



16-09

**REPORT OF THE GENERAL MANAGER
BOARD OF DIRECTORS
MEETING OF OCTOBER 9, 2009**

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

Honorable Members:

TARGETED MARKETING EFFORTS UNDERWAY FOR ROUTES 72F

On Monday, September 14, 2009, Golden Gate Transit began a six-month demonstration commute route from Sonoma County to downtown San Francisco. This route designated "Route 72F," offers limited stops at the Rohnert Park Expressway Park-and-Ride, the Cotati Park-and-Ride, and the Petaluma Fairground Park-and-Ride, before operating non-stop to the San Francisco Financial District. Buses assigned to this route are Wi-Fi equipped. The new service is designed to take advantage of park-and-ride opportunities and enhances a previous service that had declining ridership.

As part of the marketing campaign for this route, a direct mail piece was sent to approximately 26,500 residents of Petaluma, Penngrove, Cotati, and Rohnert Park, offering a free round trip ticket to commuters and promoting the free onboard Wi-Fi. Customers must use the free tickets no later than November 15, 2009. Newspaper ads in the Santa Rosa Press Democrat and Petaluma Argus-Courier, as well as media outreach, onboard "take ones," an article in the Golden Gate Gazette, and bus stop sandwich boards were also part of the campaign to raise awareness of this commute route. At the conclusion of the six-month pilot program, District staff will evaluate the success of the demonstration route to determine future actions.

PRESENTATIONS BY DISTRICT STAFF FOR THE MONTH OF SEPTEMBER 2009

For the month of September, District staff made speeches and/or presentations to community groups/interviewers interested in the District. The following presentation was made in the month of September:

PRESENTATION TO:	PRESENTED BY:
IBTTA Annual Meeting	Kary Witt

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 September 25, 2009, Report of the General Manager:

Event Date	Event Title	Location	Type*	Expected No. Participants
September 26, 2009	Stop Child Trafficking Now	East Sidewalk	EX	1,000
September 27, 2009	AIDS Lifecycle	West Sidewalk	SE	200
October 3, 2009	Breast Cancer 3-Day	East Sidewalk	SE	1,500-2,000

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

BRIDGE TRAFFIC FOR THE MONTH OF AUGUST 2009

Bridge traffic for the month of August increased 0.6% to 3,444,185 vehicles as compared to the previous year’s total of 3,422,272 vehicles during the month of August. Average daily traffic reflects an increase from 110,396 in August 2008, to 111,103 in August 2009. The highest traffic day recorded was Wednesday, August 12, when 118,414 vehicles crossed the Bridge (Attachment 1).

VEHICLE TRAFFIC INCIDENTS FOR THE MONTH OF AUGUST 2009

Of the 3,444,185 vehicles that crossed the Golden Gate Bridge in August, there were 5 traffic incidents detailed as follows:

GOLDEN GATE BRIDGE AND TOLL PLAZA				
Vehicle Traffic Incident	Occurrences	Vehicles	Injuries	Fatalities
TOTAL	0	0	0	0
APPROACHES – (Waldo Grade, Alexander Ave., Doyle Drive & Park Presidio Blvd.)				
Vehicle Traffic Incident	Occurrences	Vehicles	Injuries	Fatalities
RE – Rear Ender	3	8	1	0
HB – Hit Barrier	1	1	0	0
OT - Others	1	1	1	0
TOTAL	5	10	2	0

**RETIREMENT OF MICHAEL LOCATI, BRIDGE CAPTAIN, BRIDGE DIVISION
(REVISED)**

It is my privilege to announce the retirement of Bridge Captain Michael Locati on June 26, 2009, after thirty-four years and ten months of dedicated service with the District.

Captain Locati's career clearly demonstrates how an individual with dedication can work their way up in an organization. Captain Locati was hired as a laneworker (previously known as "paddleman") on August 26, 1974 and quickly moved on to become a Bridge Service Operator in 1976. In 1984, his career path took a turn when he became a Bridge Sergeant and then was promoted to Bridge Lieutenant in 1988.

On December 18, 2003, Captain Locati was promoted to the position of Bridge Captain supervising approximately 100 Bridge Division employees. Captain Locati is the 8th Captain in the history of the Golden Gate Bridge, has served under 5 of the previous 7 Captains, and has worked for 3 different General Managers and 3 Bridge Managers in his career at the District.

Captain Locati has made many accomplishments, such as focused on further enhancing District security measures and plans; helped develop post 9-11 security procedures upon the departure of the National Guard; served on the Golden Gate Bridge Security Coalition; and has helped in improving the coordination and planning of Special Events occurring on the Bridge

Captain Locati has continually distinguished himself as a professional when responding to emergencies and does so with composure and clarity of thought. He is recognized as a team leader who treats his co-workers and the public with courtesy and respect. In 1993, Captain Locati was recognized as the February Employee of the Month and later as 1993 Employee of the Year.

Captain Locati's retirement plans include; spending more time with his family and grandchildren, playing more golf, continue his love of trail running by getting onto Mt. Tam more often, return to coaching sports, and continue the search for the best bottle of Zinfandel.

