



**NYC
Ferry**

2025 Fiscal Year Annual Report



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Dear Fellow New Yorkers,

I'm excited to share with you NYC Ferry's Fiscal Year 2025 (FY25) Annual Report—a year marked by safe, reliable operations for our riders combined with many highlights, including a large increase in discount program usage, record-breaking ridership, financial efficiency gains, and bold steps toward a more sustainable future.

Following the priorities of the Ferry Forward plan, our system strived to be more equitable, accessible, and fiscally sustainable. As part of our ongoing commitment to equity and access, we increased annual enrollment in our discount program by over 50%—more than a six-fold increase in participants since we re-vamped the program in 2022. And with a new annual record of 7.4 million trips, we continued our ridership growth trajectory, further establishing NYC Ferry as one of the most affordable, reliable, and enjoyable ways to experience New York City's iconic waterfront.

We've also continued to make major strides in financial efficiency. NYC Ferry has driven farebox revenue up by 82% since pre-pandemic levels while reducing per-rider subsidy to just \$8.33—both the lowest per-rider subsidy in NYC Ferry's history and the lowest of any publicly funded, passenger-only ferry system in the country.

In FY25, we also focused on ways to improve our existing fleet's sustainability. In January 2025, we launched a renewable diesel pilot and initiated projects to design upgrades for our engines, both of which will significantly reduce our fleet's emissions. At the same time, we launched a study investigating the state of zero- and reduced-emissions ferries as we look toward the future for NYC Ferry.

This report is packed with FY25 highlights, from ridership milestones and workforce development wins to service improvements and sustainability upgrades. Thank you to our riders, our dedicated workforce, and our partners across the city who make this progress possible.

I invite you to dive in and celebrate the momentum we're building together.

Sincerely,



James Wong
EXECUTIVE DIRECTOR
NYC FERRY



Dear New Yorkers and NYC Ferry Riders,

On behalf of Hornblower Group and its NYC Ferry crew of 450+ local mariners, we are proud to present the FY25 Annual Report alongside our partners at NYCEDC. This report highlights NYC Ferry's continued record growth, and outlines the various initiatives, partnerships, and achievements throughout FY25 to ensure the system's continued accessibility, reliability, and resiliency.

NYC Ferry is built for and is operated by everyday New Yorkers traveling to work, school, and their favorite destinations across the five boroughs. This remains the foundation of the system's success as New Yorkers continue to fuel NYC Ferry's record-setting ridership pace. Today, thanks to exciting onboard marketing campaigns, extensive community engagement, ongoing commuter technology upgrades, system enhancements, and an unmatched rider experience provided by our onboard crew, NYC Ferry is set to build on this success and reach more New Yorkers and potential ferry commuters than ever before.

As we look forward to the years ahead, we share both NYCEDC and our fellow New Yorkers' excitement for the continued growth of NYC Ferry. We look forward to welcoming millions of riders onboard in the years to come as we continue to develop new rider enhancements and innovations to lead both the public transportation and ferry industries.

Sincerely,



Timothy O'Brien
SENIOR VICE PRESIDENT
HORNBLOWER GROUP



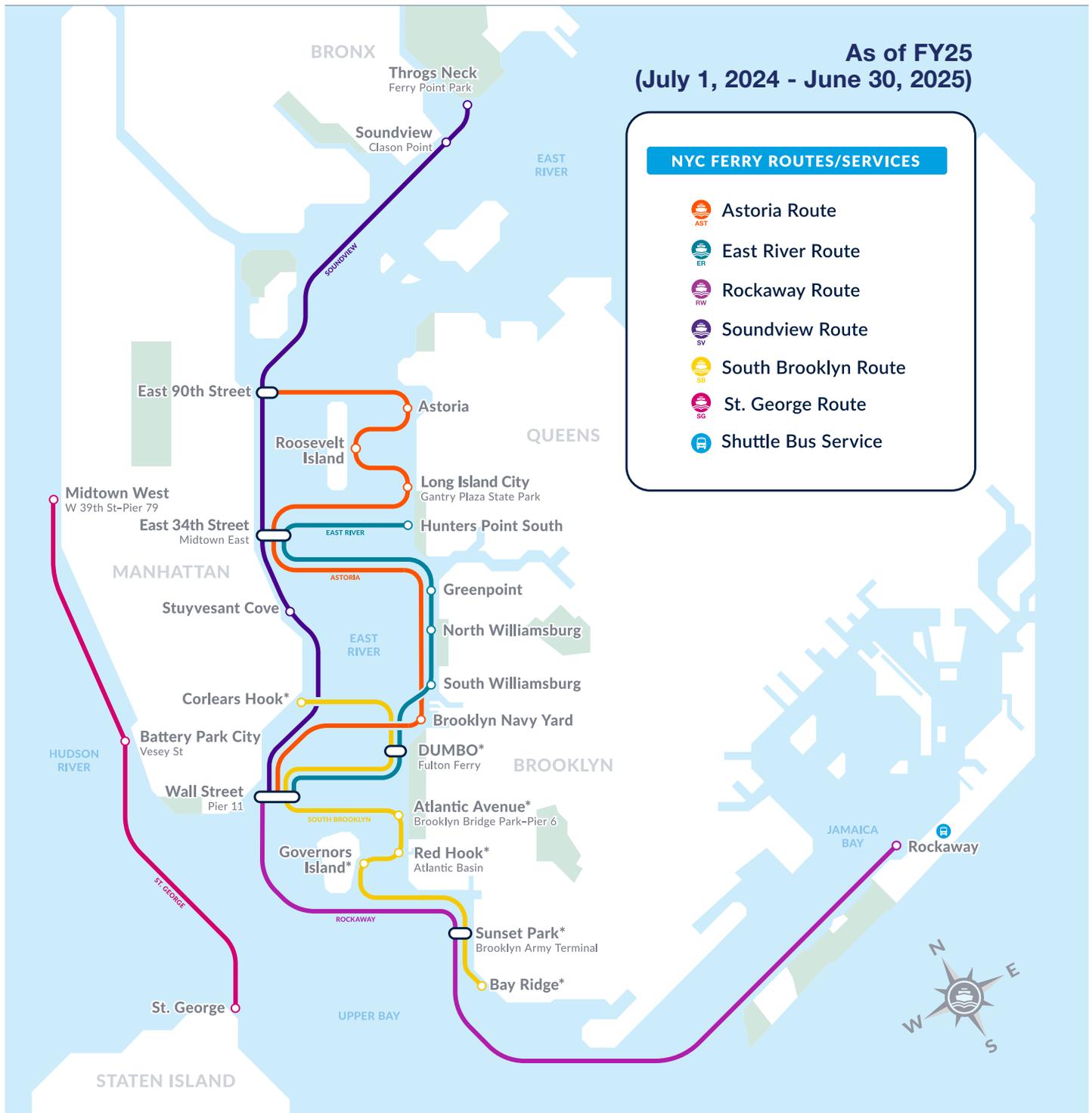
Jonathan Figueroa
SENIOR VICE PRESIDENT
FERRIES & TRANSPORTATION
OPERATIONS



Service Description



Service Description



NYC Ferry's citywide network includes 25 landings spanning all 5 boroughs, connecting waterfront communities to career opportunities, recreation, & each other.

