

WATER EMERGENCY TRANSPORTATION AUTHORITY
Vallejo Baylink Rider Survey



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Introduction

In November 2011, the Water Emergency Transportation Authority (WETA) contracted with Nelson\Nygaard Consulting Associates to conduct an on-board rider survey for Vallejo Baylink. The survey was conducted on three days, Saturday-Sunday, November 13-14 and Wednesday, November 17 on both the Vallejo ferry and the complementary Route 200 bus. This report presents the results of the survey.

Methodology

Four surveys were developed for this survey effort, one for each mode and direction:

- Ferry: Vallejo to San Francisco
- Ferry: San Francisco to Vallejo
- Route 200: Vallejo to San Francisco
- Route 200: San Francisco to Vallejo

Copies of these four surveys are included as Appendix A. The survey was distributed before passengers boarded the ferry or bus and collected as they de-boarded.

Survey Collection Overview

A total of 979 surveys were collected, 780 on the ferry and 199 on the Route 200. The breakdown of surveys by day of collection, mode and direction is shown in the Table below. There were fewer surveys collected on the Route 200 than on the ferry because the overall ridership is lower. In addition, passengers were asked to fill out the survey only once, therefore San Francisco to Vallejo survey counts are far lower than Vallejo to San Francisco because many riders had already filled out the survey on the first leg of their journey. For example, of the total number of ferry surveys, 90% were collected from riders traveling from Vallejo to San Francisco.

Figure 1 Number of Surveys Collected

Date		Ferry		Route 200	
		Vallejo to SF	SF to Vallejo	Vallejo to SF	SF to Vallejo
Saturday	11/13/2010	150	42	37	11
Sunday	11/14/2010	81	10	22	18
Wednesday	11/17/2010	469	28	105	6
Total		700	80	164	35
Grand Totals		780		199	

Response Rate

On all three survey collection days combined there were over 4,000 boardings on Baylink. 1,521 surveys were distributed and 979 were collected. If all trips are assumed to be round trips, the overall response rate was 46%. This was somewhat higher on the Route 200 (59%) than on the ferry (44%).

The source for ridership figures was the monthly ridership report for November 2010 generated by Baylink.

Figure 2 Survey Response Rates

	Total	Ferry	Bus
Boardings (all 3 days)	4,234	3,562	672
Individual Riders*	2,117	1,781	336
Surveys Distributed	1,521	1,229	292
Surveys Collected	979	780	199
Response Rate**	46%	44%	59%

* Equals "Boardings" divided by 2; assumes all round trips (standard assumption for regional, long distance services)

** Equals Surveys Collected divided by Individual Riders

Summary of Results

The survey sought to reveal information about who is riding the service, where riders are going and what their travel preferences are. Key take-aways are summarized below.

Weekday Riders

The vast majority of weekday riders on the Baylink service appear to be commuters and virtually all weekday Route 200 riders are commuting. This was supported by the results of many of the questions in the survey:

- **Purpose:** The purpose of most weekday rider trips was travelling between home on the Vallejo side and work in San Francisco.
 - Most riders were traveling to three San Francisco zip codes immediately adjacent to the Ferry Building primarily representing the financial district.
- **Frequency:** Almost 80% of weekday riders ride at least 2-3 days/week (96% of Route 200 riders).
- **Fare Type:** 85% of weekday riders use 10-ride and monthly passes.
- **Roundtrip:** A large majority of passengers reported riding the Baylink service roundtrip.

Weekend Riders

On weekends, trips and riders appear to be more diverse:

- **Purpose:** The purpose of most ferry rider trips was a shopping or social/recreational visit in San Francisco; a smaller portion was going to Napa for a wine tour; this was also true for the Route 200 with one exception: commuting from home to work was still a prominent trip purpose on weekends (32%).
 - Most riders were traveling to the San Francisco zip codes representing some of the prime recreational destinations and hotel locations in San Francisco (Fisherman's Wharf/Pier 39, North Beach, Union Square, and Civic Center).
- **Frequency:** Over one third of weekend riders are riding for the first time and another 35% ride less than once per month
- **Fare Type:** Weekend riders use primarily one-way and day passes (almost 75%).
- **Roundtrip:** A somewhat lower percentage of riders are riding roundtrip (72%) than on weekdays.

Other Rider and Trip Information

Some other information about how riders use the service:

- A quite large portion of riders bought senior/disabled tickets (18%), these riders seem to be using the ferry and riding on the weekend more than they ride the Route 200 and somewhat more than riding on weekdays.
- Most riders are accessing the Vallejo Ferry terminal by car and the San Francisco Ferry Terminal on foot or on Muni.

- Almost one third of ferry riders ride on both the weekends and the weekdays. This indicates that, despite the prominent commuter nature of the service, the weekend service is still very important.¹
- 67% of weekday riders said they had flexibility in their work arrival time and almost three quarters in their departure time.
- Overall, 80% of Baylink riders appear to be familiar with both the ferry and Route 200 and have tried or would try taking both services. That said, there were a surprisingly large number of ferry riders who wrote in that did not know what the Route 200 was, indicating a need for better marketing of both services.

Travel preferences

- When asked what they would have done if this particular ferry or Route 200 trip were not available, rider responses varied widely depending on mode and direction. Overall, more Route 200 riders state that they would stick with the Baylink services than ferry riders and more weekday riders than weekend riders.
- The perceived strengths and advantages of the Route 200 and Ferry are different. On the whole, it appears that riders are satisfied with the ferry service; there were a lot of positive comments about the ferry. There were fewer positive comments about the Route 200 experience. In broad strokes, the ferry is more comfortable and passengers value that there is adequate space and amenities for onboard working, but it is slower. The bus though not very comfortable and harder for working, is faster. Riders who take the bus over the ferry appear to do it primarily for speed.
- Maintaining fares at current levels or lower appears to be more important than schedule in terms of maintaining ridership.

