MIDCOAST MAINE TRANSIT STUDY

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In Association with:
MORRIS COMMUNICATIONS

Final Presentation
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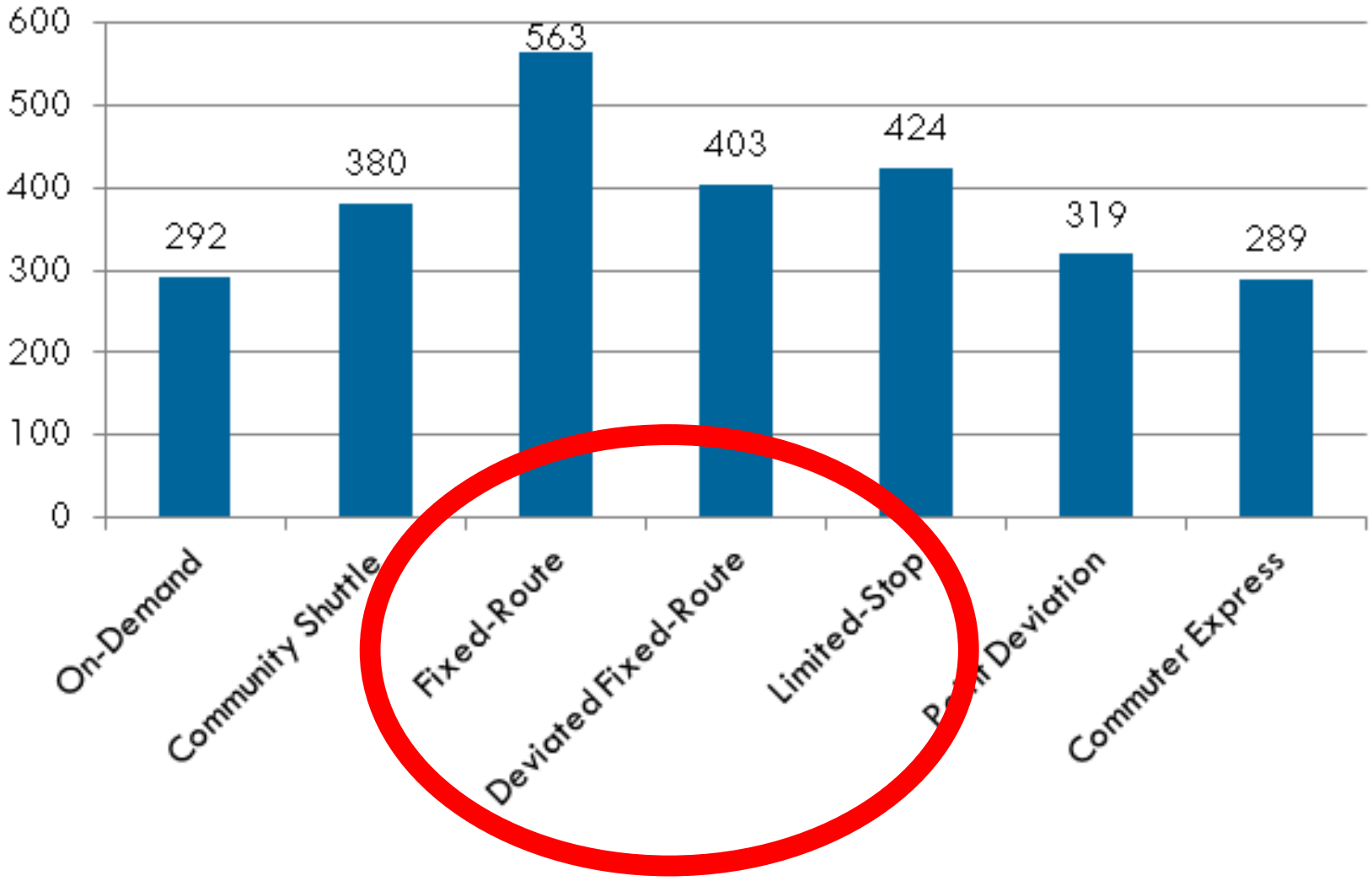
Background

- Current local public transportation options for Midcoast residents consist of Coastal Trans and taxi service
- Regional leaders have expressed interest in exploring expanded transit service for Midcoast communities for several years
- Midcoast Maine Transit Study showed a strong interest among the public as well
  - 700 completed surveys
  - 90% agreed that the time was right to consider expanding transit service in the region

Background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On-Demand
Community Shuttle
Fixed-Route
Deviated Fixed-Route
Limited-Stop
Commuter Express

Narrowing in on Service Options

The Market for Transit

- "Urban" Residents - Rockland and Camden have many of the community features that could allow residents to live car-free if reliable and affordable transit were available

- Corridor Commuters - the four study-area communities share many regional destinations, and residents travel extensively throughout the corridor to access jobs and services

- Seasonal Visitors - the Midcoast region is a popular summer-time destination for vacationers and seasonal workers who may prefer to use transit

Ridership Projection

- Transit-Dependent Riders - represented by existing Coastal Trans and taxi riders
  - Approximately 140 daily passenger trips within Camden-to-Thomaston corridor
  - Baseline ridership

