San Francisco Bay Ferry

2013 Passenger Study

Draft

Survey Findings Report

Conducted by:

Redhill Group
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San Francisco Bay Ferry

redhillgroup
THE POWER OF INSIGHT

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EXECUTIVE SUMMARY

METHODOLOGY

Under contract to the MTC, Redhill Group conducted a survey of the WETA (Water Emergency Transportation Authority / San Francisco Bay Ferry) riders to provide accurate trip information to support planning initiatives. The survey included traditional demographics, languages spoken, fare media and selected attitudinal questions. The survey employs a methodology that includes a brief, two-minute onboard survey that is limited to origin and destination-types and rider contact information. This much shorter initial survey format leads to significantly higher rider participation compared to traditional onboard surveys and minimizes non-response bias for short trips.

The short onboard survey is followed up by a telephone survey that incorporates real-time trip mapping. Replacing a detailed self-administered paper and pencil survey with a telephone survey minimizes literacy issues that often result in non-response bias.

The real-time trip mapping component also ensures that each component of a rider's complete trip is accurately captured including all trip segments, transfers, and logical access and egress information. Together, these enhancements produce a more accurate picture of true travel patterns, enabling more effective route and schedule planning.

The goal of the survey is to capture five percent of weekday boardings for riders 16 or older. The summer months of June to August have expanded ridership, resulting from increased tourism during these months. Accordingly, the non-summer month average (September-May) of 102,201 was selected for the sampling plan as it is more representative of regular commuting travel.

The sampling plan for weekday riders was established at 190, which is 5.0 percent of average daily weekday boardings of 3,785. Since almost all riders ride in both directions, the number of actual riders is approximately half the number of boardings. Accordingly, five percent of weekday boardings equates to 10 percent of weekday riders. The actual number of weekday surveys completed was 291. Weekday survey quotas were established by on-off terminal combinations and daypart (Early AM 5:00 to 5:59 AM; AM Peak 6:00 to 9:59 AM; Midday 10:00 AM to 2:59 PM; and PM Peak 3:00 to 9:00 PM). Where the individual on-off terminal combinations by daypart produced fewer than 100 boardings, cells were combined with the most logical contiguous on-off terminal combinations by daypart to produce a survey target of at least five respondents.

A weekend sampling plan was developed using the same methodology and five percent of average weekend day boardings of 2,287 producing a target sample size of 115. The actual number of weekend surveys completed was 127.

Field surveying was conducted between November 12th and November 17th, 2013. Follow-up telephone surveying was conducted between November 18th and December 4th, 2013. Final results for the surveying process included a total of 291 weekday and 127 weekend phone surveys, and 1,345 weekday and 530 weekend field surveys.

KEY FINDINGS

WEEKDAY

- The distribution of home-based trip purposes is primarily work oriented with work trips accounting for 86 percent of home-based destinations. This is followed at a much lower level by social/recreational destinations (7%), college (3%), shopping, (2%) and maintenance (1%).

- The trip purpose distribution is in line with employment and school demographics. At 91 percent, the majority of weekday riders indicate that they work (86% work only, and 5% work and attend school), and seven percent indicate that they are students (2.6% students only and 4.6% both students and workers). Six percent of riders are neither employed nor students.

- A majority of riders' (62%) access the ferry from home by driving alone while 12 percent walk to reach their first boarding point. The remaining quarter (25%) carpool (11%), bicycle (8%), or are dropped off (6%). The average access walk time is 8.5 minutes and half (50%) walk five minutes or less. For the 88 percent of riders who do not walk to their first stop, the average distance from home to their first boarding point is 6.3 miles.

- While only 12 percent walk from home to the ferry almost all riders (87%) walk to their final destination, and have an average walk time of 11.5 minutes. The remaining 13 percent use a bicycle (8%), are picked up (3%), or carpool[1] (2%) to reach their non-home destination with an average travel distance of 2.5 miles.

- Four out of five WETA ferry riders (81%) complete their one-way trip without transferring to or from public transit. Seventeen percent make one transfer and only two percent require two or more transfers.

- Among the various areas in San Francisco, the Financial District (39%) is the most common weekday destination. This is followed at a lower level by the Embarcadero (17%), Civic Center/Mid-Market (12%), and Fisherman's Wharf (11%). SoMa and Mission Bay were much lower at seven and three percent respectively.

- If the WETA ferry were not available, half of riders (49%) say they would take BART (Bay Area Rapid Transit). Almost a quarter (21%) would drive alone, and 15 percent would take a bus. A limited number of riders (7%) would carpool, and seven percent would not make the trip.

[1] The carpool category includes vanpools and non-public shuttles such as pick-up vans for medical facilities, employers or schools. Public shuttles are accounted for as a trip transfer.

- About one-third (32%) of weekday riders have been riding WETA for at least five years while 37 percent of riders have been riding for less than a year. The median longevity for current weekday riders is approximately two years.

- Reasons weekday riders tried WETA for the first time are highly diverse with no single reason accounting for 20 percent of more. The top three reasons are to avoid paying for parking (19%), to be more relaxed (16%), and to have more time for personal activities on the ferry (14%). This is followed by "an alternative to BART" (10%), and because of the BART strike (9%).

- The vast majority of riders who have been riding less than two years (92%) say they will continue to use the ferry. Among those who that say they will not continue riding, over half (57%) indicated that they are visitors to San Francisco and an additional 15 percent are planning to move out of WETA's jurisdiction. Eighteen percent indicated that BART is faster or closer to their home or work place.

- Fare media is split between cash on Clipper Card (36%), passes (25%), ticket booklets (19%), and cash in the form of bills and coins (19%) to buy a ticket. Almost all weekday riders (92%) pay the full adult fare.

- Almost all weekday WETA riders are "choice riders" since 98 percent have a driver's license and 98 percent have at least one vehicle available to their household.

- Twenty-one percent of WETA riders speak a language other than English at home. The primary non-English languages spoken at home as a percentage of all riders are Spanish (8%, 381 boardings, 191 riders), Tagalog (2%, 82 boardings, 41 riders), Hindi (1%, 65 boardings, 33 riders), Chinese-Cantonese (1%, 63 boardings, 32 riders), Portuguese (1%, 56 boardings, 28 riders), Italian (1%, 39 boardings, 20 riders), and French (1%, 37 boardings, 19 riders).

WEEKEND

Weekend riders are significantly different than weekday riders in terms of trip characteristics, travel modes, and demographic profile. Key differences are highlighted below:

- As might be expected, the trip purpose for weekend riders is much more oriented toward social/recreational trips (81%) in contrast with weekday trips, which are primarily work-related (86%).

- While weekday access is primarily by driving alone (62%), this drops to 35 percent on the weekend with carpooling accounting for 39 percent. In addition, the average weekend distance traveled by non-walkers from home to the first boarding point is 18.9 miles, which is three times as high as the weekday average of 6.3 miles. Moreover, despite the similar distribution of egress modes, the weekend average distance traveled from the last stop to the non-home destination is much higher at 12.7 miles compared to the weekday average at 2.5 miles.

- Weekend riders are more likely to travel to the Embarcadero (30%) and Fisherman's Wharf (29%) than weekday riders at 17 and 11 percent respectively and less likely to go to the Financial District at seven percent compared to 39 percent for weekday trips.

- The reasons that motivated respondents to try riding WETA are also different on the weekend as the top three reasons are to have fun (29%), because it is more relaxing (28%), and as an alternative to BART. This compares with weekday riders where the top three reasons are to avoid paying parking (19%), because it is more relaxing (16%), and to work/read/sleep on the ferry (14%).

- Unlike the weekday distribution where the top three ways of paying are cash on Clipper Card (36%), Pass (25%), and Ticket Booklet (19%), the majority of weekend ferry riders (73%) use cash in the form of bills and coins to pay their fare. The use of cash on a Clipper Card on the weekend is a secondary choice (19%), and only a few riders use a ticket booklet (6%) or passes (3%). In addition, weekend fare payment is characterized by higher proportion of riders receiving discounted fares (22%) compared to weekdays (8%).

- The proportion of weekend riders who work (67%) is significantly lower than for weekday riders (91%). Conversely, weekend riders are more likely to be neither workers nor students (27%) compared to six percent during weekdays.

- Consistent with the lower percentage of employed weekend riders, the weekend income distribution is lower than for weekdays with half (52%) of weekend riders earning below $75,000 compared to 26 percent for weekday riders.

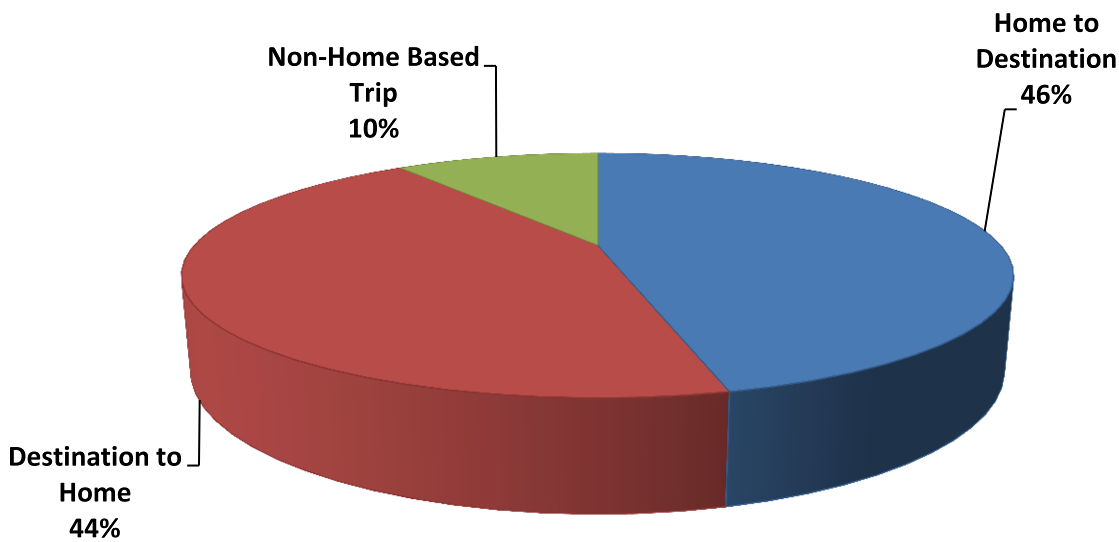
- Finally, the weekend gender distribution shows more female (56%) than male (44%) riders, the reverse of weekday ridership which has more males (57%) than females (43%).

WETA WEEKDAY RIDERSHIP

WEEKDAY TRIP CHARACTERISTICS

WETA weekday ferry riders were surveyed on multiple on-off combinations for seven different ferry terminals traveling in all directions. A total of 291 Computer-Assisted Telephone Interviewing (CATI) surveys were completed for riders on trips between 5:00 AM to 9:00 PM. Of all WETA riders' trips, 90 percent have origins or destinations that are their "Home," leaving a remainder of ten percent of riders traveling between two non-home locations.

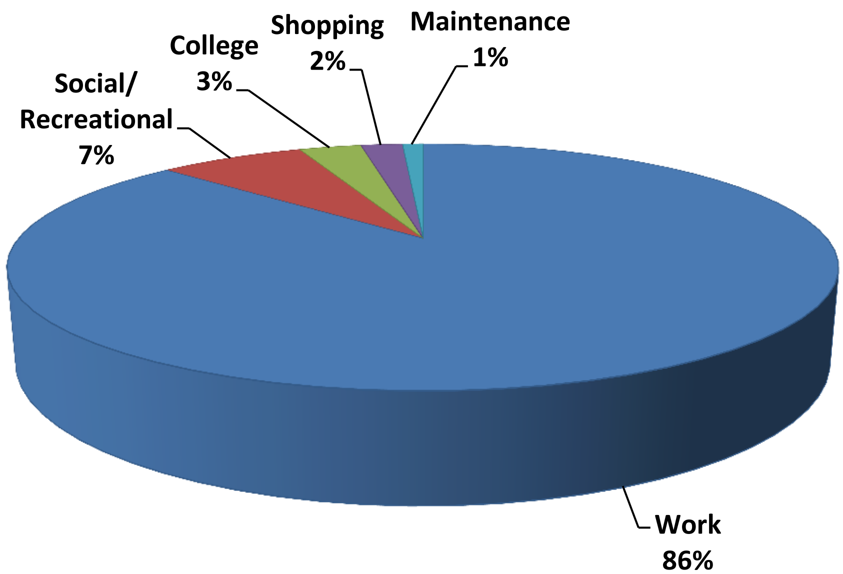
Figure 1: Is Home Your Origin Or Destination?
n=291



In traditional onboard survey reporting, all origins are reported collectively regardless of the trip's direction or purpose. This results in the information about trip origins and access modes being a combination of home, work, and other starting locations. This methodology does not produce a clear and meaningful representation of riders' trips from home to the first boarding point, or of the final leg of the trip from the last alighting point to the ultimate destination.

To create a more meaningful representation of riders' travel patterns, survey results are presented from a modified database of trips in relation to riders' homes. This approach creates a consistent picture of boarding accessibility from riders' ultimate origin, as well as the relationship between their last alighting point to their final destination to create a more meaningful and actionable picture of rider's trip behavior.

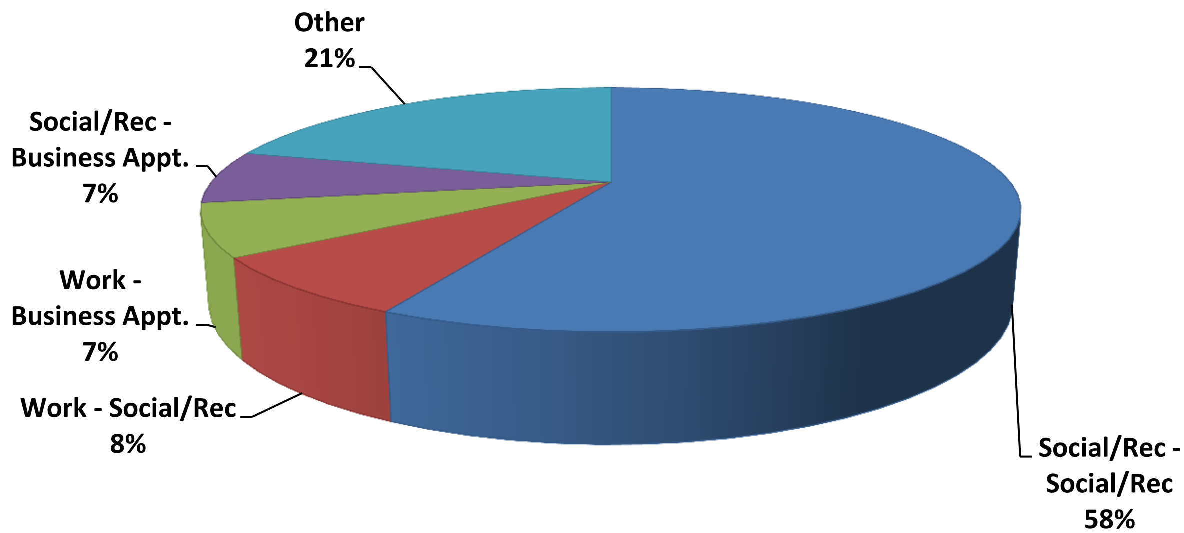
Figure 2: What Is Your Home-Based Trip Purpose?
n=267



Weekday ferry riders' predominant home-based trip purpose is work-related, which accounts for 86 percent of ridership and is in line with the percentage of employed riders which is 91 percent. Social/Recreational trips are the only other category of five percent or more (7%). This is followed by College (3%), Shopping (2%), and "Maintenance" (1%) which covers items such as dry-cleaning, auto repair, etc.[2]

[2] Percentages do not add up to 100% due to rounding.

Figure 3: What Is Your Non-Home-Based Trip Purpose?
n=24

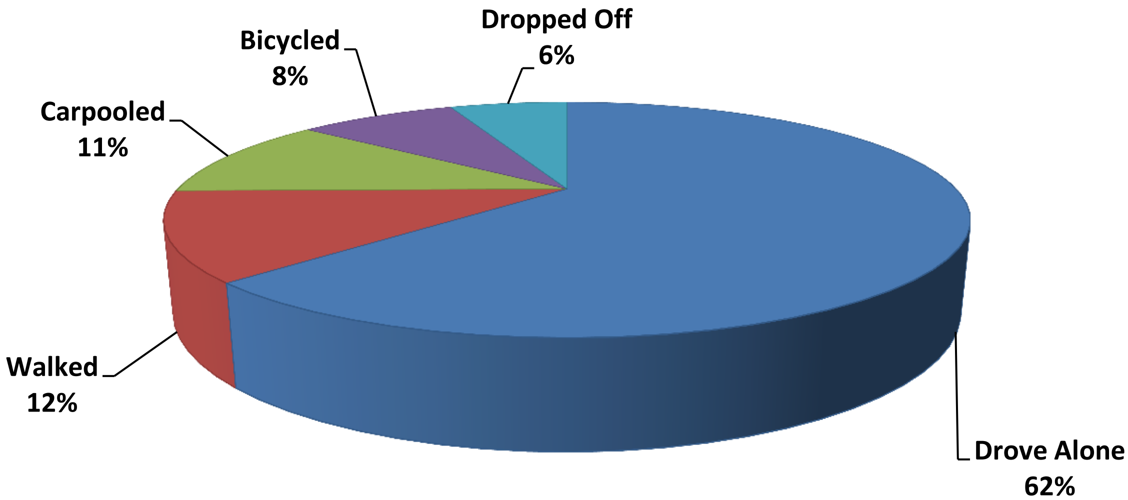


A small proportion of weekday trips (10%) neither start nor end at home. Since home is not a common anchor for these trips, there are numerous possible origin-destination combinations, most of which account for less than three percent of all responses. However, almost two-thirds of non-home-based trips ferry trips (73%), involve "Social/Recreational" for at least one end of the trip.