The NYC Ferry fleet is composed of 38 purpose-built, catamaran vessels designed to ensure speedy travel across New York's waterways. Twenty-three of NYC Ferry's vessels have capacity for 150 passengers and 15 have capacity for 350 passengers. The fleet's lightweight aluminum hull design minimizes wake impacts on local shorelines and peer waterway users. The fleet is stored and maintained in NYC Ferry's homeport at Pier C in the Brooklyn Navy Yard. NYC Ferry is constructing a second homeport in Atlantic Basin, Red Hook. In addition to ferry services, NYC Ferry also operates shuttle bus services to better connect passengers to the system. At Throgs Neck/Ferry Point Park landing, a shuttle connects the parking lot at Ferry Point Park to the landing.

Service Description – Continued



In Rockaway two shuttle lines connect the landing to points east & west.

NYC Ferry tickets are available for purchase at vending machines at all landings and in the NYC Ferry app. Important service information, such as real-time vessel arrival and departures, service alerts, trip planning tools, plus onboard concessions sales are also available within the NYC Ferry app. The NYC Ferry App, with over 3.1 million downloads, served nearly a half-million users in FY25 and has achieved a 4.9-star rating after receiving 45,000 reviews.

Service Performance



Service Performance

NYC Ferry broke its annual ridership record again in FY25, welcoming 7.4 million boardings—an increase of more than 270,000 riders, or 4%, over FY24. Weekday ridership saw the highest growth, highlighting NYC Ferry’s increasing role for commuters in addition to leisure travelers across the city.

Weekday Ridership

Systemwide weekday ridership grew by 6% compared to FY24, primarily driven by ridership gains during peak commuting hours. During the AM peak (before 10AM), ridership increased by nearly 8%, adding approximately 86,000 riders over the course of the year. During the PM peak (4-7PM), NYC Ferry saw a 6% increase with over 83,000 additional riders.

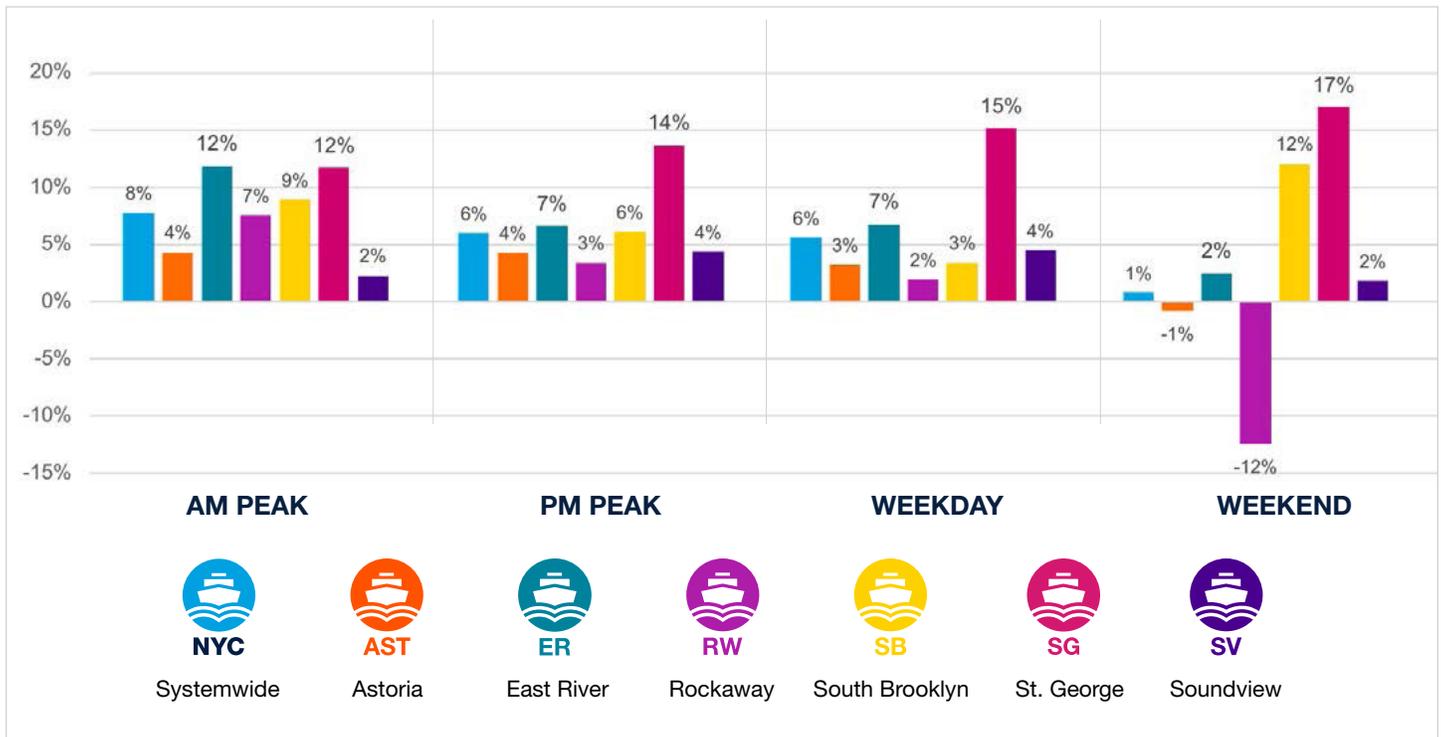
All six routes experienced weekday ridership growth, with three routes—St. George, East River, and South Brooklyn—exceeding the systemwide growth rate. The St. George route saw the largest weekday year-over-year growth at 15%. The East River route increased by 7% on weekdays, adding nearly 137,000 passengers compared to FY24, while the South Brooklyn route saw a 3% increase.

Weekend Ridership

A wet, cold fourth quarter in FY25 led to only a 1% increase in systemwide weekend ridership in FY25, down from 6% in FY24. Despite this, the South Brooklyn and St. George routes had double-digit weekend growth rates, at 12% and 17% respectively. The South Brooklyn route benefited from a full year of service to Governors Island after the landing was closed for several months in FY24 and an uptick in cruise passengers traveling to and from the Brooklyn Cruise Terminal via NYC Ferry. The St. George route continues to overperform in its growth rate compared to the rest of the system as more riders become aware of the newest route in the NYC Ferry system.

The Rockaway route’s 12% weekend ridership dip can be attributed to colder, wetter weekends that put a damper on more weather-dependent leisure and recreational ridership.

