



Presentations for January 8, 2026 Board of Directors Meeting



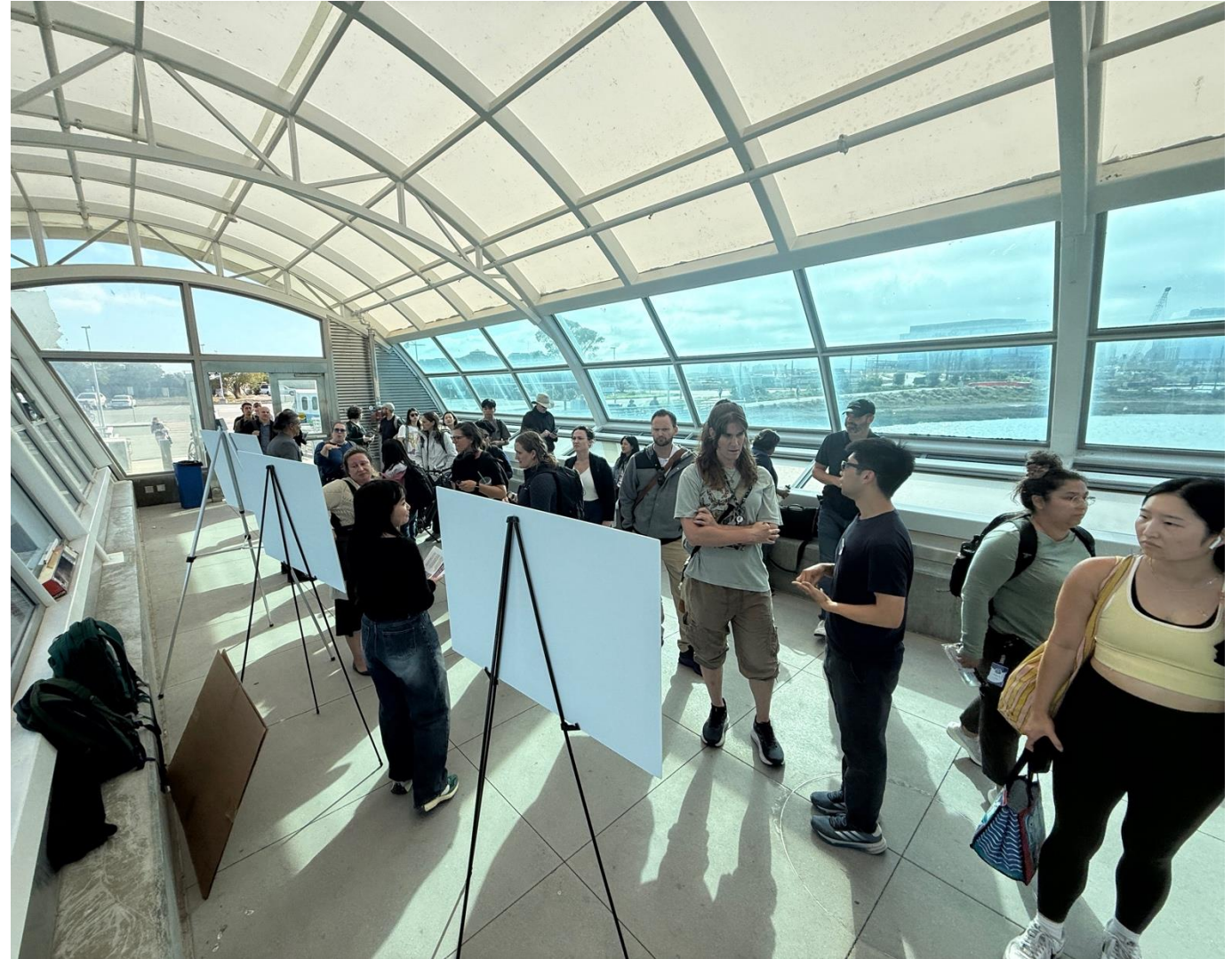
Item 9: South San Francisco Service Study

