

# GOLDEN GATE GAZETTE



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## New Online Look for Golden Gate Transit Schedules

When Golden Gate Transit customers now log on to [www.goldengate.org](http://www.goldengate.org), they will be greeted by significantly improved access to their bus schedules. The bus schedules are now available in html format using information that is electronically uploaded from Golden Gate Transit's computerized scheduling program.

The electronic uploading process allows the most up-to-date bus schedules to be posted, including any adjustments made between publications of the printed Golden Gate Bus and Ferry Transit Guide.

In addition to having the schedules in html format, they will also be available as PDF files for convenient

printing purposes. A customized trip planning feature, maintained by the Metropolitan Transportation Commission, will also be offered shortly. The 511 TakeTransit Trip Planner will allow customers to plan their specific trips within the Golden Gate Transit system as well as coordinate with most other Bay Area transit operators.

This is the second of two technology enhancements undertaken in the last year which are aimed at improving customer information materials. The first created a direct electronic upload of information from the computerized bus scheduling system to the publishing software for the Golden Gate Bus and

**Golden Gate Bridge, Highway and Transportation District**  
Transit Schedules

ROUTE 2 - COMMUTE BUS ROUTE

San Francisco - Southbound (WEEKDAYS EXCEPT HOLIDAYS)  
Marin Headlands - Northbound (WEEKDAYS EXCEPT HOLIDAYS)

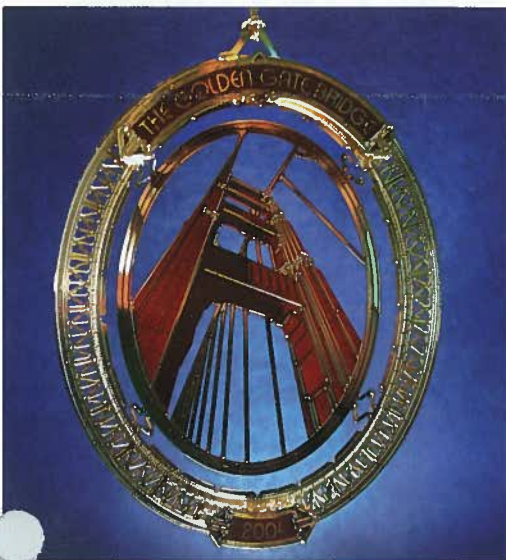
ROUTE 2  
San Francisco - Southbound (WEEKDAYS EXCEPT HOLIDAYS)

San Francisco - Southbound (Weekdays)  
Marin Headlands - Drake Avenue & Cole Drive - Marin City - Sausalito - San Francisco

Marin Headlands (Donahoe & Sherwood Dr)	Marin City (Drake & Cole)	Sausalito (Bridgeway & Ebb Tide)	Sausalito (Bridgeway & El Portal)	Sausalito (Second & Main)	Golden Gate Bridge Toll Plaza	San Francisco Financial District (Fine & Battery)	San Francisco (4th & Folson)
6:19 AM	6:23 AM	6:25 AM	6:31 AM	6:34 AM	YES	7:05 AM	7:15 AM
7:04 AM	7:08 AM	7:10 AM	7:16 AM	7:19 AM	YES	7:50 AM	8:02 AM
7:29 AM	7:32 AM	7:33 AM	7:42 AM	7:46 AM	YES	8:20 AM	8:32 AM
7:44 AM	7:48 AM	7:50 AM	7:57 AM	8:01 AM	YES	8:35 AM	8:47 AM
8:04 AM	8:08 AM	8:10 AM	8:17 AM	8:21 AM	YES	8:55 AM	9:07 AM

Ferry Transit Guide. These improvements are estimated to save the District over \$117,000 annually in printing.

## On Sale Soon Second Annual Golden Gate Bridge Ornament



Beautifully detailed Golden Gate Bridge collector's ornament available in April.

The second annual Golden Gate Bridge holiday ornament is in production and will be on sale in April 2004. This year's ornament features the Bridge's north tower majestically soaring skyward. The 2 3/4" x 3 1/2" two-dimensional brass ornament, manufactured by ChemArt, is finished in 24 karat gold and is exquisitely crafted to capture precise details of the Bridge. This stunning collectible comes in a beautiful gold box with its own stand or can be a showpiece on anyone's holiday tree.

The ornament makes a great gift for friends, family, employees and business associates. Cost for each ornament is \$15.99. A 10% discount applies to orders of 25 or more. If you want to have the complete Golden Gate Bridge ornament collection,

last year's ornament is also available, so order now while supplies last!

You can purchase these ornaments at the gift center (in the east parking lot at the Bridge), or online at [www.goldengate.org](http://www.goldengate.org). Last year's ornament is on sale now, and this year's ornament will be available in April.

