

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

RESOLUTION NO. 2013-042

**ADOPT A STRATEGIC VISION FOR
GOLDEN GATE FERRY LARKSPUR SERVICE**

May 10, 2013

WHEREAS, the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District) operates Golden Gate Transit ferry (GGF) service; and,

WHEREAS, on February 21, 2013, staff made a presentation to the Transportation Committee (Committee) on the challenges presently facing GGF Larkspur service, which include, among other things, recent weekday peak ridership increases, current lack of landside parking and seating capacity, the need to manage parking supply, expansion of parking capacity, and the need to coordinate access mode improvements with partner agencies; and,

WHEREAS, to address these challenges, District staff presented a report to the Committee on May 9, 2013, that identifies the key elements of a *Strategic Vision for Golden Gate Ferry Larkspur Service (Vision)*, as well as a plan for recommended short-term and long-term strategies, with short-term strategies to be considered by the District for implementation in the next one to three years and long-term strategies to be considered by the District for implementation in the next three to seven years; and,

WHEREAS, the *Vision* in the report identifies methods for GGF Larkspur service to meet near-term excess demand for parking and seating capacity, as well as long-term means to grow ridership in the future and make effective use of operating resources; and,

WHEREAS, the *Vision*, if adopted, sets the stage for staff to bring before the Board specific recommendations with more detailed analysis for projects that would support increasing GGF Larkspur ridership by 5% each year, improving ferry capacity available to passengers, improving parking capacity, developing a paid parking pricing and demand management program, securing marketing and ridership growth opportunities and securing landside access improvement opportunities; and,

WHEREAS, as an overarching goal, this *Vision* provides for the means to accommodate a 5% increase in GGF Larkspur ridership each year; and,

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WHEREAS, there is no fiscal impact associated with adopting the *Vision*, and the fiscal impact and other potential impacts of individual projects identified in the *Vision* will be determined when each project is brought forward for Board review and approval; and,

WHEREAS, the Transportation Committee at its meeting of May 9, 2013, has so recommended; now, therefore, be it

RESOLVED that the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District hereby adopts a *Strategic Vision for Golden Gate Ferry Larkspur Service (Vision)*, as outlined in Attachment A herein; and, be it further

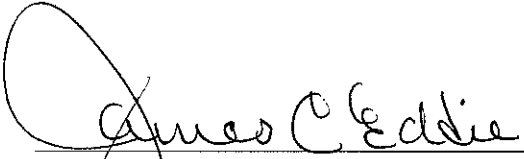
RESOLVED that the Board hereby authorizes staff to further develop and analyze specific elements of the *Vision*, and to subsequently present each of the recommendations to the appropriate Standing Committee, and then to the Board, for approval.


ADOPTED this 10th day of May, by the following vote of the Board of Directors:

AYES (16): Directors Arnold, Belforte, Cochran, Fredericks, Pahre, Rabbitt, Reilly, Sears, Snyder, Sobel, Theriault, Wiener and Yee; Second Vice President Stroeh; First Vice President Grosboll; President Eddie

NOES (0): None

ABSENT (3): Directors Breed, Campos and Moylan


James C. Eddie
President, Board of Directors

ATTEST: 
Janet S. Tarantino
Secretary of the District

Attachment A