Figure 1: FY25 Year Growth Rate by Route and Time Period



Service Performance

Figure 2: FY25 Year-Over-Year % Growth by Route — All Times

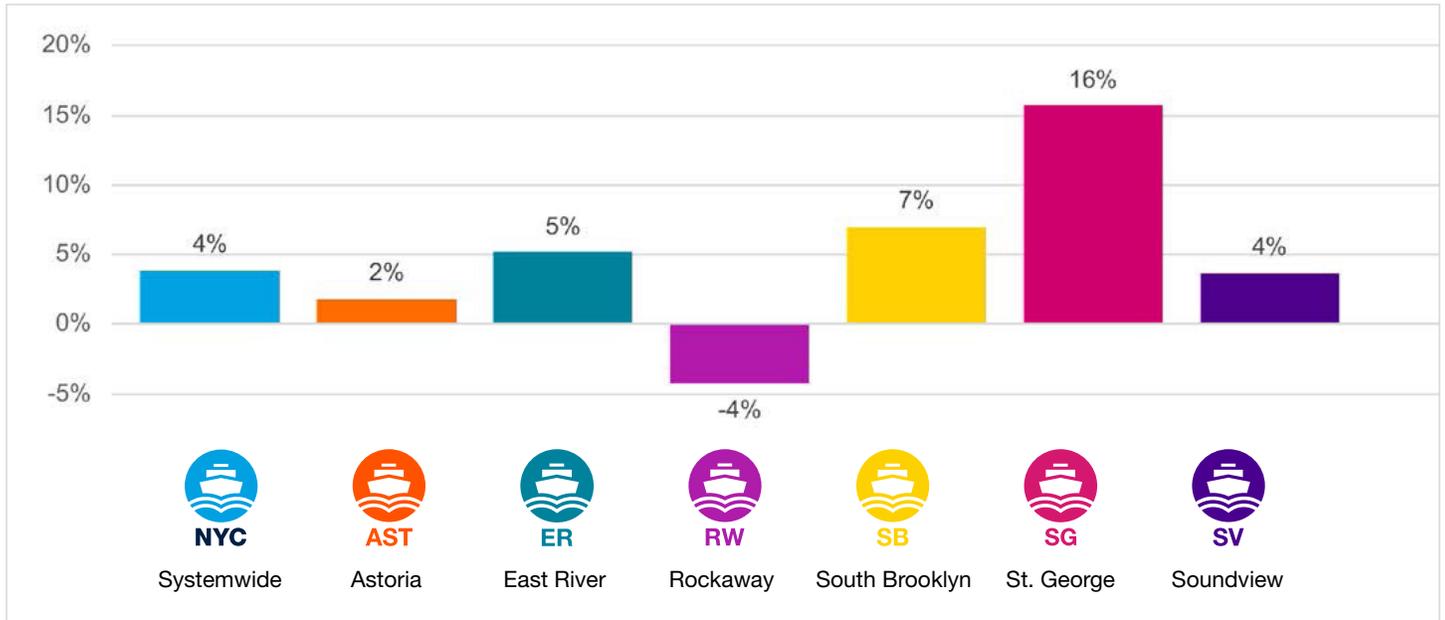
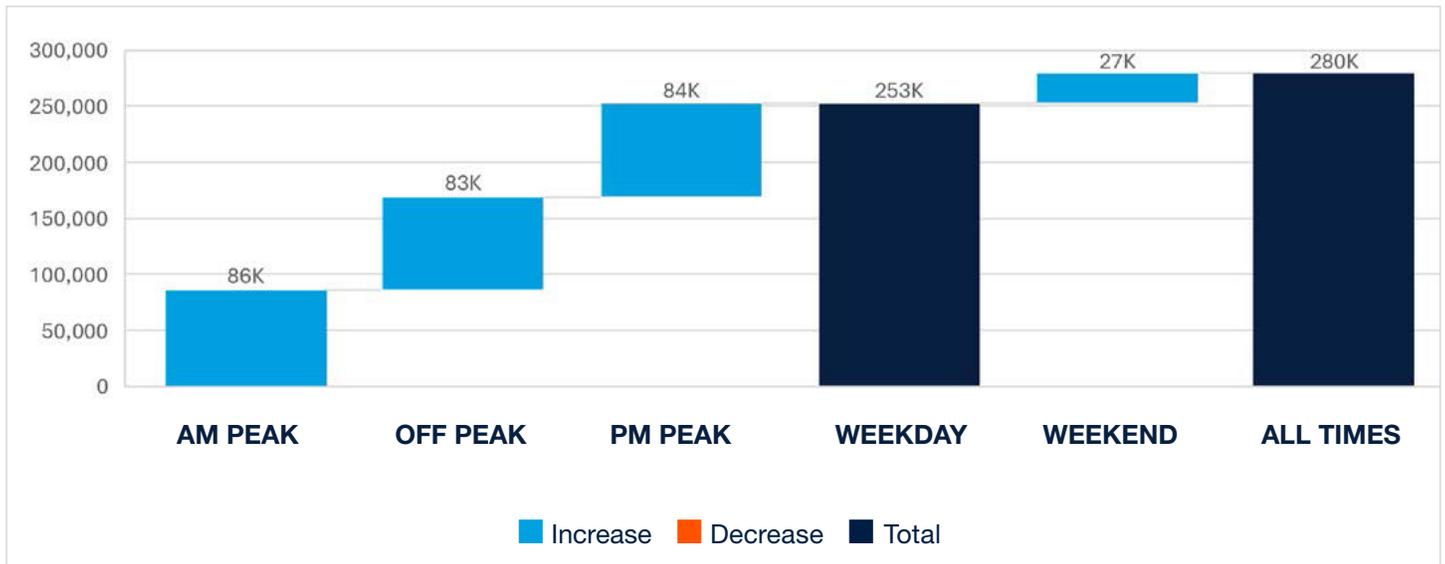


Figure 3: Total Ridership Added by Time Period



Annual Key Performance Indicators (KPIs)

Under NYCEDC’s operating agreement with Hornblower, NYCEDC evaluates Hornblower’s overall performance through the five key performance indicators (KPIs) described below. Each KPI is assessed against a minimum target, which must be achieved to meet the operating agreement’s baseline service standards, and an incentive target, indicating exceptional service delivery. Hornblower operated above its minimum targets at all times in FY25.

■ Below Minimum ■ Contract Minimum ■ Incentive

On-Time Performance (OTP): A measure of the system’s ability to reliably get riders where they’re traveling safely and on-time according to the schedule. For the purposes of this KPI, a vessel is considered “on time” if it arrives at its scheduled landing no more than five minutes after the printed schedule and departs no earlier than one minute before.



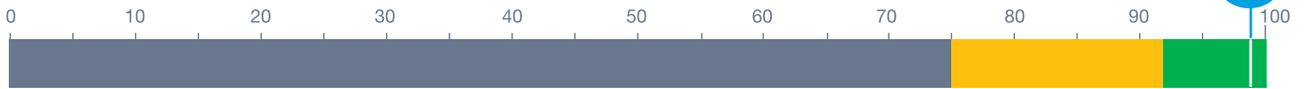
In FY25, Hornblower maintained an average 93.5% OTP across all routes, exceeding the incentive target of 90% OTP in every month except August 2024, which maintained 87.7% OTP in February 2025. Hornblower’s minimum OTP target is 75%.



Completed Trips: A measure of the percentage of scheduled trips that are fully operated using the correct vessel class. Hornblower must complete a minimum of 92% of all scheduled trips.



In FY25, Hornblower consistently exceeded the 97% completed trips incentive target across the year with an overall average of 99.58%. Only September 2024 saw the completed trip percentage dip to 98.5%, with all other months exceeding 99%.



Tech Uptime: A measure of the reliability of key technology features to ensure accurate and complete operational information, including real-time arrival and departure times.



Both Hornblower’s minimum and incentive target percentages for tech uptime are at 95%. In FY25, Hornblower averaged a 98% tech uptime percentage and exceeded 98% in 9 of 12 months.



