

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

ORDINANCE NO. 2009-01

**AN ORDINANCE TO AMEND MASTER ORDINANCE 2009, AS AMENDED,
TO INCREASE THE 2009 SPECIAL EVENT FERRY FARE BETWEEN
THE LARKSPUR FERRY TERMINAL AND AT&T PARK**

February 27, 2009

THIS ORDINANCE is adopted with reference to the following facts and circumstances which are found and declared by the Board of Directors:

1. The Golden Gate Bridge, Highway and Transportation District (District) provides special event ferry service from the Larkspur Ferry Terminal to AT&T Park in San Francisco for Giants baseball games at a current one-way fare of \$7.50.

2. The District's policy regarding special event ferry service requires that passenger fares be set at a "break-even" rate that generates sufficient fare revenues to cover the operating costs of providing the special event ferry service for Giants baseball games.

3. Staff has prepared a cost/revenue analysis of special event ferry service provided for Giants baseball games, and staff estimates that it will cost approximately \$551,000 to operate special event ferry service to seventy-nine Giants' home games during the 2009 season. Based on the average ridership per ferry trip of 436 passengers, staff recommends increasing the one-way special event ferry fare to \$8.00, in keeping with the "break-even" policy.

4. A public comment period on staff's proposal to increase the special event ferry fare was initiated on January 27, 2009, and ended with a public hearing on February 13, 2009. Staff prepared a written response to the public comments and a staff recommendation, which were contained in a report to the Finance-Auditing Committee at its February 26, 2009, meeting.

5. The Board of Directors has carefully considered the staff proposal, reviewed all public comments and considered the recommendation of the Finance-Auditing Committee at its meeting of February 26, 2009. The Board finds that the recommended increase in the special event ferry service fare between the Larkspur Ferry Terminal and AT&T Park in San Francisco is consistent with the District's mission and policy objectives, and will recover costs for providing a value-priced service to the community.

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

Section 1. The Board hereby adopts the increased fare from \$7.50 to \$8.00 for special event ferry service to AT&T Park in San Francisco, as delineated below.

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Section 2. **Section III.** “**GOLDEN GATE TRANSIT - BUS AND FERRY SYSTEMS,**” **G.** “**SPECIAL EVENT FERRY SERVICE,**” under “**AT&T PARK,**” of Master Ordinance 2009, is amended, and replaced in its entirety, with the following:

“G. SPECIAL EVENT FERRY SERVICE

AT&T PARK. The District shall provide direct ferry service between Larkspur and AT&T Park for Giants baseball games and other special events. The General Manager will determine any future special events to be served, based upon a showing that: 1. there is sufficient public interest in the event; 2. the revenue generated will cover all operating costs, as well as any marketing and advertising costs; and, 3. the service will not impact regularly scheduled commute or existing AT&T Park service. Fares for this service are set to cover the total cost of the service and will be updated as needed by the Board. The following AT&T Park one-way fare schedule is hereby established, effective March 1, 2009:

Basic Fare	\$8.00	Age 6 and up, without allowing the use of discounts.
Child Fare	Free	Up to 2 children ages 5 and under with a fare-paying adult. The fare for additional children is \$8.00 each.”

Section 3. The effective date of this Ordinance shall be March 1, 2009.

ADOPTED this 27th day of February 2009, by the following vote of the Golden Gate Bridge, Highway and Transportation District Board of Directors:

AYES (14): Directors Brown, Cochran, Dufty, Elsbernd, Grosboll, Moylan, Newhouse Segal, Pahre, Sanders, Sobel and Stroeh; Second Vice President Eddie; First Vice President Reilly; and President Boro
NOES (0): None
ABSENT (3): Directors Hernández, Kerns, and McGlashan

Albert J. Boro
President of the Board of Directors

ATTEST: _____
Janet S. Tarantino
Secretary of the District