

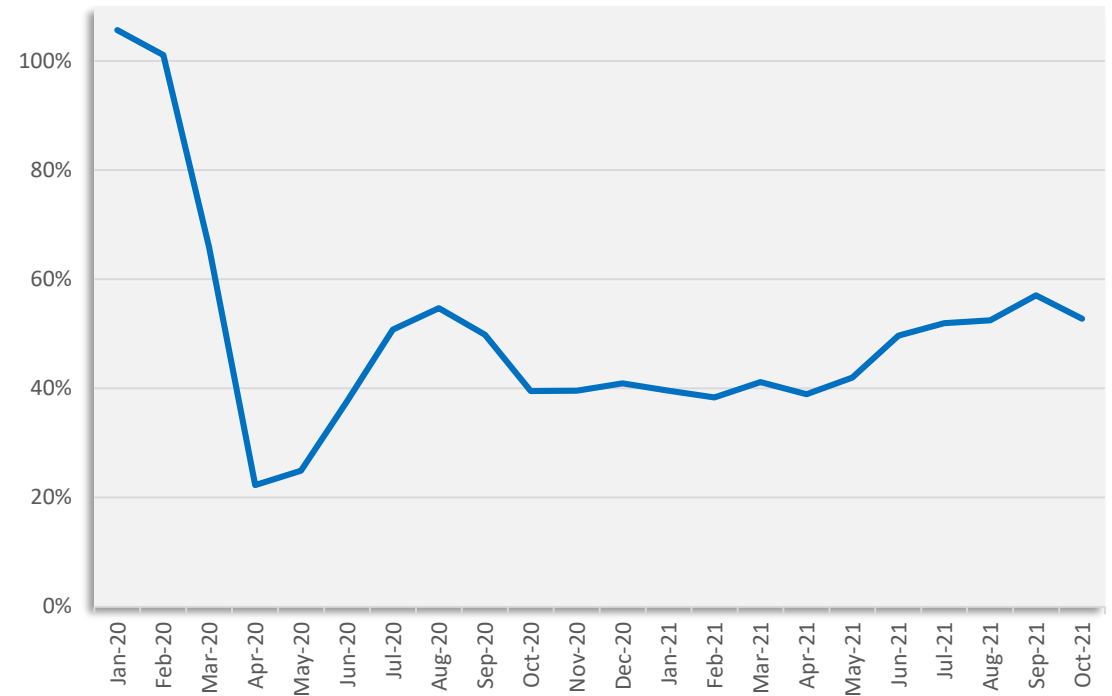


Route 7 Service and Policy Proposals

Background

- Ridership declined sharply at the onset of COVID-19 pandemic
 - Recovery is ongoing, slowly
- Federal funds (CARES, ARPA) allocated to replace lost revenue and drive ridership recovery

2020-2021 Monthly Ridership as Percentage of Pre-Pandemic Highs, All Routes



System-Wide Improvements Proposed for 2022

Pending funding, Metro plans to implement the following changes in August 2022:

- Improved off-peak frequency on most routes
 - Maintain 30 minute frequency
- Extended hours on some routes
 - Run most service from 6:30am – 8:00pm, or longer
- Extend Sunday hours to at least 8am-7pm on all routes
- Improved frequency and added Sunday service on Breez
 - More predictable service, provide Metro service on Sundays for all routes

Route 7 Improvements

Pending funding, Metro plans to implement the following changes for Route 7 service in August 2022:

- Improve frequency from every 60 minutes to every 30 minutes
- Longer service hours (to ~8pm on weekdays, 8am-7pm on Sundays)
- Extend service to Thompson's Point
- Pilot conversion of Falmouth loop service to on-demand shuttle service

Increased Frequency

- More frequency → More buses
- Increased flexibility for riders
- Less wait time for riders
- Easier transfers

<u>Existing</u>	<u>Proposed</u>
OUTBOUND to FALMOUTH	OUTBOUND to FALMOUTH
Metro PULSE Elm St	Metro PULSE Elm St
6:30	6:30
7:30	7:00 new!
8:30	7:30
9:30	8:00 new!
10:30	8:30
	9:00 new!
	9:30
	10:00 new!
	10:30

For discussion purposes only; exact schedule will be determined in the months prior to launch

