

GOLDEN GATE GAZETTE



Published by the Golden Gate Bridge, Highway and Transportation District

January 2004

San Francisco Civic Center Bus Service Enhanced

Extra Trips Added to Routes 70, 80 and 93

On November 2, 2003, Golden Gate Transit service was reduced in response to a financial deficit facing the Golden Gate Bridge, Highway and Transportation District (District). After the cuts were implemented, District staff closely monitored the efficiency of the modified service and evaluated numerous comments from passengers. In response to many rider comments regarding inconvenient connections and overcrowded service between the Toll Plaza and the San Francisco Civic Center during peak periods, several modifications were made and include adding trips to routes needing additional capacity. For example, due to overcrowding into and out of the San Francisco Civic Center, extra trips have been added on Routes 70, 80 and 93 during peak commute periods. See the tables below for peak San Francisco Civic Center service.

In addition, due to negative customer comments regarding the extended San Francisco Financial District/San Francisco Civic Center combination commute trips and to better maintain schedule adherence of Financial District service, Routes 4, 18, 26, 38 and 54 will no longer serve the San Francisco Civic Center. As an alternate, these customers can take **Routes 10, 70, 72, 73, 76, 80 or 93** to/from the Toll Plaza during peak periods.

To offset the cost of adding extra service on Routes 70, 80 and 93 commute trips, the District has identified several other commute trips with low ridership (fewer than 20 passengers per trip) on Routes 72, 74, and 76 and will cancel those trips effective Monday, March 15, 2004. Those trips are:

- **Route 72 Southbound 5:28 am** (Piner and Industrial)
- **Route 74 Southbound 4:42 am** (Petaluma Blvd. N and Stony Point)
- **Route 74 Southbound 6:40 am** (Petaluma Blvd. N and Stony Point)
- **Route 76 Northbound 3:58 pm** (Folsom at 7th Street)
- **Route 76 Northbound 4:58 pm** (Folsom at 7th Street)
- **Route 76 Northbound 6:55 pm** (Folsom at 7th Street)

Extra Bus Service: page 3

Southbound Weekday Peak Service Times at Toll Plaza

(times are approximate and subject to traffic delays)

5:45 a.m. - Route 80	7:47 a.m. - Route 80
5:56 a.m. - Route 10 (via Geary Blvd.)	7:56 a.m. - Route 10 (via Geary Blvd.)
6:20 a.m. - Route 72	7:59 a.m. - Route 73
6:31 a.m. - Route 76	8:04 a.m. - Route 93
6:47 a.m. - Route 80	8:18 a.m. - Route 70
6:49 a.m. - Route 73	8:20 a.m. - Route 93
6:56 a.m. - Route 10 (via Geary Blvd.)	8:43 a.m. - Route 70
7:09 a.m. - Route 93	8:45 a.m. - Route 80
7:25 a.m. - Route 93	8:53 a.m. - Route 10 (via Geary Blvd.)
7:29 a.m. - Route 73	9:17 a.m. - Route 70
7:31 a.m. - Route 76	9:29 a.m. - Route 73
7:34 a.m. - Route 93	9:43 a.m. - Route 70

Northbound Weekday Peak Service Times at Polk & McAllister

2:53 p.m. - Route 80	4:47 p.m. - Route 73
3:17 p.m. - Route 73	4:49 p.m. - Route 80
3:20 p.m. - Route 70	4:51 p.m. - Route 76
3:40 p.m. - Route 10 (via Geary Blvd.)	5:10 p.m. - Route 93
3:47 p.m. - Route 70	5:16 p.m. - Route 70
3:47 p.m. - Route 72	5:17 p.m. - Route 73
3:47 p.m. - Route 73	5:21 p.m. - Route 76
3:49 p.m. - Route 80	5:40 p.m. - Route 93
4:16 p.m. - Route 70	5:44 p.m. - Route 10 (via Geary Blvd.)
4:17 p.m. - Route 73	5:50 p.m. - Route 70
4:21 p.m. - Route 76	5:52 p.m. - Route 80
4:25 p.m. - Route 93	6:21 p.m. - Route 70
4:40 p.m. - Route 93	6:45 p.m. - Route 10 (via Geary Blvd.)
4:40 p.m. - Route 10 (via Geary Blvd.)	6:54 p.m. - Route 70
4:47 p.m. - Route 70	6:56 p.m. - Route 80

Golden Gate Transit Working with MTC to Improve Your Commute

Do you use a TransLink card on Golden Gate buses and ferries? Are you one of the many Bay Area commuters who have called 511 to get transit updates or traveler information? Then you can thank the Metropolitan Transportation Commission (MTC) for helping to ease your commute. MTC was created by the California Legislature in 1970 to plan the Bay Area



METROPOLITAN
TRANSPORTATION
COMMISSION

transportation network. Over the years, state and federal

laws have given MTC increased authority over the Bay Area's transportation purse strings. With a goal of overseeing the efficiency and effectiveness of the region's transportation network, MTC has undertaken a number of projects designed to improve the system's operation, like the popular 511 traveler information system and TransLink, which allows passengers to use a single high-tech "smart card" to ride Bay Area transit systems.

