



# A Ferry Initiative for NYC

**PlaNYC 2030** gives us the opportunity to revisit alternative modes of transportation, multi-modal connections, and greener transportation solutions for NYC. Ferry service, bike-sharing, and creative advertising are important ways that NYC can become a transportation leader in 2008, and beyond.

## Why Ferries?

When looking at the largest ferry system in the world, in Seattle, Washington (WSF), we can see the following benefits:

- **Transit Agency**

(WSF commuters account for 50% of annual ridership. WSF carried over 25 million passengers in 2003.)

- **Multi-modal Transportation Connections**

(WSF works with local transit providers to ensure seamless connections between marine transportation and vanpool, auto, pedestrian, bicycle, bus, trolley, commuter rail, monorail, freight and local transportation modes.)

- **Mover of Freight and Goods**

(WSF vessels and terminals are specially constructed to accommodate commercial truck volumes, height, tonnage and turning radiuses. WSF gives priority loading in the San Juan Islands to commercial vehicles via a reservation system, and runs a dedicated "Haz Mat" run daily to Vashon Island for delivery of fuel, solvents, and other hazardous materials.)

- **Environmental Stewards**

(WSF works toward a greener and cleaner Puget Sound by implementing a fuel consumption and emissions reduction program, and an aggressive oil-recycling program.)



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- **Tourist Destination**

(WSF is a major tourist attraction, and a gateway to the San Juan Islands, British Columbia and the Olympic Peninsula. WSF transported over one million passengers and vehicles during the peak tourist season.)

- **Provider of Safety and Security**

(With funding from USDOT, WSF works in cooperation with the Washington State Patrol, Kitsap County Sheriff's office, Seattle Police Department, and the US Coast Guard to ensure security for passengers and crew. Ferries are a part of the solution during times of crisis.)



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## How does this translate to our city & PlaNYC 2030?

### **Eliminate Congestion on our roadways:**

- Increase the number of passenger-only ferries that provide commuter service from outer boroughs to Manhattan
- Improve multi-modal connections from ferry service to subway, bus, or other transportation modes
  - Rework local bus connections and implement skip stop service to get commuters from ferries into Manhattan or to subway connections
  - Implement bike-share programs and install at ferry terminals (utilizing current bike path/Greenways/bike lanes/on-street routes, through [www.nycbikemaps.com](http://www.nycbikemaps.com))
- Utilize ferry service during off-peak hours for transportation of mail, packages, and freight between boroughs (UPS, FedEx, commercial goods, etc.)

### **Provide Greener Transportation Alternatives and promote healthier living for citizens of NYC:**

- Work to institute a bicycle sharing program similar to the *Velib* program launched in 2007 in Paris, France
  - Use research from New York Bike-Share Project to build a comprehensive program in NYC
  - Bicycle programs will promote healthier living, which will translate into healthcare savings for NYC
- Promote mass transportation, particularly ferry service, to decrease number of cars idling in traffic



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## Improve financing of ferry systems by utilizing creative funding alternatives:

- *Recover operating costs through efficiencies and non-fare box revenues*
  - Produce new revenue with initiatives in advertising and marketing
    - Utilize advertising space on ferries/implement state-of-the-art monitors
  - Create Business and Capital Funding plans to generate new revenue
- *Increase ridership*
  - Issue Request for Proposals (RFP) for concessions services for onboard and shoreside food, beverage and retail services to provide customers with more options
  - Maintain competitive pricing structure to attract and maintain ferry commuters and tourists
    - Seattle-Bremerton ferry for single passenger is \$6.70/rd trip.
  - Increase Accessibility
    - Install MTA swipe cards on all ferries
  - Implement Special Programs to increase revenue
    - Dinner and a Cruise programs in partnership with Downtown Bytes
    - Shopping-Cruise programs to get shoppers to Manhattan for discounts in shopping at certain stores, if riders show ferry stub



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- Create full or partial subsidies for ferry lines that promote commuting inline with PlaNYC 2030
  - Look at “Nickel Package,” approved in 2003 by Washington State Legislature for transportation improvements across the state funded primarily from a 5cent increase to gas tax and other license fees. \$300 million was authorized for the ferry system vessel and terminal construction activities.
  - Look at subsidies based on ridership

## Summary

**PlaNYC 2030** is an opportunity to look at proven and viable alternative modes of transportation for NYC. It is important to provide transportation alternatives that are economically viable, accessible, greener, and will change the public perception of transportation and commuting.

**Sunset-Ridge Waterfront Alliance (SRWA)** is dedicated to promoting greener transportation alternatives, and providing citizens of NYC more options for commuting that promote social and economic opportunities. SRWA is interested in cultivating creative collaboration and sustainable partnerships to implement these goals for the common good. SRWA is working in partnership with other agencies to help change the public perception of ferry service as a viable transportation alternative.