

10-08

**REPORT OF THE GENERAL MANAGER
BOARD OF DIRECTORS
MEETING OF MAY 23, 2008**



The Honorable Board of Directors
Golden Gate Bridge, Highway and Transportation District

Honorable Members:

TARGETED MARKETING EFFORTS UNDERWAY FOR ROUTES 72X AND 75

In this fiscal year, the District received approximately \$105,000 in marketing funds to promote Regional Measure 2 (RM2)-subsidized Routes 72x and 75 as part of the RM2 funding program.

Route 72x provides express service from Rohnert Park to downtown San Francisco. As part of the marketing campaign, a direct mail piece will be sent to approximately 38,000 residents located within one mile of the Sonoma County bus stops offering a free round trip ticket to commuters. Route 75 provides service from Sonoma County to the Marin Civic Center and surrounding businesses. The marketing strategy for this route is to offer free trips on one day per week for six consecutive weeks, in attempts to change travel behaviors of the target market.

An additional component of this marketing campaign is a pilot program to offer free wireless internet access on these routes. Seven 45-foot commuter buses will be equipped with wi-fi equipment to allow commuters to access the internet during their commute. The marketing campaign will aggressively promote this value-added feature for commuters. The District is presently in discussions with the County of Marin to identify a control group to test the system by allowing them to “work on their way to work”. The County will provide certain incentives for employees to participate in this control group and provide feedback. At the conclusion of the six-month pilot program, District staff will evaluate the success of the program and report back the findings.

SPECIAL EVENT/EXPRESSIVE ACTIVITY REQUESTS

Below are the dates, times and sponsoring agencies of special events and expressive activities for which permits have been sought. The following applications were received since last reported to the Board in the May 9, 2008, Report of the General Manager:

Event Date	Event Title	Location	Type*	Expected No. Participants
May 24, 2008	Crossroads Bridge Walk	East Sidewalk	EX	40-50
May 31, 2008	“Stop the Spray” Mother’s March	East Sidewalk	EX	1,000
June 1, 2008	Golden Gate Triathlon	East Sidewalk	SE	300

- The types of permits: EX – Expressive Activity; SE – Special Event

FERRY STATISTICS – APRIL 2008

During the month of April, Larkspur ferry service carried 118,826 passengers. Morning commute runs carried 34,774 passengers, and evening commute runs carried 47,063. A total of 1,004 crossings were scheduled and completed. Of the 1,004 crossings completed, 24 were AT&T Park crossings. Averages were:

Daily	3,961
Weekdays	4,781
Sat., Sun., Hol.	1,707
AM Commute	1,581
PM Commute	2,139
Larkspur to AT&T Park (Weekday)	258
AT&T Park to Larkspur (Weekday)	312
Larkspur to AT&T Park (Sat, Sun, Hol.)	567
AT&T Park to Larkspur (Sat, Sun, Hol.)	595

Sausalito ferry service carried 45,252 passengers during the month of April. Morning commute runs carried 5,287 passengers, and evening commute runs carried 15,041. A total of 492 crossings were scheduled and 482 completed. Ten crossings were cancelled on April 14, 2008, due to a mechanical failure of the *M.S. Marin*. Averages were:

Daily	1,508
Weekdays	1,366
Sat., Sun., Hol.	1,901
AM Commute	240
PM Commute	684

Tables detailing April Larkspur and Sausalito Ferry patronage are attached (Attachments 1-2).

PRESENTATION OF THIRTY-FIVE YEAR SERVICE AWARD TO RICHARD KELLEY, BUS OPERATOR, BUS DIVISION

We are pleased to announce that Bus Operator Richard Kelley celebrated thirty-five years of service with the District on May 1, 2008.

Mr. Kelley joined the District on May 1, 1973, as a Bus Operator. Prior to District service, Mr. Kelley was employed as a Bus Driver for Sierra Lines in Concord. He worked for two different bowling alleys; Mel's Bowl in Redwood City and Kings Bowl in Millbrae. Born in San Francisco, Mr. Kelley was raised in Burlingame and attended Mills High school in Millbrae and College of San Mateo.

