SFMTA Route 66 Quintara Connectivity Study

FINAL

March 2018

With Civic Edge Consulting
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1 INTRODUCTION

The 66 Quintara, one of 10 connector routes in the San Francisco Municipal Transportation Agency (SFMTA) network, serves the western San Francisco neighborhoods of Sunset and Parkside. In addition to providing local neighborhood service to schools and commercial areas, the route links riders to the larger Muni bus and Metro network. Ridership on the line is low, indicative of potential opportunity to better meet the local community’s needs. The objective of this study is to identify better ways to meet the west-side neighborhoods’ transit access and connectivity needs while optimizing use of resources.

This report details the current ridership and productivity patterns on the 66 Quintara, as well as the demographic profile of the surrounding area. The overall community profile generated by this analysis will paint a picture that will inform future phases of this study as the team explores opportunities to re-imagine the 66 Quintara. It will be used in conjunction with community outreach meetings and in-person and online survey efforts.

RELEVANT STUDIES

The SFMTA continues to dedicate much technical and outreach efforts to create a better transit system. Below are a few highlights from key documents that are relevant to help us frame where we are and where we might want to go with the 66 Quintara.

**Strategic Analysis Report; Improving West Side Transit Access (2016)**

This report included maps and recommendations for the study area of this project. One of the major findings was the impetus for this study, which was to improve transit routing and maximize performance of poorly performing routes. The study cited the 66 Quintara as a route that was one of the least utilized and one that lacked connections to major destinations or transit hubs.

Other major findings include:

- Downtown is the second most common commute destination among West Side workers at 18%, with the South Bay being the top destination at 21% of workers.
- Most West Side residents live within walking distance of a transit route that will take them directly to West Portal Station or downtown (without a transfer).
- Reliability is an issue with Muni Metro and the 29-Sunset.
- Shorter travel time, and better reliability and multimodal access at West Portal Station was a priority for survey respondents.
Short Range Transit Plan (Fiscal Year 2015 – 2030)

The SFMTA Muni Forward program aims to make traveling by transit in San Francisco safer and more reliable. To that end, it prioritizes the allocation of resources for route changes and service improvements with the following objectives:

- Implement rapid and transit priority networks to the core routes that serve almost 70% of riders
- Update the transit fleet, and make safety and accessibility projects better accommodate the needs of families, seniors, and the disabled
- Use technology more effectively

Muni service is broken down into categories:

- Muni Metro and Rapid Bus: 10 minute or better service frequency, with skip stop service
- Frequent Local: 10 minutes or better service frequency
- Grid: 12 – 30 minute service frequency
- Connector: 30-minute service frequency
- Historic: Historic streetcars and cable cars
- Specialized: routes that augment existing services during specific times, frequencies based on demand

The Sunset District Blueprint (2014)

Developed by the office of Supervisor Katy Tang in 2014, the Sunset District Blueprint calls for a set of multimodal transportation improvements related to:

- Transit service reliability, safety and accessibility
- Traffic calming and pedestrian infrastructure improvements to improve safety
- Traffic regulations enforcement
- Bicycle infrastructure improvements and educational opportunities
- Availability and accessibility of taxis for Sunset residents

With respect to transit, the Blueprint calls for coordination with the SFMTA to ensure implementation of Muni Forward initiatives in the Sunset; improve reliability of Muni light rail and bus service; improve early morning and evening service in the Sunset; and identify most utilized transit stop and connections and improve service at those locations for commuters.
2 COMMUNITY PROFILE AND DEMOGRAPHIC OVERVIEW

STUDY AREA

The 66 Quintara Connectivity Study area includes portions of the Sunset and Parkside neighborhoods of San Francisco. Areas to the south of the current 66 Quintara alignment are included in order to keep in mind the potential opportunities to connect or reimagine nearby Muni routes. Figure 1 shows the Study Area and highlights the 66 Quintara, commercial corridors, major destinations such as schools, and nearby Muni routes.

The City of San Francisco is home to 870,887 people.¹ The Sunset neighborhood, sometimes described as Inner Sunset (east of 19th Avenue) and Outer Sunset (west of 19th Avenue), is located on the western border of the city just south of Golden Gate Park. The Parkside neighborhood is located south of the Sunset District (south of Quintara Street).

Supervisorial District 4 is made up of the Sunset and Parkside neighborhoods. In the analysis below, references will be made to District-level and Census tract or block group analysis, as appropriate, and as data is available.

Major Destinations

Major destinations in the study area include:

- San Francisco State University
- UCSF Hospital (Parnassus campus)
- Lincoln High School
- Taraval Street commercial corridor
- Judah and Irving Street commercial corridor
- Golden Gate Park
- Ocean Beach

Major transfer hubs connect people to destinations outside the Sunset and Parkside neighborhoods.

- West Portal Station (L Taraval, K Ingleside, and M Ocean View Muni Metro lines)
- 9th & Judah (N Judah Muni Metro line)

¹ Population estimates, July 1, 2016, US Census
Topography

The Sunset neighborhood and the wider study area is composed mostly of a minimal slope from east to west toward absolute sea level at Ocean Beach. Contours are shown in Figure 1. Blocks between Sunset Boulevard and the Great Highway experience about three to four feet of incline moving east. East of Sunset Boulevard, some blocks experience 10 feet or so of incline moving toward 19th Avenue. East of 19th Avenue, the study area becomes quite steep, with no vehicle access and only stairs in some places, such as between 15th Avenue and 14th Avenue at Quintara, Pacheco, and Ortega streets. Elevation in the study area ranges from sea level to about 650 feet above sea level in the farthest points east. Topography in the study area has implications for stop placement and bus operations, which will be considered throughout this study.
Figure 1  66 Quintara Route and Study Area
DEMOGRAPHIC ANALYSIS

Public transportation is most efficient when it connects people to important destinations within an easy walk from bus stops. Bus transit riders are most likely to use the service when it is within a quarter-mile of their origin or destination (depending on the built environment), or a 10-minute walk, and thus the size of the travel market is directly related to the density of population and employment in that area.

The following section highlights demographic data that can help inform decisions regarding existing or future transportation services. The evaluation is based on data from the SFMTA, the 2010 US Census, 2015 American Community Survey (ACS), and the 2013 Policy Analysis Report from the City and County of San Francisco Board of Supervisors.

Language and Nativity

In 2010, about 30% of residents of District 4 spoke only English at home, which was the second lowest district in the City. Nearly 47% of residents were born outside the United States.

Age

As of the 2010 US Census, approximately 16% of District 4 residents were under the age of 18. This is higher than the citywide average of 13%. Seniors age 65 and older made up 16% of the District 4 population, which is also higher than the citywide average of nearly 14%. The median age in District 4 is approximately 43 years old, slightly older than the median age in the city (40). College-age youth (age 18-24) make up 25% of the population in the study area, which includes San Francisco State University; this is compared to 21% citywide.

Youth and seniors are traditionally important transit demographics. Furthermore, many older youth (age 16-24) are eschewing car ownership and focusing on transportation choices facilitated by technology (e.g., real-time transit information, shared ride companies). Thus, the above average presence of these age groups compared to San Francisco averages is promising. Median household age throughout the study area is shown spatially in Figure 2.

Household Income

Although the cost of living has increased since the 2010 US Census, District 4 ranked above the city average of $71,416 with a median household income of $77,376. About 29% of District 4 households had an annual income of less than $50,000, lower than the citywide average of 34%. The eastern edge of the study area has the highest incomes and the areas near SFSU, where there is a high student population has the lowest incomes per household, as shown in Figure 3.

The percent of the population in poverty in District 4 is the second lowest in the City, at 7% in 2010. The citywide average was 12% at that time.
Figure 2  Median Household Age

MEDIAN HOUSEHOLD AGE
- 17 - 21
- 22 - 30
- 31 - 35
- 36 - 40
- 41 - 45
- 46 - 50
- 51 - 60
- 61 +

Data Sources: ACS 2015, SFMTA, ESRI
Figure 3  Median Household Income

MEDIAN HOUSEHOLD INCOME

- $50,000
- $50,001 - 60,000
- $60,001 - 70,000
- $70,001 - 80,000
- $80,001 - 90,000
- $90,001 - 100,000
- $100,001 - 110,000
- $110,001 - 125,000
- $125,001 - 150,000
- $150,001 +

University
School
Groceries/Market
Post Office
Senior Center
Commercial Area

Data Sources: ACS 2015, SFMTA, ESRI
Vehicle Ownership and Access

The percentage of households with no car is highest south of Sloat Boulevard near San Francisco State University and Park Merced, and near the northernmost portion of the study area, where there are many transit connections and the land use is denser, as shown in Figure 4. Overall, more households have access to a car in the study area compared to the rest of the city. In District 4, 13% of households do not have access to a vehicle, compared to 30% without car access citywide.

Figure 4  Percent of Households with No Vehicle
Transit Commute Patterns

Approximately 29% of commuters who live in the study area took transit to work, compared to an average citywide usage of 33%. Clusters or blocks of higher transit mode share are located throughout the study area, as shown in Figure 5. Some portions of higher commute transit mode share are located adjacent to higher capacity transit like the N Judah and the Muni Metro lines at West Portal station. Other clusters are located in more internal areas of the Sunset neighborhood, not particularly close to transit, such as a cluster adjacent to Sunset Boulevard and Lawton Street.

Figure 5  Transit Mode Share – Percentage of Commuters Using Transit
3 EXISTING MUNI SERVICE ANALYSIS

The District 4 neighborhoods are served by two Muni Metro rail lines and nine bus routes with a frequency of 10 minutes or better on weekdays. They are shown in the Figure 6 Muni map and detailed in Figure 7 below. The Muni map illustrates the frequency of routes based on line width and color.

Figure 6  Muni Service Map of Study Area (2017)
### Figure 7  High Frequency Routes in Study Area

<table>
<thead>
<tr>
<th>Route</th>
<th>Weekday Peak Frequency (min)</th>
<th>Weekday Span</th>
<th>AM Peak West Side Ridership</th>
<th>Weekend Frequency (min)</th>
<th>Weekend Span</th>
</tr>
</thead>
<tbody>
<tr>
<td>L Taraval</td>
<td>9</td>
<td>24 hours</td>
<td>1,986</td>
<td>12</td>
<td>24 hours</td>
</tr>
<tr>
<td>N Judah</td>
<td>7</td>
<td>24 hours</td>
<td>2,220</td>
<td>12</td>
<td>24 hours</td>
</tr>
<tr>
<td>6 Haight/ Parnassus</td>
<td>10</td>
<td>6:20 a.m. – 12:20 a.m.</td>
<td>1,157</td>
<td>12</td>
<td>6:20 a.m. – 12:20 a.m.</td>
</tr>
<tr>
<td>7 Haight/Noriega</td>
<td>10</td>
<td>6:15 a.m. – 12:10 a.m.</td>
<td>332</td>
<td>12</td>
<td>6:20 a.m. – Midnight</td>
</tr>
<tr>
<td>7X Haight/Noriega Express</td>
<td>8</td>
<td>Peak hours only*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28 19th Avenue</td>
<td>10</td>
<td>5:20 a.m. – 12:20 a.m.</td>
<td>977</td>
<td>12</td>
<td>5:20 a.m. – 12:20 a.m.</td>
</tr>
<tr>
<td>28R 19th Avenue Rapid</td>
<td>10</td>
<td>Peak hours only</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29 Sunset</td>
<td>10</td>
<td>5:40 a.m. – 12:10 a.m.</td>
<td>803</td>
<td>15</td>
<td>5:50 a.m. – 12:10 a.m.</td>
</tr>
<tr>
<td>43 Masonic</td>
<td>9</td>
<td>5:15 a.m. – 12:30 a.m.</td>
<td>NA</td>
<td>15</td>
<td>5:40 a.m. – 12:30 a.m.</td>
</tr>
<tr>
<td>44 O’Shaughnessy</td>
<td>10</td>
<td>6:00 a.m - 1:00 a.m.</td>
<td>NA</td>
<td>15</td>
<td>6:00 a.m. – 12:30 a.m.</td>
</tr>
<tr>
<td>48 Quintara/ 24th Street</td>
<td>10</td>
<td>Peak hours only</td>
<td>297</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

Notes: The 7X provides service toward downtown in the AM peak period and from downtown in the PM peak period. The 48 Quintara/24th Street currently terminates at West Portal during non-peak hours and weekends.

