## Genentech Ferry Program Heather Salem, TDM-CP





Genentech Overview

gRide Program



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



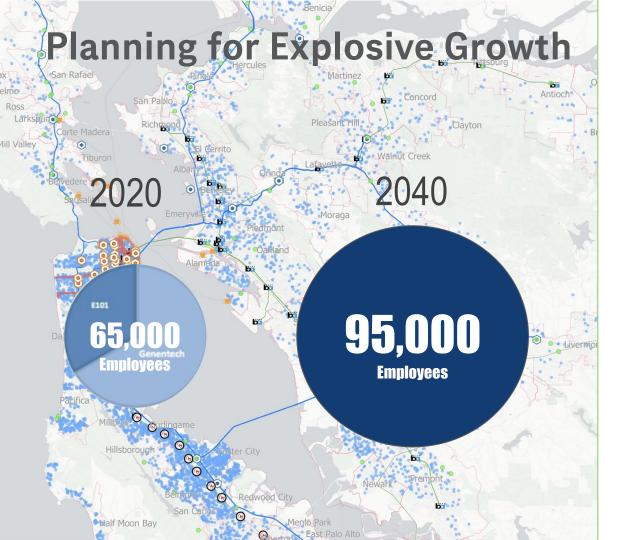
Since 1976, we have pushed the boundaries of science to improve the lives of patients.



#### 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)
   Genentecl







130
Daily Commute
Runs



40% Bus Fleet is Electric





**70+** Buses

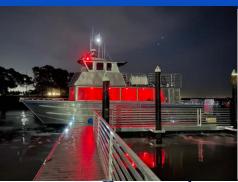


7 Commute Modes

40% Mode Share



2 Vessels

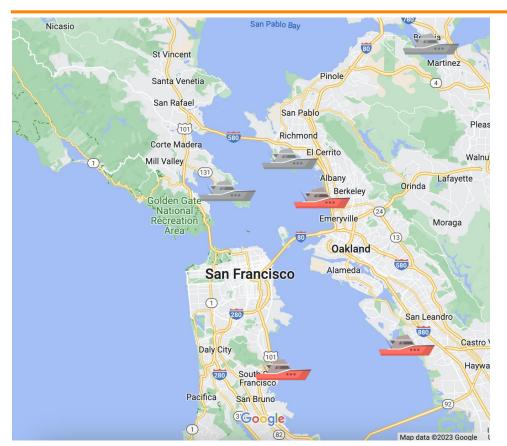


Genentech

A Member of the Roche Group

A Member of the Roche Grout

#### **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 (prepandemic)

#### **Shared Partnership**

- Scheduling
- Budgeting
- Crew & Rider Training



#### Genentech

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



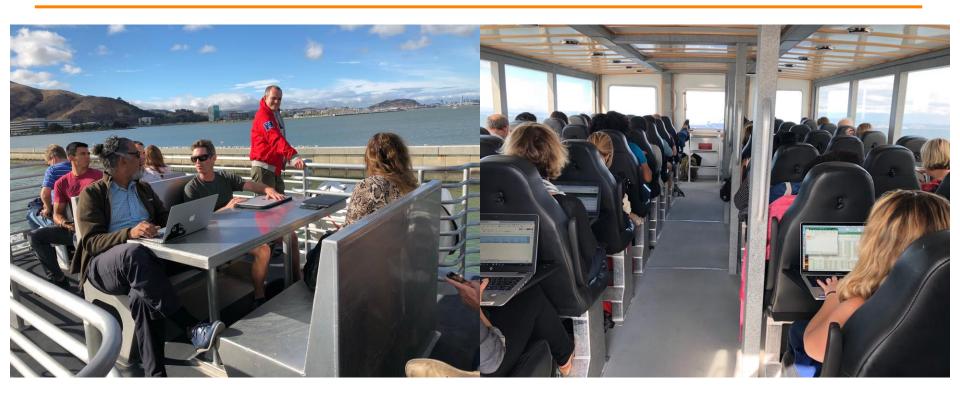
#### **Genentech Ferry Program Success Criteria**

- 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**

#### Route Selection and Infrastructure

Align with the identified demand and travel patterns, assess the availability and condition of infrastructure, and consider the navigational challenges

Select appropriate vessels based on the capacity, speed, and comfort, ensure regular maintenance and inspection, and consider environmental factors

**Vessel Selection and** 

Maintenance

#### Operational Planning and Scheduling

Develop a comprehensive operational plan, consider the frequency of service, peak and off-peak hours, and any seasonal adjustments

### Regulatory Compliance and Safety

Familiarize yourself with local, state, and federal regulations, safety training for crew members and passengers, develop contingency plans for emergencies and ensure compliance with environmental regulations, and establish emergency response and safety protocols





#### Market Research and Demand Assessment

Analyze the demand, study infrastructure, and consexisting transportation options, navigational challenges and assess the gaps

