

# GOLDEN GATE GAZETTE



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August 2003

## BUS SERVICE RESTRUCTURED

### Customized Trip Planning Sessions Set

The Golden Gate Bridge, Highway and Transportation District (District) Board of Directors voted on Friday, July 11, 2003, to approve a transit service plan to reduce and restructure Golden Gate Transit bus services effective November 2, 2003. In response to overwhelming public comment, the original bus service reduction plan was modified to include \$4 million in "add-backs" with many commute bus routes retaining near-existing levels of service.

Because of the complexity of the bus service changes, the District will host several trip planning sessions throughout the service area starting in mid-September. District staff will be out in the community to help customers find the best way to travel on Golden Gate Transit (see back page for list of locations, dates and times). Customized bus schedules reflecting the changes specific to a community will be available at the trip planning sessions.

Throughout development of the service reduction plan, District staff has been working in close coordination with Marin County Transit District (MCTD). The District is responsible for intercounty (between counties) bus service and MCTD is responsible for local service in Marin and contracts with the District to provide such service. Golden Gate Bridge toll revenue can only be used to fund intercounty service.

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## **PUBLIC HEARING SET** for Proposal to Establish Premium Fare for Golden Gate Transit **COMMUTE** Routes

During the public outreach process for the bus service reduction plan, many commuters expressed a preference for fare increases over service cuts or modification to direct service. In response, on Friday, July 25, 2003, the Golden Gate Bridge, Highway and Transportation District (District) Board of Directors set a public hearing for Friday, August 22, 2003, at 9 a.m. at the Golden Gate Bridge Toll Plaza to receive public comment on a proposal to establish a premium bus fare for commute bus routes.

The proposal is to eliminate the 20% discount currently offered to commuters who purchase a Ride Value Ticket Book (20 tickets per book). If adopted by the Board, the new premium fares become effective November 2, 2003, the same time as the bus service reductions and restructuring are implemented. Ticket books reflecting the new premium fares would be available to commuters. The elimination of the 20% discount is estimated to generate between \$500,000 and \$1 million of additional revenue annually.

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## **Stay Informed!**

Receive  
up-to-the-minute  
Golden Gate Bus and Ferry  
announcements by email.  
Sign up today  
to receive the latest  
news and updates.  
Register at  
[www.goldengatetransit.org](http://www.goldengatetransit.org)  
(bus) or  
[www.goldengateferry.org](http://www.goldengateferry.org)  
(ferry).

INFORMATION CONTACTS  
CUSTOMER RELATIONS

Monday-Friday 7:00am - 7:00pm  
Weekends and Holidays 8:00am - 4:00pm  
Thanksgiving and Christmas Eve Days 7:00am - 5:00pm  
Christmas and New Year's Days closed

511 or 415-923-2000 San Francisco  
511 or 415-455-2000 Marin County  
511 or 707-541-2000 Sonoma County

For Other Bay Area Interjurisdiction Information,  
call 8-1-1 toll free (please 817-1117)  
TDD #11

[www.goldengate.org](http://www.goldengate.org)

GOLDEN GATE  
BUS & FERRY  
TRANSIT  
GUIDE  
SUMMER 2003  
Effective June 8 - September 13, 2003

**IMPORTANT!**  
Summer 2003 Transit Guide  
is valid through November 1, 2003.

New! Bus Service to Marin County Fair, page 78  
New Fares Effective July 1, 2003, page 38

## Clock Retired from Golden Gate Bridge Toll Plaza Roof

After 53 years of dedicated service through fog, wind, rain, heat and snow (even the removal of hands), the 8-foot diameter clock above the Golden Gate Bridge toll plaza has been retired. The old clock may have looked fine from the outside, but it was rusted and decayed on the inside from years of exposure to salt air.

Some commuters thought the old clock wasn't an eye catcher, but others depended on the clock to help keep time going north or south. Although it's not known exactly where the clock will end up, it will be kept for inclusion in the proposed Golden Gate Bridge Museum. The new clock will be replaced by a replica, painted in the same international orange color and installed sometime in mid-August.

The District's Board of Directors decided to replace the clock as part of a project to replace the roofs of the toll plaza and roundhouse gift shop.



## New Bus Stop Sign Improves Toll Plaza Shelter

### You Spoke, We Listened

Golden Gate Transit customers have commented that poor visibility at the northbound Golden Gate Toll plaza bus shelter has caused buses to pass them by. In an effort to alleviate this problem and improve safety, Golden Gate Transit installed a new high-tech bus stop sign at the shelter in early July. The sign is located curbside, next to the bus shelter.

