A Strategic Vision for Golden Gate Ferry Larkspur Service

Board of Directors
Transportation Committee

February 21, 2013
Issues to be Covered

- Background on Golden Gate Ferry Larkspur Service and Rider Characteristics
- Recent Weekday Peak Ridership Increases
- Current Lack of Landside Parking and Seating Capacity
- Potential Parking Fee (As Identified in Strategic Plan for Financial Stability)
- Strategic Directions for the Board to Consider and Adopt
Current Characteristics of GGF Larkspur Service

- **5,300** Daily Passenger trips (Both Directions) on Regular Service and Early a.m. Buses
- Morning Peak Ferries at 7:50 and 8:20 a.m. Typically Sell Out and Parking Lot Full by 8:30 a.m.
- Backup Buses now Offered at 7:50 and 8:30 a.m.
- **42** Crossings per Day limit (Both Directions)
- **300** Passengers Carried to/from Weekday Giants Games (Special Event Service)
- **1,803** Free Parking Spaces at Larkspur Ferry Terminal Parking Lot (30 carpool, 2 electric vehicle, 30 ADA)
  - Overflow Spaces at Marin Airporter up to $4/day
- **Midday Ridership low** (Averages 75 passengers per trip)
  - Lack of Parking likely a factor
  - Some trips eliminated during winter season
Larkspur Riders are “Choice” Riders and Have High Expectations of Quality Service

- **Weekday Access Modes:**
  - 58% Drive Alone
  - 7% Carpool
  - 6% Bicycle
  - 25% Walk
  - 1% Bus

- **Primary Reason for Using Larkspur Ferry:**
  - 40% Avoid Traffic
  - 36% Don’t Want to Deal with Parking in San Francisco
  - 27% Relax/Reduce Stress
  - 24% Help Environment

- **Residence:**
  - 80% of Riders from Marin County
    - 64% from Central Marin County
  - 7% of Riders are Sonoma County

- **Alternatives to Larkspur Ferry:**
  (Could Select More than One)
  - 61% Drive Alone Instead of Taking Ferry
  - 40% Take GGT Bus
  - 14% Carpool
  - No Alternative: 7% Ferry is Only Option

- **Fare Payment:** Over 76% use “Extended Use” Clipper Cards

- **Trip Purpose:**
  - 73% Work or School

- **Mean Annual Household Income:**
  - $126,500
  - $100,000-149,999 (21%); $150,000-$199,999 (14%); $200,000+ (23%)
What We Have Recently Heard From Larkspur Ferry Riders

- **Parking is a Problem**
  - Many are Parking Outside the Larkspur Ferry Terminal Parking Lot

- **Service Overloads**
  - They Do Not Understand Why Unused Ferries Cannot Be Put into Morning Peak Service
  - Prefer Ferries to Backup Buses
Availability of Parking at the Larkspur Ferry Terminal

- **Current Availability:**
  - 1,803 Total Public Spaces
  - 30 Carpool Spaces
  - 30 ADA Spaces
  - 2 Electric Vehicle Spaces
  - Net for General Public: 1,741 Spaces

- **Chronology of Parking Lot Expansion:**
  - Original Configuration was 581 Spaces
  - 1998: Expanded to 1,331 Spaces
  - 2002: Expanded to 1,563 Spaces
  - 2008: Expanded to 1,803 Spaces

- **Current Footprint Does not Allow for any Further Expansion of Surface Spaces**
No Further Opportunity to Expand Surface Parking Capacity at Larkspur Ferry Terminal
District Initiatives: Addressing Parking Demand at the Larkspur Ferry Terminal

- **Short Term Offsite Parking**
  - Some limited opportunities may exist

- **Larkspur Ferry Terminal Parking Garage Alternatives**
  - Looked at Conceptual Level Several Times in the Past Decade
  - Project Cost Depends on Site and Footprint
  - Project is not currently funded
District Initiatives: Addressing Parking Demand at the Larkspur Ferry Terminal

- Use of Bikes to Access Larkspur Ferry Has Shown a Gradual Increase over time
- Now Averaging 200 to 220 bikes on board per day
- Additional Racks at Larkspur Terminal now Available
  - Availability Has Grown from 41 to 66 spaces with capacity enhancements
District Initiatives: Addressing Parking Demand at the Larkspur Ferry Terminal

- **Strategic Plan for Financial Stability: Parking Fee**
  - Parking Fee Identified in Original Plan
  - Called for all Spaces to be Subject to a $2 Per Day Fee on Weekdays
  - Previously Estimated to Raise $0.8 to $1.2 Million Per Year
  - Proposal for a Pilot Program to Charge a Premium Fee for Some Spaces Discussed in January 2012
  - Use of Clipper Cards for Parking Fee Payment Currently Inconvenient and Problematic

- **Revisiting the Ferry Feeder Bus Network**
  - Presented to Transportation Committee in February 2012
  - Expensive to Operate, Not Popular with Riders, Low Productivity
  - Estimated $2.2 Million in Annual Operating Cost to Restore Former Network
  - Grant Funding Applications Not Successful
  - No Endorsement to Restore this Service
Larkspur Ferry Service Issues: Barriers to Adding Trips

- **Limit on Number of Crossings**
  - Forty-Two Crossings per Weekday Limit set as a Condition of Environmental Clearance for Implementing High-Speed Catamarans
  - Elimination of a small number of Midday Trips Allows Consideration of Adding a similar number of Peak Trips
  - Short-Term Financial Issues Must Be Addressed
    - Adding Peak Ferry Trips Would Come at a Cost
      - Current “Guarantee Time” for Crews
    - No Budget to Add Ferry Trips

- **Current Parking Capacity Does Not Support Long-Term Growth**
  - Need to identify additional opportunities for interim offsite parking
Strategic Directions for the Larkspur Ferry Service

1. **Do Nothing**
   - Low Cost
   - Does Not Allow for Ridership Growth
   - Does Not Improve Rider Satisfaction
   - Not a Viable Option

2. ** Adopt a Strategic Vision with a Series of Mid-Range and Long-Range Strategies to Address Current and Future Needs**
   - Investment Required
   - Allows Growth in Ridership
   - Provides for Rider Satisfaction
Mid Range Strategies

- “Relatively Easy” up to “More Challenging” to Implement
  - Identify Expense Associated with Adding a Limited Number of Peak Period Crossings to Address Existing Demand and Near-Term Needs, including Doyle Drive Construction
    - Currently, Some Limited Ability to Expand While Staying Below 42 Crossing Threshold
  - Identify and Pursue Opportunities for Additional Interim Parking
  - Grow Midday and Weekend Ridership through Promotions with Tour and Travel Companies
  - Implement a Parking Fee For Some or All Spaces
  - Continue Ridesharing Initiatives like Current TAM Program
  - Work with Marin Transit to Coordinate Local Buses with Ferries
Long Range Strategies

- **Provide Opportunity to Grow Ridership and Service**
  - **Ridership**
    - Consider Future Potential Role of SMART, Larkspur Station Area Plan Proposed Land Use and Density Changes
    - Revisit Process to Build a Parking Structure and Charge a Fee For All Parking Spaces; Aggressively Fund and Construct That Structure
  - **Service**
    - Revisit Environmental Process to Lift 42 Crossing Threshold
    - Expand Service to Further Utilize Existing High-speed Catamarans All Day
Recommendation

- Staff Will Bring Back
  - A Strategic Vision for the Golden Gate Ferry Larkspur Service that Includes Both Mid-Term and Long-Term Strategies to Address Current and Future Ridership Demand
  - Specific projects back to the Board for Consideration as a means to Fulfill that Vision