

# Presentation to SFMTA Board of Directors Judah Express Bus Pilot



# N Judah Line Overview

- Daily boardings: 38,000
- 27 percent of total weekday rail boardings
- Vehicles in operation:  
18 trains, 36 cars (PM)  
17 trains, 34 cars (AM)
- Length: nine miles
- Number of stops: 33 to 34
- Headway: seven minute peak, 10 midday



# N Judah Line Characteristics

- Heaviest ridership line at 38,000 daily
- Most crowded rail line
- Operating environment ranges from mixed traffic in residential neighborhoods to raised dedicated right of way to tunnels
  - 70 percent of route is on surface streets
- Travel time and reliability impacted by congested operating environment and long dwell times on crowded vehicles

# N Judah Line Ridership

Ons

Offs



Eastbound



Westbound





# N<sup>x</sup> Judah Express Bus Pilot

## Description of Services

- Six-month pilot starting June 13
- Existing N Judah will be supplemented with extra buses in peak periods
- Outer Sunset customers will have choice between express bus to and from Financial District or existing train making all local stops
- Buses will provide access to more stops on outer Judah for customers with disabilities
- Designed to reduce N Line crowding, improve reliability



# AM Peak Express Bus

- Buses will operate from 48<sup>th</sup> Ave./Judah to Judah/19<sup>th</sup> Ave. and then express to Bush/Montgomery
  - Headway: every 10 minutes
  - First bus leaves Ocean Beach at 6:30 a.m.
  - Last bus leaves Ocean Beach at 9:00 a.m.
  - 11 Local stops from 48<sup>th</sup> Ave. to 19<sup>th</sup> Ave. (inbound only)
  - Buses deadhead back to Ocean Beach
- Estimated running time from Ocean Beach to Financial District:
  - Bus 39 min
  - Rail 40 min

# AM Peak Express Bus Service from Ocean Beach to Financial District





# AM Peak Ocean Beach Terminal



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- Proposed terminal for up to three buses on Great Highway at Judah
- Great Highway left on Kirkham left on 48<sup>th</sup> Ave. right on Judah
- Requires removing 12 parking spaces in AM peak (public hearing May 20)



# PM Peak Express Bus

- Buses start at Sutter/Sansome and run express to 19<sup>th</sup> Ave./Judah and then make local stops to 48<sup>th</sup> Ave.
  - Headway: every 10 minutes
  - First bus leaves Financial District at 4 p.m.
  - Last bus leaves Financial District at 6:30 p.m.
  - 11 Local stops from 19<sup>th</sup> Ave. to 48<sup>th</sup> Ave. (outbound only)
  - Buses deadhead back to Financial District
- Estimated running time from Ocean Beach to Financial District:
  - Bus 38 min
  - Rail 40 min

# PM Peak Express Bus Service from Financial District to Ocean Beach



# Financial District PM Peak Terminal



- Proposed terminal on Sutter at Sansome
  - Visible to Metro-bound passengers
- Space for up to two N<sup>x</sup> buses plus the 3 Jackson
- No parking removal required



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# Dedicated Fleet

- Up to 15 Gillig, 40-foot buses
- Distinctive paint scheme and colored lights on the front of vehicles
- Scrolling head signs on vehicle exterior will emphasize 19<sup>th</sup> Ave. as first/last stop
- Route map inside vehicle





NX JUDAH EXP  
N Ocean Beach

NX JUDAH EXP  
N Financial Dist.

NX JUDAH EXP  
N First Stop 19th Av.

NX JUDAH EXP  
N Last Stop 19th Av.



# Signage and Customer Information

- NextMuni and 511 predictions
  - 311 operators will also be trained to provide information
- Permanent sign with hours and fares posted at Montgomery terminal
- Route information inside vehicles
- Decals with route name and hours posted on existing landor signs
  - Only a few stops have information signs
- Route description on SFMTA website



**JUDAH EXPRESS  
TO OCEAN BEACH**  
WEEKDAYS  
4:00 – 6:30 p.m.

**First Stop  
19th Av.**

**\$2.00 Regular Fare**  
**5-17, 65+, Disabled,  
Medicare \$0.75**

*Muni Passes, Tickets, Transfers,  
and Clipper® accepted*

**SFMTA** | Municipal Transportation Agency  
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# Communications Plan

Date	Activity
May 17	Information on SFMTA website
Starting May 17	Policy maker briefings
May 17, Jun 7, 13	Media activities: work on advanced story, press release, interviews at Board meetings
Starting May 31	PA announcements
June 8-10; 13-15	Develop take one brochure Ambassadors hand out from La Playa to 17 <sup>th</sup> Ave. in AM Peak
Various	Print Ads – Sunset Beacon and Ktsati
June 8	Customer Alerts posted from Ocean Beach to 19 <sup>th</sup> Ave. and on NextMuni website for Ocean Beach to 19 <sup>th</sup> Ave. stops
June 8	Electronic messaging: e-mail blasts (including Clipper customers), 311 tweet

# Operating Cost Estimate

- Operating from Woods Division with up to 17 operators per day
- Nine vehicles in AM Peak;  
Eight vehicles in PM Peak
- 32 trips per day, five days per week
- 11,600 annual service hours
- Estimated annual cost = \$1.8M