

GOLDEN GATE GAZETTE



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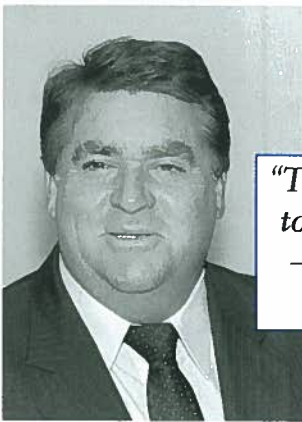
August 2004

Ride & Roll Program Returns STUDENTS RIDE FREE

The County of Marin's free student transit program dubbed "Ride & Roll" returns for the Fall semester beginning Monday, August 23, 2004. Ride & Roll provides students in grades 6 through 12 free bus tickets valid on school days, from 6 am to 7 pm, for local travel within Marin County.

Golden Gate Transit (GGT) provides the transportation for Ride & Roll on existing bus routes, so students ride with other bus passengers. The 48 public and private schools participating in the program distribute Ride & Roll tickets and schedule information to about 17,000 students. Tickets will be available at participating schools after August 18, 2004.

The program is the brainchild of Marin County Supervisor and Golden Gate Bridge, Highway and Transportation District board member Hal Brown, who said, "This program is working—it gets students to and from school, it is helping us to reduce traffic congestion, and kids are getting educated about the benefits of public transit. The program has been growing and we hope it continues. We started with 126,000 free trips taken during



the spring semester 2003, and by spring 2004 we were up to 207,000."

Ride & Roll began on February 24, 2003, and was funded through June 2003 by the Bay Area Air Quality Management District's (BAAQMD) Transportation Fund for Clean Air along with funds from County of Marin. The fall 2003 and spring 2004 semesters

"The program... is helping us to reduce traffic congestion."
— Hal Brown,
Marin County Supervisor

were funded by the County of Marin, with GGT providing bus service and program administration services.

The cost of the fall 2004 semester will be funded in the amount of \$91,000 from the County of Marin and \$37,000 from the BAAQMD to cover GGT bus operations, GGT ticket printing, and GGT direct marketing to participating schools.

To see whether your child's school is enrolled in Ride & Roll, please contact the school's administration office. Marin County schools that are interested in taking part should contact Marin County Transit at [415/499-6099](tel:4154996099) for further details.



Invite your friends to
Sail over
to the

SAUSALITO ART
FESTIVAL
on Labor Day Weekend

This Labor Day weekend, invite your friends to take a relaxing Golden Gate Ferry (GGF) ride from San Francisco to Sausalito and enjoy the scene at the Sausalito Art Festival. The festival will feature 270 artists, including painters, photographers and jewelers. In addition, musicians will provide entertainment throughout the three-day weekend. Festival dates and hours are Saturday and Sunday, September 4 & 5 from 9 am to 6 pm and Monday, September 6, from 9 am to 5 pm.

GGF departs the San Francisco Ferry Building and sails to and from the downtown Sausalito Ferry Landing. A free festival shuttle will provide transportation between the Landing and the Festival Main Gate.

GGF operates from approximately 10:45 am to 6 pm on weekends and holidays. For a complete ferry schedule, visit www.goldengate.org or call **511** (toll-free) or 711 (TDD). GGF will operate a holiday schedule on Monday, September 6 (Labor Day).



Frequently Asked Questions.



by Helen Haas

Can I use the same transfer more than once? The answer is yes and no. You can use a transfer three times to travel on Golden Gate bus and/or ferry as long as you are basically traveling in the same direction or there is no other direct route to reach your ultimate destination. The transfer is good for up to two hours for travel within one county and up to three hours for travel between counties. You are allowed to stop along the way and board the next bus, as long as you do it within the allotted time indicated on the transfer. You cannot use a transfer to make a round trip – you will have to pay a fare for the return trip.

