



MIDCOAST TRANSIT COMMITTEE

# MIDCOAST TRANSIT STUDY

## Final Report

March 2014





## Table of Contents

	Page
<b>1 Executive Summary .....</b>	<b>1-1</b>
<b>2 Community Profile .....</b>	<b>2-1</b>
Population Density .....	2-3
Transit Propensity Analysis.....	2-6
Employment Patterns .....	2-18
Land Uses and Major Destinations .....	2-21
Transportation Infrastructure .....	2-22
<b>3 Existing Transit Services .....</b>	<b>3-1</b>
Existing Public Transit Services.....	3-1
Concord Coach.....	3-10
Ferries .....	3-11
Maine Eastern Railroad .....	3-11
Amtrak.....	3-12
Taxis and Other For-Hire Transportation: .....	3-12
Specialized Transportation Services.....	3-19
<b>4 Peer Review .....</b>	<b>4-1</b>
Tri-County Community Action Program, Inc.....	4-1
Deerfield Valley Transit Association (MOOVer).....	4-2
Addison County Transit Resources (ACTR).....	4-2
Kennebec Valley Community Action Program (KVCAP) Transportation Services .....	4-3
York County Community Action Transportation (YCCAC) .....	4-4
<b>5 Stakeholder Outreach and Public Input.....</b>	<b>5-1</b>
Stakeholder Interviews .....	5-1
Employer Interviews .....	5-2
Transportation Needs Survey .....	5-4
Innkeeper Survey .....	5-15
Public Meetings .....	5-16
Public Outreach.....	5-17
<b>6 Service Design Alternatives .....</b>	<b>6-1</b>
Transit Market .....	6-1
Service Approach .....	6-2
Evaluation of Alternatives .....	6-3
Public Feedback.....	6-15
<b>7 Service Development .....</b>	<b>7-1</b>
The Market for Transit .....	7-1
The Operating Environment for Transit .....	7-2
Service Options .....	7-3
Evaluation of Proposed Options .....	7-13
Evaluation Results.....	7-14
<b>8 Recommended Transit Service .....</b>	<b>8-1</b>
Implementation and Funding .....	8-4
Operations and Service Plan .....	8-13
Marketing .....	8-14
Staffing, Management and Governance .....	8-15

<b>Appendix A: Stakeholder Questions</b>	
<b>Appendix B: Employer Survey Questions</b>	
<b>Appendix C: Online Survey Questions</b>	
<b>Appendix D: Inkeeper Survey</b>	
<b>Appendix E: Public Meeting Questions for Discussion</b>	
<b>Appendix F: Service Alternatives Survey Comments</b>	
<b>Appendix G: Traffic Counts</b>	
<b>Appendix H: Case Study</b>	
<b>Appendix I: Ridership Estimates</b>	



## Table of Figures

	<b>Page</b>
Figure 2-1 Knox County Overview.....	2-2
Figure 2-2 Knox County Population Density.....	2-4
Figure 2-3 Knox County Peak-Season Population Density.....	2-5
Figure 2-4 Knox County Senior Population Density .....	2-7
Figure 2-5 Study Area Senior Population Density .....	2-8
Figure 2-6 Knox County Population Density of Persons with Disabilities.....	2-9
Figure 2-7 Study Area Population Density of Persons with Disabilities.....	2-10
Figure 2-8 Knox County Population Density of Low Income Residents.....	2-11
Figure 2-9 Study Area Population Density of Low Income Residents.....	2-12
Figure 2-10 Knox County Density of Households without an Automobile .....	2-13
Figure 2-11 Study Area Density of Households without an Automobile .....	2-14
Figure 2-12 Study Area Density of Households without an Automobile .....	2-15
Figure 2-13 Transit Needs Index for Knox County.....	2-16
Figure 2-14 Transit Needs Index for Study Area.....	2-17
Figure 2-15 Top 10 Knox County Employers .....	2-18
Figure 2-16 Knox County Employers.....	2-19
Figure 2-17 Study Area Employers.....	2-20
Figure 2-18 Knox County Points of Interest.....	2-21
 Figure 3-1 Coastal Trans Ridership.....	 3-2
Figure 3-2 Brunswick Explorer Route Map .....	3-3
Figure 3-3 Brunswick Explorer Ridership Trend .....	3-3
Figure 3-4 Top Coastal Trans Destinations in Study Area*.....	3-4
Figure 3-5 Coastal Trans June Ridership – Trips Ending in Camden and Rockland .....	3-6
Figure 3-6 Coastal Trans June Ridership – Trips Ending in Rockport and Thomaston.....	3-7
Figure 3-7 Coastal Trans October Ridership – Trips Ending in Camden and Rockland.....	3-8
Figure 3-8 Coastal Trans October Ridership – Trips Ending in Rockport and Thomaston.....	3-9
Figure 3-9 Off-Peak Concord Coach Coastal Service.....	3-10
Figure 3-10 Maine State Ferry Service Map .....	3-11
Figure 3-11 Maine Eastern Railroad Map.....	3-11
Figure 3-12 Amtrak Schedule to/from Brunswick, ME .....	3-12
Figure 3-13 Top Schooner Bay Destinations in Study Area (Plus Cape Air)* .....	3-13
Figure 3-14 Schooner Bay June Ridership – Trips Ending in Camden and Rockland .....	3-14
Figure 3-15 Schooner Bay June Ridership – Trips Ending in Rockport and Thomaston.....	3-15
Figure 3-16 Schooner Bay October Ridership – Trips Ending in Camden and Rockland.....	3-16
Figure 3-17 Schooner Bay October Ridership – Trips Ending in Rockport and Thomaston.....	3-17
Figure 3-18 Midcoast For-Hire Transportation Services.....	3-18
 Figure 4-1 Peer Profiles .....	 4-5
 Figure 5-1 Hometown and Average Age .....	 5-5
Figure 5-2 Age v. Vehicle Ownership.....	5-6

