

# Online Questionnaire #1 – Results Report

City of Berkeley Department of Parks, Recreation and Waterfront  
San Francisco Water Emergency Transportation Authority (WETA)  
October 21, 2021

This report summarizes the results of the **Online Questionnaire #1** for the *Berkeley/WETA Pier and Ferry Feasibility Study* public engagement process. The questionnaire was posted on the City's Pier/Ferry project website between March 22<sup>nd</sup> and June 6<sup>th</sup> and was open to anyone interested in the project including non-Berkeley residents. A total of (377) responses were received of whom 92% reside in Berkeley and adjacent communities.

The questionnaire consisted of eleven questions: six on ferry use and operations, two on pier design, and three on the respondent's demographic information. Four of the eleven questions allowed for an optional open-ended "Other" response for written comments. The City/WETA project team designed the questionnaire and hosted it on the SurveyMonkey platform.

This report includes: 1) overall key findings and a summary of each question's response data; and, 2) an appendix of the chart data and a compilation of comments for the open-ended questions. The raw source data is available upon request.

## Key Findings

The following findings comprise most, though not all, of the key themes from the (377) responses.

1. There is strong interest to commute and pleasure travel to San Francisco and pleasure travel to Marin County. There is interest to commute to other destinations.
2. Respondents would use transit and bicycles to access the ferry terminal if such options and infrastructure were offered.
3. People strongly support restoration of the existing or development of a new recreation-focused pier with amenities and programming, such as: tables/benches; viewing spots; programming to foster cultural activity and small-scale events/performances; interpretive information on habitat, local and Indigenous Peoples history; design amenities to support walking/strolling and a kid-friendly environment; food and beverage services; small-scale retail; fishing; water recreation suitable for a pier; and a safe, clean, well-lit and regularly patrolled environment.
4. For the overall project, people expressed with high frequency the desire for:
  - mitigating potential traffic and parking impacts from new ferry commuter travel;
  - using existing parking (e.g. Hs Lordship's lot) for multiple uses; and,
  - providing launch point(s) for kayak, windsurf, small watercraft, swimming.
5. Some people expressed a preference for no ferry service where more passive, low-intensive use — nature paths, open space, limited commercial activity — would be encouraged.

## Summary of Responses

Notes:

- A total of (377) responses submitted.
- Question text is underlined. Asterisk questions were required.
- Open-ended question summaries here reflect key themes expressed, not frequency.

### Questions 1-6: Ferry Ridership Preferences

1. Indicate likely destinations to which you would ride the ferry as a commuter, pleasure user, or neither.\* [NOTE: multiple destinations and trip intent could be selected.]

In order of response frequency:

- Top destination: **Downtown SF (429)** at a 2:1 ratio of pleasure to commuter travel.
- Second: **Marin County (303) total** at a 10:1 ratio of pleasure to commute travel.
- Third: **Mission Bay (253)** at a 4:1 ratio of pleasure to commute use.
- South Bay (136), Vallejo (105), South SF (87) each reflect combined commute/pleasure.

2. For work/commute purposes, how often would you use the service? [7 skipped]
  - 59% rarely/never
  - 23% 3 or more trips weekly
  - 18% 1-2 trips weekly
3. For recreation/non-work purposes, how often would you use the ferry? [0 skipped]
  - 46% less than 10 trips annually
  - 44% 10 or more trips annually
  - 10% rarely/never

4. What would be your preferred way(s) to get to the ferry terminal? Click all that apply.\*
  - 68% drive
  - 47% bicycle
  - 42% local shuttle
  - 36% AC Transit
  - 24% drop-off and 23% taxi

5. What amenities below might reduce your need to drive to and park at the ferry terminal? \*

Descending order of preference:

  - 51% frequent AC Transit service; 49% increased shuttle service; 47% bike lockers.
  - 42% enhanced bike safety; 15% none; and, 6% other suggestions.

6. Would you support paid parking for ferry commuters? \*
  - Yes, 66%. No, 20%. No preference, 14%.

### Questions 7-8: Pier Amenities

7. Indicate support for these potential amenities — built on or near the entrance of a new pier — to create an inviting, convenient, safe experience. [0 skipped]

- Respondents supported most all amenities listed with highest preference for **restrooms, drop-off zone, seating with wind shelter, cafes, bike lockers.**

	<b>Strongly like</b>	<b>Neutral</b>	<b>Don't like</b>
Public restrooms	89%	9%	2%
Drop-off zone	76%	20%	4%
Seating with wind shelter	74%	20%	5%
Cafe with seating	75%	18%	8%
Bicycle lockers	72%	23%	5%
Landscaping	68%	28%	4%
Viewing platform	68%	28%	4%
Covered queuing area	67%	25%	8%
Food/snack stands	62%	28%	10%
Public art	60%	31%	9%
Environmental signage	59%	34%	6%
Bicycle share/rental	53%	39%	8%
Fishing stations	39%	45%	16%
Fish cleaning tables	31%	47%	22%

- (42) people submitted comments in the open-ended “Other” option. See Appendix.

