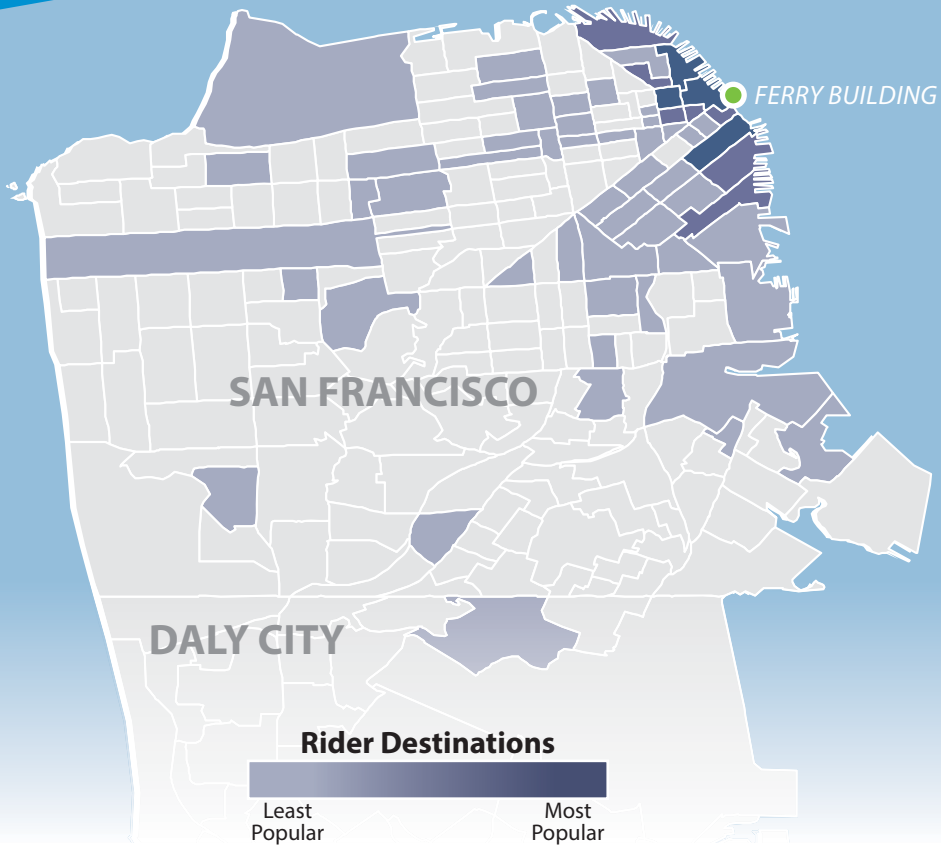


Where Riders are Going

► 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



San Francisco Bay Ferry

A SERVICE OF WETA

On-board Passenger Survey Results

June 2018

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

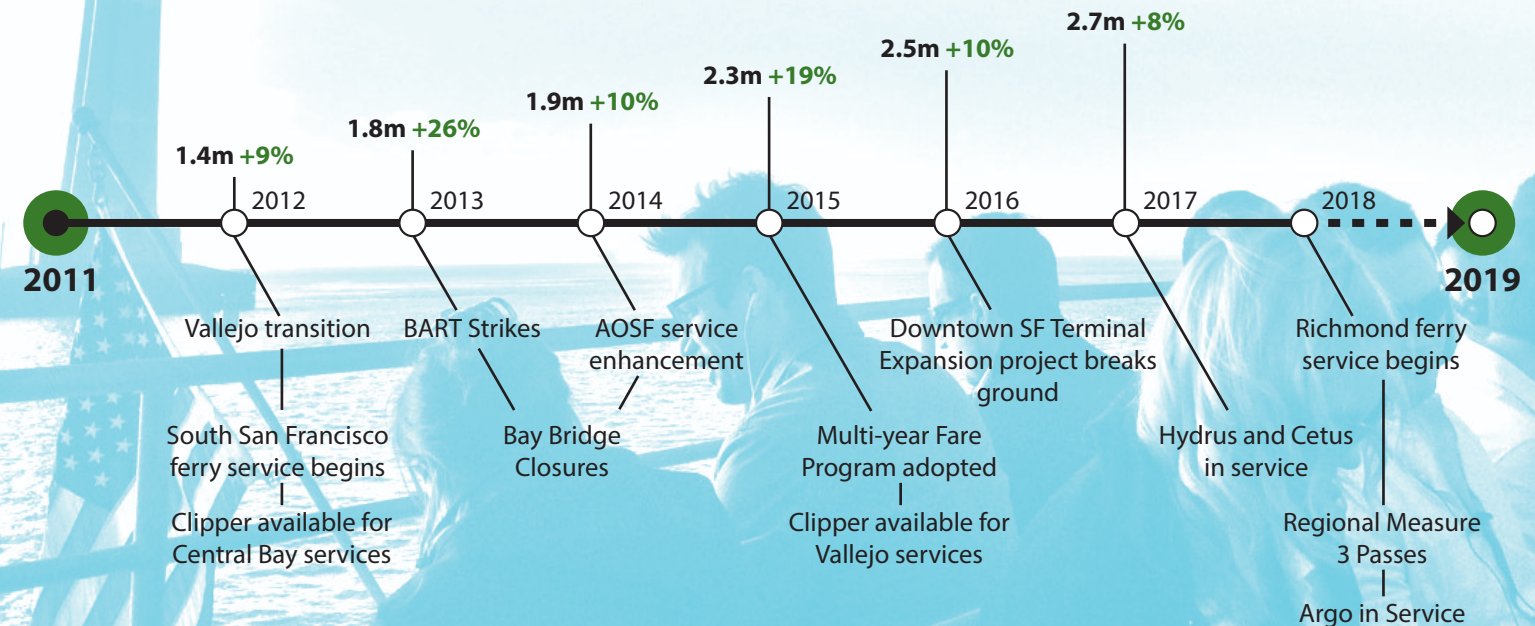
"I love the crews, my favorite time of day is riding the ferry."

