

June 2021 GOLDEN GATE FERRY SURVEY RESULTS

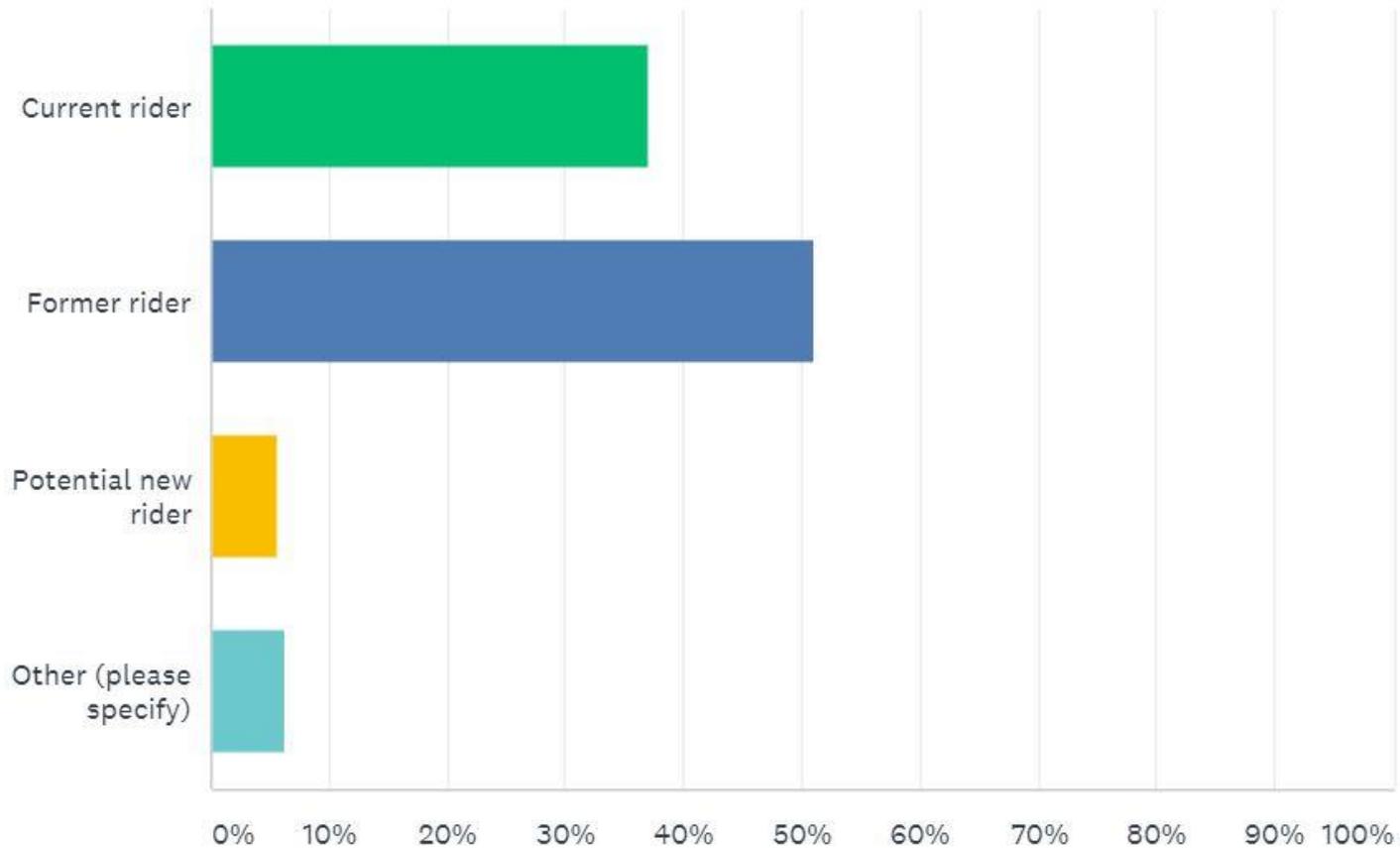


1001 respondents

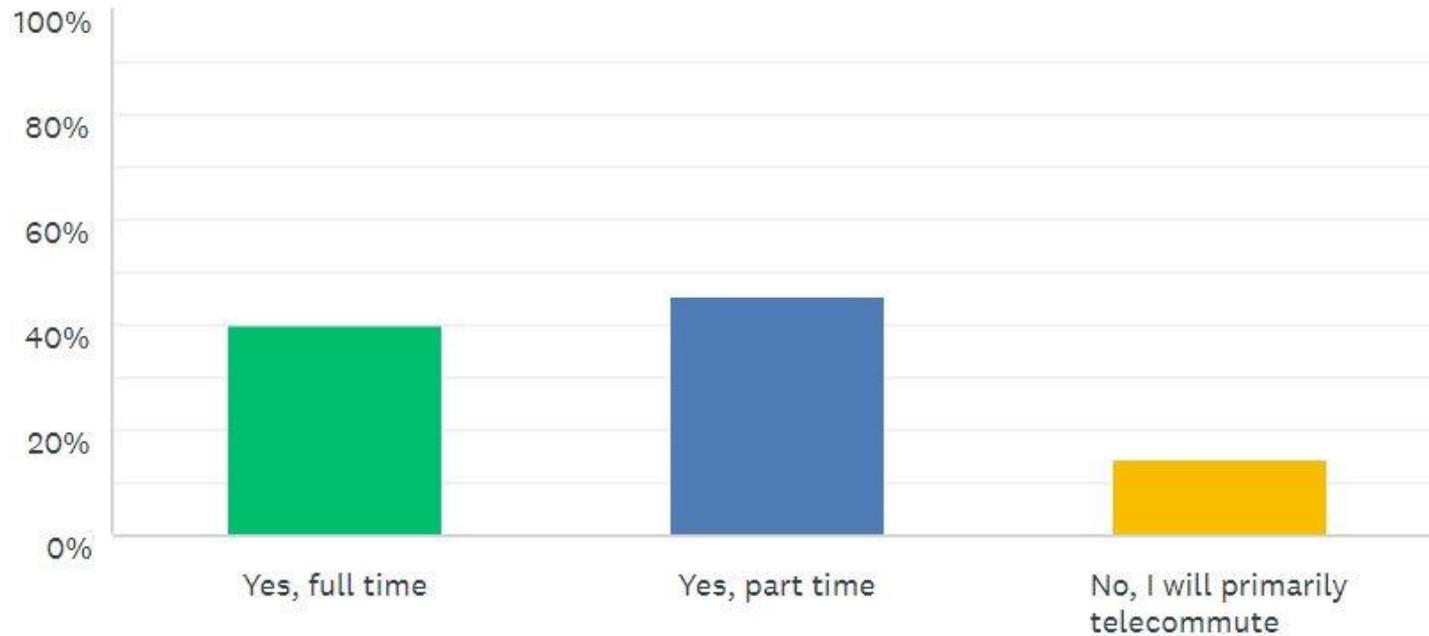
Survey was distributed via web :: email :: social

Current Ridership

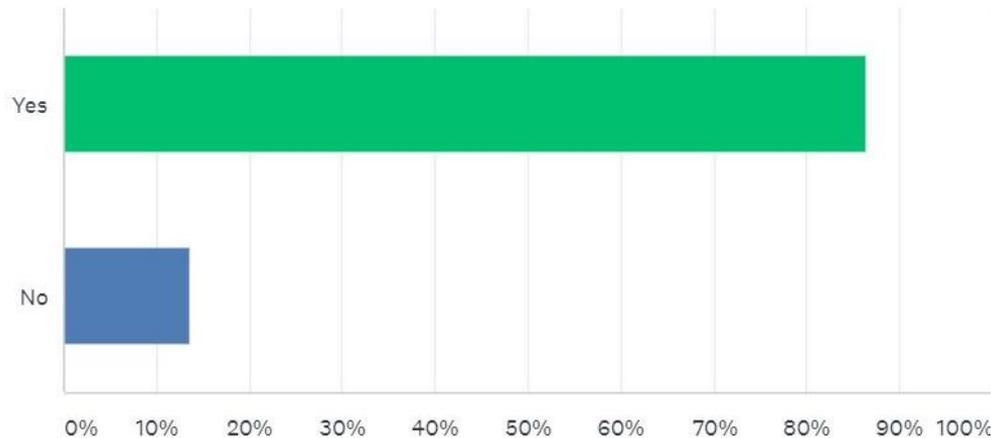
What best describes your current Golden Gate Ferry ridership status?



As Businesses Reopen, do you Plan to Return to your Workplace?



Will you Consider using Golden Gate Ferry for Commuting when you Return to Work?



IF NOT, why?

29%

Working from home

6%

Personal choice

6%

Don't feel safe

5%

Prefer to drive

53% responded "other"--

Top 3 responses:

- Schedules not convenient
- Doesn't go close enough to my office
 - Too expensive



Has your employer communicated a plan for returning to your office?

69% answered YES

What is the timing of that return?

27%
already back

32%
June - August
(212 respondents)

26%
Sept - Dec
(217 respondents)

