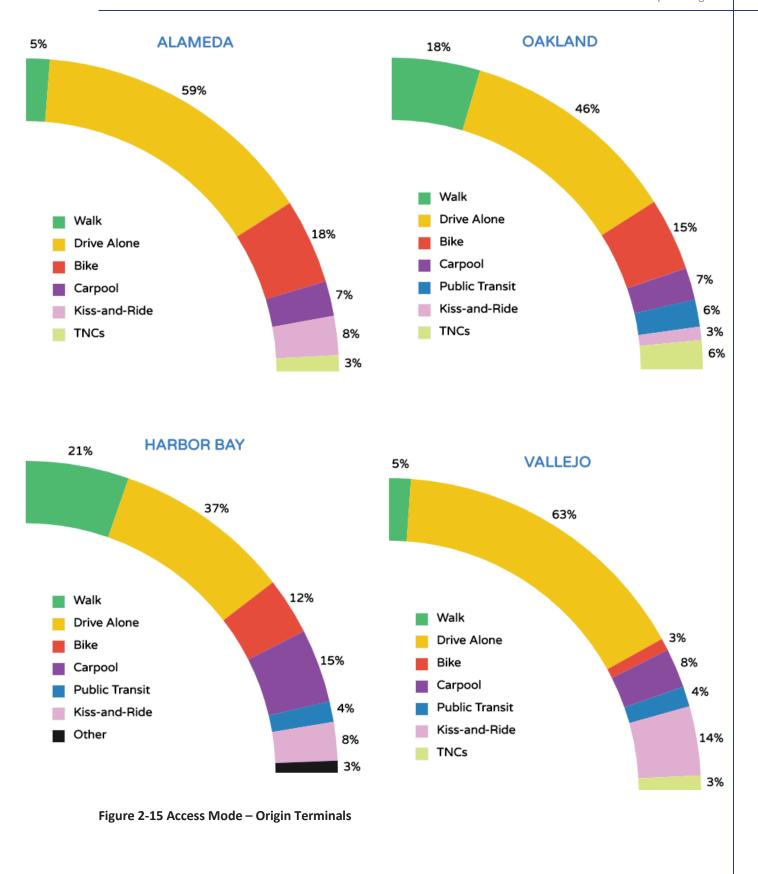


Figure 2-14 Access Mode – Destination Terminals



## 2.3.5 Trip Purpose

The distribution of passengers' trip purpose is provided in **Figure 2-16**.

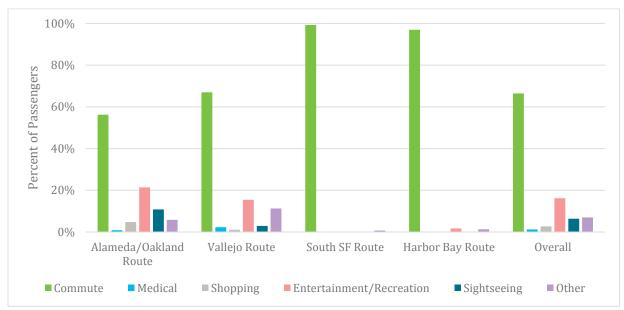


Figure 2-16 Trip Purpose by Route

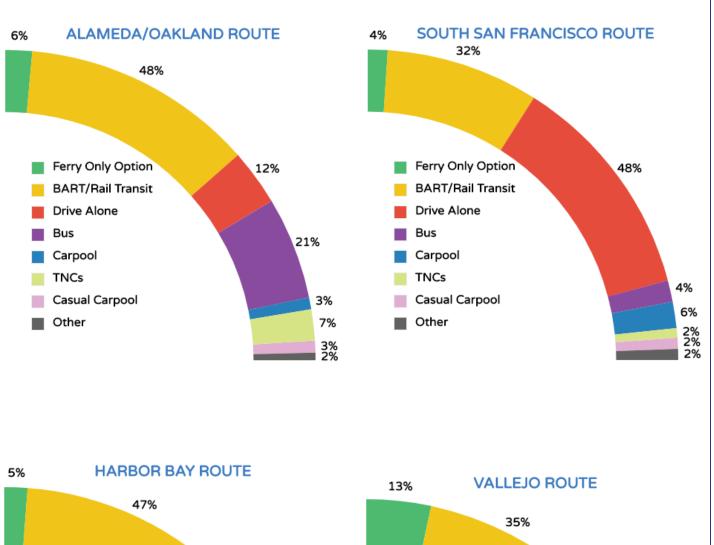
#### Key Results

- Commute is the most common trip purpose. Overall, about 66 percent of the ferry riders are commuters. This proportion is high, 97-99 percent, for the South San Francisco and Harbor Bay routes that operate only during weekday commute periods. For the other two routes, the distribution of commuters varies between 56 percent and 67 percent.
- Entertainment/Recreation is the next common trip purpose for ferry riders. At about 21 percent, the Alameda/Oakland route has the highest proportion of entertainment/ recreation-related riders, followed by the Vallejo route at about 15 percent. The other two routes have negligible percentages of non-commute passengers.

## 2.3.6 Alternative Transportation Options

Alternative transportation options available to the ferry riders are summarized in **Figure 2-17**.

- About one-tenth of the patrons surveyed or fewer feel that ferry is the only transportation mode available to them; this is relatively higher for the Vallejo service at 13 percent.
- For the Alameda/Oakland and Harbor Bay routes, Bay Area Rapid Transit (BART)/Rail Transit is the most popular alternative transportation option, for about 50 percent of ferry patrons. Bus is the second choice of alternate travel mode for both routes.



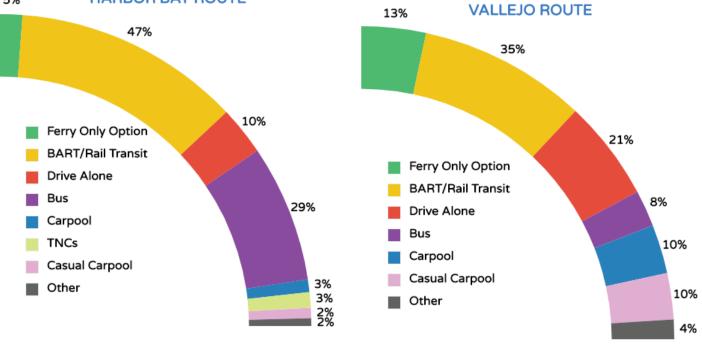


Figure 2-17 Alternative Transportation Options by Ferry Route

- For the South San Francisco route, "drive alone" is the most popular alternative mode of travel, for about 48 percent of passengers. BART/Rail Transit is the second choice of alternate travel for about 32 percent riders.
- For the Vallejo route, about 56 percent of riders consider BART/Rail Transit or "drive alone" as their most popular alternative mode of travel.

#### 2.3.7 Origins and Destinations

The origins and destinations of surveyed passengers on each ferry route during weekdays are mapped in **Figures 2-18 through 2-21**. The percentage values reported in the maps represent the proportion of all of surveyed riders for a particular route. Note: Reverse commute trips are excluded.

- San Francisco terminals primarily serve downtown San Francisco and secondarily serve other parts of San Francisco.
- Oakland and Alameda terminals primarily serve Oakland, Alameda, Harbor Bay, and Berkeley and secondarily serve other parts of the East Bay.
- Service area of the Harbor Bay terminal primarily includes Harbor Bay, Alameda, San Leandro, and Oakland.
- Vallejo terminal has the largest service area, covering Vallejo, Benicia, Fairfield, Vacaville, other parts of Solano County, Sonoma, and Napa.