8. What other amenities or programs would make a new pier an inviting, positive experience?  
[150 skipped]

**Parking & Ferry Use**

- Provide free parking for ferry users.
- Allow use of a Clipper Card.
- Ferry fees should be lower than BART.
- Provide a shuttle network throughout Berkeley to the Marina.
- Provide EV charging stations.

**Environmental & Cultural Resource Information**

- Provide interpretive signage about habitat, birds, and history of the Ohlone, pier, and waterfront.
- Provide binoculars for bird viewing.
- Create an overlook/viewing area on the landside area.
- Develop a display for weather and wind and water tide/temps.

**Pier amenities**

- Offer kayak/SUP rentals.
- Provide a docking/launching area for kayaks, swimming, windsurfing.
- Provide restaurants, retail, cafés, bars, food vendors/trucks.
- Consider a beer garden and seafood stand.
- Develop a coffee bar and wine bar.
- Create a play area or playground for children’s activities and use.
- Create space for a pleasant walk on the pier and for running.
- Provide picnic tables.
- Provide sufficient seating and benches.

- Offer shaded and unshaded space.
- Build a fountain.
- Consider art merchandise or related such as an art gallery or art carts.
- Make it dog-friendly.

**Programming & Operations**

- Create space for performances for music, performance arts, concerts.
- Sponsor festivals at the pier.
- Provide sufficient patrols for safety.
- Be sure it is sanitary and clean, especially the restrooms.

**Design**

- Use native planting on the landside.
- Create art murals by local artists
- Design the pier to support habitat for marine life and shorebirds.

**Questions 9-11: Demographics and Contact Data**

9. Indicate your age category. [13 skipped]

Under 18	1%	1
18-24	2%	7
25-65	70%	259
66+	27%	97

10. \* Indicate your ZIP code of residence

The geographic distribution of the **(377)** total respondents was:

- 83% Berkeley/Albany/Kensington (50% residing in 2 miles or less of the Waterfront);
- 9% Emeryville, El Cerrito, Richmond, Oakland;
- 7% Marin, San Francisco, Vallejo; outlying areas ≈1%.

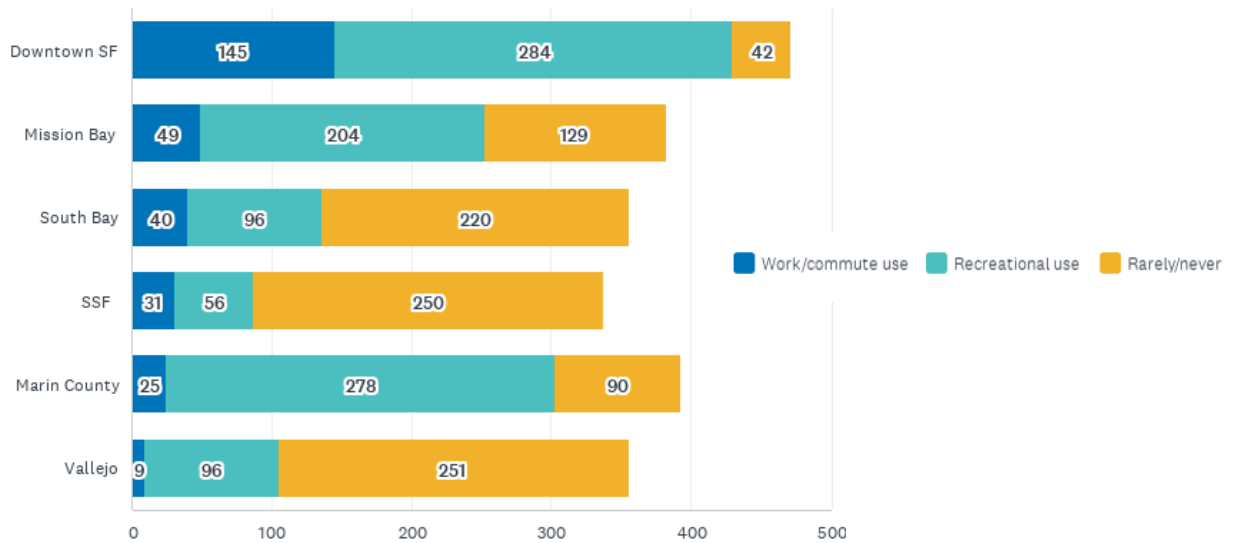
11. May we reach out to you to follow up on your responses? [167 skipped]

## Appendix – Data Tables and Charts

Notes on charts and the summaries of open-ended question responses:

- (377) people responded, as verified by a unique I.P address for each response.
- Chart values below are absolute, not percentages.
- Respondent comments are edited for punctuation and brevity. Comments unrelated to the question are excluded, but are included in the source data report. Values in parentheses indicate frequency of the theme/topic submitted (though precise wording may have varied).

