CONGRATULATIONS TO
THE SF GIANTS AND THEIR
2012 WORLD SERIES WIN!

Record numbers take public
transit to World Series Victory
Parade and Celebration.

In late October, the San Francisco Giants
completed an impressive World Series run with
a sweep of the Detroit Tigers. This year’s victory
followed on the heels of the Giants’ historic win in
2010 which brought the Commissioner’s Trophy to
San Francisco for the first time, but it was no less
exciting for the legions of fans decked out in orange
and black. The Orange October run brought a sense
of excitement and celebration, not only to the City,
but to the entire Bay Area.

Golden Gate Ferry extends a huge “thank you!” to
all fans who rode the Giants Ferry to home games
at AT&T Park throughout the season and helped
cheer the Giants to victory. During the season,
over 90,000 customers enjoyed the hour ride to
AT&T Park. Records were broken on October 31,
2012, the day of the Giants World Series Victory
Parade and Celebration, when 14,099 customers
rode the Larkspur Ferry. This number exceeded the
previous record set on July 21, 2006, a Spare the
Air day when free rides were offered on public
transportation. Thanks to our regular commuters
and Giants fans for your patience, as we did
our best to transport the large crowds to their
destinations by increasing ferry crossings and adding
buses to the service.

Join Golden Gate Ferry for the 2013 Giants season!
Ride Golden Gate Giants Ferry from Larkspur directly
to AT&T Park and avoid the hassle of driving and
parking in San Francisco. Season schedules will be
available in March. Email contact@goldengate.org to
receive the new pocket schedule.

GOLDEN GATE
GAZETTE
Published by the Golden Gate Bridge, Highway and Transportation District, San Francisco, CA
Winter 2012

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CHANGES AHEAD AT THE GOLDEN GATE BRIDGE
Get on the FasTrak Now...What Are You Waiting for?

The conversion to all electronic tolling at the
Golden Gate Bridge is getting closer. Testing
of the new tolling system is expected to start
in January 2013, followed by the switch to all
electronic tolling in March 2013.

What does this mean to Golden Gate Bridge
drivers? Once the switch is made, motorists will
no longer stop at the Toll Plaza since cash will
not be accepted at the Bridge. Drivers will pay
their toll with FasTrak® or a new option, Pay-
By-Plate. Pay-By-Plate will offer two choices: a
License Plate Account or a One-Time Payment
– both are associated with your license plate for
toll payment. To learn more about these new
options and the switch to all electronic tolling,
please visit www.goldengate.org/tolls.

FasTrak went “live” in July 2000 and with it
came traffic congestion relief! Today, 70% of
drivers utilize FasTrak and 30% pay with cash.
FasTrak moves traffic — the morning commute
market share grew quickly (it is at a high of
86% today) and the backs-ups vanished. We are
optimistic that with the move to all electronic
Continued on page 2

As all electronic tolling
approaches, here are a few
“myth busters” as we ask our
cash customers to consider
FasTrak:

Myth #1: FasTrak is only for commuters. Not
so, anyone can use FasTrak! It is best suited to
drivers that use the Golden Gate Bridge 10 or
more times per year as well as any of the other
toll facilities in the Bay Area.

Myth #2: FasTrak costs more. Not true! FasTrak
doesn’t cost more. In fact, the FasTrak toll is
discounted for ALL vehicle classifications at the
Golden Gate Bridge. Your toll tag is free (you
just need to pay a refundable $20 deposit) and
you only need to maintain a small pre-paid toll
balance starting at $25.

Myth #3: Opening a FasTrak Account requires
using a credit card. Not true! You can use a
credit card, cash, check, or money order to
open your account today.

To learn more about all electronic tolling, visit
www.goldengate.org/tolls.

To receive eblast updates, sign up at
www.goldengate.org/alerts.
Golden Gate Larkspur Ferry schedules will be modified December 10, 2012

Switch to FasTrak today—no more stopping, no more digging for cash.

And a concluding note about the status of our Toll Collectors: The District has been working closely with our 32 toll collectors, and they will either retire, move on to other jobs, take other positions at the District, or receive a separation package.
Golden Gate Transit Takes You Shopping!

Routes 10, 70, 80, and 101 go to WESTFIELD SAN FRANCISCO CENTRE, home of Bloomingdales, Nordstrom, designer boutiques, and over 400 stores to indulge your shopping fantasies!

