

GOLDEN GATE GAZETTE



Published by the Golden Gate Bridge, Highway and Transportation District

October 2003

Has Your Bus Route Changed?

Effective Sunday, November 2, 2003, the following Golden Gate Transit bus routes will be affected:

NEW ROUTES ADDED

15, 22, 29, 36, 53, 55, 57, 59, 73.

BUS ROUTES CANCELLED

1, 5, 11, 19, 20, 25, 28, 37, 50, 51.

BUS ROUTES CHANGED

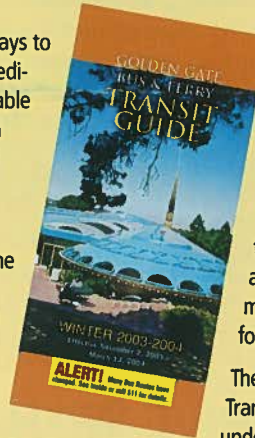
4, 9, 10, 18, 21, 23, 26, 32, 34, 35, 38, 54, 60, 70, 74, 76, 80.

If you normally travel on one of the bus routes listed above and didn't attend one of the many **Customized Trip Planning Sessions** hosted by Golden Gate Transit in Marin and Sonoma counties during the last

couple of months, here are more ways to get information: Pick up the latest edition of the Transit Guide now available on buses and ferries or, to receive a customized trip plan for your travel needs, call our Customer Service Center toll-free at 511.

Under the new bus restructure, some customers may have to transfer more than they do now. Please see back page for information on how to transfer on Golden Gate Transit buses.

For those customers using Translink, bus Routes 8, 26, 27, 32, 34, 40, and 42 will be equipped with Translink for fare payment.



To assist our customers with this transition, starting Monday, October 27 through Friday, November 7, Golden Gate Transit staff will be available at the San Rafael Transit Center, San Anselmo Hub, Marin City, Redwood & Grant and Entrada to assist customers. If you are not certain which route you should take, or where the bus stops, one of our staff will be happy to assist you. Also, please see the back page for a map of the San Rafael Transit Center with platform changes where buses will arrive and depart.

The Golden Gate Bridge, Highway and Transportation District appreciates your patience and understanding during these difficult times of budget deficits that have resulted in transit changes and restructures.

GOING ON SALE

Golden Gate Transit's Whale Bus

A fond farewell to the Whale Bus is on the horizon. Imagine owning this one of a kind, bigger than life-size mural created by world famous artist George Sumner, a well-known artist both locally and internationally for his environmental paintings.



The Golden Gate Transit Whale Bus was handpainted by George Sumner in the early 1990's and has been travelling around on most bus routes for over ten years. The Whale Bus has been a very important educational part of the Golden Gate Transit fleet appearing at many schools in the service area. Mr. Sumner's wife, DonnaLei Sumner, played an important role laying the groundwork for this unusual aquatic bus that became affectionately known as the "Whale Bus." Among DonnaLei's many talents is her art of storytelling. She



has been travelling with the Whale Bus from the beginning educating children about Whale migrations, environment and the importance of 45 people taking a bus versus 45 cars on the road. DonnaLei has a flair for captivating an audience of children and takes the

time to make sure they all climb aboard and learn how to ride a bus.

The Whale Bus is one of a number of buses that will be retired during the next few months. Since the 1980's, Golden Gate Transit has been systematically replacing buses with the newest, most modern and efficient engines possible. (See article on New Bus Design, page 2.)

Mr. Sumner has been invited to paint another Golden Gate Transit bus. We don't know what the theme is yet, but we will keep you posted. Meanwhile, if you are

interested in purchasing this original, mobile mural, please contact Yvonne Pierce at 415-257-4481 or periodically check out our online store at www.goldengate.org and put your bid in through ebay.

James R. Hooper Joins Golden Gate Bridge Board

James R. Hooper is the newly appointed director representing Del Norte County, replacing John E. Fraser who retired August 8, 2003, after serving 16 years on the Golden Gate Bridge, Highway and Transportation District (District) Board of Directors.