South San Francisco Ferry Service Study

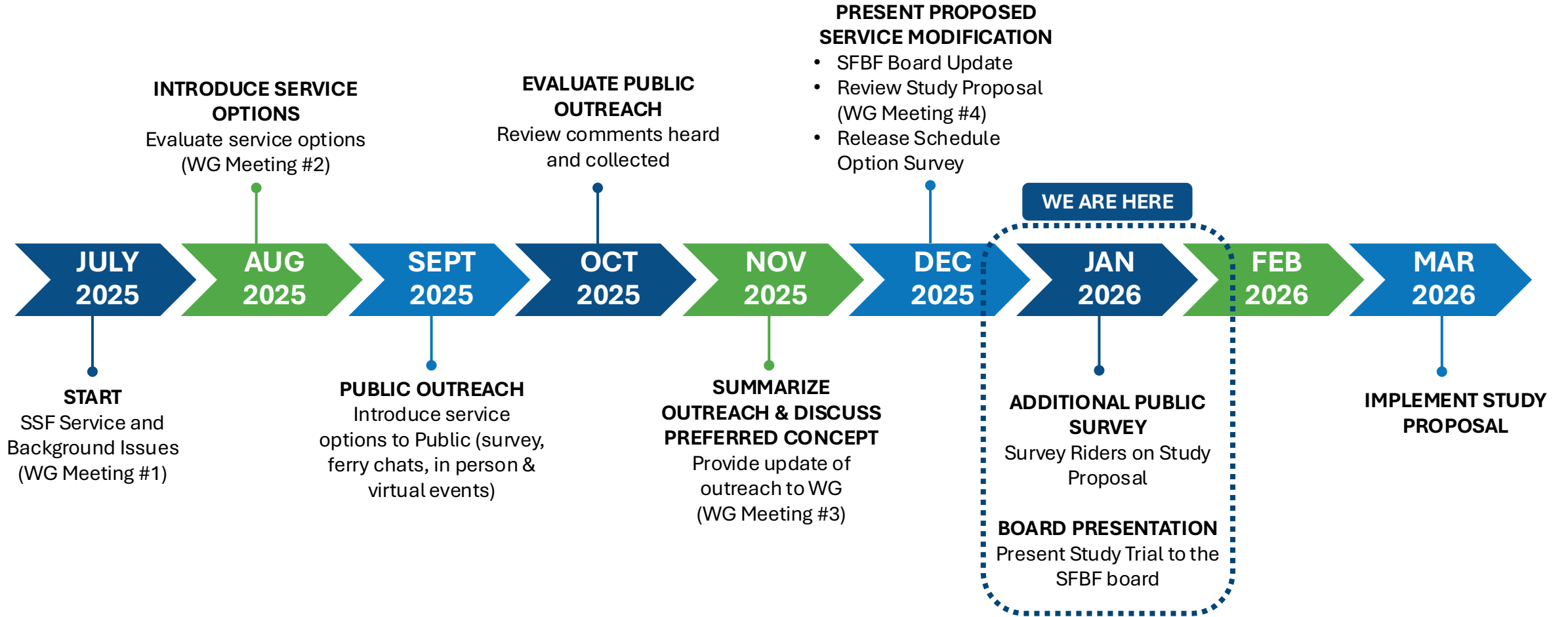
January 2026

BACKGROUND

- South San Francisco Service has underperformed relative to other routes since launch in 2012.
- Study undertaken in July 2025 to consider alternate approaches.
- Goal is to ensure financial feasibility of water transit serving South San Francisco.
- Analysis and recommendations supported by Technical Advisory Working Group, stakeholder input, and public outreach.



