



Agenda Item No. 4

To: Finance-Auditing Committee/Committee of the Whole
Meeting of January 23, 2009

From: Alan R. Zahradnik, Director of Planning
James P. Swindler, Deputy General Manager, Ferry Division
Celia G. Kupersmith, General Manager

Subject: **AUTHORIZE THE SETTING OF A PUBLIC HEARING RELATIVE TO A
PROPOSED INCREASE IN THE 2009 AT&T PARK SPECIAL EVENT
FERRY FARE**

Recommendation

The Finance-Auditing Committee recommends that the Board of Directors authorize setting a public hearing at 9:30 a.m. on Friday, February 13, 2009, in the Board Room of the Golden Gate Bridge Administration Building to take public comment on a staff proposal to increase the Special Event one-way ferry fare between the Larkspur Ferry Terminal and AT&T Park to \$8.00 from the current \$7.50, effective March 1, 2009. The fare increase is in response to the need to raise operating revenues to meet operating expenses.

Summary

Master Ordinance 2008 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 \$7.50 one way was set in 2008. The need to increase fares for this service is presented in this report since the first game for the San Francisco Giants baseball team at AT&T Park is April 2, 2009.

Staff estimates it will cost approximately \$551,000 to operate Special Event service to 79 Giants home games in 2009. Therefore, in keeping with the goal to “break even” and with an estimated average ridership per ferry trip of 436 passengers, the price of a one-way ferry fare ride would be \$8.00. The following table compares the current 2008 and proposed 2009 one-way Special Event ferry fares:

Larkspur to AT&T Park	CURRENT 2008 SPECIAL EVENT ONE-WAY FARE	PROPOSED 2009 SPECIAL EVENT ONE-WAY FARE
Adults and children over 5 yrs. of age	\$7.50	\$8.00
Children 5 yrs. old and under	FREE	FREE

The proposal consists of a 6.7% fare increase for Special Event Larkspur-to-AT&T Park ferry service. No frequent rider (TransLink), youth, senior or disabled 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 providing 21 days' notice of public hearings, staff recommends that a public hearing on the staff proposal for a Special Event transit fare increase be set for 9:30 a.m. in the Board Room prior to the Board of Directors meeting on Friday, February 13, 2009. After considering public comments, a final staff proposal would be presented to the Finance-Auditing Committee on February 26, 2009, and then to the Board of Directors for action on February 27, 2009.

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 in 2009 will be approximately \$551,000 and require a fare increase. It is also estimated that approval of the one-way fare at the "break even" level of \$8.00 per passenger will generate revenue of approximately \$551,000 in 2009.