**PRESENTATION OF TWENTY YEAR SERVICE AWARD TO MARK CAVENEY,
CHIEF BRIDGE PAINTER, BRIDGE DIVISION**

We are pleased to announce that Chief Bridge Painter Mark Caveney celebrated twenty years of service with the District on May 12, 2008.

Mr. Caveney joined the District on May 12, 1988, as a Bridge Painter. He was promoted to his current position on October 31, 1997. During his career with the District, Mr. Caveney was named Employee of the Month for June 1995, and was commended by then General Manager Carney Campion for the role he played in the planning and set-up of the Carney J. Campion Celebration Banquet held in November 1998.

Born in San Francisco, Mr. Caveney grew up in San Rafael and attended Terra Linda High School. Prior to District service, Mr. Caveney worked for Kunst Brothers Painting, Gene Hansen Painting, and was also self-employed.

Mr. Caveney has two daughters, Kelly and Carly.

**PRESENTATION OF TWENTY YEAR SERVICE AWARD TO DENNIS O'CONNOR,
TRIMMER, BUS DIVISION**

We are pleased to announce that Trimmer Dennis O'Connor will celebrate twenty years of service with the District on May 30, 2008.

Mr. O'Connor joined the District on November 17, 1986, as a Bus Servicer. During his career with the District, Mr. O'Connor has held a number of positions, including Bus Servicer, Trimmer, Radio Bus Installer, Storekeeper for the Bus and Ferry divisions.

Mr. O'Connor was raised in Marin County and prior to District service he worked for Firestone Tire in San Francisco and Redwood Landscape in Santa Rosa.

Respectfully submitted,

Celia G. Kupersmith
General Manager

Attachments

CGK:ak:sp

LARKSPUR FERRY TOTAL PATRONAGE

ACTUAL						MONTHLY COMPARISONS		
	2006/07 MONTHLY PAX	CUMUL 2006/07 TOTAL	2007/08 MONTHLY PAX	CUMUL 2007/08 TOTAL	2007/08 TO 2006/07 +/-	CUMUL 2007/08 TO 2006/07 +/-	CUMUL 2007/08	ACTUAL TO
							2007/08 WEIGHT ESTIMATE	WEIGHT ESTIMATE +/-
JULY	156,466	156,466	145,214	145,214	(7) %	(7) %	143,932	1 %
AUGUST	151,966	308,432	150,814	296,028	(1) %	(4) %	297,085	(0) %
SEPTEMBER	120,908	429,340	121,117	417,145	0 %	(3) %	422,384	(1) %
OCTOBER	122,423	551,763	121,612	538,757	(1) %	(2) %	554,276	(3) %
NOVEMBER	108,118	659,881	110,902	649,659	3 %	(2) %	665,086	(2) %
DECEMBER	106,522	766,403	104,285	753,944	(2) %	(2) %	775,934	(3) %
JANUARY	104,670	871,073	95,269	849,213	(9) %	(3) %	887,347	(4) %
FEBRUARY	95,460	966,533	90,838	940,051	(5) %	(3) %	986,537	(5) %
MARCH	113,245	1,079,778	108,504	1,048,555	(4) %	(3) %	1,105,939	(5) %
APRIL	126,219	1,205,997	118,826	1,167,381	(6) %	(3) %	1,222,480	(5) %
MAY	134,286	1,340,283					1,350,618	
JUNE	137,479	1,477,762					1,495,000 (revised 8/9/07)	

