



# 2023 GGF ON BOARD SURVEY HIGHLIGHTS

November 7, 2024

# The 2023 Passenger Survey

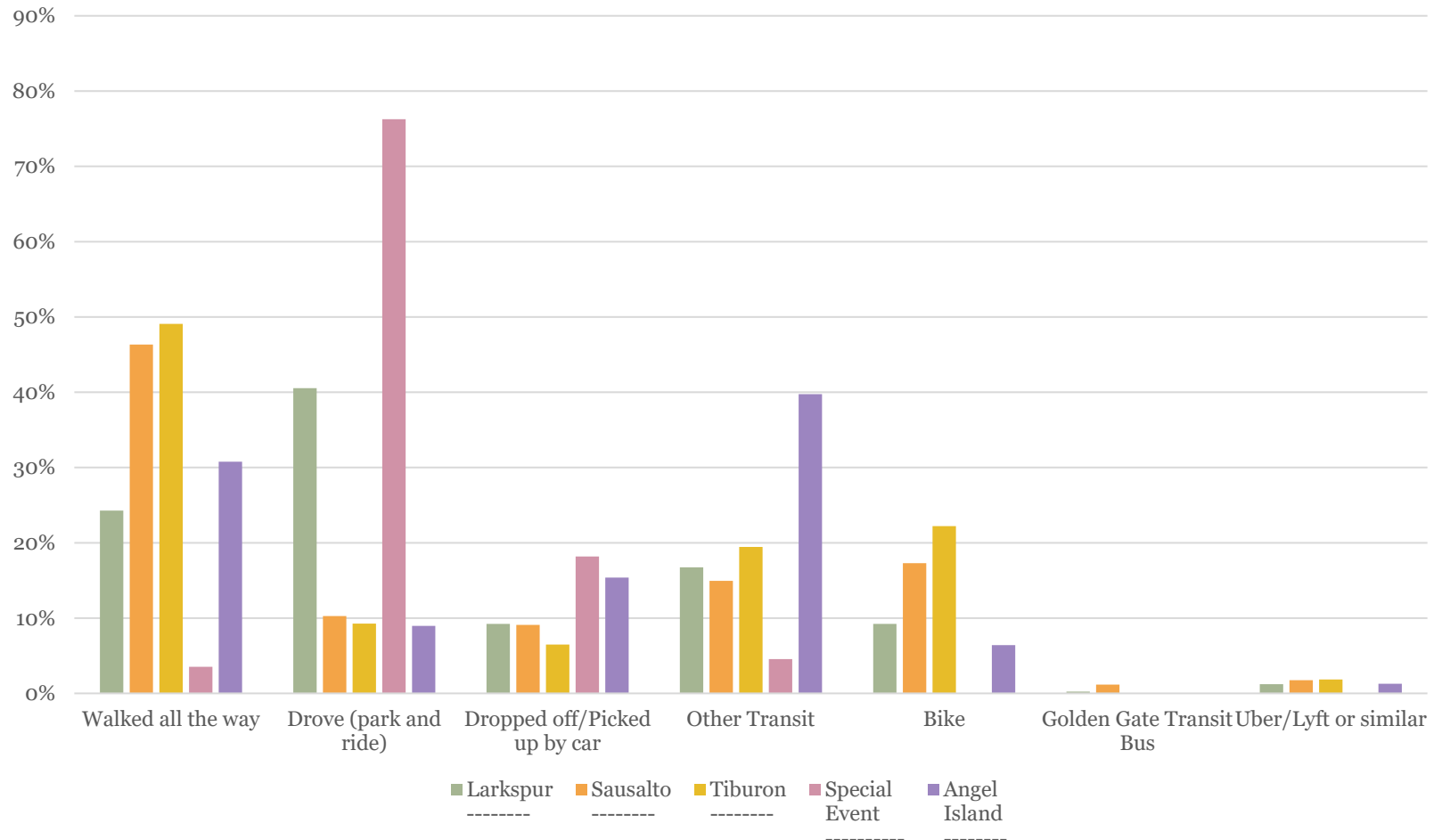
- Onboard survey took place in spring and fall of 2023
- Focus is demographic data, travel data, and collecting data to guide future planning
- Bus riders, non-riders and infrequent riders were also surveyed separately

# Questions

- How do riders access the ferry?
- How often do riders use the ferry?
- How long have riders been using the ferry?
- Are riders satisfied with our services? How could we improve?
- Reasons for using the ferry over other options
- How much will riders use ferry in the coming year?
- How many riders are residents vs. visitors?

