

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

RESOLUTION NO. 2013-015

**APPROVE ACTIONS RELATIVE TO THE
FARES AND FEES ASSOCIATED WITH
SPECIAL EVENT FERRY SERVICE TO AT&T PARK**

February 22, 2013

WHEREAS, since March 31, 2000, the Golden Gate Bridge, Highway and Transportation District (District) has offered special event Ferry service (Ferry Service) to and from the Larkspur Ferry Terminal and AT&T Park, for customers attending San Francisco Giants (Giants) baseball games during the baseball seasons; and,

WHEREAS, for many years, a ticket service has been operated by Tickets.com, the ticket vendor for the Giants; and,

WHEREAS, in the past, the ferry ticket price charged by Tickets.com was higher than that desired by the District, and included limitations on printing and presenting tickets; and,

WHEREAS, the Clipper® card fare system does not provide the ability for customers to purchase reserved-space tickets; and,

WHEREAS, in order to enable customers to purchase reserved-space tickets on ferry service to AT&T Park, the District has partnered with the Giants to create a proposal with Tickets.com to sell special event ferry tickets on behalf of the District; and,

WHEREAS, staff has compared the Tickets.com proposal to charge the District \$1.50 per one-way ticket for internet sales, \$3.50 per one-way ticket for telephone sales, and a 2.5% credit card processing fee with ticket service fees and costs for similar services in the past, and has found the Tickets.com proposed price to be fair and reasonable; and,

WHEREAS, staff has proposed passing on the service charge to ferry customers at a blended rate of \$2.00 per one-way ticket; and,

WHEREAS, it is estimated that the proposed service charges will cover the costs of the agreement with Tickets.com; and,

WHEREAS, fares as of July 1, 2012, were \$9.00; and, the District's adopted FY 2012-2016 Five-Year Transit Fare Program calls for this fare to increase to \$9.50 on July 1, 2013; and,

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WHEREAS, in order to simplify ticket pricing for customers by having the same fare for the entire baseball season, staff has recommended that the fare increase be postponed until November 15, 2013; and,

WHEREAS, a public hearing to receive public comment on the proposals regarding fares and fees associated with the special event ferry service to AT&T Park is scheduled on Thursday, March 7, 2013, at 9:30 a.m., in the Board Room, Administration Building, Golden Gate Bridge Toll Plaza, San Francisco, CA; and,

WHEREAS, the Transportation Committee, at its meeting of February 21, 2013, has so recommended; now, therefore, be it

RESOLVED that the Board of Directors of the Golden Gate Bridge, Highway and Transportation District (Board) hereby authorizes the General Manager to enter into an Agreement with Tickets.com for up to five years; and, be it further

RESOLVED that the Board hereby ratifies the setting of a public hearing on March 7, 2013, at 9:30 a.m., in the Board Room, Administration Building, Golden Gate Bridge Toll Plaza, San Francisco, CA, for the purpose of receiving public comment on:

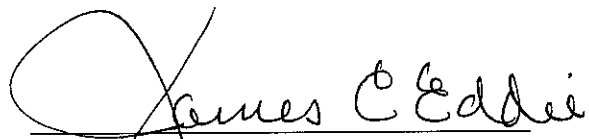
- a. A proposal to pass through a \$2.00 service charge per one-way ticket for special event ferry service to AT&T Park; and
- b. A proposal to suspend implementation of the previously authorized \$0.50 fare increase to the basic AT&T Park special event ferry fare until November 15, 2013.


ADOPTED this 22nd day of February 2013, by the following vote of the Board of Directors:

AYES (15): Directors Arnold, Campos, Chu, Cochran, Fredericks, Mar, Moylan, Pahre, Rabbitt, Sears, Snyder, Sobel and Theriault; Second Vice President Stroeh; President Eddie

NOES (0): None

ABSENT (2): Director Reilly; First Vice President Grosboll


James C. Eddie
President, Board of Directors

ATTEST: 
Janet S. Tarantino
Secretary of the District