UPDATED STUDY TIMELINE



PROPOSED ROUTE OPTIONS & OPERATIONAL CHANGES

PROPOSED ROUTE CHANGE OPTIONS



REMOVE MAIN ST. ALAMEDA STOP:

- Enhances current service efficiency by eliminating the Main St. Alameda Stop and leverages existing water shuttle service
- Increases service between East Bay and South SF



CONNECT DOWNTOWN SF AND SOUTH SF:

- Transition SSF service from East Bay to SF
- Creates new market for other ferry routes and transit connections
- Provides service to Downtown SF for South SF residents and adjacent communities

PROPOSED OPERATIONS CHANGE OPTIONS

FARE INCREASES:

- Creates financial viability of the South SF Service
- Straightforward implementation

VESSEL/OPERATOR CHANGE:

- Shift burden of operational costs to a private operator
- Support financial viability, given vessel and operator qualifications

4-DAY SERVICE:

- Cost savings (fuel savings of 20%) while matching ridership patterns of Tues.-Thurs. commutes
- Straightforward implementation

PARTNER SUBSIDY:

- Utilizing public or private subsidy to fill funding shortfall compared to other SF Bay Ferry routes
- Support financial viability

OUTREACH FEEDBACK – KEY THEMES

Service Options

- General desire among existing riders to keep current route as is.
- Relatively small commuter appeal for service between SSF and SF.
- Interest in optimizing schedule to better fit employee arrival and departure needs.
- Concern about impact of Oakland Alameda Access Project.

Financial

- Support for fare increase from riders, if necessary to preserve service.
- Support for partner subsidy from employers and government stakeholders, if necessary to preserve service.
- Request to operate service for a trial period to determine additional necessary partner support.

TRIAL PERIOD GOALS & FRAMEWORK

Goals



Increasing Ridership & Service Productivity



Increasing Awareness



Achieving Financial Sustainability



Maintaining Customer Satisfaction

What will the trial take into consideration?

- **Maintain** Main St Alameda St.
- **Optimize for transfers** with the Oakland/Alameda Water Shuttle
- **Improve schedule** to better fit the needs of employees and employers in Oyster Point.
- **Maintain the current fare** rate to ensure that the ferry remains accessible to all riders
- **Conduct SSF route-specific marketing** to increase ridership of the service.
- **Identify the amount of additional subsidy** required to support the long-term financial sustainability of the service
- **Develop a long-term funding** strategy for the SSF service.

CURRENT & PROPOSED TRIAL SCHEDULE CHANGES

Current Westbound (Option A – Current Schedule)

Depart Main Street Alameda	Depart Oakland	Arrive South San Francisco
6:05 AM	6:20 AM	7:00 AM
7:05 AM	7:20 AM	8:00 AM
8:00 AM	8:20 AM	9:00 AM
4:25 PM	4:10 PM	5:05 PM

Current Eastbound (Option A – Current Schedule)

Depart South San Francisco	Arrive Oakland	Arrive Main Street Alameda
7:10 AM	8:10 AM	7:50 AM
3:20 PM	4:00 PM	4:20 PM
4:20 PM	5:00 PM	5:20 PM
5:30 PM	6:10 PM	6:30 PM

Proposed Westbound - (Option B – Arrival on the 45s)

Depart Main Street Alameda	Depart Oakland	Arrive South San Francisco
5:50 AM	6:05 AM	6:45 AM
--	7:05 AM	7:45 AM
7:45 AM	8:05 AM	8:45 AM
4:35 PM	4:15 PM	5:15 PM