Longer Hours of Operation

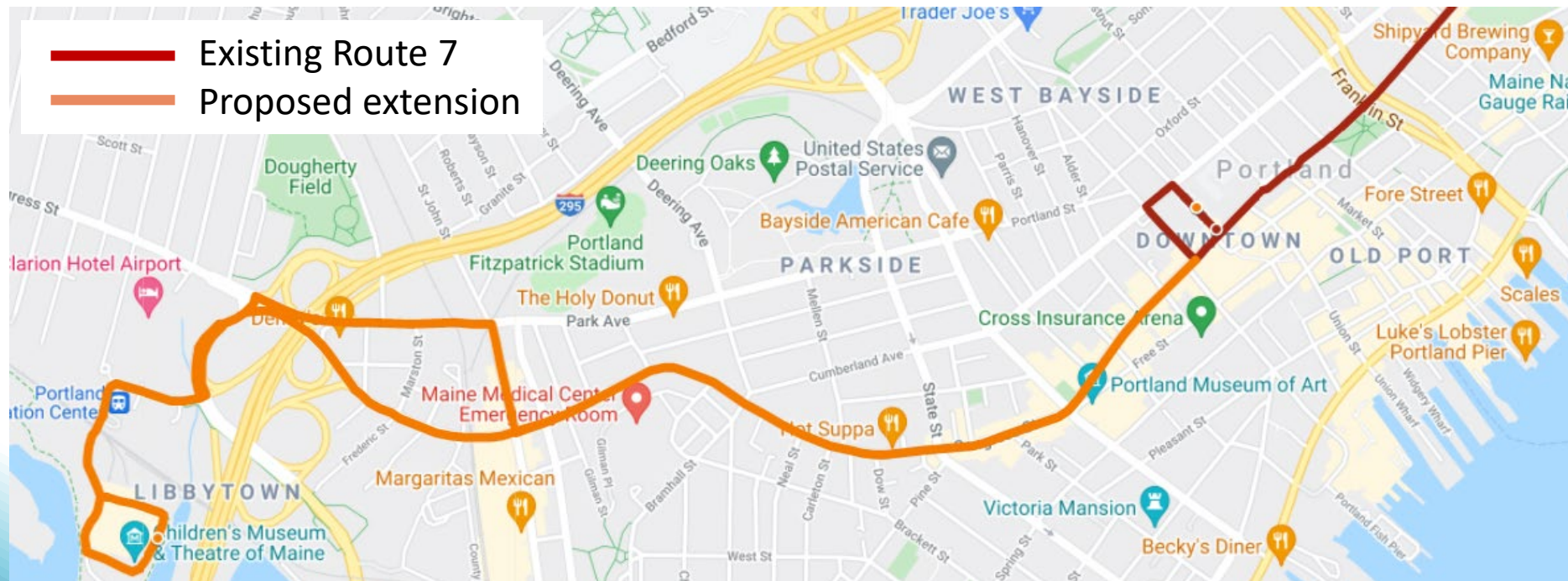
- Two additional buses per day
- Increased flexibility for riders
- Benefits workers who work later into the evening
- More closely aligns with service hours of other routes

<u>Existing</u>	<u>Proposed</u>
OUTBOUND to FALMOUTH	OUTBOUND to FALMOUTH
Metro PULSE Elm St	Metro PULSE Elm St
3:30	4:30
4:30	5:00
5:30	5:30
6:30	6:30
-- END OF SERVICE --	7:00 new!
	7:30 new!
	-- END OF SERVICE --

For discussion purposes only; exact schedule will be determined in the months prior to launch

Extend Route to Thompson's Point

- Direct service to more destinations in Portland
 - Longfellow Square, Maine Medical Center, Portland Transportation Center, Thompson's Point
- Congress Street High-Frequency Corridor
 - 15-minute Metro frequency along Congress Street using Routes 1, 7, and 9



Microtransit pilot

- Metro is planning to work with a transportation software firm to pilot a replacement of the Falmouth loops with an on-demand service
- “Microtransit” pilot would run for about 15 months
 - ~1 month establishment period overlapping with existing service
 - ~12 month pilot period
 - ~2 months for evaluation and next steps