Over half (58%) of the non-home-based trips involve "Social/Recreational" at both the origin and destination. The remaining trip patterns involve trips between "Work" and "Social/Recreational" (8%), "Work" and "Business Appointment" (7%), as well as "Social/Recreational" and "Business Appointment" (7%). All other combinations of non-home-based trips are grouped into "Other", and account for nearly 21 percent of all non-home-based trips.[3]

[3] Percentages do not add up to 100% due to rounding.

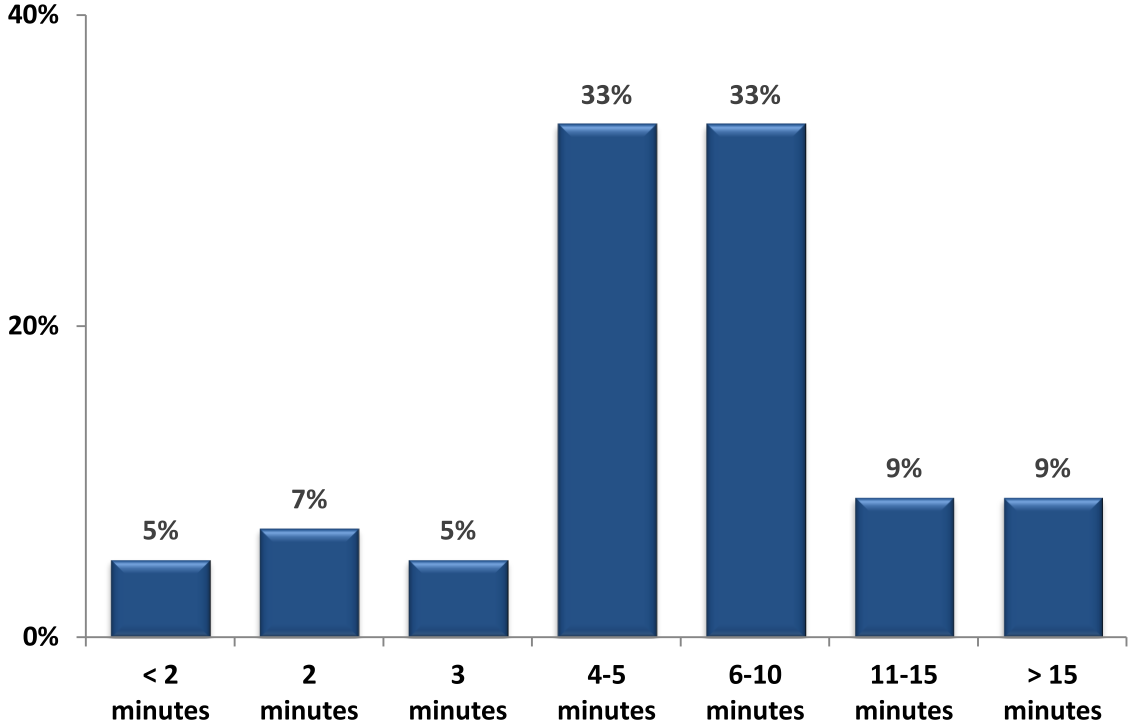
Figure 4: How Do You Get From Your Home To Your First Boarding Point?
n=267



Approximately two-thirds (62%), of weekday riders “Drove Alone” from home to their first boarding point. Other vehicular modes account for 17 percent of the trips including “Carpooled” (11%) and “Dropped-Off” (6%). Non-motorized travel modes such as “Walking” (12%) and “Bicycling” (8%) comprise the remaining 20 percent of home-based trips.[4]

[4] Percentages do not add up to 100% due to rounding.

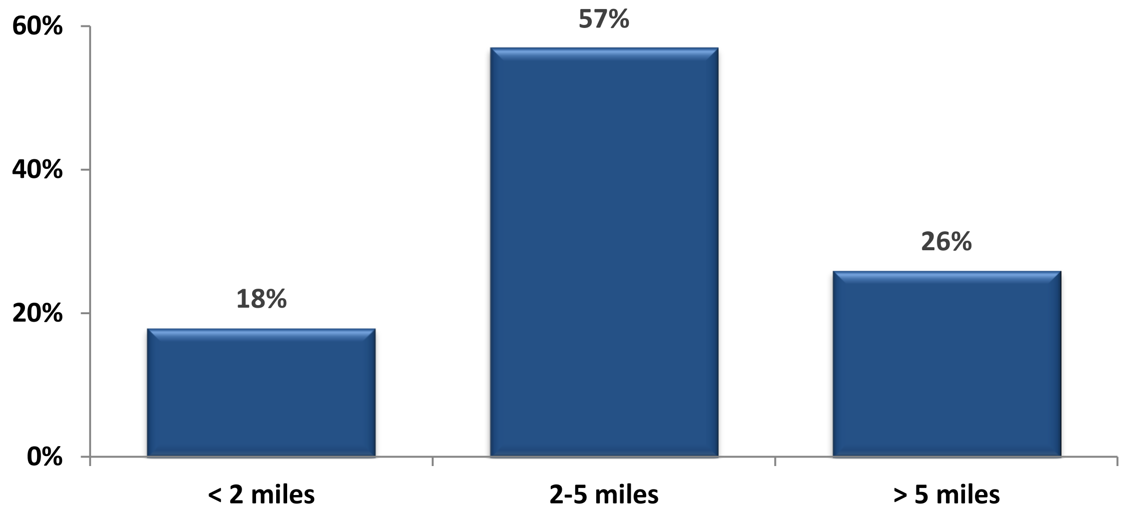
Figure 5: How Many Minutes Is Your Walk From Home To Your First Boarding Point?
n=29



For the 12 percent of weekday trips made by riders who walk from home to their first boarding point, half (50%) have a walk time of five or fewer minutes, most of whom (33%) walk four to five minutes. At the other end of the spectrum, 33 percent of riders walk between six and ten minutes, while 18 percent walk over 10 minutes to reach their first boarding point.[5] The overall average walk time from home to the first boarding point is 8.5 minutes.

[5] Percentages do not add up to 100% due to rounding.

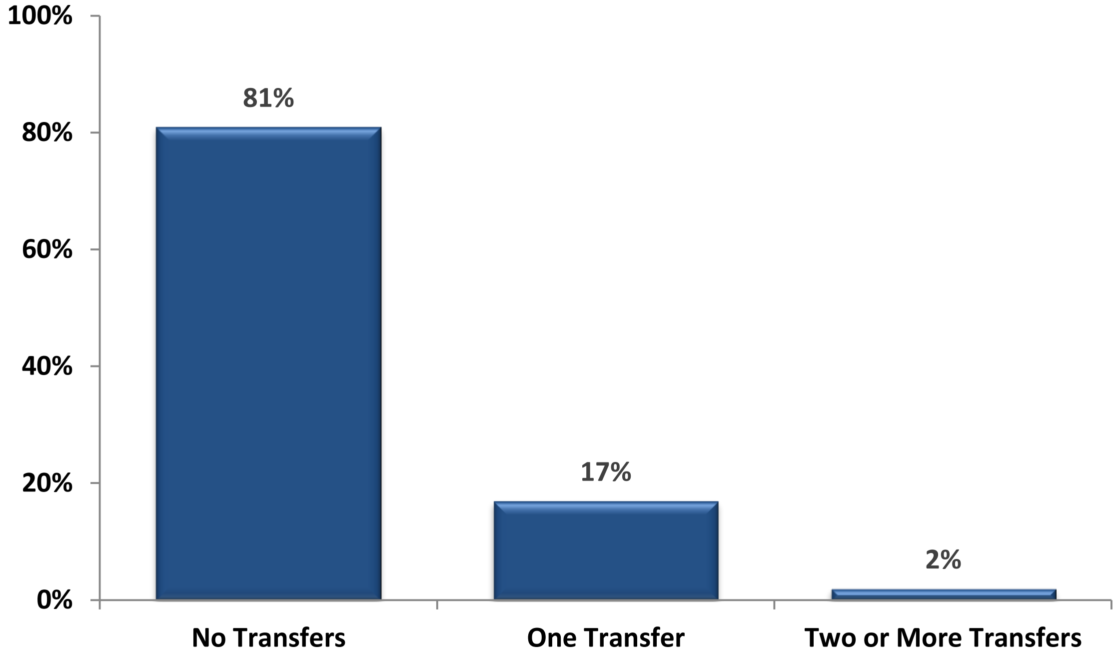
Figure 6: How Many Miles Is It From Your Home To Your First Boarding Point? (Non-Walkers Only) n=238



For the 88 percent of weekday riders who access their first boarding point by a mode other than walking, 75 percent travel five miles or less. The majority of these (57%) travel two to five miles while 18 percent travel less than two miles. The remaining one-quarter of non-walkers (26%) travel over five miles to reach their first boarding point.[6] The average distance traveled from home to the first boarding point is 6.3 miles.

[6] Percentages do not add up to 100% due to rounding.

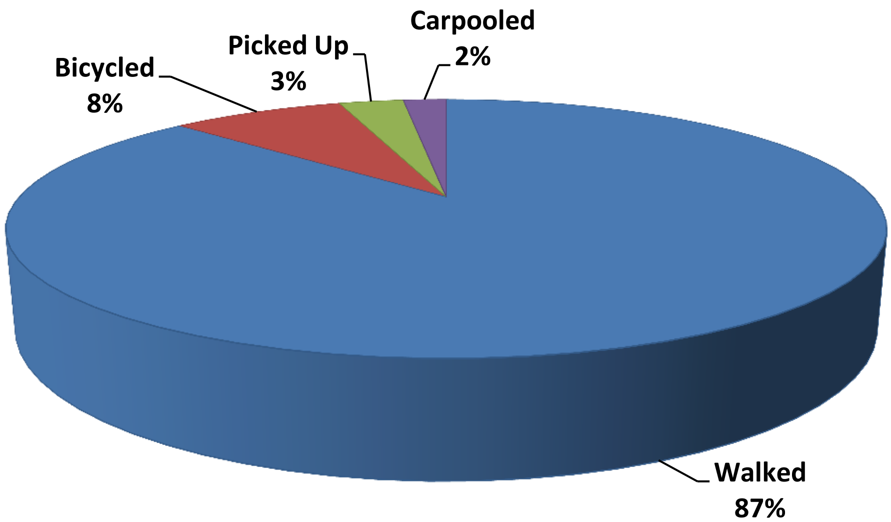
Figure 7: How Many Transfers Are Needed To Complete Your Trip?
n=291



The majority (81%) of weekday WETA riders complete their trip with no transfer.[7] Among the 19 percent of riders who transfer, 17 percent make only one transfer to complete their trip and only two percent of riders require two or more transfers to reach their destination. The average number of transfers is 0.2 which equates to 1.2 trip segments.

[7] Note: transfers are not multiple ferry trips, but transfers to or from other transit agencies.

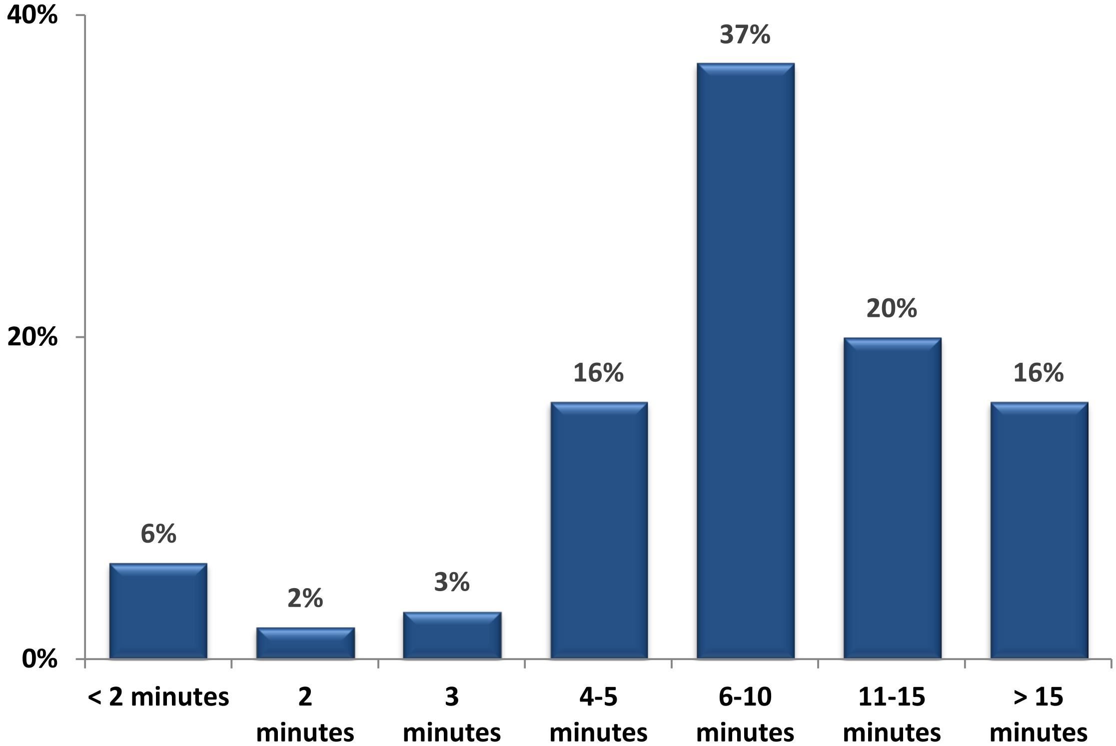
Figure 8: How Do You Get From Your Last Stop To Your Non-Home Destination?
n=267



The majority of riders (87%) “Walk” from their last stop to their non-home destination. Eight percent of riders use a “Bicycle” as an egress mode while the remaining five percent are either “Picked Up” by someone (3%) or “Carpool”[8] (2%) from the last alighting point to their non-home destination.

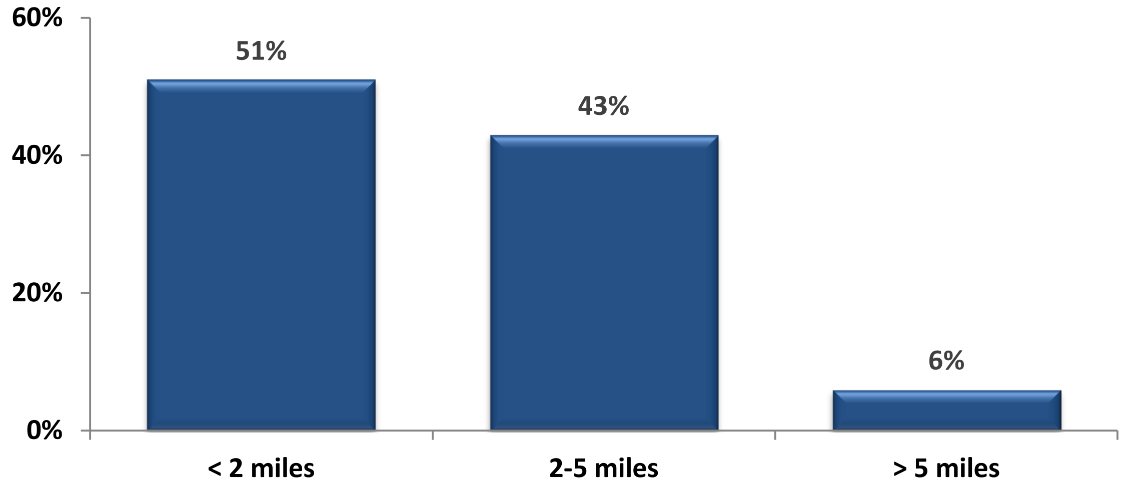
[8] The carpool category includes vanpools and non-public shuttles such as pick-up vans for medical facilities, employers or schools. Public shuttles are accounted for as a trip transfer.

Figure 9: How Many Minutes Is Your Walk from Your Last Stop To Your Non-Home Destination?
n=236



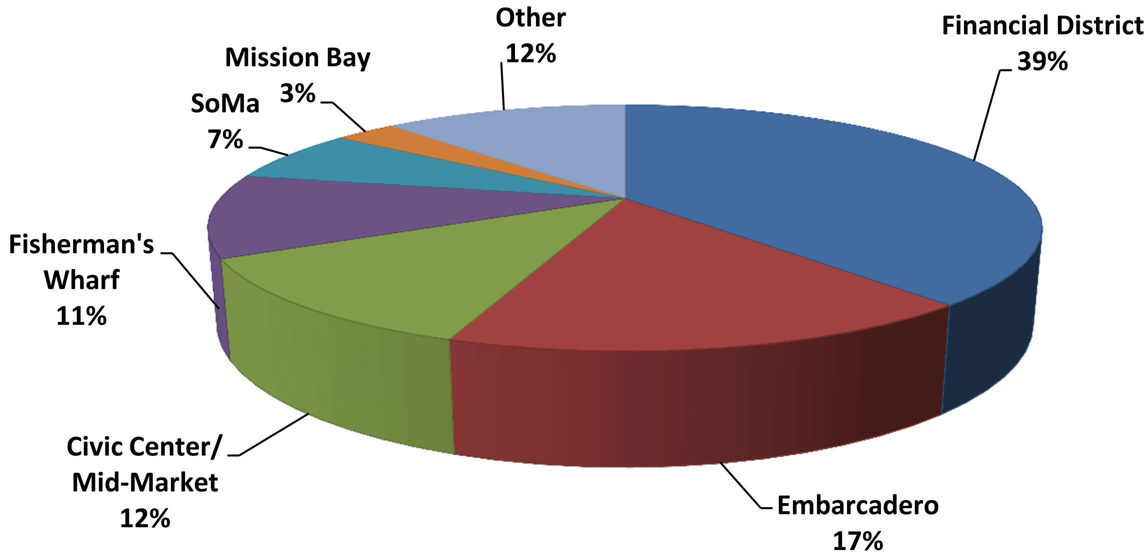
The 87 percent of riders who walk from the last alighting point to their non-home destination most commonly have a walk time of six to ten minutes (37%). One-quarter (27%) of riders walk five minutes or less with most (16%) walking four to five minutes. Slightly more than a third (36%) walk for more than ten minutes. On average, the walk time from the last alighting point to the rider's final destination is 11.5 minutes.

