



Agenda Item No. 4

To: Finance-Auditing Committee/Committee of the Whole  
Meeting of December 14, 2007

From: Alan R. Zahradnik, Director of Planning  
James P. Swindler, Deputy General Manager, Ferry Division  
Joseph M. Wire, Auditor-Controller  
Celia G. Kupersmith, General Manager

Subject: **AUTHORIZE THE SETTING OF A PUBLIC HEARING RELATIVE TO A  
PROPOSED INCREASE IN 2008 SPECIAL EVENT FERRY FARES TO  
AT&T PARK**

### **Recommendation**

The Finance-Auditing Committee recommends that the Board of Directors authorize setting a public hearing at 9:00 a.m. on Thursday, January 10, 2008, in the Board Room of the Golden Gate Bridge Toll Plaza, Administration Building, to take public comment on a staff proposal to increase the Special Event ferry fare between the Larkspur Ferry Terminal and AT&T Park to \$7.50 from the current \$7.00, effective March 1, 2008. The fare increase is in response to the need to raise operating revenues to meet operating expenses.

This matter will be presented to the Board of Directors immediately following this committee meeting for appropriate action.

### **Summary**

The Master Ordinance 2007 contains current policy for providing Special Event Larkspur-to-AT&T Park ferry service and setting the fares for the service. The District requires that fares be set to generate sufficient passenger revenues to cover the cost of providing the service. The current fare of \$7.00 one way was set in 2005. The need to increase fares for this service is presented in this report since the first home game for the San Francisco Giants baseball team is March 28, 2008.

Staff estimates it will cost approximately \$510,000 to operate Special Event service to 80 Giants home games in 2008. Therefore, in keeping with the goal to "break even" and with an estimated average ridership per ferry trip of 425 passengers, the price of a one-way ferry fare ride would be \$7.50. The following table compares the current 2007 and proposed 2008 one-way Special Event ferry fares:

	<b>CURRENT 2007 SPECIAL EVENT ONE-WAY FARE</b>	<b>PROPOSED 2008 SPECIAL EVENT ONE-WAY FARE</b>
Larkspur-AT&T Park	\$7.00	\$7.50

The proposal consists of a 7.1% fare increase for Special Event Larkspur-to-AT&T Park ferry service. No discounts are offered. Fare is not required for up to two children, ages 5 and under, per fare-paying adult.

At this time, and in accordance with Board policy, staff recommends that a public hearing on the staff proposal for a Special Event ferry fare increase be set for 9:00 a.m. in the Board Room before the next Finance-Auditing Committee/Committee of the Whole meeting on Thursday, January 10, 2008.

**Fiscal Impact**

The policy and intent of the District's Special Event services is to set fares at a "break even" level. Based on this premise, it is estimated that costs to operate Special Event service to 80 Giants home games in 2008 will be approximately \$510,000 and require a fare increase. It is also estimated that approval of the fares at the "break even" level of \$7.50 per passenger will generate revenue of approximately \$510,000 in 2008.