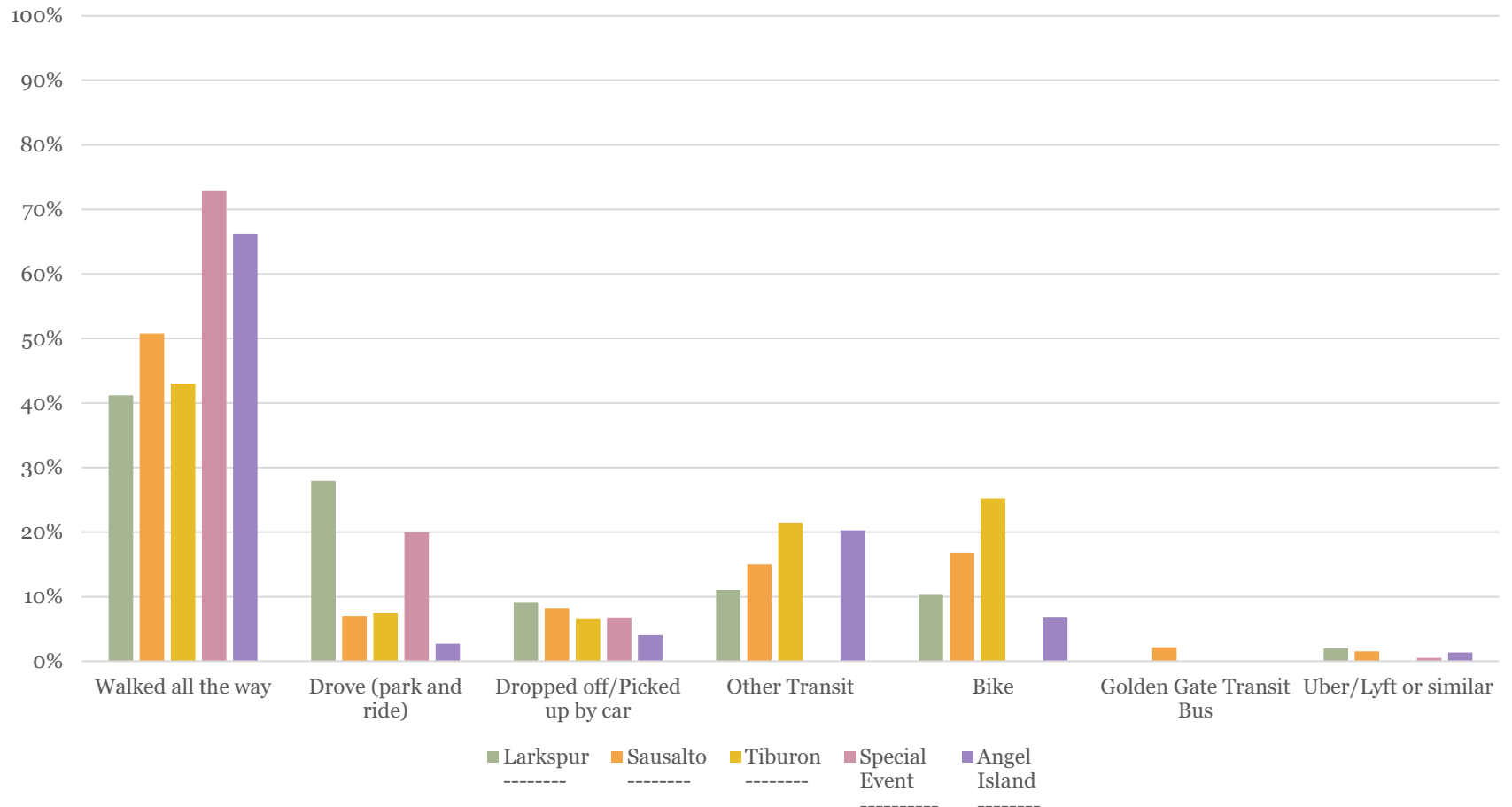
# Access - Ferry

Access 2023 - Ferry



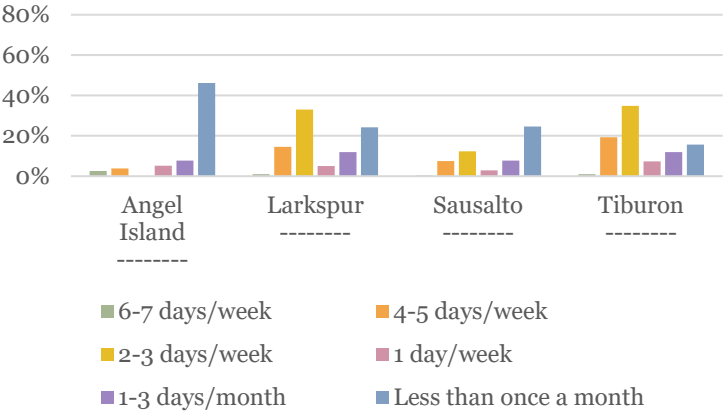
# Egress - Ferry

Egress 2023 - Ferry

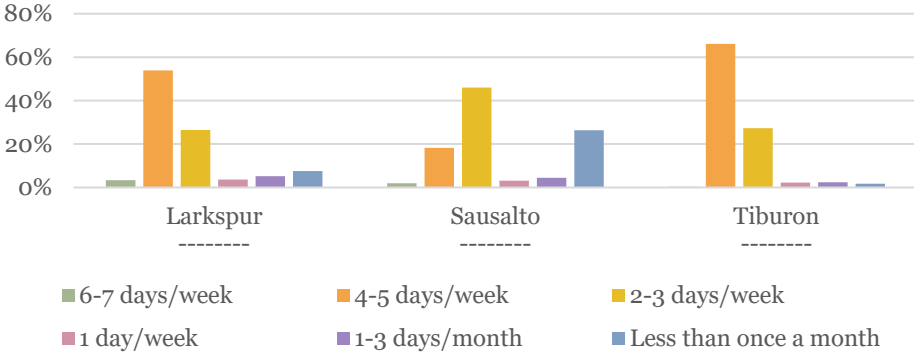


# Ride Frequency - Ferry

Ferry Frequency 2023



Ferry Frequency 2018



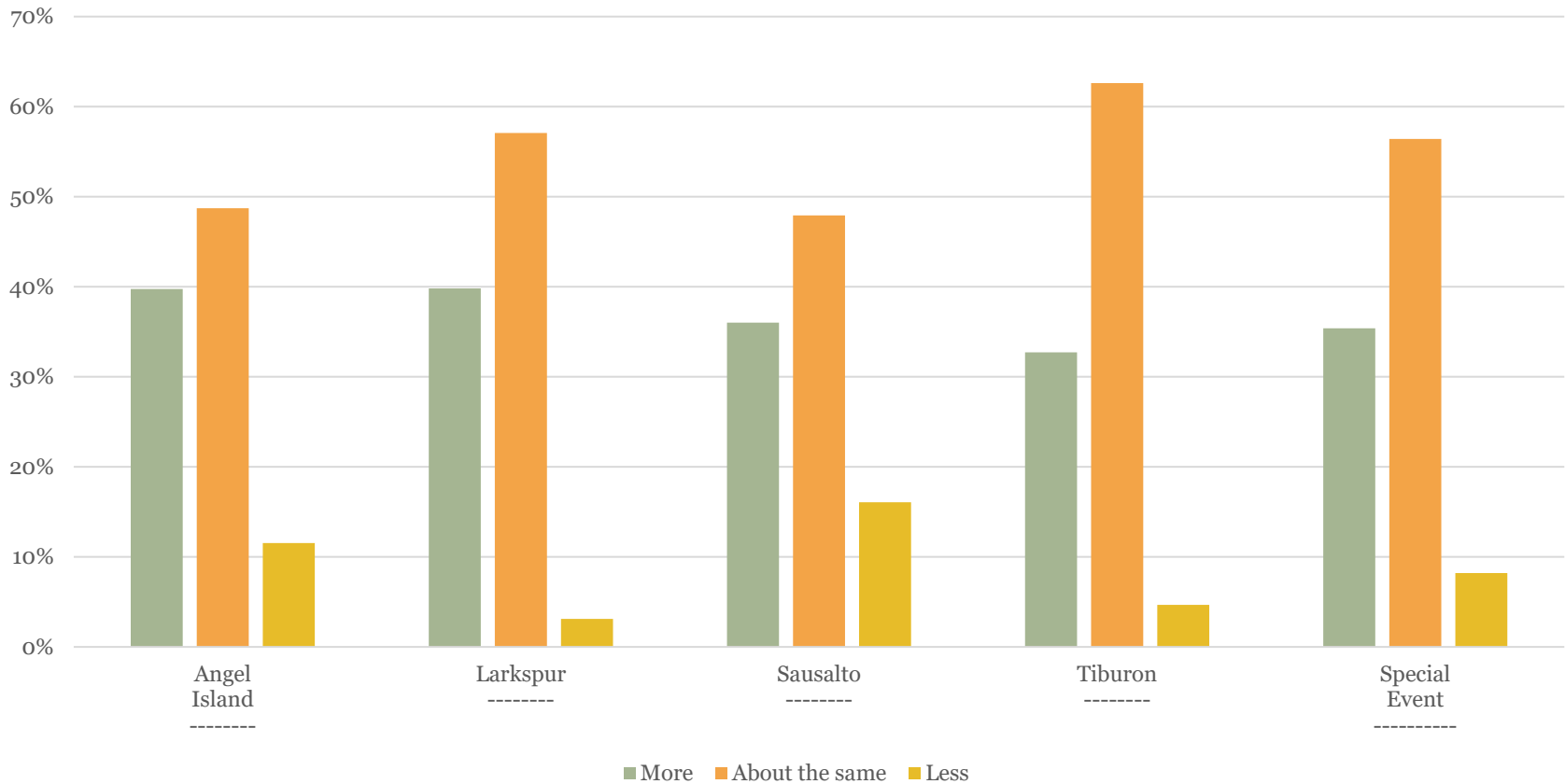
Percentage of riders who rode 4-5 days a week fell on Larkspur, Sausalito, and Tiburon ferries. Percent of riders riding less than once a month also rose on all three routes.

# Drop in 4-5 days per week ridership

	2018	2023
Larkspur	53.90%	14.50%
Sausalito	18.20%	7.40%
Tiburon	66.10%	19.30%

# Future Frequency - Ferry

Do you plan to use GGF more or less in the next year or so?