Figure 10: How Many Miles Is It From Your Last Stop To Your Non-Home Destination? (Non-Walkers) n=32



For the small percentage of riders (13%) who do not walk from their last alighting point, the majority (94%) of riders travel five miles or less to reach their final destination. This figure is primarily split between those who travel less than two miles (51%) and those who travel two to five miles (43%). Only six percent of riders travel more than five miles to reach their non-home destination. The average distance traveled by non-walkers to their non-home destination is 2.5 miles.

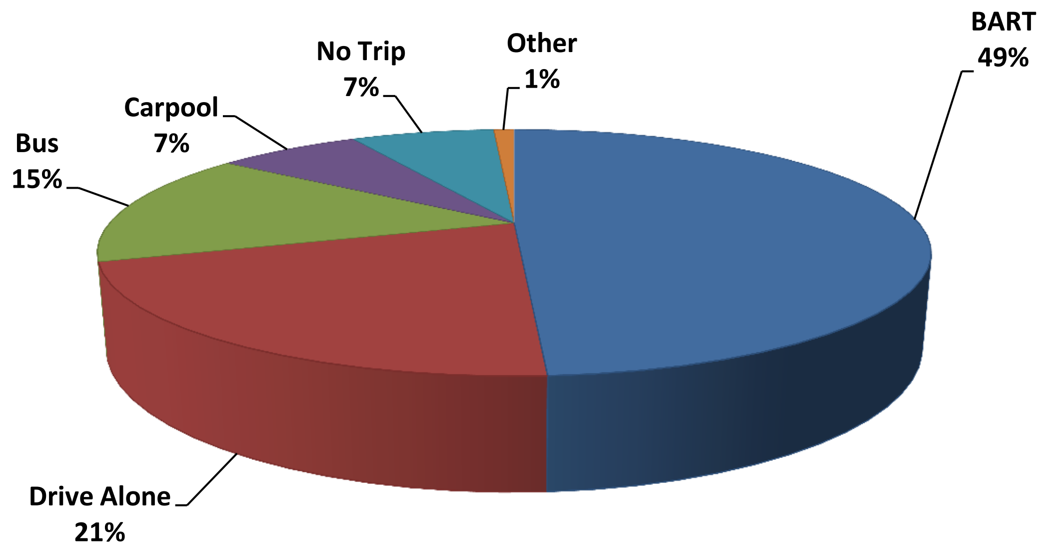
Figure 11: What Part Of San Francisco Do You Normally Travel To?
n=291



Among numerous destinations in the San Francisco area, the Financial District, at 39 percent, is the most common weekday destination for ferry riders. This is followed at a lower level by the Embarcadero (17%), Civic Center/Mid-Market (12%), and Fisherman's Wharf (11%). SoMa and Mission Bay were both below 10 percent at seven and three percent respectively. Other San Francisco areas that were not listed in the survey accounted for 12 percent of all trips and included the Mission District, Anza Vista, Golden Gate Park, etc.[9]

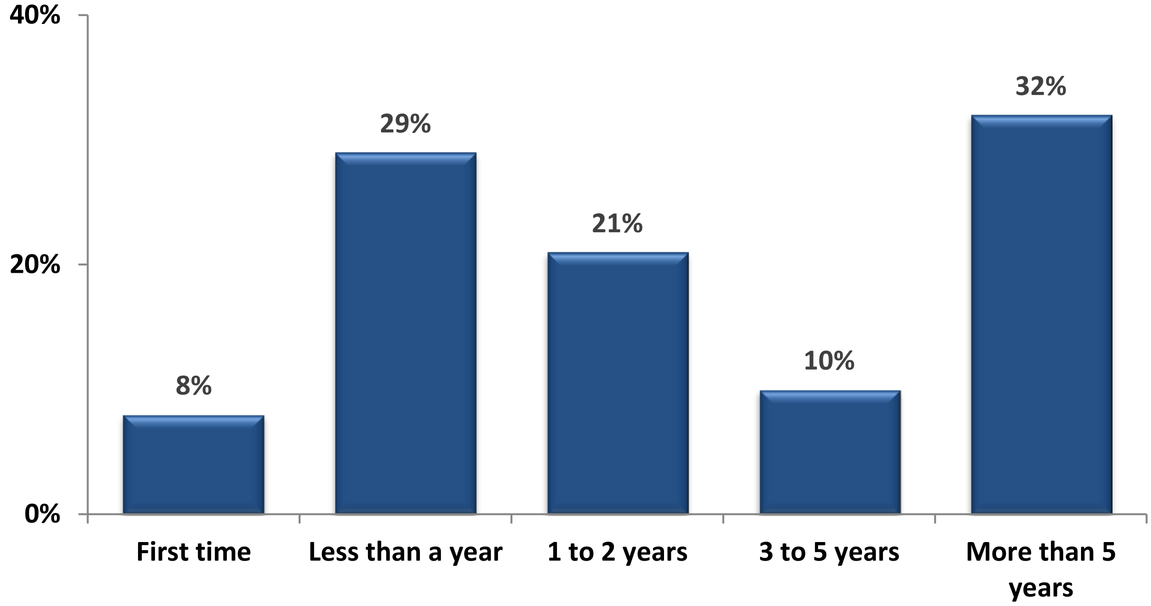
[9] Percentages do not add up to 100% due to rounding.

Figure 12: If the Ferry Was Not Available, How Would You Have Made Your Trip?
n=291



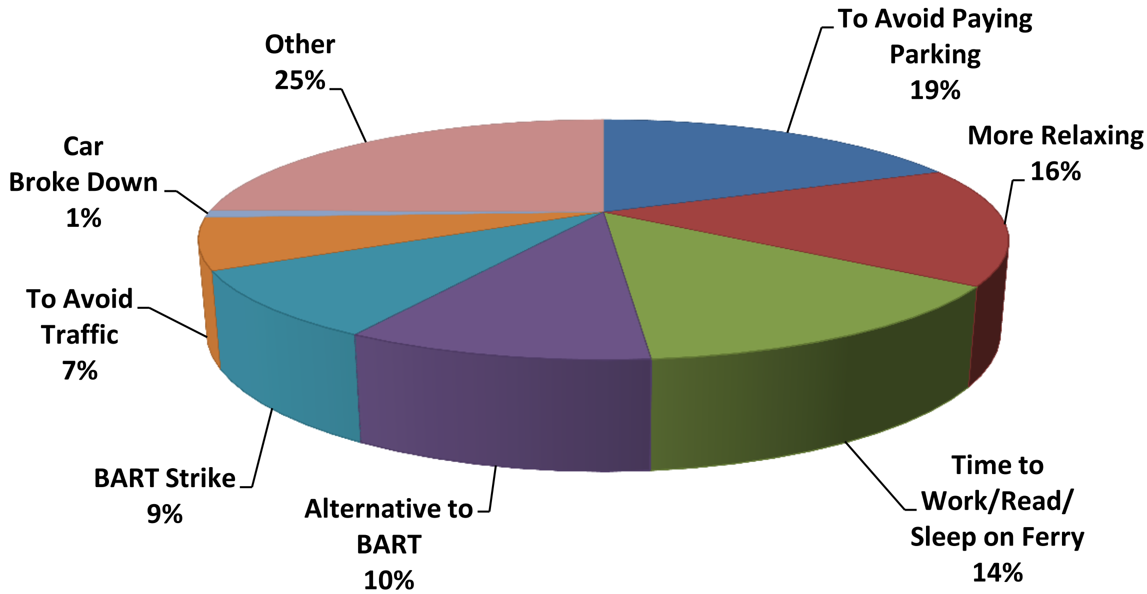
There are three primary travel modes that riders would select if the ferry was not available. Half (49%) of riders would take BART. This is followed by 21 percent who say that they would drive alone, and 15 percent who would take a bus. A limited number of riders would carpool (7%) as an alternative or would not make the trip at all (7%). Riders who selected "Other" (1%) include those who would use services from other transit agencies.

Figure 13: How Long Have You Been Riding The Ferry?
n=291



The distribution of WETA ferry ridership longevity likely has been influenced by the recent BART work stoppage. The largest proportion of riders, at almost a third (32%), has been riding for five years or longer. The second largest group (29%) has been riding for less than a year, and it is this group that has likely been influenced by the BART work stoppage. There is also still significant trial and/or one time use of the ferry with eight percent of all riders riding for the first time. The remaining 31 percent is split between one to two years (21%), and three to five years (10%). The median longevity for current weekday riders is approximately two years.

Figure 14: What Was The Reason For Trying The Ferry When You First Started Riding? (Riders who started in last two years) n=165

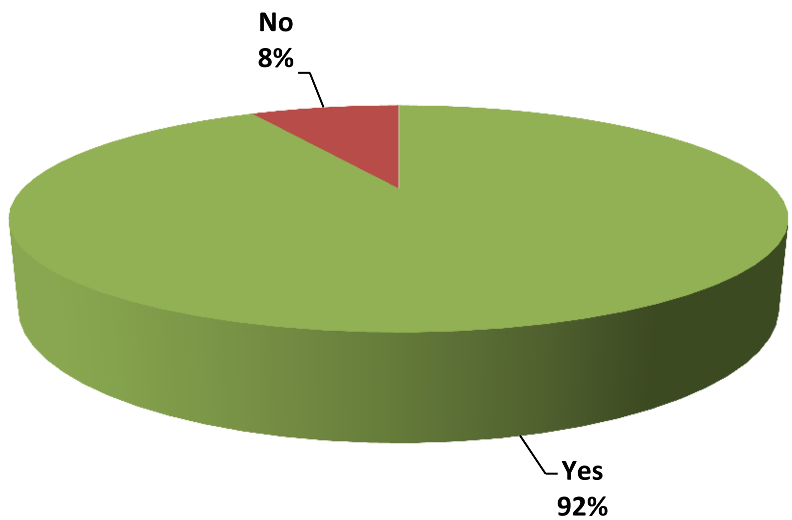


WETA riders that have been riding two years or less credit a variety of factors for being the reason that they first started riding. These include avoiding having to pay for parking (19%), to be more relaxed (16%), and to have more time for working, reading, and/or sleeping on the ferry (14%). Some respondents tried the ferry because they perceive the ferry as an alternative to BART (10%) or due to the BART strike (9%). Less prevalent reasons include avoiding traffic congestion (7%) and providing an option when their car broke down (1%). The "Other" category (25%)[10] includes respondents that started riding the ferry because no other transit option was available, due to the proximity of the terminal to their home, for convenience, or simply for a fun experience.

[10] Percentages do not add up to 100% due to rounding.

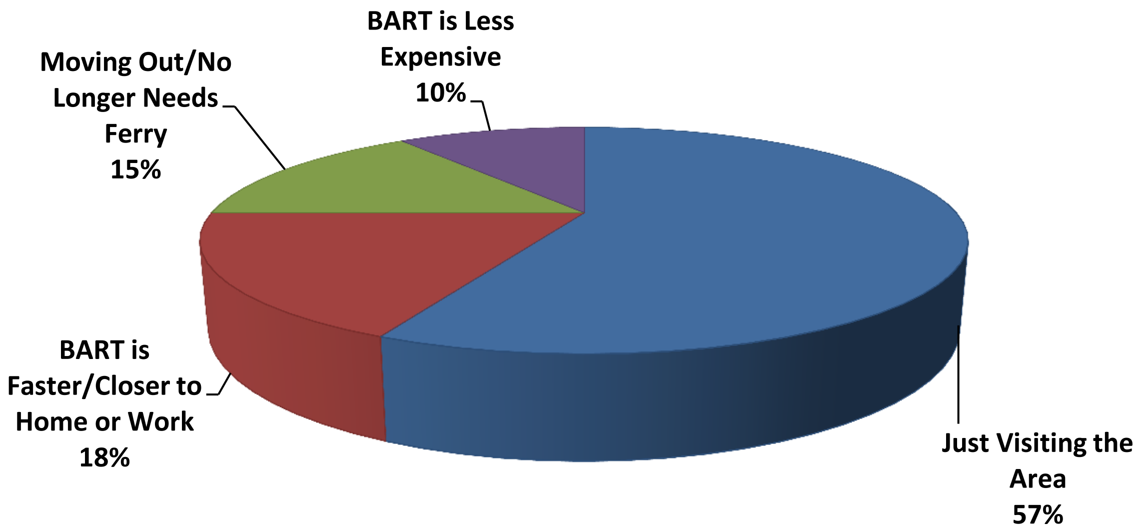
Figure 15: Do You Think You Will Continue To Use The Ferry For The Next Year Or Longer? (Riders who started in last two years)

n=165



A vast majority (92%) of riders (who have been riding for two years or less) say they will continue to use the ferry for the next year or longer.

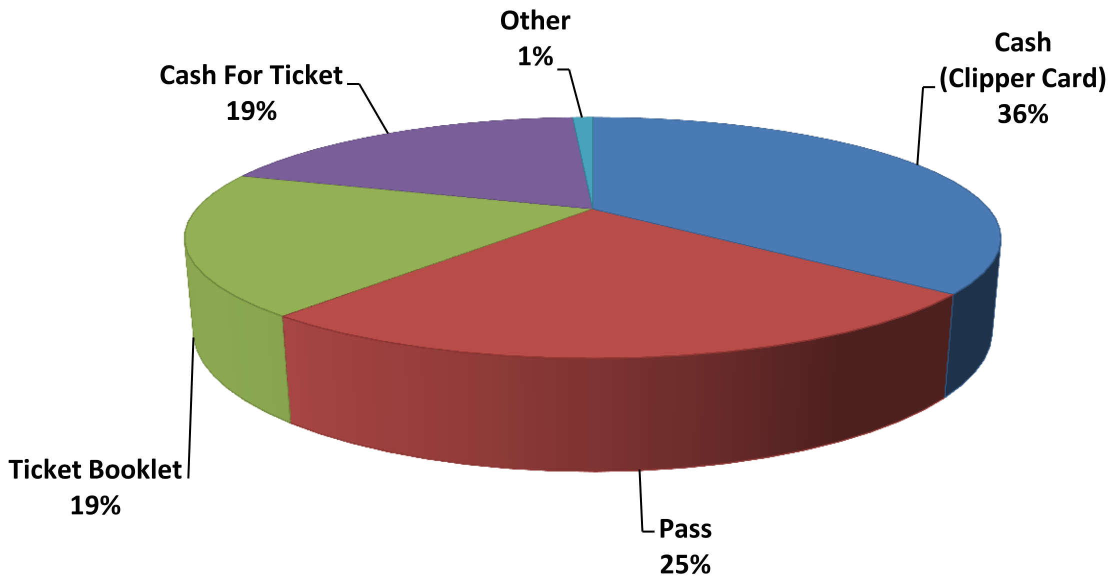
Figure 16: Why Won't You Continue To Use The Ferry For The Next Year Or Longer?
n=11



The main reason for not continuing to ride for the eight percent of riders who say they will not is because they are visitors to the area (57%). BART being closer to home or work (18%) and BART being less expensive than the ferry (10%) are the primary reasons for local residents. Finally, 15 percent say they are moving and no longer need the ferry.

WEEKDAY FARE MEDIA

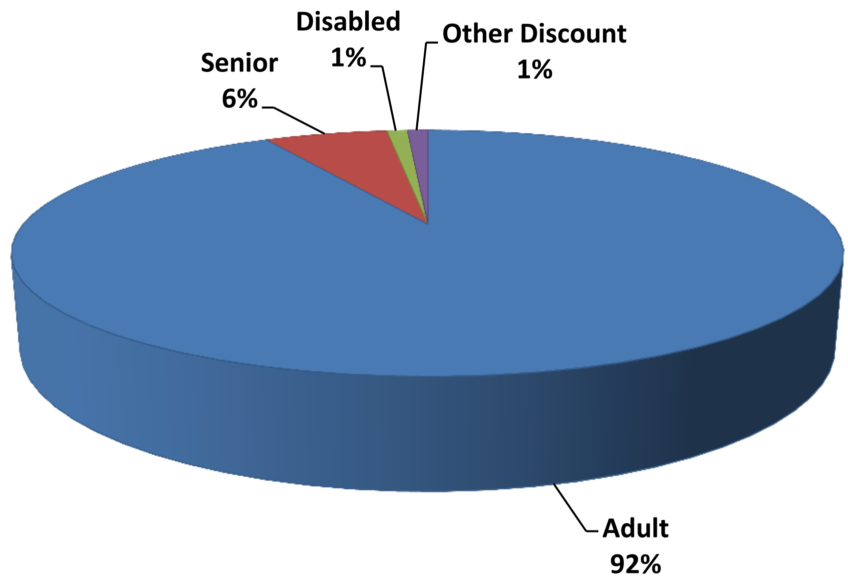
Figure 17: How Do You Pay Your Fare?
n=288



Over a third of riders (36%) prefer to pay their fare with cash on a Clipper Card while one-quarter (25%) use a pass, including monthly passes (23%), day passes (1%), and group passes (0%)[11]. Riders also indicated that they use ticket booklets (19%) in quantities of 10 (10%), 20 (8%), or 40 (1%) tickets. Cash, in the form of bills/coins, is used by 19 percent to purchase a ticket for their fare. Other payment types (1%) consist of vouchers and WageWorks.

[11] Percentages do not add up to 25% due to rounding.