The area is also served by lower-frequency lines with lower density, and provide increased coverages to Muni routes that do not serve downtown locations, shown in Figure 8.

### Figure 8  Lower Frequency Routes in Study Area

<table>
<thead>
<tr>
<th>Route</th>
<th>Weekday Frequency (min)</th>
<th>Weekday Span</th>
<th>AM Peak West Side Ridership</th>
<th>Weekend Frequency (min)</th>
<th>Weekend Span</th>
</tr>
</thead>
<tbody>
<tr>
<td>66 Quintara</td>
<td>20</td>
<td>6:00 a.m. – 11:00 p.m.</td>
<td>78</td>
<td>30</td>
<td>8:20 a.m. – 11:00 p.m.</td>
</tr>
<tr>
<td>18 46th Avenue</td>
<td>20</td>
<td>5:40 a.m. – Midnight</td>
<td>173</td>
<td>20</td>
<td>5:40 a.m. – Midnight</td>
</tr>
<tr>
<td>23 Monterey</td>
<td>20</td>
<td>5:45 a.m. – 11:30 p.m.</td>
<td>113</td>
<td>30</td>
<td>6:10 a.m. – 11:30 p.m.</td>
</tr>
<tr>
<td>57 Parkmerced</td>
<td>20</td>
<td>6:00 a.m. – 11:00 p.m.</td>
<td>78</td>
<td>20</td>
<td>7:15 a.m. – 11:00 p.m.</td>
</tr>
<tr>
<td>91 Owl</td>
<td>30</td>
<td>1:00 a.m. – 5:00 a.m.</td>
<td>NA</td>
<td>30</td>
<td>1:00 a.m. – 5:00 a.m.</td>
</tr>
</tbody>
</table>
COVERAGE

The 66 Quintara offers the community connections to destinations all over the City, with further connections to BART, Caltrain, and other transit systems. Figure 9 lists major destinations served on routes that are within a half-mile walk of the 66 Quintara. Figure 10 lists the major destinations served by routes in the project study area that are currently outside of a half-mile walkshed.

The north-south and east-west transit connections within a quarter or half-mile walkshed of the 66 Quintara route are shown in Figure 11.

**Figure 9 Routes within Half-Mile of 66 Quintara**

<table>
<thead>
<tr>
<th>Route</th>
<th>Destinations Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>L Taraval</td>
<td>SF Zoo, Taraval Street commercial corridor, West Portal, Downtown</td>
</tr>
<tr>
<td>N Judah</td>
<td>Irving Street commercial corridor, UCSF Medical Center, Davies Medical Center, Ocean Beach, Downtown</td>
</tr>
<tr>
<td>6 Haight/ Parnassus</td>
<td>UCSF Medical Center, Buena Vista Park, Downtown</td>
</tr>
<tr>
<td>7X Noriega Express</td>
<td>Noriega commercial corridor, Downtown</td>
</tr>
<tr>
<td>28 19th Avenue</td>
<td>Daly City BART, Stonestown Galleria, SF State, Golden Gate Park, Richmond, Presidio/Golden Gate Bridge, Marina, Fisherman’s Wharf area</td>
</tr>
<tr>
<td>28R 19th Avenue</td>
<td>Balboa Park BART, Stonestown Galleria, SF State, Golden Gate Park, Richmond</td>
</tr>
<tr>
<td>43 Masonic</td>
<td>Excelsior, Balboa Park BART, CCSF, Laguna Honda Hospital, UCSF Medical Center, Haight Street, University of San Francisco, Presidio, Marina, Fort Mason</td>
</tr>
<tr>
<td>44 O’Shaughnessy</td>
<td>Richmond, Golden Gate Park, Inner Sunset, Laguna Honda Hospital, Glen Park BART, San Bruno Avenue commercial corridor, USP Post Office Evans Processing Center, Hunters Point</td>
</tr>
<tr>
<td>48 Quintara / 24th Street</td>
<td>St. Ignatius College Preparatory, Robert Louis Stevenson Elementary, Herbert Hoover Middle School, 24th St. commercial corridor, Zuckerberg SF General Hospital, Potrero Hill, 22nd St. Caltrain Station, Dogpatch</td>
</tr>
<tr>
<td>91 Owl</td>
<td>SF State, Sunset, Richmond, Marina, Fisherman’s Wharf, North Beach, Chinatown, Union Square/Downtown, SOMA, Caltrain, Mission Bay, Dogpatch, Potrero Hill, Bayview/3rd St, Visitacion Valley, Cow Palace, Excelsior, Balboa Park BART, City College of SF, Ocean Avenue commercial corridor, West Portal</td>
</tr>
</tbody>
</table>
Figure 10  Routes in the Study Area outside the Half-Mile Walk Shed from 66 Quintara

<table>
<thead>
<tr>
<th>Route</th>
<th>Destinations Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>M Ocean View</td>
<td>West Portal Station, Balboa Park BART, SF State, Downtown</td>
</tr>
<tr>
<td>K Ingleside</td>
<td>West Portal Station, Balboa Park BART, Ocean Ave commercial corridor, Downtown</td>
</tr>
<tr>
<td>7 Haight/Noriega</td>
<td>Noriega &amp; Irving Streets commercial corridor, Golden Gate Park, Buena Vista Park, Downtown</td>
</tr>
<tr>
<td>18 46th Avenue</td>
<td>Stonestown Galleria, SFSU, SF Zoo, Ocean Beach, Golden Gate Park, Legion of Honor</td>
</tr>
<tr>
<td>23 Monterey</td>
<td>SF Zoo, Lakeshore Plaza, St. Francis Wood, Monterey Heights, proximity of City College of SF, Glen Park BART, Bernal Heights, Bayshore commercial area, CCSF-SE campus, Third Street commercial area, Bayview</td>
</tr>
<tr>
<td>29 Sunset</td>
<td>Bret Harte Elementary School, John McLaren Park, Excelsior, Balboa Park BART, City College of SF, Stonestown Galleria, SF State, Sunset, Golden Gate Park, Richmond, Presidio</td>
</tr>
<tr>
<td>23 Monterey</td>
<td>SF Zoo, Monterey Heights, Glen Park BART, Bernal Heights, Hunters Point</td>
</tr>
<tr>
<td>57 Parkmerced</td>
<td>Lakeshore Plaza, SF Zoo, Lake Merced, Parkmerced, Daly City BART, Stonestown Galleria, SF State, Lakeside Village, West Portal</td>
</tr>
</tbody>
</table>
Figure 11  Quarter and Half-mile Walksheds from 66 Quintara Stops
RIDERSHIP AND PRODUCTIVITY

66 Quintara

The SFMTA 66 Quintara is among a group of Muni bus routes known as connector routes. Connector routes predominantly circulate through hillside residential neighborhoods that fill in coverage gaps and connect customers to major transit hubs. Ridership on the 66 Quintara is 9th lowest of all 74 routes in the system (about 800 daily boardings in 2014, 2015, and 2016). Compared to other connector routes, ridership is below the average of 1,498 boardings and 4th lowest out of 10 routes for daily boardings.

All ridership data discussed in this chapter was collected during Fall (October–November) 2015.

Most Popular Stops

The 66 Quintara’s three stops with the most activity in terms of boardings and alightings are shown in Figure 12. On average, 454 riders got on or off at 9th and Judah per day, about 184 riders got on or off at 24th Avenue and Quintara Street (Lincoln High School), and about 138 riders got on or off at 30th Avenue and Taraval Street. The top three stops represent nearly half of daily boarding and alighting activity on the 66 Quintara.

Boardings and alightings across the entire route are shown in Figure 13 and Figure 14. Daily average ridership is higher in the outbound direction at these three most popular stops.

Figure 12 Activity at Major Destinations

<table>
<thead>
<tr>
<th>Destination</th>
<th>Average Daily Total Ons and Offs</th>
<th>Nearby Attractions and Connections</th>
</tr>
</thead>
<tbody>
<tr>
<td>9th Avenue and Judah Street</td>
<td>454</td>
<td>N Judah Muni Metro line, the Inner Sunset commercial district, and nearby Golden Gate Park</td>
</tr>
<tr>
<td>24th Avenue and Quintara Street</td>
<td>184</td>
<td>Lincoln High School</td>
</tr>
<tr>
<td>30th Avenue and Taraval Street</td>
<td>138</td>
<td>L Taraval Muni Metro line and the location of a commercial district</td>
</tr>
</tbody>
</table>

In both inbound and outbound directions of 66 Quintara, the highest ridership stops are on Quintara Street at 30th, 24th, 22nd, and 19th avenues. As shown in Figure 13 and Figure 14, the segment of the route with least ridership activity is the portion on 15th and 16th avenues.

---

2 SFMTA Short Range Transit Plan, Fiscal Year 2015-2030
Figure 13  Inbound Ridership – 66 Quintara

INBOUND RIDERSHIP
Daily Total Ons and Offs

- 66-Quintara
- SFMTA Routes of Interest

- University
- School
- Groceries/Market
- Post Office
- Senior Center
- Commercial Area

Data Sources: SFMTA, ESRI
Figure 14  Outbound Ridership – 66 Quintara

Outbound Ridership
Daily Total Ons and Offs

- 66-Quintara
- SFMTA Routes of Interest

- University
- School
- Groceries/Market
- Post Office
- Senior Center
- Commercial Area

Data Sources: SFMTA, ESRI
**Time Patterns**

Ridership on the 66 Quintara peaks during the midday period in the inbound direction and in the evening period in the outbound direction, as shown in Figure 15. Ridership on the 66 Quintara declines during the evening period and is minimal after 10 PM.

**Figure 15** Average 66 Quintara Weekday Total Boardings by Time Period

Source: Oct-Nov 2015 Ridership Data, SFMTA

Outside of peak rush hours, the 48 Quintara/24th Street does not operate west of West Portal Station, which allows the 66 Quintara to provide coverage along Quintara Street directly to a transfer to the north with the N Judah on Irving Street or southbound to the L Taraval without competition. Boardings beyond West Portal on the 48 are shown by time period in Figure 16. Additionally, about 260 riders alight at West Portal Station from the Sunset neighborhood via the 48 route.

**Figure 16** Average 48 Quintara/24th Street Weekday Total Boardings at stops west of West Portal Station by Time Period

Source: Oct-Nov 2015 Ridership Data, SFMTA
Productivity

A limited number and type of data points supporting productivity analysis were provided by SFMTA. This section may be updated as additional operational and farebox data is provided.