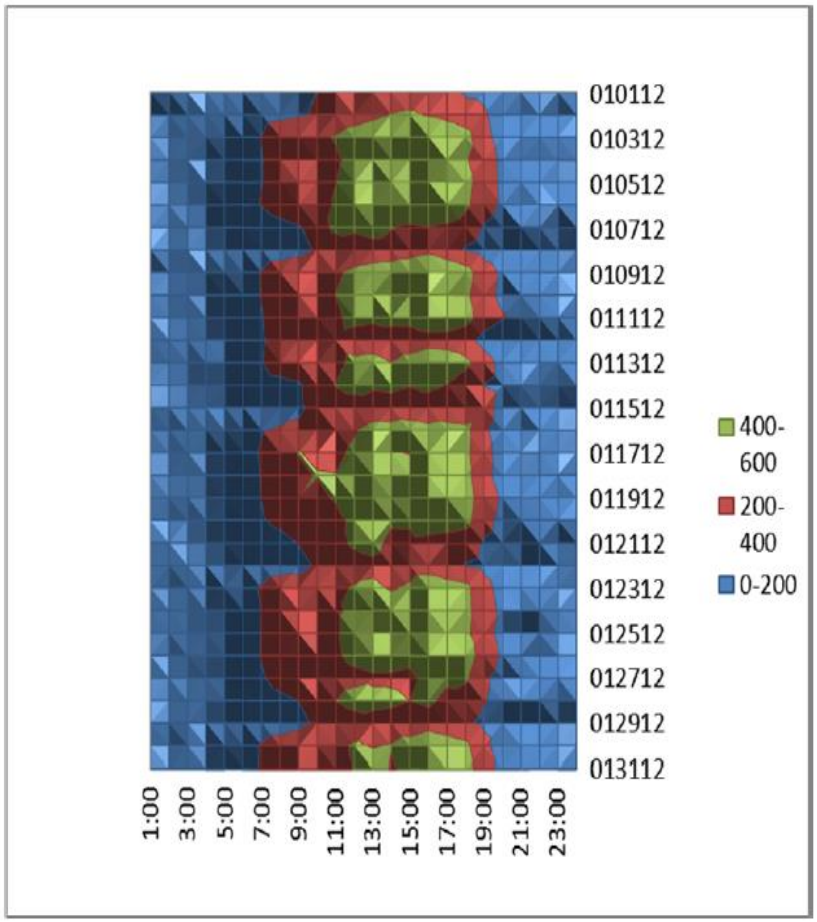
- Choice Riders - unless service is VERY frequent, choice riders primarily use transit for work and school commuting
  - Ridership estimates are based on number of employees/students and proximity of transit service
  - Maine transit mode share is approximately 0.6%
  - Assumed 1% capture rate within 3 blocks and 0.5% capture rate within ¼ mile.

Operating Environment

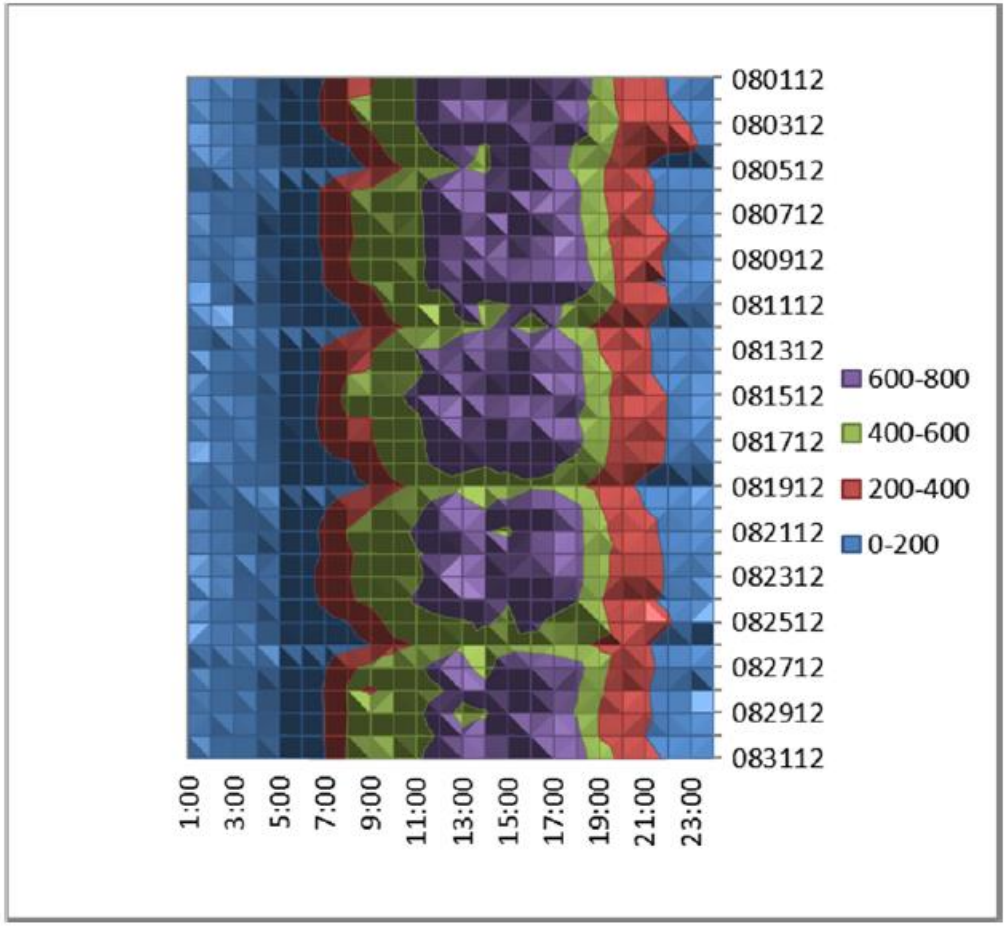
- Rockland has the largest population and highest population density in the study area, followed by Camden.
- Major regional destinations are located in all four service-area communities, but in the case of Rockport and Thomaston, destinations are located closer to the Rockland border than to their own population centers
- Traffic conditions vary by season

