

June 22, 2006



**PUBLIC HEARING RELATIVE TO**  
**A PROPOSAL TO INCREASE SPECIAL EVENT BUS FARES**

**Proposed Special Event Bus Fare Increase**

At the May 26, 2006, Board of Directors meeting, by Board Resolution 2006-046, the Board approved setting a public hearing on the following staff proposal to increase fares on special event bus service to Monster Park in San Francisco for Fiscal Year 2006/2007:

<b>ROUTE</b>	<b>CURRENT FARE</b>	<b>PROPOSED FARE</b>
Round Trip to/from Larkspur Ferry Terminal	\$16.00	\$19.00
Round Trip to/from Santa Rosa Piner Terminal	\$20.00	\$23.00
Round Trip to/from Town of Sonoma	\$22.00	\$25.00

The fare increase, if approved by the Board of Directors, following both the public hearing and the presentation of staff report with responses to public comments to the Board on July 14, 2006, would become effective on August 1, 2006.

**Summary**

Board policy requires passenger fares for special event bus services to be set at a “break-even” rate that provides sufficient fare revenues to cover operating costs of the services. Staff has prepared a cost/revenue analysis of last year’s special event bus service to nine San Francisco 49ers football games at Monster Park in San Francisco. The analysis shows that fares should be increased for the upcoming 2006/2007 season.

Current round trip fares are set in Section III F of the 2006 Master Ordinance to be \$16.00 for service between Larkspur Ferry Terminal and Monster Park, \$20.00 between Santa Rosa and Monster Park, and \$22.00 between the Town of Sonoma and Monster Park. No fare discounts are offered. Advance reservations are required for purposes of assuring that the necessary buses and drivers are available to operate the services. Only weekend service is provided. Over 3,000 round trip bus tickets were sold for nine games last year.

The proposed “break-even” round trip fares are \$19.00 for service between Larkspur Ferry Terminal and Monster Park, \$23.00 between Santa Rosa and Monster Park, and \$25.00 between the Town of Sonoma and Monster Park.

Staff proposal to increase special event bus fares to/from Monster Park in San Francisco would fully cover the operating cost of the service in accordance with Board policy. Using data from

the 2005/2006 season, staff estimates the proposed fares would generate about \$54,500 in fare revenue for the eight weekend home games during the 2006/2007 season.

**Next Steps**

Following the public hearing, the staff recommendation, along with a summary of key comments made by the public, will be presented to the Finance-Auditing Committee at its regular meeting of Thursday, July 13, 2006. The Finance-Auditing Committee's recommendation will be referred to the Board of Directors for action the following day at its regular meeting on Friday, July 14, 2006. Staff will incorporate any fare changes into new marketing materials for the first 49ers' weekend home game in September 2006.