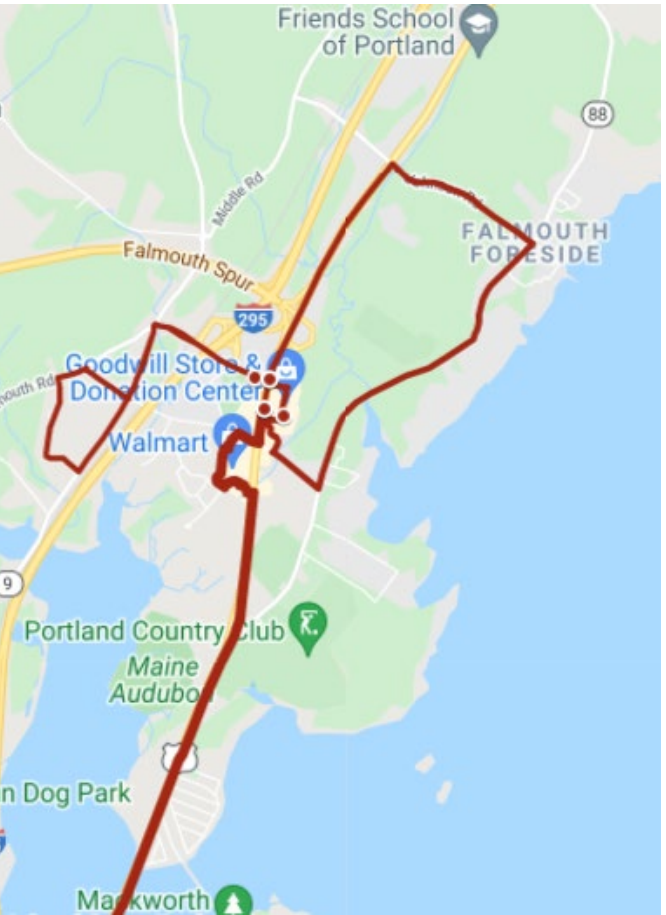
A microtransit pilot would utilize Breez buses, rebranded for use in Falmouth.

Microtransit pilot – How does it work?

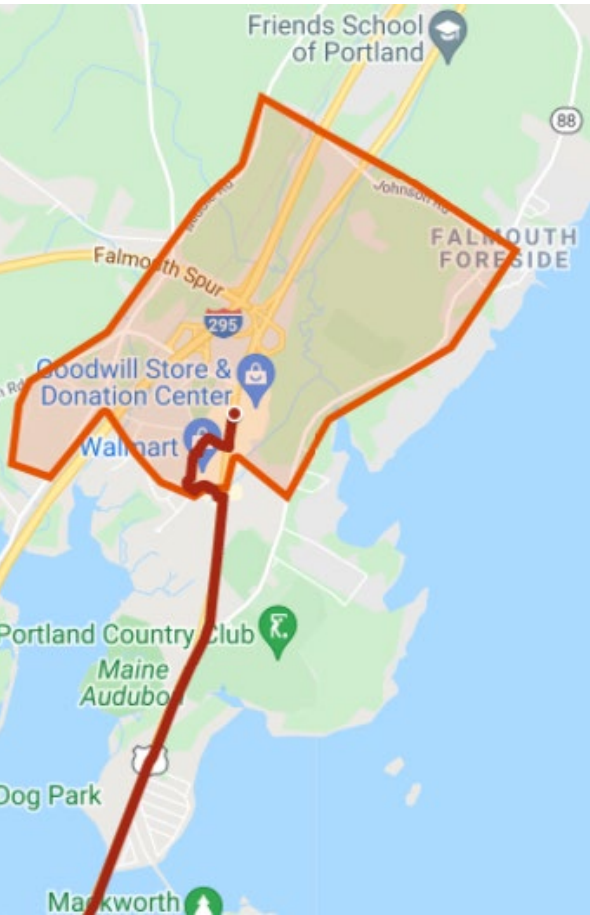
Service characteristics	Existing Route 7 fixed-route service to loops	Proposed microtransit pilot
Service model	Scheduled fixed route, no deviation	On-demand; pick-up and drop-off anywhere within service area
Routing	Fixed route	Optimized based on passenger(s) origin(s) and destination(s)
Service Area	Current loops serving Town Market & Oceanview	Current loop area, plus trips 3-5mi from Falmouth Walmart (within Falmouth)
Route 7 frequency	Every 60 minutes	Every 30 minutes
Buses and operators	Metro buses and Metro operators	Metro buses and Metro operators
Access to Portland	One-seat trip on Route 7	Free transfer to Route 7 at Shaws/Walmart
Fare payment	Touchpass/Umo or cash	Touchpass/Umo with free transfer to Route 7, or cash