¹ Also worth noting: as described in the initial Vallejo Baylink Ferry Service Analysis, approximately one third of revenue comes from infrequent riders buying one-way or day passes. These tickets generate much more per ride than monthly passes due to the deep discount on monthly passes.

Survey Results

Roundtrip/One-way Travel

On both the weekend and weekday, a large majority of passengers were riding the Baylink service roundtrip, nearly 86% overall. Nearly all riders were riding roundtrip on weekdays (over 90%), somewhat less on weekends (72%). Of those who weren't riding the ferry or Route 200 for their return trip, the next highest portion of riders reported remaining on public transit, taking Route 80 to/from BART (8-12% depending on day).

Source: Question 1: "Is this part of a roundtrip on the ferry/bus today?"

Trip Purpose, Origins & Destinations

Weekdays

The vast majority of weekday riders on the Baylink service appear to be commuters, travelling between home on the Vallejo side and work in San Francisco. Route 200 riders were almost exclusively commuters whereas the ferry ridership was slightly more diverse, including some riders on shopping or social/recreational visits to San Francisco as shown in the table below.

Figure 3 Weekday Ferry Trip Origins/Destinations

	Vallejo	San Francisco
Home	88%	7%
Work	2%	71%
Shopping/errands	4%	11%
Other	6%	11%

Sources: Questions 2 and 5: Where did you come from before boarding? Where will you go when you get off the ferry/bus?

Figure 4 Weekday Route 200 Trip Origins/Destinations

	Vallejo	San Francisco
Home	98%	1%
Work	2%	99%
Other	< 1%	< 1%

Sources: Questions 2 and 5: Where did you come from before boarding? Where will you go when you get off the ferry/bus?

Riders came from a diverse range of cities on the Vallejo side, but the top 3 cities of origin, comprising approximately three quarters of the trip origins for both ferry and Route 200 riders, were Vallejo, Napa, and Benicia. The next most common trips origins were Fairfield and American Canyon. This echoes the results of the *Solano Transportation Authority Fall 2009 Ridership Study*.

On the San Francisco side, as would be expected with a commuter service, over half of ferry riders and over 70% of Route 200 riders were going to three zip codes: 94111 (27%), 94105

(24%), and 94104 (10%), the zip codes immediately adjacent to the Ferry Building primarily representing the financial district.

Source: Questions 3 and 6 combined “Where is this place [origin/destination] located?”

Weekends

On weekends, trip purpose was more diverse. Most ferry riders were traveling from home on the Vallejo side to San Francisco for a shopping or social/recreational visit or traveling from a hotel in San Francisco to Napa for a wine tour as shown in the table below. (There also appear to be a not insignificant portion of riders (13%) who live in San Francisco going to Vallejo for shopping or another reason; however this could be due to riders misunderstanding the origin/destination distinction.)

Figure 5 Weekend Ferry Trip Origins/Destinations

	Vallejo	San Francisco
Home	69%	13%
Hotel	4%	13%
Wine tour	11%	0%
Shopping/errands	10%	63%
Other	6%	11%

Sources: Questions 2 and 5: Where did you come from before boarding? Where will you go when you get off the ferry/bus?

Weekend riders on the Route 200 were using the service for similar purposes with one exception: commuting from home to work was still a prominent trip purpose for riders.

Figure 6 Weekend Route 200 Trip Origins/Destinations

	Vallejo	San Francisco
Home	62%	18%
Work	1%	32%
Hotel	7%	15%
Wine tour	12%	0%
Shopping/errands	7%	27%
Other	11%	7%

Sources: Questions 2 and 5: Where did you come from before boarding? Where will you go when you get off the ferry/bus?

On weekends, trip origins were somewhat more dispersed than on weekdays, likely reflecting more tourists and leisure trips. On the San Francisco end, the majority were going to or coming from zip codes 94133 and 94102, representing Fisherman’s Wharf/Pier 39, North Beach, Union Square and Civic Center (Opera House and Theaters) some of the prime recreational destinations and hotel locations in San Francisco.

Source: Questions 3 and 6 combined “Where is this place [origin/destination] located?”

Mode of Access to Ferry Terminal

To access the Vallejo Ferry Terminal and Route 200 stop, most riders drove and parked or were dropped off (85% total).

To access the San Francisco Ferry Terminal, most people walked (67%) as might be expected. Almost one fifth of riders took Muni to reach the Ferry Terminal (19%). Of those riders who filled in what line they used, the vast majority used the F line or the outbound metro lines (J, K, L, M, N), the most popular being the N. The next most common Muni bus lines that were used all provide service westbound across the northern part of San Francisco, such as the 38/38L Geary, the 2 Clement, the 1 California, and the 21 Hayes.

Figure 7 Mode of Access to the Ferry Terminal

	San Francisco	Vallejo
Drove and parked	1%	71%
Dropped off	4%	14%
Walked	67%	4%
Rode bike	2%	1%
Bus/SF Muni	19%	2%
BART	3%	0%
Tour Bus	0%	0%
Other	4%	7%

Sources: Questions 4 and 7: How did you get to/from the bus/ferry?

Alternatives to the Ferry or Route 200

Survey question 8 asked riders what they would have done if this particular ferry or Route 200 trip were not available. Answers to this question varied widely depending on mode and direction.

Ferry

For weekday ferry passengers 43% would stick with a Baylink service, split evenly between taking a different ferry trip or a Route 200 trip (22% ferry, 21% Route 200). Of those that would switch away from Baylink, the largest portion would switch to a private mode (driving 18% or carpooling 3%). It is notable that 12% would switch to taking BART (split evenly between driving and taking Route 80) indicating a potential for more integrated marketing with the Route 80 to BART.

Given the non-discretionary nature of work trips, it is not surprising that only 5% said they would not make the trip. A number of people provided multiple responses to this question, indicating that people have some flexibility in how and when they travel.

On the weekends results were almost the opposite: 38% would switch to a private means of transportation (driving 35% or carpooling 2%) and a full 19% of passengers reported that they would not have made the trip at all. Only 14% stated that they would stick with Baylink (10% ferry 10%, 4% Route 200).

