

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

RESOLUTION NO. 2013-084

**AUTHORIZE THE SETTING OF A PUBLIC HEARING
ON A PROPOSAL TO SET A PARKING FEE
AT THE LARKSPUR FERRY TERMINAL**

September 20, 2013

WHEREAS, the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District), at its meeting of July 12, 2013, adopted the *Larkspur Ferry Strategic Vision*, which included one element that addressed implementation of a parking fee at the Larkspur Ferry Terminal (LFT); and,

WHEREAS, this parking fee has been under consideration since 2009 as part of the *Strategic Plan for Achieving Long-Term Financial Stability (Plan)*, and it is one of the last of the 33 strategic initiatives identified in that *Plan* that has not yet been implemented to address the District's deficit; and,

WHEREAS, the majority of transit agencies around the country charge for parking at rail stations and ferry terminals, due to the expense associated with providing that type of facility; and,

WHEREAS, a parking fee is necessary to bring additional revenues to the District to fund ongoing maintenance and improvements to both transit service and facilities; and,

WHEREAS, the method and cost to collect and process parking revenues is still under development; and,

WHEREAS, on July 12, 2013, the Board, by Resolution No. 2013-068, approved a Public Outreach Program and a Title VI Analysis for charging a weekday daily parking fee at the LFT, including weekends and holidays; and,

WHEREAS, staff was directed to move forward with a Public Outreach Program on a range of possible parking fee price points, from \$2.00 to \$5.00, along with a monthly prepaid parking pass option at a rate equal to or less than the equivalent daily rate for the monthly period and consideration of possible dynamic pricing strategies; and,

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WHEREAS, the Public Outreach Program would begin in early October 2013, and culminate with a public hearing to be held on October 17, 2013, with the understanding that a parking fee would be put into effect in January 2014; and,

WHEREAS, as part of the Public Outreach Program, open house events will take place at the LFT, which is the most convenient location for Larkspur Ferry passengers, and will be held during the evening commute period of 3:30 p.m. to 7:30 p.m., in order to be timed for when passengers are returning home from work; and,

WHEREAS, requisite funds are available in the Marketing and Communications Department budget to cover the estimated \$5,000.00 cost associated with the Public Outreach Program; and,

WHEREAS, the Transportation Committee at its meeting of September 19, 2013, has so recommended; now, therefore, be it

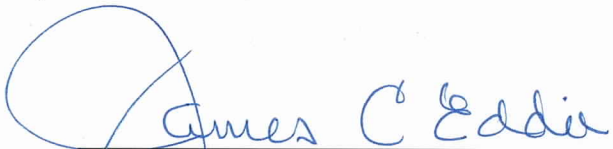
RESOLVED that the Board of Directors of the Golden Gate Bridge, Highway and Transportation District hereby authorizes the setting of a public hearing on Thursday, October 17, 2013, at 7:00 p.m., onboard a District ferryboat docked at the Larkspur Ferry Terminal, 101 East Sir Francis Drake Boulevard, Larkspur, CA, to receive public comment on a proposal to set a parking fee at the Larkspur Ferry Terminal.

ADOPTED this 20th day of September 2013, by the following vote of the Board of Directors:

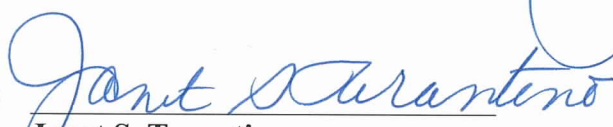
AYES (15): Directors Arnold, Belforte, Breed, Campos, Cochran, Fredericks, Moylan, Rabbitt, Reilly, Sobel, Theriault, Wiener and Yee; Second Vice President Stroeh; First Vice President Grosboll

NOES (0): None

ABSENT (4): Directors Pahre, Sears and Snyder; President Eddie


James C. Eddie
President, Board of Directors

ATTEST:


Janet S. Tarantino
Secretary of the District