**NEW BUS SCHEDULES**  
effective March 14.  
See page 3.

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**PUBLIC HEARING SET**  
for All Transit Fares  
See page 2.

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**NEW FERRY SCHEDULES**  
effective March 28.  
See back page.

# Take Me Out to the Ballgame!

## Larkspur Ferry to All Giants Home Games

For the fifth year, Golden Gate Larkspur Ferry will serve every Giants home game during the 2004 baseball season. Enjoy a one-hour scenic trip from Larkspur, arriving within steps of the ballpark, ready to cheer the Giants on!

Adult tickets are \$6.50 each way, with children five and under riding free (limit two children per adult – pick up free ticket for each child at the ferry terminal ticket office). Purchasing tickets in advance is strongly recommended.

For most evening games, the ferry will depart from Larkspur at 5:50 p.m. For most day games, the ferry will depart at 11:20 a.m. The ferry leaves the ballpark promptly 20 minutes after the final out.

Pick up a handy schedule of Larkspur Ferry service to the Giants games at the Larkspur or San Francisco Ferry Terminal.

### Giants Ferry Ticket Sales Locations

#### ● Larkspur Ferry Terminal

WEEKDAYS:  
7 am-2:40 pm & 3:25-7 pm

WEEKENDS/HOLIDAYS:  
9 am-2:40 pm & 3:25-5 pm

#### ● San Francisco Ferry Terminal

WEEKDAYS:  
8 am-6 pm

WEEKENDS/HOLIDAYS:  
10:30 am-5:30 pm

#### ● www.tickets.com\*

#### ● SBC Park's Giants Dugout Store\*

\*service fees apply



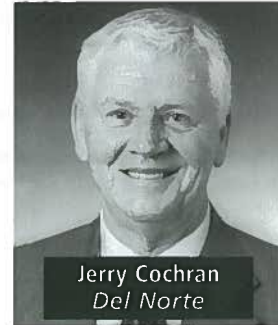
## Welcome Sabrina Hernández and Jerry Cochran

Two new members have recently been appointed to the Golden Gate Bridge, Highway and Transportation



District (District) Board of Directors. On Thursday, January 29, 2004, Sabrina Hernández took the oath of office to join the Board, representing the City and County of San Francisco. On Thursday, February 12, 2004, Del Norte County Assessor Jerry Cochran took the oath of office, representing Del Norte County.

Hernández was appointed by the San Francisco Board of Supervisors and fills the seat left vacant by former director Robert McDonnell. She is the Business Representative/Compliance Officer of the International Brotherhood of Electrical Workers (IBEW), Local Union No. 6/San Francisco Electrical Contractors Association (SFECA).



Jerry Cochran was appointed by the Del Norte County Board of Supervisors and replaces James Hooper.

Cochran has served as Del Norte County Assessor for 34 years. He is active in the region's economic development and was instrumental in bringing Pelican Bay State Prison to the county. He has been a member of the Timber Advisory Committee to the State Board of Equalization since 1976.

The District Board of Directors is comprised of 19 members representing the six member counties: San Francisco, Marin, Sonoma, Napa, Mendocino, and Del Norte. Directors are appointed for two-year terms and earn \$50 per meeting day, up to a maximum of \$5,000 a year except the Board President who may earn a maximum of \$7,500.

## PUBLIC HEARING SET Proposed Transit and Ferry Fare Increase

At 9am on Friday, April, 9, 2004, a public hearing will be held in the Board Room at the Golden Gate Bridge to discuss increasing transit fares by 10% effective July 1, 2004. The District is facing a projected \$131 million shortfall for the coming five years. Strategies are being developed to both reduce costs and increase revenues, and a new financial plan is forthcoming. As part of this plan, staff has proposed an increase in Golden Gate Transit bus, Americans with Disabilities Act (ADA) paratransit, and Golden Gate Ferry fares, in order to meet operating expenses. This proposal also includes increasing local Marin fares from \$1.80 to \$2.00, which will require approval by the Marin County Transit District.

Comments will be received at the

Public Hearing, by e-mail at

[publichearing@goldengate.org](mailto:publichearing@goldengate.org),

or in writing to the

Secretary of the District at

Golden Gate Bridge, Highway and

Transportation District,

P.O. Box 9000, Presidio Station,

San Francisco, CA, 94129-0601.

Comments should be received

no later than

4:30 p.m., April 8, 2004.

