Public Workshops, Hearings Held for Service Reduction Plan

Late last year, the Golden Gate Bridge, Highway and Transportation District’s (District) Board of Directors (Board) declared a fiscal emergency. Facing a $202 million budget shortfall over the next five years, the District began aggressively exploring new revenue-generating and cost-cutting programs, including plans to decrease transit expenses by approximately $20 million through service reductions. In March 2003, the first phase of service reductions was implemented, saving approximately $2 million per year. On April 25, 2003, the Board announced public hearing dates to receive public comments on a more comprehensive service reduction package. This process has spanned several months and has included an extensive public outreach campaign. Several scenarios on service reduction were introduced at five public workshops (including one bilingual workshop) for community input. At these meetings, customers were provided an opportunity to offer comments before a final scenario was recommended for formal public comment. During the outreach phase, the District received over 650 comments, which were instrumental in modification of the final reduction package.

Based on customer feedback, the Board authorized the transit service reduction package that emphasizes local mobility (referred to as Scenario E) to be presented for formal public comment. A series of formal public hearings to receive public comment on proposed route changes were held on May 20, 27 and 29. Staff is scheduled to recommend a final service reduction plan to the Transportation Committee on June 12 and to the Board on June 27, with a targeted implementation date of September 14, 2003.

For additional information about the service reductions, including Board reports, visit www.goldengate.org and click on Transit Cut Public Hearings - May 2003.

Visit San Francisco Farmers’ Market by Ferry

Fresh produce and delectable treats are now just a ferry ride away. Ripe, red strawberries; succulent stalks of baby asparagus; creamy, decadent cheeses; and plump, juicy tomatoes are just some of the taste tempting/mouth watering goodies you’ll find at the San Francisco Ferry Plaza Farmers’ Market. If you love farm-fresh produce, visit the Farmers’ Market, one of the most highly acclaimed farmers’ markets in the country, at its new digs at the San Francisco Ferry Building in the Plaza, just steps from the Golden Gate Ferry dock. And now there’s more good news for ferry riders—the Farmers’ Market has added Thursday and Sunday market days to their usual Saturday/Tuesday schedule.

Enjoy a family ferry ride on the Bay and then stroll through the stalls of flowers, dairy products, fruit and vegetables, seafood and breads. Don’t forget, on weekends and holidays children under 12 ride the ferry free with a paying adult (limit 2 children per full fare adult).

Marketplace shops inside the ferry building will begin opening their doors for business over the next few months. For more information on the Farmers’ Market or other Ferry Building events, visit www.ferrybuildingmarketplace.com.

New Look for Bus & Ferry Transit Guide

The Summer 2003 edition of the Golden Gate Bus & Ferry Transit Guide will hit the stands with a new look. The new guide incorporates the timetables and system map, previously distributed as two separate publications. The guide now has a fold-out service map for easier customer reference. The Transit Guide redesign represents one way the District is modifying operations to reduce costs. Using less expensive print materials, it is estimated that the District will save over 40% in production expenses from the previous year. Production time and labor has also been reduced, with the aid of new software that pulls timetable information directly from Golden Gate Transit’s scheduling database into a published document format. Pick up a new Transit Guide today!
Golden Gate Transit and Ferry Fare Increase

In April 2003, Golden Gate Bridge, Highway and Transportation District’s Board of Directors approved an increase in Golden Gate Transit and Golden Gate Ferry fares, effective July 1, 2003. Golden Gate Transit bus fares will increase 5% and inter-county paratransit fares will increase 2.5%. Larkspur Ferry weekday cash fares will increase from $3.25 to $5.60 with a 50% discount for seniors/disabled and a 25% discount for youth.

One key change to the fare structure is that there will be a new ticket book for Larkspur Ferry and one for Sausalito Ferry, called “Frequent Rider” books. Golden Gate Ferry customers can purchase new Frequent Rider Ticket Books (20 tickets) for $3.50 per ticket (Larkspur) and $3.00 per ticket (Sausalito). Customers who wish to use a Zone 2 ticket for the Sausalito Ferry or Zone 3 ticket for the Larkspur Ferry will have to add 80 cents when they board. All Ride Value Discount and Frequent Rider Ticket books are valid for up to six months, non-refundable, not transferable, and cannot be used for group travel.

RIDE VALUE DISCOUNT TICKETS FOR COMMUTERS

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<th>Ride Value</th>
<th>Ticket Book</th>
<th>Cost Per Ticket</th>
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Please refer to the Summer 2003 edition of the Transit Guide to locate a ticket agent near you.

How Golden Gate Transit is Funded

Did you know that nearly half of your Golden Gate Bus and/or Ferry ride is paid for by excess Golden Gate Bridge tolls? In fact, Bus and Ferry fares contribute only about one-quarter of the operating cost of the trip, with grants or other funding subsidizing the remaining costs. Unlike most other transit agencies, the Golden Gate Bridge, Highway and Transportation District does not have the authority to levy taxes, so funding for transit must come from customer fares or other sources.
Our region’s national treasure, the Golden Gate Bridge, will be showcased at this year’s Marin County Fair. The Fair, themed “The Bridge for all Generations,” will also highlight the Richmond/San Rafael Bridge, another important connection to the North Bay. The Fair begins on Wednesday, July 2 and continues through Sunday, July 6, 2003. As a partner of the Fair, Thursday, July 3rd is Golden Gate Transit Day. Bring your coupon from the Summer edition of the 2003 Transit Guide and receive $2 off Fair general admission.

