

**Presentation to the Board of Directors  
Judah Express  
Bus Pilot First  
Month of Service**



# N Judah Line Overview

- Most crowded rail line with daily boardings of 38,000
- 27 percent of total weekday rail boardings
- Length: nine miles with 70 percent on surface streets
- Travel time and reliability impacted by congested operating environment and long dwell times on crowded vehicles



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

## *Overview of Services*

- Six-month pilot started on June 13 to reduce crowding on N Judah and to improve reliability
- Outer Sunset customers have a choice between express bus to and from Financial District or existing train making all local stops
- Buses provide access to more stops on outer Judah for customers with disabilities or with bicycles
- Dedicated fleet with distinctive branding



# Launch Goes Smoothly

- All service filled each day
  - 9 a.m. runs
  - 8 p.m. runs
- Service management led from Line Management Center
- Street supervision provided at La Playa, 19<sup>th</sup> Avenue, Geary/ Masonic and Downtown
- SFMTA Ambassadors disseminated information to and assisted customers

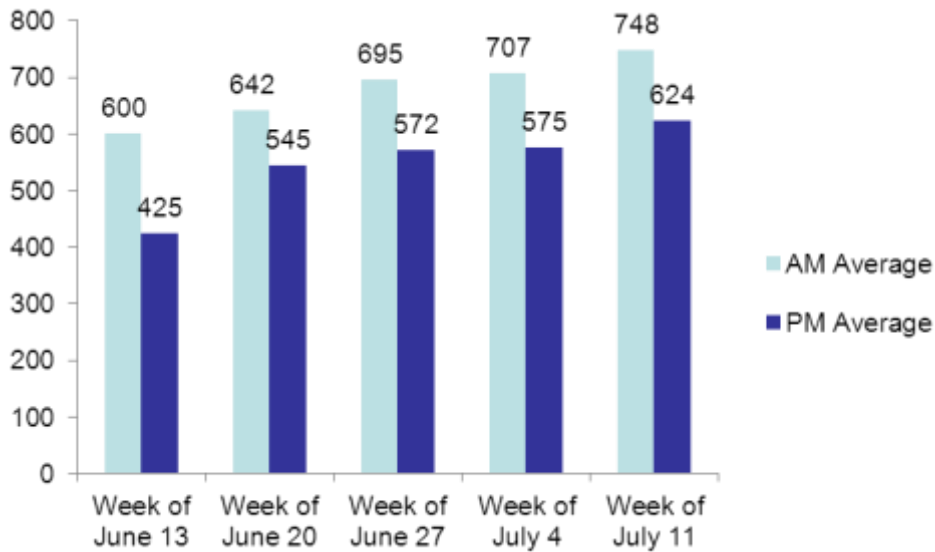


**All 608 Scheduled Trips  
Completed in the first month**



# N<sup>x</sup> Ridership

Average Daily Ridership by Week



# N Judah Conditions Improved

- N<sup>x</sup> ridership high and growing daily
- About 50 percent of morning trips have standees
- Crowding eased at key rail stops, including Carl/Cole and Church/Duboce



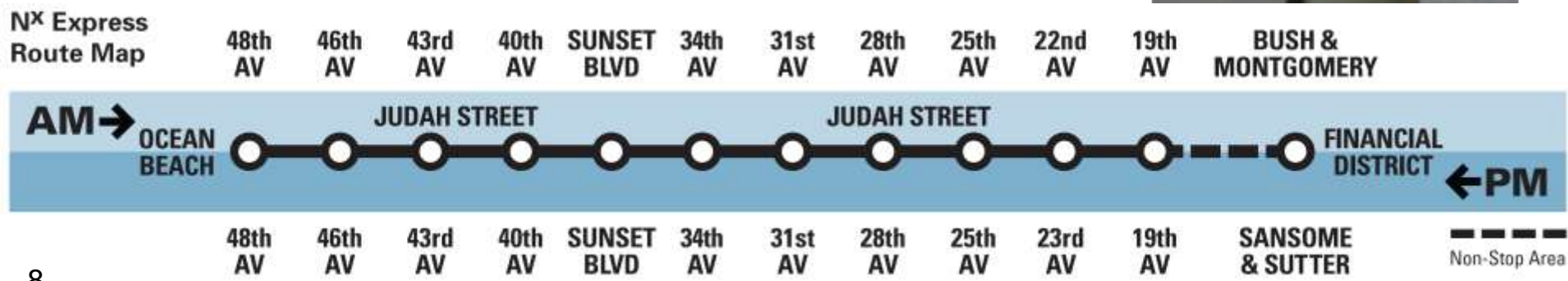
# Accessible Stops

- Increased access for customers who use wheelchairs
- Key rail stops at select locations
- People who use wheelchairs can board at all express bus stops



# Customer Communications

- SFMTA Ambassadors distributed nearly 5,000 brochures before service launch and during first three days of service
- Signage included customer alerts, transit signs, NextMuni, shelter markings, vehicle interior maps
- Special paint scheme on buses increases visibility for customers





# Customer Feedback

- Customers are excited about the changes:
  - ***“It worked perfectly!”***
  - ***“The N Express works great and is just what the Sunset and N Line need.”***
  - ***“I have been taking the N for almost 20 years and this is the best thing that ever happened to us commuters in the Outer Sunset. I hope this service stays permanent.”***
  - ***“I have noticed the service is better and I don't have to miss the train because it is to full”.***
- Customers also had suggestions for how to improve the service including alternative routings and alternate stop locations that we will evaluate in the coming months.

# Nx Summary and Next Steps

- Ridership higher than expected
- “Lost Souls” of Carl/Cole no longer lost
- Public feedback overwhelmingly positive
- Record setting on-time performance
- Creates new standard for future services (T<sup>X</sup>, L<sup>X</sup>)