



Returning 12 Folsom/Pacific Service to Rincon Hill

After a decade without the 12 Folsom/Pacific's service, this project brings Muni back to Rincon Hill. While the proposal updates the 12 Folsom/Pacific route, it will continue to serve the Chinatown, SoMa and Mission neighborhoods.

Accessing Rincon Hill via Folsom and Harrison streets, the proposed route would connect to Embarcadero Station via Main and Spear. The route north of Market would travel on Clay and Sacramento streets. More than 1,200 community members provided feedback on where the bus should travel, which directly shaped the final proposal. View a map of the proposed routing on the reverse side.

The proposal to restore bus service to Rincon Hill arose after extensive community feedback and an analysis of growth and travel patterns. Over the last ten years, the character of Rincon Hill has changed significantly for residential housing. With as many as 10,000 new residents expected in the neighborhood – including affordable housing for seniors – there is a strong need to restore the 12 Folsom/Pacific service.

The project team also received initial feedback regarding the southern portion of the route to 24th Street BART. SFMTA looks forward to continuing its conversation with the community in the Mission about this segment to determine the routing that would work best.

Please see other side for the proposed route update for the 12 Folsom/Pacific selected by the community.

Thank you to the more than 1,200 community members whose feedback informed where the 12 Folsom/Pacific bus should go.

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Contact 12FolsomProject@sfmta.com or 415.646.2097

Spring/Fall 2018

Public Outreach

Summer 2019

SFMTA Board Review

Early 2020

Service Implementation



Proposed Route Update

The proposed 12 Folsom/Pacific route update through Rincon Hill maintains the same travel time as the current route. It makes use of existing transit-only lanes on Clay and Sacramento to keep the bus moving. The 10 Townsend line will continue to serve eliminated stops, with a bus frequency of every 15 minutes. This proposal was developed based on input from more than 1,200 community members on where the 12 Folsom/Pacific should travel.