Help! I lost my cell phone (or my hat or PDA) on the bus! Or was it the ferry? What do I do? If you think you lost an item on the bus, call 415/257-4476, Monday-Friday, 8:30 am-4:30 pm. Please have

the date, time, route number and bus number where you think you might have left it. Customer Service Representatives will try to track down your item as soon as possible, but during commute hours, both Customer Service and Bus Dispatch are very busy, and you may have to wait for a return call after the commute or the following day.

If you think you lost an item on the ferry, call **415/925-5565**, and leave a message with your name, phone number, date, and the ferry trip you were on, and someone will get back to you within 24 hours. If you lost a wallet, purse, or medication, please call **511** and immediately say "Golden Gate Transit" then "Operator" so you can be connected to a Customer Service Representative, Monday - Friday, 7 am to 7 pm, and weekends 8 am to 6 pm.

Golden Gate Transit (both bus and ferry) is not responsible for lost items. Items left unattended are subject to immediate disposal. Perishable items will be disposed of immediately. Items will not be held longer than 30 days.

Helen Haas is Golden Gate Transit's Customer Relations Supervisor. To ask Helen a question or send her a comment, fill out the form at:

ferrycomments.goldengate.org
or buscomments.goldengate.org

Helpful Hints for Using 511

511 is a toll-free phone and Web service that consolidates Bay Area transportation-related information into a one-stop resource. 511 provides up-to-the-minute information on traffic conditions, details on public transportation schedules and fares, instant carpool and vanpool referrals, bicycling information and more. For information on Web features, visit www.511.org. The toll-free 511 phone number uses interactive voice recognition technology, allowing users to simply speak their requests.

Here are some helpful hints when using 511 to access bus and ferry information:

Dial 511 and then immediately say "Golden Gate Transit." After that you can say one of the following:

- "Bus Schedules" to transfer to Golden Gate Transit's Call Center. Call Center hours are 7 am to 7 pm Monday - Friday, 8 am to 6 pm weekends.
- "Larkspur Ferry" for Larkspur ferry schedule options.
- "Sausalito Ferry" for Sausalito ferry schedule options.

For up-to-date traffic information, immediately say "traffic conditions" and then say the name of a highway (such as 101 or 580) or hotspot (such as Bay Bridge or Marin Civic Center) or say "what are my choices?"

GOLDEN GATE FERRY Invites You to An INFORMATIONAL OPEN HOUSE

Golden Gate Ferry invites you to participate in an informal open house concerning recent Larkspur Ferry schedule changes, financial status, and future plans for the Golden Gate Ferry System. Also, public comments on the **Short-Range Transit Plan** will be accepted at this open house.

**PLEASE DROP BY ANY TIME FROM 3:30 PM TO 8:30 PM
STAFF WILL BE AVAILABLE TO ANSWER ANY QUESTIONS.
www.goldengate.org**



**WHEN: THURSDAY, SEPTEMBER 9
WHERE: LARKSPUR FERRY TERMINAL
TIME: FROM 3:30 PM TO 8:30 PM**

SECOND PUBLIC HEARING SET FOR SHORT-RANGE TRANSIT PLAN

The Golden Gate Bridge, Highway and Transportation District (District) will hold a second public hearing on Thursday, September 9, 2004, at 9 am in the Board Room, Administration Building, San Francisco, CA, to receive public comment on the Draft Short-Range Transit Plan prepared for fiscal years (FY) 2005 through 2014 (Draft SRTP). To allow additional time for public comment, this hearing was set as a continuation of the first hearing held on July 8, 2004.

The Draft SRTP reviews transit services and financial conditions during FY 2003 and 2004, then outlines operating, capital and financial plans for the coming five- and ten-year periods. It is updated every two years and is a vital step in applying for federal grant funds.

District staff prepared the Draft SRTP in response to requirements by the Metropolitan Transportation Commission (MTC), the regional agency responsible for planning and allocating federal funds for the transportation projects of Bay Area transit operators. The Federal Transit Administration (FTA) requires that MTC develop and periodically update its long-range Regional Transportation Plan. MTC, in turn, requires all Bay Area transit operators to prepare, submit and adopt an updated SRTP every two years. The SRTP serves as a management and policy document for the District and provides FTA and MTC with information necessary to meet regional fund programming and planning requirements. The Draft SRTP describes and explains the District's budgets (capital and operating) and serves as the justification for funding requests to federal, state and regional agencies. It also serves as the primary basis on which MTC assesses a transit operator's financial capacity to carry out proposed operations and associated capital improvements.