As shown below in Figure 17, the 66 Quintara experienced 241,400 total boardings in 2016. With the 66 Quintara requiring 9,568 annual revenue hours, this brings the route to an average of 25.2 passengers per revenue hour. Comparing annual boardings and annual operating costs, the cost per passenger for the 66 Quintara and the average for all Muni Connector routes is $7.39 and $5.73, respectively.

**Figure 17  66 Quintara Productivity**

<table>
<thead>
<tr>
<th>66 Quintara Operational and Performance Metrics</th>
<th>2016 All Days</th>
<th>2016 Weekdays</th>
<th>2016 Saturdays</th>
<th>2016 Sundays</th>
<th>Average - All Muni Connector Routes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Boardings</td>
<td>241,400</td>
<td>202,400</td>
<td>21,600</td>
<td>17,400</td>
<td>514,650</td>
</tr>
<tr>
<td>Average Daily Boardings</td>
<td></td>
<td>800</td>
<td>400</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Revenue Hours (Annual)</td>
<td>9,568</td>
<td>7,843</td>
<td>832</td>
<td>893</td>
<td></td>
</tr>
<tr>
<td>Operating Costs (Annual)</td>
<td>$1.78 million</td>
<td></td>
<td>$2.95 million</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating Cost per Revenue Hour</td>
<td>$186</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating Cost per Boarding</td>
<td>$7.39</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Passengers per Revenue Hour</td>
<td>25.2</td>
<td>25.8</td>
<td>25.9</td>
<td>19.5</td>
<td></td>
</tr>
</tbody>
</table>

Note: All data provided by SFMTA. Data used to generate annual boardings on all Connector routes was based on daily average; may not reflect reduced ridership on weekends as demonstrated in 66 Quintara data.
23 Monterey

The SFMTA’s 23 Monterey bus route is categorized as a grid route. Grid routes are defined by the SFMTA as citywide routes that arrive every 12-30 minutes and transport customers to their destinations with either a short walk or seamless transfer. The 23 Monterey spans the City from the San Francisco Zoo on the west side to Hunters Point on the east side. The route fills a coverage gap on the southern end of the City and connects customers in these areas to St. Francis Circle and Glen Park BART Station, two major transit hubs toward the southern end of the City.

Ridership on the 23 Monterey is relatively low compared to other grid routes in the system. With an average ridership of 4,289 daily boardings in 2014, the 23 Monterey’s ridership is about half that of the average grid route, and the third lowest of the 20 grid routes in the system. Among all its stops, the 23 Monterey generates the highest number of boardings and alightings at the Glen Park BART Station (Diamond Street and Bosworth Street), St. Francis Circle (Sloat Boulevard and West Portal Avenue), and Bayview Plaza (Palou Street and 3rd Street), in that order. Boardings and alightings on the 23 Monterey in this study area are shown in Figure 18 and Figure 19.

Average daily loads in this study area are shown in Figure 20 and Figure 21. Average loads on the 23 Monterey are low (fewer than 10 passengers) west of Sunset Boulevard in both directions.

---

3 SFMTA Short Range Transit Plan, Fiscal Year 2015-2030
Figure 18  23 Monterey Inbound Ridership (Daily Totals)
Figure 19  23 Monterey Outbound Ridership (Daily Totals)

OUTBOUND RIDERSHIP
Daily Total Ons and Offs

- 23 Monterey
- 66 Quintara
- SFMTA Routes of Interest
- University
- School
- Grocery/Market
- Post Office
- Senior Center
- Commercial Area

Data Sources: SFMTA, ESRI
Figure 20 23 Monterey Inbound Average Daily Load
Figure 21  23 Monterey Outbound Daily Average Load
57 Parkmerced

Like the 66 Quintara, the 57 Parkmerced bus route is categorized by the SFMTA as a connector route. The 57 Parkmerced meanders through the southwestern quadrant of the City from Sloat Boulevard and Sunset Boulevard just east of the San Francisco Zoo to West Portal Station via the Daly City BART Station. The route fills a coverage gap in the southwestern quadrant of the City, connecting residents living around Lake Merced, in Parkmerced and other residential complexes to major Muni and BART transfer points.

Ridership on the 57 Parkmerced falls just below the Muni connector route average, with an average of 1,247 daily boardings. Among all of its stops, the three stops with the highest number of boardings and alightings include West Portal Station (Ulloa Street and West Portal Avenue), Daly City BART Station, and the Stonestown Galleria (20th Avenue and Winston Drive), in that order. Boardings and alightings are shown in Figure 22 and Figure 23.

Average daily loads are shown in Figure 24 and Figure 25. With the low number of destinations along Skyline Blvd and John Muir Way, average daily loads in each direction through this segment of the route are between four and eight passengers.

---

4 SFMTA Short Range Transit Plan, Fiscal Year 2015-2030
Figure 22  57 Parkmerced Inbound Ridership (Average Weekday Totals)
Figure 23  57 Parkmerced Outbound Ridership (Average Weekday Totals)
Figure 24  57 Parkmerced Inbound Daily Average Load
Figure 25  57 Parkmerced Outbound Daily Average Load

OUTBOUND LOAD
Average Daily Max Load at Stop

- 5 10 20

57-Parkmerced
SFMTA Routes of Interest

University
School
Groceries/Market
Post Office
Senior Center
Commercial Area

Data Sources: SFMTA, ESRI
4 COMMUNITY TRANSIT NEEDS

The SFMTA and its consultant partners undertook community outreach efforts in order to identify the transit needs of 66 Quintara stakeholders and engage with the community throughout the Study’s progress. Community engagement efforts included:

- A community meeting held in the project area on July 10, 2017
- A community survey that reached 845 stakeholders between June and September 2017
- Stakeholder interviews with community organizations and school representatives in August 2017
- A second community meeting held in the project area on November 16, 2017

COMMUNITY SURVEY

The SFMTA launched the 66 Quintara community survey on June 30, 2017. The survey was available in English, Chinese, Spanish and Filipino at www.sfmta.com/66study and garnered 845 survey responses between June 30 and September 20, 2017. The survey methodology, as well as select multiple-choice and open-ended responses are summarized on the following pages.

Methodology

Surveys were collected online, via outreach ambassadors conducting intercept surveys on the 66 Quintara and surrounding areas, and at the July 10 Community Meeting.

The online survey was available on the SFMTA website and was shared in Supervisor Katy Tang’s newsletter and on the SFMTA social media accounts. The survey link was included on all posters publicizing the July 10 community meeting. Other community groups or leaders may have also shared the survey link with their members.

Bilingual outreach ambassadors spent 45 hours conducting intercept surveys at the locations listed in Figure 26. The outreach ambassadors approached riders or passerby and asked if they would be interested in taking the survey. After an initial round of outreach, our team readjusted the survey hours and locations based on feedback from the SFMTA and Supervisor Tang in order to further target Chinese community hubs and reach students once schools reopened in the fall.

Figure 26 Intercept Surveying Locations and Time Spent

<table>
<thead>
<tr>
<th>Survey Location</th>
<th>Hours at Surveying Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>On board 66 Quintara</td>
<td>11</td>
</tr>
<tr>
<td>On board 48 Quintara/24th St</td>
<td>2</td>
</tr>
<tr>
<td>19th Ave &amp; Quintara St intersection</td>
<td>4</td>
</tr>
</tbody>
</table>
Survey Location | Hours at Surveying Site
--- | ---
30th Ave & Quintara St intersection | 3
9th Ave & Judah St intersection | 9
West Portal Station | 3
St Francis Circle | 2
San Francisco Mandarin Baptist Church | 1
San Francisco Chinese Baptist Church | 1
St Ignatius Preparatory School | 4
Abraham Lincoln High School | 4
Total | 44

Ambassador Feedback

Below is a summary of feedback from outreach ambassadors. This information is intended to inform any future survey plans.

- On-board surveying on the 48 Quintara was difficult because the bus was very crowded.
- As expected, on-board surveying on the 66 Quintara did not yield a high number of surveys because of limited ridership.
- Reaction from seniors was mixed. One ambassador riding the 66 Quintara found that seniors were resistant to filling out the survey. Another found that seniors shared positive feedback and did not want to see changes.

Topline Findings

- Overall, 66 Quintara riders are protective of the bus route and do not wish to see significant changes.
- 60% of respondents stated they take Muni in this neighborhood “frequently,” with another 32% riding “occasionally.”
- Among individuals who do not ride the 66 Quintara, 68% stated that it “doesn’t go where I am traveling.” These riders are mostly traveling downtown or to other areas of the Sunset not served by the 66 Quintara.
- Shopping was the most commonly cited activity riders used the 66 Quintara to access, followed by traveling to work and visiting friends and family.
- Approximately 56% of respondents who regularly use the 66 Quintara use it to connect to another Muni route.
- The most frequently used Muni routes by 66 Quintara riders are the L Taraval and N Judah. The same is true for respondents that do not ride the 66 Quintara.
- Respondents' top two concerns about the 66 Quintara are frequency of service and early departures.
Findings: Respondents who Ride the 66 Quintara

“How often do you ride the 66 Quintara?”

Of the 756 respondents who said they ride Muni in the Sunset and Parkside neighborhoods frequently or occasionally, 73% ride the 66 at least once a month and 33% ride the bus two or more days a week.

Figure 27 “How often do you ride the 66 Quintara?”

<table>
<thead>
<tr>
<th>Answer</th>
<th>Number of Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 or more days a week</td>
<td>250</td>
<td>33.1%</td>
</tr>
<tr>
<td>At least once a week</td>
<td>149</td>
<td>19.7%</td>
</tr>
<tr>
<td>At least once a month</td>
<td>154</td>
<td>20.4%</td>
</tr>
<tr>
<td>Rarely or never</td>
<td>203</td>
<td>26.9%</td>
</tr>
</tbody>
</table>

“What activities do you use the 66 Quintara to access? Select all that apply.”

Shopping was the top activity for 66 Quintara riders, followed by commuting to work and visiting friends and family. Respondents who added their own activities frequently cited the following:

- Accessing Golden Gate Park
- Traveling to restaurants
- Connecting to other transit routes

Figure 28 Responses: “What activities do you use the 66 Quintara to access?”

“Which of these Muni routes do you use to get around?”

Among respondents who ride the 66 Quintara, the most frequently used other route was the L-Taraval – 350 respondents reported that they use the L Taraval at least monthly and 128 respondents reported that they use the line daily. The second most used route was the N Judah –
320 respondents reported that they use the line at least monthly. The least popular routes were the 23 Monterey on Sloat Boulevard and the 57 Parkmerced.

