

Update on Ferry Employer Outreach and Marketing Efforts

FPAC

August 1, 2024

Employer Outreach

- During April, Marketing staff reached out via telephone to the top 16 employers of ferry riders in San Francisco to discuss promotion of our services to their staff members.
- Employers included Adobe, Autodesk, Blackrock, Cushman Wakefield, City and County of SF, Charles Schwab, First Republic Bank, Gap, Google, Kaiser, Sephora, Salesforce, Uber, UCSF, Wells Fargo, and Williams Sonoma
- In August we will follow up with a mailing of transit materials to these employers.

Golden Gate Ferry



Marketing Efforts

- Sail, Rail, and Explore – Co-promotion with SMART
- Cruise ship rack card distribution – Partnership with Port of SF
- Destinations Guide and marketing campaign
- Rethink Your Commute rack card
- Partnered with the Exploratorium for school field trips
- Giants Ferry promotions – Coloring book day, lei day
- Website content promoting destination travel and event calendar
- Social media campaigns, newsletter feature
- Summer destinations campaign launched in July
- Concierge mailing to hotels in August



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Measuring Success

- Monitor ridership numbers
- Track website traffic to specific ferry pages
- Development of the ferry marketing matrix



COMMUTE SMART
on Golden Gate Transit or Golden Gate Ferry



In an effort to make your commute as easy as possible, SMART connections with our buses and ferries have never been better! If you've been looking for new ways to beat the traffic, take a look at all of the options SMART and Golden Gate offer for your weekday commute!

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Questions?