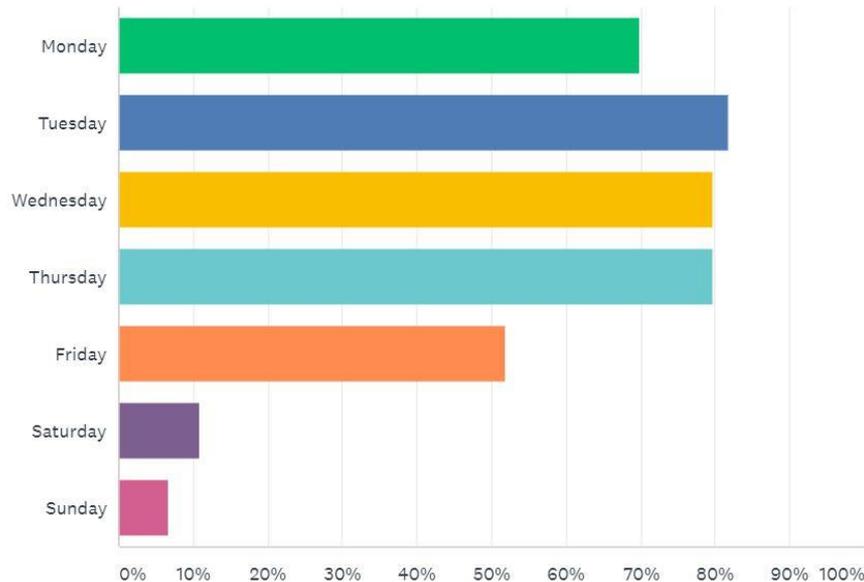
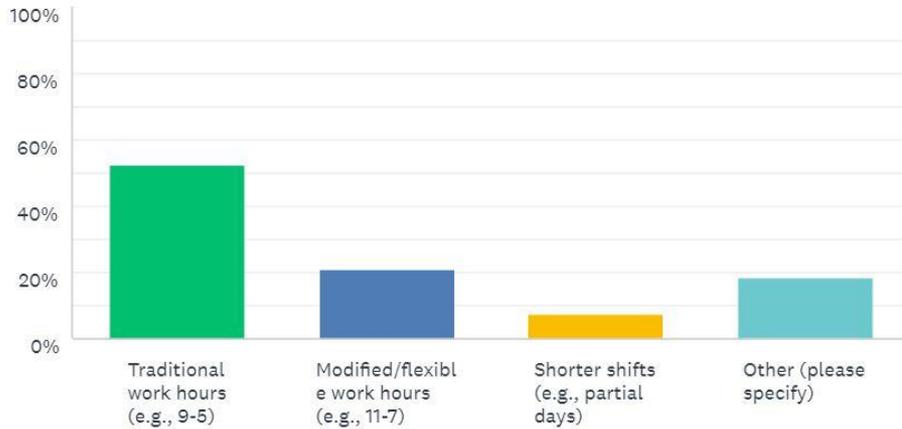
4.28%
2022
(248 respondents)



By December, over 85% of respondents will be back to work



What will your Schedule be upon Return?



How many days/week will you commute?