The Commission votes to allocate, and keeps accurate accounting of, over \$1 billion every year in funding to mass transit, locals streets and roads, highways, freight facilities, and bicycle and pedestrian routes in the Bay Area. Customers will see further evidence of MTC's projects when TransLink is fully implemented on the Golden Gate Ferry in mid-2004 and installed on all buses by early 2005. In addition, MTC's website at www.511.org continues to be refined, with additional features and tools for the Bay Area commuter.



The October 2003 Gazette mentioned that Golden Gate Transit (GGT) was testing the sale of surplus buses on eBay, the popular online auction site. In November, GGT's first bus was successfully sold on eBay. Don't expect to see a Golden Gate Transit bus parked in your neighbor's driveway, though—all exterior stripes and logos were removed from the bus before it was delivered to its new owner. Given the success of the first sale, GGT plans to continue using eBay for future surplus bus sales and surplus equipment.

GGT systematically replaces older buses with more efficient buses purchased using over 80% of federal funds, not Bridge tolls or transit fares. This federal funding is earmarked by the government for capital projects only and cannot be used for operational expenses.



LINCOLN BORBA, Golden Gate Ferry Operations Supervisor, Retires after 32 Years of Service

Golden Gate Ferry customers will find something amiss at the San Francisco Ferry Terminal. Lincoln "Linc" Borba, San Francisco's Operations Supervisor, retired on December 18, 2003, after over thirty-two years of employment with the District.

Borba joined the District as a Temporary Parking Lot Attendant in Sausalito in August 1970 and was hired as a regular full-time Ticket Agent on May 1, 1971. In 1977, he was promoted to Assistant Terminal Supervisor and to Terminal Supervisor on January 1, 1978, with a reclassification to Operations Supervisor on January 31, 1991. Borba always demonstrated understanding, compassion and insight with every employee interaction. He was a favorite of ferry regular, with his jovial personality and kind spirit.

Praise for Golden Gate Bus Driver

We've known for a long time that Golden Gate Transit drivers are the cream of the crop. Here's a recent note sent in by a customer who points out the virtues of an exemplary driver.

Dear Sir/Ma'am,

Last Wednesday I had the pleasure of taking a bus ride from San Rafael to San Francisco on a bus driven by "Beth." Beth made sure that every passenger was looked after, whether it was to keep teenagers from falling down before the bus hit a bump, making sure a school trip made it to (and from) their destination, or a guy with an uncertain transfer, you name it. Beth was like every passenger's guardian angel. It was a joy to witness someone who cared so much about her job and the people around her.

— Michael Fost

IN MEMORIAM

James R. Hooper

Newly appointed Golden Gate Bridge Highway and Transportation District Board Director James R. Hooper passed away Thursday, December 11, 2003. He represented Del Norte County on the Board and was a resident of Crescent City, where he practiced business and public law full time until February 1992 when he began consulting on a limited basis.



James B. Milton

Golden Gate Ferry Lead Terminal Assistant, James B. Milton passed away November 28, 2003. He joined the District as a seasonal employee in 1972 before being hired as a full time Terminal Assistant in 1974. In 1987 and 1999, Milton was the recipient of the District's Employee of the Month Award for his exemplary service. Milton always greeted ferry passengers with a smile and will be missed by his colleagues.



Bob Ross

The Golden Gate Bridge, Highway and Transportation District was saddened to learn that long-time Director Bob Ross passed away on Wednesday, December 10, 2003, at the age of 69. Ross actively served on the Board of Directors from March 2, 1983, to March 10, 2001. Ross was also founder and publisher of the Bay Area Reporter, a groundbreaking San Francisco free newspaper dedicated to the gay community.



M.V. Mendocino Returns Home to Larkspur

On December 8, 2003, Golden Gate Ferry welcomed back the high-speed catamaran M.V. Mendocino to Golden Gate Ferry Larkspur terminal. A familiar sight was restored to the Bay as the vessel resumed its regular routine, providing service between Larkspur and San Francisco, on December 17.

The M.V. Mendocino now serves the ferry crossings previously served by the M.V. Del Norte, which is out of service for routine U.S. Coast Guard inspections. The M.V. Del Norte is expected to return to service in February 2004.