# Bus Service Adjustments – Effective Sunday, March 14, 2004

## Highlights of Bus Service Improvements

- Transfer connections at Marin City and San Anselmo Hub improved.
- **Routes 10, 70, and 80** will have improved transfers and running times.
- All **Route 60** trips, except the first southbound trip, will serve Marin City and Sausalito.
- Local Marin **Route 22** will have improved transfers in Marin City and San Anselmo. All trips will operate through the San Rafael Transit Center, and early morning service (5:30 am to 6:55 am) will now be available from the San Rafael Transit Center to Kentfield, Larkspur, and Corte Madera.
- Local Marin **Route 57**: Weekend service to Marinwood will be reinstated.
- Local Marin **Route 23** will have some trips shortened to operate only between Manor/Fairfax and San Anselmo Hub with connecting service to San Rafael Transit Center available on Route 22. Additionally, the overall schedule will be adjusted to improve connections and running times.

## Commute Route Adjustments

Schedules on the following services will be adjusted to improve connections and running times: Routes 7, 8, 19, 24, 32, 44, 54, 56, 58, and 73.

**Route 34**: Morning eastbound and evening westbound service added.

**Route 72**: Due to an increase in ridership, no trips will be cancelled and the overall schedule will be adjusted to improve connections and running times.

**Route 74**: Morning southbound trips departing Petaluma at 4:42 am and 6:40 am will be cancelled due to low ridership and the overall schedule will be adjusted to improve connections and running times.

**Route 75**: All trips will bypass the Alameda del Prado stop and the overall schedule will be adjusted to improve connections and running times.

**Route 76**: The overall schedule will be adjusted to improve connections and running times. Northbound afternoon trips departing San Francisco at 3:58 pm (SF Civic Center), 4:58 pm (SF Civic Center), and 6:55 pm (SF Financial) will be cancelled due to low ridership. Northbound afternoon Route 76 passengers may take Route 70, 80, or 93 from San Francisco Civic Center to Richardson, then transfer to northbound Route 76 buses that originate in San Francisco Financial District.

**Route 93**: Southbound morning trips will terminate at Folsom and no longer serve stops on Mission. Northbound afternoon service will now originate at 7th & Market. The overall schedule will be adjusted to improve connections and running times.

## Local Marin Route Adjustments

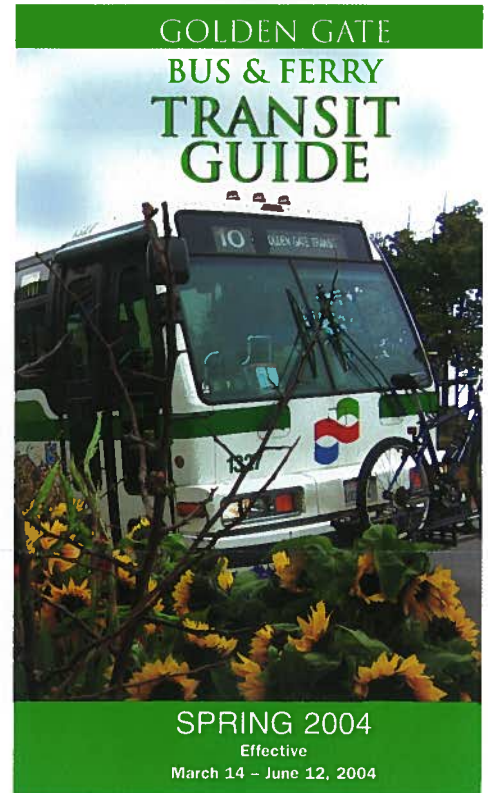
Schedules on the following services will be adjusted to improve connections and running times: Routes 15, 21, 29, 35 and 55.

**Route 33**: One westbound trip will be added departing Santa Venetia at 5:23 pm.

**Route 36**: Trips will be added to begin earlier in the morning and earlier in the evening and service will not run as late in the morning and evening.

**Route 63**: Weekend service resumes for the summer and fall seasons, with service to Audubon Canyon Ranch during the spring and early summer only.

For new schedules, pick up the **Spring 2004 Transit Guide** on your bus or ferry, visit [www.goldengate.org](http://www.goldengate.org) or call 511 (toll free) 711 (TDD).



## Corrections to the Spring 2004 Transit Guide

### Please note the following:

Routes 58 and 59 southbound (pages 54 & 58): the stop "Alameda del Prado Bus Pad (at Hwy 101)" should read "Alameda del Prado (at Hwy 101 on-ramp)".

Route 58 northbound (page 58): the stop "Alameda del Prado Bus Pad (Hwy 101 at Nave)" should read "Alameda del Prado (at Nave Dr Overpass)".

Route 59 northbound (page 55): the stop "Alameda del Prado Bus Pad (at Hwy 101)" should read "Alameda del Prado (at Nave Dr Overpass)".

Route 60 northbound and southbound schedules (page 59) are listed as "Weekends and Holidays". The schedules should read "Weekdays Except Holidays". There is no weekend service on Route 60.