The fully self-contained solar-powered sign features security lighting, an illuminated schedule case and a bus signaling device. Waiting customers can activate a flashing beacon on the 14-foot bus stop pole when they see their bus approaching. The flashing light helps alert bus drivers of waiting passengers, especially at night or in foggy conditions, when visibility is low.



## Golden Gate Bridge District Unveils Online Store

Golden Gate Transit and Golden Gate Ferry customers can now purchase their ticket books online through the Golden Gate Bridge, Highway and Transportation District website at [www.goldengate.org](http://www.goldengate.org). With over 2.4 million visitors per month, the website was redesigned to improve access to information and to include a convenient online store.

In addition to the sale of transit ticket books, the store also features the first-ever limited edition Golden Gate Bridge holiday ornament (\$24.99). Other Golden Gate Bridge merchandise being sold online includes original rivets (\$10), commemorative 50th Anniversary Plates (\$49.95) and cancelled Golden Gate Bridge construction bonds (\$25). Bridge merchandise prices do not include tax and delivery.



The ornament is 3" by 2 1/2", solid brass and finished in 24kt gold. Handmade and manufactured by American artisans, this First Annual 2003 Limited Edition collectible is packaged in a custom gift box, and includes a stand for display purposes.

**Purchase Golden Gate Bridge Ornament Online**



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**Direct service commute routes where fares are proposed to be increased include:**

- Route 2:** Marin City/Sausalito to/from San Francisco (SF) Financial District
- Route 4:** Mill Valley to/from SF Financial District & Civic Center
- Route 8:** Tiburon to/from SF Financial District
- Route 18:** Kentfield/Larkspur/Corte Madera to/from SF Financial District & SF Civic Center
- Route 24:** Fairfax/San Anselmo/Greenbrae to/from SF Financial District
- Route 26:** Sleepy Hollow/San Rafael to/from SF Financial District & Civic Center
- Route 38:** Terra Linda to/from SF Financial District & Civic Center
- Route 44:** Lucas Valley/Marinwood/San Rafael to/from SF Financial District
- Route 48:** Novato/Ignacio/San Rafael to/from SF Financial District
- Route 54:** San Marin/Novato to/from SF Financial District & Civic Center
- Route 56:** San Marin/Novato to/from SF Financial District
- Route 72:** Santa Rosa/Rohnert Park to/from SF Financial District
- Route 73:** Santa Rosa/Rohnert Park/Petaluma to/from SF Civic Center
- Route 74:** West Petaluma to/from SF Financial District
- Route 75:** Sonoma County to/from Marin County Civic Center
- Route 76:** East Petaluma to/from SF Financial District & Civic Center

**Combined, these routes currently carry nearly 8,000 daily passenger trips, or two million rides annually.**

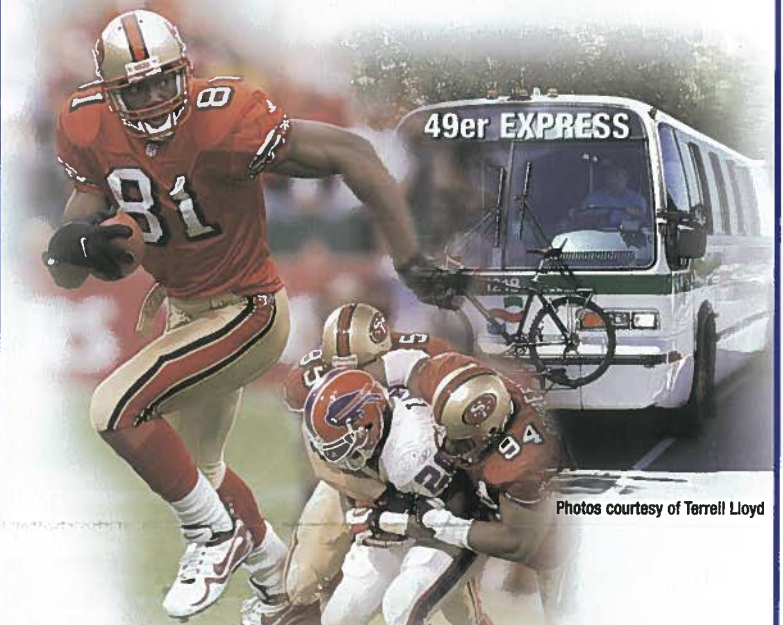
Public comments will be received at the public hearing or may be presented in writing to the Secretary of the District at the address below. Comments may also be sent by e-mail to [publichearing@goldengate.org](mailto:publichearing@goldengate.org). Written comments should be received no later than Friday, August 22, 2003.