41%

3-4 days/week

29%

1-2 days/week

22%

5 or more

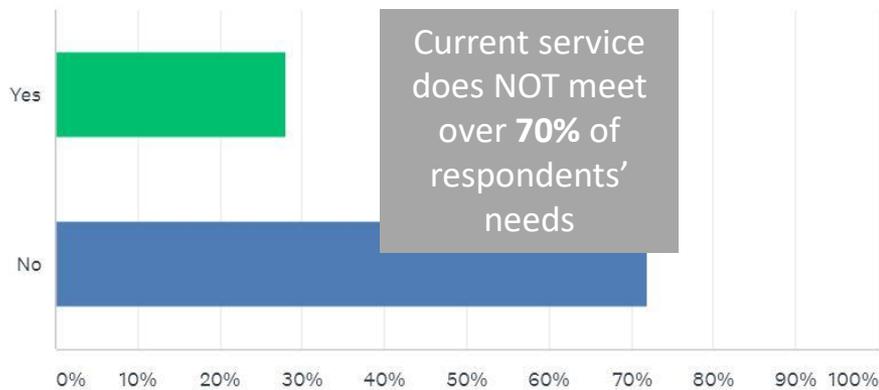
8%

0 days

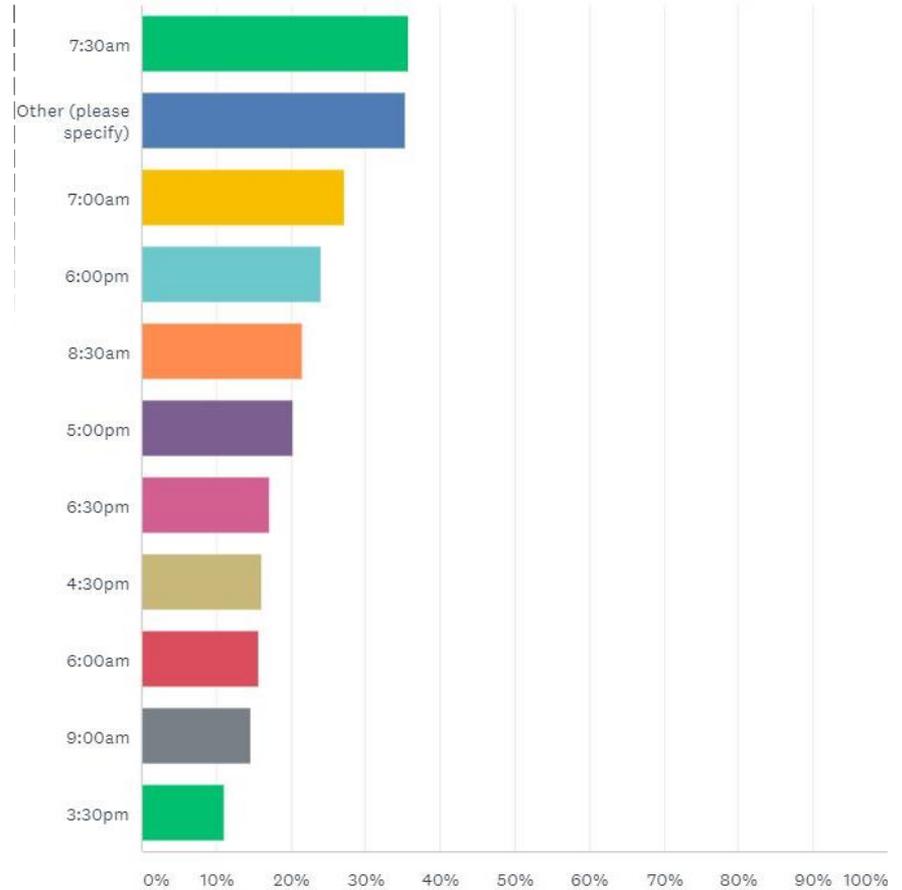


Current Larkspur Service

Do these trips meet your commute needs?



If not, what additional Larkspur departures would you need?



35% responded "other"--

Top 3 AM:

- 5:30/5:45am
- 10am
- 10:30am

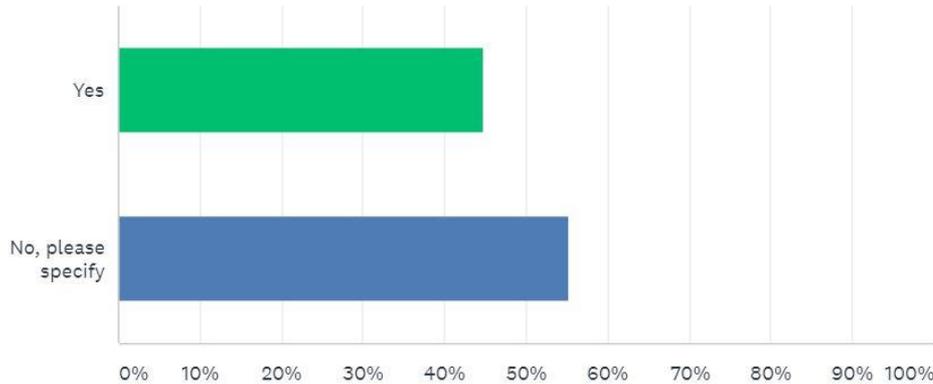
Top 3 PM:

- 7/7:30pm
- Noon
- 8pm



Current Sausalito Service

Do these trips meet your commute needs?



No, please specify --

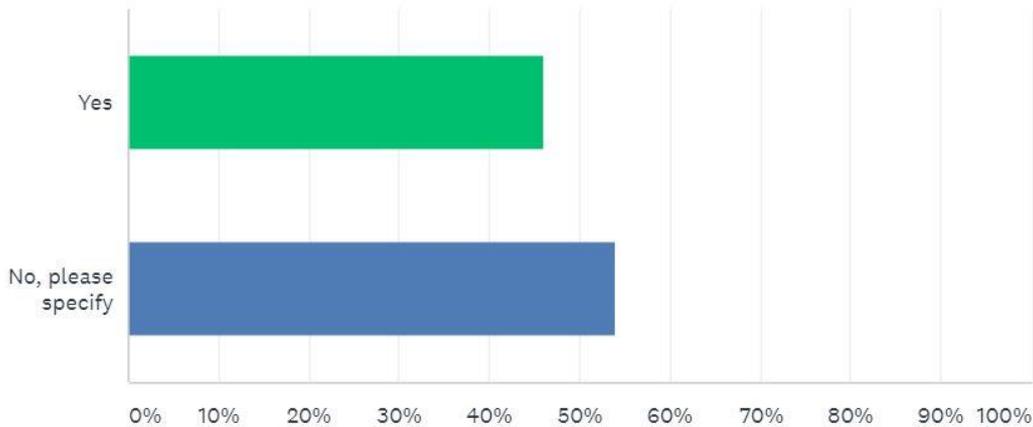
Top 3 responses:

- #1 comment by far was that the morning trip leaves too late.
Many people said a 6am and 7am departure time are needed.
- In general, respondents said there aren't enough trips and that they need more options.
- Later evening return is needed.



Current Tiburon Service

Do these trips meet your commute needs?