**Figure 29 Responses: Which of these Muni routes do you use to get around?**

<table>
<thead>
<tr>
<th>Route</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>L Taraval</td>
<td>128</td>
<td>132</td>
<td>90</td>
<td>350</td>
</tr>
<tr>
<td>N Judah</td>
<td>74</td>
<td>126</td>
<td>120</td>
<td>320</td>
</tr>
<tr>
<td>28 19th Avenue/28R</td>
<td>45</td>
<td>103</td>
<td>102</td>
<td>250</td>
</tr>
<tr>
<td>6 Haight/Parnassus</td>
<td>38</td>
<td>68</td>
<td>89</td>
<td>195</td>
</tr>
<tr>
<td>48 24th/Quintara</td>
<td>42</td>
<td>53</td>
<td>93</td>
<td>188</td>
</tr>
<tr>
<td>29 Sunset</td>
<td>25</td>
<td>71</td>
<td>87</td>
<td>183</td>
</tr>
<tr>
<td>43 Masonic</td>
<td>48</td>
<td>64</td>
<td>58</td>
<td>170</td>
</tr>
<tr>
<td>7 Haight/Noriega</td>
<td>22</td>
<td>53</td>
<td>90</td>
<td>165</td>
</tr>
<tr>
<td>M Oceanview</td>
<td>19</td>
<td>72</td>
<td>71</td>
<td>162</td>
</tr>
<tr>
<td>K Ingleside</td>
<td>22</td>
<td>65</td>
<td>70</td>
<td>157</td>
</tr>
<tr>
<td>44 O’Shaughnessy</td>
<td>37</td>
<td>55</td>
<td>61</td>
<td>153</td>
</tr>
<tr>
<td>18 46th Avenue</td>
<td>12</td>
<td>33</td>
<td>53</td>
<td>98</td>
</tr>
<tr>
<td>23 Sloat</td>
<td>7</td>
<td>18</td>
<td>46</td>
<td>71</td>
</tr>
<tr>
<td>57 Parkmerced</td>
<td>3</td>
<td>8</td>
<td>35</td>
<td>46</td>
</tr>
</tbody>
</table>

“**When making a trip on the 66 Quintara, do you usually connect to/from another route? Which stop and route?**”

More than half of the respondents (56%) stated that they connect to a different bus route. Respondents stated they connect most often to the N Judah (31%), followed by the L Taraval (17%).

“**Is there anything you think could make the 66 Quintara better?**”

The following section summarizes the responses to the question “Is there anything you think could make the 66 Quintara better?” We have identified three general themes: schedule, frequency, and no change. Respondents also identified specific route changes that they believe would improve the line. We have included a list of the commonly suggested changes at the end of this section.

**Frequency**

The most commonly cited improvement was increased bus frequency. This was mentioned more than 100 times by respondents.

- “Run more frequently.”
- “More buses instead of every half hour.”
- “More frequency on weekends and evenings.”
**Schedule**

Community meeting attendees mentioned early departures as a primary concern and this concern was also reflected in the survey. Respondents commented that the bus often leaves the first stop ahead of its scheduled departure time.

- “Please ensure drivers drive on schedule. Often it leaves too early and I miss my bus.”
- “The 66 always comes two minutes early and then I always miss it.”
- “Reduce no-shows. Given the low frequency at night, unannounced no-shows are a big problem.”
- “When there is one bus running in the evenings and weekends, the schedule can be unpredictable.”

**No Change**

We heard from many riders who are happy with the 66 Quintara service and do not want to see any changes to the route, particularly any changes that would reduce existing service.

- “I love the route just the way it is. It’s a beautiful route. The views are amazing. Please don’t change it too much or take it out of service.”
- “Don’t get rid of it! Keep it running!”
- “I am disabled and this is my go-to bus which takes me exactly where I need to go. Keep it the way it is, please.”
- “Please don’t discontinue this route. It connects our neighborhood to the 9th and Judah area.”

**Suggested Route Extensions**

Respondents offered several route extension suggestions. The top requests are summarized below.

- West Portal (27 requests)
- UCSF (16)
- Downtown San Francisco (16)
- Sunset Boulevard & Sloat Boulevard / Lakeshore Plaza (11)
- Ocean Beach (5)
- Haight/Cole Valley (5)
- BART (station unspecified) (5)
- Stonestown/SFSU (4)
- Golden Gate Park (3)

**Findings: Non-66 Quintara Riders**

“Why do you not ride the 66 Quintara?”

Among the 161 survey participants who responded to “Why do you not ride the 66 Quintara?” the most commonly cited issue was “the 66 doesn’t go where I am traveling,” followed by “it doesn’t arrive often enough.”
“The 66 doesn’t go where I am traveling.”

Of the 109 respondents who said “the 66 doesn’t go where I am traveling,” 49 respondents were traveling to destinations in the Sunset District (including Noriega, Judah, Taraval, Ortega and Quintara Streets). Thirty-nine respondents were headed to major job centers in Downtown San Francisco (including Downtown, Civic Center, Market Street, and the San Francisco Ferry Building). Twenty respondents cited West Portal Station as their destination. Ten respondents listed Forest Hill Station.

Other destinations mentioned by those who answered “the 66 doesn’t go where I am traveling” include:

- BART stations: Balboa Park (2 responses), Glen Park (3) and Daly City (6)
- Haight Street (6)
- Other major hubs were sparsely mentioned, including Stonestown (5), UCSF (3), and North Beach (2)

Like 66 Quintara riders, the N Judah and L Taraval were the most commonly used lines among the 109 non-riders who said the 66 Quintara “doesn’t go where I am traveling.” The chart below summarizes route usage for those who say the 66 Quintara does not serve their desired destinations.

### Figure 31  Bus Lines Used by Survey Respondents Who do Not Use the 66 Quintara

<table>
<thead>
<tr>
<th>Route</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>N Judah</td>
<td>30</td>
<td>23</td>
<td>20</td>
<td>73</td>
</tr>
<tr>
<td>L Taraval</td>
<td>32</td>
<td>17</td>
<td>23</td>
<td>72</td>
</tr>
<tr>
<td>7 Haight/Noriega</td>
<td>15</td>
<td>20</td>
<td>17</td>
<td>52</td>
</tr>
<tr>
<td>28 19th Avenue/28R</td>
<td>11</td>
<td>17</td>
<td>24</td>
<td>52</td>
</tr>
<tr>
<td>29 Sunset</td>
<td>12</td>
<td>9</td>
<td>23</td>
<td>44</td>
</tr>
</tbody>
</table>
Figure 32 compares the most commonly used routes among 66 Quintara riders and non-riders whose destinations are not served by the 66 Quintara. Both groups heavily favor the N Judah and L Taraval. Non-riders rely on the 7 Haight/Noriega more than 66 Quintara riders, whereas 66 Quintara riders rely more heavily on the 6 Haight/Parnassus than non-riders.

**Figure 32 Most Commonly Used Other Muni Routes by All Survey-takers**

<table>
<thead>
<tr>
<th>Rank</th>
<th>66 Quintara Riders</th>
<th>Non-Riders</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>L Taraval</td>
<td>N Judah</td>
</tr>
<tr>
<td>2</td>
<td>N Judah</td>
<td>L Taraval</td>
</tr>
<tr>
<td>3</td>
<td>28 19th Avenue/28R</td>
<td>7 Haight/Noriega</td>
</tr>
<tr>
<td>4</td>
<td>6 Haight/Parnassus</td>
<td>28 19th Avenue/28R</td>
</tr>
<tr>
<td>5</td>
<td>48 24th/Quintara</td>
<td>29 Sunset</td>
</tr>
<tr>
<td>6</td>
<td>29 Sunset</td>
<td>44 O’Shaughnessy</td>
</tr>
<tr>
<td>7</td>
<td>43 Masonic</td>
<td>43 Masonic</td>
</tr>
<tr>
<td>8</td>
<td>7 Haight/Noriega</td>
<td>48 24th/Quintara</td>
</tr>
<tr>
<td>9</td>
<td>M Oceanview</td>
<td>K Ingleside</td>
</tr>
<tr>
<td>10</td>
<td>K Ingleside</td>
<td>6 Haight Parnassus</td>
</tr>
<tr>
<td>11</td>
<td>44 O’Shaughnessy</td>
<td>M Oceanview</td>
</tr>
<tr>
<td>12</td>
<td>18 46th Avenue</td>
<td>18 46th Avenue</td>
</tr>
<tr>
<td>13</td>
<td>23 Sloat</td>
<td>23 Sloat</td>
</tr>
<tr>
<td>14</td>
<td>57 Parkmerced</td>
<td>57 Parkmerced</td>
</tr>
</tbody>
</table>

**Chinese Language Speakers**

Outreach ambassadors made an active effort to reach the Chinese community during the intercept survey phase. Cantonese-speaking outreach ambassadors conducted surveys and added intercept locations at Chinese churches and community centers. While only 17 Chinese-language surveys
were collected, the team did collect English-language surveys at Chinese churches and community centers. Outreach ambassadors engaged with members of the Chinese community on the 66 Quintara, at transit stops, and throughout the Parkside and Sunset Districts. We did not include demographic questions in our survey so we cannot know the race, ethnicity, or language preference of an English survey respondent.

The section below summarizes the data we received from completed Chinese-language surveys.

- Shopping (7) and traveling to medical appointments (7) were the most popular reasons for using the 66 Quintara.
- The most commonly cited 66 Quintara destinations were 9th and Judah (3) and Golden Gate Park (2).
- Respondents who rode the 66 Quintara most frequently used the L Taraval (7) and N Judah (7), followed by the 7 Haight/Noriega (6), the 6 Haight/Parnassus (5), 28 19th Avenue/28R (5), and 44 O’Shaughnessy (5).
- The least used routes were the K Ingleside (2), 23 Sloat (2), and 57 Parkmerced (1).
- Among respondents who do not ride the 66 Quintara, three people responded “the 66 doesn’t go where I am traveling” and one person responded “I don’t know where it goes.”

### Students

Outreach ambassadors collected 36 surveys from students at Abraham Lincoln High School and St. Ignatious College Preparatory. Overall, 118 respondents reported that they use the 66 Quintara to travel to school. Among these respondents, the most commonly requested improvement was increased service (57). Among those who said they use the 66 Quintara to travel to school, the following destinations were most frequently cited:

- West Portal (47 responses)
- 9th Avenue and Judah Street (36)
- 16th Avenue and Vicente Street (14)
- Lincoln High School or associated intersections (14)

Exactly half of these respondents said they use the 66 Quintara to transfer to other Muni routes. The following routes and intersections were most commonly cited:

- 9th Avenue and Judah Street / N Judah (19)
- L Taraval (12)
- 43 Masonic (11)

![Figure 33](image-url)  
**Muni Routes Used to Access Schools by 66 Quintara Riders**

<table>
<thead>
<tr>
<th>Route</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>L Taraval</td>
<td>23</td>
<td>26</td>
<td>14</td>
<td>63</td>
</tr>
<tr>
<td>N Judah</td>
<td>19</td>
<td>25</td>
<td>19</td>
<td>63</td>
</tr>
<tr>
<td>28 19th Avenue/28R</td>
<td>20</td>
<td>24</td>
<td>14</td>
<td>58</td>
</tr>
<tr>
<td>29 Sunset</td>
<td>9</td>
<td>20</td>
<td>16</td>
<td>45</td>
</tr>
<tr>
<td>48 24th/Quintara</td>
<td>12</td>
<td>14</td>
<td>15</td>
<td>41</td>
</tr>
</tbody>
</table>
Muni usage among 66 Quintara riders traveling to school was similar to 66 Quintara riders overall. Figure 34 below compares the usage rankings between the two groups.