Economic Development Authority, and the Humboldt Bay Harbor, Recreation and Conservation District. Following the floods and tsunami of 1964, his assistance was instrumental in the successful redevelopment of Crescent City.

At the state and national level, Hooper actively supported numerous programs to benefit local government, and most notably assisted in obtaining

Mr. Hooper has been a resident of Crescent City since 1957 where he practiced business and public law full time until February 1992 when he began consulting on a limited basis.

Mr. Hooper brings many years of experience to the District in working with public agencies at all levels, and with members of the U.S. Congress as well as members of the California Legislature. He has created a solid ranking as a major contributor to the advancement of local and regional civic, governmental and economic affairs in Del Norte and Humboldt counties. He has provided invaluable legal counsel to numerous agencies and governments including the City of Crescent City and its Redevelopment Authority, Harbor District and Housing Authority as well as the Tri-Agency

more than \$50 million in economic development and public work funds for Del Norte and Humboldt counties. He also received a presidential appointment to the Western Regional Advisory Council of the National Park Service and was subsequently instrumental in the National Park Service opening its headquarters for the Redwood National Park in Crescent City.

Hooper was born in North Carolina and received his law degree from the University of San Francisco of Law. He is married to Sophia Hooper.

GOLDEN GATE TRANSIT SELLS BUS ON E-BAY

eBay Golden Gate Transit (GGT) is testing an innovative way of selling surplus buses online at ebay. GGT is testing ebay sales by listing one of 35 buses that are ready to retire.

Concurrently, GGT is using a traditional method of selling surplus buses by issuing an offer "on the street" to accept sealed bids for the sale of buses. The sealed bids are due October 7 and ebay bids close October 9. Results of this test will be printed in the next issue of The Gazette.

The GGT bus on sale, built by the Transportation Manufacturing Company (TMC), has been in service since 1990. This specific bus has 671,014 life miles with 299, 263 miles on the current engine.



NEW BUSES TO ARRIVE WITH IMPROVED EMISSION STANDARDS AND NEW DESIGN

Since the 1980's, Golden Gate Transit (GGT) has been systematically replacing buses with the most efficient engines possible. Eighty new Orion buses will be arriving by the end of this year that are in compliance with the recent California Air Resource Board (CARB) regulations. These regulations require reduced preventive maintenance and nitrous oxide emissions and operate on CARB Ultra Low Sulfur Diesel (ULSD) of 15 parts per million or less sulfur. GGT has been using this fuel since January 2002.

The new buses will not only be in compliance environmentally, but have been built by a different manufacturer (Orion) and will feature many new and innovative changes to the interior. Of special note is

the newly GGT designed wheelchair securement area. This innovative design features the latest wheelchair tie downs and customized cantilever forward facing seating, passenger assist call buttons and security lighting for our persons with disabilities. Color LED destination and route signs have also been included for enhanced visibility for our regular and visually impaired customers.

A whole new design on the exterior has also been



incorporated on these new buses. Customers will notice that the words "Golden Gate Transit" do not appear on the new buses and gone are the green stripes around the bus (see illustration below).

The new paint scheme was designed to depict movement similar to the design used by the Ferry Division. In 2001, a new logo that includes an illustration of the Golden Gate Bridge was developed and incorporated the three-colored "squiggle" logo that customers are so familiar with.

These new buses were purchased with federal funds, not Bridge tolls or transit fares. The redesign is being phased in on new equipment or equipment that is being refurbished.