LARKSPUR FERRY COMMUTE PATRONAGE

ACTUAL						MONTHLY COMPARISONS	
	2006/07 COMMUTE PAX	CUMUL 2006/07 TOTAL	2007/08 COMMUTE PAX	CUMUL 2007/08 TOTAL	2007/08 TO 2006/07 +/-	CUMUL 2007/08 TO 2006/07 +/-	
JULY	93,497	93,497	89,341	89,341	(4) %	(4) %	
AUGUST	95,376	188,873	97,671	187,012	2 %	(1) %	
SEPTEMBER	80,215	269,088	76,963	263,975	(4) %	(2) %	
OCTOBER	88,799	357,887	90,847	354,822	2 %	(1) %	
NOVEMBER	79,216	437,103	79,934	434,756	1 %	(1) %	
DECEMBER	73,790	510,893	70,157	504,913	(5) %	(1) %	
JANUARY	81,744	592,637	76,817	581,730	(6) %	(2) %	
FEBRUARY	73,634	666,271	70,913	652,643	(4) %	(2) %	
MARCH	82,795	749,066	81,451	734,094	(2) %	(2) %	
APRIL	86,674	835,740	81,837	815,931	(6) %	(2) %	
MAY	88,503	924,243					
JUNE	89,125	1,013,368					

H:\ADMIN\EXCEL\LARKTOT2007

SAUSALITO FERRY TOTAL PATRONAGE

ACTUAL						MONTHLY COMPARISONS		
	2006/07 MONTHLY PAX	CUMUL 2006/07 TOTAL	2007/08 MONTHLY PAX	CUMUL 2007/08 TOTAL	2007/08 TO 2006/07 +/-	CUMUL 2007/08 TO 2006/07 +/-	CUMUL 2007/08	
							CUMUL 2007/08 WEIGHT ESTIMATE	ACTUAL TO WEIGHT ESTIMATE +/-
JULY	86,142	86,142	62,054	62,054	(28) %	(28) %	70,429	(12) %
AUGUST	61,147	147,289	69,554	131,608	14 %	(11) %	135,120	(3) %
SEPTEMBER	50,617	197,906	57,955	189,563	14 %	(4) %	189,394	0 %
OCTOBER	46,530	244,436	48,655	238,218	5 %	(3) %	239,755	(1) %
NOVEMBER	32,703	277,139	39,786	278,004	22 %	0 %	272,829	2 %
DECEMBER	28,194	305,333	30,340	308,344	8 %	1 %	304,416	1 %
JANUARY	27,483	332,816	23,004	331,348	(16) %	(0) %	333,244	(1) %
FEBRUARY	29,361	362,177	30,268	361,616	3 %	(0) %	364,713	(1) %
MARCH	43,058	405,235	50,645	412,261	18 %	2 %	404,099	2 %
APRIL	45,621	450,856	45,252	457,513	(1) %	1 %	463,279	(1) %
MAY	47,124	497,980					514,459	
JUNE	49,193	547,173					560,000 (revised 8/9/07)	

SAUSALITO FERRY COMMUTE PATRONAGE

ACTUAL						MONTHLY COMPARISONS	
	2006/07 COMMUTE PAX	CUMUL 2006/07 TOTAL	2007/08 COMMUTE PAX	CUMUL 2007/08 TOTAL	2007/08 TO 2006/07 +/-	CUMUL 2007/08 TO 2006/07 +/-	
JULY	36,497	36,497	24,570	24,570	(33) %	(33) %	
AUGUST	26,943	63,440	29,662	54,232	10 %	(15) %	
SEPTEMBER	18,932	82,372	17,928	72,160	(5) %	(12) %	
OCTOBER	19,402	101,774	19,685	91,845	1 %	(10) %	
NOVEMBER	14,739	116,513	16,656	108,501	13 %	(7) %	
DECEMBER	12,794	129,307	13,543	122,044	6 %	(6) %	
JANUARY	14,209	143,516	12,619	134,663	(11) %	(6) %	
FEBRUARY	12,757	156,273	14,628	149,291	15 %	(4) %	
MARCH	19,525	175,798	22,993	172,284	18 %	(2) %	
APRIL	21,697	197,495	20,328	192,612	(6) %	(2) %	
MAY	19,227	216,722					
JUNE	20,806	237,528					