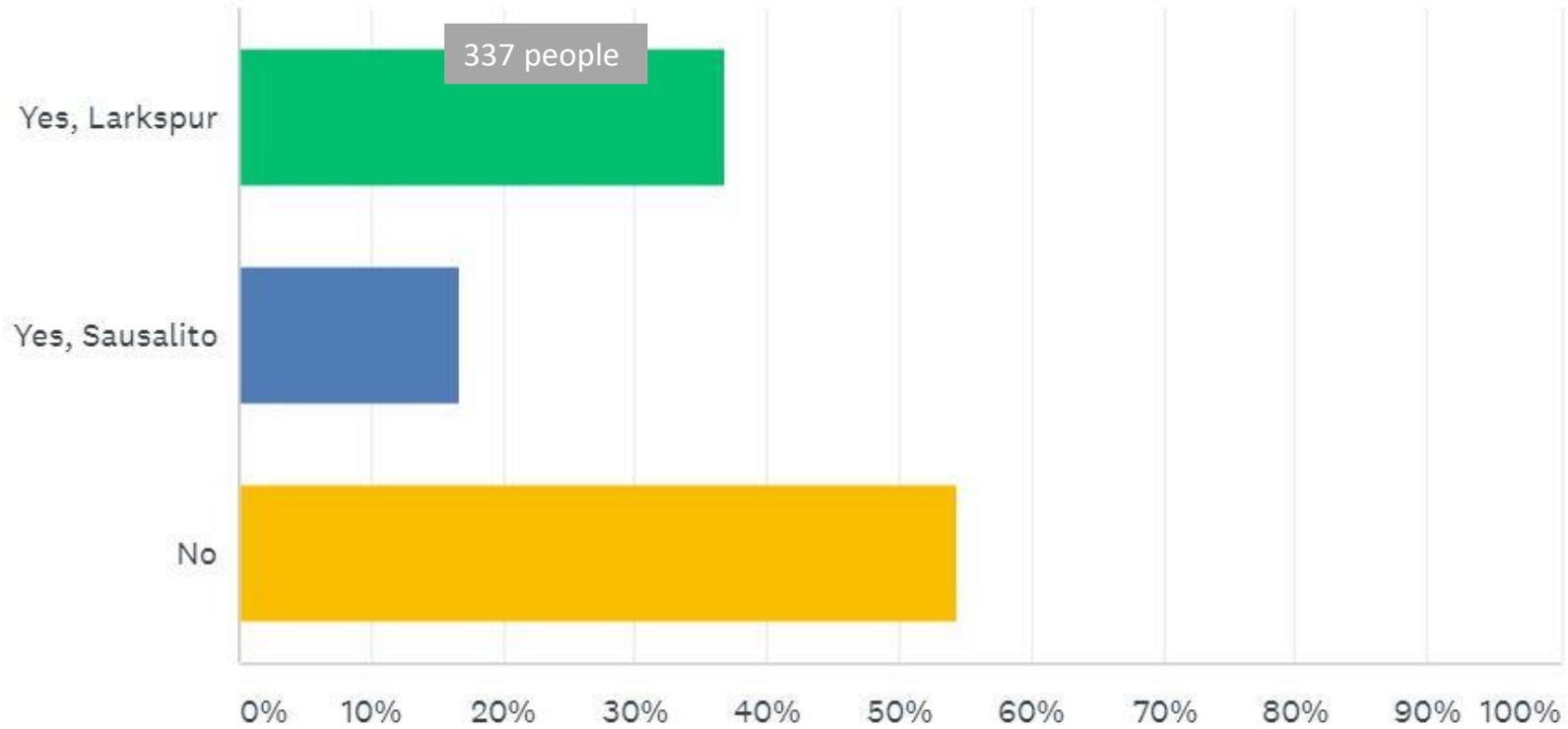
If not, what additional Tiburon departures would you need?

Top 3 responses:

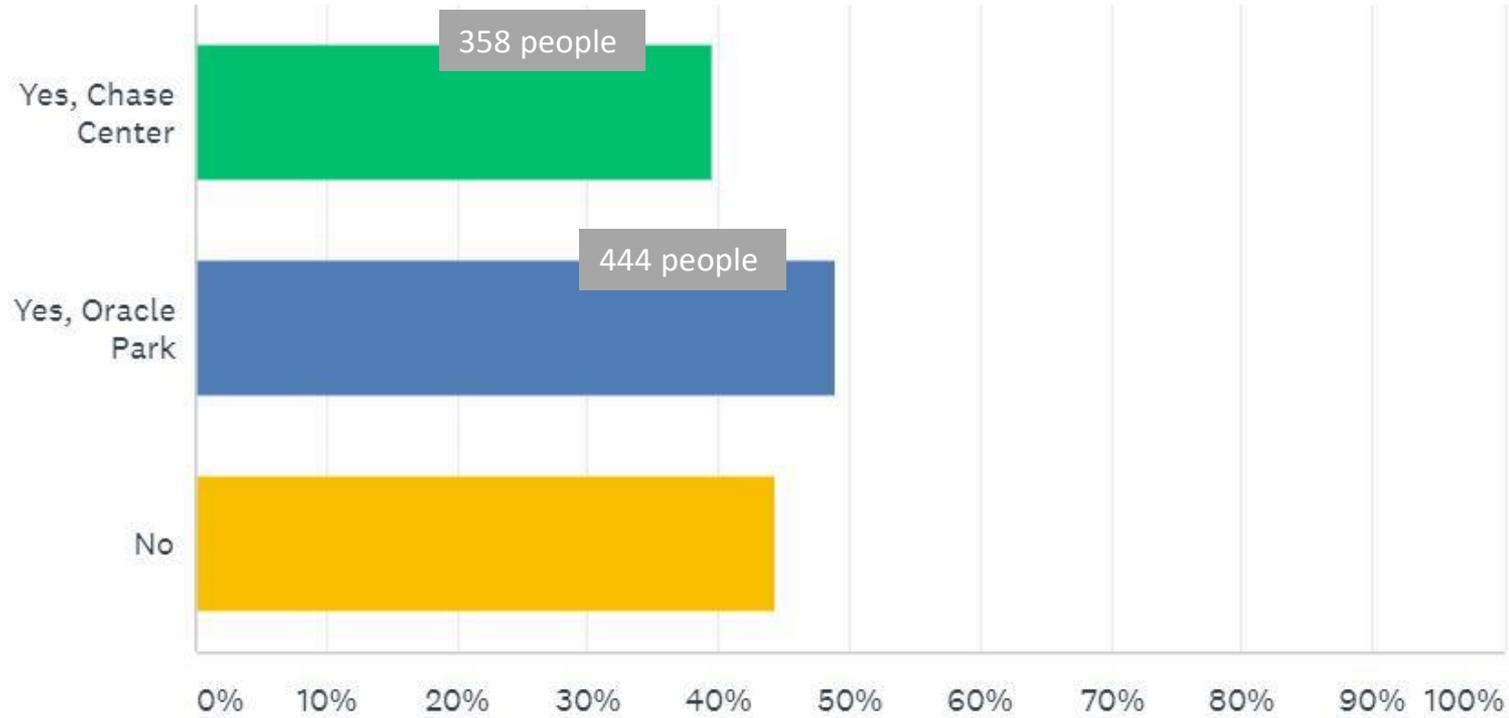
- More morning trips. The majority requested an earlier trip, however some people prefer to head in around 9am.
Most popular times requested:
 - 5:30/5:45
 - 7am
- Return trip needed at 5pm.
- Bring back the pre-pandemic schedule!



