

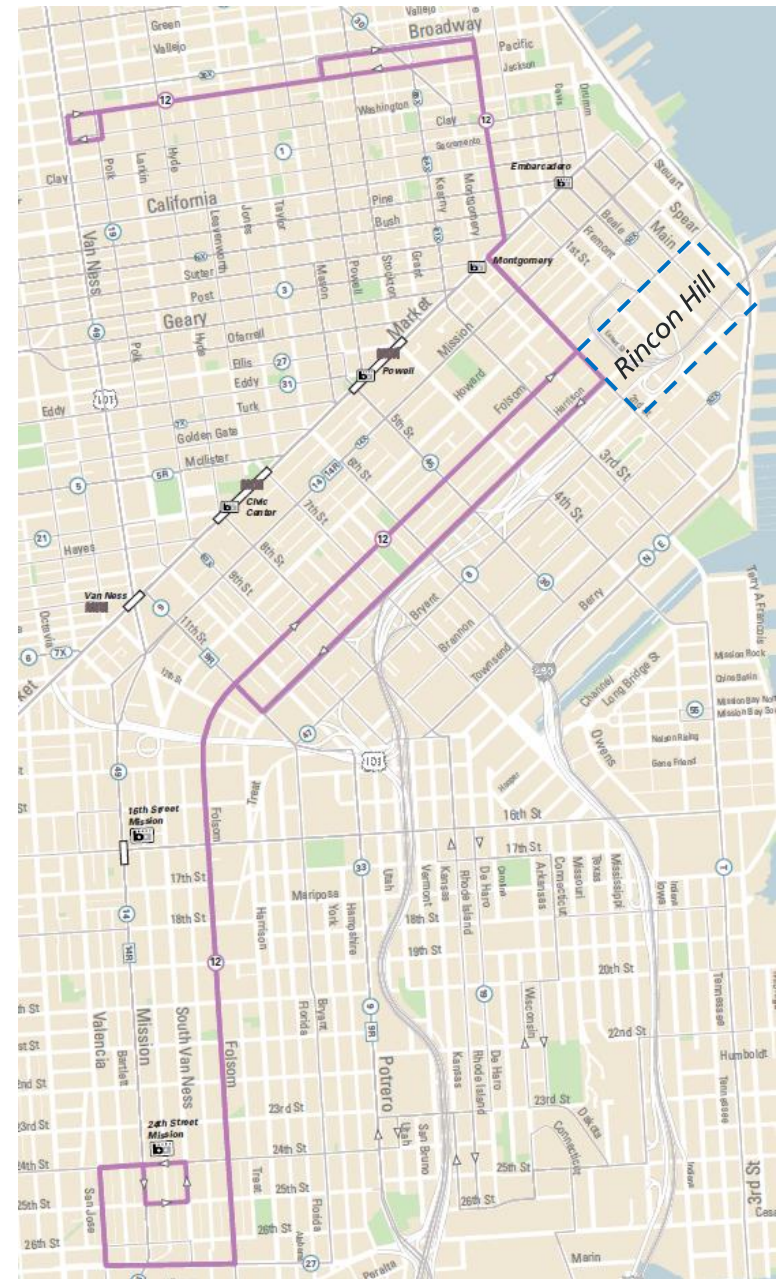
12 Folsom/Pacific Rincon Hill Extension

July 16, 2019

SFMTA Board of Directors Meeting

Restoring Service to Rincon Hill

- 12 Folsom/Pacific currently serves 7,000 daily riders in five neighborhoods
- Extending the 12 Folsom to Rincon Hill serves more customers
 - Highest population densities located along route at 1st St and Beale streets



Outreach: A Neighborhood Approach

Neighborhoods Focus:

Chinatown | Financial District | SoMa | Rincon Hill | Mission



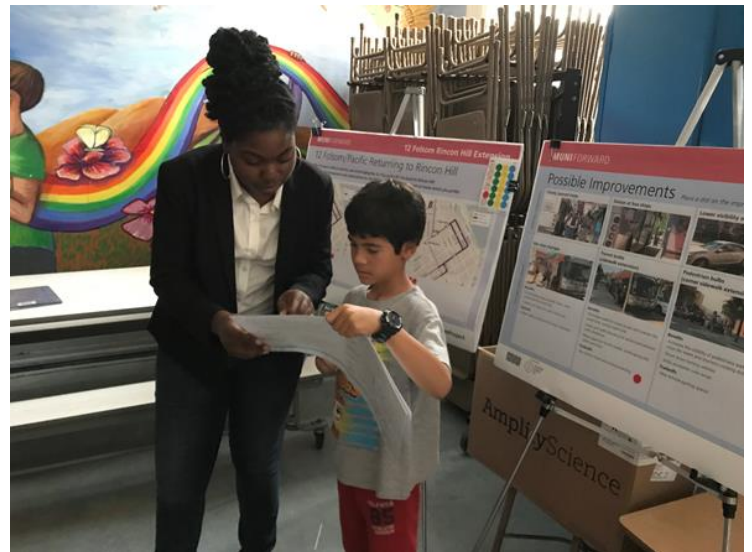
Example of outreach in Chinatown

Community Engagement

- Pop-Up “open houses”
- Back to School events
- Neighborhood events
- Stakeholder workshops
- Bus stop text message surveys
- Onboard surveys



Over 1,200 community members provided feedback on how the bus should travel north of Market Street. The proposed route was selected by **47%** of respondents, with 38% selecting the other option.



Goals & Proposed Solutions

Expand use of sustainable transportation modes by...

- Bringing transit to Rincon Hill with a projected 10,000 residents, including senior affordable housing.

Improve transit reliability by...

- Removing buses from heavy congestion on 2nd Street
- Using existing transit-only lanes on Clay and Sacramento to keep the bus moving
- Using future transit boarding islands built as part of Folsom Streetscape Project
- Upgrading traffic signals that allow for buses to bypass Bay Bridge traffic

Staff Recommendation

- **Implement Option A via Clay and Sacramento Streets**
 - Maintains same travel time as the current route
 - 10 Townsend line would continue to serve 2nd Street and Sansome stops, with bus frequency scheduled for every 15 minutes



LEGEND

	Existing		Existing Stop
	Proposed Routing		New Stop (Inbound)
	Discontinued Routing		New Stop (Outbound)
			Discontinued Stop*

*Discontinued stops for the 12 Folsom would still be served by the 10 Townsend.

Today's Legislation

Transit Reliability

- Establish two new stops for the proposed reroute
- Relocate four yellow metered parking spaces to adjacent street to accommodate new bus zone
- Establish two turn restrictions and eliminate one turn restriction to facilitate proposed reroute
- Establish new 250 feet of Muni Only Lanes

Transportation Code Amendment

- *Update Transportation Code accordingly for time-limited transit-only lane on Mission Street from Beale Street to 1st Street and Main Street to 1st Street

Next Steps

- Winter 2020: Implementation of reroute with bus stop and curb management changes
- By Spring 2020: Construction of transit boarding islands and signal upgrades
 - *Contingent on construction schedule of Folsom Streetscape Project