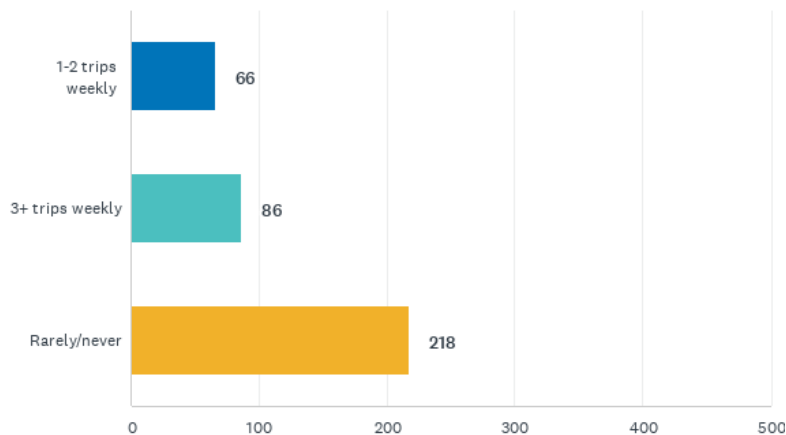
1. Indicate likely destinations to which you would ride the ferry as a commuter, pleasure user, or neither. [Respondents could select multiple destinations and trip type.]



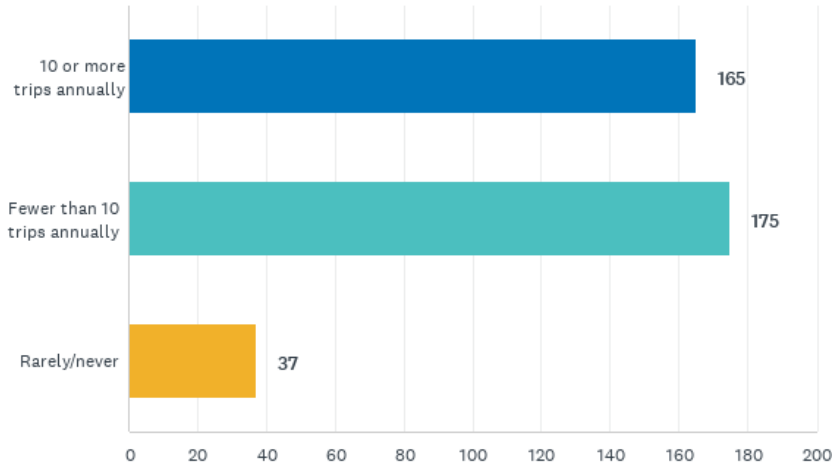
Other:

- Alameda (2)
- Alcatraz and/or Treasure Island (4)
- Angel Island (8)
- Benicia, Martinez
- I tried smaller ferries already
- Novato
- Richmond (2)
- Sausalito (3)
- SSF or SFO

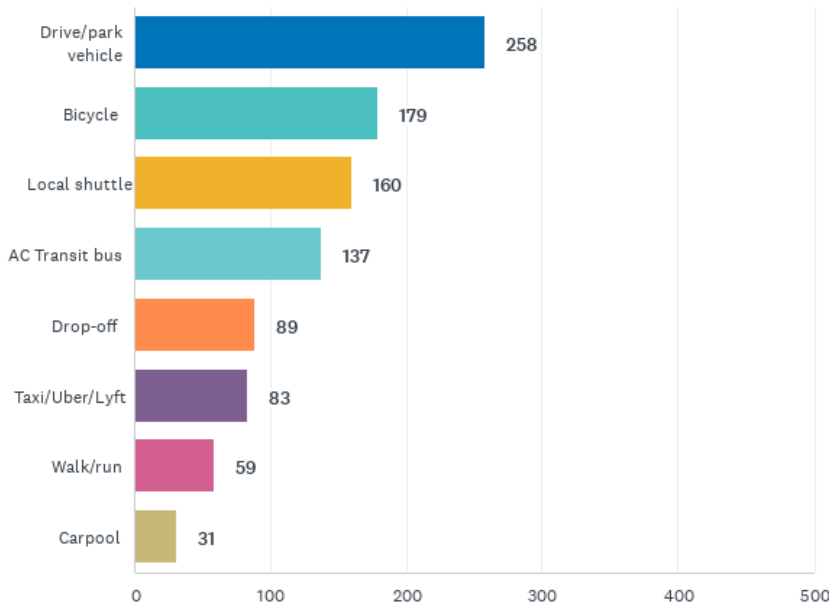
2. For work/commute purposes, how often would you use the service?