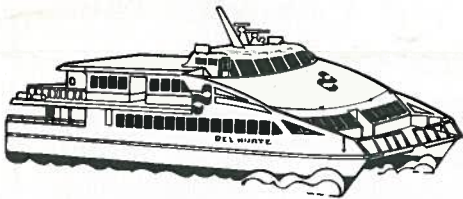


RECYCLING ON GOLDEN GATE FERRY

Golden Gate Ferry has always recycled aluminum, glass and newspapers by sorting the items after being collected from each ferry. With the

encouragement of the Ferry Advisory Passenger Committee (FPAC), Golden Gate Ferry now participates in a recycling program with the Marin Resource Recovery Center. We encourage our customers to assist us to

keep our environment clean by recycling drink containers and newspapers. On the Motor Vessels Sonoma, Marin and San Francisco, the recycling bins are located near the upperdeck bar under the television. On the high-speed MV Del Norte, newspapers bins are on the main deck and beverage container recycling bins are located near the exit door.



In Memoriam

Robert D. McDonnell

The Golden Gate Bridge, Highway and Transportation District (District) lost a true treasure when veteran Board member Robert McDonnell died of a heart attack on Sunday, August 17, 2003, he was 64. Since being appointed to the Board of Directors in June 1982, McDonnell's enthusiasm for serving as a policy maker dedicated to making the District a great public agency for both employees and customers alike never wavered.



Carl D. Harrington

Former Golden Gate Ferry Manager Carl D. Harrington died at his hometown of Kirksville, Mo at age 66. Mr. Harrington's career at Golden Gate Ferry spanned 25 years. Harrington became ferry division manager in 1997 before retiring in 1999. He was not only an exemplary leader and a marine engineering wizard, but with his wonderful sense of humor, he made everyone appreciate the smaller moments in life.



Holiday Gifts for the One Who Has Everything!

For those family members or friends who stump you when it comes to buying gifts, here's an idea for a gift that won't end up at the White Elephant gift party. If there's a commuter on your list, **Golden Gate Ride Value Ticket Books** (20 tickets per book) could be the answer. To make it easy on yourself, you can now purchase the Golden Gate



Transit and Ferry ticket books online at www.goldengate.org. Or, check out some of the exclusive Golden Gate Bridge gifts we have available from the Golden Gate Bridge Gift Center. The online store has a unique, first-ever limited edition of a Golden Gate Bridge holiday ornament. Or, if you prefer the shopping experience, visit the Gift Center Roundhouse located in the east parking lot at the Golden Gate Bridge. Coming from San Francisco, take the last exit before crossing the Bridge and turn to your left. Coming from Marin, take the first right off the Bridge and another sharp right through the tunnel and into the parking lot. Shop early to get those packages off to friends and family.



TRANSIT NEWS ON A REGIONAL LEVEL

The Metropolitan Transportation Commission (MTC), the planning and funding agency for all Bay Area transit systems, has been developing a host of regional programs, making transit and traffic information more easily accessible. These projects include:

511 – A newly created voice activated toll-free telephone number that provides up-to-the minute traffic and transit information. This telephone number connects to every transit agency in the Bay Area.

511.org – This web site is a sister information system to the 511 toll-free phone number which allows customers to plan their own trips on transit, learn about traffic and detours, contact transit agencies and find ridesharing opportunities. GGT is in the final stages of allowing passengers to use the trip planner.

511 Phone Access for the Hearing and Speech-Impaired – To access 511, hearing and speech-impaired callers simply dial 711 and ask the operator

to connect them to the 511 service. Once connected, the 711 operator will act as a go-between, relaying callers' requests for travel information to the 511 system and then providing system responses back to the callers. All transportation information available in the 511 system can be accessed by hearing and speech-impaired callers.

Translink - Smart Card – Translink is the smart card fare payment for transit that allows customers to travel on all transit systems without digging in their wallets for change or ticket books. Translink enables customers to travel and have their fares, including transit agency discounts, automatically deducted. Translink has been test marketed on certain Golden Gate bus routes and on Golden Gate Ferry. Translink on all Golden Gate Transit buses and the Golden Gate Ferry is scheduled for Fall 2004. For more information on these projects go to www.translink.com.

IMPORTANT

EFFECTIVE SUNDAY, NOVEMBER 2

Folsom Street bus stops will be *relocated* to better accommodate traffic flows.