Annual Key Performance Indicators (KPIs) – Continued

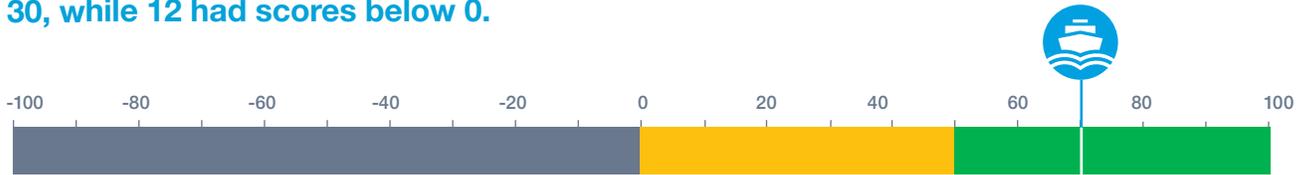
Below Minimum
 Contract Minimum
 Incentive

Passenger Satisfaction: A measure of passenger satisfaction via a Net Promoter Score (NPS). Net Promoter Scores are a commonly-used metric to evaluate passengers’ satisfaction with transit operations. An NPS is generated by individual responses to a question asking how likely a rider is to recommend the system to their friends or family. NPS scores range between -100 and 100. Scores of -100 to 0 indicate performance “needs improvement”, 0 to 30 indicates “good” performance, 30 to 70 indicates “great” performance, and 70 to 100 indicates “excellent” performance.



Hornblower must, at a minimum, achieve a NPS of 0 while its incentive performance target is 50. Hornblower’s cumulative NPS scores exceeded 50 during every month in FY25 with an average score of 70 and peaking at 75 in July 2024.

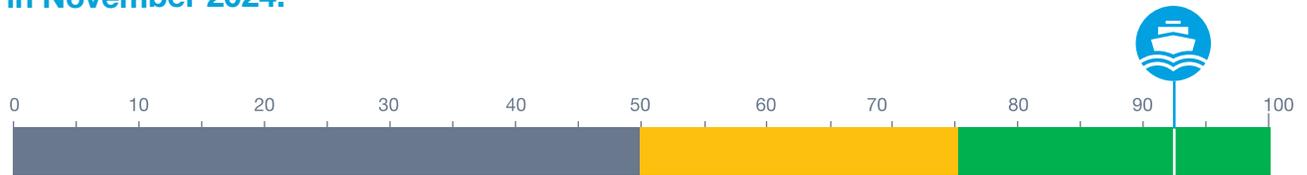
For context, the Transit mobile app calculates NPS scores for 25 other public transit agencies across North America. Of those agencies, only two had NPS scores above 30, while 12 had scores below 0.



Preventative Maintenance: A measure of Hornblower’s adherence to its fleet maintenance plan.



Hornblower must, at a minimum, complete 75% of its preventative maintenance tasks on time. In FY25, Hornblower surpassed the 90% preventative maintenance incentive performance target, maintaining a 93.5% percentage throughout the year and surpassing 95% in every month following September 2024 with a peak of 98.6% in November 2024.



CREW PERSPECTIVE

“In Engineering, it all comes down to One Job: keeping NYC Ferry running 365 days a year for over 7 million riders. I’m proud to play my part in keeping the system moving for my fellow New Yorkers.”

FREDDY REINOSO
ENGINEERING INFORMATION SYSTEMS MANAGER

Service Enhancements

In addition to regular seasonal schedule adjustments to match changing ridership demand, NYCEDC continued to innovate and adapt NYC Ferry's services in FY25.



Summer 2025 Premium Rockaway Services

NYC Ferry's Rockaway Reserve service returned over Memorial Day Weekend in May 2024 through Labor Day Weekend in September, offering riders the convenience of reserving seats on select summer weekend departures along the popular Rockaway route. The service operated for 35 days throughout the summer and continued to be a hit, generating more than \$370,000 in revenue through nearly 40,000 tickets sold.

July 2024 saw the highly anticipated comeback of the Rockaway Rocket, NYC Ferry's express service to the Rockaways on select summer weekends and holidays. For the first time, the Rockaway Rocket operated direct routes from Long Island City and Greenpoint to the Rockaways, making summer travel even more convenient and enjoyable for thousands of New Yorkers. The adjusted service proved to be a success: over 10,000 tickets were sold, generating more than \$100,000 in revenue and surpassing operating costs by a \$20,000.



Reducing Traffic Congestion in Red Hook

NYCEDC operated a NYC Ferry shuttle service between Red Hook and Wall St./Pier 11 to reduce traffic congestion from cruise passengers arriving to and from the Brooklyn Cruise Terminal. Beginning in June 2025, NYCEDC extended its shuttle service on select days until 1:00PM, offering both arriving and departing cruise passengers a convenient, sustainable alternative to taxis and for-hire vehicles. This enhanced service proved to be an impactful strategy to mitigate traffic congestion as NYC Ferry served over 3,000 cruise passengers throughout FY25.

Increased Capacity during Rockaway A-Train Closure

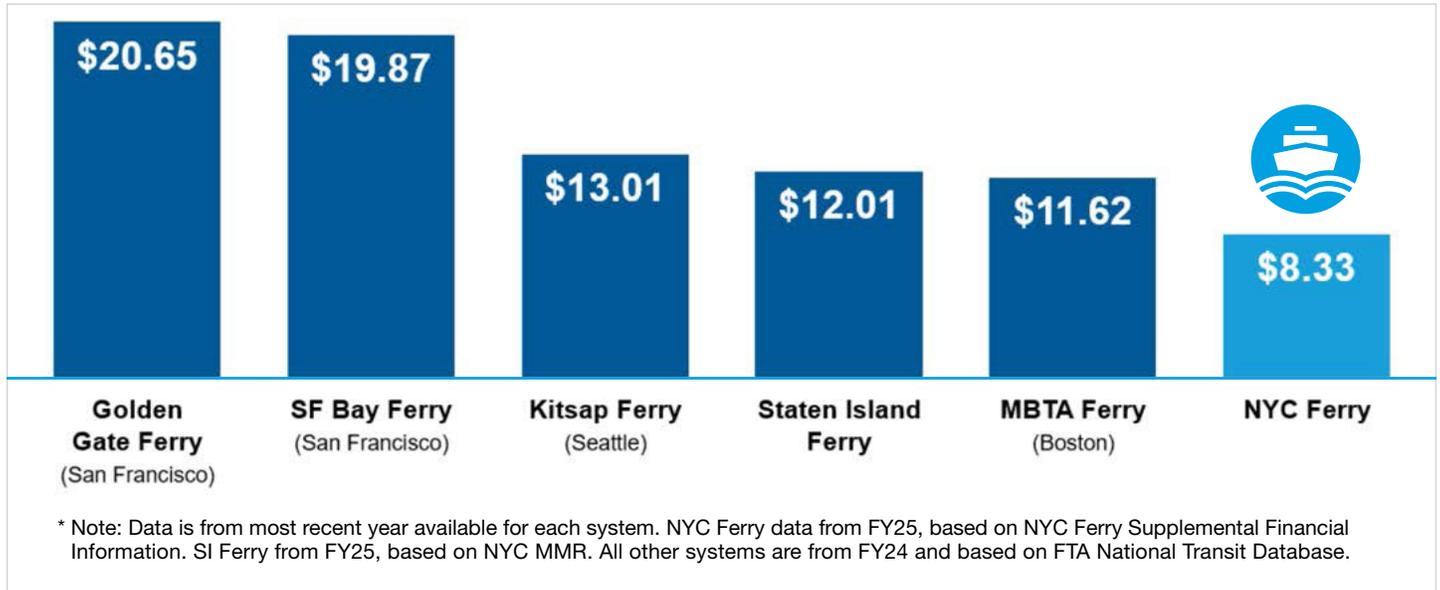
To provide transit redundancy during the MTA's temporary A-train closure in January 2025, NYCEDC increased NYC Ferry's capacity along the Rockaway route between January and May of 2025. As a result, the route saw a notable 20% increase in boardings compared to the previous year, averaging over 1,200 riders daily. Ridership grew most during typical commuting hours, serving more Rockaway residents traveling to and from work. In the PM peak, the Rockaway route averaged 27% more boardings during the closure compared to 2024 while the AM Peak ridership saw an increase of 29%.