This indicates that service cuts on weekends might result in a more dramatic fall in ridership than those on the weekdays.

Figure 8 Alternatives to this Ferry Trip

	Overall	Weekend	Weekday
Another Baylink Ferry or Route 200 trip	33%	14%	43%
Not made trip	10%	19%	5%
Driven/Carpool	27%	38%	21%
BART & Rte 80/Drive	11%	11%	12%
Other	7%	14%	3%
Multiple	11%	4%	15%

Source: Question 8: "If this service were not available, how would you have made this trip?"

Route 200

Overall, more Route 200 riders state that they would stick with the Baylink services than ferry riders, however most of these riders would switch to a ferry trip. For weekday Route 200 riders, 79% would stick with a Baylink service (73% ferry and 6% Route 200). Only 10% would either drive themselves or carpool and no one indicated that they would not make the trip. Again, this supports the fact that the Route 200 is almost exclusively a commuter service on weekdays.

On the weekend a much higher portion of riders (46%) would stick with Baylink than weekend ferry riders which supports the fact that almost one third of weekend Route 200 riders were using the service for a work trip, unlike the ferry. However, it is still a far lower percentage than on the weekday. Of those that would leave the service, most would switch to a private mode (25% driving and 3% carpooling).

Figure 9 Alternatives to this Bus Trip

	Overall	Weekend	Weekday
Another Baylink Ferry or Route 200 trip	63%	46%	79%
Not made trip	3%	6%	0%
Driven/Carpool	18%	28%	10%
BART & Rte 80/Drive	8%	8%	7%
Other	2%	3%	1%
Multiple	6%	9%	3%

Source: Question 8: "If this service were not available, how would you have made this trip?"

Reasons for Selecting Baylink Service for Trip

"Convenience/ease" and "comfort/pleasure" were the primary reasons selected for why people choose to take the ferry on both weekdays and weekends, although more weekday riders are riding for convenience than pleasure, as would be expected from commuters versus recreational riders.

Figure 10 Reason for taking the Ferry

Reason	Weekday	Weekend
Convenience/Ease	49%	35%
Time/Speed	5%	2%
Comfort/Pleasure	19%	34%
Cost	3%	2%
Safety	1%	1%
Other	1%	10%
Multiple	28%	16%

Source: Question 9: What is the main reason you chose to take the bus/ferry for this trip?

Like ferry riders, many Route 200 riders also chose “convenience/ease” as a main reason they take the service; however “time/speed” was the most common response and “comfort/pleasure” was selected by very few people, opposite from ferry rider reasons. Over half of weekday Route 200 riders appear to have chosen the bus because it is their fastest option which is supported by the qualitative responses to Question 15 presented below which show that the bus is not comfortable, but it is a faster service.

Weekend Route 200 riders indicated “convenience/ease” over “time/speed.” We suspect this is because of the span of the bus schedule on weekends; many people use the bus because ferries do not run early or late enough to accommodate their trip needs.

Figure 11 Reason for Taking the Route 200

	Weekday	Weekend
Convenience /Ease	21%	44%
Time /Speed	52%	20%
Comfort /Pleasure	2%	9%
Cost	3%	5%
Safety	0%	2%
Other	3%	11%
Multiple	20%	9%

Source: Question 9: What is the main reason you chose to take the bus/ferry for this trip?

Rider Activities

The two most common activities while people are riding the ferry and Route 200 were reading/working and relaxing/sleeping. A large majority of the Route 200 riders (almost 60%) spent their time relaxing and sleeping, whereas almost half of ferry riders read or worked. Again, this aligns with the qualitative responses which indicated that the ferry ride is more comfortable and that working on the bus is difficult. As would be expected, a larger portion of people were socializing while on the ferry on the weekend than on the weekdays. 10-20% of riders gave

multiple answers to this question indicating that they engage in multiple activities and/or vary their activities depending on the day.

Figure 12 Rider Activities

	Overall	Weekend	Weekday	Route 200	Ferry
Read/work NOT on laptop	18%	11%	21%	13%	20%
Read/work on laptop	23%	19%	25%	13%	26%
Relax/Sleep	30%	39%	27%	59%	22%
Talk/Socialize	7%	16%	3%	1%	8%
Talk on Phone	1%	1%	0%	1%	0%
Other	3%	4%	2%	2%	3%
Multiple	19%	10%	22%	11%	21%

Source: Question 10: How do you spend most of your time while riding the bus/ferry?

Frequency of Riding

Confirming past survey results and many of the results presented above, it appears that Baylink is primarily a commuter service. Overall, over half of Baylink riders indicated that they ride with commuter-like frequency, at least 2-3 days a week (46% ride daily). This is much higher on weekdays (almost 80%) than on weekends when over one third of riders are riding the service for the first time.

Riders on the Route 200 ride more frequently than ferry riders overall. In fact, on weekdays, 83% of Route 200 passengers are riding daily and virtually all of them (96%) ride at least 2-3 times per week. (Only overall Route 200 results are presented below, shown with weekday and weekend responses combined.)

A summary of ridership frequency is shown in the table below.

Figure 13 Frequency of Riding

	Overall	Weekend	Weekday	Route 200	Ferry
Commuter/Frequent (at least 2-3 days/week)	54%	11%	79%	68%	51%
Occasional (as least 1 day/month)	13%	20%	9%	12%	13%
Infrequent (at least 1 day/year)	18%	35%	8%	8%	20%
First Time	15%	34%	4%	13%	16%

Source: Question 11: How often do you ride this service?

Almost one third of ferry riders ride on both the weekends and the weekdays as shown in the table below. This appears to be true for ferry riders more than for Route 200 riders.

Figure 14 Weekday and Weekend Ridership Patterns

	Overall	Weekend	Weekday	Route 200	Ferry
Ride Weekdays Only	58%	5%	78%	65%	57%
Ride Weekends Only	12%	40%	1%	12%	12%
Ride Both Weekdays & Weekends	30%	55%	21%	23%	31%

Source: Question 12: I ride: weekdays, weekends or weekdays and weekends.