Operating Environment

January Vehicles per Hour



August Vehicles per Hour



Service Options Considered

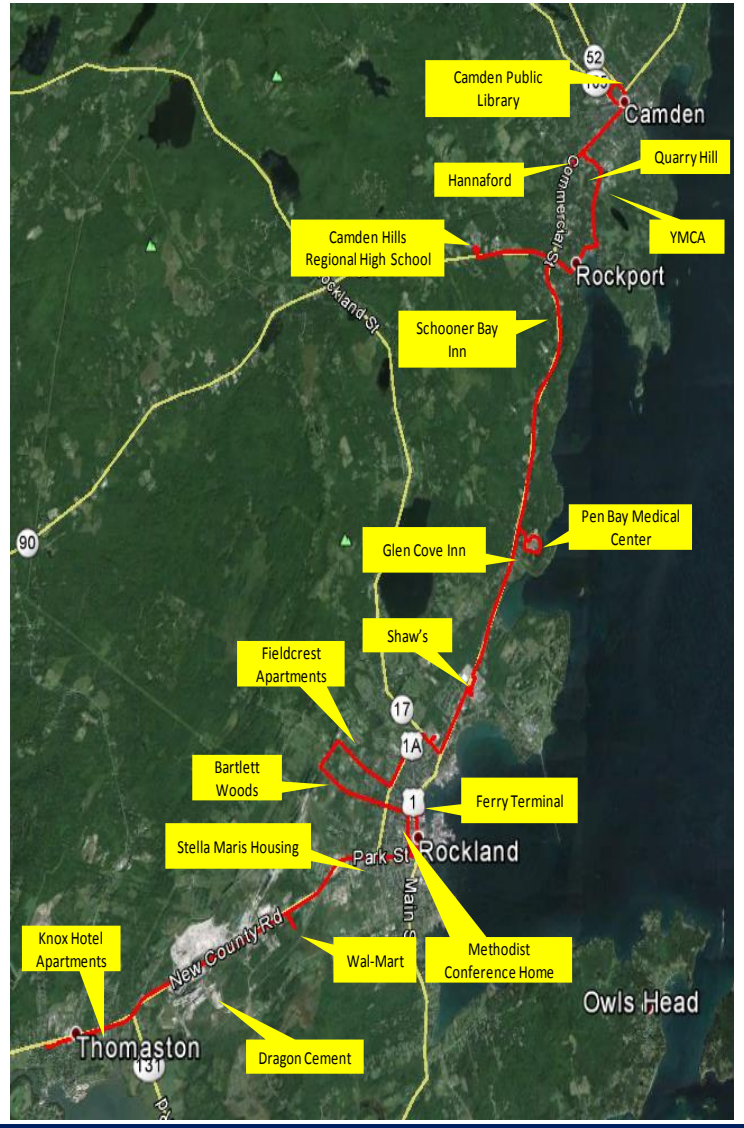
- Given the markets and operating environment for transit in the study area, the study team developed four distinct service options for consideration:

1. **Camden to Thomaston Comprehensive Service**
2. **Camden to Thomaston Limited-Stop Service**
3. **Rockland-Focused Service**
4. **Seasonal Service**

1: Camden to Thomaston Comprehensive Service

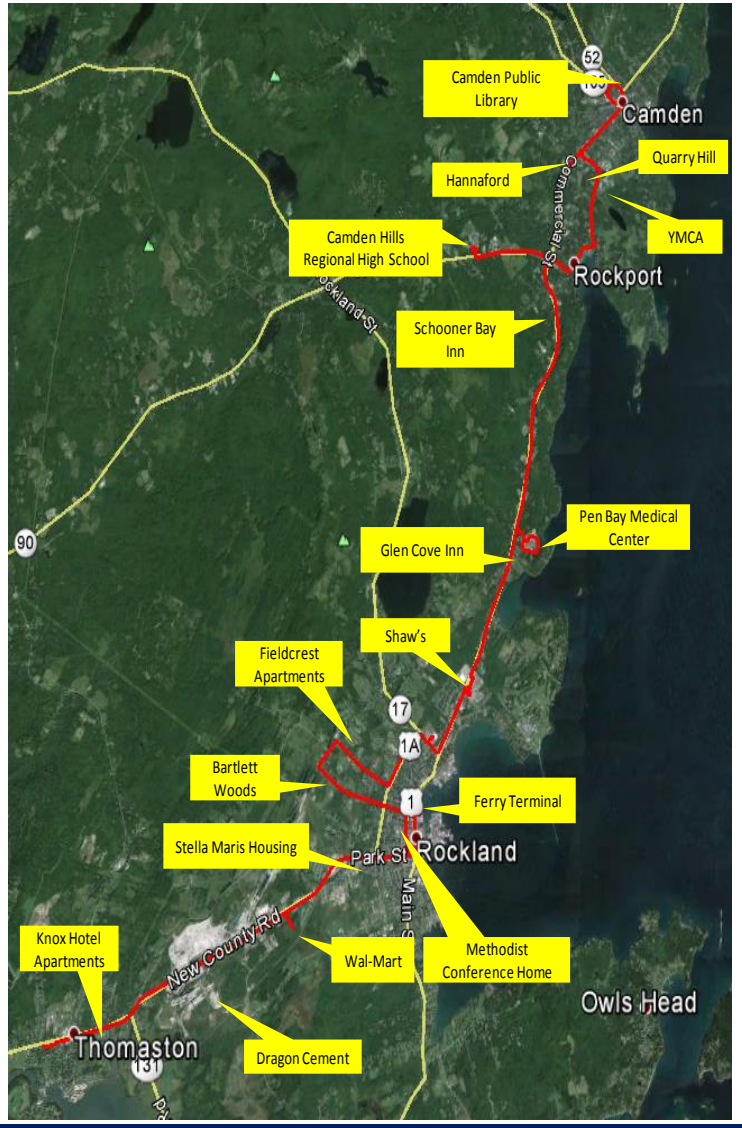
- Strengths:
  - Designed to serve greatest number of origins and destinations in study area
  - Serves all four communities
  - Could offer mid-day flex service

- Weaknesses:
  - Long trips - 1:20 one-way non-summer / 2:00 one-way summer
  - High vehicle requirement for hourly service (3 non-summer / 4 summer)