**Figure 34** Top Muni Routes Used by All 66 Quintara Riders Compared to Riders Traveling to Schools

<table>
<thead>
<tr>
<th>Rank</th>
<th>All 66 Quintara Riders</th>
<th>66 Quintara Riders Traveling to School</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>L Taraval</td>
<td>L Taraval</td>
</tr>
<tr>
<td>2</td>
<td>N Judah</td>
<td>N Judah</td>
</tr>
<tr>
<td>3</td>
<td>28 19th Avenue/28R</td>
<td>28 19th Avenue/28R</td>
</tr>
<tr>
<td>4</td>
<td>6 Haight/Parnassus</td>
<td>29 Sunset</td>
</tr>
<tr>
<td>5</td>
<td>48 24th/Quintara</td>
<td>48 24th/Quintara</td>
</tr>
<tr>
<td>6</td>
<td>29 Sunset</td>
<td>43 Masonic</td>
</tr>
<tr>
<td>7</td>
<td>43 Masonic</td>
<td>6 Haight/Parnassus</td>
</tr>
<tr>
<td>8</td>
<td>7 Haight/Noriega</td>
<td>7 Haight/Noriega</td>
</tr>
<tr>
<td>9</td>
<td>M Oceanview</td>
<td>44 O’Shaughnessy</td>
</tr>
<tr>
<td>10</td>
<td>K Ingleside</td>
<td>K Ingleside</td>
</tr>
<tr>
<td>11</td>
<td>44 O’Shaughnessy</td>
<td>M Oceanview</td>
</tr>
<tr>
<td>12</td>
<td>18 46th Avenue</td>
<td>18 46th Avenue</td>
</tr>
<tr>
<td>13</td>
<td>23 Sloat</td>
<td>23 Sloat</td>
</tr>
<tr>
<td>14</td>
<td>57 Parkmerced</td>
<td>57 Parkmerced</td>
</tr>
</tbody>
</table>
Origins and Destinations of 66 Quintara Riders and Non-Riders

Survey takers were asked to share their home origin in the form of the nearest intersection, as well as the top three destinations they frequently make trips to. The findings from these two questions are shown on the following maps. Figure 35 displays the clusters of respondent origins by intersection. An array of intersections along the 66 Quintara route are represented, as well as some additional clusters throughout the Sunset neighborhood. Interestingly, a sizeable number of origins were reported at 35th Avenue and Quintara Street, discussed further below.

Frequent destinations reported by survey-takers are shown in Figure 36. Many destinations currently served by the 66 Quintara were identified. Frequent destinations off the existing 66 Quintara route include:

- 6th and Irving/Irving Street commercial corridor
- UCSF Parnassus hospital
- West Portal station and commercial corridor
- Golden Gate Park
- 35th Avenue and Quintara Street intersection
- Downtown SF and Market Street corridor (outside of study area)

Patterns in the Data

When developing the origin-destination maps, Nelson Nygaard found that 35th Avenue and Quintara Street was an unexpectedly common origin and destination. In reviewing the data, Civic Edge found a cluster of 66 Quintara riders citing this intersection as one of their top destinations and starting points. This could be because of Robert Louis Stevenson Elementary School. The school has 464 students who might ride the bus themselves or whose parents ride the bus to pick them up or drop them off.

When reviewing the IP addresses associated with these surveys, we determined that they are not associated with our tablets, but with computers used to input paper surveys. Because the IP addresses do not match the tablets used for intercept outreach, we cannot determine the exact time or location of survey completion. However, based on the start and end points associated with 35th & Quintara survey respondents, we believe these surveys came from 48 Quintara/24th Street riders, and thus may represent a demand already met.
Figure 36  
Survey Respondent Destinations

SURVEY RESPONDENT ORIGINS

Respondents per Location (circles proportionally sized)

- 66-Quintara
- University
The complete set of origin-destination pairs reported on the survey are shown in Figure 37 below. This reflects a total of 1,046 pairs received from both current riders of the 66 Quintara, as well as potential new riders of Muni service in the Sunset neighborhood. The destination end of the pairs were derived from a question requesting the respondent’s three most frequent destinations. Many respondents reported origin-destination pairs currently served well by the 66 Quintara. Notable origin-destination pairs outside of the current route include 34th Avenue and Quintara Street to West Portal and to the Inner Sunset.

Origin and destination pairs reported by participants who stated that either 1) they do not ride Muni or 2) they ride the 66 Quintara rarely or never were isolated and are shown in Figure 38. This figure shows that a significant share of survey participants who do not use Muni or the 66 Quintara are making trips out of the neighborhood, with many pairs heading downtown or to other destinations to the east. A total of 316 origin-destination pairs were provided by non-66 Quintara riders.

Finally, origins reported by respondents who listed West Portal as a destination are shown in Figure 39. Among the 56 pairs shown on this map, origins predominantly include points further west of the 66 Quintara route.
Figure 37  Origin-Destination Pairs: All Survey-Takers
Figure 38  Origin-Destination Pairs: Non-66 Quintara Riders
Figure 39  Origin-Destination Pairs Including West Portal Station

SURVEY RESPONDENT TRIP PAIRS

- Trip Pair
- Darker lines indicate greater number of responses for specific origin-destination pair
- 66-Quintara
- University
- Transit Center

Data Source: 66-Quintara Community Survey, 2017
STAKEHOLDER INTERVIEWS

Civic Edge Consulting completed stakeholder interviews with representatives from the Outer Sunset Parkside Residents Association (OSPRA) and the Sunset Beacon Neighborhood Center (SBNC), as well as various staff members from Lincoln High School. Below is a summary of the key themes and issues discussed during the stakeholder interviews.

Comments on Current Service

- Representatives from SBNC were generally satisfied with the transit services in their area. They felt that the Sunset and Parkside Districts have good connectivity around the neighborhood and were not aware of gaps in transit service that required changes.
- Susan Pfeifer of OSPRA explained that she prefers driving within the neighborhood because of the distance to a bus stop or the wait for a bus. She does not ride the 66 Quintara. She will drive to the N Judah and L Taraval when traveling downtown to avoid the high cost of parking.

Comments on Parking

- Removal of parking spaces in the neighborhood was a top concern for both organizations.
- Susan Pfeifer of OSPRA cited the removal of parking at 18th Avenue and Taraval Street near the Safeway and 25th Avenue and Noriega Street near the Walgreens as a particular problem for seniors.
- SBNC said the removal of parking is a problem for seniors attending local programming.

School-related Comments

- More teachers at Lincoln High School said they would use the 66 Quintara if it came more often in the morning. The low frequency of the route combined with concerns related to early departure times discourages educators who must get to the school at a particular time.
- The route is extremely crowded in the northbound direction immediately after school.
- A re-route of the 66 Quintara to serve West Portal Station was less preferable than improving service on the 48 Quintara/24th Street route.
- Staff pointed out that currently, the 48 Quintara/24th Street does not operate at the time students are released from school two days of the week because of early release periods. In addition, the 48 Quintara/24th Street does not run during other educational activities such as daytime courses or some after school programs.
- Staff noted that the 48 Quintara/24th Street is very crowded by the time it reaches West Portal Station in the westbound direction in mornings, often filled with students traveling from eastern neighborhoods.
COMMUNITY MEETINGS

First Community Meeting – July 2017

Nearly 40 people attended and shared their feedback and concerns about the route at the July 10 community meeting. SFMTA staff and Supervisor Katy Tang were in attendance. The purpose of this meeting was to introduce the project and receive input on the current 66 Quintara service from community stakeholders. This input was used to refine the framework for the project and subsequent analysis of the 66 Quintara route.

Positive Comments

Many attendees expressed satisfaction with the existing service and did not want to see changes to the route. In addition, several individuals appreciated that the SFMTA was engaging with the community prior to deciding on a direction for possible service changes. Below is a sample of some of the positive comments we heard about the 66 Quintara.

- The 66 Quintara is “a jewel of a line.”
- Very happy with bus connections available at 9th and Judah.
- The drivers on the 66 Quintara are kind.
- The 66 Quintara “route has meaning.”

Bus Schedule and Pick-up

Attendees were concerned about the route being off-schedule and making connections between the 66 Quintara and other MUNI routes, particularly the L Taraval. Below is a sample of the comments we heard about the 66 Quintara’s scheduling.

- Buses frequently depart ahead of schedule, causing riders to miss trips.
- Next Bus real time information is not accurate.
- Sandra discussed deploying more transit supervision and evaluating schedule.
- Previous operators used to look out for an L Taraval train and wait for passengers before continuing on route. I would like this to be standard protocol.
- At 9th and Judah, some operators allow passengers to wait inside the bus before it departs and some do not. What is the standard protocol?

Bus Stops

Many of the meeting’s attendees remembered an effort nearly a decade ago that suggested eliminating or significantly truncating the 66 Quintara route and feared that this new study would beget a similar effort. Specifically, riders expressed concern about eliminating the segment in Sunset Heights because of its steep grades. Many attendees expressed concern about the possible elimination of bus stops. Some attendees suggested creating more stops to better accommodate seniors who cannot walk long distances along hilly streets. Below are examples of comments we heard.

- Do not eliminate any stops.
- Do not eliminate stops on Quintara because the hills are steep between 30th and 24th streets.
- An additional bus shelter is needed at 9th and Judah where the 66 lays over.
The segment of Sunset Heights is important for seniors, in particular.
Consider adding a stop at 8th and Judah to let people off before the bus makes two left turns onto 9th and Judah.

**New Destinations and Route Connections**

Meeting attendees suggested the following new destinations for the 66 Quintara. These suggestions do not necessarily match the survey findings. They included:

- Stonestown Galleria
- West Portal Station
- Lakeshore Plaza
- UCSF Medical Center (Parnassus)
- Golden Gate Park
- Noriega Commercial District
- Cole Valley
- Downtown
- Re-establishing downtown service came up several times. A number of attendees personally used the former direct service.

Attendees requested establishing stronger connections between the 66 Quintara and the following routes:

- Extend to West Portal Station
- Extend to reach UCSF Parnassus
- Extend to Cole Valley and connect to 37
- Create connection to 18 46th Ave., 23 Monterey, and 29 Sunset

**Elderly Riders**

Many of the meeting attendees were older residents and they expressed particular concern that the SFMTA was not adequately meeting their needs. Some felt that seniors were victimized in the L Taraval process and were very concerned that changes to the 66 Quintara might make traveling throughout a hilly region of the city more difficult. Some of the comments we heard included:

- Removing stops would force seniors to walk farther to bus stops in a very hilly neighborhood. Add more stops to help seniors.
- “Some of the people I see (or waiting for) the 66 Quintara are elderly and rely on the bus. They wait 30+ minutes to go just a couple of blocks south from the L to the end of the route. They often have groceries, probably from Safeway on the L Taraval. It’d be helpful for them if the 66 took them straight to Lucky on Sloat or to another major grocery store.”
- Seniors need a stronger voice in the decision-making process.

**Safety**

Some attendees shared concern that certain intersections served by the 66 Quintara are unsafe. Multiple attendees mentioned the corner of 8th Avenue and Judah Street as particularly problematic. Comments included:
The corner at 8th Avenue and Judah Street is unsafe for pedestrians. There have been instances of buses nearly hitting pedestrians.

- 8th and Judah is a dangerous intersection for buses to turn left.
- 8th and Judah needs a four-way stop or signal.

**Outreach Process**

Attendees expressed two main concerns about the outreach process. First, there was concern that SFMTA was not allowing adequate time for surveying and second, community members were concerned that their feedback would not impact the outcome of the project. Feedback included:

- One month isn't an adequate survey period.
- We're afraid our feedback will be ignored.
- July isn’t the best month to survey because people are on vacation, including local schools.
- There should be an article or notice in the Sunset Beacon about the study.
- Attendees would like all documents, presentations and posters posted on NextDoor and the SFMTA website.

**L Taraval**

It is important to note that many attendees expressed anger over changes to the L Taraval. One attendee called it a “travesty” and others felt that seniors were harmed by changes to the route. Some believed that their feedback would not be considered based on their experience of the L Taraval process and asked for the approved changes to be rolled back.

**Second Community Meeting – November 2017**

The second 66 Quintara Connectivity Study Community Meeting took place on Thursday, November 16, 2017 at St. Ignatius Preparatory School. 29 people attended the community meeting. Seven of the same community members attended the first meeting held in July.