Financials

As NYC Ferry service improves and accommodates more riders than ever before, the system has simultaneously seen significant gains in financial efficiency under Ferry Forward. In FY25 – the system’s first full year of operations under the new operating agreement – NYC Ferry recorded its lowest per-passenger subsidy of all-time at \$8.33. This represents a 36% reduction from the subsidy’s peak in 2020 and continues to position NYC Ferry as the most financially efficient publicly funded passenger ferry system in the country.

Figure 4: Subsidy per Passenger: Major Publicly-Funded Passenger Ferry Systems in the US



While NYC Ferry’s financial efficiency improvements are partially due to lower net service costs established in the 2023 operating agreement, the system also hit all-time farebox revenue highs in FY25. NYC Ferry generated over \$25.3 million in farebox revenue compared to \$22.6 million in FY24—a 12% year-over-year increase.

Record farebox revenues were driven by increased ridership and strategic fare adjustments in September 2024. These adjustments balanced higher revenue with maintaining affordability for regular commuters. While the base one-way fare rose to \$4.50 (from \$4.00), frequent riders still access low-cost fares through the \$29.00 10-trip pack (\$2.90 per ticket, up from \$2.75) and \$1.45 discount tickets (up from \$1.35).

Approximately half of the \$2.7 million year-over-year increase in farebox revenue in FY25 is due to the September 2024 fare adjustment. The remaining half is due to a 4% increase in ridership. As a result, NYC Ferry’s FY25 farebox recovery ratio, defined as the system’s total operating costs divided by its total farebox revenues, was 28.7%, up from 25.8% in FY24.

Further details on NYC Ferry’s FY25 financials, including its annual revenues and expenses, are available in the annual NYC Ferry Supplemental Financial Information report published on NYCEDC’s website.

Program Highlights



Sustainability

In FY25, NYCEDC launched several near- and long-term sustainability initiatives focused on reducing vessel emissions.



In October 2024, the New York City Department of Transportation (NYCDOT), the Department of Citywide Administrative Services (DCAS), and NYCEDC announced that both NYC Ferry and the Staten Island Ferry would start testing renewable diesel fuel—a petroleum-free alternative to traditional diesel that cuts lifecycle carbon emissions by over 60%. The pilot wrapped up in Spring 2025 and the results are being reviewed to ensure the fuel is compatible with long-term use throughout the fleet.

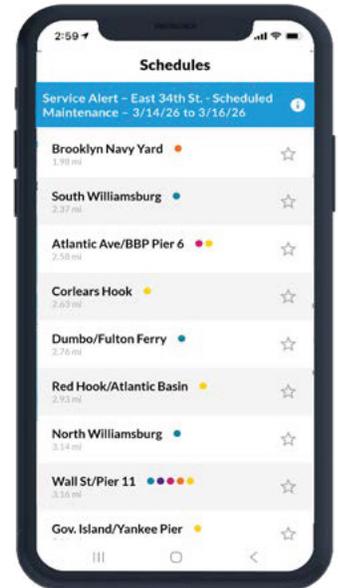
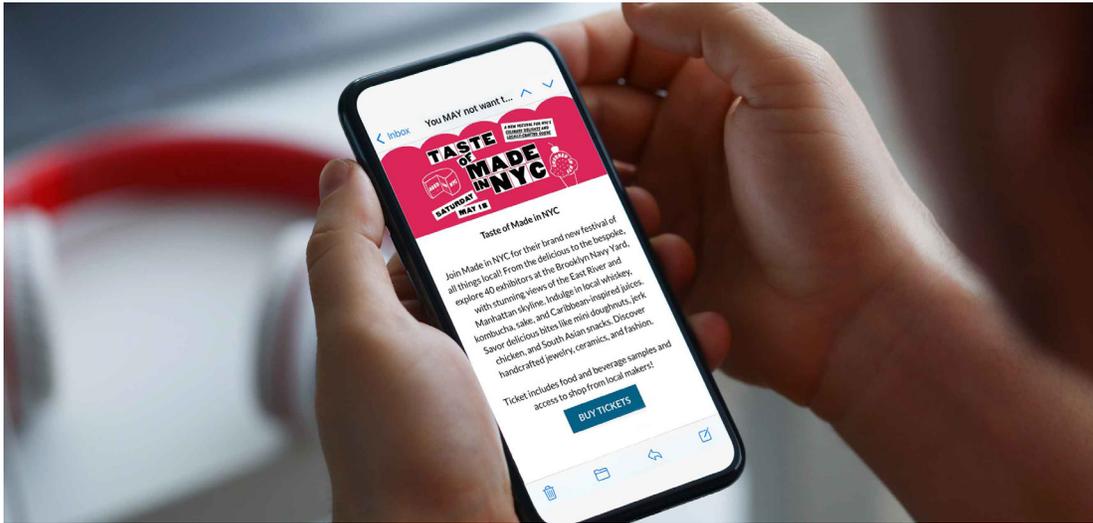
FY25 also laid important groundwork to improve the efficiency and sustainability of the engines themselves. NYC Ferry re-powered 11 150-passenger vessels from continuous duty engines to intermittent duty engines, which are not only more fuel-efficient, but better match the system's operating profile and improve vessel reliability.

The remaining engines will be converted in FY26, with all upgrades being delivered at no additional cost to NYCEDC. On top of this, the engines on the system's largest vessels

are being upgraded to Tier IV—the highest EPA standard—to decrease pollutants and improve local air quality.

These immediate improvements are part of a broader, long-term sustainability plan aimed at reducing NYC Ferry emissions. NYCEDC began conducting a study in FY25 providing valuable insights on the necessary vessel and landing infrastructure for marine electrification. This study is expected to conclude in FY26.

Technology Upgrades



NYC Ferry continued to introduce impactful new features across the app, website, and fleet to improve the onboard experience in FY25, including:



Mobile & web upgrades that make system information more accessible to riders

Real-time schedule updates and texting capabilities via voice call

Expanded in-app and web translations

Real-time passenger capacity and wait-time assessments



Onboard and At-Landing Audio

Keeping riders informed on a stop-by-stop basis and notified of incoming and departing vessels to ensure a smooth trip onboard



Onboard Free Wi-Fi Across the Entire Fleet

Ensuring that NYC Ferry riders have an excellent customer experience and are able to stream their favorites apps, shows, and movies, plan their next trip onboard, or work on-the-go



CREW PERSPECTIVE

“By integrating new technology to every vessel, we’re redefining ferry commuting and delivering an experience that is more comfortable, convenient, and connected than ever before.”