1: Camden to Thomaston Comprehensive Service

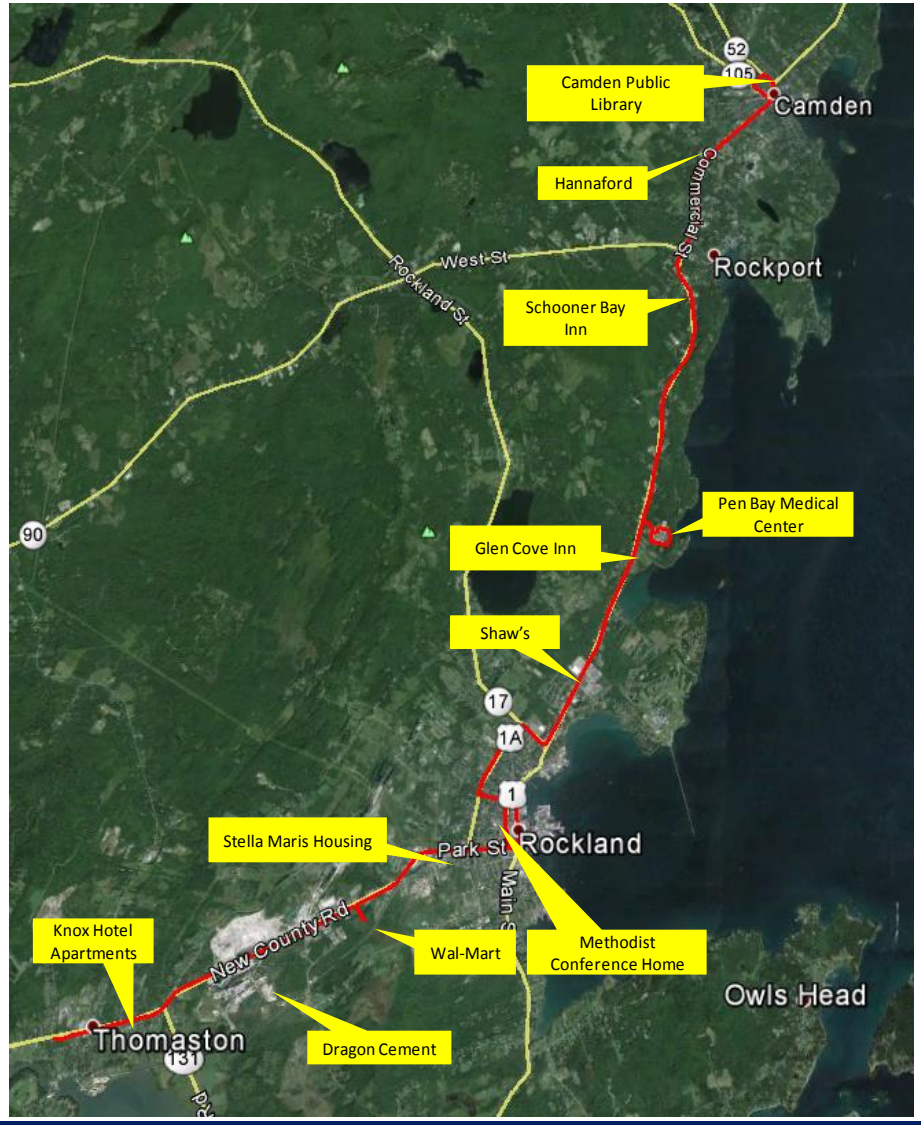
- Service Period
  - Year-Round
  - Weekdays Only
- Estimated Ridership:
  - 220 passenger trips per day
- Estimated Cost:
  - $605,000 per year
  - $11.00 per Passenger Trip
- Markets Served Best:
  - Urban Residents (Rockland)
  - Corridor Commuters
  - Seasonal Visitors (not Samoset)



2: Camden to Thomaston Limited-Stop Service

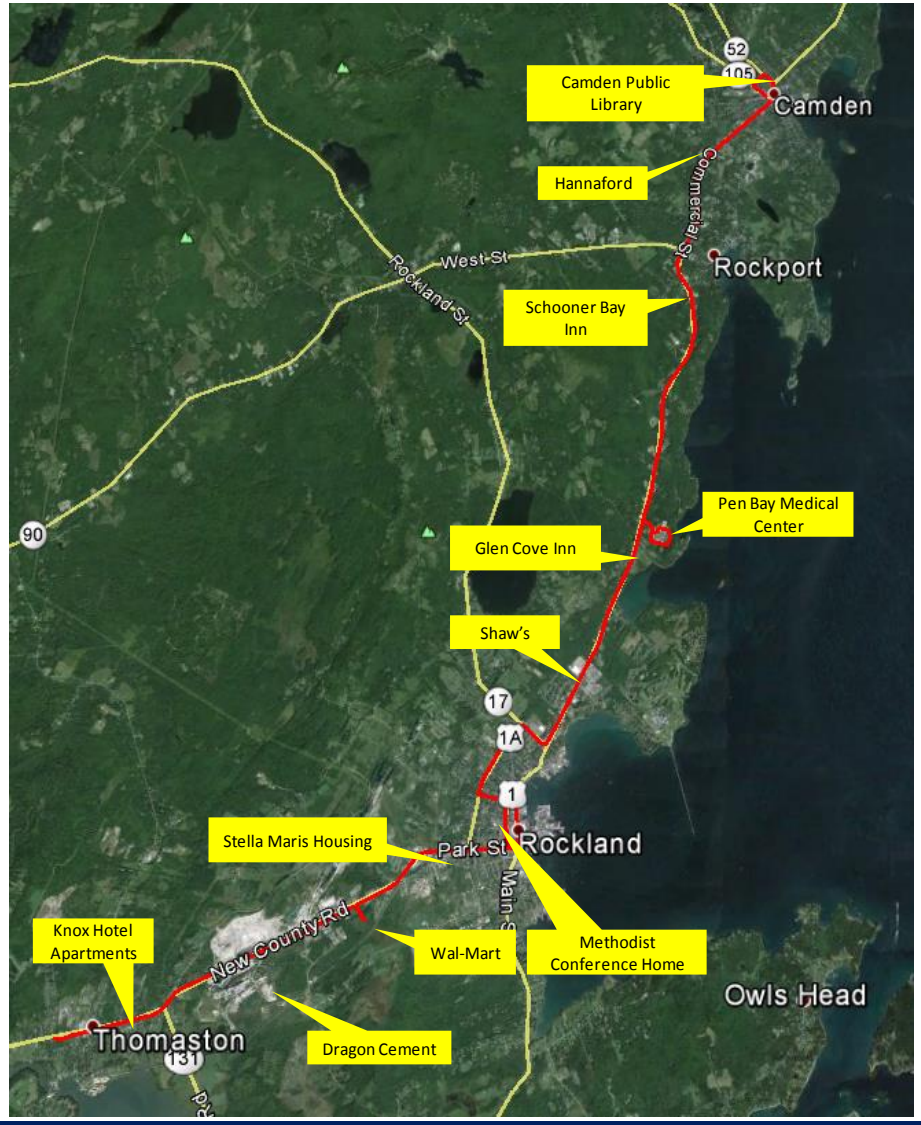
- Strengths:
  - Designed to provide one-hour travel time end-to-end (non-summer)
  - Appealing for time-sensitive commuters
  - Serves all four communities
  - Requires fewer vehicles (2 non-summer / 3 summer)

- Weaknesses:
  - Fewer destinations served
  - Less local circulation
  - No time for flex service



