Proposed Changes to Golden Gate Ferry Discount Fare

This proposal would change the Ferry Frequent Rider Discount Rate for customers using CLIPPER to be the same on both Golden Gate Ferry routes (Larkspur and Sausalito) at 30%, effective January 1, 2011. For comparison, frequent bus riders receive a 20% discount. The estimate for lost riders ranges between 1.66% and 3.33% (using fare elasticity methods typically used in the transit industry) result in 16,100 to 32,225 fewer annual ferry riders. Given the range in potential loss of ridership, the estimated net additional revenue is projected between \$210,000 and \$300,000 for the period of January 1, 2011 to June 30, 2011.

<u>Current</u> Golden Gate Ferry One-Way Larkspur and Sausalito	% Discount Off Adult Fare	
Adults	\$8.25	-
Senior/Disabled/Medicare/Youth (age 6-18)	\$4.10	50%
Children 5 and under	FREE	100%
Clipper Card users	See chart below	See chart below

Frequent Rider Program Fares – Available only by Using Clipper Card								
Ferry Route	Current Clipper Fare	Current Clipper Discount off Adult Cash Fare	Clipper Fare	Proposed Clipper Discount off Adult Cash Fare	Effective Proposed Fare Increase	% of Passengers using Clipper	Current Daily Weekday Ridership	
Golden Gate Larkspur Ferry	\$5.15	46%	\$5.80	30%	+\$0.65 or 12.6% fare increase	58%	4,500	
Golden Gate Sausalito Ferry	\$4.40	38%	\$5.80	30%	+\$1.40 or 31.8% fare increase	31%	1,500	

Proposed Changes to Weekday Golden Gate Ferry Schedules

There are currently 41 weekday crossings scheduled between Larkspur and San Francisco and 18 weekday crossings scheduled between Sausalito and San Francisco. The modifications to the weekday Larkspur and Sausalito ferry schedules are proposed to better accommodate commuters' work start times in San Francisco, maximize crew availability, and provide cost savings associated with reduced fuel consumption.

Fuel consumption would be reduced by: eliminating most non-revenue crossing for positioning vessels for the current schedules; discontinuing some low-patronage trips; and slowing down select crossing times.

Proposed changes to the Larkspur Ferry WEEKDAY schedule include the following:

- 1. Adjustment to the departure and arrival times of 13 crossings
- 2. Elimination of 3 crossing
- 3. Elimination of 2 crossings during the fall/winter season
- 4. Elimination of 3 additional crossings year-round
- 5. Conversion of one trip from a high-speed catamaran crossing (30 minutes) to a Spaulding Class vessel crossing (45 minutes).

Comparison of the current and proposed WEEKDAY Larkspur Schedule (PDF)

Proposed changes to the Sausalito Ferry WEEKDAY schedule include adjustments to arrival and departure times of five crossings and the addition of one new morning crossing departing San Francisco at 6:30 a.m., arriving in Sausalito at 7:00 a.m.

Comparison of the current and proposed WEEKDAY Sausalito Schedule (PDF)

During the morning and afternoon commute periods, the proposed changes would affect 21% of Larkspur passengers and 0% of Sausalito passengers. Throughout the total day, 26% of Larkspur passengers and 22% of Sausalito passengers would see changes in schedule times of 15 or more minutes. If implemented, the savings are estimated at 332 gallons of fuel per day during the peak season and 562 gallons of fuel per day during the non-peak season, or approx. 112,644 gallons per year. At the FY 10/11 budgeted cost of approximately \$2.56 per gallon (including taxes), an estimated savings of \$140,000 would accrue during the last six months of the fiscal year, or \$280,000 annually. Annual savings will vary depending on actual fuel costs in subsequent fiscal years.

Next Steps

- 1. **August 13, 2010:** The full Board concurred with the Transportation Committee's recommendation to set a Public Hearing for October 7.
- 2. **September 21 and 22, 2010:** Open Houses from 3:00 pm to 6:30 pm at the San Francisco Ferry Terminal. The public may also participate and comment via an online comment form.
- 3. October 7, 2010: 9:30 am Public Hearing at GGB Toll Plaza Admin Bldg.
- 4. Remainder of October 2010: Staff analyzes public comments received.
- 5. **November 5, 2010:** Final recommendation regarding the two proposals will go to the Transportation Committee for approval.
- 6. **November 19, 2010:** If the Transportation Committee approves the proposals, the matter will be considered by the full Board for final approval.
- 7. **January 1, 2011:** If approved, changes would be implemented.

The Golden Gate Bridge, Highway and Transportation District (GGBHTD) is a special district of the State of California and is the operators of three public transportation systems: Golden Gate Bridge, Golden Gate Ferry and Golden Gate Transit.