



Agenda Item No. (5)

To: Building and Operating Committee/Committee of the Whole  
Meeting of April 27, 2023

From: Michael S. Hoffman, Deputy General Manager, Ferry Division  
Denis J. Mulligan, General Manager

Subject: **DISCUSSION AND POSSIBLE ACTION RELATIVE TO THE NAMING  
OF A NEW FERRY VESSEL**

### **Recommendation**

The Building and Operating Committee recommends that the Board of Directors consider selecting the name for the Golden Gate Bridge, Highway and Transportation District's new ferry vessel and authorize the official filing of the name with the United States Coast Guard (USCG). Possible names suggested by staff include: *Motor Vessel (M.V.) Point Reyes*, *M.V. Olompali*, or *M.V. Salt Point*.

This matter will be presented to the Board of Directors at its April 28, 2023, meeting for appropriate action.

### **Summary**

The Golden Gate Bridge, Highway and Transportation District (District) currently operates a fleet of seven ferry vessels, all named after places. Six of the vessels are named after the District's represented counties, and one is named after the Golden Gate Bridge: *Motor Ship (M.S.) Sonoma*, *M.S. Marin*, *M.S. San Francisco*, *M.V. Napa*, *M.V. Del Norte*, *M.V. Mendocino*, and *M.V. Golden Gate*.

The District is currently in the design phase of a new ferry vessel. As part of the design process, this vessel must be named prior to submitting plans and drawings to the USCG for required approvals.

The Board of Directors (Board) has historically approved the names of ferry vessels in our service. As there are no other remaining counties in the District's represented area, staff began consideration of potential place names to propose to the Board. The Ferry Division formed an ad hoc team of internal stakeholders to discuss and select possible names for Board consideration. The team considered sites of significance within the boundaries of the District and ultimately selected three possible ferry vessel names: *M.V. Salt Point*, *M.V. Point Reyes*, and *M.V. Olompali*.

The District's Ferry Division staff were surveyed regarding their naming preferences. The survey was conducted from March 16 through April 6, 2023, to rank the three options. Responses were

received from 63 Ferry employees (there are 104 authorized positions in the Adopted 2022/23 Budget), and the results of the ranked choice scores are shown in Table 1.

Survey notifications were sent via email and flyers were posted in the crew rooms onboard the ferry boats as well as adjacent to the timeclocks at the Larkspur and San Francisco Ferry Terminals. Among Ferry Division staff, *M.V. Point Reyes* was ranked first, *M.V. Olompali* was ranked second, and *M.V. Salt Point* was ranked third.

**Table 1: Ranked Choice Survey Results**

<b>Rank</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>Score</b>
<b>M.V. Point Reyes</b>	53.97% (34)	25.40% (16)	20.63% (13)	<b>2.33</b>
<b>M.V. Olompali</b>	34.92% (22)	25.40% (16)	39.68% (25)	<b>1.95</b>
<b>M.V. Salt Point</b>	11.11% (7)	49.21% (31)	39.68% (25)	<b>1.71</b>

**Fiscal Impact**

There is no fiscal impact associated with this item.