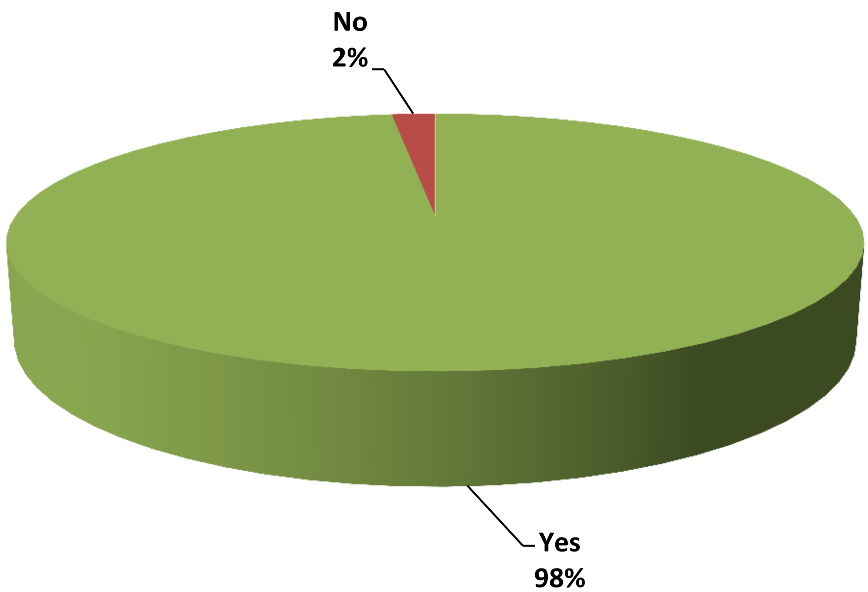
Figure 18: What Type Of Fare Do You Pay?
n=291



The vast majority of WETA weekday riders (92%) pay a full “Adult” fare. Discounted fares account for eight percent of riders which includes those who pay a “Senior” fare (6%), “Disabled” fare (1%), and other work or school discounts (1%). As would be expected, riders in their 50’s or younger (100%) are more likely to pay a full adult fare compared to riders in their 60’s or older who have an equal chance paying either the full adult (51%) or a discounted fare (49%).

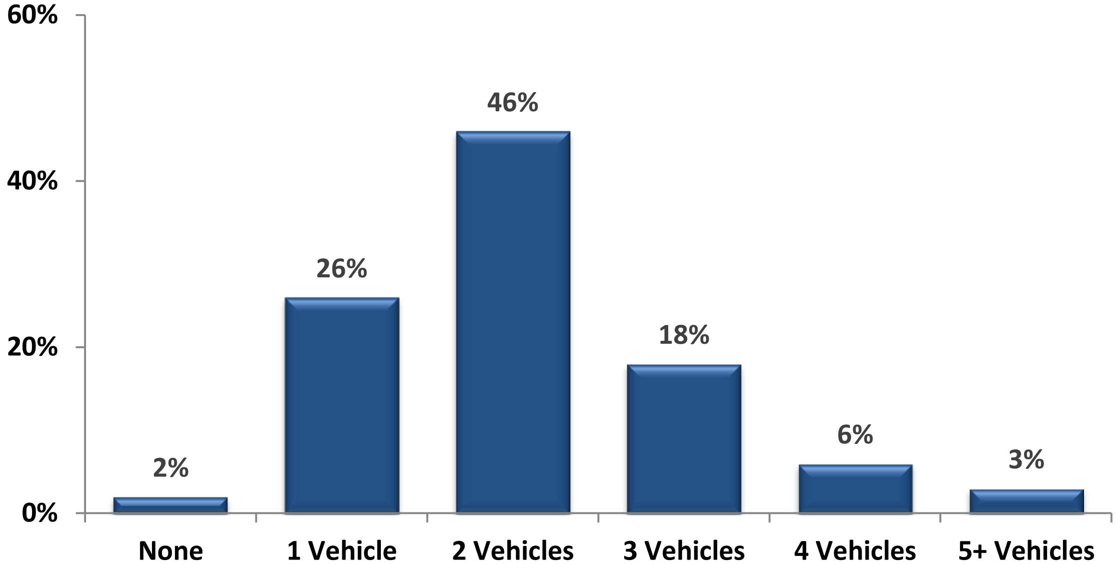
WEEKDAY TRANSPORTATION DEMOGRAPHICS

Figure 19: Do You Currently Have A Driver's License?
n=291



WETA riders are almost exclusively choice riders as measured by having a current, valid driver's license at 98 percent.

Figure 20: How Many Drivable Vehicles Are Available To Your Household? n=291

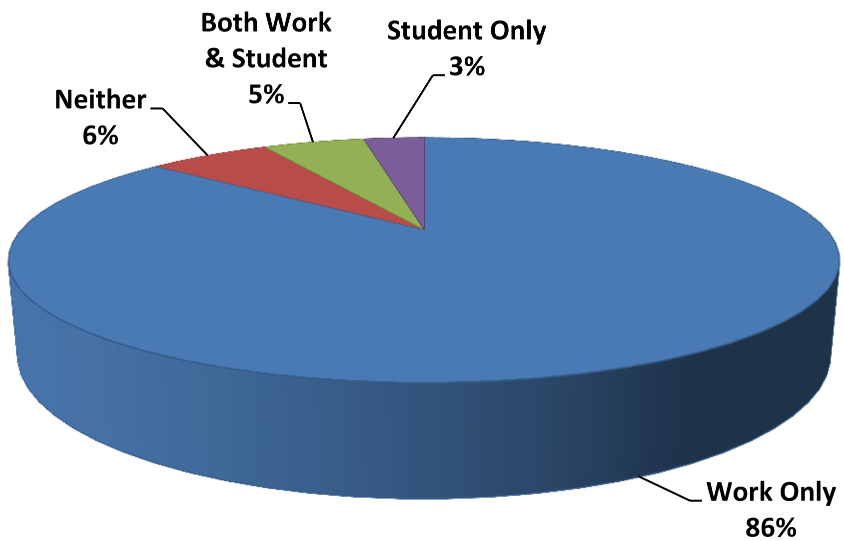


Consistent with almost all riders having a driver's license, almost all of weekday riders (98%) have at least one drivable vehicle available to their household. One-quarter of riders (26%) have one drivable vehicle available, and nearly half (46%) have two drivable vehicles in their household. With each increase in the number of vehicles, the percentage of riders declines from previous category (3 vehicles-18%, 4 vehicles-6%, and 5 or more-3%).[12] The overall average number of drivable vehicles per household is 2.1 vehicles.

[12] Percentages do not add up to 100% due to rounding.

WEEKDAY RIDER DEMOGRAPHICS

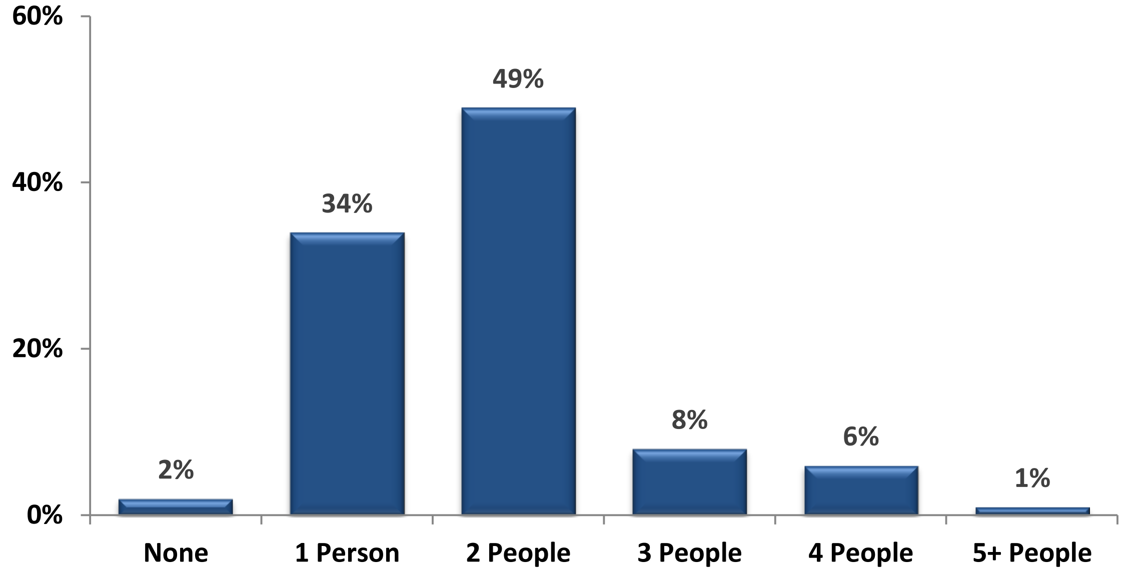
Figure 21: Are You Currently Employed And/Or A Student?
n=291



Nearly all weekday WETA riders (94%) are either employed, students, or both. Riders who only work comprise the largest proportion of the population and account for 86 percent of all riders. Three percent of WETA ferry riders are only students, and five percent are both employed and a student. Six percent of weekday riders are neither employed nor students.

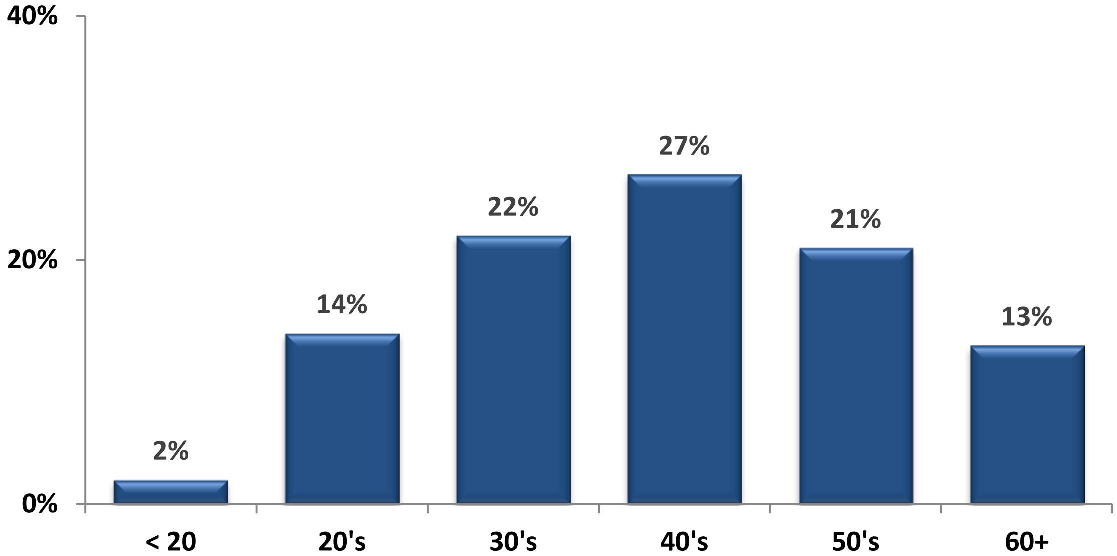
As would be expected, the percentage of riders who work increases with each income category. Also, men (93%) are slightly more likely than women (88%) to be employed.

Figure 22: How Many People Are Employed In Your Household?
n=291



At 98 percent, almost all riders have at least one person employed in their household. One-third (34%) of weekday riders have one person in their household that works either full or part-time, half (49%) have two employed people in the household, and 15 percent have three or more employed people in the household. The average number of employed persons per household is 1.9.

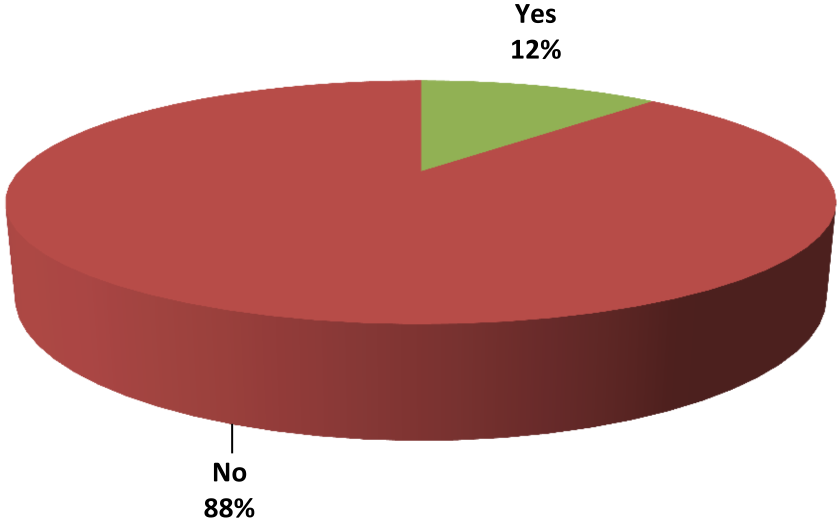
Figure 23: What Is Your Age Category?
n=281



The age group of WETA ridership is normally distributed with the highest proportion of riders in their 40's (27%). Young riders or those under 20 years old only account for two percent. Fourteen percent of riders are in their 20's and 22 percent are in their 30's. At the older end of the spectrum, riders who are at least 50 years old account for 34 percent of the ridership.[13]

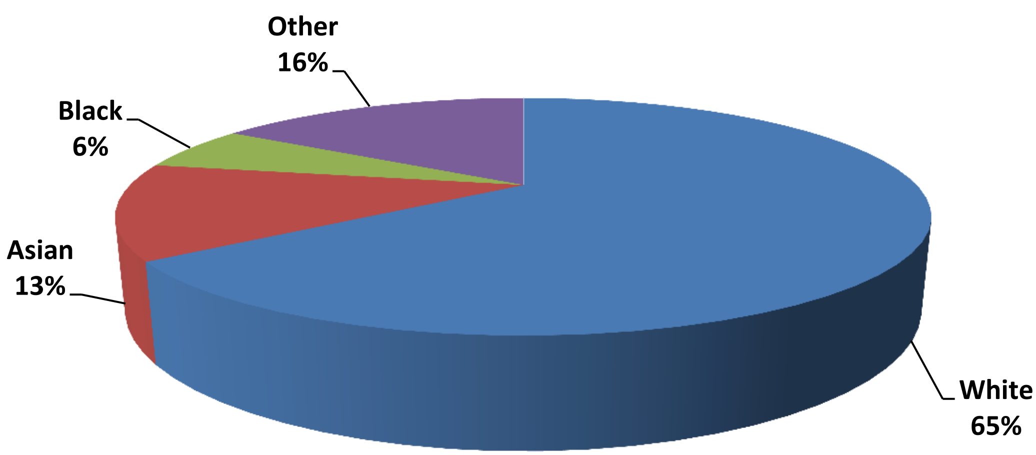
[13] Percentages do not add up to 100% due to rounding.

Figure 24: Are You Hispanic, Latino Or Of Spanish Origin?
n=291



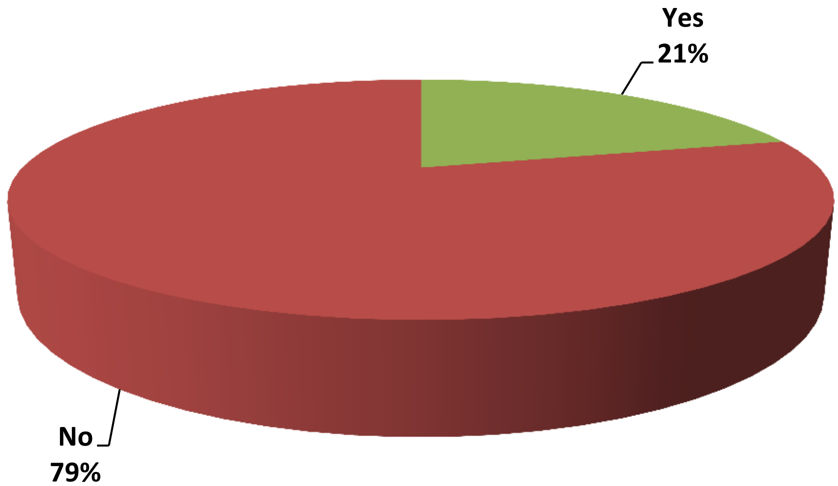
Twelve percent of riders identify themselves as Hispanic, Latino, or of Spanish origin.

Figure 25: Which Of The Following Do You Identify With?
n=285



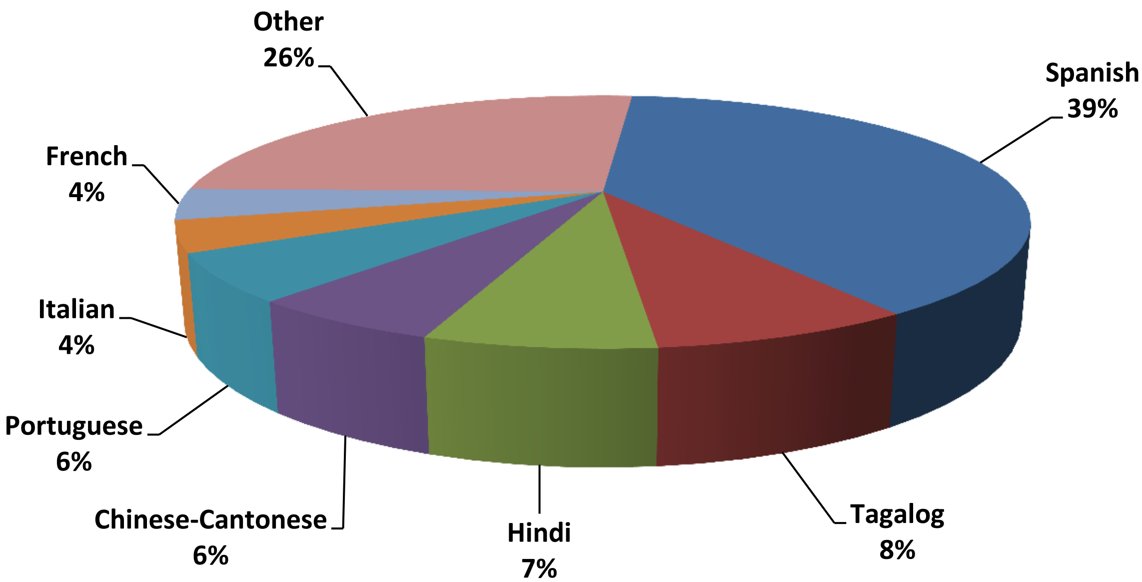
Weekday WETA riders were asked to select the U.S. Census race category with which they identify. The largest proportion of riders who selected a discrete listed category indicated they are White (65%). This is followed by Asian (13%) and Black (6%). The remaining 16 percent selected "Other" which consists mainly of "Hispanic," "Latino" or "Mexican."

Figure 26: Do You Speak A Language Other Than English At Home? n=291



Twenty-one percent of WETA riders speak a language other than English at home. Half (49%) of Hispanic riders and 44 percent of Asian riders indicate that they speak a language other than English at home.