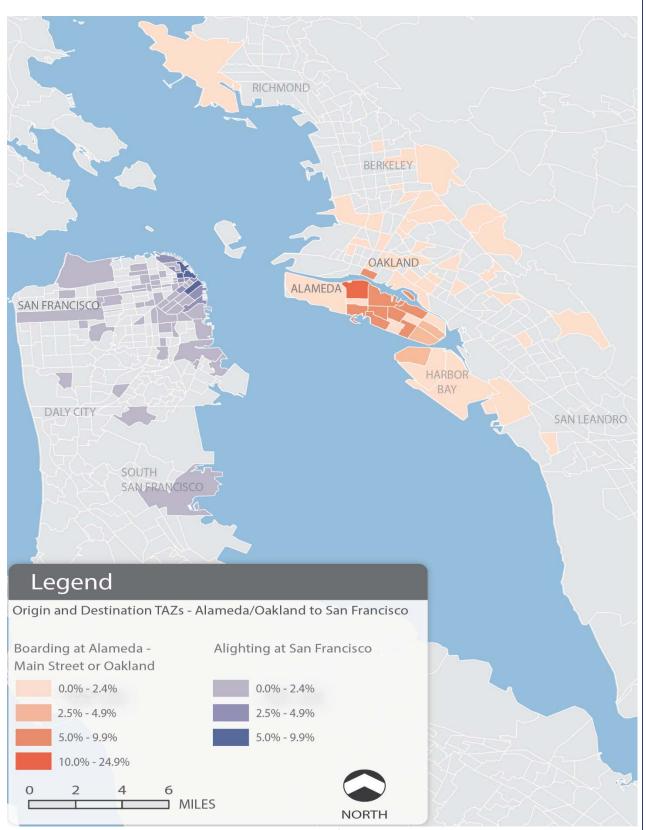


Figure 2-18 Weekday Origins and Destinations: Alameda/Oakland – San Francisco Route

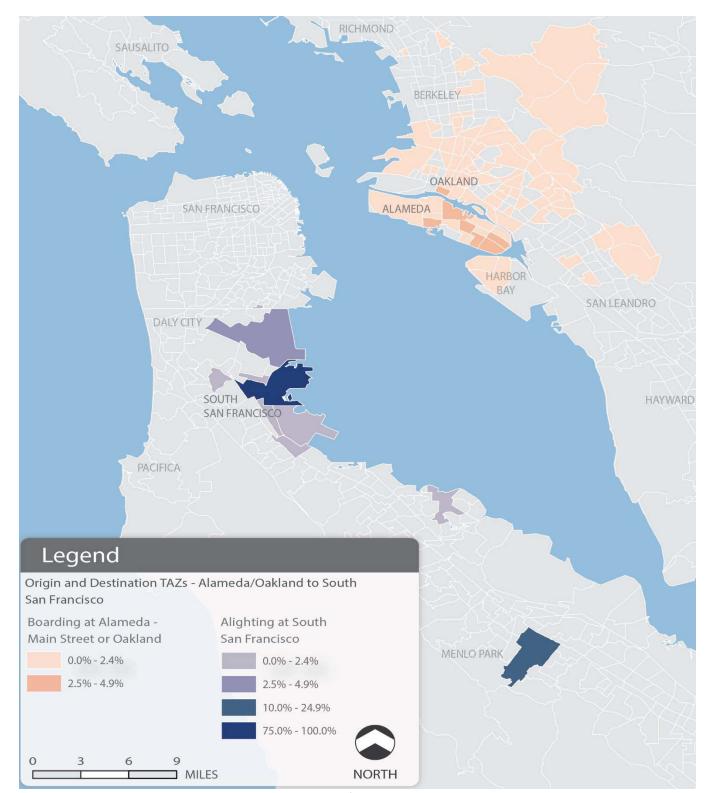


Figure 2-19 Weekday Origins and Destinations: Alameda/Oakland – South San Francisco Route

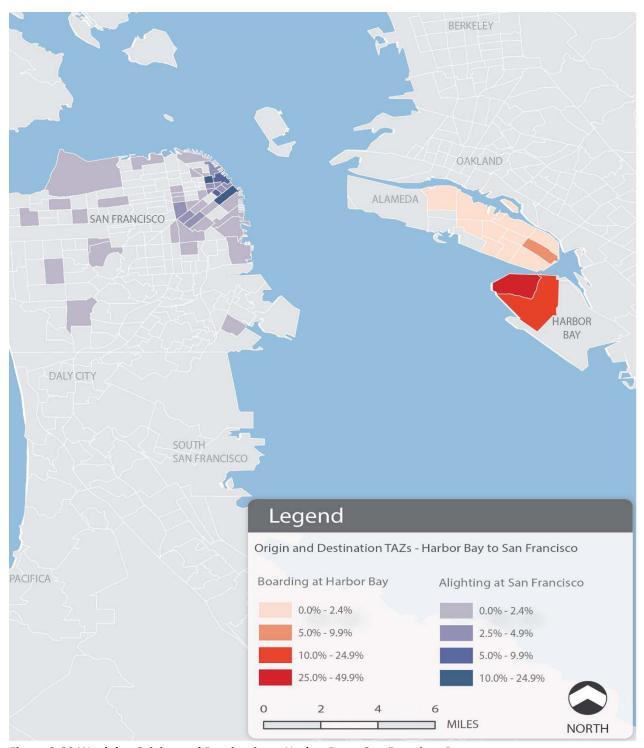


Figure 2-20 Weekday Origins and Destinations: Harbor Bay – San Francisco Route

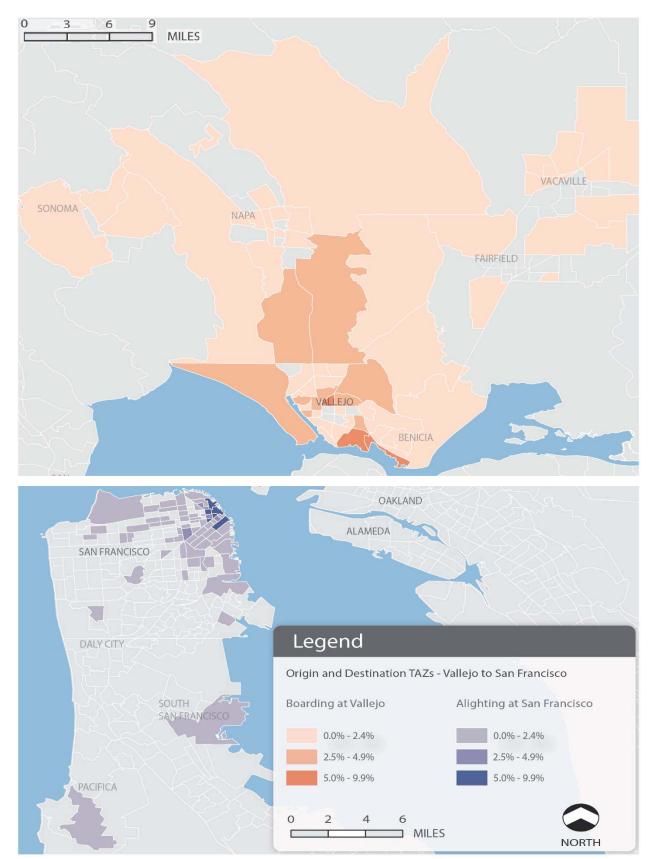


Figure 2-21 Weekday Origins and Destinations: Vallejo – San Francisco Route

# 2.4 Ferry Satisfaction

The average satisfaction ratings reported by ferry passengers are summarized in **Tables 2-1 through 2-3**. These ratings are on a 5-point scale. Additionally, a distribution of the overall ferry satisfaction scores is provided in **Figure 2-22**.

Table 2-1 Average Satisfaction Ratings – Systemwide

	#	Category	Average Rating
	1	Terminal Cleanliness	4.2
	2	Ease of Access and Use	4.4
	3	Signage	3.9
	4	Personal Security (Terminal and Parking Lots)	3.9
	5	Lighting (Terminal and Parking Lots)	3.9
Terminals	6	Usefulness of Electronic Arrival/Departure Signs	3.6
	7	Availability of Bus and Shuttle Connections	3.2
	8	Availability of Amenities (Seating, Newsstands, etc.)	3.8
	9	Availability of Car Parking	3.7
	10	Availability of Bike Parking	4.0
	11	Protection from Adverse Weather	3.3
	12	Availability of Seats on Ferry	4.2
	13	Cleanliness of Ferry	4.4
	14	Clarity of Public Address Announcements	4.2
	15	Quality of Service at the Ferry Snack Bar	4.4
Onboard Ferries	16	Access for Bicyclists	4.3
	17	Access for Persons with Disabilities	4.2
	18	Condition of Restrooms	4.0
	19	Quality of Wi-Fi Connection	2.6
	20	Helpfulness and Courtesy of Ferry Crews	4.5
	21	On-time Performance of Ferries	4.2
	22	Hours of Operation	3.6
	23	Frequency of Ferries	3.4
Ferry Overall	24	Timely Information about Service Disruptions	3.6
	25	Timeliness of Connections with Buses/Shuttles	3.5
	26	Ease of Purchasing Tickets or Passes	4.2

Table 2-2 Average Satisfaction Ratings – Ferry Terminals

Ferry Terminals	Average Terminal Satisfaction Rating
Alameda Terminal	3.7
Oakland Terminal	4.0
Harbor Bay Terminal	3.5
Vallejo Terminal	3.8
South San Francisco Terminal	4.0
Ferry Building Terminal	3.8
Pier 41 Terminal	3.8
Overall	3.8

Note:

These ratings are on a 5-point scale.