Existing vs Proposed Service Area

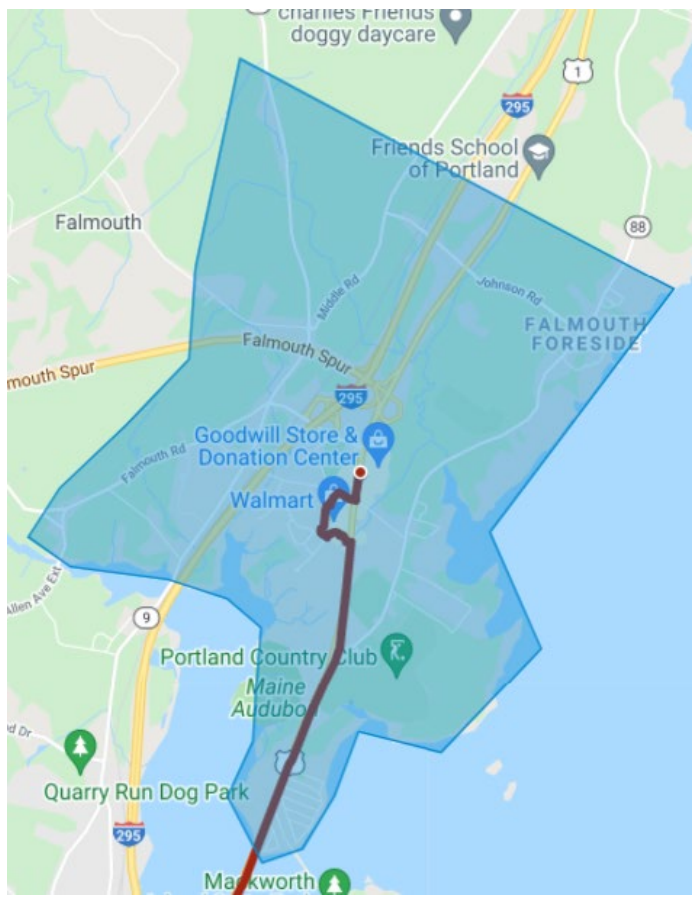
Existing



Microtransit Minimum Service Area

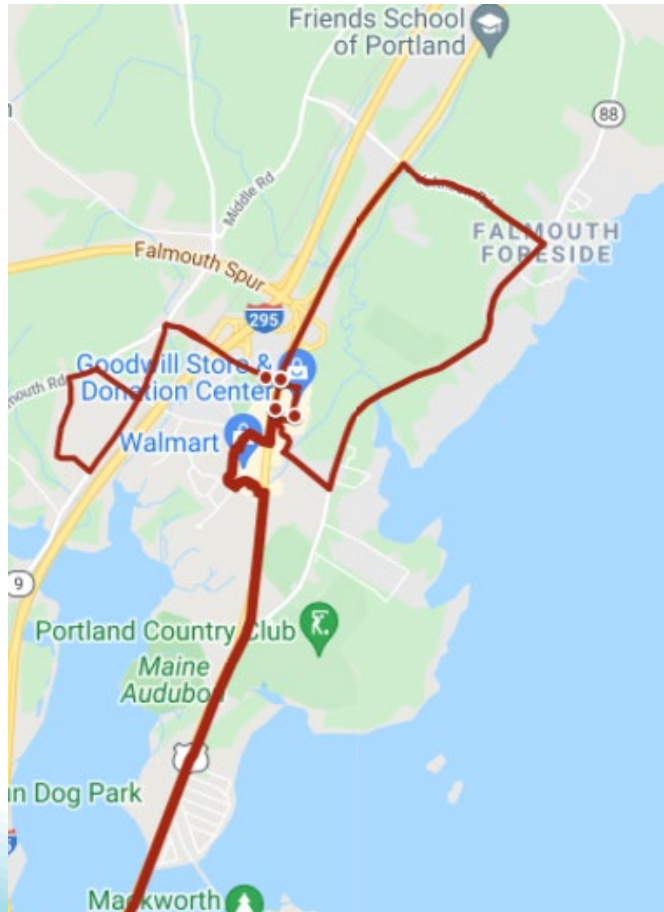


Microtransit 2.5-mile Target Service Area

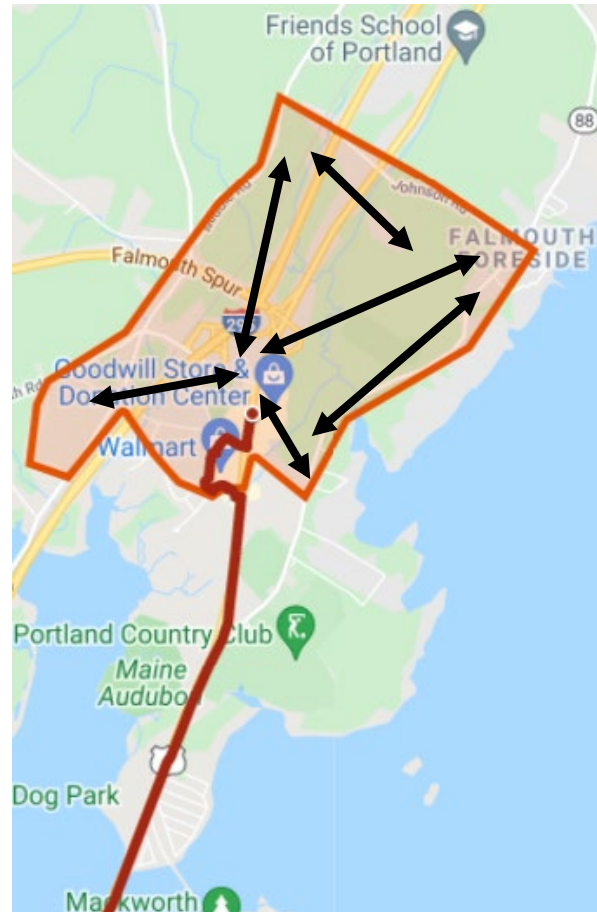