Figure 27: What Language Other Than English Do You Speak At Home? (Only Respondents Who Speak a Language Other Than English at Home) n=61



Spanish is spoken by 39 percent of riders who speak a language other than English at home. Languages spoken at home smaller groups of riders include Tagalog (8%), followed by Hindi (7%), Chinese-Cantonese (6%), Portuguese (6%), Italian (4%), and French (4%). One-quarter (26%) of riders speak “Other” languages not listed above, all of which are below five percent of those who speak another language at home.

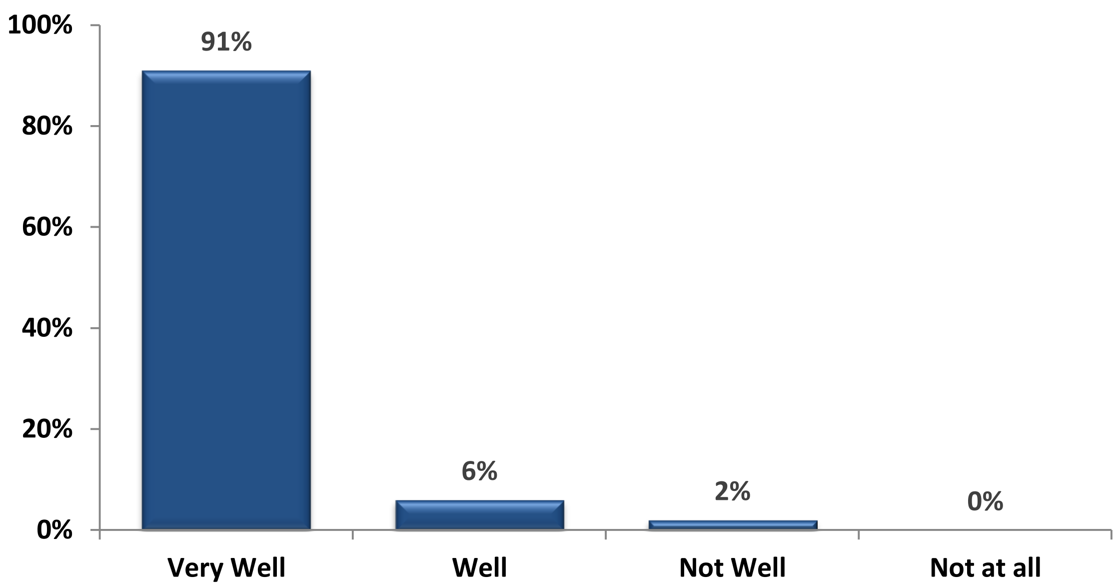
It is useful to convert the language percentages from those who speak another language at home to the actual number of unique riders that speak another language at home. This is accomplished by first dividing the raw number for each language by the total number of boardings to obtain the percentage of all boardings. Furthermore, since almost all riders rider round-trip, the obtained result is divided by two to secure the actual number of unique riders.

Based on these calculations the results are presented in three ways: (i) as the percentage of all boardings, (ii) as the actual number of boardings, and (iii) as the estimated number of unique riders (boardings divided by two).

Figure 28: Languages Other Than English Spoken At Home

Language	% of Boardings	Boardings	Riders
Spanish	8%	381	191
Tagalog	2%	82	41
Hindi	1%	65	33
Chinese-Cantonese	1%	63	32
Portuguese	1%	56	28
Italian	1%	39	20
French	1%	37	19

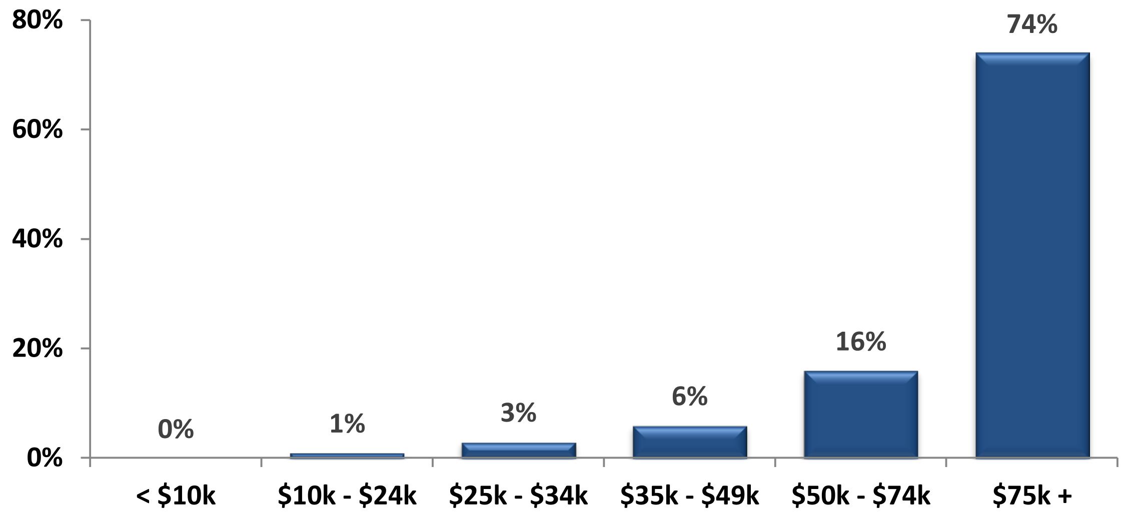
Figure 29: How Well Would You Say You Speak English?
(Riders That Speak a Language Other Than English at Home)
n=61



For the WETA riders who speak a language other than English at home, the vast majority (91%) indicate that they speak English "Very Well," and six percent indicate that they speak it "Well." Only two percent indicate that they speak it "Not Well," and zero percent say "Not at All."[14]

[14] Percentages do not add up to 100% due to rounding.

Figure 30: What Is Your Total Household Income?
n=257



Almost three quarters (74%) of riders earn $75,000 or more per year. This figure decreases to 16 percent in the $50,000 to $74,999 income category, six percent in the $35,000 to $49,999 range, and four percent in the $10,000 to $34,999 category.

Figure 31: Gender
n=291

WETA weekday ridership has slightly more male (57%) than female (43%) riders.

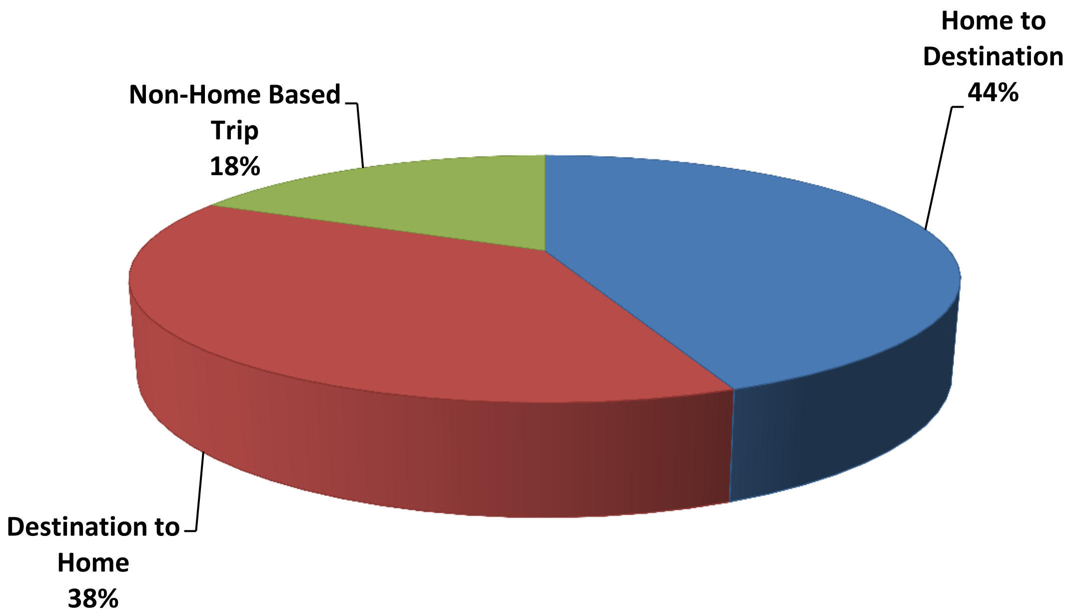
WETA WEEKEND RIDERSHIP

WETA ferry weekend riders were surveyed on multiple on-off combinations for five different ferry terminals traveling in all directions. A total of 127 surveys were completed for riders traveling between the hours of 6:00 AM and 9:00 PM, exceeding the target of 115. Surveys were collected generally in proportion to the distribution of Saturday and Sunday boardings.

WEEKEND TRIP CHARACTERISTICS

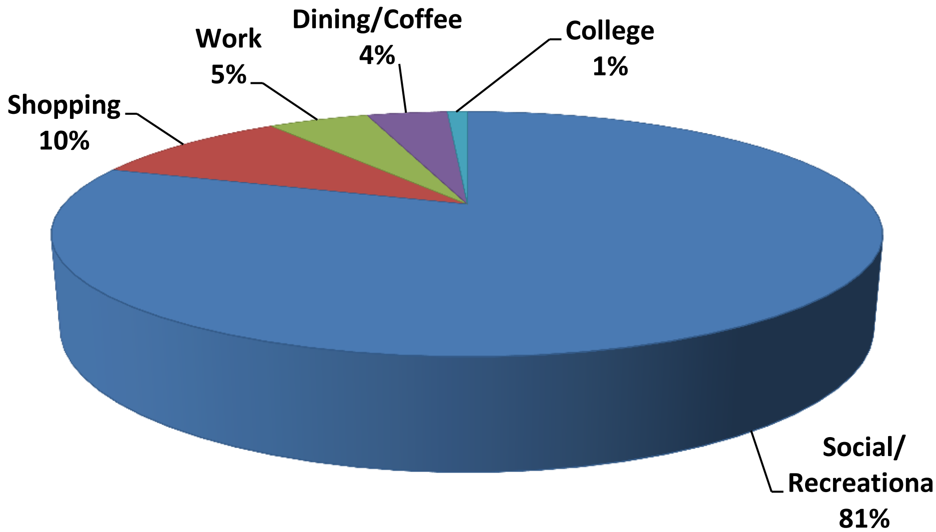
Similar to weekday ridership survey data, the majority of trips (82%) include “Home” as either the origin or the destination of their trip with the remaining 18 percent being trips that are neither coming from nor going to home.

Figure 32: Weekend – Is Home Your Origin Or Destination?
n=127



In the same fashion as the WETA weekday ridership sample, all surveys are initially collected regardless of trip direction or purpose which produces a database that is a combination of trips both from home and to home. To create a more meaningful representation of riders’ travel patterns, survey results are presented from a modified database of trips in relation to rider’s homes; i.e. trips that are from a non-home location to home are “flipped” so that all home-based trips are reported as starting from home. This approach creates a clearer picture of access to the first boarding point from home, as well as the relationship between their last alighting point and their final destination. This approach provides a consistent picture of all outbound trips to create a more meaningful and actionable picture of rider behavior.

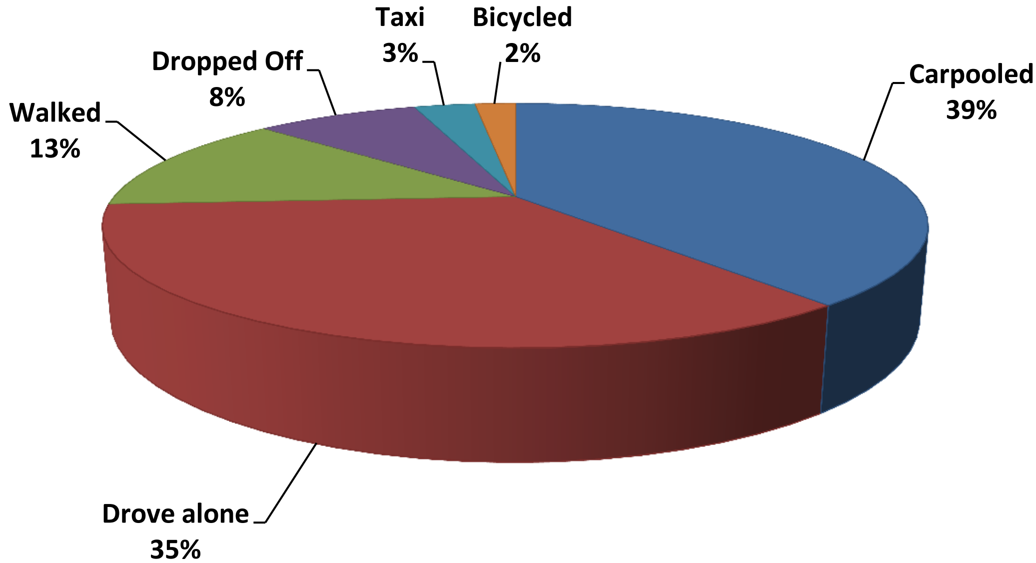
Figure 33: Weekend – What Is Your Home-Based Trip Purpose?
n=104



Using the home-based database, weekend riders' trips are predominantly directed to "Social/Recreation" at 81 percent. An additional 10 percent are for "Shopping," and four percent for "Dining/Coffee." Only five percent are riding to go to "Work" which compares with 86 percent on weekdays. Finally one percent are going to "College" on the weekend[15].

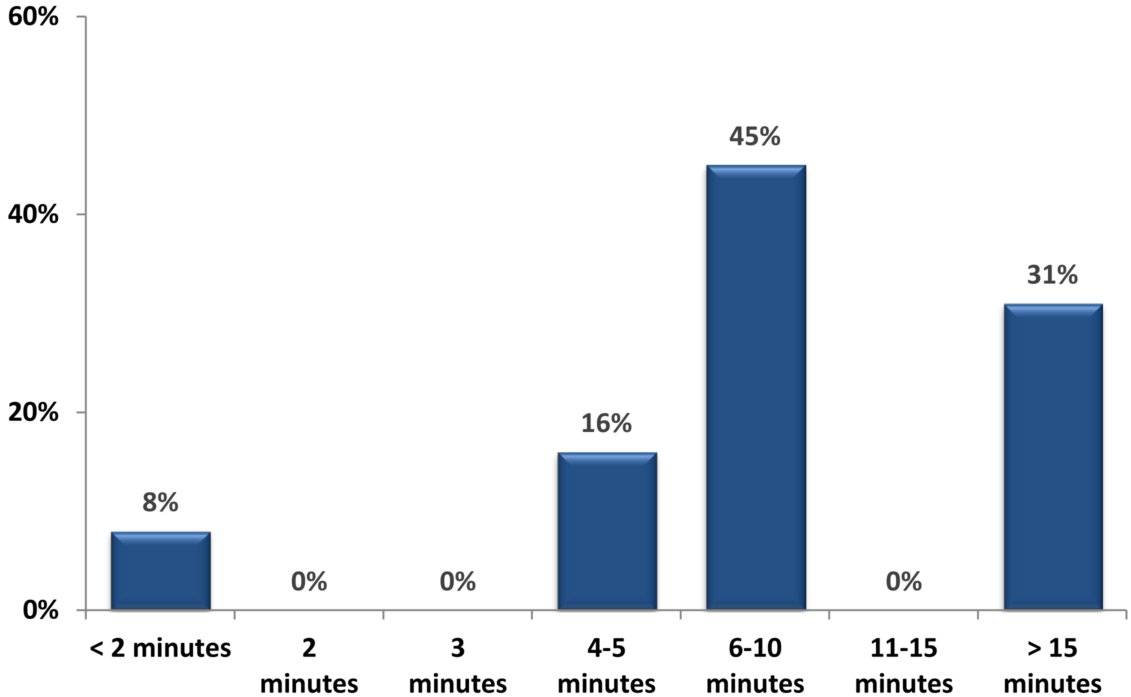
[15] Percentages do not add up to 100% due to rounding.

Figure 34: Weekend – How Do You Get From Your Home To Your First Boarding Point?
n=104



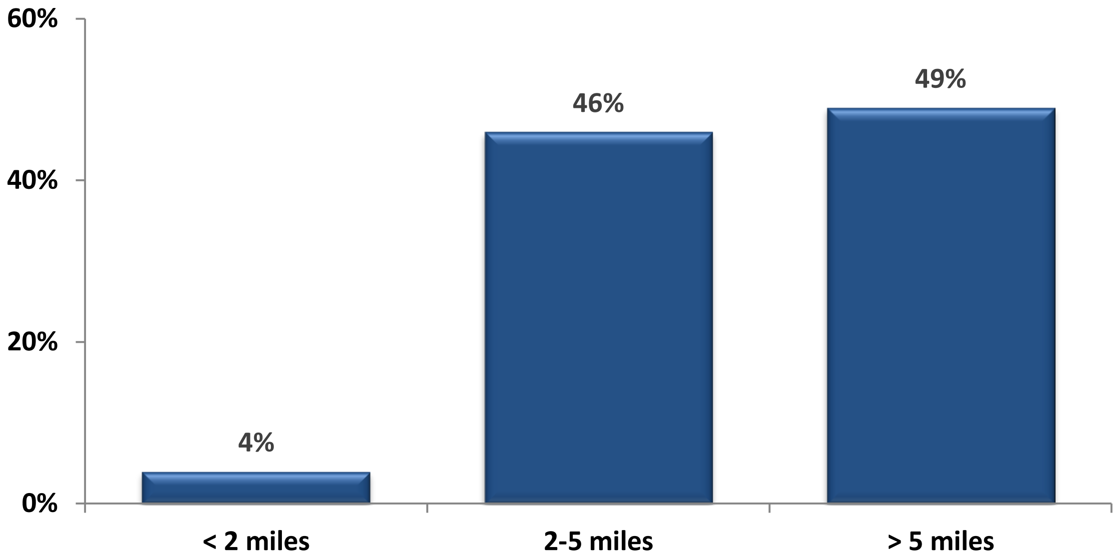
Access mode distribution of weekend ferry ridership is significantly different from its weekday counterpart. Unlike weekdays when “Driving Alone” (62%) is the predominant choice, weekend ridership is split relatively evenly between “Carpooling” (39%) and “Driving Alone” (35%). While “Driving Alone” is nearly half of the weekday sample, “Carpooling” is almost four times higher on the weekend. Other access modes, such as “Walking” (13%) and “Dropped Off” (8%) are similar to the weekday distribution. The remaining weekend access modes are “Taxi” (3%) and “Bicycling” (2%).