Table 2-3 Average Satisfaction Ratings – Ferry Routes

Ferry Route	Average Onboard Satisfaction Rating	Average Overall Ferry Satisfaction Rating
Alameda/Oakland – San Francisco Ferry Building/Pier 41	4.1	3.9
Vallejo – San Francisco Ferry Building/Pier 41	4.0	3.6
Alameda/Oakland – South San Francisco	4.0	3.7
Harbor Bay – San Francisco Ferry Building	3.9	3.7
Overall	4.0	3.8

Notes:

These ratings are on a 5-point scale.

Onboard rating refers to rating of onboard amenities, including cleanliness, seat availability, access for bicyclists, etc. Overall rating refers to rating of ferry service, including on-time performance, frequency, hours of operation, etc.

- Systemwide ferry operations and performance received an average passenger satisfaction rating between 3.5 and 4.5 for various categories. The following categories received an average rating lower than 3.5:
  - Quality of Wi-Fi connection (2.6)
  - Availability of bus and shuttle connections (3.2)
  - Protection from adverse weather (3.3)
  - Frequency of ferries (3.4)

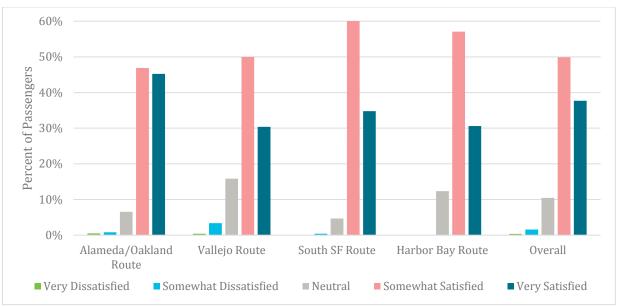


Figure 2-22 Distribution of Overall Ferry Satisfaction Ratings

- Overall, ferry service received an average satisfaction rating of 3.8. The Vallejo and Alameda/Oakland routes received the lowest and highest satisfaction ratings of 3.6 and 3.9, respectively.
- The average on-board satisfaction ratings for all of the ferry routes are similar, between 3.9 and 4.1.
- The average satisfaction rating for ferry terminals is 3.8, with Oakland and South San Francisco terminals receiving the highest average satisfaction rating of 4.0 and Harbor Bay terminal receiving the lowest rating of 3.5.
- A total of 88 percent of riders are satisfied with the ferry service ("very satisfied" or "somewhat satisfied"). Comparably, this value is higher than the latest ratio of satisfied BART (69 percent)<sup>1</sup>, Caltrain (79 percent)<sup>2</sup>, and Valley Transportation Authority (79 percent)<sup>3</sup> riders. The percentage of satisfied patrons is the highest (about 95 percent) for the South San Francisco route and the lowest (about 80 percent) for the Vallejo route.
- The distribution of riders rating "very dissatisfied" or "somewhat dissatisfied" is three percent or lower for each of the routes. This value is either lower or comparable to that of similar ratios for other major regional transit operators (14 percent for BART¹, 3 percent for Caltrain², and 4 percent for Valley Transportation Authority³).

<sup>&</sup>lt;sup>1</sup> Source: 2016 BART Customer Satisfaction Survey (webpage: <a href="https://www.bart.gov/sites/default/files/docs/CustSat2016Report\_fnl.pdf">https://www.bart.gov/sites/default/files/docs/CustSat2016Report\_fnl.pdf</a>)

<sup>&</sup>lt;sup>2</sup> Source: 2016 Caltrain Triennial Customer Survey (webpage: <a href="http://www.caltrain.com/Assets/Market">http://www.caltrain.com/Assets/Market</a> Development/pdf/Caltrain+2016+Triennial+Summary+Report.pdf)

<sup>&</sup>lt;sup>3</sup> Source: VTA On-Board Survey 2013 (webpage: <a href="http://www.vta.org/sfc/servlet.shepherd/document/download/069A00000010ahEIAS">http://www.vta.org/sfc/servlet.shepherd/document/download/069A00000010ahEIAS</a>)

# 2.5 Public Feedback

The most common complaints and complements received from ferry riders during the on-board survey are listed below.

#### Common Compliments

- Friendly and helpful onboard crews,
- Appreciation for the two new boats (Cetus and Hydrus) and excitement for more new boats,
- Service is reliable and on-time.
- Improvement in commute quality after switching over to ferry, and
- Option to buy snacks and drinks onboard.

#### Common Complaints

- Insufficient off-peak service, especially during late morning, midday, and late evening/night periods,
- Fully occupied parking lot at the Harbor Bay terminal early in the morning,
- Insufficient transit access to/from Alameda Main Street, Harbor Bay, and Vallejo terminals,
- Burdensome fare payment system:
  - Inability to add fares to a Clipper card at the terminals,
  - · Long lines to buy tickets onboard, and
  - Lack of a mobile ticketing application.
- Confusing or insufficient signage at terminals, especially at the San Francisco Ferry Building terminal where multiple ferry routes originate,
- Lack of updates for service delays and cancellations, and
- Slow and irregular onboard Wi-Fi service.

# 2.6 Comparison to Previous Surveys

Results from the 2017 On-Board Passenger Survey were compared to those obtained from the previous surveys conducted in 2014 and 2011 for the following factors – demographics (gender, age, annual household income, race/ethnicity, and English proficiency), ferry usage (frequency and reasons of ferry use), trip characteristics (fare type, ticket type, and access modes of terminals), and overall rating of ferry. It should be noted that survey instruments, methodologies, and sampling plans vary across all three surveys.

### 2.6.1 Demographics

A comparison of the distribution of demographics from 2011, 2014, and 2017 passenger surveys is provided in **Table 2-4**.

Table 2-4 Historical Comparison of Demographics' Distribution

Demographic	Option	2017 Survey	2014 Survey	2011 Survey	
	Male	45%	45%	43%	
Gender	Female	54%	52%	57%	
Gender	Other	1%	0%	0%	
	Blank	0%	3%	0%	
	< 12	0%	1%	1%	
	13-17	1%	1%	1%	
	18-24	5%	4%	6%	
	25-34	23%	22%	17%	
Age	35-44	25%	22%	22%	
	45-54	22%	21%	22%	
	55-64	16%	15%	21%	
	65+	8%	10%	10%	
	Blank	0%	4%	0%	
	Under \$50,000	6%	11%	17%	
	\$50,000 - \$74,999	13%	14%	14%	
Annual Household	\$75,000 - \$99,999	13%	15%	17%	
Income	\$100,000 - \$149,999	23%	24%	22%	
	\$150,000 - \$199,999	20%	17%	13%	
	\$200,000 or more	25%	19%	17%	
	Caucasian/White	61%	65%	73%	
	Hispanic/Latino	10%	10%	-	
Race/Ethnicity	African American/Black	6%	7%	7%	
Race/Ethinicity	Asian/Pacific Islander	15%	16%	18%	
	Native American	1%	1%	2%	
	Other	2%	1%	0%	
	Very Well	94%	93%	95%	
English	Well	4%	5%	4%	
Proficiency	Not Well	2%	1%	1%	
	Not at all	0%	1%	0%	

Overall, the distribution of demographics (gender, age, annual household income, race/ethnicity, and English proficiency) is similar for the 2017, 2014, and 2011 surveys. One notable difference is that the proportion of riders with an annual household income of less than \$50,000 is gradually decreasing with each new survey (6 percent in 2017 versus 11 percent in 2014 versus 17 percent in 2011), while that of greater than \$150,000 is gradually increasing with each new survey (45 percent in 2017 versus 36 percent in 2014 versus 30 percent in 2011).

