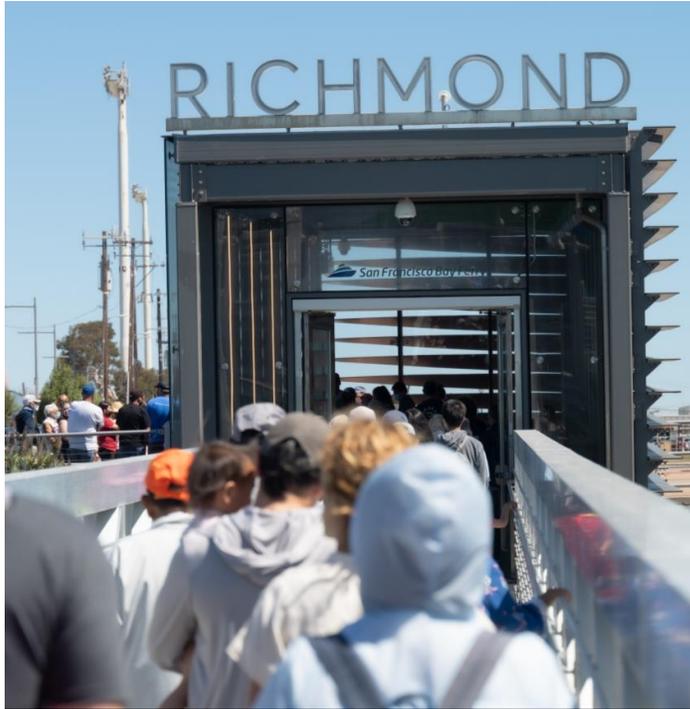


RICHMOND FERRY UPDATE

September 23, 2022

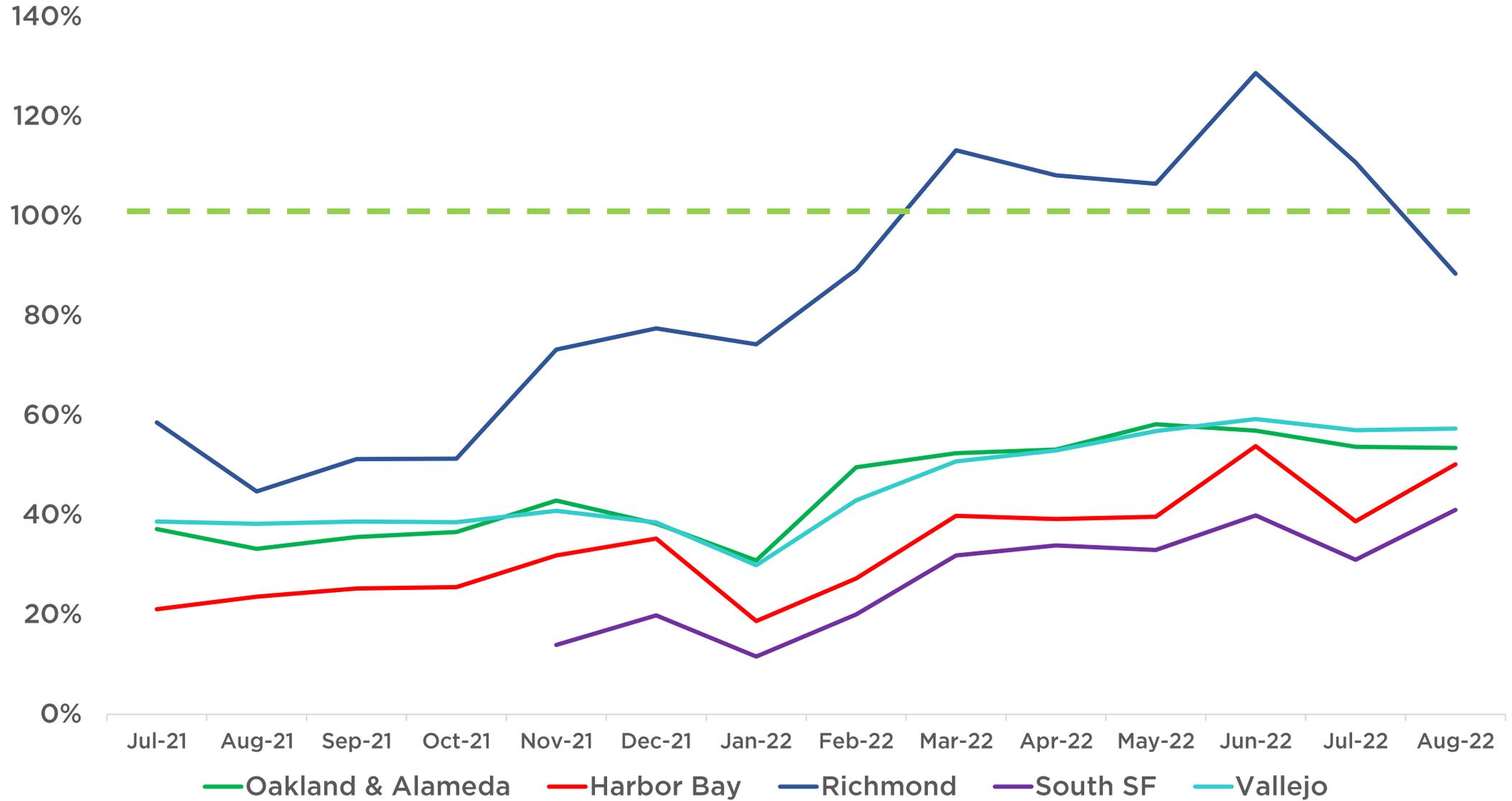


 **San Francisco Bay Ferry**
A SERVICE OF WETA

STATUS SUMMARY

- Ridership recovery systemwide is strong compared to other regional commute-focused operators, but still not where it needs to be
- Richmond received the biggest service level bump in ferry system in Pandemic Recovery Program in July 2021
- Richmond recovery has been the strongest by percentage
 - Shortest pre-pandemic base to build from (14 months)
 - Year-round weekend service vs. Summer 2019 pilot
- Weekend ridership has been strong systemwide, including in Richmond
- Commute is climbing slowly

MONTHLY RIDERSHIP COMPARED TO CALENDAR YEAR 2019



RICHMOND FERRY FEST

- Purpose: **raise awareness** of relaunch of daily ferry service to San Francisco and **celebrate** the community
- 2,000+ attendees with 1,200 taking advantage of free ferry rides
- A dozen community partners with booths and activities
- Kid zone and bike rodeo
- Noticeable ridership bump rest of summer



RICHMOND FERRY FEST



ADDITIONAL INFORMATION

- Pandemic Recovery Program extended through June 2023
- Ongoing systemwide marketing campaigns to highlight amenities and lowered fares
- Onboard intercept survey completed, with data coming in December 2022
 - Will include demographic and sentiment data by route
 - We will provide this data to WCCTAC staff
- Additional community outreach work is ongoing and will continue
- Working with businesses to build itineraries and partnerships

WATER EMERGENCY TRANSPORTATION AUTHORITY