Have you left and come back?

Question 13 asked whether riders have stopped riding Baylink and returned since the first time they rode. About 20% of riders reported having stopped riding at some point. For those who answered the “Why?” fill-in question, the most common explanation was fares (64 people), only 8 said they left for schedule-related reasons. There were definitely a number of comments about schedule, but they were more about work and personal schedules changing than about Baylink schedule changes. Overall people appear to have some flexibility in when they travel.

Figure 15 Have you ever stopped riding and come back?

	Overall	Weekend	Weekday	Route 200	Ferry
Yes, I stopped riding & returned	20%	10%	24%	23%	20%
No, I have never stopped riding	79%	90%	75%	77%	80%

Source: Question 13: Since your first ride, was there a time you stopped riding but then decided to come back?

Ticket and Fare Types

Almost half of Baylink riders used a monthly pass, following by another 21% who used a 10-Ride card. This supports past survey results and echoes the results of Question 11 above (frequency of riding) which showed that almost 70% ride frequently or occasionally.

On weekends, riders use primarily one-way and day passes (almost 75%). In contrast, 85% of weekday riders are using 10-ride and monthly passes as would be expected given the regular commuter profile of weekday riders on both services. Again, Route 200 stands out as a particularly commuter heavy service with 80% of riders using monthly and 10-ride passes.

Figure 16 Fare Type

	Overall	Weekend	Weekday	Route 200	Ferry
One-Way	9%	23%	3%	10%	9%
Day Pass	21%	50%	9%	8%	24%
10-Ride	21%	15%	23%	19%	22%
Monthly Pass	47%	11%	62%	61%	43%
Multiple	2%	1%	2%	1%	2%

Source: Question 14: How did you pay for this trip?

A quite large portion of riders bought senior/disabled tickets (18%), these riders seem to be using the ferry and riding on the weekend more than they ride the Route 200 and slightly more than riding on weekdays.

Figure 17 Ticket Type

	Overall	Weekend	Weekday	Route 200	Ferry
Standard/Adult	77%	69%	82%	78%	77%
Youth	1%	2%	0%	2%	0%
Senior/Disabled	18%	20%	18%	14%	19%
Group	1%	3%	0%	6%	0%
Multiple	3%	7%	0%	0%	3%

Source: Question 14: How did you pay for this trip?

Familiarity with both Baylink Services

Overall, 80% of Baylink riders appear to be familiar with both the ferry and Route 200 and have tried or would try taking both services. This is true for virtually all Route 200 riders, somewhat less so for ferry riders. Weekend riders are the least familiar with both services and least willing to switch to the other service, as would be expected given the larger portion of out of town riders and tourists using the service on the weekend for discretionary pleasure trips.

It is worth noting that there were a surprisingly large number of ferry riders who wrote in that did not know what the Route 200 was, indicating a need for better integrated marketing of both services.

Figure 18 Ridership Cross Over between Baylink services (Ferry/Route 200)

	Overall	Weekend	Weekday	Route 200	Ferry
I have ridden both & WOULD try again	55%	33%	67%	82%	48%
I have ridden both & would NOT try again	8%	1%	12%	4%	9%
I have NOT ridden both, but WOULD try	24%	42%	13%	12%	27%
I have NOT ridden both, and would NOT try	13%	24%	7%	2%	16%

Source: Question 15: Have you ever ridden the Baylink other service (ferry/Route 200) to make this trip?

Qualitative Responses

Question 15 also yielded qualitative information on why people chose to take the ferry over the bus or vice versa from the fill in question "Why Not?" (Some qualitative information was also gleaned from a fill in asking riders to elaborate on the main reasons they choose to ride in question 9). These should not be considered statistically valid as many riders did not provide answers, but they do provide some more rich insights into rider preferences and experiences with the service.

It appears that riders are satisfied with the ferry service on the whole. People value having space to work and to put bags and other personal items; they appreciate the quality of the facilities and the availability of food and drink; adjectives used to describe the experience include relaxing, easy, predictable, reliable, and less stressful than driving. Overall, there were a lot of positive comments about the ferry.

It appears that most people prefer the ferry for these reasons. The bus is less comfortable and there is not adequate room to work. The bus being too hot was mentioned by a surprisingly large number of people (it seems that at least one of the drivers doesn't know how to work the heat and it is either freezing, or, more typically, very hot). However, the bus is faster than the ferry. Riders who take the bus over the ferry appear to do it primarily for speed.

There were a number of negative comments about the smaller Vallejo boat, especially on commute trips on weekday mornings. Many riders would prefer that this boat were taken out of service for these commuter runs. Not only the size and crowding were mentioned, but the layout and comfort of the seats.

There were also a number of comments about the fares. Confirming results of the initial fare analysis done in the *Vallejo Baylink Ferry Service Analysis*, riders seem to believe ferry fares are just about right, especially compared to other options. There were a few comments about it being too expensive, but that was not the dominant response. Maintaining fares at current levels or lower appears to be more important than schedule in terms of maintaining ridership (this supports the results of Question 13).

There were a number of comments saying that the fares didn't justify the bus ride experience, whereas the price seemed worth it for the comfort/amenities/experience of the ferry.

Source: Question 9 fill in: Please elaborate on the main reasons you choose to take the ferry/bus; and Question 15 fill in: Why would you not try the other service (Route 200 or ferry)?

Age of Baylink Riders

The vast majority of Baylink riders are between 25 and 65 years old, with the heaviest concentration between 35 and 64 years old. This is especially true on weekdays and on the Route 200, which is a more commuter heavy population and thus one would expect a heavy representation of working age riders. There is a much more even distribution of rider age on weekends as would be expected with more families riding for weekend recreational outings. There are also more seniors riding on weekends than on weekdays and more on the ferry than on the Route 200. (This supports the results of the ticket type question above.)