Existing vs Proposed Service Area

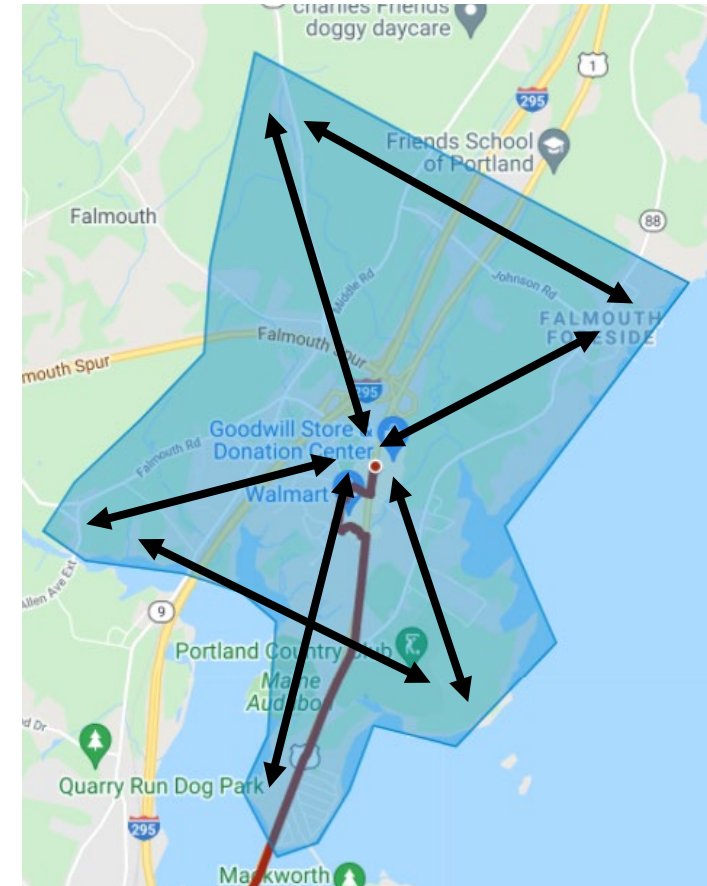
Existing



Microtransit Minimum Service Area



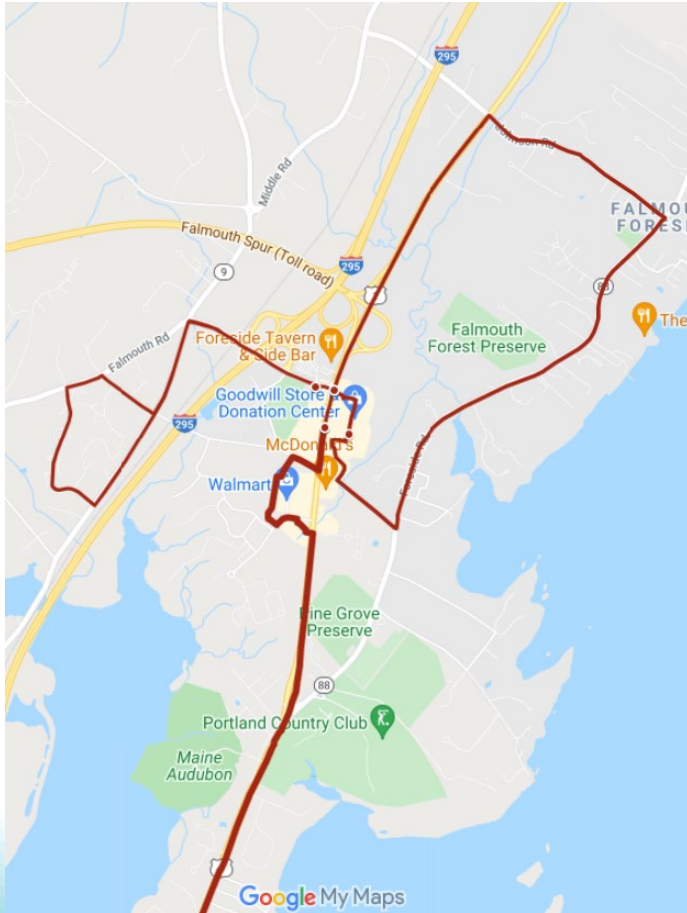
Microtransit 2.5-mile Target Service Area



