

# MARKET ST RAILWAY



Putting History to Work  
Cameron Beach  
Director

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## Our Storied Name



### Market Street Railway - THEN

- Built cable lines, 1880s
- Muni competitor, 1921-1944
  - "Roar of the Four"
- Absorbed into Muni

### Market Street Railway - NOW

- Reborn as non-profit, 1976
- 1,200 members
- Volunteer-based
- Muni's non-profit preservation partner



[www.streetcar.org](http://www.streetcar.org)

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## MSR: Putting History to Work



### Creating "Museums in Motion"

- Help acquire, restore vintage streetcars
- Educational displays, materials, website
- Serve as advocate
- Identify funding
- Enhance cable cars



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## MSR: Acquisition/Restoration



SF-1914



Moscow-1912



Hiroshima-1927



Melbourne-1928



Brussels-1952

- 24 Streetcars
  - 13 Built Pre-1930
  - 11 PCCs, 1940s
- O'Farrell cable car
- Several buses



Blackpool-1934

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## MSR: Education-Interpretation



- *Inside Track*
- [www.streetcar.org](http://www.streetcar.org)
- Brochures
- Signage
- Museum & shop
- "Teaching Trolley"



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## F-line Genesis: Trolley Festivals



- Used Existing Market Track
- Intended as 1-year substitute attraction for cable cars
- Chamber-City joint project
- Extensive Community Outreach
- Community support led to:
  - 5-summer run, 1983-87
  - Integration into Muni
  - Adoption of permanent F-line
  - Growth of MSR



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# Streetcar Named Success!



F-line opens on Market, 1995



Extended to Wharf, 2000



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# "Almost Too Popular"



F-line =  
3 cable car lines

- 21,000 riders daily
- Muni "Top 10" line



F-line =  
St. Charles line



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# Why It Works



- Real transit, not toy
- Authentic cars
  - Standardized, Maintainable
  - Comfortable, Accessible
- Genuine tradition
- Makes riders feel special
- Facilities in place
- City leaders' support

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## Going Where People Want To Go!

### F-Market & Wharves HISTORIC STREETCAR SERVICE

all stops are accessible to disabled riders except those marked (\*)



Visitor Retail-Recreation

Waterfront  
Recreation  
Residential  
Comm'l

Downtown Commercial-  
Retail-Convention

Gov't.  
Center

Neighborhood  
Residential-Commercial




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## Electric Economic Engine



- Enhances value of existing Wharf development
- Generated new development along waterfront
- Keeps Castro vibrant; helps mid-Market



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## E-Line: Building on Success



- Phase I (Wharf-Mission Bay) first service late 2006
  - All existing track (F & N lines; 3rd St. LRT)
- Leverages \$200 million in existing investment
  - Embarcadero tracks, power, streetcars
  - Service and storage facilities
- Meets growing waterfront demand
  - Giants' ballpark, Piers 30-32 cruise ship terminal
  - Renovated Ferry Building, Piers 27-31 recreation facility
- Connects commuter trains, buses, ferries

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## What's Next?

- Restore more streetcars
- Covered storage
- Wharf-Chinatown cable
- Photo archives
- ???
- Volunteers get a say



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Putting History to Work

# MARKET ST RAILWAY



To Join , Donate, or Volunteer:  
(415) 956-0472  
[www.streetcar.org](http://www.streetcar.org)

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