Meeting Logistics

- Zoom
- Call-in
- Polls
Agenda

- Welcome
- Current demand for transit service
- Survey findings
- Transit service options
  - Fixed Route
  - Demand Response
  - Lisbon
- Next Steps
Current Demand for Transit Service

- Service & Ridership Summary
- Market Analysis
Noteworthy: There is less service operated on Saturdays on citylink, but ridership does not decrease proportionally from weekdays to Saturdays.
• The yellow circles are the top five stops; they account for 62% of boardings
• Walmart has the second highest ridership, but the highest activity per bus trip
• The Oak Street hub has 3 times more activity than the Great Falls hub
• Ridership increases until 10 AM, then stays high until 3 PM, where it then begins to drop
• Orange outlines are areas of low ridership with less than one person per trip
The areas with the most density have some level of transit service
- Most jobs are located in the urban core or the industrial parks
- The only area of high density not served by transit is the Auburn Industrial Park area by Exit 75
Survey Findings

- Who responded
- How transit is being used
- Desired needs and improvements
Those who use transit tended to live more in the urban core and those who did not tended to live in the suburbs.

Compared to Census data on how people commute to work, the response “drive their own vehicle” had a much lower response. Census summary for the area:

- Drive – 77%
- Bus – 0.3%
- Walk – 5.7%
- Bike – 0.6%
- Other – 1%
- Carpool – 11.4%
- Telecommute – 4.4%

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• Just under half who use transit use citylink
• Other is mostly intercity bus, Downeaster, or transit in other cities
• Survey demographics - slightly more diverse response than the regional composition; also more women responded than the regional composition, but that is likely due to the focus on survey distribution to social service agencies.
Where people are going

Shopping: 56%
Medical Apt.: 41%
Work: 43%
Recreation: 37%

Social: 27%
School: 25%
Other: 10%

People use transit to access a variety of places, and most use it for multiple purposes.
The share of survey respondents who took transit for environmental or equity reasons indicates "choice" riders accounted for a sizable portion of respondents.

Those who took transit once a year predominantly utilized regional bus and train services out of the Portland Transportation Center.
Needs & Improvements

Additional service needs

- Early morning: 33%
- Evening: 69%
- Improved frequency: 40%
- Longer hours: 56%
- Daytime service: 45%
- Evening service: 31%

The top demand was for weekday evening service until 8:00 PM.
Transit Service Options

- Core fixed route network
  - Cost neutral options
  - Streamlined routing
  - Three hubs
  - Demand response
- Service enhancements
- Lisbon options
Streamlined Routes with Demand Response Zones

**Weekdays**
- 9 routes (6 buses)
- 6:00 AM – 6:00 PM
- Bus every 60 min

**Saturdays**
- 8 routes (3 buses)
- 9:00 AM – 5:00 PM
- Bus every 120 min

**Sundays**
- No service

<table>
<thead>
<tr>
<th>Number of trips each weekday</th>
<th>Lewiston hub to Walmart</th>
<th>Auburn hub to Walmart</th>
<th>Lewiston Hub to Auburn Hub</th>
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</thead>
<tbody>
<tr>
<td>Now</td>
<td>12</td>
<td>12</td>
<td>34</td>
</tr>
<tr>
<td>Proposed</td>
<td>43</td>
<td>32</td>
<td>34</td>
</tr>
</tbody>
</table>

- Same span of service and frequency of service as is currently operated
- Weekdays would go from 10 routes to 9 routes due to streamlining, but Saturday would increase from 7 to 8 due to demand
- More direct service with shorter travel times
- Additional service to Walmart from both hubs
- Better timing of trips between current hubs
- Areas where it is proposed to eliminate fixed route service would still have access to demand response service
- The service area would be expanded to include demand response service to the Auburn Industrial Park area, more of the Lewiston Industrial Park and out Route 126 to Sabattus
- The size of the ADA paratransit service area would be reduced, but demand response service would still be available in the area, as well as in expanded areas
Demand Response Zones (shown in gray)

- Available same hours as the fixed route
- Includes weekday and Saturday service for all Zones
- Can go anywhere in the Zone or to designated places outside the Zone to transfer to fixed route bus
- Must request trip in advance

- The demand response zones would be open for anyone to use (do not need to go through eligibility process)
- The demand response zones are different than the ADA paratransit service area shown in orange (which would still require individuals to go through the eligibility process)
- The hours of operation would be the same as the fixed routes
- Please take the survey to help us determine the fare structure
What is Demand Response?

**Definition:** Transit vehicles are dispatched in response to calls from passengers. A transit operator schedules a vehicle to pick up passengers and bring them to their destinations.

**Key Facts**
- No fixed route or schedule
- No pre-defined stops
- There is a pre-defined service area/zone
- Rides are shared with others
- Typically uses smaller vehicles
- Users must call for a ride within a pre-determined time period
- Transit agency schedules trip
- Transit agency operates the vehicle

Purple is common to all types of demand response and green is where it varies. We are looking into various types.
The options require tradeoffs. The benefits realized in Options 1-7 would mean that service would be eliminated entirely in certain areas.
Lisbon Options

Options to investigate:
1. Make the Lisbon Connection Route open door once it is outside the citylink service area
2. Serve via the upcoming WMTS Blue Route connecting L/A to Brunswick/Bath
3. Extend the citylink Lisbon St. Route
4. Create a demand response corridor

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- Options 1 and 4 cost almost the same as it does to operate the current service
- Options 2 and 3 require additional vehicles and will cost more to operate
Next Steps

• Collect feedback on the options through a survey
  • Please visit: https://www.surveymonkey.com/r/citylinkfuture2
• Select a preferred option
• Create route maps and schedules