

July 2, 2014

MEDIA ADVISORY

San Francisco Bay Ferry's New Passenger Messaging System Opens for Enrollment July 2, 2014

WHO: San Francisco Bay Ferry
WHAT: BayAlerts Enrollment Opens
WHERE: All SF Bay Ferry Routes
WHEN: July 2, 2014
WHY: BayAlerts will enable SF Bay Ferry passengers to receive the service alerts and news they want in the manner they choose.

- BayAlerts enrollment begins Wednesday, July 2, 2014.
- BayAlerts replaces the current phone and email systems and will provide time sensitive information that affects ferry travel. The BayAlerts system is scheduled to go live on **July 21, 2014**.
- Through BayAlerts, passengers can opt-in to receive one or both of two categories of information:
 - Service alerts: Time sensitive information that could affect travel within a 24-hour period.
 - News updates: non-time sensitive information that could affect the passenger experience within a period of five months.
- Service and news updates can be received via SMS text, email, voicemail and/or TTY/TDD. Passengers can choose one or all of these options.
- The existing phone and email systems will be discontinued on July 21 and passengers are encouraged to sign up for the new system as soon as possible.
- For more information and to enroll, passengers should visit www.sanfranciscobayferry.com.

Quote

“Quickly communicating changes that may affect a rider’s trip is of the utmost importance to San Francisco Bay Ferry management,” said Ernest Sanchez, SF Bay Ferry head of marketing. “We encourage all riders to join this new program to ensure they receive information in a timely manner, in the communication format of their choice.”

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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 , Oakland Jack London Square, Harbor Bay and Vallejo, along with seasonal service to AT&T Park and Angel Island.