### 2.6.2 Ferry Usage

The historical distributions of ferry usage metrics – frequency and reasons of ferry use, and ridership tenure – are provided in **Tables 2-5 and 2-6**.

**Table 2-5 Historical Distribution of Ferry Usage** 

Ferry Usage	Option	2017 9	Survey	2014 9	Survey	2011 9	Survey
Metric	Option	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend
	6-7 days/week	3%	3%	2%	1%	3%	1%
	5 days/week	49%	14%	58%	1%	62%	0%
	3-4 days/week	24%	12%	17%	2%	19%	1%
Frequency	1-2 days/week	8%	5%	9%	2%	6%	3%
of Ferry Use	1-3 days/month	7%	17%	4%	13%	3%	17%
	< 1 day/month	5%	30%	4%	45%	3%	49%
	First time	4%	18%	4%	34%	4%	29%
	No Response	1%	2%	0%	0%	0%	0%
	No Car	5%	9%	8%	9%	N/A	N/A
	Avoid Traffic/Parking	70%	53%	66%	39%	N/A	N/A
	Multitasking	35%	21%	36%	10%	N/A	N/A
	Faster	32%	20%	24%	12%	N/A	N/A
Reasons for	Environment-Friendly	16%	13%	17%	11%	N/A	N/A
Ferry Use <sup>1</sup>	Cheaper	7%	5%	8%	9%	N/A	N/A
	Relaxing	50%	51%	49%	42%	N/A	N/A
	Sightseeing	7%	27%	7%	49%	N/A	N/A
	Ride Quality	56%	41%	56%	24%	N/A	N/A
	Other	5%	5%	0%	1%	N/A	N/A

Note:

**Table 2-6 Historical Distribution of Ridership Tenure** 

Option	2017 Survey	2014 Survey	2011 Survey
First Time	3%	6%	7%
< 6 months	12%	15%	7%
6-12 months	10%	13%	15%
1-2 years	22%	21%	17%
3-5 years	24%	18%	18%
6-10 years	12%	11%	16%
> 10 years	16%	16%	20%

Note:

<sup>&</sup>lt;sup>1</sup>This includes multiple selections by passengers; as such, totals will be more than 100 percent.

N/A - Not applicable

 $<sup>^{1}\</sup>mathrm{This}$  includes multiple selections by passengers; as such, totals will be more than 100 percent.

### Key Results

- The ratio of weekday patrons riding ferry five days a week is consistently dropping between 2011 and 2017 (62 percent in 2011, 58 percent in 2014, and 49 percent in 2017). However, there is an increase of about 5 percent in the proportion of people riding ferry 3-4 days per week.
- A higher percentage of patrons in 2017 chose to ride the ferry because it is "faster" than in 2014. Weekday patrons are more likely to cite "faster" as a reason for riding the ferry than weekend patrons.
- The most common reason for riding the ferry is to avoid traffic/parking. The percentage of weekday and weekend patrons citing this reason for riding rose 4 percent and 14 percent from the 2014 survey, respectively.
- Proportionately, more passengers are relatively new riders (less than three years) or long-time loyal riders (10+ years). The share of new riders has remained relatively high compared to previous surveys, while the proportion of loyal riders has increased. If this pattern persists, ridership growth is likely to continue in future years.

### 2.6.3 Fare and Ticket Types

The historical distribution of fare type used by passengers is provided in **Table 2-7**.

**Table 2-7 Historical Distribution of Fare and Ticket Types** 

Fare Type/	Oution	2017 9	Survey	2014 9	Survey	2011 9	Gurvey
Ticket Type	Option	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend
	Adult	91%	81%	92%	75%	95%	74%
	Youth	1%	9%	0%	1%	0%	5%
	Senior	6%	14%	5%	1%	5%	17%
Forma Truma	Disabled/Medicare	1%	3%	0%	7%	0%	0%
Fare Type	Group	0%	0%	0%	1%	0%	0%
	Military	0%	0%	0%	2%	0%	2%
	Other	1%	1%	1%	1%	0%	1%
	Blank/No Response	1%	1%	1%	12%	0%	0%
	Clipper Card <sup>1</sup>	77%	57%	51%	21%	-	-
	Single Ride/One-Way	9%	33%	6%	32%	5%	35%
	Multi-Ticket Booklet/Punch Card²	-	-	17%	4%	56%	9%
Ticket Type	Day-Pass/Roundtrip <sup>2</sup>	-	-	3%	33%	5%	56%
	Monthly Pass	13%	0%	21%	1%	34%	0%
	Other	1%	8%	1%	8%	0%	0%
	Blank/No Response	0%	2%	1%	1%	0%	0%

### Note:

<sup>&</sup>lt;sup>1</sup>Not in use at the time of the 2011 Survey.

<sup>&</sup>lt;sup>2</sup>Not in use at the time of the 2017 Survey.

### Key Results

- The distributions of fare type from 2017, 2014, and 2011 passenger surveys are similar. The "adult" fare type continues to be predominantly used, with a share of about 90-95 percent on weekdays and 75-80 percent on weekends.
- Since the 2014 Survey, the use of Clipper Card has increased to about 77 percent during weekdays and 57 percent during weekends.

### 2.6.4 Access Modes to Terminals

The historical distribution of access modes to ferry terminals is provided in **Tables 2-8 and 2-9**. Note: Reverse commute trips are excluded.

### Key Results

- At East Bay and North Bay terminals, the distribution of passengers driving alone reduced by 17-26 percent from 2014 to 2017; Harbor Bay terminal has the highest reduction in "drive alone" riders' fraction. This reduction in the proportion of people driving alone was primarily due to an increase in the share of dropped-off/carpool, bike, and TNC modes.
- At San Francisco and South San Francisco terminals, the most common access modes continue to be walk, bike, and transit. They continue to have a combined mode share of about 85-90 percent.

Table 2-8 Historical Distribution of Access Modes to Terminals – East Bay and North Bay

		2017	2017 Survey			2014	2014 Survey			2011	2011 Survey	
Access Mode	Harbor Bay	Vallejo	Alameda	Oakland	Harbor Bay	Vallejo	Alameda	Oakland	Harbor Bay	Vallejo	Alameda	Oakland
Drive Alone	36%	%89	28%	45%	62%	%98	75%	52%	61%	%29	%29	51%
Kiss-and-Ride/Carpool	23%	22%	15%	%6	%9	7%	13%	3%	%8	16%	20%	14%
Transit/Employer Shuttle	4%	4%	%0	%9	7%	3%	%0	1%	7%	7%	1%	3%
Walk Only	21%	4%	2%	18%	24%	4%	%8	79%	18%	4%	3%	11%
Bike	12%	7%	17%	15%	%9	%0	4%	18%	%8	1%	%6	15%
Taxi	%0	1%	%0	%0	%0	%0	%0	%0	%0	%0	%0	%0
TNC	1%	3%	3%	%9	%0	%0	%0	%0	%0	%0	%0	%0
Other	3%	1%	2%	1%	%0	%0	%0	%0	3%	10%	2%	%9

Table 2-9 Historical Distribution of Access Modes to Terminals – San Francisco

		2017 Survey		201	2014 Survey	2011 Survey
ACCESS MODE	Ferry Building	Pier 41	South San Francisco	Ferry Building	South San Francisco	Ferry Building
Drive Alone	%0	%0	%0	%0	%0	3%
Kiss-and-Ride/Carpool	%2	%8	2%	2%	1%	%0
Transit/Employer Shuttle	19%	21%	24%	17%	18%	12%
Walk Only	%95	32%	38%	75%	45%	75%
Bike	12%	31%	79%	2%	33%	7%
Taxi	%0	%0	%0	%0	%0	%0
TNC	2%	2%	3%	1%	3%	1%
Other	1%	3%	2%	%0	%0	2%

### 2.6.5 Overall Ferry Satisfaction

The historical distribution of systemwide ferry satisfaction ratings is provided in **Tables 2-10** and **2-11**.