2: Camden to Thomaston Limited-Stop Service

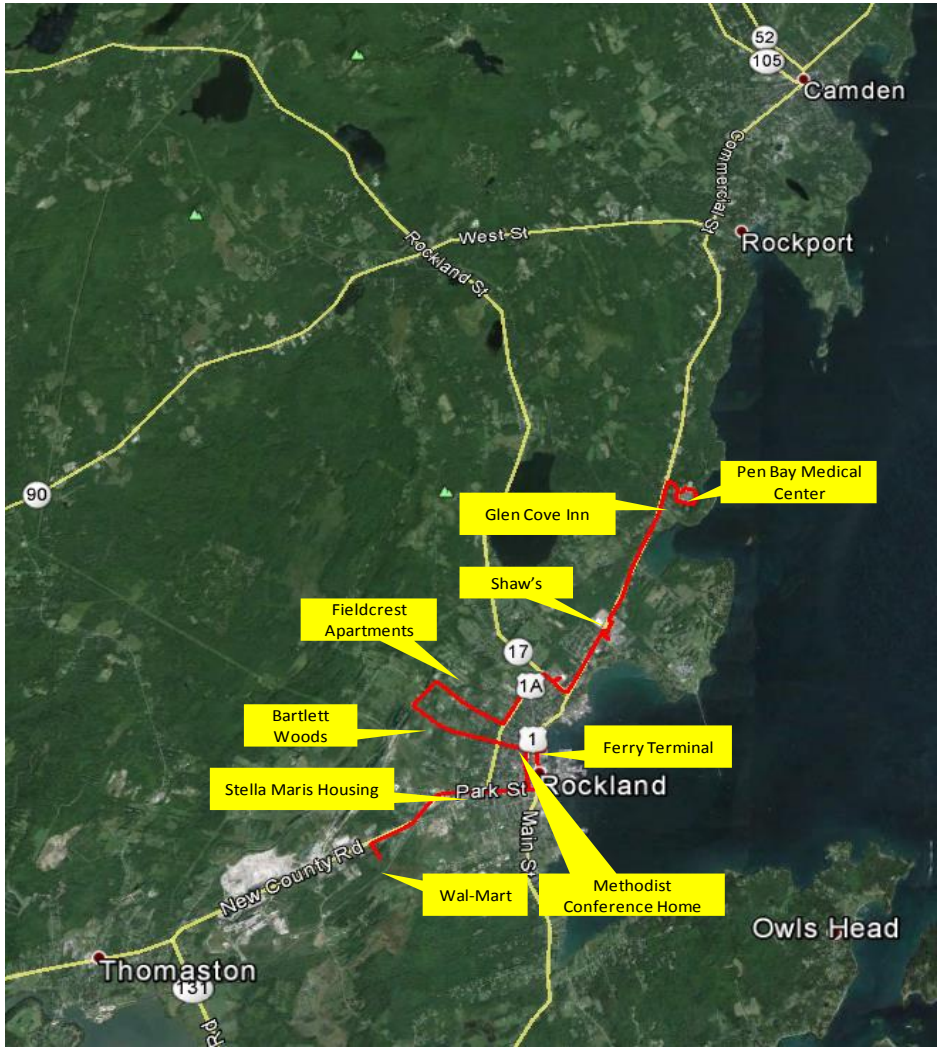
- Service Period
  - Year-Round
  - Weekdays Only
- Estimated Ridership:
  - 150 passenger trips per day
- Estimated Cost:
  - $425,000 per year
  - $11.30 per Passenger Trip
- Markets Served Best:
  - Corridor Commuters



3: Rockland-Focused Service

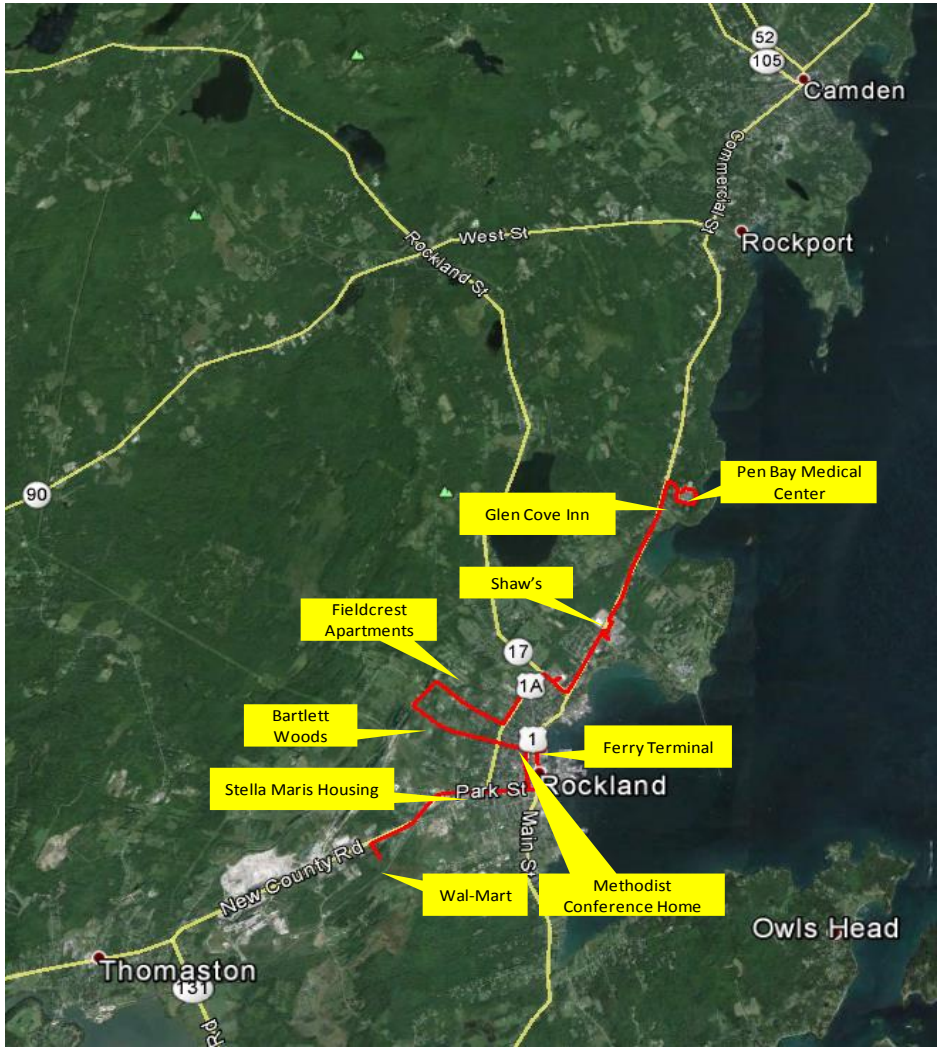
- Strengths:
  - Serves the most transit-conducive environment in the region
  - Serves highest demand (based on existing ridership patterns)
  - Strong foundation for a “starter service”
  - Could offer mid-day flex service
  - Requires 2 vehicles year-round

