

## BART's annual ridership tops 100 million

*Fiscal Year 2007 is agency's best ever*

**B**ART carried its 100 millionth passenger of Fiscal Year 2007 on Monday, June 25, 2007, establishing yet another benchmark in a banner year of ridership. One of BART's 342,300 riders that day pushed the transit agency into nine digit territory (BART number crunchers put the tally from July 1, 2006 to June 25, 2007 at 100,128,800). It's the first time BART has carried 100 million passengers in a fiscal year. The previous record of about 97 million was in FY 2001.

The milestone came just one day after BART set yet another record: the highest passenger total for a Sunday. Earlier in

June, BART set a record for weekday ridership, breaking a record set just six weeks before.

BART currently carries nearly 350,000 riders each weekday.



## BART's banner year!

- June 26: surpasses 100M passengers for FY '07
- June 25: sets Sunday record: 195,700 riders
- June 13: sets weekday record: 381,200 riders
- April 30-May 6: sets weekly record: 2.133M riders
- March 3: sets Saturday record: 229,583 riders

### 100 million people means:

- 2,300 AT&T Parks filled to capacity
- 250 times the population of Oakland
- Nearly double the number of people who used all three Bay Area airports combined in FY 2005

## Take BART to MLB All-Star Game activities in SF



From July 6-10, Major League Baseball will transform the Moscone West Convention Center into Baseball Heaven on Earth. With over 40 baseball-themed attractions, the DHL All-Star FanFest interactive baseball spectacular is the largest baseball event in the world. It provides baseball fans of all ages the once-in-a-lifetime chance to experience the fun and excitement of the Major League Baseball

Midsummer Classic — the All-Star Game.

Take BART to Powell Street Station and you're just two blocks from Moscone West.

Tickets are available at the Giants Box Office, [www.allstargame.com](http://www.allstargame.com) and 1-888-FanFest. For \$5 off regular adult admission, visit [www.myBART.org](http://www.myBART.org).

BART will run longer trains all weekend for fans attending the Moscone West event. On Monday and Tuesday, BART will run longer trains and add special event trains for fans attending the All-Star Game and related events at AT&T Park. To get to

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### No free transit on July 9 or 10

Due to heightened security requirements around AT&T Park in San Francisco and expected heavy passenger loads on many transit systems during Major League Baseball's All-Star Game festivities, Bay Area transit operators (including BART) will not provide free rides if the Bay Area Air Quality Management District declares a Spare the Air Day on Monday, July 9 or Tuesday, July 10.

## Ride BART to the Fremont Festival of the Arts

Avoid traffic snarls, parking hassles and high gas prices by taking BART to the Fremont Festival of the Arts, August 4 and 5, just two blocks from the Fremont BART Station.

Exit BART at the Fremont station and head west (away from the hills). Pass through the Gateway Plaza and follow the signs to the festival.



The Fremont Festival of the Arts is the largest free street festival in California attracting nearly 400,000 attendees annually. On the four walking miles of festival grounds, you will find over 700 artists exhibiting upscale arts and crafts pieces, including photography, paintings, jewelry, wood carvings, clothing, sculptures and more.

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**Black Expo 2007**

Oakland Marriott City Center  
1001 Broadway @ 10th, Oakland  
www.blackexpoold.com

**BART: 12th Street, two-block walk**

**Saturday-Sunday, July 14-15:** Black Expo 2007, the largest African-American event in Northern California, promotes African-American economic development and offers businesses access to an often overlooked market. General admission \$7 in advance, \$10 at the door; children and seniors (5-12 and 65+) \$3 in advance, \$4 at the door.

**Screen 360: Films for Children of the World**

An International Children's Film Festival  
Yerba Buena Center for the Arts  
701 Mission St., San Francisco, 415/554-9600  
www.randallmuseum.org or www.ybca.org

**BART: Powell or Montgomery**

**Saturday-Sunday, July 28-29:** Festival for ages 4 and up offers a look at international culture and languages; at differences and similarities. Subtitles will be simultaneously translated by a professional voice-over artist for foreign-language films for younger children. Presented by the Randall Museum and Catapult Productions.