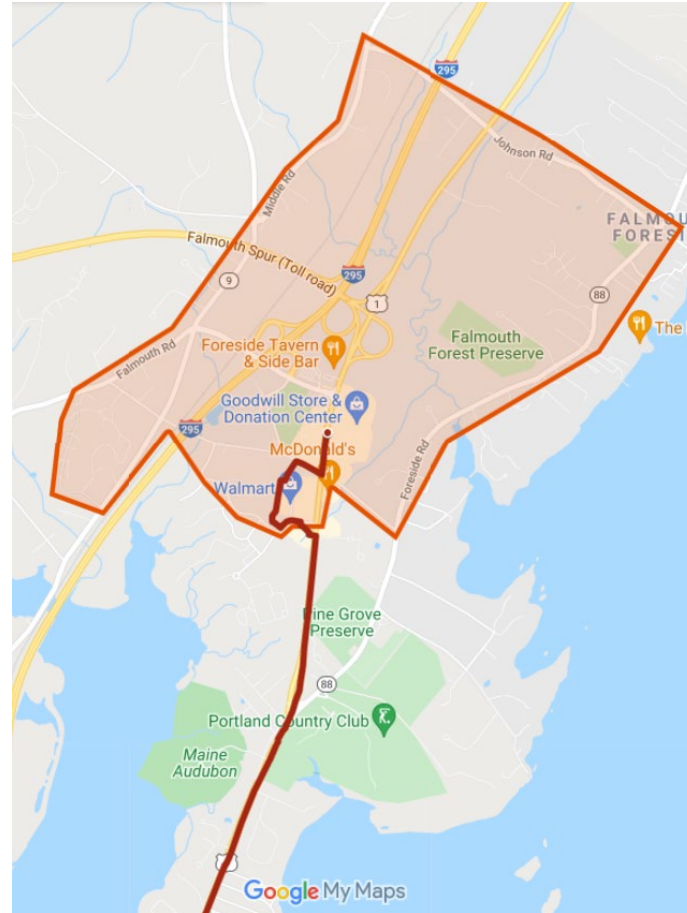
Microtransit shuttles would not be tied to a fixed route and could take passengers to and from any two points in the coverage area