Table 2-10 Historical Distribution of Satisfaction Ratings by Category

			Aver	age Satisfaction F	ating
	#	Category	2017 Survey	2014 Survey	2011 Survey
	1	Terminal Cleanliness	4.2	4.4	4.3
	2	Ease of Access and Use	4.4	4.4	4.5
	3	Signage	3.9	3.9	4.2
	4	Personal Security (Terminal and Parking Lots)	3.9	-	-
	5	Lighting (Terminal and Parking Lots)	3.9	4.0	4.0
Terminals	6	Usefulness of Electronic Arrival/Departure Signs	3.6	-	-
	7	Availability of Bus and Shuttle Connections	3.2	3.8	3.9
	8	Availability of Amenities (Seating, Newsstands, etc.)	3.8	-	-
	9	Availability of Car Parking	3.7	4.0	4.3
	10	Availability of Bike Parking	4.0	-	-
	11	Protection from Adverse Weather	3.3	3.6	3.6
	12	Availability of Seats on Ferry	4.2	4.3	4.2
	13	Cleanliness of Ferry	4.4	4.4	4.3
	14	Clarity of Public Address Announcements	4.2	4.0	4.0
	15	Quality of Service at the Ferry Snack Bar	4.4	4.2	3.9
Onboard Ferries	16	Access for Bicyclists	4.3	4.1	4.5
	17	Access for Persons with Disabilities	4.2	4.3	4.5
	18	Condition of Restrooms	4.0	4.0	4.1
	19	Quality of Wi-Fi Connection	2.6	3.0	-
	20	Helpfulness and Courtesy of Ferry Crews	4.5	4.5	4.7
	21	On-time Performance of Ferries	4.2	4.4	4.7
	22	Hours of Operation	3.6	3.7	3.7
Ferry	23	Frequency of Ferries	3.4	3.5	3.5
Overall	24	Timely Information about Service Disruptions	3.6	3.8	4.1
	25	Timeliness of Connections with Buses/Shuttles	3.5	3.9	3.9
	26	Ease of Purchasing Tickets or Passes	4.2	4.3	4.5

**Table 2-11 Historical Distribution of Overall Satisfaction Ratings** 

Satisfaction Level	Rating	2017 Survey	2014 Survey	2011 Survey
Satisfied	Very Satisfied	38%	39%	58%
Satisfied	Somewhat Satisfied	50%	52%	34%
Neutral	Neutral	10%	8%	6%
Dissortisfied	Somewhat Dissatisfied	2%	1%	2%
Dissatisfied	Dissatisfied	0%	0%	0%

The average passenger satisfaction ratings obtained for various categories are similar for the 2017, 2014, and 2011 surveys, except for the following categories:

- Availability of bus and shuttle connections decreased from about 3.8 in previous surveys to 3.2 in 2017 survey
- Timeliness of connections with buses/shuttles decreased from 3.9 in previous surveys to 3.5 in 2017 survey
- Availability of car parking consistently decreased from 4.3 in 2011 survey to 3.7 in 2017 survey
- Quality of Wi-Fi connection decreased on 3.0 in 2014 survey to 2.6 in 2017 survey

"Terminal and Ferry Cleanliness" remains high at 4.2 and 4.4, respectively, while "Ease of Access and Use" consistently remained high across all three surveys.

The overall ferry satisfaction ratings obtained from the 2017 survey are consistent with those from the previous passenger surveys – about 90 percent satisfied patrons, two percent dissatisfied patrons, and the remaining neutral.

### Section 3

### **Conclusions**

Major conclusions from the 2017 On-Board Passenger Survey conducted for the San Francisco Bay Ferry are as follows:

### Satisfaction

- High Rider Satisfaction Overall passenger satisfaction remains high despite continued ridership growth that has resulted in more crowding on popular peak period trips over the past three years. Rider satisfaction is generally consistent with previous survey results and is high relative to other major regional transit services.
- Onboard Experience Riders have a high level of satisfaction with ferry crews, cleanliness of the ferry and terminals, quality of the snack bar, access for bicycles, and on-time performance.
- Areas for Improvement Passengers want a higher quality Wi-Fi service, better bus and shuttle connections, weather protected waiting areas, more frequent service, and longer hours of operation.

### Demographic Profile

- Working-age Commuters The majority of ferry riders are of age 25 to 54 years, overwhelmingly use the ferry to get to and from work, and are slightly more likely to be female, with the exception of the South San Francisco route.
- Higher Income Typically, ferry riders have higher median household incomes than the
  average household in the communities the ferry serves, especially for the commuteonly South San Francisco and Harbor Bay services.
- Fewer Seniors/Youth/Disabled Fewer seniors/youth/disabled ride the ferry than other modes of regional public transit.
- Racial and Ethnic Representation Typically, ferry riders' race and ethnicity are
  consistent with the underlying distribution of race and ethnicity in the communities the
  ferry serves. However, Caucasians are slightly overrepresented and Asian/Pacific
  Islanders are underrepresented on the Alameda/Oakland and Vallejo services, and
  African Americans are underrepresented on the Alameda/Oakland service.

### Use Characteristics

 New Riders and Loyal Riders – Proportionately, more passengers are relatively new riders (less than three years) or long-time loyal riders (10+ years). The share of new riders has remained relatively high compared to previous surveys, while the proportion

- of loyal riders has increased. If this pattern persists, ridership growth is likely to continue in future years.
- Flexible Use Overall, relatively fewer riders are using the ferry five days/week, while
  relatively more riders are using the ferry three-four days/week. This shift could be the
  result of shifting work patterns, with more employees telecommuting or shifting to a
  four-day work week to avoid commuting. Another factor could be Clipper card
  providing riders with more flexibility to use multiple modes of transit during the course
  of a day or throughout the week.
- Alternate Modes The ferry is rarely the only option for riders; most riders choose it over riding BART, Transbay Buses, or driving alone.
- Reasons for Use The most common reasons for ferry use are avoidance of traffic/parking, ride quality, and relaxation. Faster service has become a relatively more popular reason for the Harbor Bay service and the ability to multitask is especially popular for South San Francisco riders.

### Terminal Access

- Bike Access is Popular Many riders are using bikes to access the ferry terminals, especially at Alameda, South San Francisco, the San Francisco Ferry Building, and San Francisco Pier 41.
- Introduction of TNCs The use of TNCs is a new access option for ferry riders.
- "First Mile" Shift The proportion of riders accessing their origin terminals by driving alone has decreased while the proportion of carpool and drop-offs has increased.
- "Last Mile" Shift The proportion of riders walking to their destination terminal is
  decreasing while the shares of riders using bikes, public transit, and TNCs are
  increasing. This shift is likely related to rider demand for access to new destinations in
  the emerging Transbay Transit Terminal and Mission Bay districts south of
  Market Street.

