

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

RESOLUTION NO. 2012-089

**AUTHORIZE A BUDGET INCREASE FOR THE
IMPLEMENTATION OF THE
ALL ELECTRONIC TOLLING OUTREACH PLAN**

November 16, 2012

WHEREAS, the Board of Directors (Board) of the Golden Gate Bridge, Highway and Transportation District (District), by Resolution No. 2011-008 at its meeting of January 28, 2011, authorized implementation of all electronic toll (AET Project) collection on the Golden Gate Bridge (Bridge), and technical development is in its final stages; and,

WHEREAS, the public's understanding and acceptance of the new toll collection options are essential; and,

WHEREAS, a comprehensive Public Outreach Plan has been developed for the AET Project to be implemented by the Marketing and Communications Department, and the Public Affairs Department; and,

WHEREAS, the primary purpose of the Public Outreach Plan is to inform key Bridge audiences about the all electronic tolling conversion on the Bridge, its timing and the new toll payment options; and,

WHEREAS, the Public Outreach Plan includes: support materials, such as customer signage, collateral materials consisting of a general informational brochure, frequently asked questions, a short AET Project overview and point of sale posters; web-based assets that include a short video animation that concisely explains the new toll payment options, as well as the addition of new web content to the District's website, www.goldengate.org and on the Bay Area FasTrak® website; and, resizable digital banners that have been created for placement as website banner ads on partner websites such as 511, Spare the Air, San Francisco Travel, and other travel-related sites; and,

WHEREAS, the Public Outreach Plan also incorporates technical tools, such as: a "push to text" function that allows customers to obtain information via cell phone; a monitoring tool for media tracking and responding to traditional and social media; and, a one-time buy for radio spots and print advertising upon system launch to ensure the local public knows of the conversion; and,

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WHEREAS, email and social media will be the primary, cost-effective communication tools within the Public Outreach Plan, and will be sent to a wide range of stakeholders, including taxi companies, charter buses, hotel concierges, rental car agencies, as well as civic and community groups; and,

WHEREAS, due to the popularity and visibility of the Bridge, the Marketing and Communications Department and the Public Affairs Department have been able to leverage national and international news media affiliations resulting from the publicity associated with the 75th Anniversary Celebration, as well as relationships with San Francisco Travel, Visit California, the California State Automobile Association and other community groups; and,

WHEREAS, the Finance-Auditing Committee/Committee of the Whole, at its meeting of November 16, 2012, has so recommended; now, therefore be it

RESOLVED that the Board of Directors of the Golden Gate Bridge, Highway and Transportation District hereby approves a budget increase in the FY 12/13 Bridge Division Capital Budget, in the amount of \$296,000.00, for the implementation of the All Electronic Tolling Outreach Plan, to be funded from District Reserves, for a 100% District funded total project budget of \$3,533,000.00.

ADOPTED this 16th day of November 2012, by the following vote of the Board of Directors:


AYES (15): Directors Arnold, Chu, Cochran, Elsbernd, Fredericks, Moylan, Pahre, Rabbitt, Renée, Snyder, Sobel and Stroeh; Second Vice President Grosboll; First Vice President Eddie; President Reilly

NOES (0): None

ABSENT (4): Directors Campos, Mar, Sears and Theriault



Janet Reilly
President, Board of Directors

ATTEST: 

Janet S. Tarantino
Secretary of the District