Existing vs Proposed Service Area

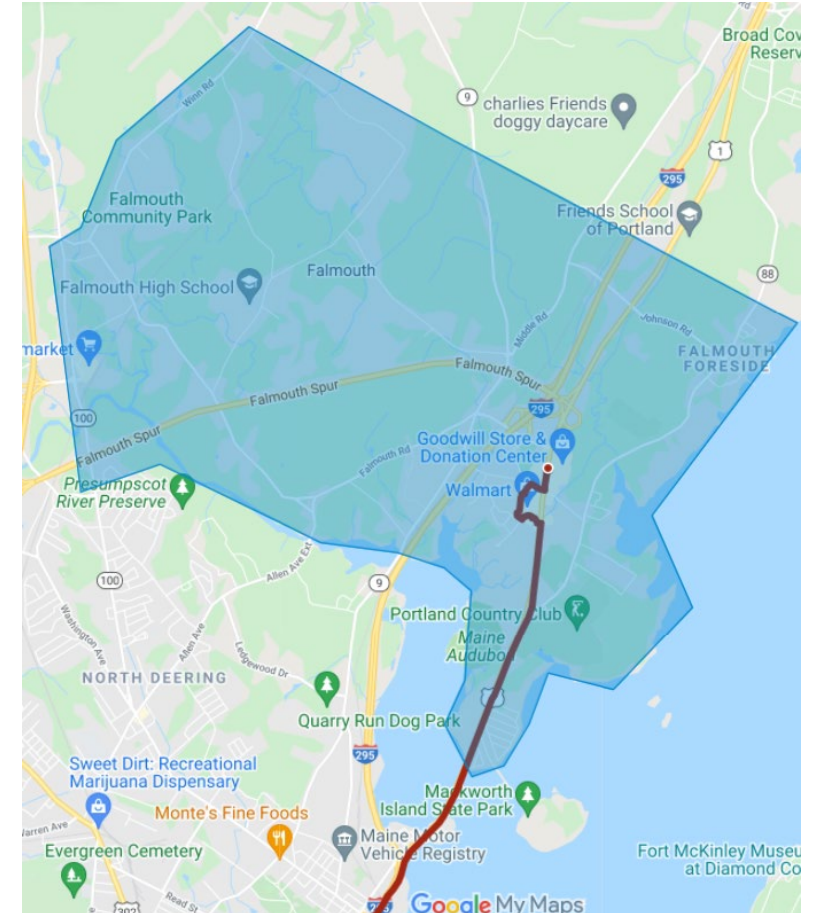
Existing



Microtransit Minimum Service Area



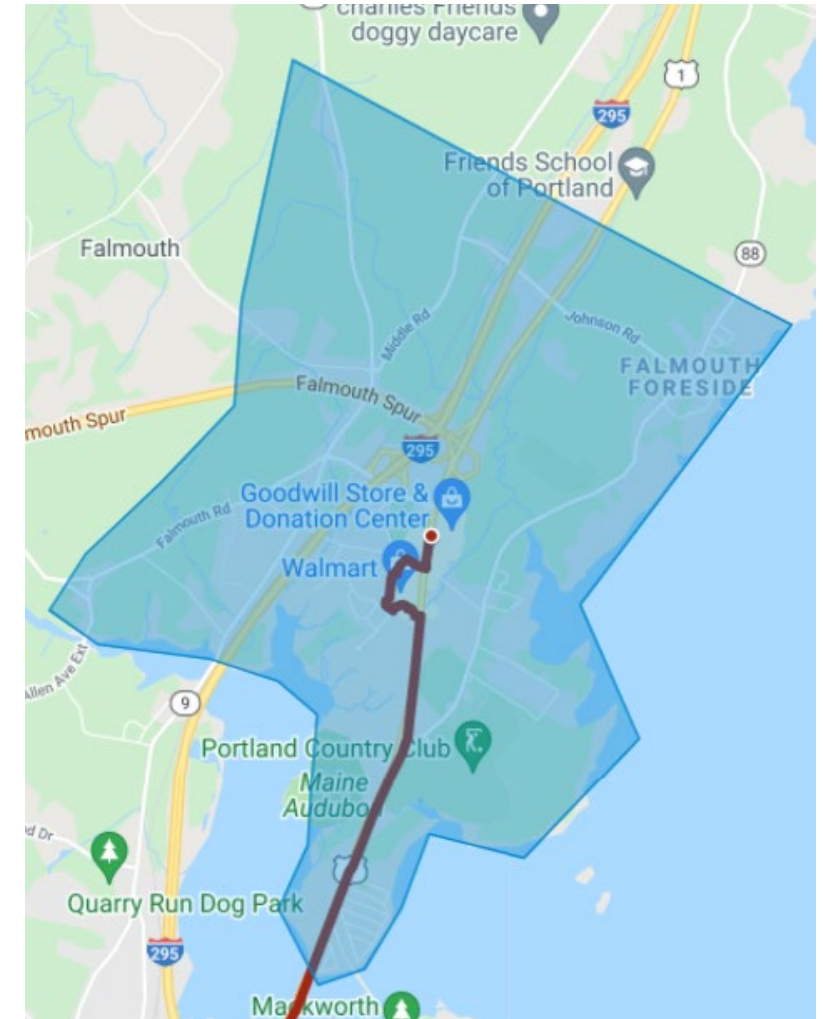
Microtransit 5-mile Target Service Area



Depending on exact service parameters, microtransit service may be extended to include most of Falmouth