Figure 19 Rider Age

	Overall	Weekend	Weekday	Route 200	Ferry
< 12 years old	< 1%	1%	< 1%	< 1%	1%
13-17	1%	3%	< 1%	< 1%	1%
18-24	7%	14%	3%	7%	7%
25-34	15%	19%	13%	16%	15%
35-49	32%	24%	37%	46%	29%
50-64	35%	26%	39%	25%	36%
65 years or older	10%	13%	9%	7%	11%

Source: Question 16: How old are you?

Household Income of Baylink Riders

The income of weekend riders is notably lower than that of weekday riders. Over half of weekday riders make over \$100,000 a year compared to only 25% of weekend riders, whereas 15% of weekend riders make less than \$15,000 compared to only 3% of weekday riders.

These differences appear to be relatively evenly distributed between the Route 200 and the Ferry as their income demographics closely match the overall results.

Figure 20 Annual Household Income

	Overall	Weekend	Weekday	Route 200	Ferry
Under \$15,000	7%	15%	3%	7%	7%
\$15,000-35,999	6%	9%	4%	6%	6%
\$36,000-50,999	9%	17%	5%	10%	8%
\$51,000-75,999	19%	22%	17%	24%	18%
\$76,000-100,999	16%	11%	19%	16%	16%
\$101,000 +	43%	25%	52%	38%	44%

Source: Question 17: What is your annual household income?

Arrival and Departure Time and Flexibility

Arrival at Work

Riders were asked when they have to be at work and leave work. It appears that very few riders have to be at work before 7 AM (6%). The largest portion of riders must arrive at work between 8 and 9 AM, as might be expected. 8 AM and 9 AM were the most common responses with 22% of riders filling in each of these two times (44% total) as their work arrival time.

The breakdown of responses by time is shown in the table below. 85% of weekday riders who completed a survey answered this question so this can be considered a relatively good representation of commuter rider needs.

Questions 18-21 were only analyzed for weekday riders.

Figure 21 Time of Arrival at Work

Time Period	Weekday
Before 7 AM	6%
7 - 7:45 AM	19%
8 - 8:45 AM	41%
9 - 9:45 AM	24%
Other	10%

Source: Question 18: What time do you typically have to be at work?

Detailed Time Breakdown	Weekday #s	Weekday %
6:00 AM	11	2%
6:15 AM	2	0%
6:30 AM	8	2%
6:45 AM	8	2%
7:00 AM	42	8%
7:15 AM	8	2%
7:30 AM	34	7%
7:45 AM	10	2%
8:00 AM	111	22%
8:15 AM	18	4%
8:30 AM	71	14%
8:45 AM	9	2%
9:00 AM	110	22%
9:15 AM	2	0%
9:30 AM	11	2%
9:45 AM	0	0%
10:00 AM	14	3%
Other	38	7%

Source: Question 18: What time do you typically have to be at work?

Over two thirds of weekday riders said they had flexibility in their work arrival time. This was somewhat lower for Route 200 riders (57%). This would seem to align with the fact that Route 200 riders seem to be choosing the bus over the ferry because of its speed.

Figure 22 Flexibility in Arrival Time at Work

	Weekday
Flexible	67%
Not Flexible	33%

Source: Question 19: Do you have any flexibility in this time?

Departure from Work

The largest portion of riders departs work between 5 and 6 PM, very few depart before 4 PM. An even higher portion of riders have flexibility in when they leave work than in when they arrive, almost three quarters of weekday riders.

Figure 23 Time of Departure from Work

Time Period	Weekday
3-3:45 PM	8%
4-4:45 PM	30%
5-5:45 PM	36%
6-6:45 PM	10%
Other	16%

Source: Question 20: What time do you typically leave work?

Detailed Time Breakdown	Weekday #s	Weekday %
3:00 PM	13	3%
3:15 PM	4	1%
3:30 PM	17	3%
3:45 PM	6	1%
4:00 PM	66	13%
4:15 PM	13	3%
4:30 PM	44	9%
4:45 PM	31	6%
5:00 PM	115	23%
5:15 PM	4	1%
5:30 PM	53	10%
5:45 PM	11	2%
6:00 PM	37	7%
6:15 PM	2	0%
6:30 PM	10	2%
6:45 PM	1	0%
7:00 PM	7	1%
Other	76	15%

Source: Question 20: What time do you typically leave work?

Figure 24 Flexibility in Departure Time from Work

	Weekday
Yes	73%
No	26%

Source: Question 21: Do you have any flexibility in this time?

APPENDIX A

VALLEJO BAYLINK RIDER SURVEYS

We are seeking your feedback to help improve service. Please complete this survey while on board and someone will collect it when you disembark. Your responses are completely anonymous.

YOU ONLY NEED TO COMPLETE THIS SURVEY ONCE TODAY.

TELL US ABOUT YOUR TRIP ON THE FERRY TODAY

1) Is this part of a roundtrip on the ferry today?

- Yes...*Skip to #2*
- No, I am only traveling one way today...*Skip to #2*
- No, I made or will make the trip in the other direction via:
 - a I was dropped off or picked up in a car
 - b Carpool
 - c Baylink Route 200
 - d BART & Vallejo Bus Route 80
 - e BART & Car (picked up by someone else)
 - f Other _____

2) Where did you come from before boarding the ferry?

- Home
- Work (including your office, client meeting, site visit, etc.)
- Hotel
- School
- Wine Tour
- Sporting Event
- Medical/Healthcare/Social Services Visit
- Shopping/Errands/Social/Recreational Visit (e.g. Friends/Family)
- Other _____

3) Where is this place located? (to the best of your knowledge)

What City? _____

What Address? _____

OR Cross Street? _____

OR Zip Code? _____

OR Landmark? (Kaiser Hospital, City Hall, etc.) _____

4) How did you get to the ferry terminal from that place?

- Drove and parked:
How many minutes did you walk from car to ferry? _____
- Someone dropped me off
- Walked:
How many minutes did it take to walk to the ferry? _____
- Rode bicycle:
Did you bring the bicycle on board? YES NO
- Bus:
Which system and route #? _____
- Tour Bus:
Which company? _____
- Other _____

5) Where will you go when you get off the ferry?