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

"Would love to have more ferries and longer hours."

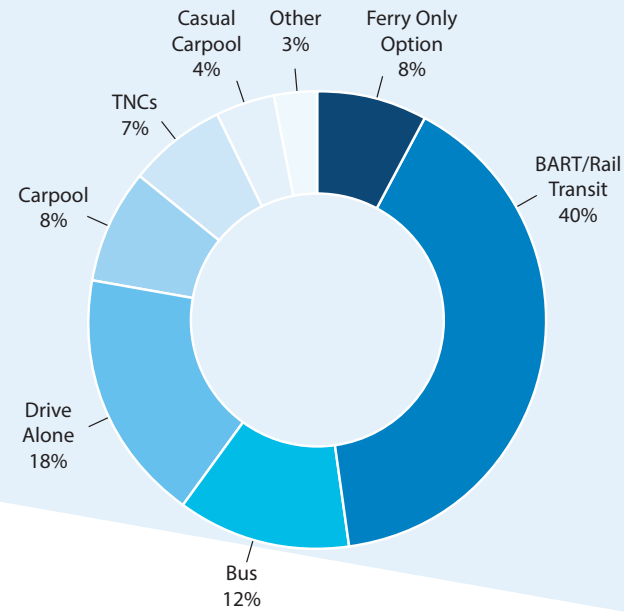
WETA Timeline

Annual Ridership Growth



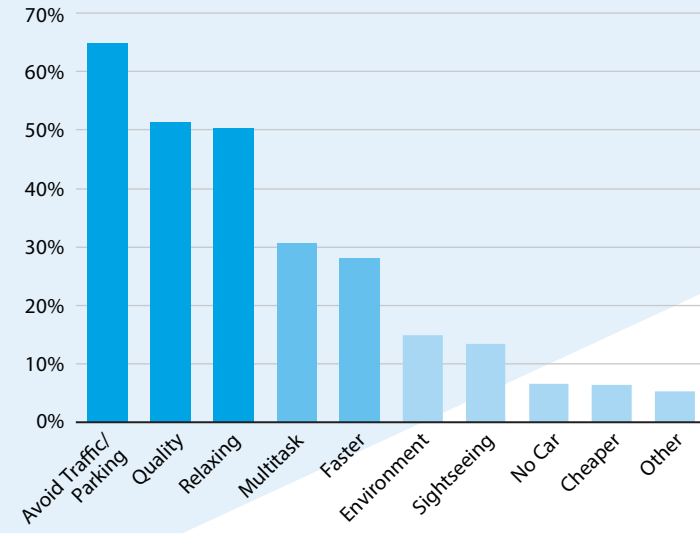
Choice Riders

► Most riders have options but choose the ferry.