- Weaknesses:
  - Limited geographic coverage
  - Some communities served only peripherally



3: Rockland-Focused Service

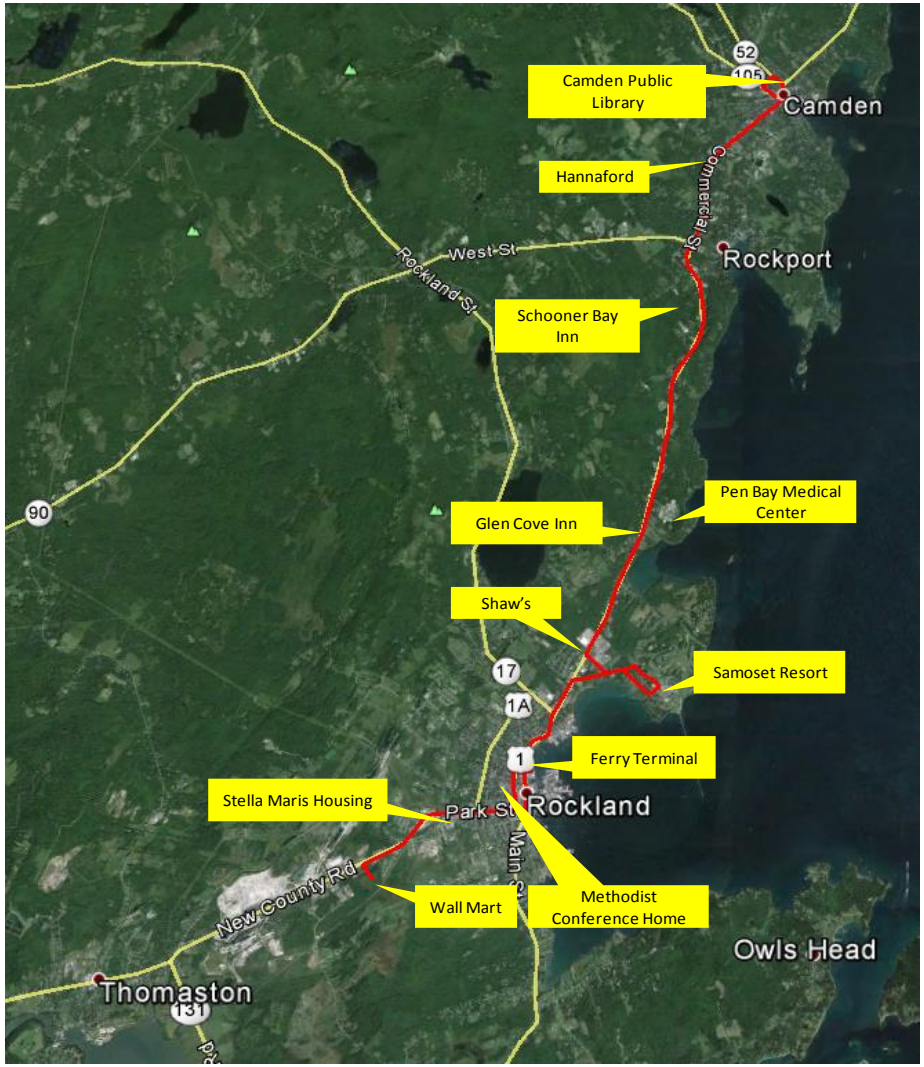
- Service Period
  - Year-Round
  - Weekdays Only
- Estimated Ridership:
  - 160 passenger trips per day
- Estimated Cost:
  - $360,000 per year
  - $9.00 per Passenger Trip
- Markets Served Best:
  - Urban Residents (Rockland)



4: Seasonal Service

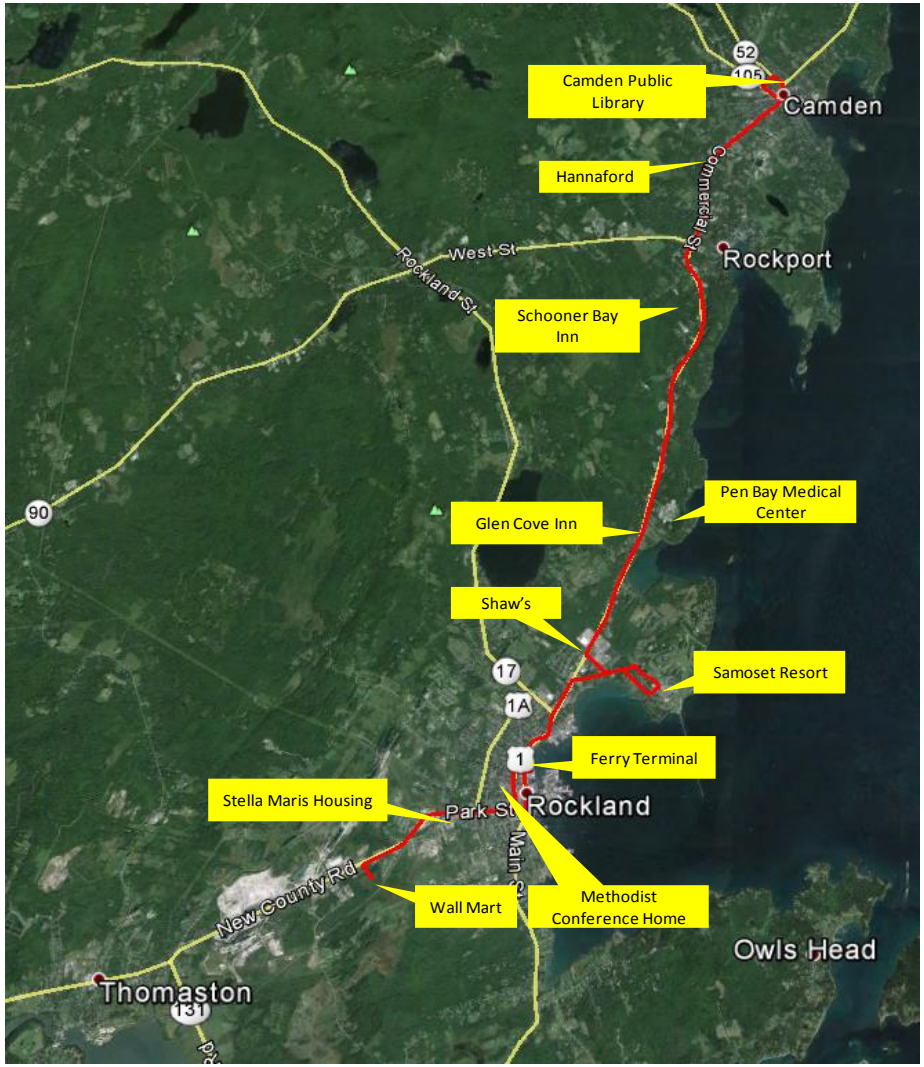
- Strengths:
  - Offers strong economic development potential by linking large tourist base to large concentrations of local businesses
  - Could noticeably reduce parking congestion in Rockland and Camden
  - Serves all four communities
  - Could act as summer-only started service and expand to year-round later

