



November 13, 2009

## MEDIA ADVISORY

## CONTACTS

Kit Powis, Communications Manager  
Office: 510-273-3650  
Cell: 510-220-0364  
E-mail: [powis@rideshare.511.org](mailto:powis@rideshare.511.org)

Mary Currie, Public Affairs Director  
Golden Gate Bridge, Highway and  
Transportation District  
415-923-2222  
E-mail: [mcurrie@goldengate.org](mailto:mcurrie@goldengate.org)

### **Carpool to Golden Gate Ferry Promotion November 10 to December 10, 2009**

Marin County, CA—Following the recent completion of the Golden Gate Larkspur Ferry Terminal parking lot expansion and the recently opened HOV lanes on Highway 101, Golden Gate Ferry and 511 Rideshare have teamed up to promote carpooling to the ferry during the months of November and December 2009.

To encourage ferry riders to join a carpool, Golden Gate Ferry and 511 are offering random prize drawings for new carpoolers who register for 511 RideMatching and travel to either of the two Golden Gate Ferry terminals in Marin County. From November 10 through December 10, new 511 RideMatch registrants who select a Golden Gate Ferry terminal (Larkspur or Sausalito) as their carpool destination will qualify for the drawings. Prizes include a \$50 or \$100 TransLink® card, gas gift cards and coffee gift cards.

Golden Gate Ferry Terminals are located in Larkspur and Sausalito. The Larkspur terminal at 101 E. Sir Francis Drake Blvd. features free parking and designated carpool parking. The Sausalito terminal is located at Humboldt and Anchor with fee-based parking at meters or in private lots.

To assist all Golden Gate Ferry commuters, 511 staff will be present at San Francisco and Larkspur Ferry Terminals on select dates to register ferry riders for ridematching and answer transportation questions. To learn more about the Carpool to Ferry program, visit [511.org](http://511.org), click “Rideshare” or call 511 and say “Rideshare.”

#### **About 511 Rideshare:**

With a [RideMatch](#) service database of more than 15,000 San Francisco Bay Area commuters, 511 Rideshare helps commuters find other people to carpool or vanpool together. 511 Rideshare also provides free assistance to Bay Area companies in planning and developing customized commute programs. Its mission is to reduce traffic congestion, clean the air, and reduce greenhouse gas emissions.

[511 Rideshare](#) is a free Web and phone service funded by the Federal Highway Administration, U.S. Department of Transportation, the Metropolitan Transportation Commission, and the Bay Area Air Quality Management District. For more information, visit the Rideshare page at [511.org](http://511.org).

# # #