Weekend Service

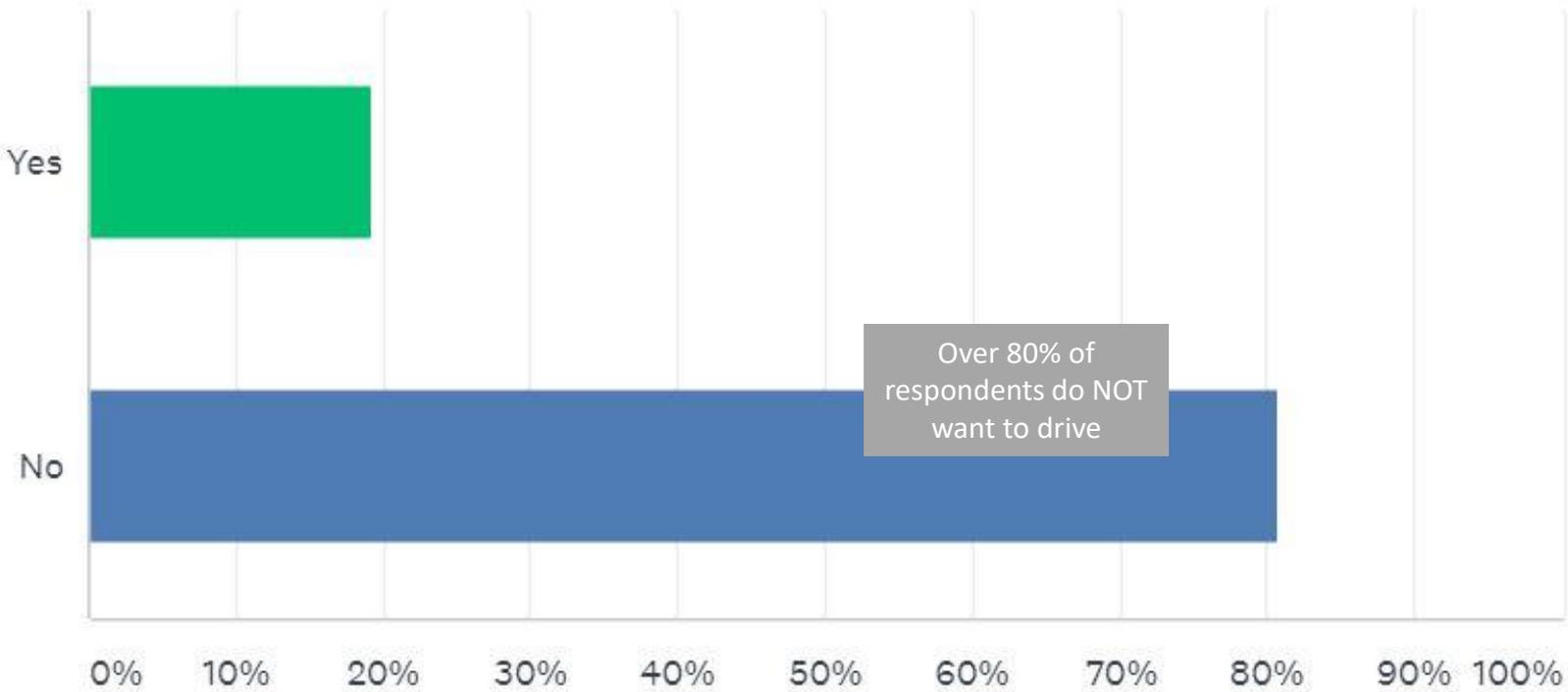


Sporting Events & Concerts

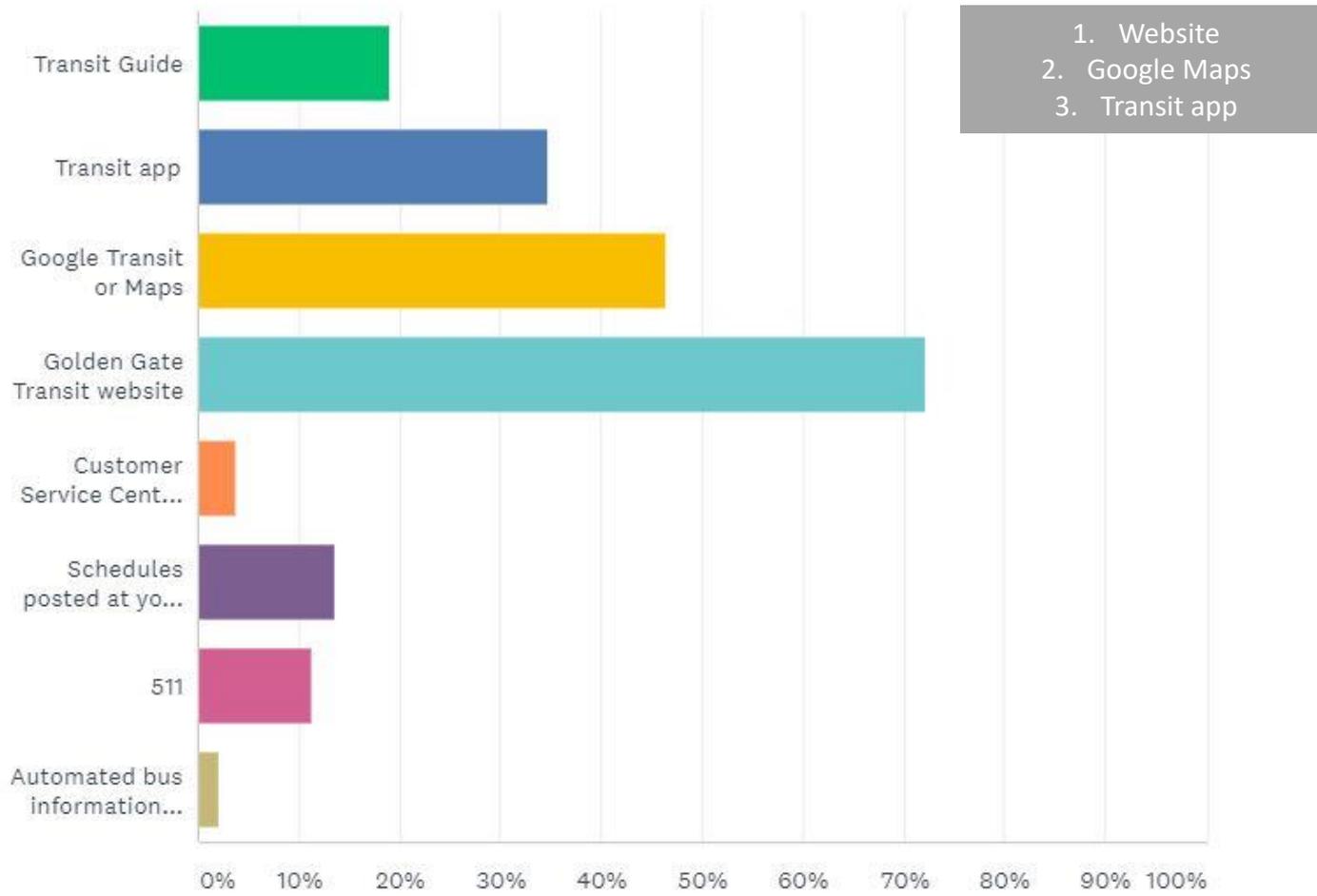


Driving vs. Public Transportation

If you are choosing to drive your own vehicle, do you see that as a long-term way of commuting?