- Home
- Work (including your office, client meeting, site visit, etc.)
- Hotel
- School
- Sporting Event
- Medical/Healthcare/Social Services Visit
- Shopping/Errands/Social/Recreational Visit (e.g. Friends/Family)
- Other _____

6) Where is that place located?

What City? _____

What Address? _____

OR Cross Street? _____

OR Zip Code? _____

OR Landmark? _____

7) How will you get there from the ferry?

- Be picked up in a car
- Walk: How many minutes? _____
- Ride bicycle
- San Francisco Muni bus/train:
Which line? _____
- BART
- Tour Bus: Which company? _____
- Other _____

8) If this particular ferry trip were not available, how would you have travelled today?

- I would have taken a different ferry trip
Which time? _____
- I would have taken a Route 200 trip
Which time? _____
- I would not have made this trip
- Driven myself
- Carpooled
- Driven by someone to BART and BART to San Francisco
- Vallejo Route 80 to BART station and BART to San Francisco
- Taken a Tour Bus
- Other _____

9) What is the main reason you chose to take the ferry for this trip?

- 1 Convenience/Ease
- 2 Time/Speed
- 3 Comfort/Pleasure
- 4 Cost
- 5 Safety
- 6 If you would like, please elaborate _____

10) If you are a regular ferry passenger, how do you spend most of your time while riding the ferry?

- 1 Read, work or play games but NOT on a laptop or mobile device
- 2 Read, work or play games USING a laptop or mobile device
- 3 Relax/Sleep/Stare out the Window
- 4 Talk and socialize with friends or other passengers
- 5 Talk on my cell phone
- 6 Other

TELL US ABOUT YOUR TRAVEL PATTERNS

11) How often do you ride this service?

- 1 Daily (4-7 days/week)
- 2 2-3 days per week
- 3 About 1 day per week
- 4 About 1 day per month
- 5 Less than one day per month
- 6 Less than one day per year
- 7 This is my first ride...Skip to #15

12) I ride:

- 1 Weekdays only
- 2 Weekends only
- 3 Weekdays and Weekends

13) Since your first ride, was there a time you stopped riding but then decided to come back?

- 1 Yes: Why? _____
- 2 No

14) How did you pay for this trip? (Choose one from each column)

Fare Type:

- 1 One-Way Ticket
- 2 Day Pass
- 3 10-Ride Punch Card
- 4 Monthly Pass

Ticket Type:

- 5 Standard/Adult
- 6 Youth
- 7 Senior/Disabled
- 8 Group

15) Have you ever ridden the Route 200 to make this trip?

- 1 Yes, and I would try it again
- 2 Yes, but I would NOT ride again... See "Why Not?" below
- 3 No, but I would consider taking it
- 4 No, and I would NOT consider taking it

Why not? _____

TELL US ABOUT YOURSELF

16) How old are you?

- 1 < 12 years old
- 2 13-17
- 3 18-24
- 4 25-34
- 5 35-49
- 6 50-64
- 7 65 years or older

17) What is your annual household income?

- 1 Under \$15,000
- 2 \$15,000-35,999
- 3 \$36,000-50,999
- 4 \$51,000-75,999
- 5 \$76,000-100,999
- 6 \$101,000+

18) What time do you typically have to be at work? _____

19) Do you have any flexibility in this time?

- 1 Yes
- 2 No

20) What time do you typically leave work? _____

21) Do you have any flexibility in this time?

- 1 Yes
- 2 No

22) If you have any additional comments, please write them here:

Thank you for your participation!

We are seeking your feedback to help improve service. Please complete this survey while on board and someone will collect it when you disembark. Your responses are completely anonymous.

YOU ONLY NEED TO COMPLETE THIS SURVEY ONCE TODAY.

TELL US ABOUT YOUR TRIP ON THE FERRY TODAY

1) Is this part of a roundtrip on the ferry today?

- ₁ Yes...*Skip to #2*
- ₂ No, I am only traveling one way today...*Skip to #2*
- ₃ No, I made or will make the trip in the other direction via:
 - _a I was dropped off or picked up in a car
 - _b Carpool
 - _c Baylink Route 200
 - _d BART & Vallejo Bus Route 80
 - _e BART & Car (dropped off by someone else)
 - _f Other _____

2) Where did you come from before boarding the ferry?

- ₁ Home
- ₂ Work (including your office, client meeting, site visit, etc.)
- ₃ Hotel
- ₄ School
- ₅ Sporting Event
- ₆ Medical/Healthcare/Social Services Visit
- ₇ Shopping/Errands/Social/Recreational Visit (e.g. Friends/Family)
- ₈ Other _____

3) Where is this place located? (to the best of your knowledge)

What City? _____

What Address? _____

OR Cross Street? _____

OR Zip Code? _____

OR Landmark? (Kaiser Hospital, City Hall, etc.) _____

4) How did you get to the ferry terminal from that place?

- ₁ Drove and parked:
How many minutes did you walk from car to ferry? _____
- ₂ Someone dropped me off
- ₃ Walked:
How many minutes did it take to walk to the ferry? _____
- ₄ Rode bicycle:
Did you bring the bicycle on board? YES NO
- ₅ San Francisco Muni bus/train:
Which line? _____
- ₆ BART
- ₇ Tour Bus:
Which company? _____
- ₈ Other _____

5) Where will you go when you get off the ferry?

- ₁ Home
- ₂ Work (including your office, client meeting, site visit, etc.)
- ₃ Hotel
- ₄ School
- ₅ Wine Tour
- ₆ Sporting Event
- ₇ Medical/Healthcare/Social Services Visit
- ₈ Shopping/Errands/Social/Recreational Visit (e.g. Friends/Family)
- ₉ Other _____

6) Where is that place located?

What City? _____

What Address? _____

OR Cross Street? _____

OR Zip Code? _____

OR Landmark? _____

7) How will you get there from the ferry?