The history of the Golden Gate Bridge is rich with stories of heroes who risked their lives to create this incredible span, by balancing atop towers soaring 742 feet from the water in unpredictable weather or diving in the freezing and dangerous currents of the bay to secure the anchorages. You’ll hear their stories, see historic Bridge artifacts and photographs, and meet the employees who run the Bridge, Bus and Ferry Divisions today. You’ll also be able to take a virtual tour atop one of the Bridge’s towers. And be sure to stop and test your knowledge of Golden Gate Bridge trivia at the technology kiosk. Make the Golden Gate Bridge exhibit, located in the Exhibit Hall, a must-see during your visit at the Fair.

Golden Gate Transit will provide extra bus service to and from the Fair on Friday, Saturday and Sunday (July 4 through 6). For bus schedule information, email events@goldengate.org or call Customer Relations at 415-455-2000 (Marin), 707-541-2000 (Sonoma) and 415-923-2000 (San Francisco).

Be sure to enjoy the Fair’s rides, exhibits and entertainment. Your admission includes all exhibits, entertainment, carnival rides and the nightly fireworks show. For a complete schedule of Fair events, visit www.marinfair.org.

In Memoriam

Captain David B. Clark, Deputy General Manager of the Ferry Division of the Golden Gate Bridge, Highway and Transportation District, died Wednesday, April 23, 2003, in Santa Rosa, two weeks after his 50th birthday, and following a courageous 12-month long battle with cancer. According to Celia Kupersmith, General Manager of the Golden Gate Bridge District, “David cared deeply about everyone he knew and worked with. He loved being a part of the Golden Gate Ferry and made such a difference from the very first day he walked onto the job. He will be deeply missed by all who knew him.”

David is survived by his wife Kathy Clark; son Graham, 17; and daughter Olivia, 10.
Ride & Roll Bus Program is a "Smash Hit" with Marin County Students

*Ride & Roll*, a pilot program offering free transit to 6th through 12th grade Marin County students, has kicked off with a resounding success. Currently, 43 of a possible 55 middle and high schools are enrolled in the program. The brainchild of Marin County Supervisor Hal Brown, *Ride & Roll* was created to reduce traffic along the Highway 101 Corridor and improve air quality. Students take existing Golden Gate Transit bus routes and schedules to get to and from school. The County of Marin, Marin County Transit, Golden Gate Transit, Bay Area Air Quality Management District and the Marin County Office of Education partnered to bring *Ride & Roll* to Marin County families.

Approximately 1,500 *Ride & Roll* bus tickets are used each school day and preliminary surveys show that 40% of enrolled students previously traveled to school by automobile in addition, eight out of ten participating students live at least ten blocks from the school.

Participating schools have been pleased with the results so far. Comments have included, "Kids are thrilled to have the new program," and "Traffic has not been as heavy around the school." Students have also raved about the program and noted that it has helped them become comfortable with riding public transit.

*Ride & Roll* is scheduled to run until the close of school in June, pause during summer break, and then resume with the new school year in the fall. This pilot project is scheduled to conclude at the winter break in December 2003 or until available funding is expended. Funding for *Ride & Roll* comes from a combination of County of Marin general funds and the Bay Area Air Quality Management District Transportation Fund for Clean Air.

To see whether your child’s school is enrolled in this program, please contact the school administration office or visit \[http://www.goldengatetransit.org/studentprogram/\].

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Bus Service Adjustments

**Effective Sunday, June 8, 2003**


**Larkspur Ferry** will depart the San Francisco Ferry Terminal at 10:10 am and arrive at Larkspur at 11:00 am (weekdays) in order to connect with Route 1 buses.

**Route 2**

Two northbound (n/b) San Francisco Financial District (SFFD) and two southbound (s/b) SFFD trips will be canceled. Minor adjustments will be made to other trips.

**Route 4**

Two n/b SFFD trips and two s/b SFFD trips will be canceled. Minor adjustments will be made to other trips.

**Route 8**

One n/b SFFD trip and one s/b SFFD trip will be canceled. Minor adjustments will be made to other n/b trips.

**Route 18**

One n/b SFFD trip, one n/b San Francisco Civic Center (SFCC) trip and one s/b SFCC trip will be canceled. Minor adjustments will be made to other trips.

**Route 19**

Minor adjustments will be made to several trips.

**Route 20**

One late night n/b trip from the San Rafael Transit Center to the Canal will be canceled. Minor adjustments will be made to other trips.

**Route 24**

Three n/b SFFD trips will be canceled and two s/b SFFD trips will be canceled. Minor adjustments will be made to other trips.

**Route 38**

Two n/b SFFD trips and one s/b SFFD trip will be canceled.

**Route 44**

One s/b SFFD trip will be canceled and minor adjustments will be made to other trips.

**Route 45**

Supplemental service to Redwood High School/Tiburon will be modified to summer service.

**Route 54**

One n/b SFCC, two n/b SFFD trips and two s/b SFFD trips will be canceled. Minor adjustments will be made to other trips.

**Route 56**

One s/b SFFD trip will be canceled.

**Route 60/70**

Four n/b trips from the San Rafael Transit Center to Novato (Redwood & Grant) and five n/b SFCC trips will be canceled.

**Route 63**

Will operate summer service (six additional trips per day). Effective July 19, Audubon Canyon will be closed for the season and all trips will begin/end at Stinson Beach.

**Route 72**

Minor adjustments will be made to some trips.

**Route 74**

Two n/b SFCC trips, one s/b SFCC trip and one s/b SFFD trip will be canceled. Minor adjustments will be made to other trips.

**Route 76**

One n/b SFFD trip will be canceled.

**Route 93**

One s/b Golden Gate Bridge Toll Plaza trip will be canceled. Adjustments will be made to other trips.

Enhanced bus service will be provided for the Marin County Fair on July 4-6, 2003. For schedule information, email [events@goldengate.org](mailto:events@goldengate.org) or call Customer Relations at 415-455-2000.