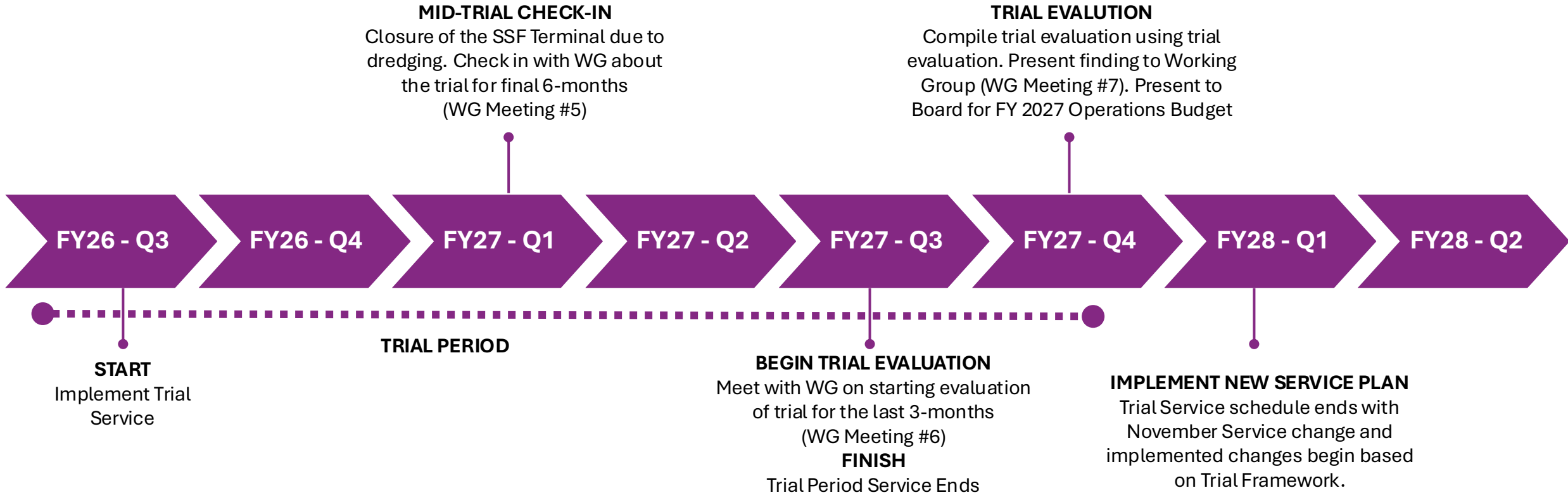
Proposed Eastbound (Option B – Arrival on the 45s)

Depart South San Francisco	Arrive Oakland	Arrive Main Street Alameda
6:55 AM	7:55 AM	7:35 AM
3:30 PM	4:10 PM	4:25 PM
4:30 PM	5:10 PM	5:20 PM
5:30 PM	6:10 PM	6:30 PM


Operational Impacts: The proposed schedule maintains service coverage while improving efficiency and using a lower operating-cost vessel, resulting in approximately 6% cost savings.

* Schedule based on SSF Employer Input


TRIAL PERIOD TIMELINE



TRIAL PERIOD EVALUATION CRITERIA

GOALS	CRITERIA	DESCRIPTION AND/OR METRICS
<p data-bbox="377 425 766 468">Financial Feasibility</p> 	<p data-bbox="1014 508 1365 605">Farebox Recovery Ratio</p>	<ul data-bbox="1437 311 2474 654" style="list-style-type: none"><li data-bbox="1437 311 2474 454">• The South San Francisco service should achieve a similar farebox recovery ratio as the larger SF Bay Ferry system beginning in FY 2028.<li data-bbox="1437 511 2474 654">• Any local private or public revenues provided will be considered the equivalent of fare revenue for the purpose of evaluating this metric.

ADDITIONAL TRIAL PERIOD EVALUATION CRITERIA

GOALS	CRITERIA	DESCRIPTION AND/OR METRICS
Increase Ridership and Service Productivity 	Ridership	<ul style="list-style-type: none">Ridership (including bikes), to include ridership profile and distribution, as well as their trip origin and destination as captured in the survey.
	Vessel Occupancy	<ul style="list-style-type: none">Ridership compared to vessel capacity.

NEXT STEPS

- Implement trial period schedule change (January – March 2026)
 - Coordinate with SFBF contract service operator
 - Develop employer promotional materials
- Establish an agreement framework for providing local private or public revenues to support service upon completion of trial period.

Thank you