# **APPENDIX**

# APPENDIX A SAMPLING PLAN

# WETA 2017 ON-BOARD PASSENGER SURVEY Sampling Plan

Ferry Route	Origin Terminal	Destination	Survey Type	#	Begin Time	End Time	Ride Duration	Week 1	Survey Schedule Weekend	Week 2	Week 3
		l erminal					(nours:minutes)	8-Nov 9-Nov	11-Nov 12-Nov	15-Nov 16-Nov	23-Jan 24-Jan
			Weekday PM Peak	1	3:35 PM	4:20 PM	0:45	<i>^</i>		<i>^</i>	
			Weekday PM Peak	2	4:50 PM	5:30 PM	0:40	/ /			
Alama (Askland - San Erancisco	chomely	SE Form, Building	Weekday PM Peak	3	5:40 PM	6:20 PM	0:40	/ /			
	3	מווים ל	Weekday PM Peak	4	6:05 PM	6:50 PM	0:45	/ /			
			Weekday PM Peak	5	6:45 PM	7:20 PM	0:35	/ /			
			Weekday PM Peak	9	7:45 PM	8:25 PM	0:40	/ /			
			Weekday Midday	1	2:00 PM	2:20 PM	0:20	<i>/</i>		<i>^</i>	
			Weekday Midday	2	4:30 PM	4:45 PM	0:15	<i>/</i>			
San Erancisco - Alamada (Askland	SE Form, Building	chamely	Weekday PM Peak	3	5:20 PM	5:40 PM	0:20	✓			
Sail rialicisco - Alallieua/ Oakiallu	or reily building	Alallieda	Weekday PM Peak	4	5:40 PM	6:00 PM	0:20	<i>^</i>			
			Weekday PM Peak	5	6:25 PM	6:45 PM	0:20	<i>/</i>			
			Weekday PM Peak	9	7:25 PM	7:45 PM	0:20	✓			
			Weekday PM Peak	1	S:05 PM	5:30 PM	0:25	/ /			
Harbor Bay - San Francisco	Harbor Bay	SF Ferry Building	Weekday PM Peak	2	Wd 50:9	6:30 PM	0:25	/ /			
			Weekday PM Peak	3	7:05 PM	7:30 PM	0:25	<i>/</i> /			
			Weekday PM Peak	1	4:35 PM	5:00 PM	0:25	<i>/</i>			
San Francisco - Harbor Bay	SF Ferry Building	Harbor Bay	Weekday PM Peak	7	2:35 PM	6:00 PM	0:25	<i>/</i>			
			Weekday PM Peak	3	6:00 PM	6:25 PM	0:25	<i>&gt;</i>			
			Weekday PM Peak	1	4:00 PM	5:00 PM	1:00			<i>/</i>	
conjugate and civiliary	ojolloX	5 10 10 10 10 10 10 10 10 10 10 10 10 10	Weekday PM Peak	7	4:45 PM	5:45 PM	1:00			<i>/ /</i>	
Vallejo - Sali Flaticisco	vallejo	St reli y bullulig	Weekday PM Peak	3	5:45 PM	7:05 PM	1:20			<i>/</i> /	
			Weekday PM Peak	4	6:45 PM	7:55 PM	1:10			<i>/</i>	
			Weekday Midday	1	2:30 PM	3:40 PM	1:10			<i>,</i>	
			Weekday Midday	2	3:30 PM	4:30 PM	1:00			<i>&gt;</i>	
وزوالد/ ومعزمودها مدع	50 10 11 10 10 10 10 10 10 10 10 10 10 10	o:ollo/v	Weekday PM Peak	3	4:30 PM	5:30 PM	1:00			<i>/</i>	
Sali ri alicisco - vallejo	Streiny building	vallejo	Weekday PM Peak	4	5:15 PM	6:15 PM	1:00			<i>/</i>	
			Weekday PM Peak	5	P:30 PM	6:40 PM	1:10			<i>^</i>	
			Weekday PM Peak	9	M4 00:9	7:00 PM	1:00			<i>/</i>	
			Weekday PM Peak	1	4:20 PM	4:55 PM	0:35				<i>&gt; &gt;</i>
South San Francisco - Alameda	South San Francisco	Alameda	Weekday PM Peak	2	P:20 PM	6:00 PM	0:40				<i>/</i>
			Weekday PM Peak	3	7:00 PM	7:50 PM	0:50				<i>, ,</i>
Vallejo - San Francisco	Vallejo	SF Ferry Building	Weekend	1	2:30 PM	3:30 PM	1:00		/ /		
San Francisco - Vallejo	SF Ferry Building	Vallejo	Weekend	1	12:45 PM	1:45 PM	1:00		, ,		
			Weekend	1	10:00 AM	10:45 AM	0:45		/ /		
			Weekend	2	11:10 AM	11:50 AM	0:40		/ /		
Alameda/Oakland - San Francisco	Alameda	SF Ferry Building	Weekend	3	1:35 PM	2:20 PM	0:45		/ /		
			Weekend	4	2:35 PM	3:20 PM	0:45		/ /		
			Weekend	5	M4 55:5	6:30 PM	0:35		1 1		
			Weekend	1	11:15 AM	11:30 AM	0:15		1 1		
			Weekend	2	1:15 PM	1:30 PM	0:15		1 1		
San Francisco - Alameda/Oakland	SF Ferry Building	Alameda	Weekend	3	2:15 PM	2:30 PM	0:15		1 1		
			Weekend	4	4:05 PM	4:20 PM	0:15		/ /		
			Weekend	5	5:35 PM	5:50 PM	0:15		1 1		

# APPENDIX B SURVEY QUESTIONNAIRES

## San Francisco Bay Ferry PASSENGER SURVEY 2017

Please take a few minutes to complete **both sides** of this questionnaire. When finished, please hand completed survey back to the survey coordinator.

ABOUT THIS TRIP			6.	What OTHER TYPE of transportation would you most likely
1. Ferry Terminals: Where did will you exit?	d you board <u>this F</u>	erry and where		have used if you didn't take the Ferry for your trip today? (check one only)
Boarding Terminal  Alameda (Main Street) Harbor Bay Oakland (Jack London Sq) Pier 41 SF Ferry Building South SF Vallejo	Harbor B	ı (Main Street) day (Jack London Sq) Building		☐ Ferry is my only option ☐ Drive alone ☐ Carpool ☐ "Casual" Carpool ☐ Uber/Lyft ☐ Bus ☐ BART/rail transit ☐ Other:
2. Trip Beginning: Where did	you come from b	pefore you got	7.	What type of fare did you pay for this trip?
on this Ferry? ☐ My home ☐ My wor a. City		omewhere else		☐ Adult ☐ Disabled/Medicare ☐ Youth ☐ School Groups ☐ Senior
b. Nearest Intersection			•	Other:
c. Landmark/Neighborhoo			8.	What type of ticket did you use?  ☐ Clipper card
3. Trip Ending: Where will yo				☐ Single ride/one-way ☐ Monthly pass (Vallejo) ☐ Other:
☐ My home ☐ My wor	·k 🗆 Sc	mewhere else	9.	Are you making a round-trip on the Ferry today?
a. City				☐ Yes (rode Ferry earlier today or will ride later today)
b. Nearest Intersection				□ No
c. Landmark/Neighborhoo	d			RRY USAGE  How often do you typically use the Ferry?
<ul><li>4. Accessing the ferry:</li><li>a. How did you get to the F</li><li>b. How will you get to your ferry?</li></ul>	final destination af	(4b)		□ 6-7 days a week □ 5 days a week □ 3-4 days a week □ 1-2 days a week □ 1-3 days a month □ Less than once per month □ This is my first time on the ferry
	Used to get to Ferry	Will use after exiting Ferry	11.	What are the main reasons you ride the Ferry?
Walk all the way				(Check up to three)
Bike				□ Don't have a car/don't drive □ Don't want to deal with parking/traffic
Drive alone				☐ Ability to do other things (read, sleep)☐ Faster than other options
Carpool  Drapped off / Dicked up by car				☐ Help the environment
Dropped off / Picked up by car Public Transit (Bus/Rail)				☐ Save money ☐ Relax/reduce stress
The F-Line (Muni)				☐ Sightseeing
Private/Employer Shuttle				☐ Quality of ride much better than BART/bus☐ Other:
Taxi			12	How long have you been using the Ferry?
Uber/Lyft			12,	This is my first time
Other (specify)				Less than 6 months 6 month - 12 months
5. What is the purpose of yo  Commute to/from work/so Medical/Dental Shopping Entertainment/Recreation Sightseeing			13.	☐ 1 - 2 years ☐ 3 - 5 years ☐ 6 - 10 years ☐ More than 10 years  Do you live here or are you a visitor?
Other:				☐ Live in San Francisco Bay Area ☐ Visitor

### SATISFACTION WITH THE FERRY

14. Please rate the Ferry on each attribute below, with "5" being the best rating (Very Satisfied) and "1" being the worst rating (Very Dissatisfied).