- ₁ Be picked up in a car
- ₂ Walk: How many minutes? _____
- ₃ Ride bicycle
- ₄ Bus: Which system and route #? _____
- ₅ Tour Bus: Which company? _____
- ₆ Other _____

8) If this particular ferry trip were not available, how would you have travelled today?

- ₁ I would have taken a different ferry trip
Which time? _____
- ₂ I would have taken a Route 200 trip
Which time? _____
- ₃ I would not have made this trip
- ₄ Driven myself
- ₅ Carpooled
- ₆ BART from San Francisco connecting to Vallejo Route 80
- ₇ BART from San Francisco and picked up by someone at BART
- ₈ Taken a Tour Bus
- ₉ Other _____

9) What is the main reason you chose to take the ferry for this trip?

- 1 Convenience/Ease
- 2 Time/Speed
- 3 Comfort/Pleasure
- 4 Cost
- 5 Safety
- 6 If you would like, please elaborate _____

10) If you are a regular ferry passenger, how do you spend most of your time while riding the ferry?

- 1 Read, work or play games but NOT on a laptop or mobile device
- 2 Read, work or play games USING a laptop or mobile device
- 3 Relax/Sleep/Stare out the Window
- 4 Talk and socialize with friends or other passengers
- 5 Talk on my cell phone
- 6 Other

TELL US ABOUT YOUR TRAVEL PATTERNS

11) How often do you ride this service?

- 1 Daily (4-7 days/week)
- 2 2-3 days per week
- 3 About 1 day per week
- 4 About 1 day per month
- 5 Less than one day per month
- 6 Less than one day per year
- 7 This is my first ride...Skip to #15

12) I ride:

- 1 Weekdays only
- 2 Weekends only
- 3 Weekdays and Weekends

13) Since your first ride, was there a time you stopped riding but then decided to come back?

- 1 Yes: Why? _____
- 2 No

14) How did you pay for this trip? (Choose one from each column)

- | | |
|---|--|
| <i>Fare Type:</i> | <i>Ticket Type:</i> |
| <input type="checkbox"/> 1 One-Way Ticket | <input type="checkbox"/> 5 Standard/Adult |
| <input type="checkbox"/> 2 Day Pass | <input type="checkbox"/> 6 Youth |
| <input type="checkbox"/> 3 10-Ride Punch Card | <input type="checkbox"/> 7 Senior/Disabled |
| <input type="checkbox"/> 4 Monthly Pass | <input type="checkbox"/> 8 Group |

15) Have you ever ridden the Route 200 to make this trip?

- 1 Yes, and I would try it again
- 2 Yes, but I would NOT ride again... See "Why Not?" below
- 3 No, but I would consider taking it
- 4 No, and I would NOT consider taking it

Why not? _____

TELL US ABOUT YOURSELF

16) How old are you?

- 1 < 12 years old
- 2 13-17
- 3 18-24
- 4 25-34
- 5 35-49
- 6 50-64
- 7 65 years or older

17) What is your annual household income?

- | | |
|--|---|
| <input type="checkbox"/> 1 Under \$15,000 | <input type="checkbox"/> 4 \$51,000-75,999 |
| <input type="checkbox"/> 2 \$15,000-35,999 | <input type="checkbox"/> 5 \$76,000-100,999 |
| <input type="checkbox"/> 3 \$36,000-50,999 | <input type="checkbox"/> 6 \$101,000+ |

18) What time do you typically have to be at work? _____

19) Do you have any flexibility in this time?

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- 2 No

20) What time do you typically leave work? _____

21) Do you have any flexibility in this time?

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22) If you have any additional comments, please write them here:

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YOU ONLY NEED TO COMPLETE THIS SURVEY ONCE TODAY.

TELL US ABOUT YOUR TRIP ON THE BUS TODAY

1) Is this part of a roundtrip on this bus today?

- ₁ Yes...*Skip to #2*
- ₂ No, I am only traveling one way today...*Skip to #2*
- ₃ No, I made or will make the trip in the other direction via:
 - _a I was dropped off or picked up in a car
 - _b Carpool
 - _c Vallejo Ferry
 - _d BART & Vallejo Bus Route 80
 - _e BART & Car (picked up by someone else)
 - _f Other _____

2) Where did you come from before boarding the bus?

- ₁ Home
- ₂ Work (including meeting, site visit, etc.)
- ₃ Hotel
- ₄ School
- ₅ Wine Tour
- ₆ Sporting Event
- ₇ Medical/Healthcare/Social Services Visit
- ₈ Shopping/Errands/Social/Recreational Visit (e.g. Friends/Family)
- ₉ Other _____

3) Where is this place located? (to the best of your knowledge)

What City? _____

What Address? _____

OR Cross Street? _____

OR Zip Code? _____

OR Landmark? (Kaiser Hospital, City Hall, etc.) _____

4) How did you get to the bus stop from that place?

- ₁ Drove and parked:
How many minutes did you walk from car to bus? _____
- ₂ Someone dropped me off
- ₃ Walked:
How many minutes did it take to walk to the bus? _____
- ₄ Rode bicycle:
Did you bring the bicycle on board? YES NO
- ₅ Bus:
Which system and route #? _____
- ₆ Tour bus:
Which company? _____
- ₇ Other _____

5) Where will you go when you get off the bus?

- ₁ Home
- ₂ Work (including your office, client meeting, site visit, etc.)
- ₃ Hotel
- ₄ School
- ₅ Sporting Event
- ₆ Medical/Healthcare/Social Services Visit
- ₇ Shopping/Errands/Social/Recreational Visit (e.g. Friends/Family)
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What Address? _____

OR Cross Street? _____

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OR Landmark? _____

7) How will you get there from the bus?

- ₁ Be picked up in a car
- ₂ Walk: How many minutes? _____
- ₃ Ride bicycle
- ₄ San Francisco Muni bus/train:
Which line? _____
- ₅ BART
- ₆ Tour Bus: Which company? _____
- ₇ Other _____

8) If this service were not available, how would you have made this trip?