STANLEY LING
IT MANAGER

Discount Program Expansion

September 2024 welcomed both a new school year and the official launch of the NYC Ferry Student Discount Program, which provides access to discounted \$1.45 tickets for all New York City public, charter, and private high school students. Approximately 1,300 students enrolled in the program and 27,000 student discounts were sold during its first year of operation.

Ferry Discount Program **\$1.45** For Seniors, Persons with Disabilities, Fair Fares NYC Participants

Join NYC Ferry and the Office of New York City Council Member Justin Brannan to learn about the NYC Ferry Discount Program and apply in person.

Thursday, October 3rd from 2:00 – 5:00 PM
8203 3rd Avenue, Brooklyn, NY 11209

Eligible seniors, people with disabilities, and Fair Fares NYC participants can apply to receive \$1.45 NYC Ferry tickets.

JUSTIN BRANNAN
Serving Bay Ridge & Coney Island

NYC Ferry

Scan here to apply or visit ferry.nyc.gov/discount

New York City Council Members hold public events to encourage eligible ferry riders to apply for the Ferry Discount Program

Back to School BINGO NYC Ferry EDITION

To enter for a chance to win prizes, collect a complete bingo card row of five (5) items vertically, horizontally, or diagonally using hashtag #NYCFstudentdiscount in a single social media post.

Take a photo of the NYC Ferry Map at any Landing	REGISTER FOR THE NYC FERRY STUDENT DISCOUNT PROGRAM	Take a photo of a Koalafied Cruiser	Take a photo of a ferry at the Astoria Landing	Take a photo of the NYC Skyline from a ferry or landing
Take a photo of Ocean Queen Rockstar	Take a photo of a ferry at the Battery Park City Landing	Take a photo of two ferries crossing paths	Download the NYC Ferry App	REGISTER FOR THE NYC FERRY STUDENT DISCOUNT PROGRAM
Take a photo of a ferry at the Red Hook Landing	Take a photo of the Pepsi-Cola sign from onboard an NYC Ferry	REGISTER FOR THE NYC FERRY STUDENT DISCOUNT PROGRAM	Take a photo any NYC Ferry and the Statue of Liberty	Take a photo of a ferry at the S. Williamsburg Landing
REGISTER FOR THE NYC FERRY STUDENT DISCOUNT PROGRAM	Take a photo of the Staten Island Ferry from onboard NYC Ferry	Take a photo of any NYC Ferry and the Brooklyn Bridge	Take a photo of a ferry at the East 90th St. Landing	Take a photo of Lunchbox on the East River
Take a photo of a bird or dolphin from onboard NYC Ferry	Take a photo of Ferry Godmother	Take a photo of a ferry at the Wall St./Pier 11 Landing	REGISTER FOR THE NYC FERRY STUDENT DISCOUNT PROGRAM	Take a photo of any NYC Ferry Lifebuoy with the ferry's name

WIN! NYC FERRY SWAG, A PAIR OF YANKEES TICKETS, AND SCHOOL SUPPLIES WHILE SUPPLIES LAST — #NYCFSTUDENTDISCOUNT

New York City students engage in bingo game to win prizes and apply for the Student Discount Program

Student Discount Program For NYC High School Students

Apply at ferry.nyc.gov/student-discount

Scan here to apply

NYC Ferry

Apply at ferry.nyc.gov/student-discount

Scan here to apply

NYC Ferry

Onboard digital marketing encourages parents and their high school-age students to apply for the Student Discount Program

Workforce Development

NYC Ferry is dedicated to creating meaningful employment & supporting career advancement for all New Yorkers.

In FY25, NYC Ferry’s 450+ person crew played a crucial role in ensuring millions of passengers were transported safely and reliably. Over the course of the year, NYC Ferry brought on 160 new team members. These employees filled key positions such as Deckhands, Rider Services Agents, and Tier 1 Engineering Technicians—roles that help maintain the safety, efficiency, and dependability of the ferry service all year.



HAPPY HAULER NEW YORK, NEW YORK



CREW PERSPECTIVE

“What makes me proud is the direct, positive impact I can have on my community every single day. The transportation system is the lifeblood of this city, connecting people to their jobs, schools, and families. I take pride in being a reliable part of that. Knowing that I am a piece of that puzzle, helping people get to where they need to be, is deeply rewarding. For example, when a rider is lost or confused, being able to quickly and clearly provide them with the right information so they can get home safely is a great feeling. It’s a small moment, but it’s a direct way to make a difference in someone’s day.”

MARTA LOPEZ
RIDER SERVICES DIRECTOR

Workforce Recruitment



NYC Ferry crew reflect the diversity of our city. More than 88% of crew reside within the five boroughs and more than three-quarters of NYC Ferry crew self-identify as a person of color. NYC Ferry recruits both New Yorkers new to the maritime industry and students and graduates of local maritime academies and career and technical education programs, including New York Harbor School, SUNY Maritime College, and Kingsborough Community College.

In addition to hosting the NYC Ferry career fair, NYC Ferry’s community outreach and recruiting teams participated in more than 25 career fairs in FY25, alongside the following organizations:

- Aid for Aids / Aid for Life
- Big Picture Learning
- Borough of Manhattan Community College
- Bronx Disability Advisory Council
- Brooklyn Boatworks
- Brooklyn S.T.E.A.M. Center
- Brooklyn Workforce Initiative (BWI)
- Career Discovery Week by the Partnership for New York City
- DOL Jobs In Trade & Operation Bridge the Gap Initiatives
- Equus Youth Services
- Flatbush YMCA
- Fort Greene Park Conservancy Green Team
- Futures Ignite
- Good Shepherd Services
- Gotham Collaborative High School
- Gramercy Arts High School
- Grant Associates
- Green City Force
- Henry Street Settlement
- High School of Telecommunication, Arts, and Technology
- Job Path
- Kingsborough Community College
- Lower East Side Employment Network
- Lyons Community School
- MESA Charter High School
- NYC Mayor’s Office of Talent and Workplace Development
- NYCHA and NYCHA Tenant Associations
- NYS DOL - Recruitment Wednesdays
- Octavia Project
- Office of Senator Joseph Addabbo
- Pathways to Industrial & Construction Careers (PINCC)
- Project Renewal
- Red Hook Community Justice Center
- RETI Center HS Career Pathways fair
- Rising Tide Effect
- Solar One
- St. Nick’s Alliance
- Staten Island Community Partnership
- STEM From Dance
- Sunset Park High School
- SUNY Maritime Career Fair
- The Bronx Lab
- The LGBT Community Center
- Transit Tech High School
- Webb Institute
- Williamsburg Preparatory H.S.
- WIN Women in Need

Program Highlights

NYC Ferry also highlighted various crew and maritime careers through media opportunities, onboard career tours, NYC Ferry homeport tours, and challenge projects with local schools and students. In total, NYC Ferry’s community engagement team participated in 44 career events with highlights including:



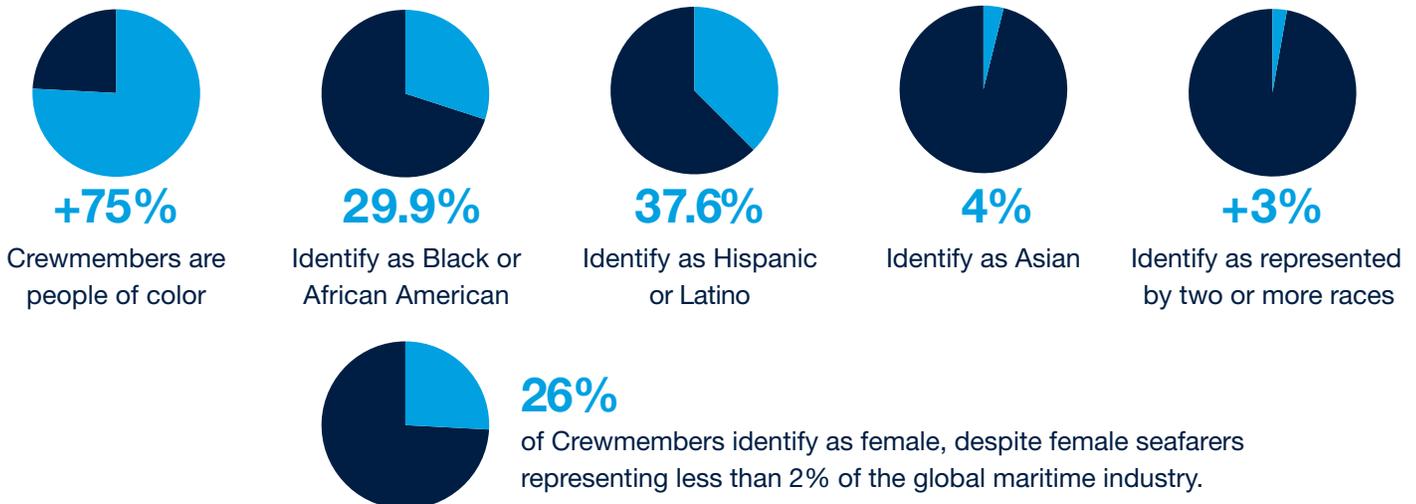
- In fall 2024, NYC Ferry partnered with Grant Associates and students from the Brooklyn S.T.E.A.M. Center for a Workplace Challenge Initiative. Local STEM students collaborated with NYC Ferry’s engineering team to evaluate the system’s docking procedures and technologies and develop innovative new proposals for making the system and vessels more efficient and environmentally sustainable.
- In early 2025, NYC Ferry hosted its second annual ferries career fair at the Brooklyn Heights Public Library, welcoming 140 participants to learn about and apply for positions across departments.
- In April 2025, NYC Ferry participated in the citywide Career Discovery Week initiative led by the Partnership for New York City, welcoming 25 students to the Brooklyn Navy Yard for a day full of activities exploring careers across the system.
- In April 2025, NYC Ferry captains and deckhands were featured in Professional Mariner highlighting the system’s unique maritime career growth opportunities.

Workforce Retention

NYC Ferry is committed to building structures that will help young employees succeed both at NYC Ferry and in their future careers in the maritime industry. NYC Ferry welcomed 15 interns from across the Urban Assembly New York Harbor School, SUNY Maritime, and other organizations. NYC Ferry also continued its partnership with CareerWise New York to grow a three-year apprenticeship program that offers local high school juniors a paid career experience and the option for full-time employment in their third, post-high school year. In FY25, two apprentices took part in the program. Of the combined 17 interns and apprentices that served at NYC Ferry in FY25, five were hired full-time.

NYC Ferry also promoted 37 crew members, continuing its commitment to building institutional knowledge and encouraging professional growth. Notably, more than 81% of these promoted individuals (30 people) started in entry-level jobs before advancing to higher positions. Additionally, nearly two-thirds of the current 67 NYC Ferry captains began as deckhands—including 13 promoted to captain in FY25.

As a result of these extensive workforce development and career engagement activities, NYC Ferry continues to break barriers within the global maritime industry with a crew that represents great ethnic and gender diversity:



Community Relations

Since the system’s launch in 2017, NYC Ferry has remained committed to engaging potential ferry commuters, recreational riders, future mariners, and fellow waterway users to build a robust and ongoing conversation with the communities served by the system.

During FY25, the community engagement team continued this work by growing the number of partner organizations and launching new projects throughout the city. Some of the main initiatives included:



- Student Discount Program and Ferry Discount Program Registration Events with local officials, including Council Members Amanda Fariás, Alexa Aviles, and Justin Brannan
- Bike Month with Transportation Alternatives, including events across the city to highlight a combined ferry and bicycle commute and the opportunity for one biketo-the-ferry commuter to win a custom NYC Ferry bicycle
- The Workplace Challenge Initiative with Brooklyn S.T.E.A.M. Center, connecting local STEM students to NYC Ferry to develop innovative new proposals for making the system and vessels more efficient and environmentally sustainable
- Expanded events alongside New York Public Library and Brooklyn Public Library, helping local high students and their families register for the NYC Ferry Student Discount Program



Across the year, NYC Ferry’s community engagement team reached more than 19,300 people by:



- Leading or partnering on over 300 community engagement activities
- Participating in 230 total community events led by community-based organizations, business improvement districts, tenant associations, advocacy groups, and community centers to meet riders in their own communities
- Conducting more than 130 days of canvassing in neighborhoods at or near NYC Ferry landings

Onboard videos announce Student Discount Program library events



CREW PERSPECTIVE

“The engagement work that we do each day at NYC Ferry to build community is centered on the more than 500 miles of coastline in NYC and the opportunities that each mile provides if every day New Yorkers are given access to transportation, careers, and new experiences. I’m proud of our role in helping to make sure that every ride of the more than 7 million trips last year represents a story of a New Yorker or a visitor reaching a new neighborhood, accessing a new career opportunity, or just getting out on the water to experience the joy it can bring.”

CHRISTINA FLEMING
COMMUNITY ENGAGEMENT COORDINATOR

Program Highlights

All-Hands-on-Deck and Volunteer Highlights

To build on NYC Ferry’s positive impact across local communities, NYC Ferry runs an “All-Hands-on-Deck” volunteering program. This program connects NYC Ferry crew with local organizations and residents to take part in eco-friendly activities, community clean-ups and beautification projects, and community support projects at local food pantries and nonprofits.

NYC Ferry crew participated in 14 “All-Hands-on-Deck” volunteering projects in FY25, including volunteer initiatives in each of the five boroughs throughout Earth Week 2025:



In the Bronx, crew joined Soundview residents from NYCHA’s Monroe Community Center to plant herbs and vegetables in the community center garden.

In Manhattan, NYC Ferry crew joined the Lower East Side Ecology Center for a community clean-up at Pier 42.

In Brooklyn, crew joined the Brooklyn Greenway Initiative (BGI) for a clean-up along the streets surrounding the Brooklyn Navy Yard, removing trash and debris from the local bike path and greenway.

In Queens, crew joined the Jamaica Bay Rockaway Parks Conservancy and residents for a beach clean-up.

On Staten Island, crew joined United Activities Unlimited and the NYCHA West Brighton Cornerstone Center for a community clean-up.

Safely Sharing New York’s Waterways

Through the “Captains in Kayaks” series, NYC Ferry also partners with recreational boaters, kayakers, and boathouses across the city to promote safety in New York City’s busy waterways. This effort brings NYC Ferry captains and deckhands out onto the water in kayaks and canoes to understand the challenges of navigating New York’s waterways in human-powered vessels. Kayakers and canoers are simultaneously invited into the wheelhouse of NYC Ferry vessels to better understand the minute-to-minute considerations NYC Ferry captains face on the job.