To notify community members about the meeting, Civic Edge posted flyers at every stop along the 66 Quintara route, as well at stops along the 48 Quintara. Informational flyers were posted at Lincoln High School to redirect any attendees who mistakenly went to the wrong location for the meeting; 11 attendees learned about the meeting in this way.

Additionally, Supervisor Tang included information about the meeting in her monthly newsletter. One attendee reported learning about the meeting from the Supervisor’s newsletter.
Feedback Received in Meeting

In general, community members who attended the meeting were pleased with the minor changes that SFMTA and the project team have proposed for the 66 Quintara route. This includes adding midday service on the 48 Quintara route.

Attendees expressed some concerns about service, which included (1) infrequency of service, and (2) access to real-time information. SFMTA seeks to address attendees’ concerns through recommendations discussed in Chapter 7.

Comments shared at the meeting are paraphrased in the following section.

66 Quintara Frequency

- 66 Quintara should run more often.
- Currently, passengers have to wait a long time for a bus to arrive at certain stops; long waits deter residents from taking the route.

66 Quintara Schedule

- Bus drivers are departing before the scheduled time stops, which is leaving passengers behind and have to wait for the next bus to arrive.
- To ensure that buses are departing 9th and Judah on time, rather than too early, attendees suggest that there be an inspector at the stop.
- Night drivers need to be more accountable. “The evening operator disappears.” Meeting attendees recommend that there be an inspector on nights and weekends on the 66 Quintara.

48 Quintara/24th Street

- Local residents would like to see an increase in frequencies. “We need 160 service hours per week.”
- Buses on the 48 Quintara tend to be overcrowded, particularly in the last 45-minutes of the peak commute. Attendees recommend that there be more bus in the 6 p.m. hour. Additionally, the L Taraval is also very crowded at this time.
- Extending the 48 Quintara/24th Street should not compromise service on the 66 Quintara.
- It’s not clear where to board at West Portal; recommendation to change stop location.
- There is no need for the 48 Quintara to go past 6:30 PM as there are other sufficient services outside of the peak. However, other attendees did request extending service. “We need service
later than 7 PM, as riders are coming home from work and it takes time to reach West Portal from downtown.

- SFMTA should add weekend and daytime service to Ocean Beach during L Taraval construction.

**West Portal**

- West Portal bus stop is chaotic.
- Adding another bus to West Portal (i.e. the 66 Quintara) could increase congestion in the area.
- Do not remove parking near West Portal.

**General Comments**

- Why does the eastside of the city get more service than the Sunset?
- When will the 66 Quintara get new buses like other routes?
- Elderly people may not have access to online bus tracking.
- Printed time schedules may be more useful.

**Feedback Received on Comment Cards**

- 66 should have slightly earlier and later trips. 48 to ocean beach weekday daytime makes sense. Sean Kennedy does not return phone calls quickly.
- I enjoy the informative community meetings!
- West portal is a good idea. :)
- Between Lake Merced and Sunset Boulevard, why is this bus stop at the corner when you drive there?
- Please fix route and schedule before doing anything else. Drivers (operators) continue to leave 9th & Judah a few minutes early leaving transfer passengers behind - that are on time. 11 minutes from Judah to Vicente is not enough time. Operators are (illegible) to leave earlier than schedules.
- Understand that 66 to West Portal is too expensive. More frequency on 48 line would encourage more commuters not to drive. Extending service for evening commute would help the most. Adding more position sensors will help prediction accuracy. Thanks.

**Feedback Received on Posters**

Nelson\Nygaard created boards featuring the proposed solutions to the issues community members raised at the first meeting and via the survey. Meeting attendees were invited to place dots on the posters in order to indicate whether they supported or did not support implementation of each proposed solution. As shown in Figure 40, proposed solutions were supported by all participants.
### Figure 40 Summary of Poster Feedback – Support / Do Not Support

<table>
<thead>
<tr>
<th>What We Heard</th>
<th>Proposed Solutions</th>
<th>I support this change</th>
<th>I do not support this change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requests for connections from the central Sunset area to more places like West Portal Station, West Portal commercial area, and Ocean Beach. The 48’s current service hours do not align with the early release schedule at Lincoln High.</td>
<td>Extend the service span of the 48 Quintara/24th St. beyond the peak commute hours to include the midday. The proposed service span is 6:30 am to 6:30 pm on weekdays (see Proposed Route below).</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>Waiting for the 66 Quintara to make left turn from 8th Avenue onto Judah is frustrating.</td>
<td>New stop on the southwest corner of 8th Avenue and Judah.</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Need to reinstate the stop on 16th Avenue and Noriega northbound.</td>
<td>New northbound stop midblock on 16th Avenue at Noriega.</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Morning delays on Lawton between 9th Avenue and 8th Avenue.</td>
<td>Route realignment to Kirkham between 9th Avenue and 8th Avenue instead of Lawton. No stop changes.</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Inaccurate Nextbus predictions.</td>
<td>The SFMTA will add at least one timepoint to the line.</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>66 Quintara operators leave the terminal on 9th Avenue earlier than scheduled.</td>
<td>Increased monitoring of terminal departure times by inspectors.</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>Customers transferring to the 66 Quintara from other lines often narrowly miss the connection and must wait until the next trip.</td>
<td>Starting in August, the SFMTA will launch a campaign to encourage operators of Connector lines, like the 66 Quintara, to wait for connecting customers.</td>
<td>6</td>
<td>0</td>
</tr>
</tbody>
</table>
5 ROUTE ASSESSMENT AND IMPROVEMENT CONCEPTS

Based on operational assessment of the route, as well as community input during the initial outreach phase, the following strengths and weaknesses were identified regarding the 66 Quintara route. The same inputs guided staff toward concepts for improving the 66 Quintara through both cost-neutral and added-cost concepts. Concepts related to pedestrian access to the 66 Quintara are also described if discussed during the community outreach process.

See Figure 41 for the full set of improvement concepts generated based on community input and staff operational analysis. Based on the level of interest expressed during community engagement and operational constraints, some concepts were advanced for further study. These are bolded in Figure 41 below.

Strengths:

- Serves niche community circulator need in the Sunset neighborhood with frequent stops accessible to those with mobility barriers
- Low service hours required as currently routed/scheduled
- 23.4 passengers per service hour
- Connects to N Judah for connections to downtown SF and other destinations, 28-19th Avenue for connections to BART and points south
- Active community participation regarding 66 Quintara
- Multiple schools on or near 66 Quintara, generating riders
- Contributes to Muni coverage goal, particularly residents in hilly Inner Sunset (15th and 16th Avenues) and in the middle of the Sunset neighborhood

Neutral:

- Cost per passenger $7.39 (compared to Connector route average of $5.73)

Weaknesses:

- Nearly reaches some key destinations (e.g., Irving Street commercial corridor) but terminates just short of them
- No scheduled timed transfers
- No connection to fast, frequent service to downtown SF (e.g., West Portal)
- Lack of connections at southern terminus (Vicente Street and 30th Avenue)
### Figure 41  Full Set of Potential Improvement Concepts

<table>
<thead>
<tr>
<th>Improvement Category</th>
<th>Improvement Idea</th>
<th>Problem/Request Addressed</th>
<th>Cost</th>
<th>Idea Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coverage</td>
<td>Consider adding a stop at 8th and Judah.</td>
<td>Add a stop at 8th and Judah to let people off before the bus makes two left turns onto 9th and Judah.</td>
<td>Cost neutral</td>
<td>Community meeting</td>
</tr>
<tr>
<td></td>
<td>Variant 1: Extend northern terminus of route to Music Concourse Way / museums in Golden Gate Park</td>
<td>Demand for connections to: 9th/Irving Golden Gate Park UCSF Parnassus</td>
<td>Added cost evening and weekends (+1 bus) Round trip time added: Variant 1: +7.1 min (34.5 min) Variant 2: +6.4 min (33.8 min) Variant 3: +7.3 min (34.7 min)</td>
<td>Community meeting Survey results</td>
</tr>
<tr>
<td></td>
<td>Variant 2: Extent northern terminus of 66 east to UCSF</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Variant 3: Add loop on northern end of 66 to serve both Golden Gate Park and UCSF (9th Ave to Lincoln Way to Williard to UCSF to 9th/Judah via Judah)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Extend southern terminus of route south to Lakeshore Plaza via Vicente Street and Sunset Blvd to Sloat Blvd</td>
<td>Requests for connection to Lakeshore Plaza</td>
<td>Added cost evening and weekends (+1 bus) +8.7 min (36.1 min)</td>
<td>Community meeting Not supported by results of survey</td>
</tr>
<tr>
<td></td>
<td>Variant 1: Extend route west on Quintara to Sunset Blvd, travel north-south on Sunset Blvd instead of 30th Avenue. Terminate at Lakeshore Plaza. Variant 2: Same re-routing with termination point at Taraval Street. <em>Trade-off: loss of service for current 66 Quintara riders on 30th Avenue (approximately 325 daily boardings/alightings on this segment)</em></td>
<td>Demand for 35th/Quintara as frequent destination (schools)</td>
<td>Added cost evening and weekends (+1 bus) +8.7 min (36.1 min)</td>
<td>Survey Results</td>
</tr>
<tr>
<td>Improvement Category</td>
<td>Improvement Idea</td>
<td>Problem/Request Addressed</td>
<td>Cost</td>
<td>Idea Source</td>
</tr>
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<td>----------------------</td>
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</tr>
<tr>
<td></td>
<td>Extend southern terminus of 66 to West Portal via Vicente and Ulloa streets</td>
<td>Requests for connection to West Portal station</td>
<td>Added cost (+1 bus all times) + 9.6 min (37 min)</td>
<td>Survey Results Community meeting</td>
</tr>
<tr>
<td></td>
<td>Re-route 66 to run north-south on 19th Avenue instead of 15th / 16th Avenues between Lawton and Quintara. Trade-off: does not contribute to SFMTA coverage goal, duplicates service on 19th Ave, and would conflict with requests made in community outreach</td>
<td>Low ridership on 15th/16th Avenues; Demand for connection to Noriega commercial district</td>
<td>Cost neutral</td>
<td>Ridership analysis, Community meeting</td>
</tr>
<tr>
<td></td>
<td>Extend the 6 Haight/Parnassus to West Portal station via 14th Avenue</td>
<td>Requests for connection to West Portal station</td>
<td>Added cost (+1 bus)</td>
<td>Community meeting</td>
</tr>
<tr>
<td>Route Access and Stop Infrastructure</td>
<td>Improve seating and other amenities at termini</td>
<td>At 9th and Judah, some operators allow passengers to wait inside the bus before it departs and some do not. What is standard protocol? An additional bus shelter is needed at 9th and Judah where the 66 lays over</td>
<td>Added capital and maintenance costs</td>
<td>Community meeting</td>
</tr>
<tr>
<td></td>
<td>Explore pedestrian safety measures for 8th Avenue and Judah Street intersection</td>
<td>The corner of 8th and Judah is unsafe for pedestrians</td>
<td>Added capital cost</td>
<td>Community meeting</td>
</tr>
<tr>
<td>Other Operational Concepts</td>
<td>Run 48 Quintara/24th Street into the Sunset during off-peak/mid-day hours; either full-length of route or terminating at Sunset Blvd.</td>
<td>Requests to extend the service span of the 48 Quintara/24th Street</td>
<td>Added cost</td>
<td>Community meeting</td>
</tr>
<tr>
<td>Improvement Category</td>
<td>Improvement Idea</td>
<td>Problem/Request Addressed</td>
<td>Cost</td>
<td>Idea Source</td>
</tr>
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</tr>
<tr>
<td></td>
<td></td>
<td>Requests for connections to West Portal station from the mid-Sunset area</td>
<td></td>
<td>Community meeting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Review departure times and reliability. Potentially revise timetables or have field supervisor check the area periodically, and speak with drivers.</td>
<td>Cost neutral</td>
<td>Community meeting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Buses frequently depart ahead of schedule, causing riders to miss trips.</td>
<td></td>
<td>Survey results</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Next Bus real time information is not accurate.</td>
<td></td>
<td>Community meeting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Explore timed transfer between 66 and L Taraval Or Develop messaging surrounding service standards which warrant a timed transfer</td>
<td>Cost neutral</td>
<td>Community meeting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Previous operators used to look out for an L Taraval train and wait for passengers before continuing on route. I would like this to be standard protocol.</td>
<td></td>
<td>Community meeting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Explore potential use of smaller (30’) buses on 66 Quintara service</td>
<td>Potentially cost neutral</td>
<td>Community meeting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Buses are shaking houses along the route</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Larger buses have difficulty making turns on route, block the streets</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6 ROUTE ALTERNATIVES