How to obtain a copy of the Draft SRTP:

Visit
www.goldengate.org
 click on the "Public Hearing" link
 beneath "Top News & Events"

Call
415/257-4417 (TDD 711)

How to comment

The public is invited to comment at the
 Hearing on **September 9, 2004**

Send email to
publichearing@goldengate.org

Write to
Janet S. Tarantino, Secretary of the District, Golden Gate Bridge, Highway and Transportation District, P.O. Box 9000, Presidio Station, San Francisco, CA, 94129-0601.

Written comments should be received no later than 4:30 pm on September 9, 2004.



Giants Ferry Service Modified in Response to Customer Comments

YOU SPOKE! WE LISTENED

On July 30, 31, and August 1, customers aboard the Golden Gate Ferries to Giants games at SBC Park were asked to participate in a survey regarding ferry departure times after ballgames. 450 surveys were returned, with 70 percent of customers in favor of a later departure time. In response to the survey, Golden Gate Ferry will now leave the SBC Park dock 30 minutes after the last out. Previously, ferries left 20 minutes after the last out.

For the Golden Gate Ferry schedule to Giants games, visit www.goldengate.org and click the link "Larkspur Ferry to Giants Home Games" under "Top News & Events."

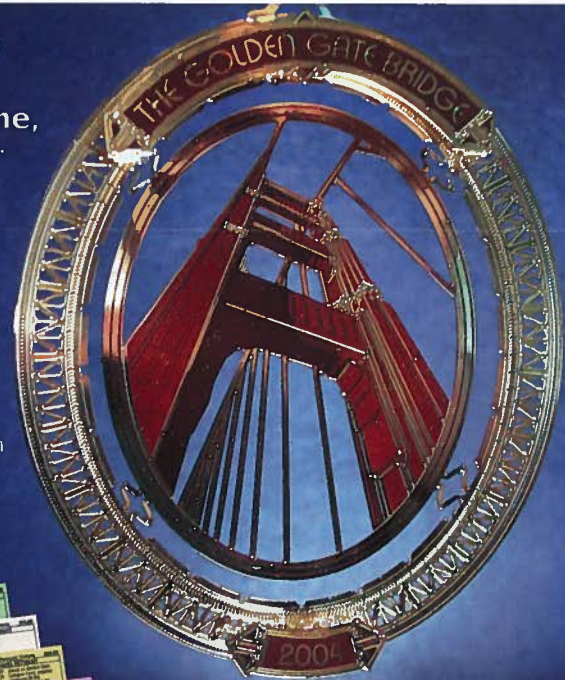
 View Cart

Don't stand in line, instead shop online.

Don't miss this unique, limited edition, gold and brightly enameled ornament to celebrate the season.

Buy one for yourself and a friend!

Order Ride Value Ticket Books online for the whole family and find out valuable information on how to save time and money at www.goldengate.org



GIFTS, COLLECTIBLES,
 TICKETS AND MORE
 AT OUR ONLINE STORE...

BUS SERVICE ADJUSTMENTS

Effective Sunday, September 12, 2004

Golden Gate Transit schedules are adjusted quarterly to ensure system efficiency. Schedule adjustments go into effect on Sunday, September 12, 2004. New schedules are available in the Fall 2004 edition of the Bus and Ferry Transit Guide and online at www.goldengate.org.

Routes 2, 4, 8, 10, 18, 22, 24, 26, 36, 38, 44, 53, 54, 55, 56, 57, 59, 60, 70, 72/72x, 76 and 80 Schedules adjusted to improve connections and running times.

Route 2 One southbound morning trip added.

Route 4 One southbound morning trip added.

