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California State Parks
Sacramento, CA

The Malibu Pacific Palisades Chamber of Commerce (PaliBu) expresses our strong support for the proposed Pier to Pier small ferry service and the inclusion of Malibu Pier as a stop within the network. We believe a small capacity ferry service aimed at driving tourism and daily visitors represents an innovative addition to regional mobility, economic vitality, coastal connectivity, and even emergency preparedness.

As Malibu continues to recover from the impacts of the Palisades Fire, ongoing transportation challenges along Pacific Coast Highway present a real impediment to accessibility of Malibu businesses to visitors from the westside of Los Angeles and beyond. A small capacity ferry service offers a unique opportunity to provide an alternative means of access to the not only Angelenos looking to spend day in Malibu, but to tourists and visitors who undoubtedly come to Los Angeles to see Malibu. By bringing visitors directly to Malibu Pier, the service would help support local businesses, restaurants, retailers, hotels, and cultural destinations while reducing dependence on an already constrained roadway network.

The ferry system would also strengthen connections between coastal communities throughout Southern California, linking residents and visitors to beaches, downtown districts, museums, hotels, and recreational destinations. As our region prepares to host the FIFA World Cup, Super Bowl, and the 2028 Olympic and Paralympic Games, the ability to move people efficiently along the coastline will become increasingly important. The Pier to Pier concept advances both economic and environmental objectives by reducing roadway congestion while creating a scenic, practical transportation alternative that celebrates Southern California's unique coastal character.

PaliBu was glad to participate in a recent demonstration voyage and came away impressed by the service and its potential benefits for Malibu and the broader region. We believe this initiative has the potential to become a transformational form of local tourism for Southern California.

We respectfully urge California State Parks to continue supporting the advancement of the Pier to Pier ferry program. PaliBu stands ready to assist in community engagement, stakeholder outreach, and advocacy efforts that help bring this vision to fruition, provided that the planned ferry does not trigger density thresholds per transit ridership, which must remain limited.

Thank you for your leadership and partnership in exploring innovative solutions that strengthen our coastal communities.

Sincerely,

Maryam Zar
Chief Executive Officer
Malibu Pacific Palisades Chamber of Commerce (PaliBu)