Following the development of a full set of route improvement concepts shown above in Figure 41, the SFMTA selected three coverage-related concepts to advance to route alternative development. This memo presents the three route alternatives, including routing variants where applicable, as well as a combination alternative. The alternatives include:

- Alternative 1: Midday service on the 48 Quintara/24th Street
- Alternative 2: UCSF- Parnassus Extension
- Alternative 3: West Portal Extension
  - Variant A: Via 30th Avenue
  - Variant B: Via 25th Avenue
  - Variant C: Via 22nd Avenue
- Combination: incorporates Alternative 2 and Alternative 3A

These alternatives were developed using the Remix software and a number of assumptions provided by the SFMTA, outlined below in Figure 42.

Figure 42 Assumptions Used for Alternatives Development

<table>
<thead>
<tr>
<th>66 Quintara Metrics</th>
<th>Assumed Input</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycle Time</td>
<td>28.7 min</td>
</tr>
<tr>
<td>Average Speed</td>
<td>12.8 mph</td>
</tr>
<tr>
<td>Service Hour Cost</td>
<td>$204</td>
</tr>
<tr>
<td>Layover per Trip</td>
<td>10% of cycle time</td>
</tr>
<tr>
<td>Vehicles Required</td>
<td>Two buses weekdays; one bus weekends</td>
</tr>
<tr>
<td>Frequency</td>
<td>20 min headway weekdays; 30 min headway late evenings and weekends</td>
</tr>
</tbody>
</table>

The trade-offs and key points of each alternative are compared side-by-side in Figure 50 at the end of this chapter.
ALTERNATIVE 1 (PREFERRED): 48 QUINTARA/24TH STREET MIDDAY SERVICE

Objective: Extend service span of the 48 Quintara/24th Street’s service into the Sunset District. This concept would continue the 48 Quintara/24th Street beyond West Portal station during the midday period, providing a mid-day connection to West Portal for the central Sunset area.

Figure 43 Alternative 1 Route Specifications

<table>
<thead>
<tr>
<th>Route Specifications</th>
<th>Existing 48 Quintara/24th Street Service</th>
<th>Introduction of Midday 48 Quintara/24th Street Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terminal locations/route endpoints</td>
<td>Same as existing</td>
<td>Same as existing</td>
</tr>
<tr>
<td>Route length</td>
<td>19.02 miles (full length of route)</td>
<td>19.02 miles (full length of route)</td>
</tr>
<tr>
<td></td>
<td>12.98 miles (short route to West Portal)</td>
<td></td>
</tr>
<tr>
<td>Operating costs</td>
<td>$8.9 million</td>
<td>+ $1.2 million weekday only service</td>
</tr>
<tr>
<td></td>
<td></td>
<td>+ $1.9 million weekday + weekend service</td>
</tr>
<tr>
<td>Vehicles required</td>
<td>13 vehicles</td>
<td>+ 2 additional vehicles</td>
</tr>
<tr>
<td>Weekday Cycle Time / Route Efficiency</td>
<td>Cycle time: 84 min Layover time: 12.3 min</td>
<td>Cycle time: 123.4 min Layover time: 12.3 min</td>
</tr>
<tr>
<td>Anticipated infrastructure needs</td>
<td>Same as existing</td>
<td>Same as existing</td>
</tr>
<tr>
<td>Added connections to other routes</td>
<td>--</td>
<td>Offers new midday connections to:</td>
</tr>
<tr>
<td></td>
<td></td>
<td> 18 46th Avenue</td>
</tr>
<tr>
<td></td>
<td></td>
<td> 29 Sunset</td>
</tr>
<tr>
<td></td>
<td></td>
<td> 66 Quintara</td>
</tr>
<tr>
<td></td>
<td></td>
<td> 28 19th Avenue, 28R 19th Avenue Rapid</td>
</tr>
<tr>
<td></td>
<td></td>
<td> L Taraval, M Ocean View, KT Ingleside-Third Street</td>
</tr>
<tr>
<td></td>
<td></td>
<td> 57 Parkmerced</td>
</tr>
</tbody>
</table>

Advantages and Trade Offs

- Potential ridership decline on 66 Quintara during the midday with competing service on the 48 Quintara/24th Street.
- Any midday and weekend ridership on 48 Quintara/24th Street would be an increase, though this improvement does not improve conditions for commuters in the peak transit period, just midday users.
- Normalizes service span and route of the 48 Quintara/24th Street consistent throughout the day, improving user experience and service legibility.
- Retains 66 Quintara in its current form; no change to route, stops, or service plan.
- Adds midday connection to West Portal Station and nearby routes, one of the most requested destinations in public outreach, for customers adjacent to Quintara Street.
- Significant resource investment required (approximately $1.5-2.5 million per year).
ALTERNATIVE 2: UCSF-PARNASSUS EXTENSION

Objective: Extend existing 66 Quintara at northern terminus point to serve UCSF Medical Center and the southeast corner of Golden Gate Park. This alternative routes via Judah/Parnassus, Stanyan, Carl, Willard, and Frederick streets.

Figure 44  Alternative 2 – Illustration of UCSF-Parnassus Extension
## Alternative 2 Route Specifications

<table>
<thead>
<tr>
<th>Route Specifications</th>
<th>Existing 66 Quintara</th>
<th>Alternative 2: Willard Loop</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Terminal locations/route endpoints</strong></td>
<td>9th Avenue &amp; Judah Street</td>
<td>Frederick &amp; Stanyan Street</td>
</tr>
<tr>
<td></td>
<td>30th Avenue &amp; Vicente Street</td>
<td>30th Avenue &amp; Vicente Street</td>
</tr>
<tr>
<td><strong>Route length</strong></td>
<td>6.12 miles</td>
<td>7.98 miles</td>
</tr>
<tr>
<td><strong>Operating costs</strong></td>
<td>$2.19 million per year</td>
<td>$3.28 million per year (+ $1.09 million)</td>
</tr>
<tr>
<td><strong>Vehicles required</strong></td>
<td>2 buses weekdays, 1 bus weekends and late evening</td>
<td>3 buses weekdays, 2 buses weekends and late evening</td>
</tr>
<tr>
<td><strong>Weekday Cycle Time / Route Efficiency</strong></td>
<td>Cycle time: 28.7 min, Layover time: 2.9 min</td>
<td>Cycle time: 37.4 min, Layover time: 3.7 min</td>
</tr>
<tr>
<td><strong>Anticipated infrastructure needs</strong></td>
<td>--</td>
<td>Potential new bus stop/layover area at or near Frederick &amp; Stanyan, Bus stop pole Carl &amp; Stanyan</td>
</tr>
<tr>
<td><strong>Added connections to other routes</strong></td>
<td></td>
<td>Offers new connections to:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 7 Haight/Noriega</td>
</tr>
</tbody>
</table>

### Advantages and Trade Offs

- Retains existing 66 Quintara alignment; does not eliminate any part of the current route or any existing stops.
- Increased ridership potential by adding two regional destinations, the UCSF-Parnassus campus (hospital and university) and Golden Gate Park.
- Increased probability of mode shift to transit by increasing the chance of a one-seat ride to a final destination.
- Significant additional investment required ($1.09 million per year).
- Removal of parking spaces to accommodate layover space at northern terminus may be required.
ALTERNATIVE 3: WEST PORTAL EXTENSION

Objective: Extend existing 66 Quintara to serve West Portal Station at southern end of route. Three variants are presented – one which simply extends the existing route to West Portal via Vicente Street and two which eliminate portions of the existing route in order to make the connection to West Portal with low- or no-added costs.

Figure 46 Alternative 3 – Illustration of West Portal Extension Concepts
Figure 47  Alternative 3 – Route Specifications

<table>
<thead>
<tr>
<th>Route Specifications</th>
<th>Existing 66 Quintara</th>
<th>Variant A: Via 30th Avenue</th>
<th>Variant B: Via 25th Avenue</th>
<th>Variant C: Via 22nd Avenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terminal locations/route endpoints</td>
<td>9th Avenue &amp; Judah Street 30th Avenue &amp; Vicente Street</td>
<td>9th Avenue &amp; Judah Street Ulloa Street &amp; West Portal Avenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Route length</td>
<td>6.12 miles</td>
<td>8.60 miles</td>
<td>7.34 miles</td>
<td>6.25 miles</td>
</tr>
<tr>
<td>Operating costs</td>
<td>$2.19 million per year</td>
<td>$3.28 million per year (+ $1.09 million)</td>
<td>$2.54 million per year (+ $350,000)</td>
<td>$2.19 million per year (cost-neutral)</td>
</tr>
<tr>
<td>Vehicles required</td>
<td>2 buses weekdays, 1 bus weekends and late evening</td>
<td>3 buses weekdays, 2 buses weekends and late evening</td>
<td>2 buses weekdays and weekends</td>
<td>1 bus weekdays, 2 buses weekends and evenings</td>
</tr>
<tr>
<td>Weekday Cycle Time / Route Efficiency</td>
<td>Cycle time: 28.7 min Layover: 2.9 min</td>
<td>Cycle time: 40.3 min Layover: 4.0 min</td>
<td>Cycle time: 34.4 min Layover: 3.4 min</td>
<td>Cycle time: 29.3 min Layover: 2.9 min</td>
</tr>
<tr>
<td>Added connections to other routes</td>
<td>--</td>
<td>Offers connections to: 57 Parkmerced M Ocean View, KT Ingleside-Third Street</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Advantages and Trade Offs

Variant A: Via 30th Avenue

- Retains full existing 66 Quintara route and stops; no change to current route.
- Adds connection to West Portal Station and nearby routes, one of the most requested destinations in public outreach.
- Adds coverage on Vicente Street between 30th Avenue and 14th Avenue.
- Current ridership is maintained. Small ridership growth potential by adding a major destination at the southern terminus; however, this potential is limited primarily to those in the southern half of the route where it seems least circuitous, and would be competing with the L Taraval which provides access to West Portal and a one-seat ride to Downtown San Francisco.
- Requires significant resource investment ($1.09 million per year) and displays fairly inefficient use of service hours.

