

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

RESOLUTION NO. 2013-022

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

March 8, 2013

WHEREAS, the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District), by Ordinance No. 2011-001 at its meeting of April 22, 2011, approved adoption of the FY 12/13 through FY 15/16 Five-Year Transit Fare Program (Fare Program), including special event ferry service to AT&T Park (Special Ferry), with Special Ferry fare of \$9.00; and,

WHEREAS, the Clipper® card fare system, currently used by Golden Gate Ferry customers does not provide the option to purchase a reserved ticket for the Special Ferry; and,

WHEREAS, in order to enable customers to purchase a reserved ticket for the Special Ferry, the District has worked in partnership with the San Francisco (SF) Giants to create a proposal to Giants ticket vendor, Tickets.com, to sell Special Ferry tickets on behalf of the District; and,

WHEREAS, Tickets.com has proposed a five-year contract with the District, with a charge of \$1.50 per one-way ticket for internet sales; a charge of \$3.50 per one-way ticket for a telephone sale; and, a 2.5% credit card processing fee; and,

WHEREAS, sales of the Special Ferry tickets will occur as part of the SF Giants website and the District will place a link on its own website, www.goldengate.org, for ferry customers to purchase their tickets; and,

WHEREAS, a service charge of \$2.00 per one-way ticket will be charged to ferry customers for the Special Ferry through the fees charged by the SF Giants, Tickets.com and the credit card processing fee; and,

WHEREAS, the District's adopted Fare Program calls for this regularly scheduled fare increase to \$9.50 to become effective on July 1, 2013; and,

WHEREAS, the District notified the public of the proposed \$2.00 service charge per one-way ticket for the Special Ferry and the proposed suspension of the previously authorized \$0.50 regularly scheduled fare increase to the basic Special Ferry fare until November 15, 2013, as follows:

- Information posted on Golden Gate Bridge website;
- Information posted on Golden Gate Ferries and at the Ferry Terminals;
- Information emailed to District's opt-in subscription lists;

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- Information posted on District's social media sites;
 - Information published as advertisements and legal notices in several periodicals including *SF Chronicle*, *Marin Independent Journal* and *Press Democrat*;
- and,

WHEREAS, suspending implementation of this regularly scheduled fare increase for the Special Ferry fare until approximately November 15, 2013, will simplify ticket pricing for customers by having the same fare for the entire baseball season; and,

WHEREAS, public comments on this proposal could be submitted in several different ways:

- Attend a meeting or hearing and comment directly;
 - E-mail publichearing@goldengate.org;
 - Send written comments to District Secretary;
- and,

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

WHEREAS, a tally of public comments received and responses thereto was presented at the Finance-Auditing Committee meeting of March 7, 2013, and an updated tally including all comments received through close of business on Thursday, March 7, 2013, was available to the Board prior to the Board taking final action on March 8, 2013; and,

WHEREAS, the convenience of the new system is expected to attract more passengers and more revenue, with the increased revenue offset by an approximately \$25,000.00 decrease in revenue as a result of the suspended fare increase; and,

WHEREAS, it is estimated that the pass-through fees will cover the cost of the agreement with Tickets.com; and,

WHEREAS, the Finance-Auditing Committee, at its meeting of March 7, 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 approves the addition of a pass-through fee of \$2.00 per one-way ticket to the \$9.00 one-way fare for the special event ferry service to AT&T Park to cover the cost of the agreement with Tickets.com and the San Francisco Giants; and, be it further

RESOLVED that the Board, pursuant to the District's adoption of the FY 2012-2016 Five-Year Transit Fare Program, hereby approves suspension of the \$0.50 fare increase to the basic special event ferry fare to AT&T Park from July 1, 2013 until November 15, 2013, in order to simplify ticket pricing for customers by having the same fare for the entire baseball season.

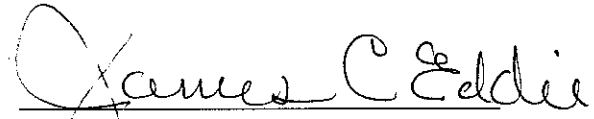
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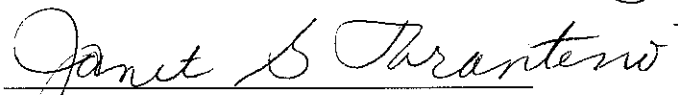
ADOPTED this 8th day of March 2013, by the following vote of the Board of Directors:

AYES (14): Directors Arnold, Campos, Cochran, Fredericks, Pahre, Rabbitt, Reilly, Sears, Snyder, Sobel, Theriault and Wiener; First Vice President Grosboll; President Eddie

NOES (0): None

ABSENT (2): Director Moylan; Second Vice President Stroeh


James C. Eddie
President, Board of Directors

ATTEST: 
Janet S. Tarantino
Secretary of the District