- Weaknesses:
  - Limited appeal to transit-dependent community
  - Requires 3 vehicles for hourly service



4: Seasonal Service

- Service Period
  - Summer Only
  - Weekdays and Weekends
- Estimated Ridership:
  - 150 passenger trips per day
- Estimated Cost:
  - $195,000 per year
  - 14.40 per Passenger Trip
- Markets Served Best:
  - Seasonal Visitors

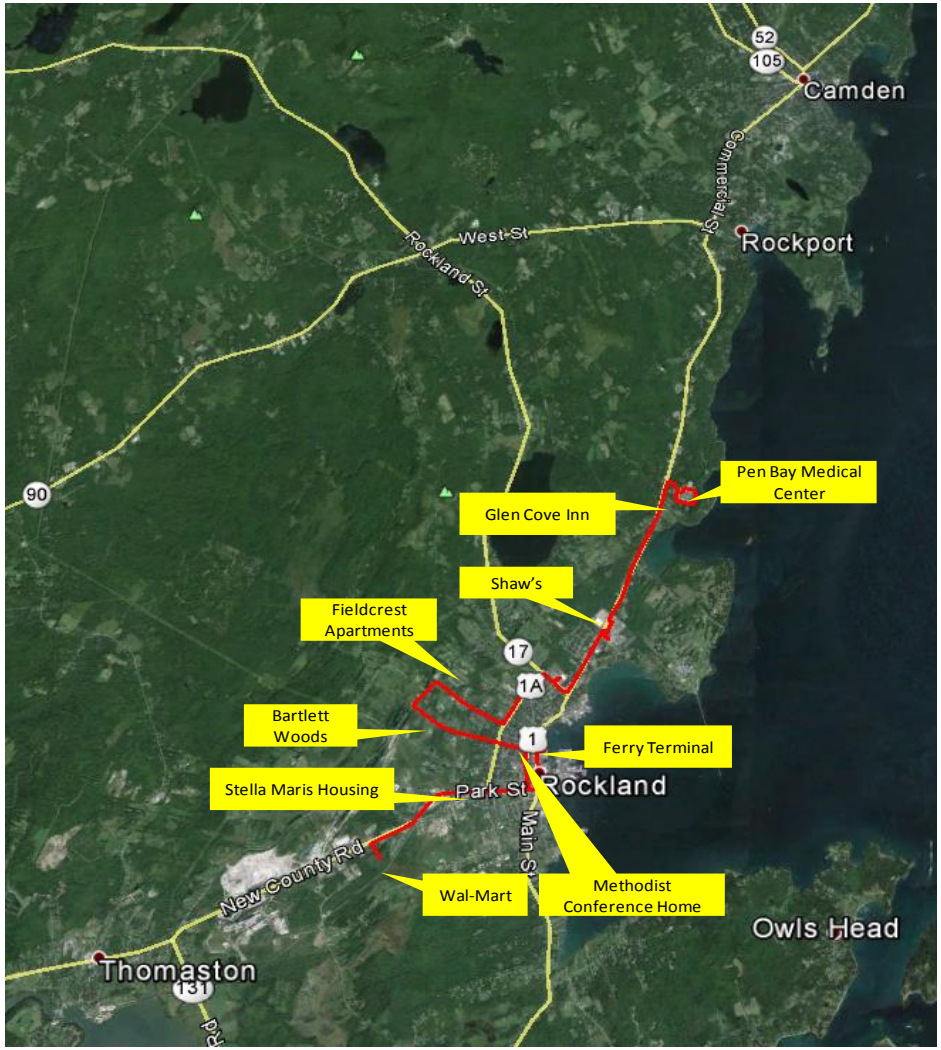


Summary of Options

Service Options	Service Period	Route Length (One-Way Miles)	Service Frequency	Vehicles Needed (Base / Summer)	Estimated Daily Riders	Primary Markets Segments Served	Service Days	Estimated Annual Operating Cost*	Estimated Cost Per Passenger Trip
Camden to Thomaston Comprehensive	Year Round	20	Hourly	3 / 4	220	Rockland Urban Residents Corridor Commuters Seasonal Visitors	Weekdays	$605,000	$11.00
Camden to Thomaston Limited-Stop	Year Round	15	Hourly	2 / 3	150	Corridor Commuters	Weekdays	$425,000	$11.30
Rockland-Focused	Year Round	9	Hourly	2 / 2	160	Rockland Urban Residents	Weekdays	$360,000	$9.00
Seasonal Service	Summer	13	Hourly	0 / 3	150	Seasonal Visitors	Weekdays and Weekends	$195,000	$14.40

Recommended Option: Rockland-Focused Service

- Most cost effective in terms of cost per passenger
- Simplest to schedule, understand and operate
  - Hourly service
  - 2 vehicles year-round
  - Clock-face schedules
- Serves most major destinations in the region
  - Pen Bay Medical Center
  - Downtown Rockland
  - Grocery Stores
  - Specialized Housing
  - Ferry Terminal
  - Wal-Mart
- Establishes a strong starter route that can be extended over time



Start-Up Steps

1. Find a passionate leader / champion to get things started
   - Build support and enthusiasm for service
   - Find supporters and partners
   - Secure funding
   - Lead conversation about management and operations