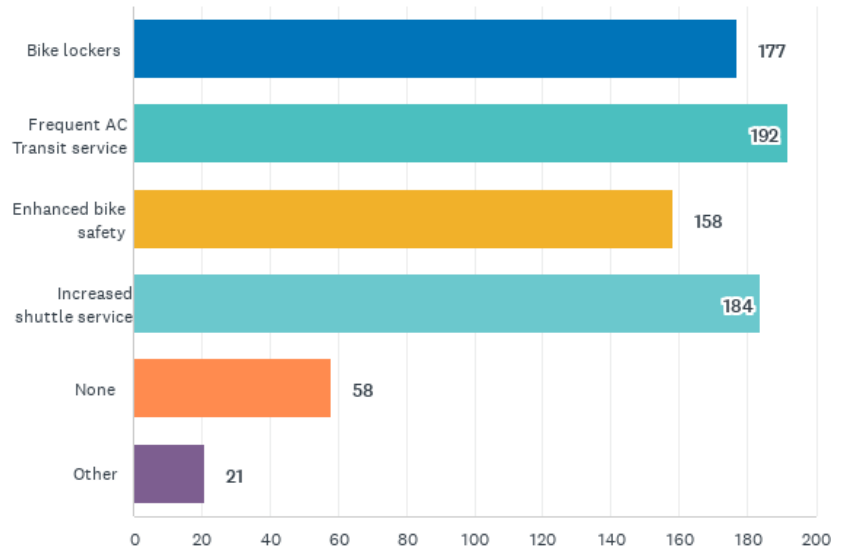
3. For recreation/non-work purposes, how often would you use the ferry?



4. What would be your preferred way(s) to get to the ferry terminal? Click all that apply.



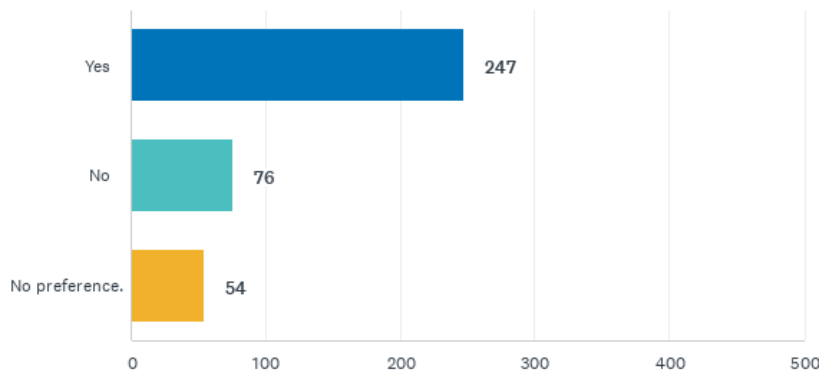
5. What amenities below might reduce your need to drive to and park at the ferry terminal? Check all that apply.



**Q5. Comments**

- Clean and accessible bathrooms.
- Parking is essential. (2)
- Bike area on ferry to easily bring on board.
- Taxi, Uber, Lyft.
- Ample bike storage on-board the ferry.
- Good lighting at night.
- Ability to drive take windsurf gear to parking.
- Electric shuttle that is safe and clean.
- Taxi stop.
- GIG Car Share.
- Bicycle path to San Francisco.
- Shuttle bus coordinated with ferry schedule.
- Safe, direct foot access from east of the freeway.
- Parking for a dinghy or EmeryGoRound.

