GOLDEN GATE TRANSIT NOTICE TO CUSTOMERS

BUS SERVICE ADJUSTMENTS

Effective Sunday, December 14, 2008

Golden Gate Transit schedules are adjusted quarterly to ensure system efficiency.

Routes 4, 18, 22, 27, 42, 49, 51, 70, 71, 80:
Schedules adjusted up to 10 minutes to improve connections and running times.

Route 17 (Marin Transit):
Weekday peak trips expanded to serve every 30 minutes.

Route 24:
Northbound schedules adjusted. Southbound 8:20 am trip added. Northbound 2:55 pm (Folsom & 7th) trip added.

Route 29 (Marin Transit):
Weekday peak trips expanded to serve every 30 minutes.

Route 36 (Marin Transit):
Saturday service canceled due to low ridership. For Saturday service between the Canal Area and the San Rafael Transit Center, see Routes 29 and 35. For Saturday service between San Rafael and Marin City, see Routes 17 and 70/71/80.

Route 38:
Southbound 5:45 am trip canceled due to low ridership.

Route 54:
Southbound 4:29 am trip added. Southbound 4:41 am trip adjusted to 4:49 am. Other minor southbound revisions.

Route 72/72X:
Northbound and southbound revisions up to 31 minutes.

Routes 70/71/80:
Southbound Route 70 weekday 9:43 am, 2:53 pm and 4:49 pm trips changed to Route 71 trips (only go as far as Marin City). Southbound Route 71 weekend trips added at 11:53 am, 12:53 pm and 1:53 pm. Northbound Route 71 weekend trip added at 12:04 pm.

For new schedules, pick up the Winer 2008 Transit Guide on your bus or ferry. Visit www.goldengate.org or call toll-free 511 or 711 (TDD).

Holiday Service Calendar

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GOLDEN GATE CONDUCTS SECURITY DRILL ON THE BAY

On October 22, 2008, an interagency field exercise, sponsored by Golden Gate Ferry in coordination with the U.S. Coast Guard and a number of local agencies, took place on the Bay at a location off the Tiburon Peninsula. The exercise was designed to test the Bay Area Vessel Mutual Assistance Plan including agency emergency evacuation capabilities, mass rescue operations, interagency coordination and communications. Over 150 California Maritime Academy students played the roles of passengers as emergency responders simulated response efforts.

PUBLIC TRANSIT USERS SAVE $9,596 PER HOUSEHOLD ANNUALLY

Even with declining gas prices, a person can save an average of $9,596 per year by taking public transportation instead of driving based on today’s gas prices and the average unreserved parking rate, according to the American Public Transportation Association (APTA). The average annual savings represents one third more than the average amount a household pays for food in a year, according to the Food Institute ($6,111).

APTA’s monthly Transit Savings Report shows how much a person can save on a monthly and yearly basis by taking public transportation and driving with one less car in his or her household. The report reminds commuters that taking public transportation is the quickest way to save money compared with the high cost of commuting by auto or light truck.

The report ranks the top 20 cities with the highest ridership in order of transit savings based on the purchase of a monthly public transportation pass and factoring in today’s local gas prices and the local monthly unreserved parking rate. San Francisco came in at number three, behind Boston and New York, with a monthly savings of $1,054 and an annual savings of $12,648.

To calculate your individual savings with or without car ownership, go to www.publictransportation.org.

BEGINNING JANUARY 1, GOLDEN GATE FERRY RIDERS MUST USE TRANSLINK TO RECEIVE DISCOUNT

Ferry Tickets with a December 31 expiration date accepted through January 31, 2009

The Golden Gate Bridge, Highway and Transportation District (District) Board of Directors (Board) approved the elimination of Frequent Ferry Rider ticket books effective December 31, 2008. Tickets with a December 31 expiration date will be accepted through January 31, 2009. After that, in order to receive the discounted fare, ferry customers must use a TransLink® card. The decision was based on the fact that TransLink on Golden Gate Ferry experienced 100% reliability and exceeded 95% “up-time” performance for the last five months.

In addition, CommuterCheck, the largest employer benefit provider in the region, now offers an “e-voucher” payment, which makes it possible to apply tax-free benefits from an employer directly and electronically to a TransLink account. Interested customers who currently receive CommuterCheck should work with their employer to sign up for the e-voucher option.

TransLink bus and tickets will continue to be accepted on Golden Gate Transit buses. However, customers who use both Golden Gate Ferry and Golden Gate Transit are strongly encouraged to use TransLink as bus tickets will not be accepted at the Ferry Division.

Staff will be at the San Francisco Ferry Terminal during December and January to answer questions and distribute TransLink cards to ferry customers currently using tickets.

For more information on obtaining a TransLink card, visit www.translink.org or call 511.