Variant B: Via 25th Avenue

- Adds connection to West Portal Station and nearby routes, one of the most requested destinations in public outreach.
- Adds coverage on Vicente Street between 25th Avenue and 14th Avenue but removes service on 30th Avenue segment of existing route, as well as Quintara west of 25th Avenue – a segment which currently serves about 267 average boardings each weekday.
- Potential loss of riders who currently use the 66 Quintara via a stop on 30th Avenue or Quintara Street west of 25th Ave. Potential for slight increase in ridership among riders who live south of L Taraval, although most people are going to Lincoln High School, 19th Ave or the northern terminus.
- Potential for an increase in car trips with the gap in service between 25th Avenue and Sunset Blvd.
- No transfer to L Taraval at 25th Avenue – nearest is 26th Avenue.
- Requires moderate resource investment ($350,000 per year) and displays fairly inefficient use of service hours on weekends.

Variant C: Via 22nd Avenue

- Potential cost-neutral solution to add connection to West Portal Station and nearby routes, one of the most requested destinations in public outreach.
- Adds coverage on Vicente Street between 22nd Avenue and 14th Avenue but removes service on 30th Avenue segment of existing route, as well as Quintara Street between 22nd Avenue and 30th Avenue. Overall coverage loss for the central Sunset area.
- Significant loss in ridership likely in the existing southwest portion of the 66 Quintara route, which currently serves about 300 weekday boardings.
- Potential for introduction of additional car trips from loss of service on existing route in central Sunset. Percent of zero vehicle households is 20% or less in census tracks in this area.
COMBINATION ALTERNATIVE: UCSF + WEST PORTAL

**Objective:** Extend existing 66 Quintara at northern terminus point to serve UCSF Medical Center and the southeast corner of Golden Gate Park via Frederick, Cole, Willard, and Frederick streets. This combination alternative also incorporates the extension to West Portal Station, retaining the full 66 Quintara route as it stands today. These extensions on both end are possible with the same resource requirement as some of the individual improvement alternatives.

Figure 48  Combination Alternative - Illustration
Figure 49  Combination Alternative – Route Specifications

<table>
<thead>
<tr>
<th>Route Specifications</th>
<th>Existing 66 Quintara</th>
<th>Combination Alternative: UCSF + West Portal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Terminal locations/route endpoints</td>
<td>9th Avenue &amp; Judah Street 30th Avenue &amp; Vicente Street</td>
<td>Frederick &amp; Stanyan Street West Portal Avenue &amp; Ulloa Street</td>
</tr>
<tr>
<td>Route length</td>
<td>6.12 miles</td>
<td>10.28 miles</td>
</tr>
<tr>
<td>Operating costs</td>
<td>$2.19 million per year</td>
<td>$3.28 million per year (+ $1.09 million)</td>
</tr>
<tr>
<td>Vehicles required</td>
<td>2 buses weekdays, 1 bus weekends and late evening</td>
<td>3 buses weekdays, 2 buses weekends and late evening</td>
</tr>
<tr>
<td>Weekday Cycle Time / Route Efficiency</td>
<td>Cycle time: 28.7 min Layover time: 2.9 min</td>
<td>Cycle time: 48.5 min Layover time: 4.8 min</td>
</tr>
<tr>
<td>Anticipated infrastructure needs</td>
<td>--</td>
<td>Potential new bus stop/layover area at or near Frederick &amp; Stanyan Bus stop poles/shelters in each direction at: Carl &amp; Stanyan 27th &amp; Vicente 25th &amp; Vicente 23rd &amp; Vicente 21st &amp; Vicente 19th &amp; Vicente 17th &amp; Vicente 15th &amp; Vicente Wawona &amp; Vicente</td>
</tr>
<tr>
<td>Added connections to other routes</td>
<td>--</td>
<td>Offers connections to: 7 Haight/Noriega 57 Parkmerced M Ocean View, K Ingleside</td>
</tr>
</tbody>
</table>

**Advantages and Trade Offs**

- Retains full existing 66 Quintara route and stops.
- Adds connection to West Portal Station and nearby routes, as well as the UCSF Parnassus campus, two of the most requested destinations in public outreach.
- Greatest potential to grow ridership. It adds two major destination points at each terminal without disrupting the structure for current riders.
- Significant resource investment required (approximately $1.09 million per year) – but makes most efficient use of service hours invested.
- Circuitous route without efficient access to destinations.
Figure 50  Trade-Off Comparison of all Alternatives and Variants

<table>
<thead>
<tr>
<th>Alternative 1: Midday Service on 48th Quintara/24th Street</th>
<th>Retains Existing 66 Quintara Route</th>
<th>Potentially Cost Neutral</th>
<th>Expected Net Ridership through Increased Coverage/Service Span</th>
<th>Potential Loss or Shift in Existing Ridership Due to Service Change</th>
<th>New Stops/Layover Space Required</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>X (Shift to another Muni route)</td>
<td></td>
</tr>
<tr>
<td>Alternative 2: UCSF</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Alternative 3A: West Portal via 30th Avenue</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Alternative 3B: West Portal via 25th Avenue</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Alternative 3C: West Portal via 22nd Avenue</td>
<td></td>
<td>✓</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Combination Alternative: 2 and 3A</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
7 RECOMMENDATIONS

Following an extensive outreach effort, the SFMTA is proposing to advance a set of strategies that maintain what riders value about the 66 Quintara today, while seeking to improve the rider experience through minor scheduling and routing modifications meant to improve route reliability. Figure 51 outlines the proposed solutions for the 66 Quintara route, also shown on a map of the route in Figure 52.

In addition, the SFMTA plans to seek funding to extend the service span of the nearby 48 Quintara/24th Street route beyond the peak commute periods to include the midday. This will help address requests for connections from the central Sunset area to West Portal and Ocean Beach, as well as the fact that current service hours do not align with the early release schedule at Lincoln High. The proposed service span is 6:30 a.m. to 6:30 p.m. on weekdays. This proposal is illustrated in Figure 53.

The following recommendations were shared with stakeholders at the second community meeting in November 2017; see Chapter 4 for a summary of the feedback received at that meeting.

Figure 51 Proposed Solutions Matrix – 66 Quintara

<table>
<thead>
<tr>
<th>On Map</th>
<th>What We Heard</th>
<th>Proposed Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Waiting for the 66 Quintara to make left turn from 8th Avenue onto Judah is frustrating.</td>
<td>New stop on the southwest corner of 8th Avenue and Judah.</td>
</tr>
<tr>
<td>2</td>
<td>Need to reinstate the stop on 16th Avenue and Noriega northbound.</td>
<td>New northbound stop midblock on 16th Avenue at Noriega.</td>
</tr>
<tr>
<td>3</td>
<td>Morning delays on Lawton between 9th Avenue and 8th Avenue.</td>
<td>Route realignment to Kirkham between 9th Avenue and 8th Avenue instead of Lawton. No stop changes.</td>
</tr>
<tr>
<td>4</td>
<td>Inaccurate Nextbus predictions.</td>
<td>The SFMTA will add at least one timepoint to the line.</td>
</tr>
<tr>
<td>5</td>
<td>66 Quintara operators leave the terminal on 9th Avenue earlier than scheduled.</td>
<td>Increased monitoring of terminal departure times by inspectors.</td>
</tr>
<tr>
<td>6</td>
<td>Customers transferring to the 66 Quintara from other lines often narrowly miss the connection and must wait until the next trip.</td>
<td>Starting in August 2018, the SFMTA will launch a campaign to encourage operators of Connector lines, like the 66 Quintara, to wait for connecting customers.</td>
</tr>
</tbody>
</table>
Figure 52 Proposed Solutions for the 66 Quintara Route
Figure 53  Illustration of Segment of 48-Quintara/24th Street for Proposed Span Increase

PROPOSED WEEKDAY SERVICE ON 48-QUINTARA/24TH STREET

- Muni Metro Routes
- SFMTA Routes

Service Change West of West Portal: AM/PM Peak Only to All Day (6:30AM-6:30PM)

Service Remains Same West Portal to Diamond St: Days & Evenings (No Owl Service)

Service Remains Same East of Diamond St: 24-Hour Service
**NEXT STEPS**

The SFMTA will take steps to implement the 66 Quintara improvements outlined in Figure 51 right away. The service span increase to include midday service on the entire 48 Quintara/24th Street route will be recommended to the SFMTA Board for approval in the fiscal year 2019-2020 budget.
Appendix A  Second Community Meeting Boards

66 QUINTARA COMMUNITY SURVEY RESULTS

Who Did We Hear From?

Total Responses

845

89%

of Respondents Ride Muni

65% of respondents ride the 66 Quintara

Origins Of All Respondents

Destinations Of All Respondents

People Who Ride The 66

How Often Do You Use The 66 Quintara?

At least once a month 27%

Rarely 20%

At least twice a week 53%

People Who Don’t

Why Do You Not Like The 66 Quintara?

Other 40%

The 66 doesn’t go where I need to go 34%

The 66 doesn’t go direct enough 25%

Other 11%

What Activities Do You Use The 66 To Access?

Shopping 35%

Entertainment/Travel 34%

Medical Appointments 16%

Other 6%

What Could Make the 66 Quintara Better?

No changes needed (77 responses)

Serve more places

Respondents offered ideas for new connections:

- West Portal (27 requests)
- UCSF Parnassus (16 requests)
- Downtown SF (16 requests)
- Lakeshore Plaza (17 requests)
- Ocean Beach (5 requests)

More frequent buses

“More frequent on weekends and evenings”

Improve reliability and scheduling

“The 66 always comes two minutes early and then I miss it.”

Nelson\Nygaard Consulting Associates Inc.  |  74
**48 QUINTARA/24TH STREET—PROPOSED SOLUTIONS**

**Issues & Solutions**

<table>
<thead>
<tr>
<th>What We Heard</th>
<th>Proposed Solutions</th>
<th>I support this change</th>
<th>I do not support this change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requests for connections from the central Sunset area to more places, like West Portal Station, West Portal commercial area, and Ocean Beach.</td>
<td>Extend the service span of the 48 Quintara/24th St beyond the peak commute hours to include the midday. The proposed service span is 6:30 am to 6:30 pm on weekdays (see proposed Route below).</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The 48's current service hours do not align with the early release schedule at Lincoln High.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Origins And Destinations**

**Current and Proposed Service On The 48**

**What do you think?**
# Issues & Solutions

<table>
<thead>
<tr>
<th>What We Heard</th>
<th>Proposed Solutions</th>
<th>I support this change</th>
<th>I do not support this change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waiting for the 66 Quintara to make left turn from 8th Avenue onto Judah is frustrating.</td>
<td>New stop on the south west corner of 8th Avenue and Judah.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Need to reinitialize the stop on 16th Avenue and Noriega northbound.</td>
<td>New northbound stop midblock on 16th Avenue at Noriega.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning delays on Lawton between 9th Avenue and 8th Avenue.</td>
<td>Route realignment to Kirkham between 9th Avenue and 8th Avenue instead of Lawton. No stop changes.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inaccurate Nextbus predictions.</td>
<td>The SFMTA will add at least one timespec to the line.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>66 Quintara operators leave the terminal on 9th Avenue earlier than scheduled.</td>
<td>Increased monitoring of terminal departure times by inspectors.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customers transferring to the 66 Quintara from other lines often narrowly miss the connection and must wait until the next trip.</td>
<td>Starting in August, the SFMTA will launch a campaign to encourage operators of Connector lines, like the 66 Quintara, to wait for connecting customers.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Proposed Solutions

66-QUINTARA PROPOSED SOLUTIONS

- **66-Quintara**
- **SFMTA Routes**
- **University**
- **School**
- **Grocery/Market**
- **Post Office**

Data Sources: SFMTA, ESRI

Proposed Re-routing