While the M.V. Mendocino was undergoing warranty repairs, it not only received a "face-lift" but additional enhancements as well. The upper deck was modified to add extra seats and improved weather protection. It now has a seating capacity of 450 passengers, up from the original 408.

In December 2002, the M.V. Mendocino was returned to the original builder, Nichols Brothers, Washington, for rebuilding of the twin hulls and superstructure, which were under warranty. In spring of 2002, routine inspections of the M.V. Mendocino by U.S. Coast Guard and Golden Gate Ferry determined that substantial warranty work was needed to ensure the vessel's long-term viability. Specifically, it was determined that some of the aluminum plating incorporated into the hulls and superstructure was manufactured using a process that did not meet stringent marine engineering requirements. The work was done at no cost to the District.

Extra Bus Service from page 1

In addition, several late night Marin County bus trips were identified as having low ridership and are identified for cancellation effective July 2004. These trips include late night weekday and weekend bus service on Routes 15, 21, 23, 29, 35, 53, 55 and 57. The County of Marin is exploring alternative service for these trips.

Golden Gate Transit will continue to closely monitor service and evaluate customer comments to provide the best service possible while operating within prescribed budget limitations. If you wish to comment on a particular route or service, please go to <http://buscomments.goldengate.org/> or call toll-free **511 (TDD 711)**.

GOLDEN OPPORTUNITY

DON'T MISS A GOLDEN OPPORTUNITY!

Be sure to look for *Golden Opportunities* in the *Spring 2004 Transit Guide* (available in late February). Check the *Transit Guide* for valuable coupons and discounts from local businesses.

If you'd like to reserve ad space in an upcoming *Transit Guide* for a *Golden Opportunity* at your business, please call **415/257-4541**.

Golden Gate Transit Value

Ride & Roll Bus Program Extended

Marin County Students to Enjoy Free Rides for Another Semester

The popular Ride & Roll student ticket program has been extended until the 2004 summer recess. The program offers free transit tickets to Marin County students in 6th through 12th grades. Participating students ride on existing bus routes, with regular bus customers. Tickets are only valid on school days and travel is restricted to within Marin County. Participating schools distribute the free tickets to their students. Check with your child's school to find out about participation in the program and ticket restrictions. Marin County schools that are interested in taking part should contact Marin County Transit at **415/499-6099** for further details.



Frequently Asked Questions

Does the Route 70 bus travel the exact same route as the Route 80 bus?

Route 80 provides service between Santa Rosa and San Francisco while Route 70 provides service between Novato and San Francisco. (A few Route 70 trips provide service between Novato and Marin City.) However, between Novato and San Francisco, Routes 70 and 80 serve the same stops. This is designed to give customers within this service area transit options.

What days does the bus run on holiday service?

Golden Gate Transit buses operate holiday service on New Year's Day, President's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day. For Golden Gate Ferry holiday service, please visit **www.goldengateferry.org**.

BUS SERVICE ADJUSTMENTS

**Effective
Sunday,
March 14, 2004**

**Golden Gate Transit
schedules will be
modified effective
Sunday, March 14.**

**Further details will be
available in late February.
At that time, watch for a
Notice to Customers
or visit the website at
www.goldengate.org.**

WE WANT YOU

To Serve on an Advisory Committee

APPLICATIONS BEING ACCEPTED FOR:

- ★ **Bus Passengers Advisory Committee**
- ★ **Ferry Passengers Advisory Committee**
- ★ **Advisory Committee on Accessibility**

For Bus and Ferry Advisory Committee applications, call **415/257-4490**.
For Accessibility Committee applications, call **415/257-4415**.

e-mail **pac@goldengate.org**

Unclaimed Cell Phones Donated to Worthy Causes



Ever wonder what happens to unclaimed cell phones that are left on Golden Gate buses and ferries? When a cell phone is left on a bus or ferry, it is held at District offices for 30 days. If the phone remains unclaimed after that time, it is donated to CollectiveGood, an organization that reuses the phones.

There are multiple benefits to donating the phones to CollectiveGood: mobile phones and their toxic materials (such as lead, mercury, cadmium and gallium arsenide) are kept out of landfills; the organization raises funds for a variety of charities, including Make-A-Wish Foundation, the Humane Society, and Habitat for Humanity; and CollectiveGood puts the refurbished phones to use for low-income people in the developing world, typically Latin America.

If you're interested in donating your old cell phone to CollectiveGood, visit their website at **www.collectivegood.com**. If you're looking for a lost item and think you may have recently left it on a Golden Gate bus, call lost and found at **415/257-4476**. For items left on a Golden Gate ferry, call **415/925-5565**.