6. Would you support paid parking for ferry commuters?



**Q6. Comments**

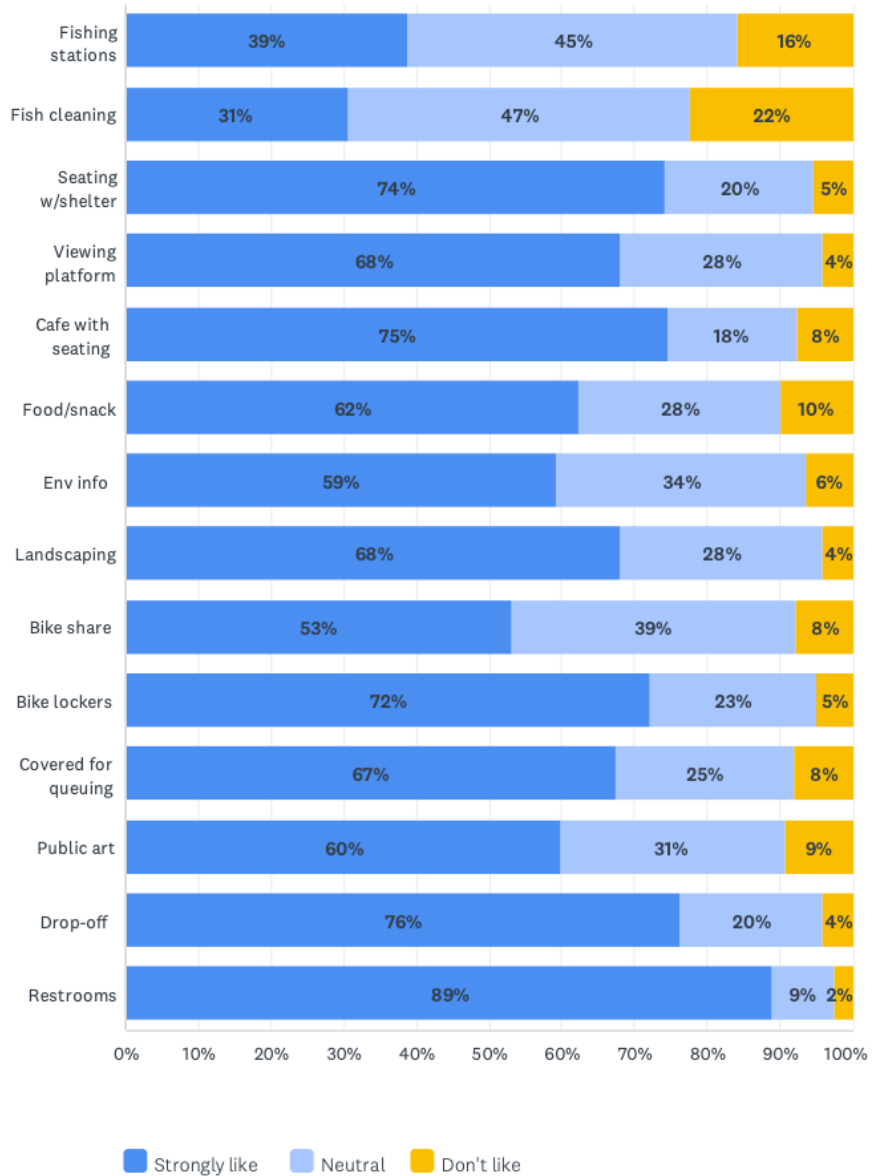
- Don't like paid parking and don't think commuters should have an exclusive lot. We just gave away most of L and M to meters, so parking in the Marina will be increasingly scarce. Also, parking fees are a regressive tax that hurts the poor / middle class the most; Bay Area is unaffordable, let's not make it more so.
- Yes, if parking is the same rate as everywhere else and available to anyone going to the Marina. That being said, limit parking spots and charge a lot (not necessarily with disabled/blue spaces).
- Free transportation would be a benefit to all. (3)

*Berkeley Pier/Ferry Feasibility Study – Questionnaire #1 Results Summary*

- Folks who walk at Cesar Chavez should not have to pay for parking. The arrangement in Oakland is good. If people pay to take the ferry, they get a validation for their ticket.
- I can see advantages and disadvantages to this plan.
- Okay to pay if it comes with increased security and cleanliness of parking lot. (2)
- Only if economical for low-income users.
- Pricing should not be so expensive that, combined with ferry ticket, it is not competitive with BART/bus.
- If it was cheap. (4)
- Would be good to discourage driving. (4)
- Unsure. Depends on price of the ferry. (3)
- Only if enough parking space is available where we need it to unload our cars to sail.
- My concern would be that the ferry may cause a parking problem for all users of the Marina. I'd hate the parking at the sailing basin to be taken up by ferry users, making it impossible for people to park and launch their boats, boards, kayaks, etc.
- I think it should start being free and add payment if it gets too popular.
- Not sure if you mean user pays, or that spaces are already paid for ferry users. The WETA at Jack London gives parking voucher for free parking.
- There is room for parking there, given the other uses of the Marina.
- Could increase ridership, but I prefer bike & transit. (2)



7. Indicate your support for these potential amenities — built on or near the entrance of a new pier — to create an inviting, convenient, safe experience



**Q.7 Comments**

- Important this doesn't become another homeless encampment. (2)
- Recycling containers as well as trash receptacles.
- A bike valet > lockers. Never enough lockers.
- Limit traffic so we can enjoy our park and reduce impact on endangered species.
- Do not forget free parking — absolutely essential.
- Pier needs restoring for fishing, walking. (2)
- Public safety. Things have been dicey out there. A smooth road in.
- Dock for kayaks.
- Some of these things might make the ferry terminal less of a disaster.
- Maybe a bird observatory bar?

