

February 8, 2016

## MEDIA ADVISORY

### **FERRY RIDERSHIP INCREASED 79% DURING LEAD-UP TO SUPER BOWL 50**

**WHO:** SF Bay Ferry

**WHAT:** SF Bay Ferry enhanced its regular service for Bay Area residents traveling to and from San Francisco for Super Bowl festivities. For the nine-day period of enhanced ferry service, **SF Bay Ferry ridership totaled 68,833** compared to 37,965 during a similar timeframe\*: **an 81% increase**. The breakdown by route is listed below:

- 25,328 passengers boarded ferries on the Vallejo/San Francisco route, compared to 13,648 passengers\*
- 34,070 passengers boarded ferries on the Alameda/Oakland/San Francisco route, compared to 15,937 passengers\*
- 6,594 passengers boarded ferries on the Harbor Bay/San Francisco route, compared to 5,980 passengers\*
- 2,841 passengers boarded ferries on the South San Francisco/East Bay route, compared to 2,400 passengers\*

\*During a typical nine-day period in January 2016, including four weekend days and five weekdays.

**WHEN:** Saturday, January 30 – Sunday, February 7, 2016

**QUOTE:** “We saw a significant increase in ridership during the nine days leading up to Super Bowl 50,” said Nina Rannells, executive director of the Water Emergency Transportation Authority (WETA). “We were thrilled that Bay Area residents’ chosen mode of transportation was SF Bay Ferry, which is testament to the increasing role of ferries as a vital component of the Bay Area’s transportation infrastructure. Planning efforts and coordination with the Super Bowl 50 Host Committee, the San Francisco Municipal Transportation Agency (SFMTA), the Port of San Francisco, and other regional transit providers was extremely successful, with SF Bay Ferry playing an essential role in the public’s enjoyment and access to Super Bowl events.”

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### **About San Francisco Bay Ferry**

San Francisco Bay Ferry is a service of the Water Emergency Transportation Authority (WETA). SF Bay Ferry serves the San Francisco Ferry Building and Pier 41/Fisherman’s Wharf, South San Francisco, Alameda Main Street, Harbor Bay, Oakland Jack London Square and Vallejo, along with seasonal service to AT&T Park.