

GOLDEN GATE BRIDGE, HIGHWAY AND TRANSPORTATION DISTRICT

RESOLUTION NO. 2010-002

**APPROVE FULL TRANSITION TO TRANSLINK®
AS THE SOLE METHOD OF RECEIVING
GOLDEN GATE TRANSIT INTER-COUNTY FREQUENT RIDER DISCOUNTS
ON REGIONAL BUS SERVICE**

January 8, 2010

WHEREAS, the Golden Gate Bridge, Highway and Transportation District (District) continues to experience strong reliability and confidence in the TransLink® system as a means of obtaining frequent rider discounts for inter-county passengers on regional Golden Gate Transit bus routes; and,

WHEREAS, revenue-ready status of TransLink® for Golden Gate Transit (GGT) and Golden Gate Ferry (GGF) was reached in November 2006, and this market share has grown steadily; and,

WHEREAS, in December 2008, Frequent Ferry Discount Tickets were eliminated on GGF, and now seventy-five per cent of all ferry commuters use TransLink®; and,

WHEREAS, new GFI fareboxes were installed on GGT buses, and since the new fareboxes were not able to accept paper tickets, in March 2009, magnetic-stripe fare “Value Cards” were introduced for GGT bus service, and experience showed that these “Value Cards” were not being accepted by passengers as readily as was TransLink®; and,

WHEREAS, under the contract between the Metropolitan Transportation Commission (MTC) and the TransLink® Consortium, it was agreed that all participating agencies would be required to transition all prepaid fare media to TransLink® within two years of achieving revenue-ready status, and the District has set July 1, 2010, to effect that change; and,

WHEREAS, effective August 1, 2010, the sale of “Value Cards” in the denominations of \$25.00, \$50.00 and \$75.00 will end, and a comprehensive Transition Plan has been developed by staff to communicate, educate and make available TransLink® cards to transitioning customers; and,

WHEREAS, the move to full use of TransLink® for regional bus service fares furthers one of the Board-approved goals in the Strategic Financial Plan, with the ultimate goal to rely heavily on electronic fare collection in order to achieve operational efficiency; and,

WHEREAS, the estimated annual savings, resulting from discontinuance of the “Value Cards,” is approximately \$10,000.00; and,

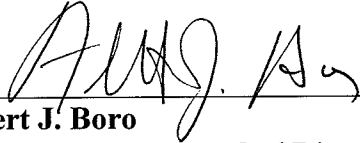
RESOLUTION NO. 2010-002
BOARD OF DIRECTORS MEETING OF JANUARY 8, 2010
PAGE 2

WHEREAS, the Finance-Auditing Committee, at its meeting of January 7, 2010, has so recommended; now, therefore, be it


RESOLVED that the Board of Directors of the Golden Gate Bridge, Highway and Transportation District hereby approves the elimination of magnetic-stripe fare "Value Cards" in the denominations of \$25.00, \$50.00, and \$75.00, effective August 1, 2010; and, approves full transition to TransLink® as the sole method of receiving inter-county frequent rider discounts on regional Golden Gate Transit Bus service.

ADOPTED this 8th day of January 2010, by the following vote of the Board of Directors:

AYES (18): Directors Brown, Campos, Chu, Cochran, Dufty, Elsbernd, Grosboll, Kerns, McGlashan, Moylan, Newhouse Segal, Pahre, Sanders, Snyder, Sobel and Stroeh; Second Vice President Eddie; First Vice President Reilly; President Boro
NOES (0): None
ABSENT (1): Director Grosboll



Albert J. Boro
President of the Board of Directors

ATTEST: 
Janet S. Tarantino
Secretary of the District