Figure 35: Weekend – How Many Minutes Is Your Walk From Home To Your First Boarding Point?
n=13



For the small proportion (13%) of weekend trips made by riders who walk from home to their first boarding point, approximately one-quarter (24%) walk five or fewer minutes. Within this group, 16 percent walk four to five minutes and eight percent walk under two minutes. Nearly half (45%) of weekend riders walk six to ten minutes. At the higher end of the distribution, 31 percent of riders reported a walk time of more than 15 minutes. Weekend riders are more willing to walk a longer distance at an average of 12.8 minutes compared to the weekday average of 8.5 minutes.

Figure 36: Weekend – How Many Miles Is It From Your Home To Your First Boarding Point? (Non-Walkers Only) n=91



Among the 87 percent of weekend riders who access their first boarding point by a mode other than walking, half (50%) of riders travel five miles or less which is smaller than the weekday ridership (75%). This figure is split between riders who travel less than two miles (4%) and those who travel two to five miles (46%). The other half (49%) of weekend riders travels more than five miles.[16] The average distance traveled from home to the first boarding point for weekend riders is 18.9 miles which is significantly higher than the average weekday average of 6.3 miles.

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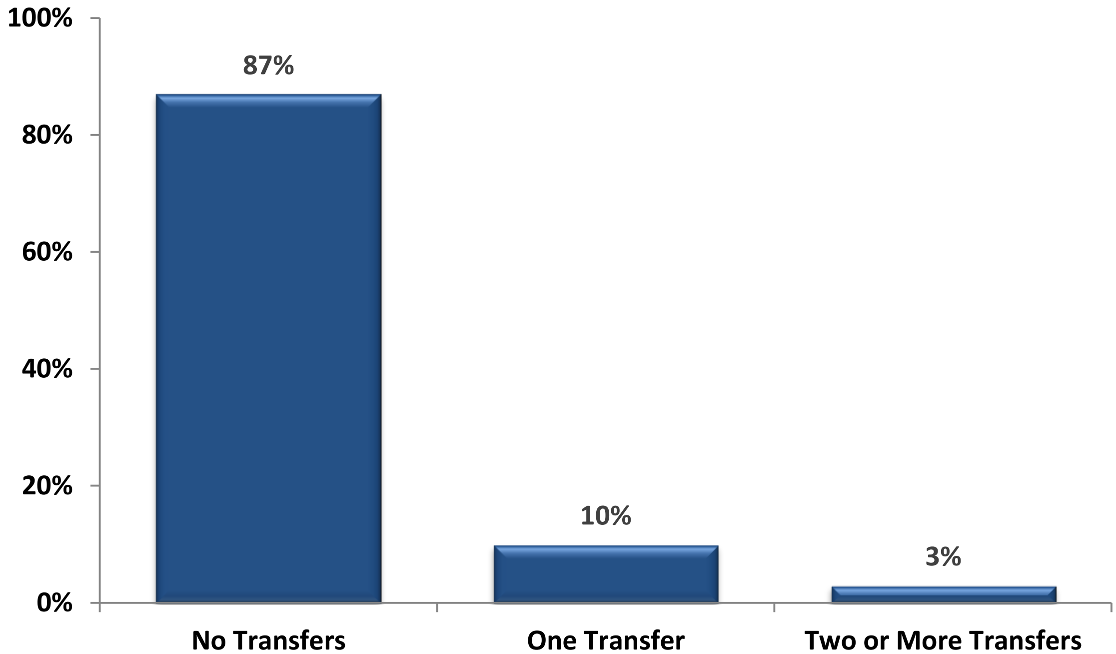
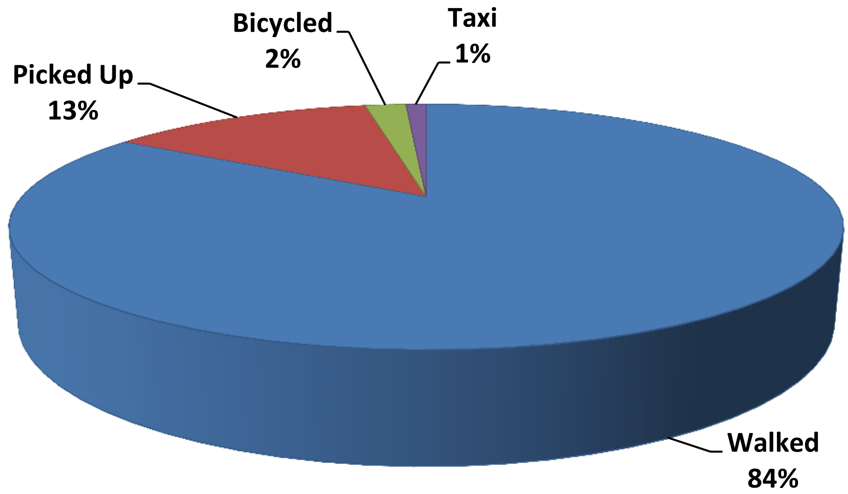
[16] Percentages do not add up to 100% due to rounding.

Figure 37: Weekend – How Many Transfers Are Needed To Complete Your Trip?
n=127



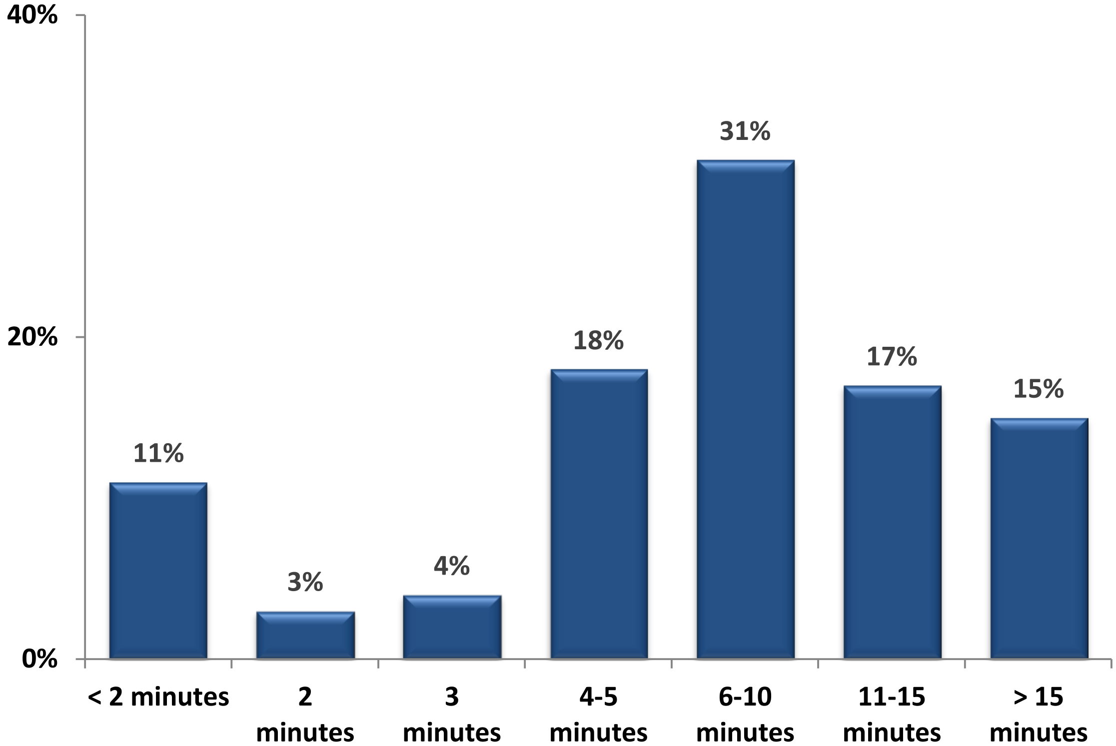
Similar to weekday riders (81%), a vast majority of weekend riders (87%) complete their trip without transferring to or from another transit service. Ten percent of weekend riders complete their trip with one transfer, which is lower than the 17 percent for weekday riders. Only three percent of weekend riders require two or more transfers to complete their trip. Similar to weekday riders, the average number of weekend transfers is 0.2 which is equivalent to 1.2 trip segments.

Figure 38: Weekend – How Do You Get From Your Last Stop To Your Non-Home Destination?
n=104



Similar to weekday (87%), 84 percent of weekend riders walk from their last alighting point to reach their non-home destination. This is followed by riders that are “Picked Up” (13%), those who “Bicycle” (2%), and one percent of who use a “Taxi” to reach their final destination.

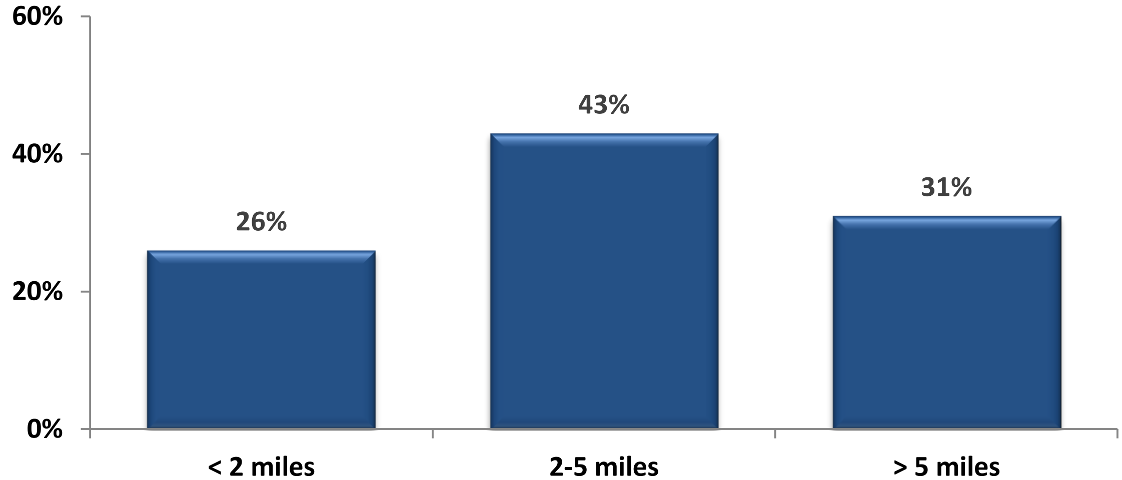
Figure 39: Weekend – How Many Minutes Is Your Walk From Your Last Stop To Your Non-Home Destination?
n=88



Over one-third (36%) of weekend riders who walk to their non-home destination from their last alighting point have a walk time of five minutes or less. Similar to weekdays (37%), the most common walk time is six to ten minutes at 31 percent. The remaining third of riders (32%) walk ten or more minutes, including 17 percent of riders who walk 11 to 15 minutes and 15 percent who walk more than 15 minutes.[17] The overall average walk time for weekend riders to reach their destination from the last stop is 12.1 minutes which is similar to the 12.8 minutes of average walk time from home to the first boarding point. Both walk times on the weekend are slightly higher compared to the weekday where the access time is 8.5 minutes and the time to the final destination is 11.5 minutes.

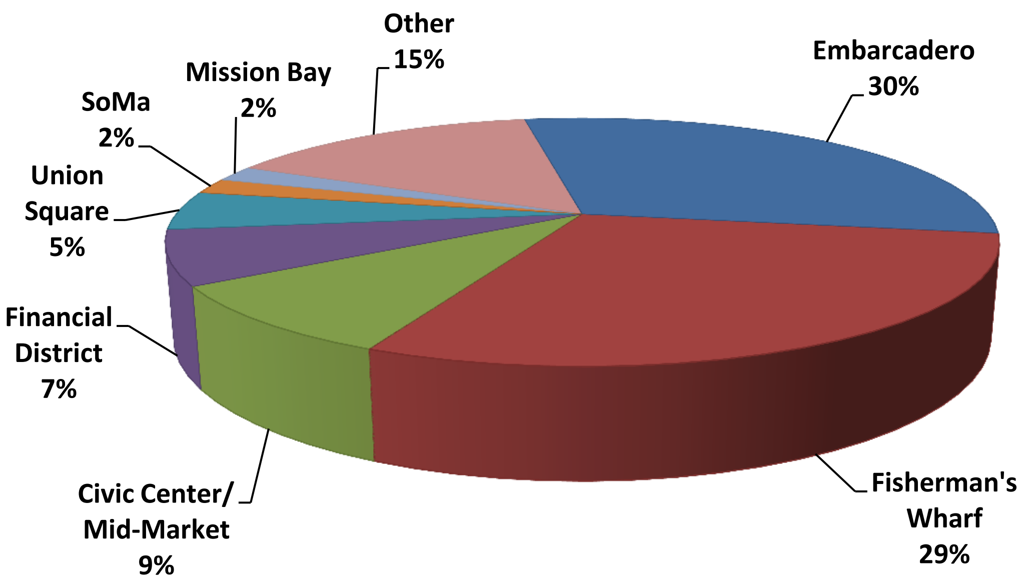
[17] Percentages do not add up to 100% due to rounding.

Figure 40: Weekend – How Many Miles Is It From Your Last Stop To Your Non-Home Destination? (Non-Walkers) n=16



Among the 16 percent of riders who do not walk to their final destination, one-quarter (26%) travel less than two miles while 43 percent travel between two to five miles. Nearly one-third (31%) of weekend non-walking riders travel more than five miles to reach their non-home destination. Weekend riders travel a longer distance from their last alighting point to the final destination at an average of 12.7 miles compared to 2.5 miles on weekday trips.

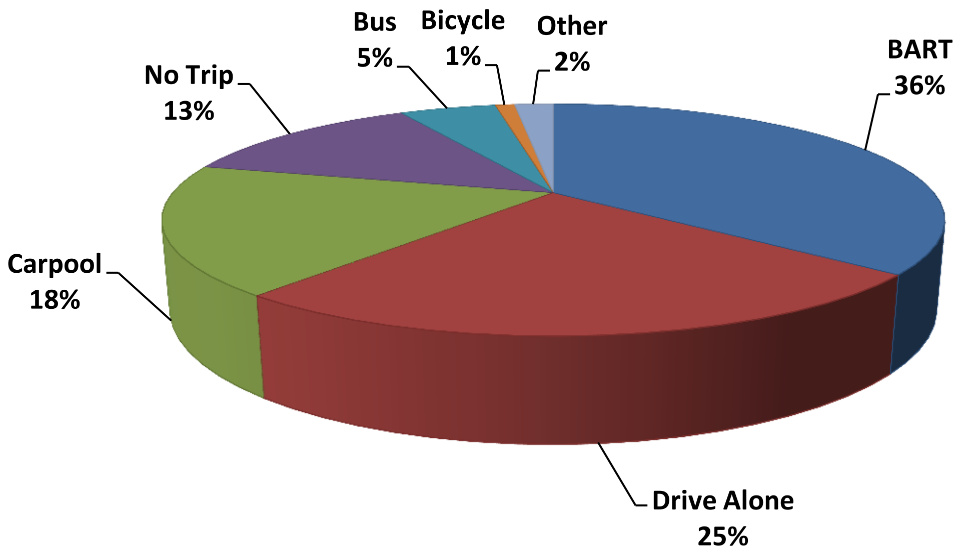
Figure 41: Weekend – What Part Of San Francisco Do You Normally Travel To?
n=127



The distribution of places visited in San Francisco area is substantially different from the weekday trend. While the Financial District is the top choice on weekdays (at 39%), only seven percent of weekend riders travel to the Financial District on the weekend. Weekend riders are more likely to travel to the Embarcadero (30%) and Fisherman's Wharf (29%) compared to 17 and 11 percent respectively on weekdays.
Other less popular destinations include the Civic Center/Mid-Market (9%) and Union Square (5%). The remaining areas regularly traveled to in San Francisco, which account for less than five percent, are SoMa (2%) and Mission Bay (2%). "Other" visited destinations (15%) are similar to the weekday and typically include Anza Vista, Golden Gate Park, etc.[18]

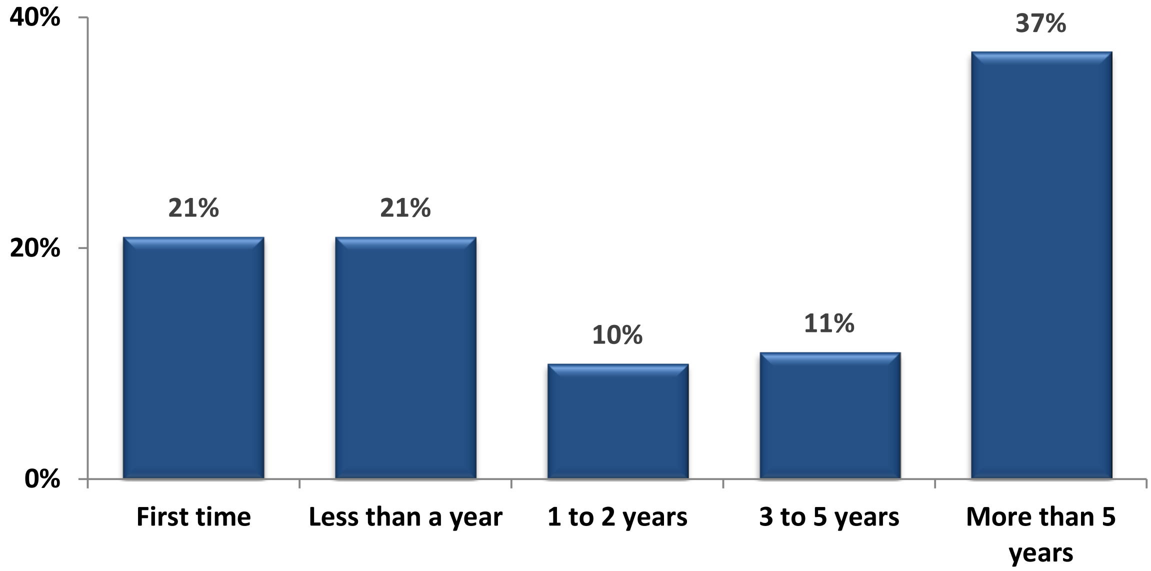
[18] Percentages do not add up to 100% due to rounding.