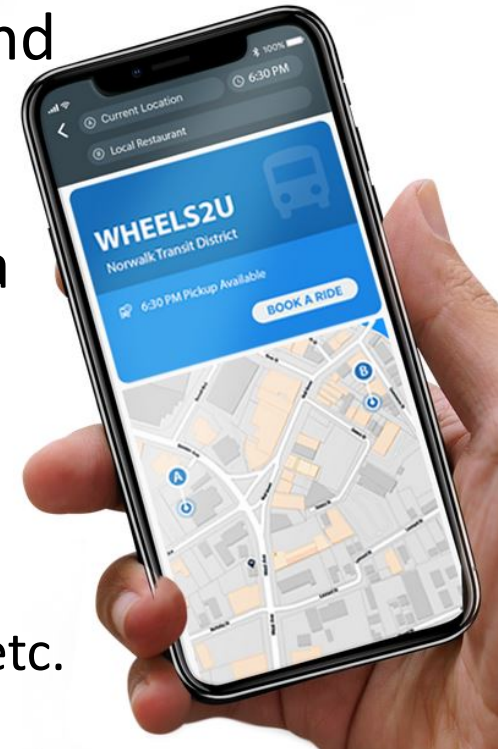
Sample Microtransit Shuttle Itinerary

Sample Microtransit Shuttle Itinerary	
8:00am	Route 7 bus arrives at Walmart from Portland
8:02am	Two passengers board microtransit shuttle at Walmart after confirming trip with smartphone app
8:07am	Shuttle arrives at Oceanview to drop off a passenger
8:15am	Shuttle arrives at Town Landing to pick up two passengers
8:18am	Shuttle drops off a passenger at Applegate Lane
8:25am	Shuttle arrives at Walmart, two passengers depart
8:30am	Route 7 bus arrives at Walmart

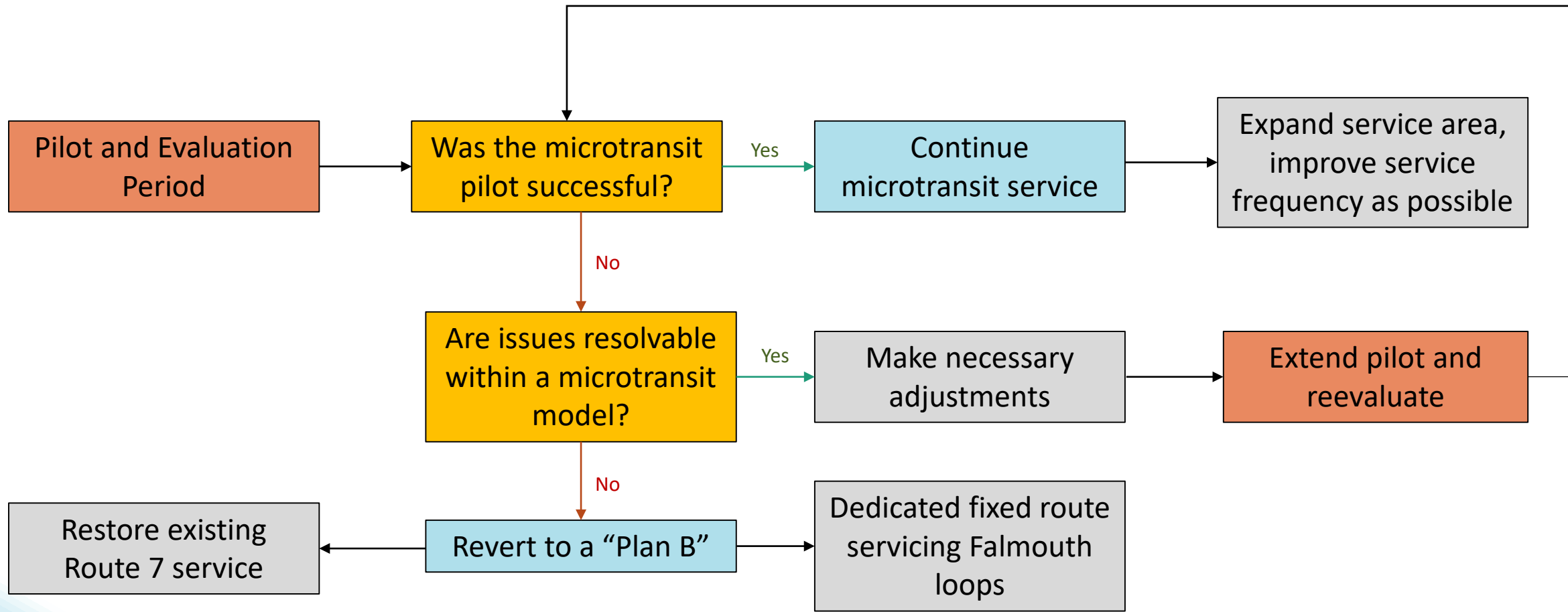


Microtransit software

- Any service run by Metro would have an option for passengers to request a ride by calling Metro or using an app
- Microtransit software would direct bus operators to pick up and drop off points
- Microtransit software provider to be selected in early 2022 via competitive process
- Some questions to resolve
 - How to accommodate riders who want to get on at a service hub without having pre-booked?
 - Parameter setting regarding dwell times, door-to-door service level, etc.



Evaluation Process and Next Steps





Provide feedback on these proposals using our SurveyMonkey link
<https://www.surveymonkey.com/r/MetroRoute7>

Or by emailing Mike Tremblay, Director of Transit Development, at
mtremblay@gpmetro.org