P R E S E N T I N G

The Sixth Annual GOLDEN GATE BRIDGE COLLECTIBLE ORNAMENT

Purchase at the Roundhouse Gift Center at the Bridge or online at www.goldengate.org

$18.99

Perfect Gift

Published by the Golden Gate Bridge, Highway and Transportation District, San Francisco, CA
Winter 2008

www.goldengate.org
511 (Toll Free) • 711 & (TDD) • www.goldengate.org
DECK THE FERRY HALLS

Bay Area children decorate ferries with festive holiday cheer this season

This holiday season, keep your eyes open for Golden Gate Ferry’s ‘elves’ who come onboard to help create a festive holiday atmosphere. Our elves are local schoolchildren from Sonoma, Marin and San Francisco counties. Every year they bring their handmade creations and decorate the ferries for the enjoyment of our passengers. For many youngsters, it is their first time on a ferry. The outing is a wonderful opportunity for the children to learn about different modes of public transportation, especially for the schools that take a bus to get to the ferry terminal.

The children will decorate the ferries into early December. For a list of dates and times when students will be onboard, visit www.goldengate.org.

WAYWARD GOLDEN GATE PELICAN RELEASED AFTER CONVALESCENCE

On September 12, 2008, a pelican that stopped traffic on the Golden Gate Bridge was released at Fort Baker after a month of rehabilitation with the International Bird Rescue Research Center (IBRRC). Named “G.G.” by her caretakers, the pelican became a YouTube star when footage of her Golden Gate Bridge rescue was posted on the site.

G.G. was rescued on the Golden Gate Bridge on August 12, 2008, by Bridge Lt. Sheri Creer, Bridge Patrol Officer Jose Sanchez and Bridge Service Operator Joe Carver, after she ended up in the southbound direction, blocking three lanes of traffic.

Once captured, she waited patiently in the back of a Golden Gate Bridge Patrol car until bird experts arrived.

The female pelican, estimated to be less than a year old, was underwater but had no injuries. After a month in the care of IBRRC in Fairfield, California, G.G. was back in good health, and she was released along with eight other juvenile pelicans.

To see footage of her rescue, visit the Marin Independent Journal website at www.marinij.com.

NEW POLICY FOR ASSIGNING HIGH-OCUPANCY BUSES (45-Foot Buses)

Over the past several months, Golden Gate Transit has experienced significant overcrowding conditions on certain commute bus trips. To help address continued capacity issues, the District Board recently adopted a “more than 35 passengers” standard for assigning high occupancy buses (i.e., 45-foot MCI coaches) to commute bus trips. The MCI coaches can carry up to 57 passengers as opposed to the other coaches which carry just over 40 passengers.

Beginning in December, commute bus trips with an ongoing average of more than 35 passengers will be given priority assignment of a high occupancy bus. Other trips with smaller ridership averages will receive an MCI bus when available. Our Scheduling Department is working on new bus assignments, so be aware that these buses may be assigned to trips in different places than what is operating now.

GOLDEN GATE CUSTOMER SERVICE NOW OFFERS ASSISTANCE IN OVER 150 LANGUAGES

Previously, when Golden Gate’s Customer Relations Department received calls from customers who did not speak English or Spanish, they had a very difficult time communicating with the caller. Now our customer service department has access to translators who speak over 150 languages to assist in translating the needs of the caller.

The new service allows us to accurately convey detailed information to our customers in whatever language they’re most comfortable. Customers who would like assistance in other languages can call 415/455-2000 during our Call Center hours.

Golden Gate Call Center and Trip Planning
Hours of Operation:
Monday – Friday: 7am – 7pm
Saturday and Holidays: 8am – 6pm
Sunday: Closed
New Years, Presidents and Christmas: Closed
Phone 511 (toll free) 711 (TDD)
Say “Golden Gate Transit” then "Operator" to bypass recorded messages.

NEW FARE BOXES

Golden Gate Transit is replacing its old-style fareboxes with new advanced fareboxes. The new fareboxes will still accept cash and coins but will also offer a faster, easier way to pay for your ride – a new value card that is good on any route!


G.G. was rescued on the Golden Gate Bridge on August 12, 2008, by Bridge Lt. Sheri Creer, Bridge Patrol Officer Jose Sanchez and Bridge Service Operator Joe Carver, after she ended up in the southbound direction, blocking three lanes of traffic.

In these photos, G.G. is shown being transported from the vehicle and carried down to the water at Ft. Baker by Bridge Service Operator Joe Carver and Bridge Patrol Officer Jose Sanchez (in yellow). G.G. went along with other injured pelicans was then released into the San Francisco Bay. We wish her the best as she resumes life in the wild.

REMEMBER:
- Ride Value Tickets for Golden Gate Transit expire December 31, 2008
- Frequent Rider Tickets will no longer be accepted on Golden Gate Ferry after January 31, 2008

New bus ticket books with an expiration date of June 30, 2009 are now available at vendor outlets. Ticket books are non-refundable and not exchangeable.

Switch to TransLink to get the frequent rider discount while eliminating the worries of expiration dates! Visit www.translink.org or call 877/876-8803 for more information.

When Riding the Ferry with Your Bike, Please Use Courtesy.

YIELD TO PEDESTRIANS
WALK YOUR BIKE ON AND OFF THE FERRY
WATCH FOR MOVING VEHICLES

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TransLink Customers: Introducing eCommuter Check. The e is for easy.

Talk to your Human Resources Department to switch to eCommerce Check.

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