The Sonoma County map on the back cover has an incorrect effective date in the legend. It should read "Effective March 14, 2004".



You just might find yourself staring directly into a kitchen sink while driving alongside a Golden Gate Transit (GGT) bus. GGT's first-ever fully wrapped bus is an advertisement for Duracite, a manufacturer of custom countertops, and shows the detailed pattern of a countertop set against the backdrop of a kitchen sink. The image covers almost 100% of the bus. The GGT bus advertising program generates approximately \$1.3 million annually.

## Good-bye to the Old, Hello to the New

### MV Golden Gate Sausalito Ferry Retires Modified Schedule Changes Sunday, March 28

**G**olden Gate Sausalito Ferry service will have a new face and schedule. On Sunday, March 28, 2004, the M.V. Golden Gate will retire from service. The services provided by the M.V. Golden Gate will be replaced by one of the three original Larkspur high-capacity (715 passengers) Spaulding vessels. By retiring the M.V. Golden Gate, preliminary estimates show annual operating cost savings of between \$250,000 and \$500,000.

The M.V. Golden Gate was the Golden Gate Ferry System's first vessel and was placed into service on August 15, 1970, to operate between Sausalito and San Francisco. Ferry customers will have a chance to celebrate the many years of dedicated



service. A "Last Day on The Bay—Good-Bye Golden Gate" commemorative event, underwritten with contributions from local businesses, will be held on Friday, March 26 for customers riding the 4:05 p.m. and 5:30 p.m. departures from San Francisco.

In addition to Sausalito ferry customers seeing a new vessel on their service, the weekday and weekend/holiday schedule will also be modified slightly, with a total of five departure times modified.

## NEW! Sausalito Schedule

### Weekday Ferry (except holidays) Effective Monday, March 29, 2004

Depart Sausalito	Arrive San Francisco	Depart San Francisco	Arrive Sausalito
7:10	7:35	7:40	8:10
8:15	8:45	10:25	10:55
11:05	11:35	11:45	12:15
12:25	12:55	1:10	1:40
1:55	2:25	2:35	3:05
3:20	3:50	4:05	4:35
4:45	5:15	5:30	6:00
6:05	6:35	6:40	7:05
7:15	7:35	7:45	8:15

### Weekend/Holiday Ferry Effective Sunday, March 28, 2004

Depart Sausalito	Arrive San Francisco	Depart San Francisco	Arrive Sausalito
10:55	11:20	11:30	12:00
12:15	12:45	1:00	1:30
1:45	2:15	2:30	3:00
3:15	3:45	4:00	4:30
4:45	5:15	5:30	6:00
6:10	6:40	6:50	7:15

Light = A.M.      Bold = P.M.

## Three-Boat Larkspur Schedule

### Two High-Speed Ferries Return on Monday, March 29

**O**n Monday, March 29 the Larkspur Ferry will return to a weekday schedule using two high-speed ferries and one Spaulding. The Spaulding will continue to serve all weekend trips, which will remain unchanged. In December 2002, the MV Mendocino was removed from service to complete warranty work on the vessel. When the work was completed and in late 2003, the MV Del Norte was removed from service for biannual dry-docking maintenance.

In addition to offering faster commute times, Route 29's schedule has also been adjusted to better meet certain ferry departures and arrivals. Route 29, which provides service from San Rafael and San Anselmo, stops in front of the Larkspur Ferry ticket office.

## Larkspur Ferry Weekday Service

Route 29 Connections		Depart Larkspur	Depart San Francisco	Route 29 Connections	
From San Anselmo Hub	From San Rafael Transit Center			To San Anselmo Hub	To San Rafael Transit Center
		6:00*	6:40*		
		6:45*	7:20*	20	20
20		7:15*	7:55*	20	20
		7:30	8:20		
20	20	8:10*	-		
20	20	8:40*	9:15*	20	20
20	20	9:15	10:15	20	20
20	20	10:10*	10:50*	20	20
20	20	11:10	12:05	20	20
20	20	12:10*	12:55*	20	20
		12:55	1:45	20	20
20	20	2:10*	3:00*	20	20
20	20	2:40	3:35	20	20
20	20	3:40*	4:20*	20	20
		-	4:45*		
		4:25	5:20		
		5:05*	5:50*	20	20
		5:30*	6:15*		
		6:25*	7:00*	20	20
		6:30	7:25		
20	20	7:40*	8:15*		
20	20	8:15	9:10	20	

Bold p.m. times      \* High-speed ferry

20 Route 29 serves Larkspur Ferry Terminal within 15 minutes of ferry departure/arrival. See Spring 2004 Transit Guide or [www.goldengate.org](http://www.goldengate.org) for Route 29 schedule.