
Genentech Ferry Program
Heather Salem, TDM-CP

Agenda



Genentech Overview



Genentech Ferry Program



Success Criteria

Structure of Program

Program Considerations



THE BIRTH OF
BIOTECH

It all started when Bob Swanson called Herb Boyer to discuss his role in the invention of recombinant DNA technology

A LEGACY OF INNOVATION



Since 1976, we have pushed the boundaries of science to improve the lives of patients.



We were the first company to:

- Produce a human protein and clone human insulin
- Launch a therapeutic antibody for cancer in the U.S. (Rituxan)
- Create a personalized medicine (Herceptin)
- Receive Breakthrough Therapy Designation from the FDA (Gazyva)
- Receive approval for a medicine for both relapsing and progressive forms of MS (Ocrevus)
- Develop the first new medicine in nearly 20 years for hemophilia A with inhibitors (Hemlibra)
- Launch the first and only medicine for spinal muscular atrophy (SMA) that can be taken at home (Evrysdi)
- Launched the first bispecific antibody approved for the eye (Vabysmo)
- Receive FDA-approval for a monoclonal antibody to treat COVID-19 (Actemra)

130

Daily Commute
Runs



40%

Bus Fleet is
Electric



70+

Buses



7

Commute
Modes

40%

Mode Share

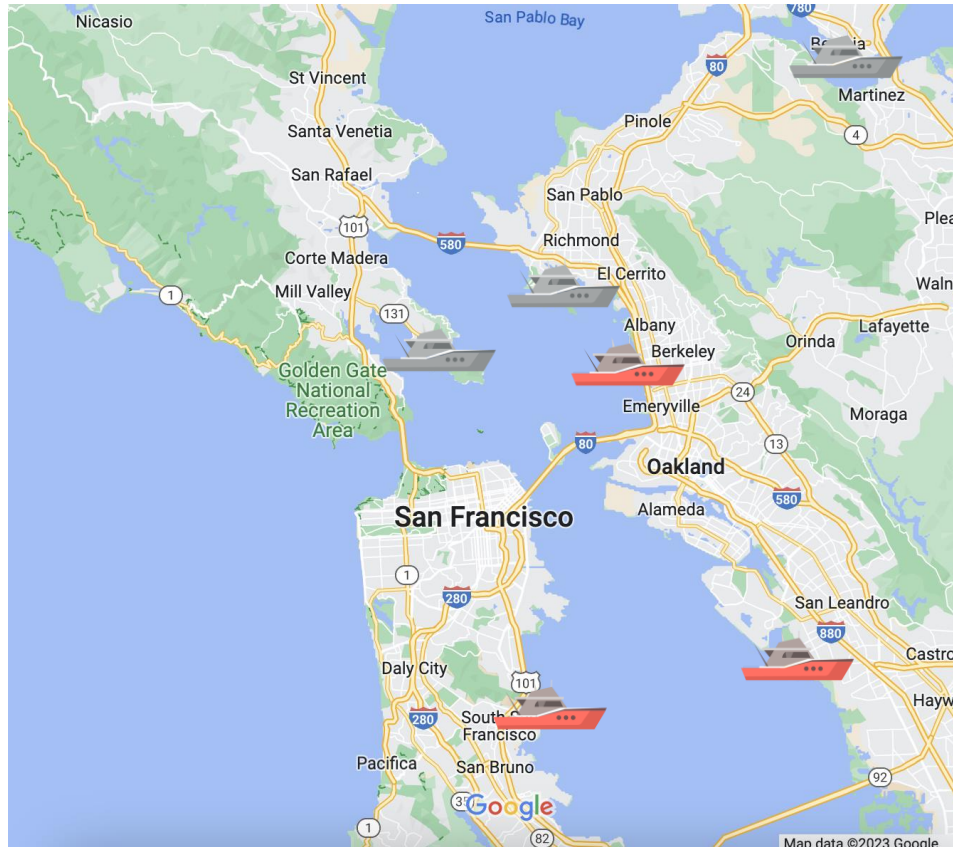


2

Vessels



Genentech Ferry Program Geography



- Launched in 2017 with 2 boats
- Original service routes included Berkeley, Richmond, Tiburon, and Benicia
- Pre-pandemic we had increased fleet to 5 boats
- Shutdown ferry service from 2020-2021
- Current services with 2 boats to Berkeley and San Leandro
- Campus access provided at Oyster Point Marina

