

January 10, 2008



**PUBLIC HEARING TO RECEIVE PUBLIC COMMENT ON A PROPOSAL TO INCREASE THE 2008 SPECIAL EVENT FERRY FARE BETWEEN THE LARKSPUR FERRY TERMINAL AND AT&T PARK**

**Proposed Special Event Ferry Fare Increase**

At the December 14, 2007, Board of Directors meeting, the Board approved setting a public hearing on the following staff proposal to increase fares on special event ferry service between Larkspur Ferry Terminal and AT&T Park in San Francisco for Calendar Year 2008:

	<b>CURRENT 2007 SPECIAL EVENT ONE-WAY FARE</b>	<b>PROPOSED 2008 SPECIAL EVENT ONE-WAY FARE</b>
Larkspur-AT&T Park	\$7.00	\$7.50

The fare increase, if approved by the Board of Directors following both the public hearing and the presentation of staff report with responses to public comments to the Board on January 11, 2008, would become effective on March 1, 2008.

**Summary**

District Master Ordinance 2007 contains current policy for providing Special Event Larkspur-to-AT&T Park ferry service and setting the fares for the service. The District requires that fares be set to generate sufficient passenger revenues to cover the cost of providing the service. The current fare of \$7.00 one way was set in 2005. Due to increased costs, there is a need to increase fares for this service before the first home game for the San Francisco Giants baseball team on March 28, 2008.

Staff estimates it will cost approximately \$510,000 to operate Special Event service to 80 Giants home games in 2008. Therefore, in keeping with the goal to “break even” and with an estimated average ridership per ferry trip of 425 passengers, the price of a one-way ferry fare ride is proposed to be \$7.50.

The proposal consists of a 7.1% fare increase for Special Event Larkspur-to-AT&T Park ferry service. No discounts are offered. Fare is not required for up to two children, ages 5 and under, per fare-paying adult. Staff estimates that the proposed fare increase would generate fare revenues sufficient to cover the estimated \$510,000 service cost.

**Next Steps**

Following the public hearing, and assuming that no significant issues are raised that require additional staff analysis, the staff recommendation, along with a summary of key comments made by the public, will be presented to the Finance-Auditing Committee at its regular meeting of Thursday, January 10, 2008. The Finance-Auditing Committee’s recommendation will be referred to the Board of Directors for action the following day at its regular meeting on Friday, January 11, 2008. Staff will incorporate any fare changes into new marketing materials for the first Giants home game on March 28, 2008.