

**GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT**

**RESOLUTION NO. 2012-018**

**APPROVE ACTIONS RELATIVE TO  
THE IMPLEMENTATION OF A DEMONSTRATION PROJECT  
RELATIVE TO THE MANAGEMENT OF PASSENGER RESERVATIONS  
FOR SPECIAL EVENT FERRY SERVICE TO AT&T PARK**

March 23, 2012

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

**WHEREAS**, unlike regular commuter ferry service, special event service, such as that to and from major league baseball games, has the unique distinction of generating intense demand for ferry service on specific dates and at particular times, with a single outbound ferry and a single return ferry; and,

**WHEREAS**, for the 2011 baseball season, the District contracted with *Tickets.com* to manage the reservations system and to provide tickets for special event ferry service, at a cost to ticket purchasers of approximately \$3.00 to \$4.00 per one-way ticket; and,

**WHEREAS**, the District's public website, through its existing online store, has the capacity to: 1) manage a ferry passenger reservation system; 2) provide tickets for special event ferry service; and, 3) securely collect customer fees; and,

**WHEREAS**, staff recommends the implementation of a demonstration project for the use of an online system to manage passenger reservations for special event Golden Gate Ferry service to and from the Larkspur Ferry Terminal and AT&T Park during the 2012 San Francisco Giants baseball season; and,

**WHEREAS**, staff recommends that the District charge a \$1.00 fee for a one-way ticket reservation, and staff anticipates that this fee will generate approximately \$60,000.00 in revenue, to cover the cost of website development, maintenance and administrative costs associated with the operation of the online reservation system; and,


**WHEREAS**, the Finance-Auditing Committee, at its meeting of March 22, 2012, has so recommended; now, therefore, be it


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**BOARD OF DIRECTORS MEETING OF MARCH 23, 2012**  
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**RESOLVED** that the Board of Directors of the Golden Gate Bridge, Highway and Transportation District hereby authorizes the implementation of a demonstration project for the use of an online system to manage passenger reservations for special event Golden Gate Ferry service to and from the Larkspur Ferry Terminal and AT&T Park during the 2012 San Francisco Giants baseball season, and a charge of \$1.00 for a one-way ticket reservation, to cover the costs of implementation, maintenance and administrative costs associated with the operation of the online reservation system.

**ADOPTED** this 23<sup>rd</sup> day of March 2012, by the following vote of the Board of Directors:

**AYES (15):** Directors Arnold, Campos, Cochran, Elsbernd, Fredericks, Mar, Moylan, Pahre, Renée, Sobel, Stroeh and Theriault; Second Vice President Grosboll; First Vice President Eddie; President Reilly  
**NOES (0):** None  
**ABSENT (4):** Directors Chu, Rabbitt, Sears and Snyder

  
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**Janet Reilly**  
**President, Board of Directors**

**ATTEST:**   
**Janet S. Tarantino**  
**Secretary of the District**