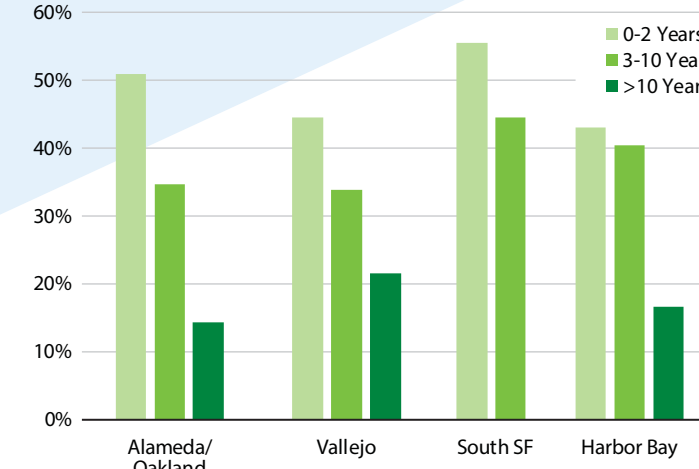


Why Riders Choose the Ferry

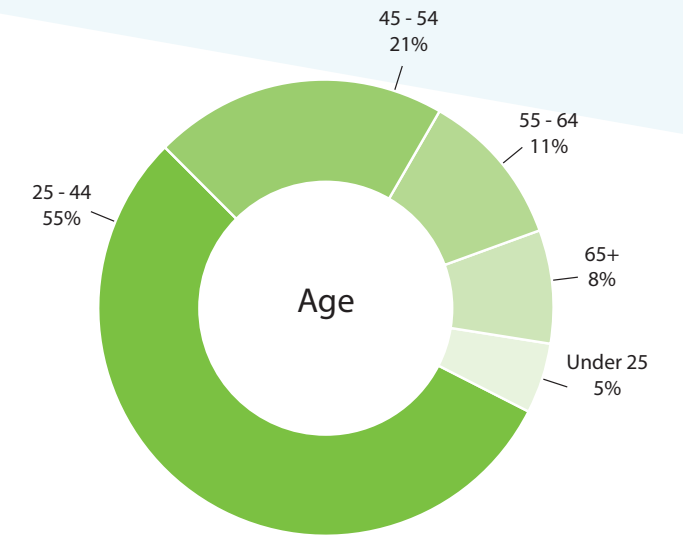
► Common reasons are consistent over time.



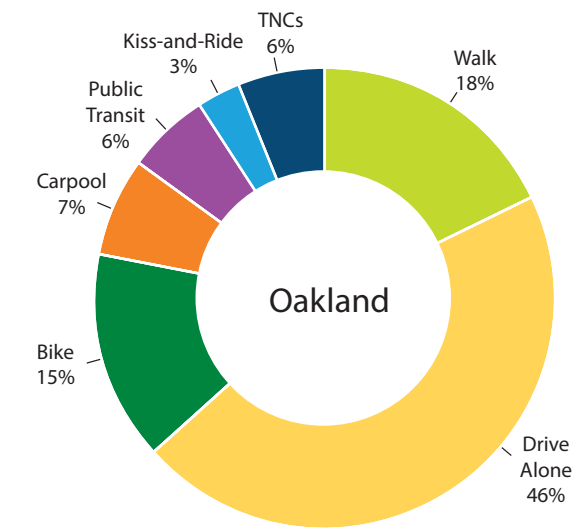
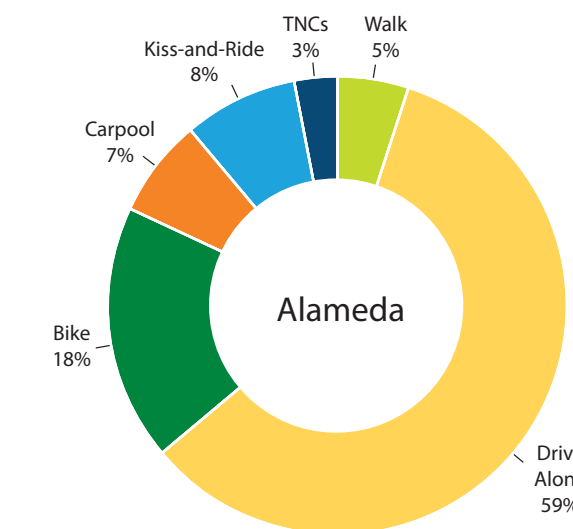
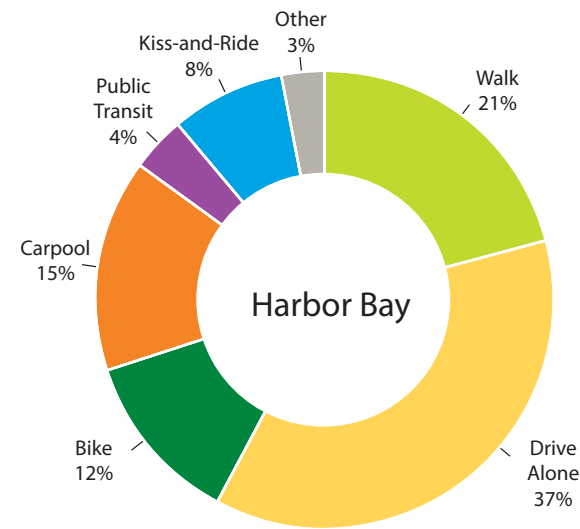
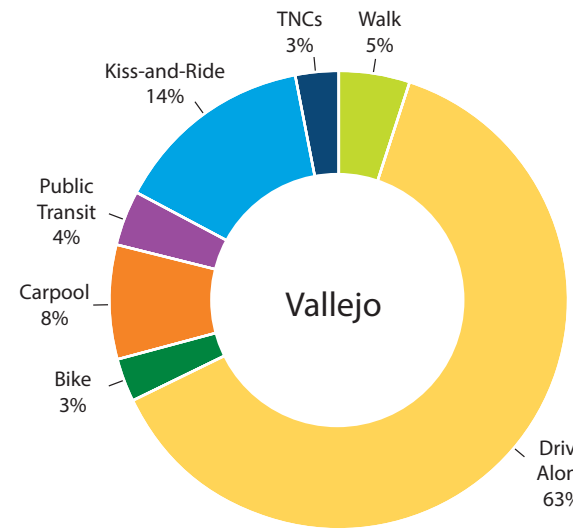
Ridership Years/Tenure of Riders



Rider Profile



How Riders Get to the Ferry



"Last Mile"

