



## **BLUE & GOLD FLEET BUSINESS PROFILE**

Blue & Gold Fleet is the Bay Area's largest provider of ferry and water excursion services. The Company is affiliated with PIER 39, a two-level, open-air festival marketplace, which hosts 110 specialty retail shops, 14 bay view restaurants, a 300-berth marina and numerous fun-filled attractions.

In 1979, Blue & Gold Fleet began serving the San Francisco Bay with three passenger vessels providing sightseeing cruises from PIER 39's West Marina. Blue & Gold Fleet's excursion service expanded in 1991 to include the Alameda/Oakland commuter ferry service to San Francisco under contract with the City of Alameda and the Port of Oakland. In 1994, it also acquired the commuter ferry service between San Francisco and Vallejo under an exclusive contract with the City of Vallejo.

In 1997, Blue & Gold Fleet acquired the majority of the assets of Crowley Maritime's Red and White Fleet. In 2012 Blue & Gold Fleet was awarded the contract to operate all ferry services for WETA (Water Transportation Authority). Blue & Gold Fleet is now the largest ferry and land tour transportation provider serving San Francisco Bay's commuters, residents and visitors.

For more information, visit [blueandgoldfleet.com](http://blueandgoldfleet.com).

### **Blue & Gold Fleet Quick Facts:**

- Transports approximately 3.8 million passengers annually.
- Provides a variety of group & sightseeing tours, some combining motorcoach and ferry excursions. Tickets for all services can be purchased from the company's box office at PIER 39 here on the website ([www.blueandgoldfleet.com](http://www.blueandgoldfleet.com)). Recorded tour information is also available by calling 415.773.1188.
- Provides private cruises & charters and unique customized group tour packages on any of its vessels, to any of its destinations. Perfect for corporate events, weddings and private entertaining. Charter information, reservations and custom tour services are available by calling 415.705.8203.
- Operates twenty vessels, seven of which it owns. The remaining are owned by the Water Emergency Transportation Authority and are operated by Blue & Gold Fleet on the Vallejo, Oakland/Alameda, Harbor Bay and South San Francisco ferry services.
- Owns and operates RocketBoat, the ultimate thrill ride on San Francisco Bay. Tickets and information are available at [rocketboatsf.com](http://rocketboatsf.com).
- ISO 14001 certified for environmental management.
- ISO 9001:2008 certified for customer service quality.
- The company's maintenance and operating procedures have been certified by the American Bureau of Shipping to be in conformance with the International Safety Management Code. The ISM provides an international standard for the safe management and operation of ships at sea. In order to comply with the ISM Code, each



ship class must have a working Safety Management System (SMS). Each SMS consists of the following elements:

- Commitment from top management
- A top tier policy manual
- A procedures manual that documents what is done on board the ship, during normal operations and in emergency situations
- Procedures for conducting both internal and external audits to ensure the ship is doing what is documented in the procedures manual
- A designated person ashore to serve as the link between the ships and shore staff and to verify the SMS implementation
- A system for identifying where actual practices do not meet those that are documented and for implementing associated corrective action
- Regular management reviews, for more information visit: <http://www.imo.org/en/OurWork/humanelement/safetymanagement/pages/ismcode.aspx> for more information.
- Has offices located at Pier 41 Marine Terminal, San Francisco, CA 94133.

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<b>Operating Headquarters</b>	<i>Mailing Address:</i> Pier 41 Marine Terminal San Francisco, CA 94133	<i>Phone:</i> 415.705.8200 <i>Fax:</i> 415.705.5429 <i>Website:</i> blueandgoldfleet.com
<b>Ownership</b>	Blue & Gold Fleet is a Delaware limited partnership and is managed by Moor + South/PIER Management Co., LP.	
<b>Scope of Operations</b>	Blue & Gold Fleet is a passenger vessel company and tour excursion operator providing vessel transportation and land tours to San Francisco Bay Area commuters and visitors.	
<b>Revenues</b>	As a privately owned company, Blue & Gold Fleet does not disclose detailed financial results.	
<b>Management</b>	Patrick Murphy   President Jason Covell   Senior Operations Manager Kent McGrath   Director of Engineering Peter Belden   Operations Manager, Vallejo Dennis Swayne   Business Development Manager Tanya Baker   Special Events and Groups Services Manager	
<b>Employees</b>	Blue & Gold Fleet has 220 full time employees	
<b>Annual Passenger Count</b>	Blue & Gold Fleet has an average of 3.8 million annual passengers.	
<b>Founded</b>	Blue & Gold Fleet was founded on May 27, 1979.	