- ₁ I would have taken a different bus trip
Which time? _____
- ₂ I would have taken a ferry
Which time? _____
- ₃ I would not have made this trip
- ₄ Driven myself
- ₅ Carpooled
- ₆ Vallejo Ferry
- ₇ Vallejo Route 80 to BART station and BART to San Francisco
- ₈ Driven by someone to BART and BART to San Francisco
- ₉ Taken a Tour Bus
- ₁₀ Other _____

9) What is the main reason you chose to take the Route 200 bus for this trip?

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- 4 Cost
- 5 Safety
- 6 If you would like, please elaborate _____

10) If you are a regular Route 200 passenger, how do you spend most of your time while riding the bus?

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- 2 Read, work or play games USING a laptop or mobile device
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- 4 Talk and socialize with friends or other passengers
- 5 Talk on my cell phone
- 6 Other

TELL US ABOUT YOUR TRAVEL PATTERNS

11) How often do you ride this service?

- 1 Daily (4-7 days/week)
- 2 2-3 days per week
- 3 About 1 day per week
- 4 About 1 day per month
- 5 Less than one day per month
- 6 Less than one day per year
- 7 This is my first ride...Skip to #15

12) I ride:

- 1 Weekdays only
- 2 Weekends only
- 3 Weekdays and Weekends

13) Since your first ride, was there a time you stopped riding but then decided to come back?

- 1 Yes: Why? _____
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14) How did you pay for this trip? (Choose one from each column)

- | | |
|---|--|
| <i>Fare Type:</i> | <i>Ticket Type:</i> |
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| <input type="checkbox"/> 3 10-Ride Punch Card | <input type="checkbox"/> 7 Senior/Disabled |
| <input type="checkbox"/> 4 Monthly Pass | <input type="checkbox"/> 8 Group |

15) Have you ever ridden the ferry to make this trip?

- 1 Yes, and I would try it again
- 2 Yes, but I would NOT ride again... See "Why not?" below
- 3 No, but I would consider taking it
- 4 No, and I would NOT consider taking it

Why not? _____

TELL US ABOUT YOURSELF

16) How old are you?

- 1 < 12 years old
- 2 13-17
- 3 18-24
- 4 25-34
- 5 35-49
- 6 50-64
- 7 65 years or older

17) What is your annual household income?

- | | |
|--|---|
| <input type="checkbox"/> 1 Under \$15,000 | <input type="checkbox"/> 4 \$51,000-75,999 |
| <input type="checkbox"/> 2 \$15,000-35,999 | <input type="checkbox"/> 5 \$76,000-100,999 |
| <input type="checkbox"/> 3 \$36,000-50,999 | <input type="checkbox"/> 6 \$101,000+ |

18) What time do you typically have to be at work? _____

19) Do you have any flexibility in this time?

- 1 Yes
- 2 No

20) What time do you typically leave work? _____

21) Do you have any flexibility in this time?

- 1 Yes
- 2 No

22) If you have any additional comments, please write them here:

Thank you for your participation!

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YOU ONLY NEED TO COMPLETE THIS SURVEY ONCE TODAY.

TELL US ABOUT YOUR TRIP ON THE BUS TODAY

1) Is this part of a roundtrip on this bus today?

- ₁ Yes...*Skip to #2*
- ₂ No, I am only traveling one way today...*Skip to #2*
- ₃ No, I made or will make the trip in the other direction via:
 - _a I was dropped off or picked up in a car
 - _b Carpool
 - _c Vallejo Ferry
 - _d BART & Vallejo Bus Route 80
 - _e BART & Car (dropped off by someone else)
 - _f Other _____

2) Where did you come from before boarding the bus?

- ₁ Home
- ₂ Work (including meeting, site visit, etc.)
- ₃ Hotel
- ₄ School
- ₅ Sporting Event
- ₆ Medical/Healthcare/Social Services Visit
- ₇ Shopping/Errands/Social/Recreational Visit (e.g. Friends/Family)
- ₈ Other _____

3) Where is this place located? (to the best of your knowledge)

What City? _____

What Address? _____

OR Cross Street? _____

OR Zip Code? _____

OR Landmark? (Kaiser Hospital, City Hall, etc.) _____

4) How did you get to the bus stop from that place?

- ₁ Drove and parked:
How many minutes did you walk from car to bus? _____
- ₂ Someone dropped me off
- ₃ Walked:
How many minutes did it take to walk to the bus? _____
- ₄ Rode bicycle:
Did you bring the bicycle on board? YES NO
- ₅ San Francisco Muni bus/train:
Which line? _____
- ₆ BART
- ₇ Tour Bus:
Which company? _____
- ₈ Other _____

5) Where will you go when you get off the bus?

- ₁ Home
- ₂ Work (including your office, client meeting, site visit, etc.)
- ₃ Hotel
- ₄ School
- ₅ Wine Tour
- ₆ Sporting Event
- ₇ Medical/Healthcare/Social Services Visit
- ₈ Shopping/Errands/Social/Recreational Visit (e.g. Friends/Family)
- ₉ Other _____

6) Where is that place located?

What City? _____

What Address? _____

OR Cross Street? _____

OR Zip Code? _____

OR Landmark? _____

7) How will you get there from the bus?

- ₁ Be picked up in a car
- ₂ Walk: How many minutes? _____
- ₃ Ride bicycle
- ₄ Bus:
Which system and route #? _____
- ₅ Tour Bus: Which company? _____
- ₆ Other _____

8) If Route 200 were not available, how would you have travelled today?

- ₁ I would have taken a different bus trip
Which time? _____
- ₂ I would have taken a ferry
Which time? _____
- ₃ I would not have made this trip
- ₄ Driven myself
- ₅ Carpooled
- ₆ BART from San Francisco connecting to Vallejo Route 80
- ₇ BART from San Francisco and picked up by someone at BART
- ₈ Taken a Tour Bus
- ₉ Other _____