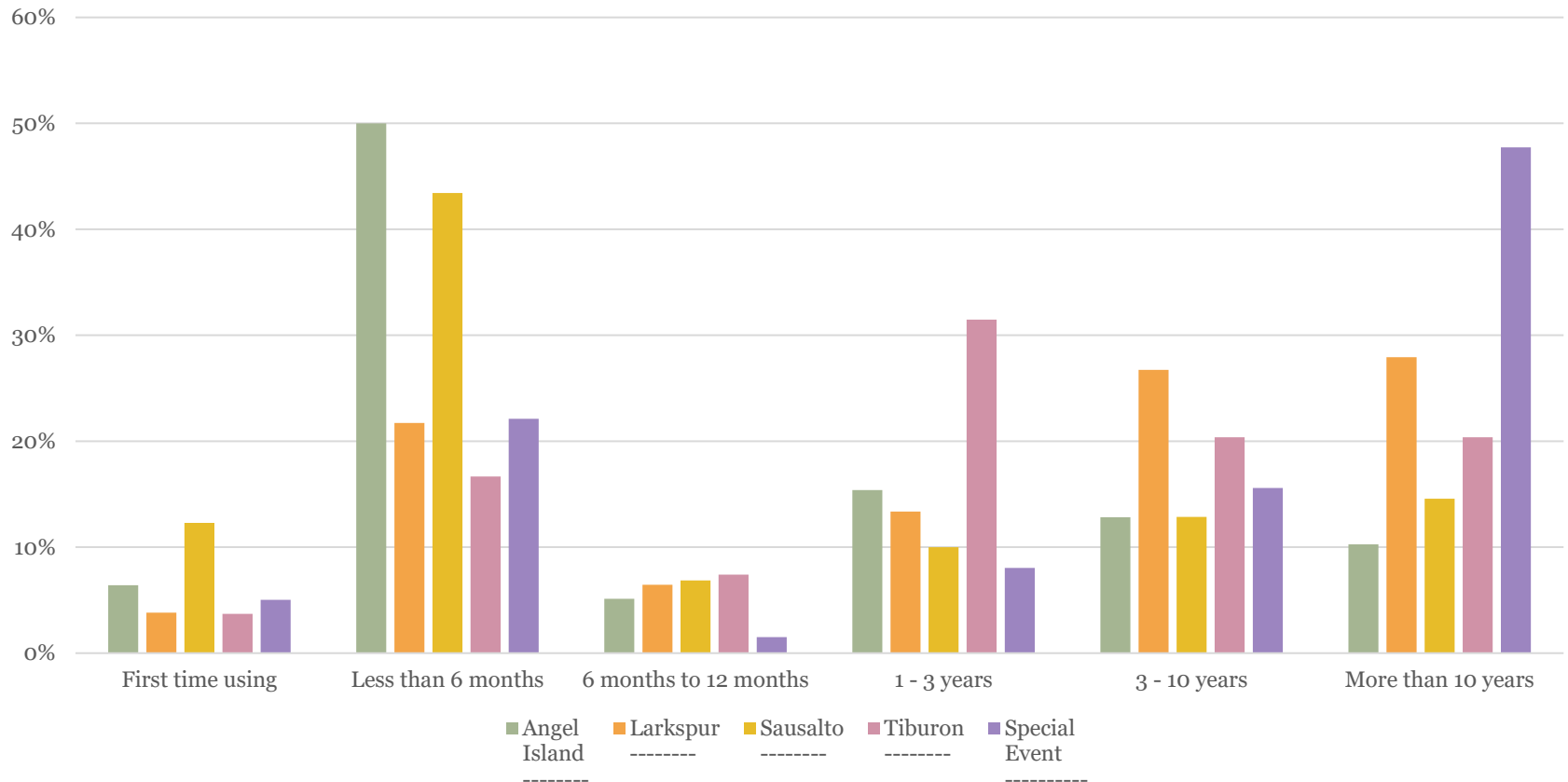


Prospects are a little better on ferry for increased ridership, with 37% of riders planning to ride more often.



