

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

ORDINANCE NO. 2013-004

AN ORDINANCE AMENDING MASTER ORDINANCE 2010 FOR THE PURPOSE OF ESTABLISHING A PARKING FEE AT THE LARKSPUR FERRY TERMINAL

November 15, 2013

THIS ORDINANCE is adopted with reference to the following facts and circumstances which are found by the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District):

1. In 2009, the Board adopted the *Strategic Plan for Achieving Long-Term Financial Stability*, to address the District's financial deficit. One of the few remaining elements of that plan yet to be implemented is a program to charge ferry customers for parking at the Larkspur Ferry Terminal, as a means of covering a portion of the Ferry Division operating and capital costs.

2. The District's ferry service is funded by transit fares, bridge tolls, grants, advertising revenue, and revenue from the ferry concession services. The FY 2013-2014 Ferry Division budget projects that 51% of ferry operations will be funded by ferry transit fares, 39% will require a bridge toll subsidy, and 10% will come from grants, advertising, and concession revenue.

3. The District's adopted Budget for FY 2013-2014 projects an operating deficit of \$13.2 million. A \$142 million deficit is projected over the next five years. The Board has embarked on the development of a new Strategic Financial Plan to address these challenges.

4. California Streets and Highways Code Section 27174.1(a) authorizes the District to adopt rules and regulations pertaining to parking areas in conjunction with any facilities constructed or maintained by the District.

5. On May 10, 2013, the Board adopted the *Larkspur Ferry Strategic Vision* and directed staff to further develop and analyze its components, including the implementation of a parking fee program for all weekday passengers who park at the Larkspur Ferry Terminal.

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6. On July 12, 2013, the Board of Directors approved conducting public outreach and undertaking a Title VI analysis for charging for parking at the Larkspur Ferry Terminal. The Board directed staff to seek public input on a daily parking fee ranging from \$2.00 to \$5.00 and a prepaid monthly pass for weekday use, with a projected implementation date in January 2014.

7. District staff analyzed various technological approaches for charging for parking at the Larkspur Ferry Terminal facility that would promote customer ease of use, provide customer privacy protection, minimize delay for customers boarding the ferries, and be cost effective. On October 11, 2013, the Board approved the staff's recommendation to implement a pilot program using the Parkmobile mobile payment system for the collection of parking fees at the Larkspur Ferry Terminal.

8. A public comment period on the parking fee program was initiated on September 19, 2013, culminating in a public hearing that was held on October 17, 2013. The District held three open houses, two at the Larkspur Ferry Terminal and one at the San Francisco Ferry Terminal, to provide information and solicit the public's reaction to the alternative fee structures under consideration. Materials were provided in both English and Spanish, and notices soliciting public comment were posted at the District's facilities, at community organizations, and advertised in local papers and social media.

9. Following the close of the public comment period on October 17, 2013, staff prepared a written summary and response to the comments that were received. Almost 250 comments were received. Of the 87 comments in support of the proposal, the majority indicated a preference for a \$2.00 daily fee and \$20 prepaid monthly fee. Of the 145 comments received in opposition to the setting of a parking fee, 96 opposed any fee, but of those that indicated a price point preference, a \$2.00 daily charge and \$20 monthly pass predominated. A summary of the comments and staff's response is contained in a written report to the Transportation Committee for its November 14, 2013 meeting.

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10. In light of the comments received that the District not significantly increase the cost of a daily commute, staff recommends a daily parking fee of \$2.00 and a \$20.00 prepaid monthly pass, applicable to all motorized vehicles, including motorcycles, for all parking spaces at the Larkspur Ferry Terminal during the hours of 5 a.m. to 3 p.m. on weekdays only, and excluding designated ferry service holidays. Parking at the Larkspur Ferry Terminal will be restricted to users of the District ferry service only, with a maximum period of 24 hours.

11. Based upon staff's analysis, new parking fees will result in the total trip cost (parking plus round trip transit fare) for use of the District's ferry service from Larkspur remaining in the range of similar trips made on other Bay Area transit systems that currently charge for parking.

12. New parking fees will be collected through electronic means that will not adversely affect passengers' commute time.

13. While a full Title VI analysis is not required to impose a parking charge, staff nonetheless carefully analyzed the parking fee proposal, consistent with Title VI principles. As a key part of the analysis, staff compared the minority and low-income composition of the riders who will be affected by a parking fee with ferry riders as a whole. Compared to ferry riders taken as a whole, the group of ferry riders who will be impacted by the parking fee has a lower percentage of minority and low income riders. Thus, the parking fee will not result in a disparate impact on minority riders or a disproportionate burden on low income passengers.

14. The California Environmental Quality Act (CEQA) exempts fees that are imposed for the purpose of meeting operating expenses and capital requirements. As the parking charge revenues will be for the purpose of defraying the cost of operating and maintaining the ferry service facilities, it is statutorily exempt from the requirements of CEQA.

15. Staff recommends amending the Master Ordinance to establish parking fees at the Larkspur Ferry Terminal.

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16. The Transportation Committee considered the proposed parking fee structure for the Larkspur Ferry Terminal at its meeting on November 14, 2013, and endorsed the staff recommendation. In doing so, the Committee directed staff to provide periodic reports on the implementation of the program, expenses, and revenues generated by the daily fee and monthly parking pass. The Committee recommended that the Board review the program in six (6) months, and consider in particular the adequacy of the charge for the monthly parking pass.

17. The Board of Directors has carefully considered the staff proposal, reviewed all public comments and considered the recommendation of the Transportation Committee at its meeting of November 15, 2013. The Board finds that the recommended parking charges are consistent with California law and the District's mission and policy objectives.

NOW, THEREFORE, BE IT ORDAINED BY THE BOARD OF DIRECTORS OF THE GOLDEN GATE BRIDGE, HIGHWAY, AND TRANSPORTATION DISTRICT AS FOLLOWS:

Section 1. **Section I., "GENERAL PROVISIONS," I., "PARKING PRIVILEGES AND RESTRICTIONS,"** Subsection 3., is amended, by amending paragraph c., Parking Facilities at Larkspur Ferry Terminal, in its entirety and replacing it with the following:

c. Parking Facilities at Larkspur Ferry Terminal.

Parking at the Larkspur Ferry Terminal is available only to persons using the District's ferry service. The maximum period permitted is 24 hours.

A daily parking fee of two dollars (\$2.00) per motorized vehicle applies to all parking spaces at the Larkspur Ferry Terminal, Monday through Friday, from 5 a.m. to 3 p.m. A prepaid monthly pass may be purchased for twenty dollars (\$20.00) per motorized vehicle, usable for the calendar month in which it is purchased, without proration. Parking charges do not apply on weekends, nor on New Year's Eve, Presidents' Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.

Motorcycles must be parked in designated motorcycle spaces only. Any vehicle that does not fit in a single striped parking stall is prohibited.

Section 2. The General Manager of the District is authorized to execute all documents on behalf of the District necessary for the implementation of the parking fees, and to take such actions as may be appropriate to give effect to this Ordinance.

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Section 3. The Secretary of the District is directed to file a Notice of Exemption in the County of Marin, as the imposition of charges to meet operating expenses of the District are statutorily exempt under the California Environmental Quality Act.

Section 4. This Ordinance shall be effective January 6, 2014.

ADOPTED this 15th day of November 2013, by the following vote of the Golden Gate Bridge, Highway and Transportation District Board of Directors:


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

NOES (0): None

ABSENT (3): Directors Belforte, Campos and Rabbitt



James C. Eddie
President, Board of Directors

ATTEST: 

Janet S. Tarantino
Secretary of the District