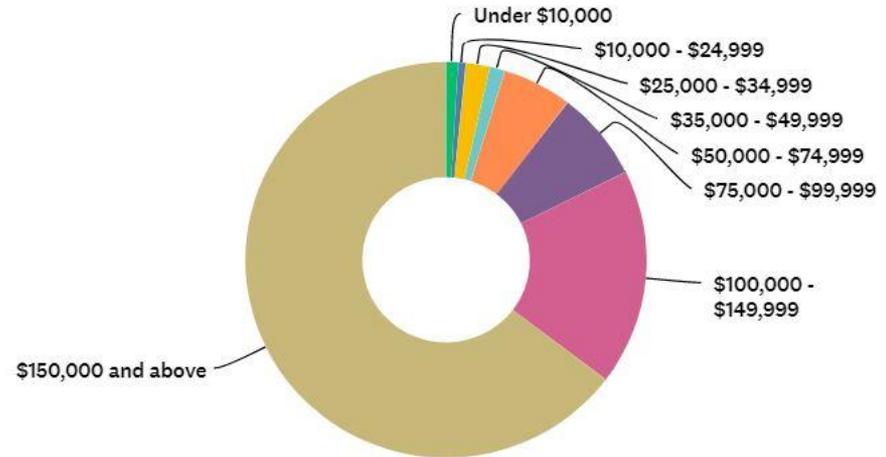
Trip-planning Tools Ranked



Demographics

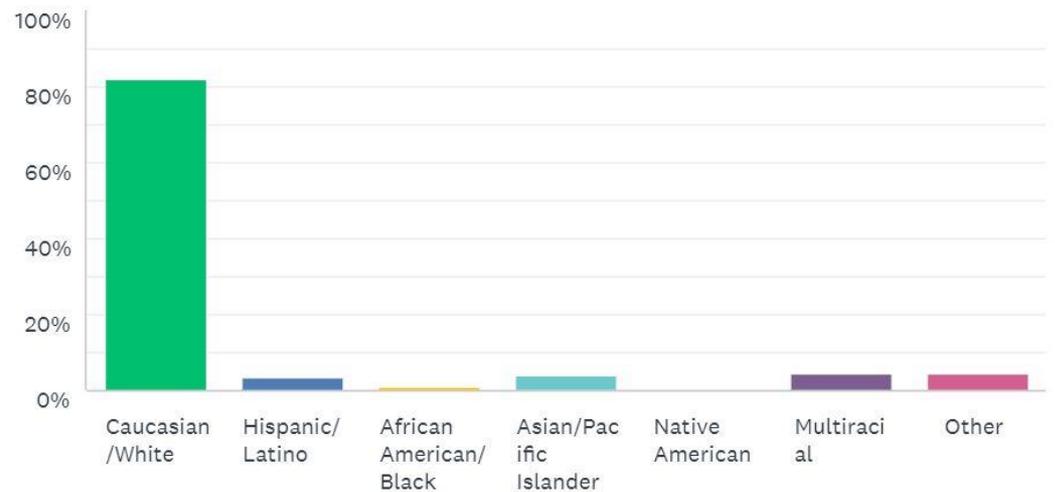
HOUSEHOLD INCOME

65% have a household income of \$150,000 or above



RACE/ETHNICITY

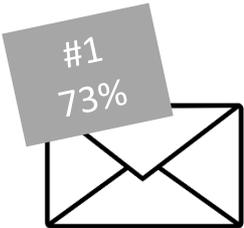
- 82% White/Caucasian
- 4% Multi-racial
- 3.9% Asian/Pacific Islander



How did you Hear About our Survey?



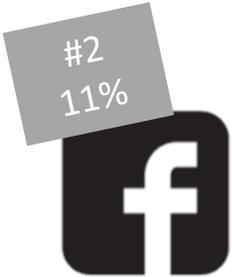
Transit app



Email newsletters



Website



Social Media

Other Comments for GGF

- Bring back concessions
- More bike space/allow electric bikes & scooters
 - Wifi!
- Bring back shuttles/more parking needed
 - Too expensive
 - Better connections with SMART
- Improve air flow and UV lights to kill virus



FERRY LOVE

"I miss you!"

**"Ferry staff are
always
friendly."**

**"Love the ferry,
hurry and
bring back my
Sausalito
ferry!"**

**"Miss you! I
love riding the
ferry."**

**"Thank you so
much!!!!
Please keep
running."**

**"Love you guys!
Best public
transportation
available."**

**"Thanks for
hanging in -
looking forward
to coming back
soon!"**

**"HUGE Thank you to
the Golden Gate
Tiburon Crew!!
Would be wonderful
if you can also take
over Sat/Sun
schedule."**