Figure 42: Weekend – If the Ferry Was Not Available How Would You Have Made Your Trip?
n=127



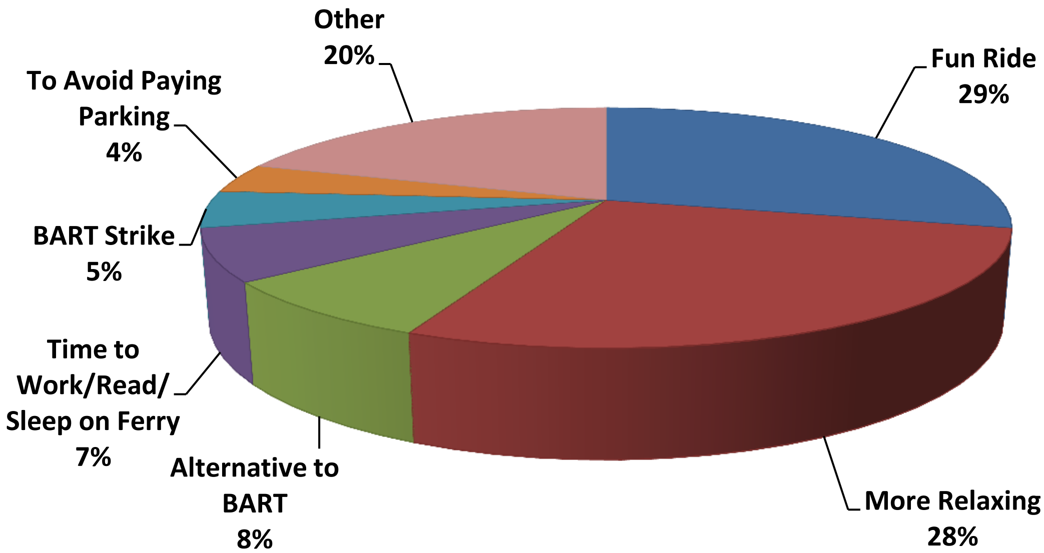
The distribution of alternative travel modes on the weekend is similar to weekdays with 36 percent of weekend riders indicating they would take BART and 25 percent saying that they would drive alone if the ferry was not available (49% and 21% respectively on weekdays). Carpooling and not making the trip were more popular options on the weekend at 18 and 13 percent respectively. This is higher than the seven percent each during the week, likely reflecting the more discretionary nature of social/recreational trips. Additionally, five percent said they would take the bus and one percent said they would bicycle.

Figure 43: Weekend – How Long Have You Been Riding The Ferry? n=127



The distribution of weekend ridership longevity is primarily characterized by riders who have been riding it for less than a year (42%) and those who have been riding it for more than five years (37%). Despite the similarity to the weekday trend, weekend ridership has a larger proportion of riders who are riding for the first time (21% weekend vs. 8% weekday), and a lower percentage of riders who have been riding for one to two years (10% weekend vs. 21% weekday). The approximate median longevity for weekend riders is approximately one year, about half of the weekday median of approximately two years.

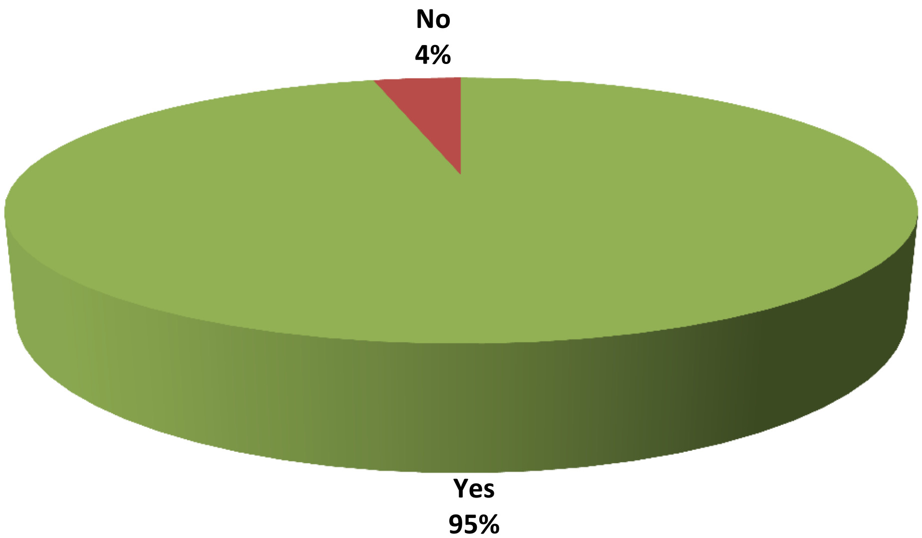
Figure 44: Weekend – What Was The Reason For Trying The Ferry When You First Started Riding? (Riders who started in last two years) n=66



The reasons that motivated respondents to try out riding the ferry are significantly different for weekend riders than for weekday riders. Over half (57%) of weekend riders first rode the ferry in order to have fun (29%) and because it is more relaxing (28%). At a lower level, some rode because they perceive the ferry as an alternative to BART (8%) and due to the BART strike (5%). A few respondents started to ride because they wanted to work/read/sleep onboard (7%) or avoid the cost of parking (4%). In the "Other" category (20%), respondents primarily began to ride the ferry simply because they wanted to try something new or to go to a specific destination.[19]

[19] Percentages do not add up to 100% due to rounding.

Figure 45: Weekend – Do You Think You Will Continue To Use the Ferry For The Next Year Or Longer? (Riders who started in last two years) n=66



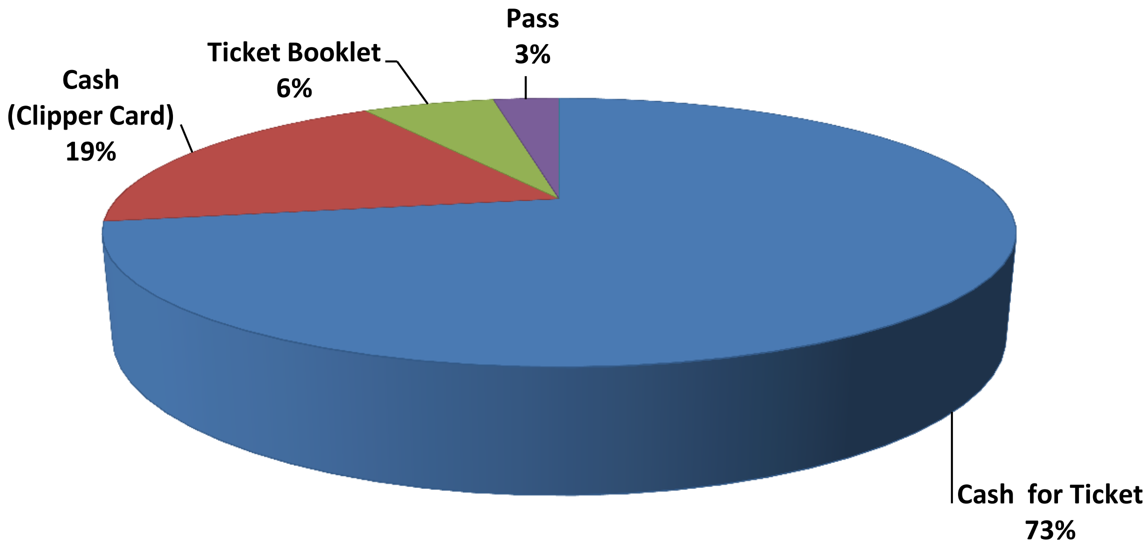
A vast majority (95%) of riders will continue to use the ferry for the next year or longer.[20]

For the small proportion of riders who will stop using the ferry (4% / 3 respondents), one stated that they will not continue riding because they are a visitor, one prefers BART due to its close proximity to home/work, and one is moving out so that the ferry is no longer needed.[21]

[20] Percentages do not add up to 100% due to rounding.
[21] Percentages do not add up to 100% due to rounding.

WEEKEND FARE MEDIA

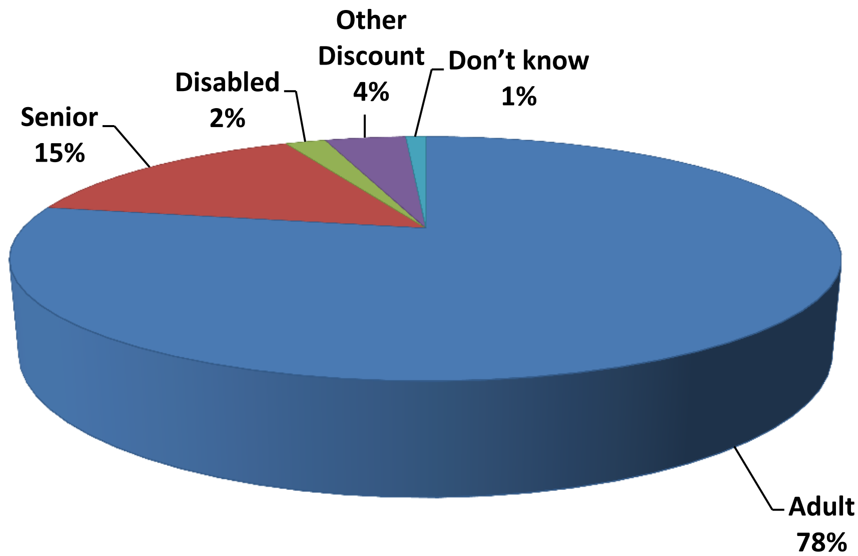
Figure 46: Weekend – How Do You Pay Your Fare?
n=125



Unlike the weekday results in which Cash on Clipper Card (36%) and Passes (25%) are more preferred, the majority of weekend riders pay their fare by using Cash in the forms of bills and coins (73%) to buy tickets. The use of Cash on Clipper Card is a secondary choice (19%), while only a few riders use a Ticket Booklet (6%) and Passes (3%).[22]

[22] Percentages do not add up to 100% due to rounding.

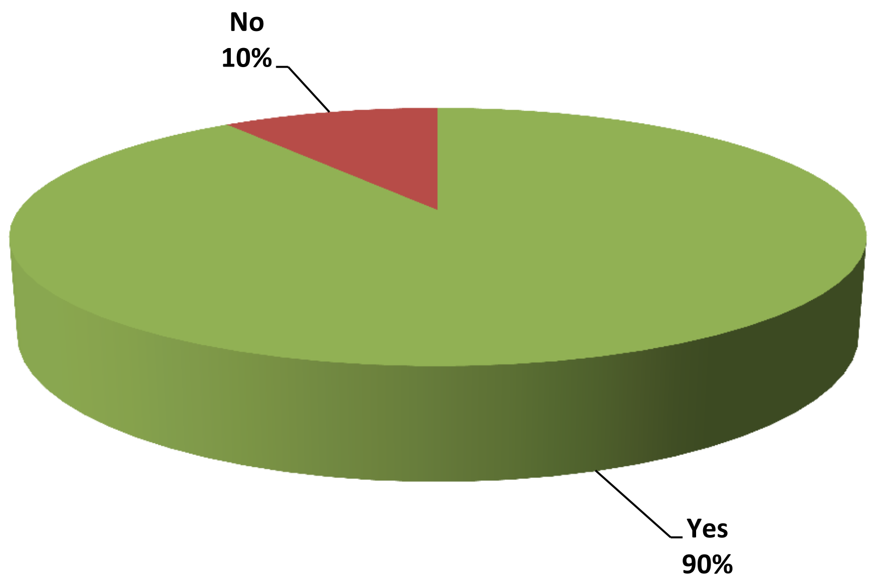
Figure 47: Weekend – What Type of Fare Do You Pay?
n=127



The majority of weekend riders (78%) pay a full “Adult” fare price. There is a higher proportion of weekend riders (21%) who pay a discounted fare compared to weekday riders (8%), and this consists of those who paid a “Senior” fare (15%), “Disabled” fare (2%), and a family or group discount (4%).

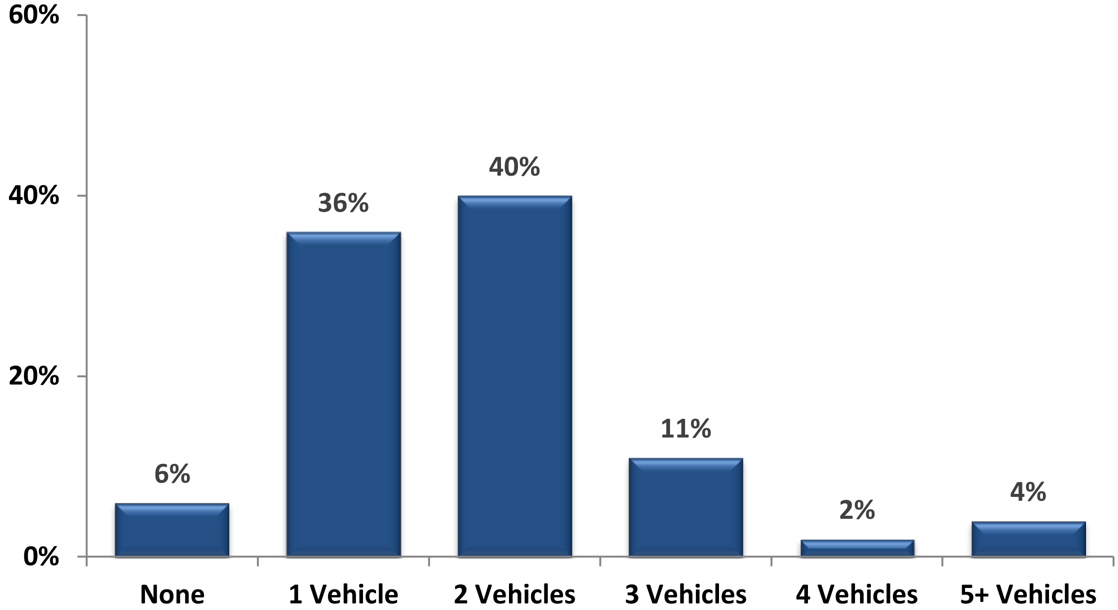
WEEKEND TRANSPORTATION DEMOGRAPHICS

Figure 48: Weekend – Do You Currently Have A Driver's License?
n=127



Ten percent of weekend riders do not have a driver's license, compared to only two percent for weekday riders.

Figure 49: Weekend – How Many Drivable Vehicles Are Available To Your Household? n=127



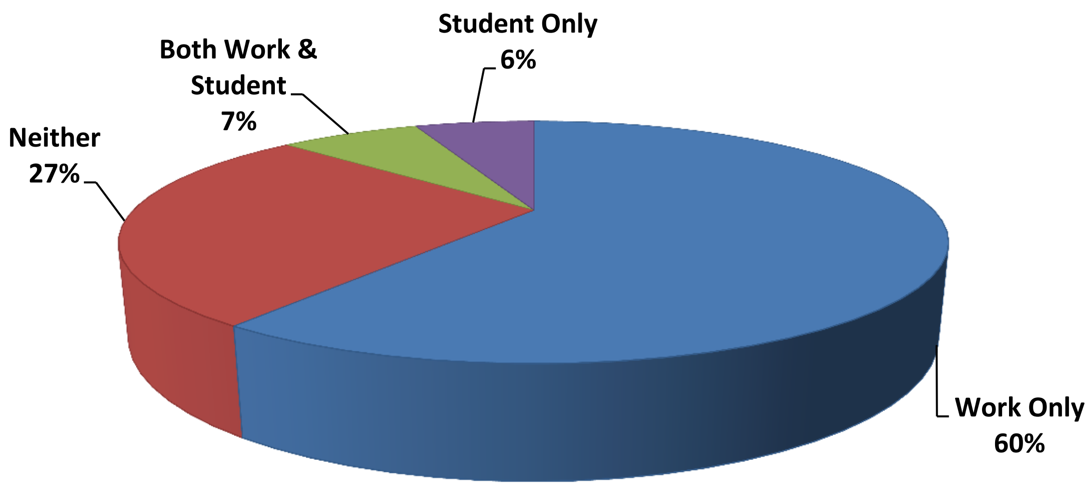
With 94 percent of weekend riders having at least one vehicle available to their household they, like weekday riders, are almost exclusively choice riders. Vehicle availability among weekend riders starts at 36 percent for one vehicle and increases to 40 percent for those who have two vehicles. Beyond the two vehicles category, the proportion of riders decreases to 11 percent for three vehicles and further down to six percent for those with four or more vehicles.[23]

The overall average number of drivable vehicles per household is 1.8 for weekend riders, slightly lower than the average for weekday riders of 2.1 vehicles.

[23] Percentages do not add up to 100% due to rounding.

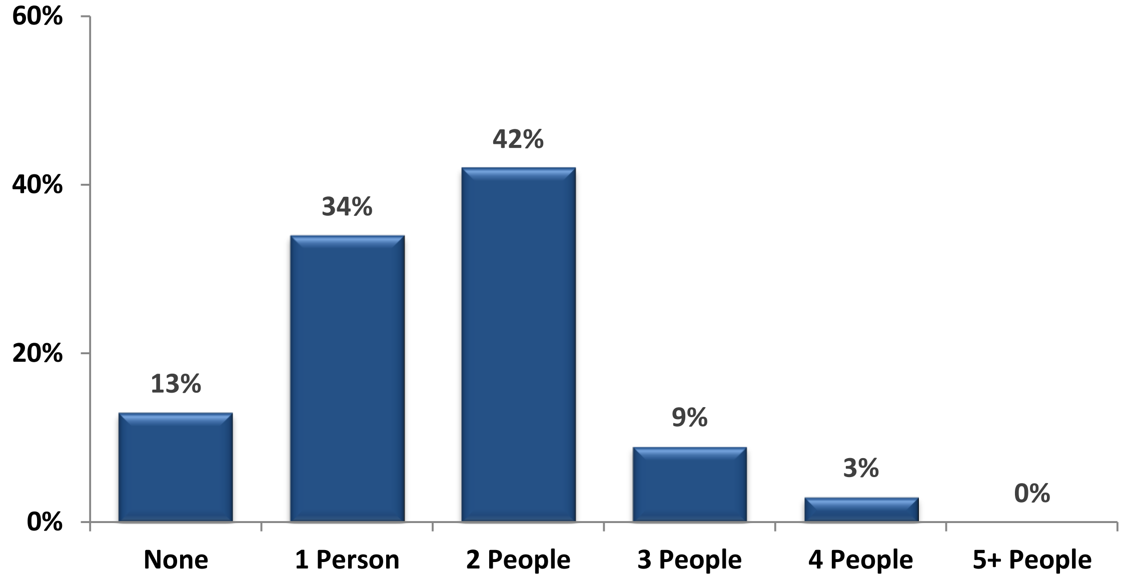
WEEKEND RIDER DEMOGRAPHICS

Figure 50: Weekend – Are You Currently Employed And/Or A Student?
n=127



As might be expected, the proportion of weekend riders who are solely employed (60%) is lower than for weekdays (86%). Conversely, the percentage of riders who are neither employed nor a student (27%), are higher for weekend riders than for weekday riders (6%). The percentage that are students only (6%), or students and workers (7%) are similar to weekday riders.