*Berkeley Pier/Ferry Feasibility Study – Questionnaire #1 Results Summary*

- The Marina is Berkeley's treasure and needs to remain a marina.
- Space for artists to busk, good lighting at night.
- Don't make this super commercial. The marina area is my escape.
- Art: one of those cool SF hearts to bridge the Bay with art. Cool.
- A good place for meditation while watching the sunset or sunrise.
- Clipper and ticket kiosks
- Scooter or other (family-friendly) share
- Restrooms need to be actual bathrooms with flushing toilets. No port-a-potties! (2)
- Public showers for homeless.
- I support the pier as a place of beauty and meditation. Not a commercial link.
- Paved road.
- Request this project not take away parking and right away for Cal Sailing club
- New structures must preserve recreational use of the marina.
- Enhance existing park and marina rather than build an inefficient ferry.
- Why pay so much to make it fancy? Just make a nice viewing and fishing pier!
- Solid food vendors with modern, healthy grab-n-go, not chips/burgers/soda.
- Children's area.
- Bring back the raised observation deck!
- Really, all of the above [options]!

8. What other amenities or programs would make a new pier an inviting, positive experience?

Respondents had up to four response boxes to complete with a 100-character limit. (227) people responded.

## Q8. Comments

### Amenities

- Fishing pier with fishing platforms (12)
- Plenty of seating for relaxing, viewing the Bay. (11)
- Children’s play area (10)
- Binocular/telescope viewing with pay or free stations (8)
- Picnic tables, nice tables, shaded tables for eating (4)
- Dog walking, dog fun stuff (permanent jumps and training stuff) (3)
- A viewing platform or Ferris wheel (2)
- Exercise equipment and lots of it or outdoor workout facility (2)
- Playground for kids while waiting for ferry (2)
- A clean pool to bathe in (I’m allowed to dream :-)
- A continuous bike/running/strolling path connecting to bike blvds (2)
- Ample cellular or WiFi
- BIG Art BIG BIG BIG
- Continuing the hiking area from the marina side
- Having a co-located park/cafe is great for parents
- I love your ideas!
- Local points of interest
- Mini maritime museum
- More restrooms
- Nature trails (2)
- Park nature area
- Pathways for leisurely walking
- Patios
- Pet-friendly areas
- Playground for toddlers (fenced in to avoid dogs/bikes)
- Sculpture garden
- Skate park
- Stairway to cove near His Lordships restaurant
- A nice walk - really miss the old, long pier (9)
- Good lighting to make evening/night walking safer (6)
- Connection to walks along the Bay
- Wider walking path from Eastshore SP and University Ave
- Water drinking fountain

### Design

- Native plants featured in all landscaping (3)
- Ability to walk far out into the Bay (2)
- Fountain (2)
- More trees (2)

*Berkeley Pier/Ferry Feasibility Study – Questionnaire #1 Results Summary*

- Murals (2)
- Ohlone art (2)
- Adjust landscaping for better visibility at close and far distances
- Area or zone safe for kids
- Biophilic LEED design
- Built in underused areas
- Extend the pier (further than it has been)
- Flowers throughout the grounds for a pleasant scent
- If possible, housing options nearby for favorable zoning
- Landscape parking lot, don't use it as a dump
- Less is more. Natural beauty. Not over-paving or strip-malls.
- Maintain the area well with simple landscaping.
- Maintain the peaceful, quiet environment of the park.
- Markers for solstice and equinox sunsets
- More parking for those who use the park!
- Mosaics and other details that celebrate Berkeley's creative community.
- Off leash dog park
- Public space. (Google "Kalvebod Bolge Copenhagen"...) )
- Raised observation deck Many Berkeley families began with a proposal made on the deck
- Remove dead end roads (i e., HS Lordships) to discourage antisocial behavior
- Renovation of His Lordships
- Restore it to what it used to be
- See the Torpedo Factory for an excellent example: <https://torpedofactory.org/>
- Shaded and unshaded open space
- Some neat lighting so it makes a nice spot for romantic evening strolls
- The old pier was fine. Berkeley's history with public art is highly suspect.
- Widen pier to accommodate all people who are going to want to use it.
- Wind turbines

**Environment**

- Any pier must support natural habitat for marine life
- Anything that enhances bird watching opportunities
- Don't displace marine wild-life in the bay with a phalanx of loud diesel boats.
- Ecological restoration
- Minimize environmental damage
- Sustainability, local environment, and wildlife protection