Genentech Ferry Program Structure

Vendor

- Contract with Third-Party Vendor
- Staff & Crew
- Maintenance
- Fuel
- Insurance
- Vessel Leases (pre-pandemic)

Shared Partnership

- Scheduling
- Budgeting
- Crew & Rider Training

Genentech

- Marketing
- Rider Communications
- Bus Ops Coordination
- Ridership Metrics
- Boarding/Ticketing Technologies



Genentech Ferry Program Success Criteria

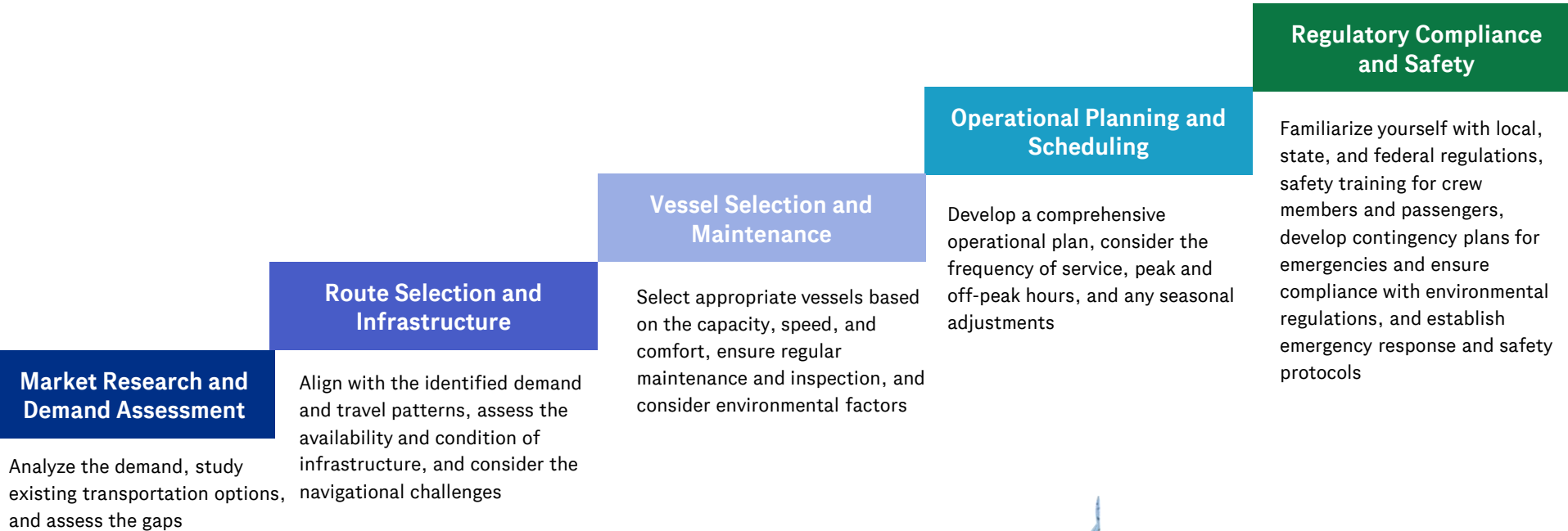
- Location! Location! Location!
- Strong support from senior leaders looking to provide innovative solutions to solve employees' commutes
- Continuing evaluation of ridership trends to make data-driven decisions on service locations
- Prioritizing service to marinas that provide competitive option to driving



Genentech Ferries in Action



Launching Considerations





Heather Salem, TDM-CP
salem.heather@gene.com
650.392.4496