In FY25, NYC Ferry hosted four “Captains in Kayaks” events—one per quarter—with local boathouses, including the Long Island City Community Boathouse, the Kayak Foundation, the Brooklyn Bridge Park Boathouse, and representatives from organizations like Manhattan Kayak, Hudson River Park Trust, and the New York City Water Trail Association.



Marketing & Social Media

NYC Ferry's marketing and social media play a vital role in the system's ongoing success. Through creative social media and onboard advertising campaigns, the system's convenience, affordability, reliability, and scenic views attract new passengers, engage current ones, and make it an impactful platform for brands and local businesses. NYC Ferry's distinctive marketing voice on these platforms has gained recognition from both riders and marketing industry experts, establishing NYC Ferry as a leader in creative public transportation promotion.



Social Media Platforms: Instagram, Threads, TikTok, X Facebook

NYC Ferry's social platforms generate viral content by building more solid brand messaging, incorporating crew into fun, attention-grabbing content, and leveraging relevant pop culture moments. In FY25, NYC Ferry's social platforms saw:



32,902

New followers on our social media channels



7.8M

Views across all social platforms



14.7M

Impressions on our social content



1M

Engagements across our social content

* Source: Dash Social Analytics Platform: 2025

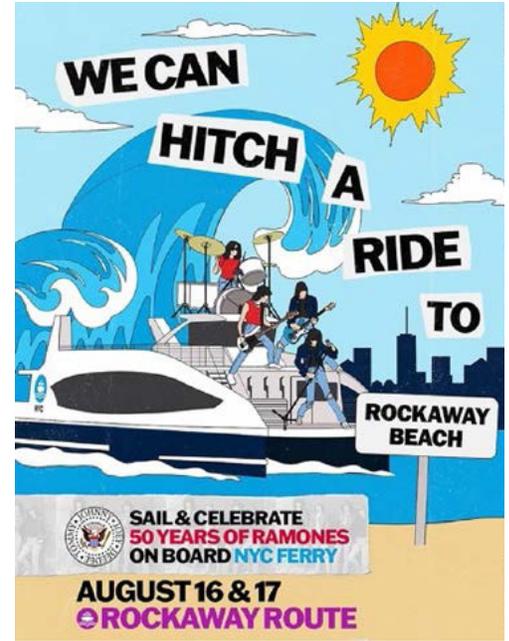


Virality by the boatload. NYC Ferry has proven to be a top performer in the travel industry on social media*

Program Highlights

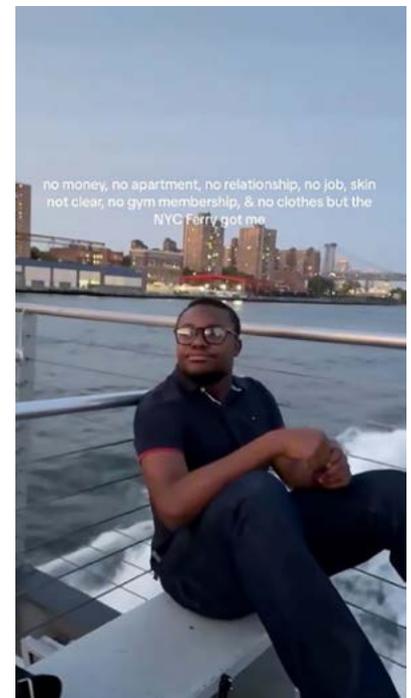
Brand & Organization Partnerships

NYC Ferry's connection to brands and organizations grows more prominent. Partnerships ranging from NYC Votes to the Callen-Lorde Community Health Center to Warner Music showcase the plethora of brands and organizations utilizing NYC Ferry channels to reach New Yorkers.



Local Community Content

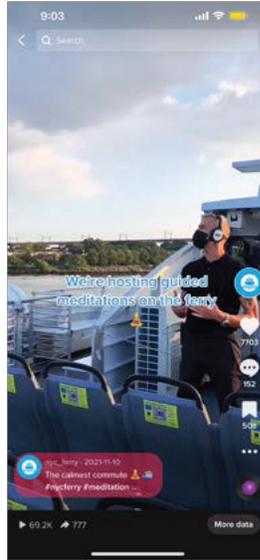
Creating community-centric content series remains a huge part of NYC Ferry's social media strategy, bolstering the connection between NYC Ferry and local businesses near landings.



Program Highlights

Crew & Rider Content

By regularly featuring stories about the crew, sharing authentic rider experiences, NYC Ferry's content is attention-grabbing and relatable to New Yorkers and visitors.

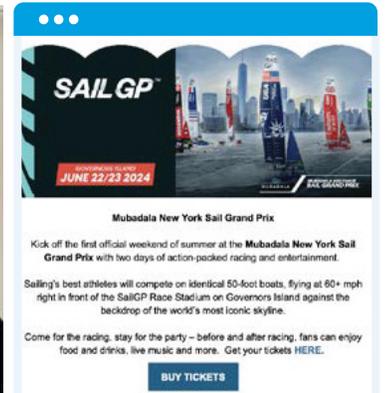


With an average score of 7.1—nearly double the travel industry average of 3.6—NYC Ferry maintains its title as “Social Media’s Favorite Ferry.”

* Source: Dash Social Analytics Platform: 2025

Onboard Advertising

NYC Ferry's onboard advertising program is an unparalleled platform for national and local brands to connect with millions of ferry riders each year. Through discounted advertising opportunities for local businesses and nonprofits, NYC Ferry makes it easy for organizations of every size and budget to be seen, celebrated, and supported by the system's vibrant community.



What's Ahead



NYC Ferry has seen incredible progress over the past four years under the Ferry Forward plan and now sits on a strong foundation for future growth. As NYC Ferry continues to deliver on existing initiatives, please see some of NYC Ferry's exciting developments in FY26 summarized below.

Rollout of the Ferry Optimization Plan

In July 2025, NYCEDC released a Ferry Optimization Plan for public comment. Unlike previous route-level or seasonal adjustments, the Ferry Optimization Plan used years of operating and ridership data and rider feedback to identify and address areas for improvement across the network. Following feedback from riders and other community stakeholders in summer 2025, NYC Ferry was thrilled to implement the Ferry Optimization Plan in winter 2025, providing riders with faster travel times and more places to go.

Upgraded and New Landings

With the system on more stable financial footing, NYCEDC will invest in infrastructure projects that support the existing operation and the addition of two new, cost-effective landings in FY26. The East 34th St. ferry terminal—NYC Ferry's second largest terminal—will see expanded passenger queuing and slip capacity. NYCEDC will also kick off design and engagement processes to build landings at MADE/Bush Terminal in Sunset Park and East Harlem/125th St.—two locations that offer opportunities for cost-effective growth with NYC Ferry's existing fleet.

Vision for the Future of Ferries in New York Harbor

While NYC Ferry has been successful and expansive in reach, it is just one of many ferry operations in the harbor and there remain communities that want to gain access to a ferry. Looking long-term, NYCEDC will address these opportunities by embarking on a comprehensive vision plan to thoroughly examine how ferries could serve other New York City waterfront communities.