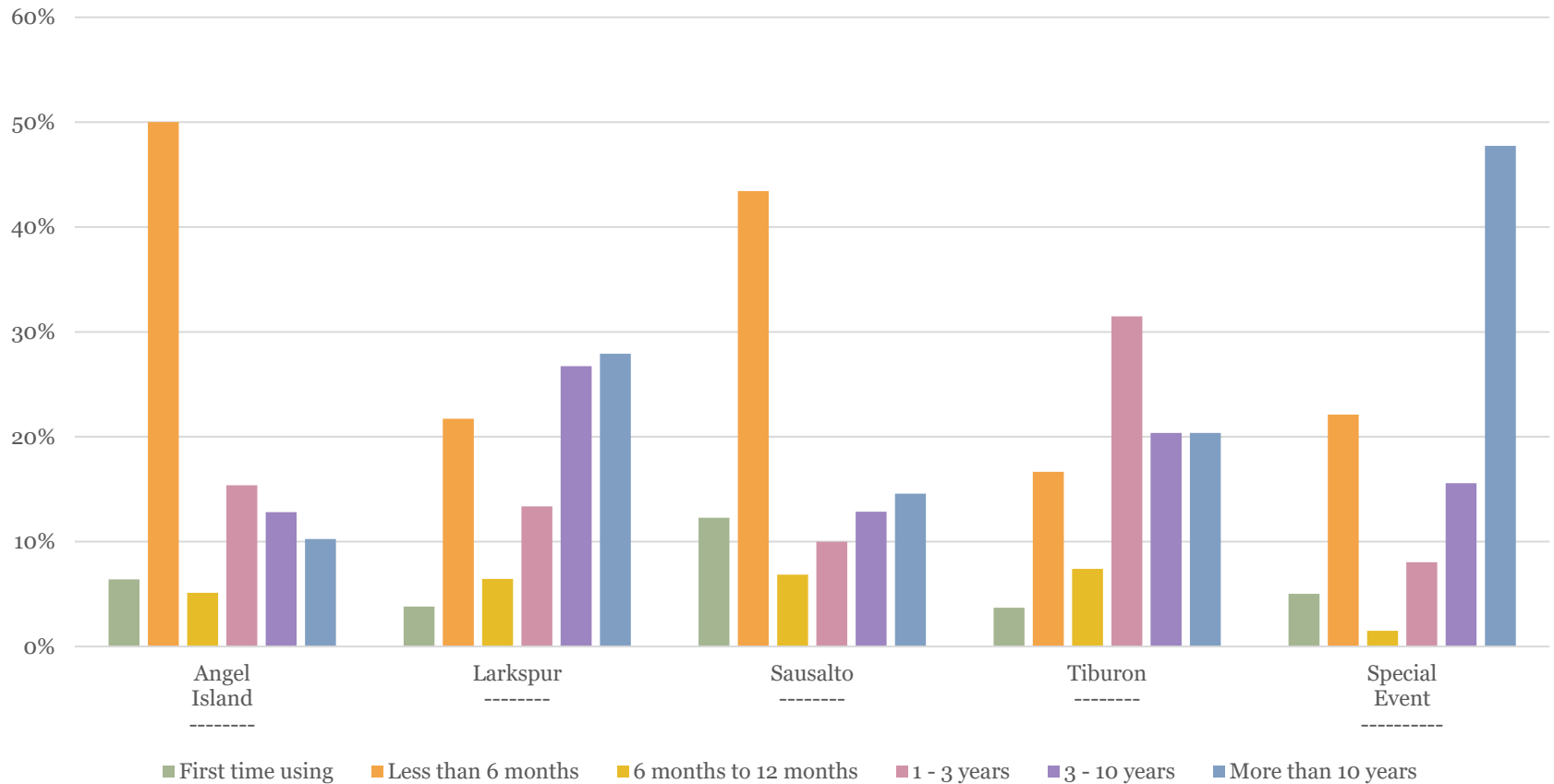
# Rider Tenure

How Long Have You Been Using Golden Gate Ferry?



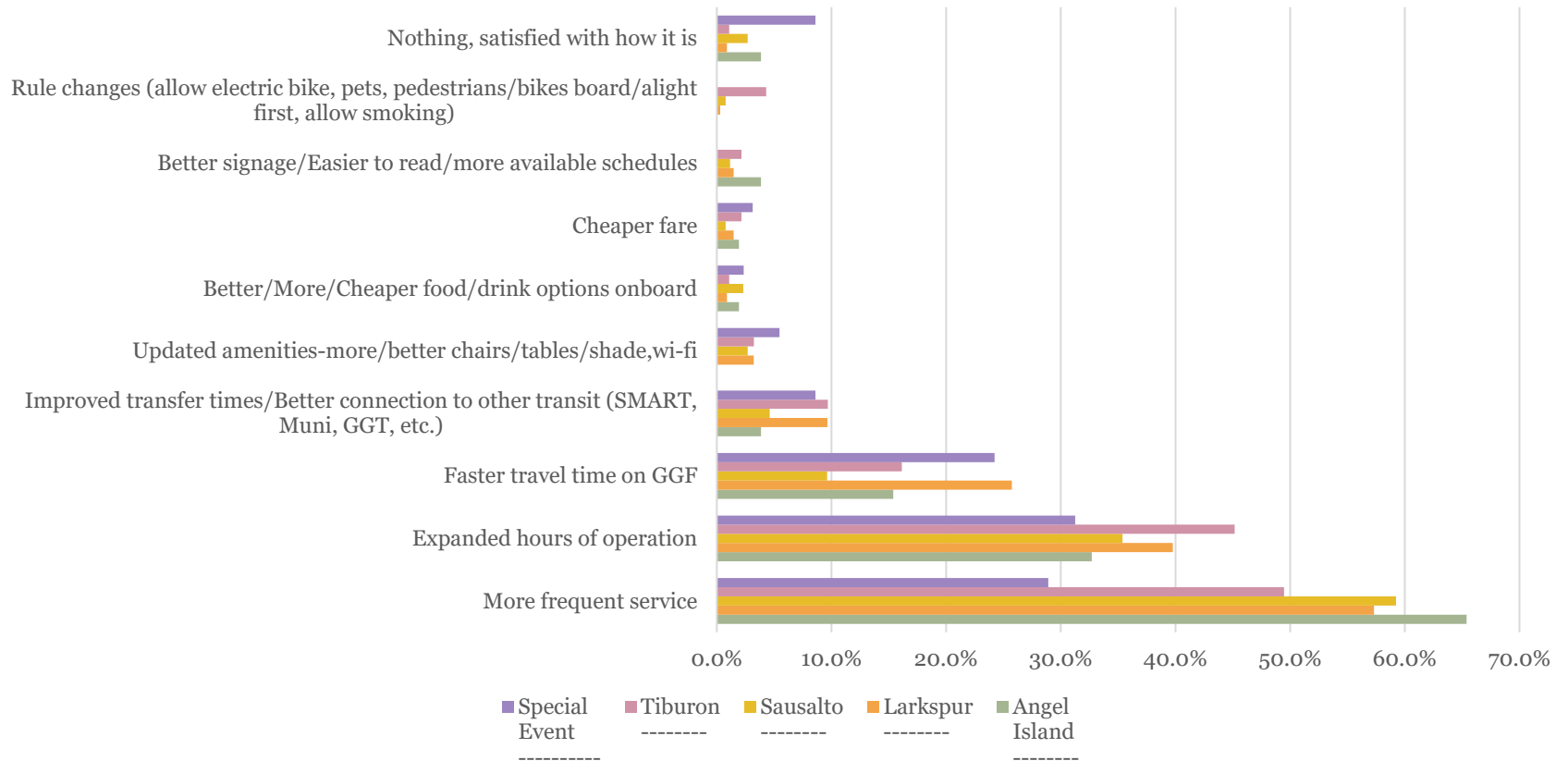
# Rider Tenure by Route

How Long Have You Been Using Golden Gate Ferry?