**Ferry Operations**

- No Ferry (5)
- Disabled access and disabled parking (3)
- Require electric ferries (3)
- East Bay water taxi service to other piers in East Bay (2)
- Electric car charging stations (2)

*Berkeley Pier/Ferry Feasibility Study – Questionnaire #1 Results Summary*

- Ferry service during daytime (2)
- Frequent reliable ferry service (2)
- A kiosk & signage with displayed wait times & ferry schedule
- Able to use Clipper card for ferry rides
- Adequate parking is huge for me if I am going to use the ferry for work. I
- Cable cars that go to SF via ferries, like the original pier ;)
- Cell phone charger
- Coworking space. Grab counter seat, plug in laptop, & work til ferry arrives
- Discount for berkeley residents and frequent users
- Docking facilities for other recreational vessels
- Drinks on ferry
- Ferry rides should be less than BART
- It will not be feasible with current parking!
- Make transportation easy, and implement world class architecture as befits location
- Minimal extra dredging requirements
- No parking for ferry users
- Publication of ferry leave times and return
- Schedule the ferry for both daytime work and evening play
- Service to oracle park and San Mateo/redwood city
- Ticket kiosk
- Weekend service please!!

**Food, Beverage & Retail**

- Restaurants and bars (12)
- Cafes (8)
- Hotels (possibly a landmark hotel on Hs Lordships parking lot for Marina Fund viability) (6)
- Shops and amenity-type shops (florist, convenience) (5)
- Food trucks / pop-up food carts (4)
- Restaurants like in Santa Cruz or Santa Monica (4)
- Cocktail lounge and restaurant (3)
- Beer garden (2)
- Ice cream/coffee (2)
- No chic restaurants! Let's gather away from all that where inequalities are not glaring. (2)
- Ample parking. Minimal stores so it's not busy.
- Art carts
- Art studios, art galleries, art supplies
- Better restaurants than Skates. The view is lovely, the food is highly mediocre
- Bookstore
- Bratwurst stand
- Coffee carts/snack carts/paletero/hot dog cart/vendors
- Great coffee. Not SB. Local indie coffee.
- In-N-Out

*Berkeley Pier/Ferry Feasibility Study – Questionnaire #1 Results Summary*

- Refreshed marina & restaurant
- Seafood stand with fresh fish and prepared food
- Wine bar with the view

**General**

- Fixing the road to the marina (7)
  - Consider inexpensive ways to re-open the existing pier. There are unexplored options. (3)
  - Dog friendly (3)
  - Public parking (non-ferry related use) (3)
  - Don't negatively impact Cal Sailing Club operations (2)
  - Make it a destination for families with kids (2)
  - I do not want my taxes wasted on this. Leave it to rot. Do not spend one cent.
  - It is not economically or environmentally sustainable.
  - A non-emergency ferry system is too harmful and wasteful
  - Any structures must be compatible with 10 ft of sea level rise
  - Avoid high rises, restaurants, influenced by revenue/profit
  - Basically, you need more users. Add housing to west Berkeley
  - Build it
  - Clean up the 580/university bridge area and remove trash.
  - Don't build a new pier for a ferry that won't support itself
  - Don't burn tons of fuel moving boats through water
  - Don't contribute to climate change treating pleasure boats as a transit system.
  - Elimination of some existing parking near the water
  - Equity, equity, equity. How? Paid parking slips?
  - Fix it like you should have during the last 30 years
  - Give some land back to Ohlone people for Ohlone stewardship
  - Housing for the homeless living in the nearby encampment
- I don't think that you need to do much. It is a beautiful place with/without enhancements
- If at foot of Gilman, everything mentioned
  - If the ferry fails, it will be a financial albatross around our necks
  - If the ferry succeeds, it will overwhelm the marina
  - It's absolutely sick in the head of you to even contemplate this project
  - It's short sighted, stupid, and socially irresponsible to undertake this project
  - Keep all revenue generated by the marina for the marina
  - Keep it as small as necessary; protect sailing rights
  - Keep it simple. Don't crowd a million people there
  - Let it be non-commercial!
  - Limit any damage to the bay and environment during construction.
  - Limited cafes/seating to keep area serene
  - Lots of people and lots of open space (space for people, not parking lots)
- Maintain current public parking access for waterfront users; no priority for commuters
- No craft/art selling
  - Not wasting space and resources on a ferry terminal

