Update on Ferry Employer Outreach and Marketing Efforts

FPAC

June 6, 2024
Golden Gate Ferry

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 June we will follow up with a mailing of transit materials to these employers.
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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
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Measuring Success

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