**San Francisco Theater Festival**

Yerba Buena Gardens  
Third Street between Mission and Howard, SF  
www.sftheaterfestival.org

**BART: Montgomery or Powell**

**Sunday, July 22,** 11 a.m.-5 p.m.: The fourth annual one-day theater extravaganza will feature 75 exciting theater groups, including a great children's program. Admission is free! See Insignificant Others, Intersection for the Arts, Exit Theatre, The Marsh, Tell it on Tuesday, 365 Days/365 Plays, Jazz Kids, Clown Conservatory, Caterpillar Puppets, Lamplighters Musical Theatre, 42nd Street Moon, African American Shakespeare Co., No Nude Men, SF Buffoons, Blue Blanket Improv, BATS Improv, and more.

**S.F. Jazz free live performances**

Union Square  
Geary/Stockton/Post/Powell streets, SF  
www.sfjazz.org or 800/225-2277

**BART: Montgomery or Powell, 3-block walk**

**Thursday, Aug. 2,** 6-7:30 p.m.: Lavay Smith & the Red Hot Skillet Lickers lay down irresistible jump blues, R&B, big band and salsa grooves.  
**Thursday, Aug. 9,** 6-7:30 p.m.: Orquesta la Moderna Tradicion harks back to the heyday of Cuban orchestras with intricate, alluring rhythms.

**Grandpa It's Not Fitting**

The Marsh, 1062 Valencia (between 21st and 22nd streets), San Francisco  
www.themarsh.org or 415/826-5750

**BART: 24th Street, 3-block walk**

**Through Aug. 4:** Will Franken, San Francisco's most outrageous comedian takes on topics from the sacrosanct (therapy, Burning Man) to the obscure (Jacques Derrida, moral relativism) in Franken's new solo show.

**San Francisco Jewish Film Festival**

Various venues: San Francisco and Berkeley (as well as Palo Alto and San Rafael)  
www.sjff.org or 925/275-9490

**July 19-Aug. 6:** Festival celebrates the passionate storytelling, moving images and courageous spirit of independent Jewish cinema. Please go to website for film information. **July 19-26:** Films screened at San Francisco's Castro Theatre 429 Castro just off Market Street. Take BART to Embarcadero, Montgomery, Powell or Civic Center; transfer to Muni Metro K, L, M or F Market Street. **July 28-Aug. 4:** Films screened at the Roda Theatre at Berkeley Repertory Theatre, 2025 Addison St., Berkeley. BART: Downtown Berkeley. Also see website for other venues.

*All-Star Game continued*

AT&T Park, take BART to Embarcadero or Montgomery stations and walk or transfer to Muni Metro.

*Fremont Festival continued*

In addition to the vintners featured within the event, the Festival offers the exclusive Wine Garden, a shady retreat from the crowds with premium wines and delicious food provided by local restaurants.

For the younger audience, Kid Zone is the place where kids of all ages enjoy various rides and attractions, including a giant slide, puppet shows, storytelling and jugglers.

The Festival features three stages with musical acts that span from rock to blues to soul to country.

The Festival also hosts the Western Regional Firefighter Combat Challenge where Firefighters from across the United States and Canada compete, in full gear, to race against the clock, and each other, on an obstacle course simulating the challenges faced in a structure fire.

The Fremont Festival of the Arts is free fun for the entire family!

For more information on the Festival, visit fremontfestival.net. Plan your BART trip at bart.gov.

**Protect your BART ticket; don't let it get demagnetized**

Because magnets are used to encode information on BART tickets, magnets can also inadvertently remove the information. More and more BART passengers are finding their tickets demagnetized as they try to enter or leave the system.

There are magnets everywhere these days. Purse clasps, money clips and many personal electronic devices like cell phones, PDA's MP3 players and their holders contain magnets. Magnets can even be found in jewelry such as necklaces or bracelets with magnetic clasps.

**To keep your BART ticket working properly, keep it away from magnets.**

Ticket holders can help, but they are not a perfect solution. BART is working on a

ticket holder that will offer better protection, but no solution is currently available. We are also working on new types of fare instruments that aren't as sensitive to magnets.

**Here are some simple tips to help you avoid ticket demagnetization:**

- Be aware of where you store your BART ticket.
- Don't close it in a cell phone or money clip.
- Don't slip it into the front pocket of your purse near the clasp.
- Try to keep BART tickets in a wallet away from other magnetic devices.

If you have questions, contact BART Customer Services at one of the local phone numbers listed on bart.gov.