Terminals	Very Satisfi	ied		Very l	Dissatisfied	N/A	15. Gender
Terminal cleanliness	5	4	3	2	1		☐ Male
Ease of access and use	5	4	3	2	1		☐ Female ☐ Non-binary
Signage	5	4	3	2	1		16. Age
Personal Security (terminal and parking lots)	5	4	3	2	1		☐ 12 or younger
Lighting (terminal and parking lots)	5	4	3	2	1		□ 13 - 17 □ 18 - 24
Usefulness of electronic arrival/departure signs	5	4	3	2	1		□ 25 - 34
Availability of bus and shuttle connections	5	4	3	2	1		□ 35 - 44 □ 45 - 54
Availability amenities (seating, newsstands, etc)	5	4	3	2	1		□ 55 - 64
Availability of car parking	5	4	3	2	1		☐ 65 & older
Availability of bike parking	5	4	3	2	1		17. Annual Household Income ☐ Under \$15,000
Protection from adverse weather	5	4	3	2	1		☐ \$15,000 - \$24,999
Onboard Ferries	V	s. a		V	N:4:-EI	N/A	□ \$50,000 - \$74,999 □ \$75,000 - \$99,999
	Very Satisfi		2		Dissatisfied 1	N/A	□ \$100,000 - \$149,999 □ \$150,000 - \$199,999
Availability of seats on ferry	5	4	3	2	1		\$200,000 or more
Clearliness of ferry	5	4	3	2	1		18. Race/Ethnicity (Please mark all tha
Clarity of public address announcements	5	4	3	2	1		apply)
Quality of service at the ferry snack bar	5	4	3	2	1		☐ Caucasian/White☐ Hispanic/Latino
Access for bicyclists	5	4	3	2	1		African American/Black
Access for persons with disabilities	5	4	3	2	1		☐ Asian/Pacific Islander ☐ Native American
Condition of restrooms	5	4	3	2	1		Other:
Quality of WiFi connection	5	4	3	2	1		19. What is your home Zip Code?
Helpfulness and courtesy of ferry crews	5	4	3	2	1		
Ferry Overall	Very Satisfi	ied		Very l	Dissatisfied	N/A	20. How well do you speak English?
On-time performance of ferries	5	4	3	2	1		□ Very w <u>ell</u> □ Well
Hours of operation	5	4	3	2	1		☐ Not well
Frequency of ferries	5	4	3	2	1		□ Not at <u>all</u>
Timely information about service disruptions	5	4	3	2	1		a. Language(s) spoken at home:
Timeliness of connections with buses/shuttles	5	4	3	2	1		☐ Mandarin☐ Cantonese
Ease of purchasing tickets or passes	5	4	3	2	1		□ Spanish
							Other:
Overall rating of the Ferry	5	4	3	2	1		<ol><li>May we contact you to ask your opinion of Ferry Service? (If yes,</li></ol>
CONTACT INFORMATION (OPTIONAL)							please provide contact information
							☐ Yes ☐ No
23. Name:							22. Do you have a smartphone?
24. Phone: ()							☐ Yes ☐ No
25. Email Address:					_		LI NO
ADDITIONAL COMMENTS							

**DEMOGRAPHICS** 

purposes only.

These questions will be used for statistical

三藩市海灣渡輪 2017年乘客調查 請您抽幾分鐘填寫問卷的正反面。完成後,請將填妥的問卷交給問卷協調員。

關於本次行程 1. 渡輪碼頭:您從哪裡搭乘	渡輪。會在哪裡	下船?	6.	如果您今天不搭渡輪,最可能使用哪一種交通工具? (只選一項)
登船碼頭	下船碼頭 □ Alamed □ Harbor I	a (Main Street) Bay I (Jack London Sq) Building		□ 渡輪是我的唯一選擇 □ 自己開車 □ 與人共乘 □ 順道共乘 □ Uber/Lyft □ 公車 □ BART/火車 □ 其他:
2. 行程開始: 您上船之前從	哪裡來?		7.	您這次行程支付哪一種船費?
□ 家裡 □ 工作地 a. 城市 b. 最近的交口		_		<ul><li>□ 成人票</li><li>□ 見童票</li><li>□ 老人票</li><li>□ 其他:</li></ul>
c. 地標 / 社區			8.	您使用哪一種船票?
3. 行程結束: 您下船之後要	去哪裡?			□ Clipper卡 □ 單次/單程 □ 月票(Vallejo)
□ 家裡 □ 工作地			0	□ 其他:
a. 城市 b. 最近的交口			7.	<ul><li>○ 予入曾括成無米回場:</li><li>□ 是(今天稍早搭乘渡輪,或是晚點會搭渡輪)</li><li>□ 否</li></ul>
c. 地標/社區		_	渡車	<b>倫使用</b>
4. 搭乘渡輪: a. 您如何前往渡輪碼頭? b. 您下船後如何前往最終	(4a)	( <b>4b</b> ) 下渡輪後的方式	10.	<ul><li>您通常多常搭渡輪?</li><li>□ 一週6-7天</li><li>□ 一週5天</li><li>□ 一週3-4天</li><li>□ 一週1-2天</li><li>□ 一個月1-3天</li><li>□ 一個月れ到一次</li></ul>
全程走路			11	□ 這是我第一次搭渡輪 你找海熱的主要原因具从麻?
自行車			11.	您搭渡輪的主要原因是什麼? <sup>(最多選三個)</sup>
自己開車				□ 沒有車 / 不開車
與人共乘				□ 不想處理停車 / 交通 □ 能做其他事(看書、睡覺)
由汽車接送				□ 比其他選項還快 □ 協助環境
大眾捷運(公車 / 火車) F-Line (Muni)				□ 省錢
私人 / 雇主交通車				□ 放鬆 / 減壓 □ 觀光
計程車				□ 搭乘品質遠勝於BART / 公車
Uber/Lyft			10	□ 其他:
其他 (請指明)			12.	您使用渡輪多久了?  □ 這是我第一次
5. 您今天行程的目的是什麼      往返工作/學校     醫療/牙科     購物     娛樂/休閒     觀光	?			<ul> <li>□ 不到6個月</li> <li>□ 6個月 - 12個月</li> <li>□ 1 - 2年</li> <li>□ 3 - 5年</li> <li>□ 6 - 10年</li> <li>□ 10年以上</li> </ul>
□ 其他:		-	13.	您住在此地還是遊客?  □ 住在三藩市灣區 □ 遊客

### 渡輪滿意度

人口統計資料 14. 請對渡輪的以下每一項評分,5是最佳評分(非常滿意),1是最差評分(非常不滿意)。這些問題只會用於統計目的。

碼頭	非常滿意		非常	非常不滿意		15. 性別	
碼頭清潔性	5	4	3	2	1		□男
容易前往和使用	5	4	3	2	1		□ 女 □ 非二元性別
標示	5	4	3	2	1		16. 年齡
個人安全(碼頭和停車場)	5	4	3	2	1		
照明(碼頭和停車場)	5	4	3	2	1		□ 13 - 17歳 □ 18 - 24歳
電子抵港/離港標示的有用性	5	4	3	2	1		□ 25 - 34歳
公車和接駁車轉乘可用性	5	4	3	2	1		□ 35 - 44歳 □ 45 - 54歳
便利設施(座椅、書報架等)可 用性	5	4	3	2	1		□ 55 - 64歳 □ 65歳或以上
停車位可用性	5	4	3	2	1		17. 全家年度收入
自行車停車可用性	5	4	3	2	1		□ \$15,000以下 □ \$15,000 - \$24,999
免受惡劣的天氣	5	4	3	2	1		□ \$50,000 − \$74,999
							□ \$75,000 − \$99,999 □ \$100,000 − \$149,999
登上渡輪	非常滿意	Ī.		非	常不滿意	不適用	\$150,000 - \$199,999
渡輪座椅可用性	5	4	3	2	1		□ \$200,000或以上
渡輪清潔性	5	4	3	2	1		18. 種族 / 族裔(請標出所有適用答案
公共廣播的清楚程度	5	4	3	2	1		□ 白種人 □ 西語裔 / 拉丁美洲裔
渡輪點心台的服務品質	5	4	3	2	1		□ 非裔美國人 / 黑人
自行車騎士通行	5	4	3	2	1		□ 亞裔 / 太平洋島民 □ 美國原住民
殘障人士通行	5	4	3	2	1		□ 其他:
<b>廁所情況</b>	5	4	3	2	1		19. 您家的郵遞區號是什麼?
WiFi連線品質	5	4	3	2	1		
渡輪工作人員的幫助和禮貌	5	4	3	2	1		
渡輪整體	非常滿意			非常	非常不滿意  不適用		20. 您的英語講得如何?
渡輪準時性	5	4	3	2	1		□ 非常好 <u></u> □ 很好 □ 1
營業時間	5	4	3	2	1		□ 不太好 ├──
渡輪頻率	5	4	3	2	1		□ 完全不會說 ▼
關於服務中斷的即時資訊	5	4	3	2	1		a. 家裡說的語言: *
轉乘公車 / 接駁車的準時性	5	4	3	2	1		□ 普通話 □ 廣東話
購買船票或通行證的容易性	5	4	3	2	1		□ 西班牙語 □ 其他:
							21. 我們可以聯繫您詢問您對於渡輪服
渡輪的整體評分	5	4	3	2	1		務的意見嗎? (如果是,請提供聯
							繋資訊)
聯絡資訊(選填)							□ 是 □ 否
23. 姓名:							• •
24. 電話: ()				_			22. 您有智慧手機嗎? □ 是
25. 電子郵件地址:							□否
額外意見							

### **San Francisco Bay Ferry**

**ENCUESTA DE PASAJEROS 2017** 

Por favor dedique unos minutos a llenar ambos lados de este cuestionario. Cuando haya terminado, devuelva la encuesta completa al coordinador de la encuesta.