Holiday Service Calendar

<table>
<thead>
<tr>
<th>Holiday</th>
<th>Date</th>
<th>Ferry</th>
<th>Bus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christmas Eve</td>
<td>Monday, December 24 2012</td>
<td>HOLIDAY</td>
<td>REGULAR</td>
</tr>
<tr>
<td>Christmas Day</td>
<td>Tuesday, December 25, 2012</td>
<td>NO SERVICE</td>
<td>HOLIDAY</td>
</tr>
<tr>
<td>New Year's Eve</td>
<td>Monday, December 31, 2012</td>
<td>HOLIDAY</td>
<td>REGULAR</td>
</tr>
<tr>
<td>New Year's Day</td>
<td>Tuesday, January 1, 2013</td>
<td>NO SERVICE</td>
<td>HOLIDAY</td>
</tr>
<tr>
<td>MLK Jr. Day</td>
<td>Monday, January 21, 2013</td>
<td>LARKSPUR: Expanded Srv. (see opposite page)</td>
<td>HOLIDAY</td>
</tr>
<tr>
<td>Presidents' Day</td>
<td>Monday, February 18, 2013</td>
<td>HOLIDAY</td>
<td>HOLIDAY</td>
</tr>
</tbody>
</table>

Take Your Best Shot PHOTO CONTEST

Golden Gate Bus & Ferry are offering fame and prizes for your best transit-related pictures. Winning photos will grace the covers of upcoming Transit Guides. Complete rules and details will be posted at www.goldengate.org in December.

Please respect your fellow passengers when using your cell phone. Keep it short, keep it down, keep it quiet, keep it off!
NOTICE TO CUSTOMERS

Bus Service Adjustments

Effective Sunday, December 9, 2012

Golden Gate Transit schedules are adjusted quarterly to improve system efficiency.

Routes 2, 4, 8, 18, 22, 24, 27, 38, 40, 44, 54, 56, 58, and 93: Schedules adjusted up to seven minutes to improve connections and running times.

Route 24: Northbound 4:39 p.m. trip canceled. New northbound trip added departing Folsom & 7th at 2:25 p.m.

Route 49: Northbound school days only trip departing Hamilton Main Gate at 6:47 a.m., cancelled.

Route 72/72X: Northbound arrival times adjusted up to 15 minutes later.

Route 74: Northbound arrival times adjusted up to 15 minutes later.

Route 101/101X: Schedule adjustments.


See Page 3 for complete ferry schedules

For new schedules, pick up the Winter 2012/2013 Transit Guide on your bus or ferry, visit www.goldengate.org or call toll-free 511 or 711 (TDD) ®.

Lost and Found Items at the San Rafael Transit Center

Lost and found items are now held at the Customer Service Center at the San Rafael Transit Center instead of the District’s Administrative Office in San Rafael. Bikes still need to be picked up at 1011 Andersen Drive due to space constraints at the Customer Service Center. Property will be held for no more than 14 days.

The Customer Service Center is located at the San Rafael Transit Center, Platform D, 850 Tamalpais Avenue (between 2nd and 3rd Streets).

CLAIMING LOST ITEMS

Bus: Note the time of travel, the bus and route numbers, then call 415/455-2000, 7:00 a.m. to 6:00 p.m. weekdays (except holidays).

Ferry: Call 415/925-5565. Provide your name, phone number, date, time, and a brief description of lost item. For items requiring immediate attention, such as a lost purse, wallet, or medication, call 415/455-2000, 7:00 a.m. to 6:00 p.m. weekdays, (except holidays).

Wi-Fi on Buses: Update

The District is diligently working on getting Wi-Fi service up and running on our buses. However, we have encountered a few obstacles in this endeavor, and the system is not operating to our expectations. We are now focused on resolving reliability and stability issues.

We have been in discussions with other transit agencies and have discovered that many are struggling with similar issues. Unfortunately, the Wi-Fi infrastructure is not consistent in Marin and Sonoma counties, which introduces a layer of complexity since our buses travel throughout both regions. We are looking for solutions so we can provide our customers with service that meets our (and your!) expectations. We appreciate your patience as we continue to resolve these issues.

New Bus Stops on Petaluma Boulevard South!

Two new bus stops with shelters have been installed on Petaluma Boulevard South, at the roundabout with Crystal Lane, providing access to the Quarry Heights subdivision. Routes 74, 80, 101, and 101X serve the new stops.

Bus Stop Stickers

Stickers like these have been placed at Golden Gate Transit bus stops in anticipation of a new automated schedule information system which will be accessed by calling 511. The service is expected to become available next year.