Route 8 Southbound 7:50 am (Tiburon & Main) trip canceled due to low ridership.

Route 9 Eastbound 5:23 am (Reed & Belvedere) trip canceled.

Route 27 Northbound 6:19 pm (Folsom & 7th) trip canceled due to low ridership.

Route 32 Westbound 7:22 pm (Pt. San Pedro & San Marino) and eastbound 6:55 pm (3rd & Hetherton) trips canceled due to low ridership.

Route 35 All trips will now end at Kerner & Larkspur instead of Canal & Sonoma.

Route 54 Southbound 7:03 am (Golden Gate Place) trip added.

Route 58 will no longer serve Fairway Drive, Alameda de la Loma and Alameda del Prado. Instead, it will operate via Ignacio Blvd and Nave Drive. In addition, it will no longer serve the San Rafael Transit Center.

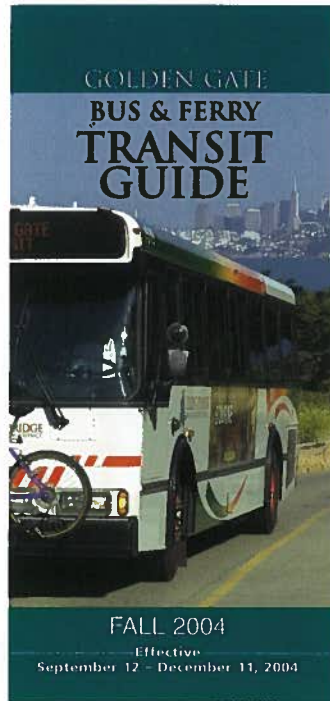
Route 60 Southbound trip added at 6:30 am (departing San Rafael Transit Center).

Route 71 is a new route that operates between Marin City and Novato, serving the same stops as Routes 70 and 80.

Route 76 One northbound afternoon trip canceled due to low ridership and the northbound afternoon trip at 5:07 pm (departing Fremont between Mission & Howard) moved to 5:10 pm for better connections with Route 93.

Route 93 Northbound 5:39 pm (7th & Market) trip canceled. 4:04 pm (7th & Market) northbound trip adjusted to 4:09 pm.

For new schedules, pick up the **Fall 2004 Transit Guide** on your bus or ferry, visit www.goldengate.org or call **511** (toll-free) 711 (TDD).



Take **NEW ROUTE 71** between Marin City and Novato

On Monday, September 13, customers will begin seeing Route 71 buses on the road. New Route 71 will operate between Marin City and Novato on weekdays, serving the same stops as Routes 70 and 80, including all bus pads between Marin City and Novato, as well as the San Rafael Transit Center. On weekends, the route will have a reduced schedule, operating two southbound morning trips between Novato and San Rafael Transit Center.

For Route 71 schedules, refer to the timetables for Routes 70/80.

ATTENTION ROUTE 40 AND 42 CUSTOMERS

Due to ongoing construction on the Richmond-San Rafael Bridge, one of the bridge's decks will be closed each weeknight from 7 p.m. to 6 a.m. Traffic will be rerouted onto the other deck, with one lane in each direction and pilot trucks escorting vehicles at 35 mph. The lane closures are expected to impact the running times of trips on Routes 40 and 42 during these hours. To find out how bridge construction may impact your bus ride, call toll-free **511**, say "Golden Gate Transit" and then "Operator," or dial 711 (TDD), prior to traveling.

Nightly bridge closures are expected to continue through early May 2005.

Holiday Schedule for Golden Gate Bus & Ferry

HOLIDAY	FERRY	BUS
Labor Day Monday, Sept 6	Holiday	Holiday
Columbus Day Monday, Oct 11	Regular	Regular
Veterans' Day Thursday, Nov 11	Regular	Regular
Thanksgiving Day Thursday, Nov 25	No Service	Holiday
Day after Thanksgiving Friday, Nov 26	Larkspur-Modified Holiday Sausalito-Holiday	Regular



Advertise with us and reach thousands of potential customers every day.

For Rates and Opportunities call 415/257-4541.