ACERCA DE ESTE VIAJE  1. Terminales de ferry: ¿Dónde abordó este ferry y dónde va a desembarcar?			6.	¿Qué OTRO TIPO de transporte hubiera utilizado probablemente si no hubiera tomado el ferry para su viaje hoy? (marque sólo uno)				
Terminal de embarque  ☐ Alameda (Main Street) ☐ Harbor Bay ☐ Oakland (Jack London Sq) ☐ Pier 41 ☐ SF Ferry Building ☐ South SF ☐ Vallejo	☐ Alameda ☐ Harbor B	l (Jack London Sq) Building		☐ Ferry es mi única opción ☐ Conducir sólo ☐ Auto compartido ☐ Auto compartido informal ☐ Uber/Lyft ☐ Autobús ☐ BART/tren ☐ Otro:				
<ul> <li>Comienzo del viaje: ¿De ferry?</li> <li>Mi hogar</li> <li>Mi tra</li> <li>a. Ciudad</li> <li>b. La intersección más ce</li> </ul>	bajo 🗆 O	tro lugar		7. ¿Qué tipo de tarifa pagó por este viaje?  Adulto  Joven  Tercera edad  Otro:				
<ul><li>c. Punto de referencia/Ve</li><li>3. Final del viaje: ¿A dónde este ferry?</li></ul>	cindario		0.	¿Qué tipo de boleto usó?  ☐ Tarjeta Clipper ☐ Viaje sencillo/de ida solamente ☐ Pase mensual (Vallejo) ☐ Otro:				
☐ Mi hogar ☐ Mi tra	☐ Mi trabajo ☐ Otro lugar			2. ¿Está haciendo un viaje de ida y vuelta en el ferry hoy?  Sí (me vine en ferry hoy mismo o lo tomaré más tarde hoy)  No				
<ul><li>b. La intersección más ce</li><li>c. Punto de referencia/Ve</li></ul>				O DE FERRY ¿Con qué frecuencia suele usar el ferry?				
<ul><li>4. Accediendo al ferry:</li><li>a. ¿Cómo llegó a la termi</li><li>b. ¿Cómo llegará a su des</li></ul>	•	e desembarcar?  (4b) ¿Cómo llegará después de desembarcar?	11.	□ 6-7 días a la semana □ 5 días a la semana □ 3-4 días a la semana □ 1-2 días a la semana □ 1-3 días al mes □ Menos de una vez por mes □ Esta es mi primera vez en el ferry ¿Cuáles son las razones principales por las que viaja en ferry? (Marque hasta tres)				
Caminando todo el camino				☐ No tengo automóvil/no manejo				
En bicicleta				<ul> <li>□ No quiero batallar con el estacionamiento/tráfico</li> <li>□ Capacidad de hacer otras cosas (leer, dormir)</li> </ul>				
Conducir sólo				☐ Más rápido que otras opciones				
Auto compartido				Also are all medio ambiente				
Me dejaron/recogieron en auto				☐ Ahorrar dinero ☐ Relajarme/reducir el estrés				
Transporte público (autobús/tren) La Línea F (Muni)				☐ Disfrutar de las vistas ☐ Calidad de viaje mucho mejor que BART/autobús				
Transporte privado/del empleador				Otro:				
Taxi			12.	¿Por cuánto tiempo ha estado usando el ferry?				
Uber/Lyft				☐ Ésta es mi primera vez ☐ Menos de 6 meses				
Otro (especifique):				☐ 6 meses - 12 meses ☐ 1 - 2 años				
5. ¿Cuál es el propósito de	su viaje hoy?			☐ 3 - 5 años				
☐ Viaje habitual hacia/desc☐ Médico/Dental☐ Compras		la	12	☐ 6 - 10 años ☐ Más de 10 años				
☐ Compras ☐ Entretenimiento/Recreación ☐ Disfrutar de las vistas				¿Vive aquí o está visitando? □ Vivo en el Área de la Bahía de San Francisco □ Visitante				

Otro: \_\_

### SATISFACCIÓN CON EL FERRY

14. Por favor califique el ferry en cada atributo a continuación, siendo "5" la mejor calificación (Muy satisfecho/a) y "1" la peor calificación (Muy insatisfecho/a).

Terminales	Muy satisfecho/a		Muy insatisfecho(a)		N/A	15.	Sexo	
Limpieza de la terminal	5	4	3	2	1			☐ Hombre ☐ Mujer
Facilidad de acceso y uso	5	4	3	2	1			□ No binario
Señalización	5	4	3	2	1		16.	Edad
Seguridad personal (terminales y estacionamientos)	5	4	3	2	1			☐ 12 ó menos ☐ 13 - 17 ☐ 18 - 24 ☐ 25 - 34 ☐ 35 - 44 ☐ 45 - 54 ☐ 55 - 64
Alumbrado (terminales y estacionamientos)	5	4	3	2	1			
Utilidad de las señales electrónicas de llegada/salida	5	4	3	2	1			
Disponibilidad de conexiones de autobuses y enlaces	5	4	3	2	1			
Disponibilidad de servicios (asientos, quioscos, etc.)	5	4	3	2	1			
Disponibilidad de estacionamiento	5	4	3	2	1		4-	65 y mayor
Disponibilidad de estacionamiento para bicis	5	4	3	2	1		17.	Ingresos anuales de la familia  ☐ Under \$15,000
Protección contra el clima adverso	5	4	3	2	1			□ \$15,000 - \$24,999
								□ \$50,000 - \$74,999 □ \$75,000 - \$99,999
A bordo del ferry	Muy satisfe	cho/a		Muy insa	tisfecho(a)	N/A		□ \$100,000 - \$149,999 □ \$150,000 - \$199,999 □ \$200,000 o más
Disponibilidad de asientos en el ferry	5	4	3	2	1			
Limpieza del ferry	5	4	3	2	1		10	
Claridad de los anuncios dirigidos al público	5	4	3	2	1		10.	Raza/Etnia (por favor marque todas las que apliquen)
Calidad del servicio en el snack bar del ferry	5	4	3	2	1			☐ Blanco/Caucásico
Acceso para ciclistas	5	4	3	2	1			☐ Hispano/Latino ☐ Afroamericano/Negro
Acceso para personas con incapacidades	5	4	3	2	1			☐ Asiático/Isleño del Pacífico
Condición de los baños	5	4	3	2	1			□ Nativo americano
Calidad de la conexión WiFi	5	4	3	2	1			Otro:
Amabilidad y cortesía de las tripulación de los ferry	5	4	3	2	1		19.	¿Cuál es el código postal de su casa?
Ferry en general	Muy satisfecho/a			Muy insa	N/A	20.	¿Qué tan bien domina el inglés?	
Puntualidad de los ferry	5	4	3	2	1			☐ Muy b <u>ien</u> ☐ Bien
Horario de operación	5	4	3	2	1			□ No tan bien □ Nada
Frecuencia del servicio	5	4	3	2	1			<del></del>
Información oportuna sobre interrupciones del servicio	5	4	3	2	1			<ul><li>a. Idioma(s) que se hablan en el hogar:</li><li> Mandarín</li></ul>
Puntualidad de las conexiones con autobuses/enlaces	5	4	3	2	1			☐ Cantonés
Facilidad de comprar boletos o pases	5	4	3	2	1			☐ Español ☐ Otro:
							21.	¿Podemos comunicarnos con usted
Calificación general del ferry	5	4	3	2	1			para preguntarle su opinión sobre el servicio de ferry? (Si es así, proporcione la información de contacto)
INFORMACIÓN DE CONTACTO (OPCIOI	-							□ Sí
23. Nombre:								□ No
24. Te: ()	)					22.	Tiene un smartphone?  ☐ Sí	
. Dirección de correo electrónico:								□ No
23. Direccion de correo electronico.								
COMENTARIOS ADICIONALES								

**DEMOGRAFÍA** 

estadísticos.

Estas preguntas se usarán sólo con fines