Of a special note, Captain Locati was first reported in the General Manager's Report 10-09, Board of Directors Meeting of June 26, 2009. Due to Captain Locati prolonged departure, Friday, October 9, 2009 will be his official date of retirement.

Respectfully submitted,

Celia G. Kupersmith
General Manager

Attachment
CGK:sp:jv

Summary of Traffic and Toll Revenue

August 2009

REVENUE VEHICLES	MONTH OF:			2010 FISCAL YEAR TO DATE			12 MONTHS ENDING:			TOTAL SINCE 1937 INCEPTION
	AUGUST 2009	AUGUST 2008	%	09/10	08/09	%	AUGUST 2009	AUGUST 2008	%	
2-Axle Vehicles	1,653,993	1,640,050	0.8%	3,278,951	3,250,680	0.8%	18,368,641	18,833,824	-2.4%	869,703,398
Auto Trailers (1)			-			-			-	2,028,806
Buses (1)			-			-			-	3,936,538
Multi-Axle Vehicles	11,271	11,966	-5.8%	22,452	26,490	-15.2%	117,151	131,278	-10.7%	21,626,205
Disabled Patron Vehicles	1,572	1,636	-3.9%	3,206	3,297	-2.7%	19,339	19,651	-1.5%	401,403
Revenue Vehicles Subtotal	1,666,836	1,653,652	0.8%	3,304,609	3,280,467	0.7%	18,505,131	18,984,753	-2.5%	897,696,350
NON-REVENUE VEHICLES										
Federal (2)	509	520	-2.1%	1,071	1,095	-2.1%	6,439	6,966	-7.5%	12,238,645
CHP/GGBHTD (3)	7,449	9,398	-20.7%	15,380	18,706	-17.7%	104,326	109,560	-4.7%	3,960,815
Golden Gate Transit Buses (3)	4,194	2,762	51.8%	8,227	5,784	42.2%	34,540	38,212	-9.6%	3,435,266
Free Vehicles (4)			-			-			-	190,161
Commute Period Carpool (4)	43,360	44,804	-3.2%	91,027	92,433	-1.5%	437,799	431,134	1.5%	14,604,538
Non-Rev. Vehicles Subtotal	55,512	57,484	-3.4%	115,705	118,018	-1.9%	583,104	585,872	-0.4%	34,429,425
NORTHBOUND VEHICLES										
2-Axle Vehicles	1,709,008	1,699,170	0.5%	3,436,097	3,371,995	1.9%	19,009,319	19,439,347	-2.2%	910,537,803
Multi-Axle Vehicles	12,829	11,966	7.2%	26,324	26,490	-0.6%	121,023	131,278	-7.8%	21,630,076
Northbound Vehicles Subtotal	1,721,837	1,711,136	0.6%	3,462,421	3,398,485	1.8%	19,130,342	19,570,625	-2.2%	932,167,879
TOTAL VEHICLES (5)	3,444,185	3,422,272	0.6%	6,882,735	6,796,970	1.2%	38,218,577	39,141,250	-2.3%	1,864,293,654
TOTAL REVENUE	\$9,071,118	\$7,511,954	20.7%	\$17,918,674	\$14,873,010	20.4%	\$100,167,110	\$85,047,687	17.7%	\$1,413,358,908
AVG DAILY REVENUE	\$292,617	\$242,321	20.7%	\$289,011	\$239,887	20.4%	\$274,430	\$232,371	18.1%	\$53,548
AVG TOLL / REV. VEHICLE	\$5.4421	\$4.5426	19.8%	\$5.4223	\$4.5338	19.6%	\$5.4129	\$4.4798	20.8%	\$1.5744
AVG DAILY VEHICLES	111,103	110,396	0.6%	111,012	109,629	1.2%	104,708	106,943	-2.0%	70,633

This Month's Traffic Record

High: Wednesday, August 12, 2009 118,414
 Low: Sunday, August 30, 2009 97,728

All Time Traffic Record

High: Friday, October 27, 1989 162,414
 Low: Thursday, December 9, 1937 3,678

This Month's Weather

Number of Days with no rain 31
 Number of Days with rain 0

(1) Autos with Trailers, 3-Axle Buses, and Trucks are now categorized as Multi-Axle Vehicles; 2-Axle Buses and Trucks are now under 2-Axle Vehicles, as of January 1, 2000.

(2) Army, Navy, and Air Force vehicles and personnel required to use the Golden Gate Bridge are entitled to toll-free passage under Federal law.

(3) Statistics for CHP and District vehicles were not compiled prior to July 7, 1970; Compilation of Golden Gate Transit Buses began January 1, 1992.

(4) Free passage for carpools commenced April 12, 1976. Free vehicles occurred in October of 1989, due to heavy traffic after the Loma-Prieta earthquake.

(5) Prior to July 1, 2009, this figure is DOUBLE the Monthly Total of ALL SOUTHBOUND vehicles.