

The Bay Area's Hard to Reach Decision Makers

RIDERSHIP PROFILE

Age: 71% are 25–55 years

Education: 50% hold a bachelor's degree or higher

Purpose of Trip: 91% use the ferry to commute to work

Average HHI: \$170K, nearly 2× the regional average

Median home value: \$1.2M

Trip duration: 20–60+ minutes

**1 in 3 riders earn \$200K+ annually,
with 70% earning \$100K+ annually**



FROM FERRY TERMINAL TO FIDI MAJOR HQ'S

Walking Distance	Brand Headquarters
5 min	KPMG pwc Deloitte.
10 min	JPMorganChase charles SCHWAB WILSON SONSINI Cooley slack asana AUTODESK VISA zendesk
15 min	Dropbox DOORDASH LinkedIn Pinterest OpenAI
20 min	ATLASSIAN BCG BAIN & COMPANY McKinsey & Company