Reports regarding this proposal may be obtained on-line at <http://www.goldengate.org/organization/publichearings.html> or from the Office of the District Secretary, Golden Gate Bridge District, P.O. Box 9000, Presidio Station, San Francisco, CA, 94129-0601 (TDD California Relay Service 800-735-2929).

**Proposed Changes to One-Way Fares**

Commute Routes	Current Discount Fare	Proposed Premium Fare
Sausalito to San Francisco	\$2.24	\$2.80
San Rafael to San Francisco	\$2.72	\$3.40
Novato to San Francisco	\$3.32	\$4.15
Lagunitas to San Francisco	\$4.40	\$5.50
Petaluma to San Francisco	\$4.76	\$5.95
Santa Rosa to San Francisco	\$5.28	\$6.60
Petaluma to Novato	\$2.24	\$2.80
Santa Rosa to Novato	\$2.72	\$3.40
Petaluma to San Rafael	\$2.72	\$3.40
Santa Rosa to San Rafael	\$3.32	\$4.15

**Score The Day's Winning Drive!**  
**Ride Golden Gate Transit to Most 49er Games!**



Photos courtesy of Terrell Lloyd

**Tickets on sale NOW at the following locations:**

- Golden Gate Larkspur Ferry Terminal**  
101 E. Sir Francis Drake, Larkspur  
Weekdays: 5:15 am - 2 pm & 2:45 pm - 7:30 pm  
Weekends/Holidays: 9:15 am - 5:30 pm
- Golden Gate Transit Admin Bldg**  
1011 Andersen Dr., San Rafael  
Weekdays: 8:30 am - 4:30 pm
- Santa Rosa Bus Terminal**  
Piner Rd & Industrial Dr., Santa Rosa  
Weekdays: 4 am - 7:45 pm
- Broadway Market (Four Corners)**  
20511 Broadway, Sonoma  
Monday-Saturday: 6 am - 8 pm  
Sunday: 7 am - 7 pm

**Round trip fares:**

- \$13.00** Larkspur Ferry Terminal
- \$16.00** Santa Rosa Bus Terminal
- \$17.00** Sonoma (Broadway Market)

**For more information, call:**

**415-455-2000**

TDD: 415-257-4554

[www.goldengate.org](http://www.goldengate.org)





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Over the last two years, the District has been developing and implementing a number of revenue generating and cost saving programs to close a projected five-year shortfall of \$202 million. Following are some actions the District is taking to eliminate this deficit.

### Examples of Expense Cutbacks Approved To Date:

- April 2003, 31 staff positions were eliminated to save \$2.5 million over a 12-month period.
- March 2003, 13 underutilized bus routes were eliminated to save \$2 million over a 12-month period.
- November 2003, bus service will be reduced by one-third, saving \$18.5 million over a 12-month period.

### Revenue Enhancements Adopted:

- July 1, 2003, bus and ferry fares were increased to generate approximately \$1.3 million over a 12-month period. A long-term fare increase program will be developed in winter 2003/2004 for implementation on an annual basis on July 1, 2004.

## CUSTOMIZED TRIP PLANNING SESSIONS

LOCATION	DATE	TIMES
Sausalito Council Chambers 420 Litho Street Sausalito, CA	September 16	4:30 pm - 7:30 pm
Marin City Community Center	TBA	TBA
San Rafael Corporate Center 750 Lindero Street/Tam Room San Rafael, CA	September 22	5:30 pm - 7:30 pm
Fairfax Library 2097 Sir Francis Drake Blvd. Community Meeting Room Fairfax, CA	September 30	4:30 pm - 7:30 pm
Pickleweed Community Center 50 Canal Street/Room 2 San Rafael, CA	October 2	6:30 pm - 8:30 pm
Novato Police Training Room	TBA	TBA
Rohnert Park Council Chambers 6750 Commerce Blvd. Rohnert Park, CA	October 16	5:00 pm - 8:00 pm
Santa Rosa Council Chambers 100 Santa Rosa Avenue/ Council Chambers Santa Rosa, CA	October 20	5:00 pm - 8:00 pm

Additional sessions will be offered on some Saturdays during September and October at other locations in the community. Once exact times and locations are identified, they will be posted at [www.goldengate.org](http://www.goldengate.org). Sign up to receive announcements by e-mail (see front page).  
Times, dates and locations subject to change.



In November, articulated buses like this one will be used in the San Rafael Canal area to accommodate the large number of passengers riding the buses in that neighborhood. The buses will be re-painted to look like other Golden Gate Transit buses.

## Two New Bus Stops Added on Folsom Street

Golden Gate Transit passengers may now board outbound/northbound San Francisco buses on Folsom at Sixth Street and on Folsom at Fourth Street. See map for additional stops.

### San Francisco Civic Center/Mission

