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?

- Current rider
- Former rider
- Potential new rider
- Other (please specify)
As Businesses Reopen, do you Plan to Return to your Workplace?

- Yes, full time: 40%
- Yes, part time: 60%
- No, I will primarily telecommute: 0%
Will you Consider using Golden Gate Ferry for Commuting when you Return to Work?

Yes: 71%

No: 29%

IF NOT, why?

- Working from home: 29%
- Personal choice: 6%
- Don’t feel safe: 6%
- Prefer to drive: 5%

53% responded “other”--

- 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 (212 respondents)
- 32% June - August (217 respondents)
- 26% Sept - Dec (248 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

Bar chart showing the distribution of work hours options:
- Traditional work hours (e.g., 8-5) 60%
- Modified/flexible work hours (e.g., 11-7) 29%
- Shorter shifts (e.g., partial days) 8%
- Other (please specify) 3%

Bar chart showing the distribution of days per week:
- Monday: 50%
- Tuesday: 60%
- Wednesday: 60%
- Thursday: 60%
- Friday: 50%
- Saturday: 10%
- Sunday: 10%
Current Larkspur Service

Do these trips meet your commute needs?

Current service does NOT meet over 70% of respondents’ 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?

- **Yes**
- **No, please specify**

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

- Yes, Larkspur: 337 people
- Yes, Sausalito
- No
Sporting Events & Concerts

- Yes, Chase Center: 358 people
- Yes, Oracle Park: 444 people
- No: 444 people
Driving vs. Public Transportation

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

Over 80% of respondents do NOT want to drive.
Trip-planning Tools Ranked

1. Website
2. Google Maps
3. Transit app
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: 3.5%
Email newsletters: 73%
Website: 10%
Social Media: 11%
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.”