*Berkeley Pier/Ferry Feasibility Study – Questionnaire #1 Results Summary*

- Pier more important to me than additional ferry
- Free parking for local use cal sailing club members
- Open the parking lot next to His Lordships
- Please don't look for new ways to spend money!
- Preservation of existing uses: marina, CSC, adventure playground.
- Put the ferry and pier planning on hold until after the BMAASP is done
- Restore pier and marina for recreational uses w/o ferry service
- Retain green environment
- Safety for sailors and wind and kite surfers
- Senior discounts
- South side of Berkeley pier if at Berkeley Marina
- Stop building
- Structures ruin the view and thus the pier
- The marina and much of the park will be under water within a few decades
- We don't need to spend money on a pier
- You have a toxic waste dump that, without urgent action, will wash into the bay

**Interpretive Information & Education**

- Historical signage/info related to history of the Bay and Berkeley pier (4)
- Museum or cultural center for Ohlone tribe (3)
- Ohlone historical signage (3)
- Interpretive signs about indigenous people of the bay (2)
- Information / partnerships with other organizations operating at the waterfront
- Information on wildlife and measures or practices that help the environment
- Interpretive information about birds
- Interpretive signs about Bay Area geology and seismology.
- Interpretive signs about bay life beneath the water, birds and insects
- Kid-related aquatic information
- Opportunities to learn about Bay ecosystem & why a healthy bay is important
- Weather station, wind, tide, sea temperature & weather forecast
- Frequent trash pickup (3)
- Just make it clean and inviting (3)
- Clean up the homeless encampments on route to Marina
- Constant maintenance, so that the area remains clean and without encampments
- Ensure non-fishing areas are kept clean of fishing waste, dead fish, etc
- Pressure wash the pier at least once a week
- Recycling receptacles

**Outreach**

- Consult Chochenyo Ohlone leadership on all aspects
- Consult poor people, people who fish, people who live outside
- Those who are most impacted should have a seat at the table

**Programming**

- Live music and buskers (7)

*Berkeley Pier/Ferry Feasibility Study – Questionnaire #1 Results Summary*

- An arena/performance space for performances of music, theater, talks (6)
- Event space (See Pop Brixton)
- Interactive musical art
- Farmer's market (6)
- Aquarium showing Bay sea life with education how to make Bay less polluted
- Area for musical performances to which San Franciscans might travel on ferry
- Art classes
- Create jobs for young people in construction and services at pier and surroundings
- Dance studios, performance space, poetry readings
- Evening hours of operation
- Facilities for scouts and youth groups to hold events and camps
- Craft fair, flea market
- Fishing classes
- Gym/yoga/meditation studio (3)
- Hold destination style events
- Inclusion in Fourth of July happenings
- Kids programs (like the adventure playground crab fishing program)
- Live schedule display to know how much time to enjoy area and not miss next boat
- Minimal fishing permit.
- More equity. Waterfront counseling center & training kitchen linked with SCU and Hs Lordships.
- Open 24/7
- Organize volunteers
- Partner with the BayKeepers organization on improving the health of the bay
- Regular programs
- Rent out Hs Lordship's building or use as a community space
- Rotating public art installations and talks by artists
- Running trials
- Youth jobs

**Safety**

- Safety and security (9)
- Security guards or some form of public safety personnel (7)
- Make approach to pier tolerable by removing/rehousing homeless camps
- No criminal activities (2)
- Safety improvements on the marina and along the walk that to the pedestrian bridge )s2)
- Emergency call box
- Emergency life rings every 50 feet hanging on inside of pier railings
- Preventing panhandling; limit buskers and art/craft selling
- Well-lit walkways, roads, and bike lanes for early AM or evening commuting

**Mobility**

- Shuttle service from key areas like Berkeley hills, DT Berkeley (7)
- Well paved bike lane access and striped for runners/cyclists (3)
- Bike lanes right up to the ferry terminal (2)



*Berkeley Pier/Ferry Feasibility Study – Questionnaire #1 Results Summary*

- Walking/biking paths instead of roads for cars (2)
- AC Transit access
- BART shuttle service to and from nearest station
- Bus priority lanes
- Connections to other local/regional transit
- Covered areas to wait for shuttle
- Easy bike access from all directions (connections to Bay trail, Aquatic Park trail)
- I would like to emphasize the appeal of bikeshare service
- Public transportation to get to ferry. Too much traffic ruins Marina (3)
- Regular shuttle bus service to pier for seniors (2)

**Water Recreation**

- Recreational activities like kayak/paddleboard rental (7)
- Swimming and windsurfing zones and launch points around the west side (7)
- Access to water for kayaks, paddle boards, swimmers (3)
- Maintain the current level of water access and recreational use (2)
- Place to launch personal non-motorized watercraft (4)
- Dredge the south sailing basin to keep it an active center for watersports
- Ensure waterfront still available for sailing and windsurfing
- Improved watersports recreational opportunities
- Tie-up area for motorboats
- Windsurfers like to launch from Lordship's area and would like dedicated facilities