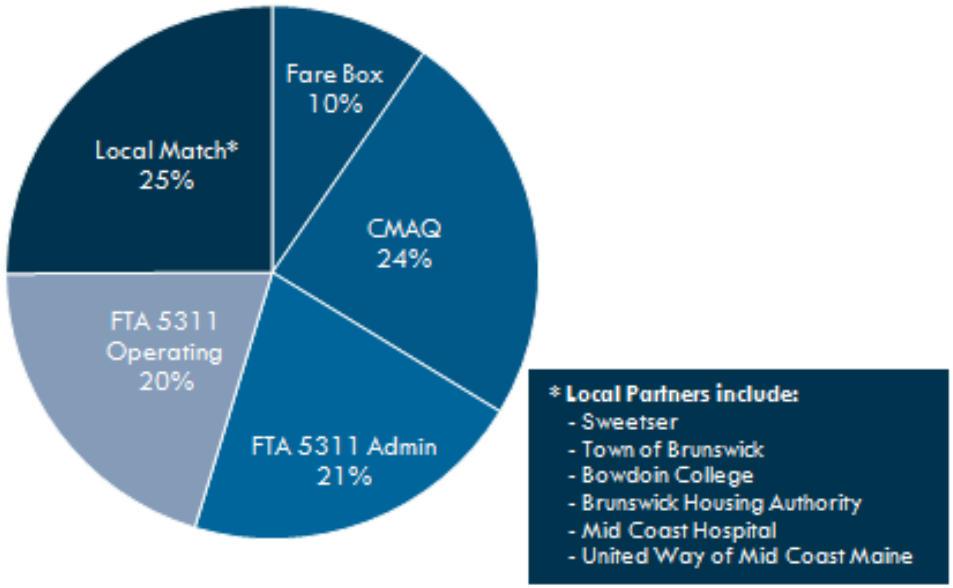
- Champion can be an individual or group of individuals
- Possible candidates include:
  - City staff member
  - Planning commission staff member
  - Social services agency staff member
  - Transit committee member or members

Start-Up Steps

2. Establish a management / oversight structure
   - Fastest way to establish service is to contract out operations and concentrate efforts on management, oversight, and reporting
   - A Transit Manager position housed within an existing agency will likely require a .5 FTE commitment
   - Resources can also be contributed by partner agencies especially in the early stages
     - Mapping
     - Grant writing expertise
     - Infrastructure installation / improvement (ADA compliance)

Start-Up Steps

3. Funding Plan
   - Most transit systems get a significant portion of funding from Federal grants
   - Federal grants require local matching funds
     - Example: Brunswick Explorer 2014 Budget:



Start-Up Steps

Year	1	2	3	4	5	6	7	8	9	10
Vehicles required for service	3	3	3	3	3	3	3	3	3	3
Vehicles purchased or replaced	3				2		1			1
Vehicle Purchases	$225,000				$172,500		$90,750			$97,500
Signage; Stops: Shelters	$100,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000	$10,000
Fund Capital Reserve		$10,000	$10,000	$10,000		$20,000		$20,000	$ 20,000	
Total Capital Costs	**$325,000**	**$20,000**	**$20,000**	**$20,000**	**$182,500**	**$30,000**	**$100,750**	**$30,000**	**$30,000**	**$107,500**
Estimate Local Match (20%)	*$65,000*	*$12,000*	*$12,000*	*$12,000*	*$34,500*	*$22,000*	*$20,150*	*$22,000*	*$22,000*	*$21,500*
Capital Fund Balance		$10,000	$ 20,000	$30,000	$ (4,500)	$15,500	$(4,650)	$15,350	$ 35,350	$(13,850)
Operating Costs	$360,000	$370,800	$381,924	$393,382	$405,183	$417,339	$429,859	$442,755	$456,037	$469,718
Estimated Local Match (50%)	*$180,000*	*$185,400*	*$190,962*	*$196,691*	*$202,592*	*$208,669*	*$214,929*	*$221,377*	*$228,019*	*$234,859*
Total Costs (Capital and Operating)	**$685,000**	**$390,800**	**$401,924**	**$413,382**	**$587,683**	**$447,339**	**$530,609**	**$472,755**	**$486,037**	**$577,218**
Assumed Federal and State Funds	$440,000	$193,400	$198,962	$204,691	$350,592	$216,669	$295,529	$229,377	$236,019	$320,859
Local Match Requirement	*$245,000*	*$197,400*	*$202,962*	*$208,691*	*$237,092*	*$230,669*	*$235,079*	*$243,377*	*$250,019*	*$256,359*

Start-Up Steps

4. Vehicle Selection / Procurement
   - Smaller cut-away vehicles are most appropriate for start-up service
   - Vehicles should have exterior bicycle racks, to expand reach of service
   - Seating should be selected or configured to accommodate baby carriages, wheelchairs, and small grocery carts
   - Low-floor vehicles make boarding and alighting faster and more convenient
   - Don't forget stop-request system!
   - For clarity in marketing, fixed-route vehicles should be branded separately from Coastal Trans' demand response service, particularly if the vehicle types are similar
   - For added safety, vehicles should include prominently displayed information on the rear of the vehicle announcing "Vehicle Stops Frequently"

Start-Up Steps

5. Marketing
   - Marked bus stop signs help create awareness of the service and help prospective riders envision the route
     - In the long-run, passenger amenities can increase awareness and enhance the image of the service
   - Press releases can provide information on key features of new service and can be issued through social media as well as traditional media
   - Website and print brochures make service information available on demand and should include:
     - Maps
     - Schedules
     - Fare and pass purchase information
     - Contact information
     - "How to ride" section including special instructions (Flex requests, for example)
   - Site visits and travel training
   - Google Transit implementation

Start-Up Steps

5. Service Standards
   - For service to be sustainable in the long term, performance should be reviewed on an on-going basis
   - Monitoring should use simple performance measures to track the following service elements:
     - Service Reliability
       - Includes schedule adherence and maintenance calls
     - Ridership by stop
       - Some stops may turn out to be too close together, while others may need to be relocated to better serve riders
       - High ridership stops are ideal candidates for passenger amenities.
     - Ridership by trip
       - Monitoring ridership by time period will help reveal when and where there is demand for earlier or later service, and whether higher or lower service frequencies may be appropriate