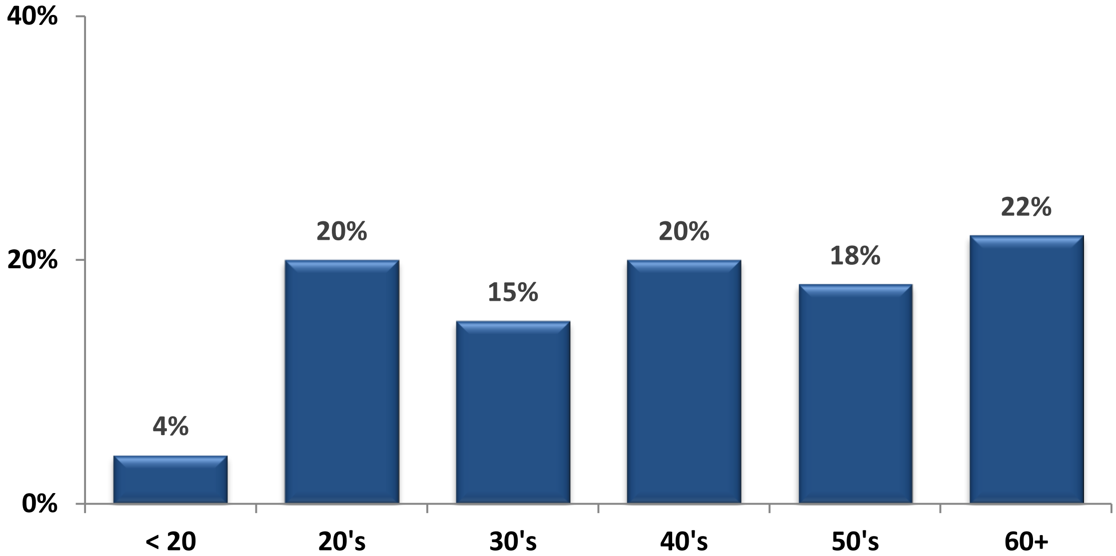
Figure 51: Weekend – How Many People Are Employed In Your Household?
n=127



Weekend riders (13%) are much more likely to live in a household where no one is employed than weekday riders (2%). However, the proportion of riders who have one worker (34%) or two workers (42%) in their household is similar to the 34 and 49 percent of weekday riders in their respective categories. Only a few riders (12%) have three to four employed household members.[24] The average number of workers per household is 1.6, less than the weekday average of 1.9 persons.

[24] Percentages do not add up to 100% due to rounding.

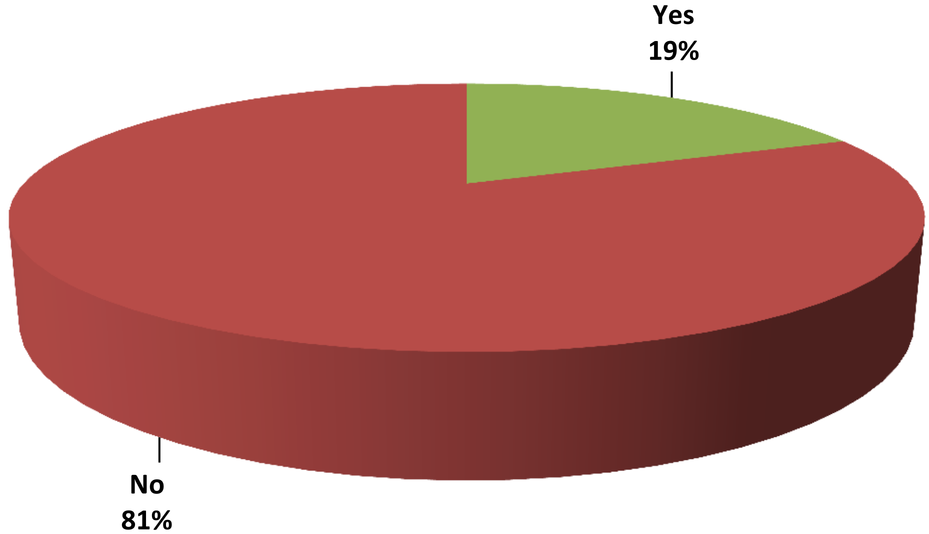
Figure 52: Weekend – What Is Your Age Category?
n=124



The age distribution of weekend riders is more evenly distributed than weekday riders. A small percentage of weekend riders are under 20-years old (4%) similar to the two percent on weekdays. The proportion of riders in their 30's and 40's (35%) is lower than during the week (49%), while those that are in their 20's or 50 or older are higher at 60 percent on the weekend compared to 48 percent during the week.[25]

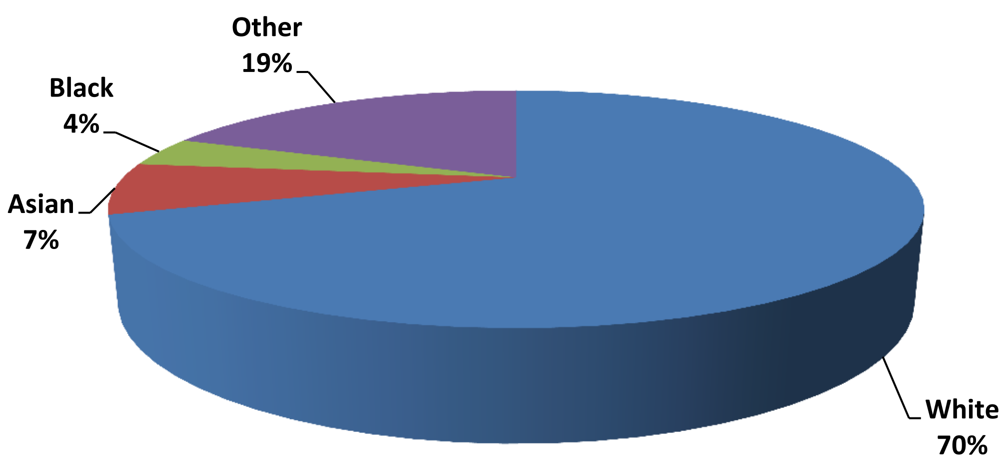
[25] Percentages do not add up to 100% due to rounding.

Figure 53: Weekend – Are You Hispanic, Latino Or Of Spanish Origin?
n=126



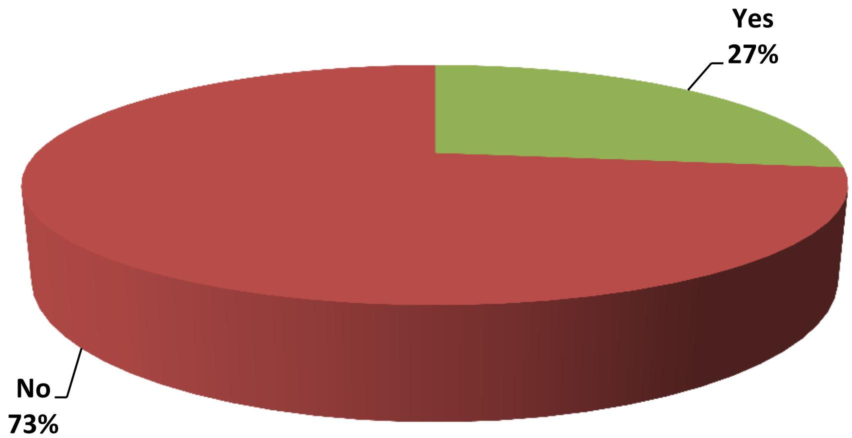
The proportion of Hispanic riders on the weekend is similar to the proportion of weekday riders at 19 percent and 12 percent respectively.

Figure 54: Weekend – Which Of The Following Do You Identify With?
n=124



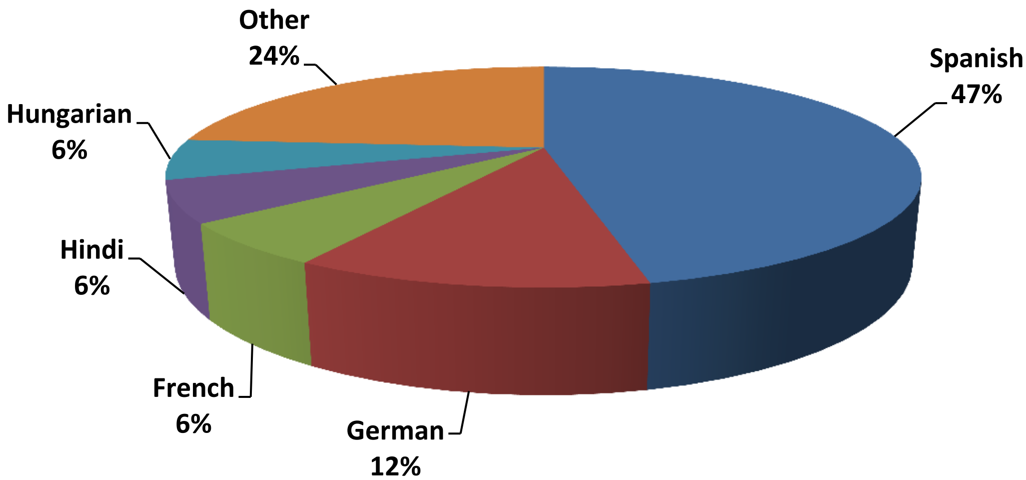
Weekend riders were asked to select the U.S. Census race category with which they identify. The distribution is similar to the weekday with the largest proportion of riders being White (70% weekend vs. 65% weekday) followed by Asian (7% weekend vs. 13% weekday), and Black (4% weekday vs. 6% weekend). The "Other" category accounts for 19 percent of the overall distribution and primarily consists of those who identify themselves as Hispanic.

Figure 55: Weekend – Do You Speak A Language Other Than English At Home?
n=127



At 27 percent, the distribution of weekend riders who speak a language other than English at home is comparable to the weekday figure of 21 percent.

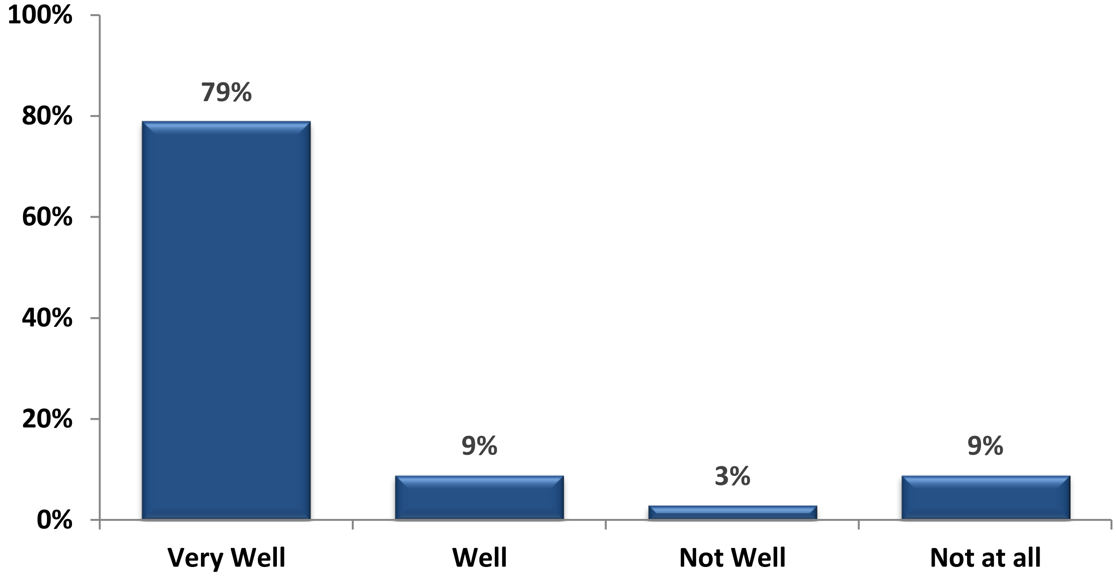
Figure 56: Weekend – What Language Other Than English Do You Speak At Home? (Only Respondents Who Speak a Language Other Than English at Home) n=34



Spanish (47%) remains the most common language spoken at home, and is comparable to the weekday proportion (39%). The remaining languages spoken at home are German (12%), French (6%), Hindi (6%), and Hungarian (6%). There are also approximately a quarter of riders (24%), who speak "Other" languages not listed above including Japanese, Greek, and Serbian.[26]

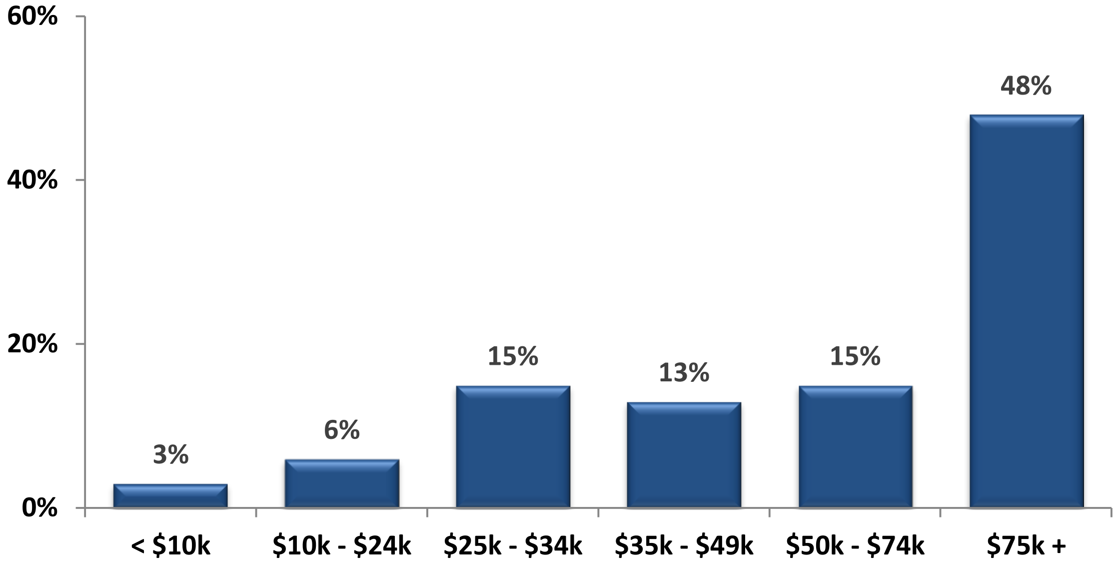
[26] Percentages do not add up to 100% due to rounding.

Figure 57: Weekend – How Well Would You Say You Speak English?
n=34



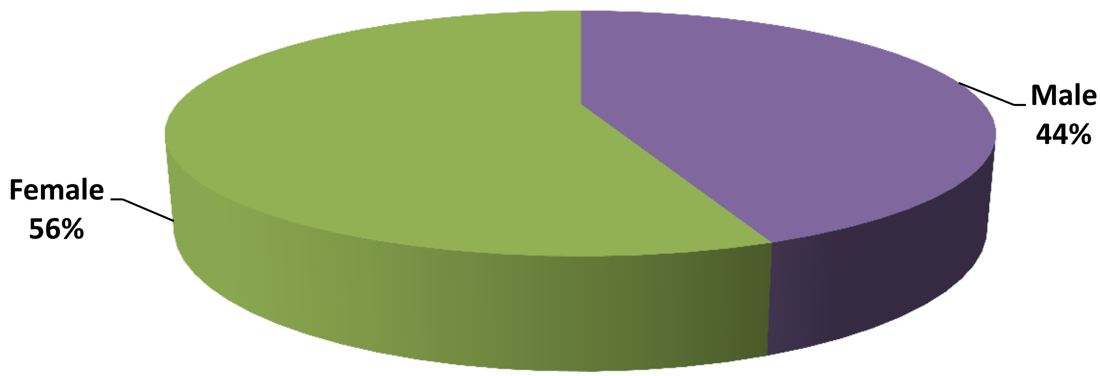
Among WETA weekend riders who speak a language other than English at home (27%), over three-quarters (79%) indicate that they speak English "Very Well" and an additional nine percent indicate that they speak it "Well." Three percent describe their ability to speak English as "Not Well" and an additional nine percent say that they do not speak English at all. Overall, the proportion of riders that speak English "Well" or "Very Well" is slightly higher among weekday riders (97%) than weekend riders (88%).

Figure 58: Weekend – What Is Your Total Household Income?
n=116



Weekend riders show a slightly lower distribution of household income with about half of riders (48%), having an income of $75,000 or higher compared to the 74 percent for weekday riders. All other income categories with the exception of $24,999 or lower are evenly distributed, ranging from 13 percent to 15 percent in comparison to the weekday trend where the proportion increases with each increase in income category.

Figure 59: Weekend – Gender
n=127



While WETA weekday gender distribution shows more male (57%) than female riders (43%), the weekend ridership shows a higher proportion of female riders (56%) than male riders (44%).