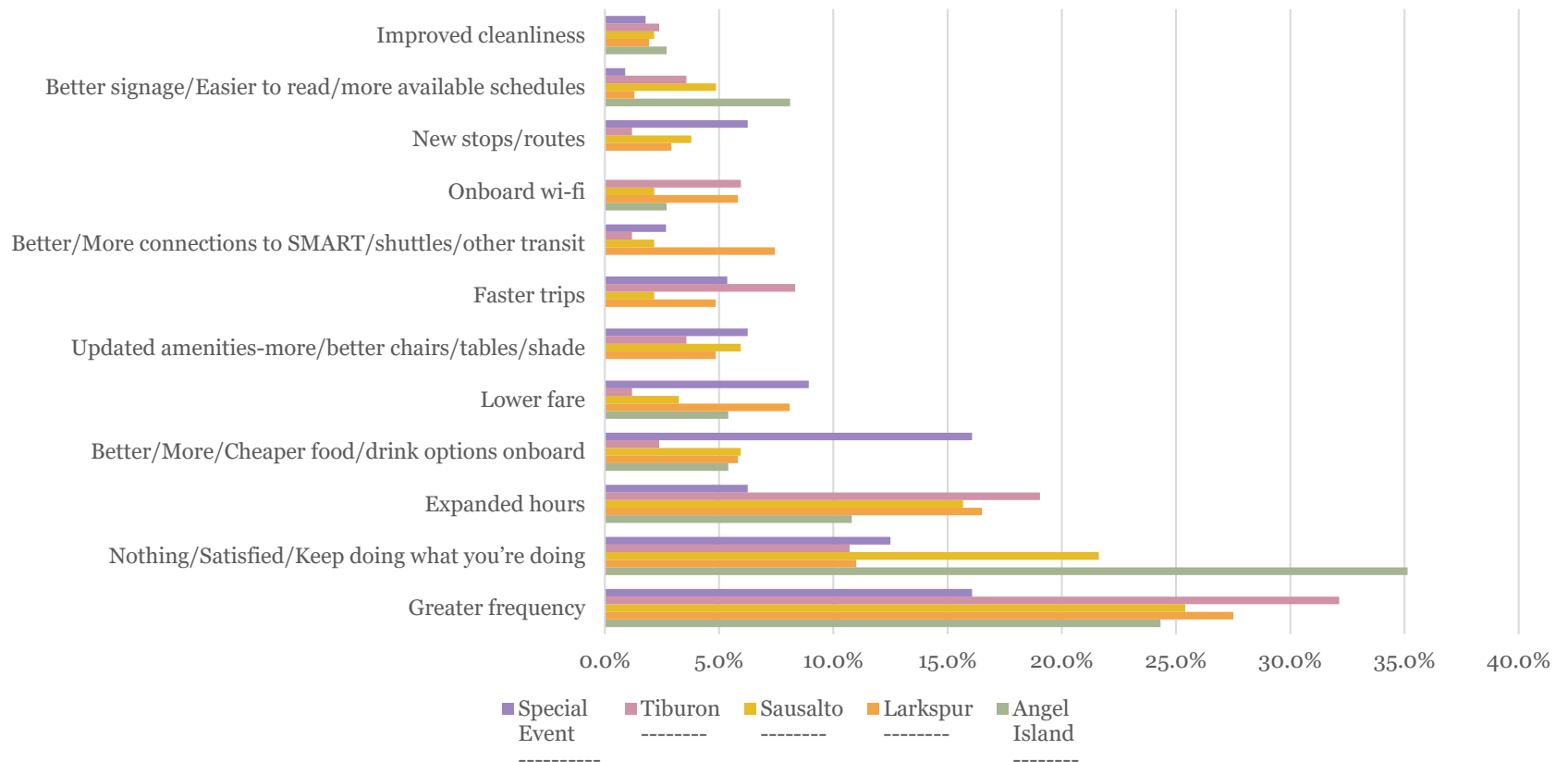
# What would have improved your trip? Ferry

What would have improved your trip today? (Ferry)



