



REPORT OF PROCEEDINGS

PUBLIC HEARING

ESTABLISHING GOLDEN GATE TRANSIT LARKSPUR FERRY SPECIAL EVENT FARES TO SBC PARK FOR 2005

FEBRUARY 10, 2005

The Board of Directors of the Golden Gate Bridge, Highway and Transportation District (District) held a Public Hearing in the Board Room, Administration Building, Toll Plaza, San Francisco, California, on Thursday, February 10, 2005, at 9:30 a.m., for the purpose of receiving public comment on proposal relative to establishing Golden Gate Transit Larkspur Ferry Special Event Fares to SBC Park for 2005.

Directors Present (10): Directors Brown, Cochran, Eddie, Murray, Reilly, Shahum and Smith; Second Vice President Boro; First Vice President Harrison; President Middlebrook

Directors Absent (9): Directors Ammiano, Dufty, Hernández, Kerns, Martini, McGoldrick, Pahre, Sandoval and Stroeh

Staff Present: General Manager Celia G. Kupersmith; District Engineer Denis J. Mulligan; Auditor-Controller Joseph M. Wire; District Secretary Janet S. Tarantino; Attorney Madeline Chun; Deputy General Manager/Bridge Division Kary H. Wire; Deputy General Manager/Bus Division Susan C. Chiaroni; Deputy General Manager/Ferry Division James P. Swindler; Deputy General Manager/Administration and Development Teri W. Mantony; Planning Director Alan R. Zahradnik; Public Affairs Director Mary C. Currie; Principal Planner Maurice Palumbo; Customer Relations Supervisor Helen Haas; Assistant Clerk of the Board Trainee Patsy Whala

Visitors Present: None

1. Purpose of Public Hearing

The public hearing was conducted by President Middlebrook and she announced that the purpose of the public hearing is to receive public comment on proposal relative to establishing Golden Gate Transit Larkspur Ferry Special Event Fares to SBC Park for 2005.

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2. Public Outreach

District Secretary Janet Tarantino reported that in compliance with District policy, the following forms of public outreach were undertaken by the District:

- a. The Notice was mailed to organizations and individuals on the District's mailing list;
- b. Copies of the Notice were posted in various locations on District properties;
- c. In compliance with Resolution No. 2005-004, adopted January 14, 2005, legal notices of this Public Hearing were published in the *Marin Independent Journal* during the period of January 18, 2005 to January 25, 2005;
- d. A press release on the public hearing was issued twice on January 14, 2005, and January 31, 2005, and posted to the District's web site, resulting in publication of several print articles in local newspapers;
- e. Display ads were placed in the *San Francisco Chronicle* (North Bay Edition), the *Marin Independent Journal*, the *Santa Rosa Press-Democrat*, the *Marin Commuter Times*, the *Novato Advance* and the *Pacific Sun* during the period of January 27, 2005 to February 3, 2005;
- f. The notice and staff reports were posted on the District's web site and on www.511.org;
- g. E-mail updates were sent to subscribers on January 18, 2005 and February 1, 2005;
- h. Posters in English and Spanish were placed on Golden Gate Transit buses and bus stops and on Golden Gate Ferry vessels and ferry terminals;

The Attorney for the District confirmed that the above-described public outreach met the legal requirements for calling a public hearing.

3. Staff Presentation

General Manager Celia Kupersmith called upon Planning Director Alan Zahradnik to provide the staff presentation.

Mr. Zahradnik summarized the public hearing staff report (a copy of which is available in the Office of the District Secretary), stating that the Board of Directors (Board) by Resolution No. 2005-004, at its meeting of January 14, 2005, authorized setting a public hearing on establishing Golden Gate Transit Larkspur Ferry Special Event fares to SBC Park for 2005. Staff's proposed 2005 Special Event round trip fare increase, which represents an increase of 7.7% over 2004 fares, addresses the need to raise operating revenues to meet operating expenses. Staff estimates that it will cost at least \$506,000 to operate Special Event service in 2005. Therefore, in keeping with the goal to "break even" and with an estimated average ridership per ferry trip of 450 passengers, the price of a one-way ferry fare ride would be \$7.00, and would generate revenue in the amount of approximately \$510,000 in 2005.

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4. Public Comments Received

President Middlebrook then opened the hearing to receive public comment, noting that all comments will be entered into the record. She stated that cards are available for those who desire to speak on the subject and that each person will be given three minutes to express their concerns.

a. Written Comments

Ms. Tarantino reported that six public comments had been received prior to the public hearing. She summarized the comments as follows:

1. Three comments expressed opposition against increasing the special event Larkspur Ferry fare to SBC Park;
2. One comment expressed support for increasing the special event Larkspur Ferry fare to SBC Park, noting that the fares should be break-even;
3. One comment suggested that the special event Larkspur Ferry fare to SBC Park be increased to \$7.50, with the extra income earmarked for cleaning and repainting the Spaulding vessels; and,
4. One comment suggested that one of the high-speed ferries be assigned to the special event Larkspur ferry service to SBC Park.

b. Oral Comments

There was no public comment.

5. Closing Remarks

President Middlebrook stated that the Board will consider all public comments prior to any decision on proposed Special Event transit fare increases. Further, she stated that staff will make its recommendation to the Finance-Auditing Committee at its regularly scheduled meeting on February 24, 2005. The Board could take action the following day at its regularly scheduled meeting on February 25, 2005, which allows sufficient lead-time for the first scheduled event at SBC Park on Thursday, March 31, 2005. Both these meetings will be held in the Board Room, Administration Building, Toll Plaza, San Francisco, California.

6. Conclusion

All business having been concluded, the public hearing was adjourned at 9:40 a.m.

Respectfully submitted,

Janet S. Tarantino
Secretary of the District