

Foundation for Bay Area Water Transit System

...to create a bold vision for the best water transit system possible, the Task Force conducted a study of the most successful water transportation systems in the world. The study has yielded 10 "Success Factors" that define the characteristics of a world-class system and provide the foundation for the new Bay Area Water Transit System. They are:

Scope of Service and Geographic Coverage: In order to attract passengers that would otherwise drive alone, a transit system must be comprehensive. Passengers must be able to travel to points North, South, East and West and connect easily with ground transportation.

Frequency of Service: Bay Area travelers will be able to meet their travel needs, with frequent and regular departures to all regional destinations.

Travel Time: Travel time door-to-door will be comparable to or faster than travel by car.

Reliability: Systems in Sydney, Hong Kong and London never report on-time arrival rates exceeding 98 percent. The Bay Area Water Transit system will meet or exceed that rate.

Quality of Service: The ride on the new system will be safe, comfortable and pleasant, particularly in contrast to fighting congestion and sitting in traffic jams.

Quality of Landside Facilities: Modern, technologically advanced terminals ringing the Bay will feature the widest range of amenities. Passengers will be able to board and disembark quickly.

Reduced Fares: The new system will have a cost of service per trip that will be competitive with other modes of travel.

Local Access: Passengers will travel via convenient neighborhood door-to-door shuttle services. The system will be designed to utilize water traffic corridors. Positioning Satellite Technology will ensure maximum safety.

Information and Education: Extensive standing public information campaigns will market the system and educate the public on the significant benefits of taking water transit.

Illustration by Gordon Grant, San Francisco maritime artist.



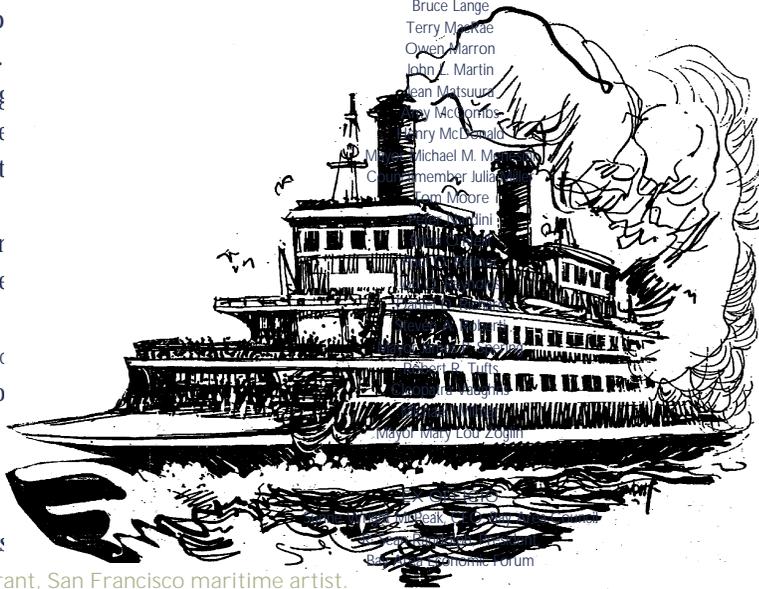
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Remembrance for the Past

Before the construction of the great bridge in the 1930s, San Francisco was the ferry capital of the world. The era of the grand ferries was a time of splendor and majesty on the Bay. In 1964, then Mayor Herb Caen penned this article to express his nostalgia for the era of ferries, and San Francisco waterfront historian, Nancy Olmsted, echoes his sentiment. She explains why a new generation should experience Bay under their feet...

Herb Caen, San Francisco Chronicle
January 5, 1964...

"...And so the cry of 'Bring Back the Ferries' is again, but where do you bring them back from? grandeur is long gone. And a generation of San Francisco is growing up that will never know the sight of the Bay latticed with the foaming wakes of ships that travel a million miles - 20 minutes at a time.

*The city is growing away from its most precious Bay. Today, thousands of people live at the foot of the Bay Bridge, a highway in the sky. Ferryboats were the foaming heart of the matter - something to a city. Nancy Olmsted, Waterfront Historian
January 1999...*

When Herb Caen wrote the heartfelt words that Marin ferryboats had been gone for 23 years, the Bay ferry ran in 1958. Bay ferryboats that Jack Kerouac had described as "Silly old ladies...like Queen Victoria had long since left. Ferryboats at their best had the look of museum ships, relics floating at piers. But ferryboats come back. And it turns out that it doesn't much matter whether the gothic trim and art glass windows does matter is moving across the Bay, it makes its own small adventure, it comes out on the Bay to become immortal, it catches the continuously changing light. Colors are close to the foaming heart of the matter, as sea gulls dip and rain. The windows of the Bay windows catch fire from the towers of the city become smaller, until you hold the essential district in your palm. In Leale, Bay Ferryboat Captain advised, "Always greet the city with the feel of the boat alive in your face, the breeze fresh in your face."

www.bayareacouncil.org

For more information on the Bay Area Water Transit Initiative, contact Russell Hancock, Vice President of Bay Area Council, at 415.981.6600 or 415.981.6408.

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