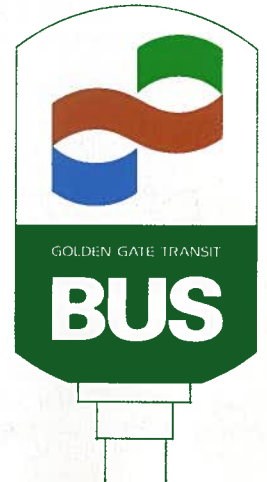
The NEW FOLSOM STREET STOPS will be:

Folsom at 3rd (moved from Folsom at 4th)

Folsom at 5th (moved from Folsom at 6th)

Folsom at 7th (moved from Folsom at 8th)

Please see the map on page 80 of the Transit Guide for locations of all bus stops South of Market.



Golden Gate Ferry Welcomes New Deputy General Manager

James P. Swindler has been selected as the Deputy General Manager, Ferry Division of the Golden Gate Bridge, Highway and Transportation District (District) and will assume his duties November 1, 2003. Swindler replaces Captain David B. Clark who passed away early this year.

Since 1999, Swindler has served as the Director of Operations at the Woods Hole, Martha's Vineyard and Nantucket Steamship Authority (Steamship Authority), MA, which operates ferry service between Martha's Vineyard and Nantucket Islands and Woods Hole. Swindler began his career with Steamship Authority in 1990 as a Special Projects Manager. For six of his thirteen years at the Authority, he also served as Engineering/Maintenance Manager. Swindler was

instrumental in the improvement, streamlining, and cost savings of the Steamship Authority operations.

According to District General Manager Celia Kupersmith, "Swindler's managerial and industry knowledge will be instrumental in the continued success of our Golden Gate Ferry system. He brings a wealth of experience that will ensure safe and reliable day-to-day operations of both vessel and shore side operations."

Swindler brings extensive experience in directing design, construction, maintenance and operation of ferries and supporting facilities. He is also



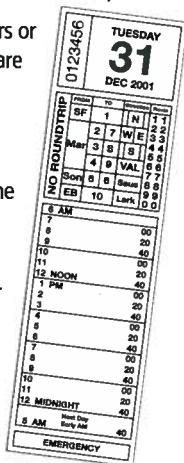
knowledgeable in working with local, regional, state and federal authorities in developing and implementing marine projects relative to ferry passenger transport.

Prior to joining the Steamship Authority, Swindler served as General Manager of North America Marine Associates, Inc. in Rockland, MA where he facilitated the growth of this privately-held marine design and engineering firm from 1988 to 1990. Prior to that he served for eight years as Hull and Arrangement Department Head/Senior Designer for M. Rosenblatt and Son, Inc., Hingham, MA.

In Case You Need to Transfer

Passengers may transfer between GGT buses or between GGT buses and Golden Gate Ferries with the following restrictions:

1. You are allowed to use buses travelling in the opposite direction to reach your destination. Transfers cannot be used to make a round trip.
2. Transfers are issued by bus drivers or ferry ticket agents only at time fare is paid. Advise them of your destination and intention to transfer when boarding.
3. A transfer can be used only by the person to whom it was issued.
4. In San Francisco, transfers can only be made at the Toll Plaza or Richardson & Francisco.
5. Transfers are punched based on fare and ultimate destination.



TRANSFERRING FROM FERRY TO BUS

Ferry customers will receive a transfer punched with the zone to which they paid. Transfer should be shown to bus driver when boarding. Customers may add the difference in fares when boarding a bus.

TRANSFERRING FROM BUS TO FERRY

Paying Cash

Ferry fare is \$5.60 for adults, \$2.80 for seniors/disabled, \$4.20 for children ages 6-12 and children under 5 are free. Customers should deposit full transbay fare in farebox when boarding bus. A transbay transfer will be issued for use when boarding the ferry.

Using Ride Value Tickets

Deposit ride value ticket AND cash amount (if necessary) into farebox when boarding the bus. See page 11 of the Transit Guide for additional fare amount.