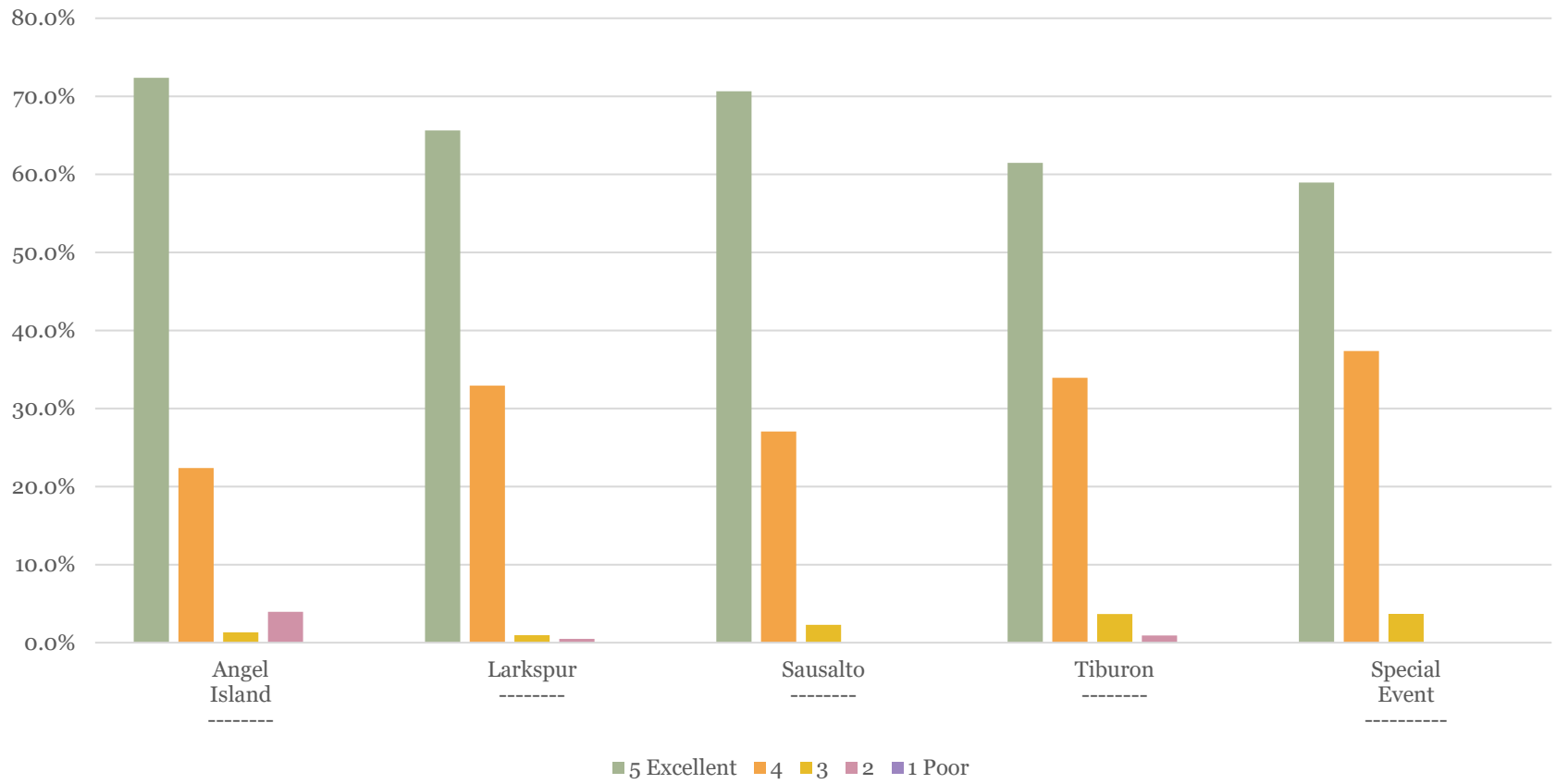
# How to Improve Future Service

A Key Thing Golden Gate Ferry Could Do to Improve Future Service



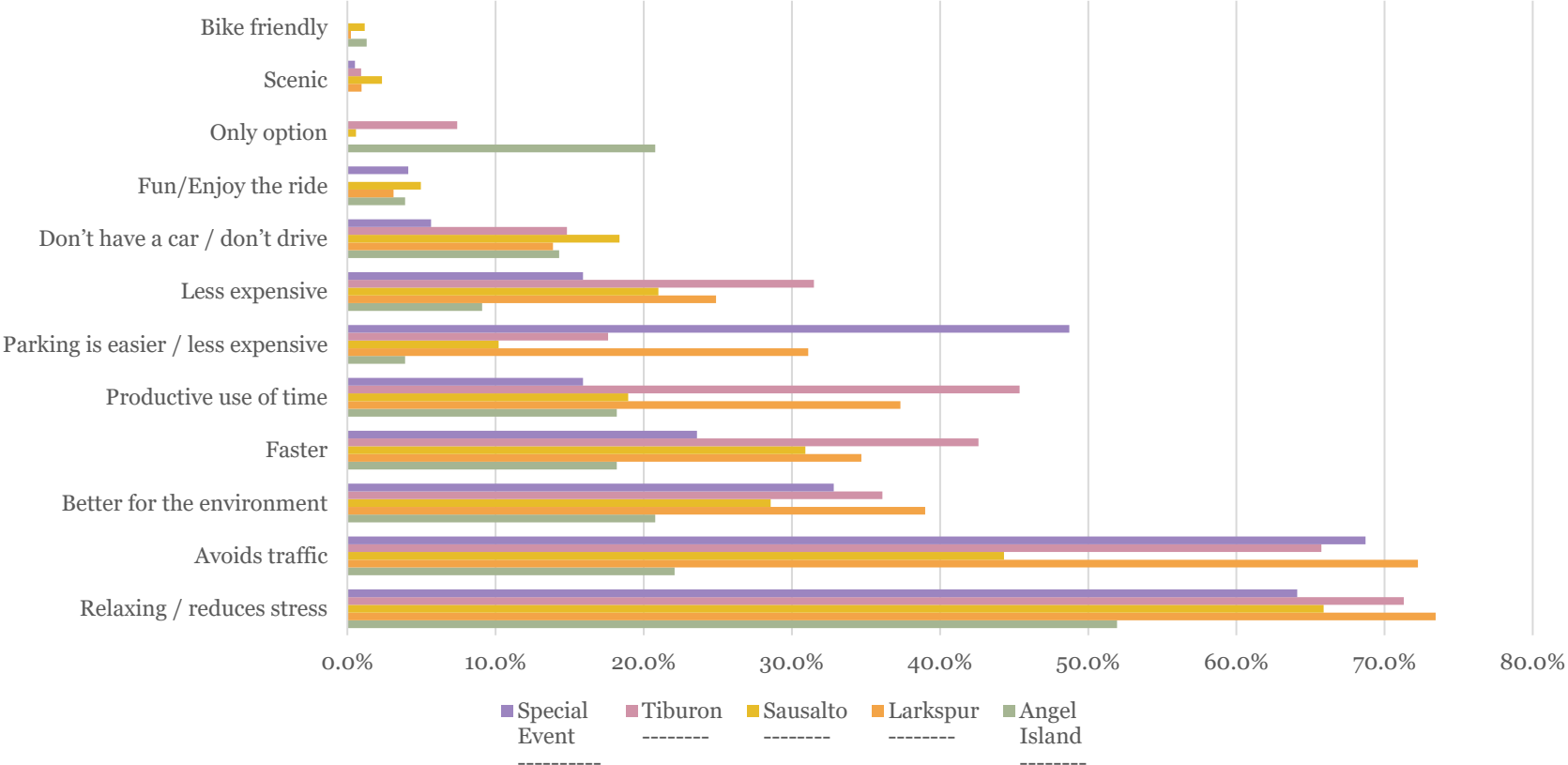
# Overall Rating by Ferry Route

Overall Rating by Ferry Route



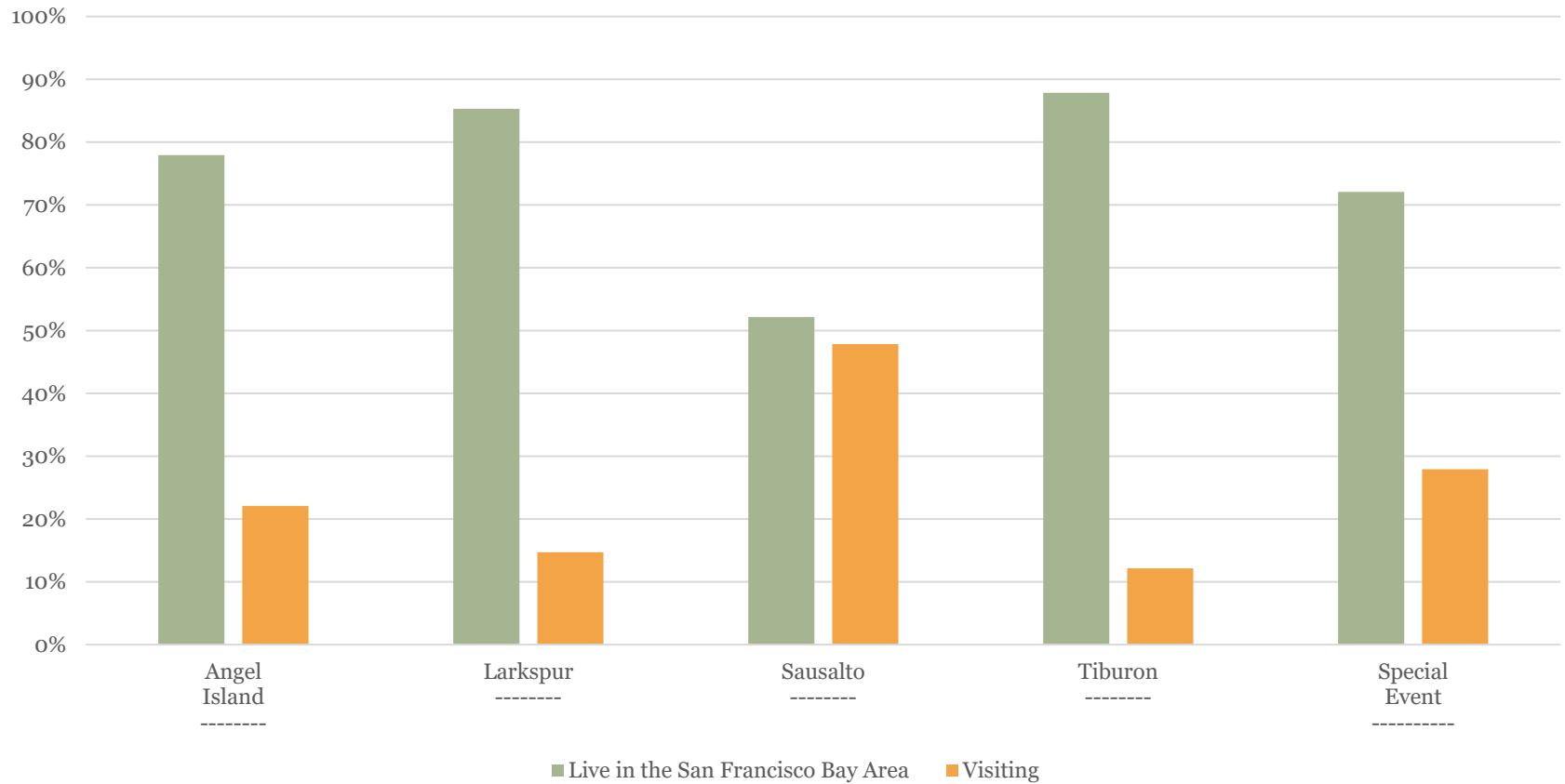
# Reason for Using GGF

Reason for Using GGF



# Resident or Visitor?

Resident or Visitor?



# Key Findings

- Walking all the way is a popular way to access ferry services, with Larkspur riders driving and parking more frequently than on the other services.
- Percentage of riders who rode 4-5 days a week fell since 2018 on Larkspur, Sausalito, and Tiburon ferries. Percent of riders riding less than once a month also rose on all three routes.
- About half of riders have been using ferry for three years or less. Special Event service riders have the longest tenure.



# Key Findings

- Riders are overall satisfied, but more frequent service and expanded hours of service are the most frequently requested improvements.
- Stress reduction, avoiding traffic, and environmental benefits are the most frequently stated reasons for using the ferry over other modes of transportation.
- Most riders are Bay Area residents (73% overall). Sausalito and Special Event service have the highest proportion of visitors riding.