**MIDCOAST TRANSIT STUDY | FINAL REPORT**  
Midcoast Transit Committee

Figure 5-3	Familiarity with Coastal Trans.....	5-7
Figure 5-4	Coastal Trans Trip Characteristics .....	5-7
Figure 5-5	General Knox County Travel Patterns.....	5-8
Figure 5-6	Reported Commute Times .....	5-9
Figure 5-7	Work and School Commute Origin and Destination Analysis.....	5-10
Figure 5-8	Transit Interest .....	5-11
Figure 5-9	Hometown and Average Age – Intercept Survey.....	5-13
Figure 5-10	General Knox County Travel Patterns - Intercept Survey .....	5-14
Figure 5-11	Example Typical Commute Times – Intercept Survey .....	5-15
Figure 6-1	Examples of Specialized Public Transportation Services .....	6-1
Figure 6-2	Examples of General Purpose Public Transportation Services.....	6-1
Figure 6-3	Service Approaches .....	6-2
Figure 6-4	Expected Ridership by Service Type (For Small Urban and Rural Environments) ...	6-4
Figure 6-5	On-Demand Service .....	6-5
Figure 6-6	Community Shuttle.....	6-6
Figure 6-7	Fixed-Route .....	6-7
Figure 6-8	Example Bus Stop Sign .....	6-8
Figure 6-9	Example Passenger Amenities.....	6-8
Figure 6-10	Deviated Fixed-Route .....	6-9
Figure 6-11	Limited-Stop.....	6-10
Figure 6-12	Example Enhanced Shelter.....	6-11
Figure 6-13	Limited-Stop.....	6-12
Figure 6-14	Comparison of Alternatives .....	6-14
Figure 6-15	Ranking of Service Alternatives .....	6-16
Figure 6-16	Preference Score .....	6-17
Figure 7-1	Option 1: Camden to Thomaston Comprehensive – Proposed Route Alignment .....	7-5
Figure 7-2	Option 2: Camden to Thomaston Limited-Stop – Proposed Route Alignment .....	7-7
Figure 7-3	Option 3: Rockland-Focused Service – Proposed Route Alignment .....	7-9
Figure 7-4	Option 4: Tourist-Focused Service – Route Alignment.....	7-11
Figure 7-5	Summary of Service Option Characteristics.....	7-12
Figure 8-1	Recommended Alignment .....	8-2
Figure 8-2	Estimated Ridership of Recommended Alignment .....	8-3
Figure 8-3	Indicative Schedule ( <i>minutes past the hour</i> ) .....	8-4
Figure 8-4	Estimated Costs and Local Match .....	8-6
Figure 8-5	2014 Brunswick Explorer Funding Sources .....	8-7

# 1 EXECUTIVE SUMMARY

The Midcoast Transit Committee retained the services of Nelson\Nygaard Consulting Associates, along with Morris Communications, to assess the market potential for transit service in the Knox County communities of Camden, Rockport, Rockland, and Thomaston and to develop implementable transit solutions to improve the mobility of area residents and visitors.

**Currently, transit service in the study area is limited to demand-response service provided by Coastal Trans**, and one or two (depending on season) intercity bus trips per day operated by Concord Coach Lines. However, an interest in exploring a more comprehensive approach to public transportation has been voiced by community leaders over the past several years, and affirmed by area residents over the course of this study.

This report details the steps of the Midcoast Transit Study and presents a recommended approach to help the region move toward the implementation of a regularly scheduled public transportation service. The document is comprised of nine chapters immediately following this introduction:

Chapter 2: Community Profile – includes maps and a discussion of the study area’s socioeconomic and demographic characteristics. Individually, **none of the four study-area communities exceeds 8,000 residents, but the Route 1 corridor is a destination-rich environment** and Rockland, in particular, has a high concentration of older adults, persons with disabilities, persons with low income, and households without vehicles; population sub-groups that typically have a higher need for public transportation and a greater willingness to try the service.

Chapter 3: Existing Transit Service – contains a description of the existing transportation services available in the study area. **Residents and visitors who rely on Coastal Trans and/or Schooner Bay Taxi for their mobility needs are most likely to be the “early adopters” of additional transit service** and represent the most immediate market for the service.

Chapter 4: Peer Review – contains an overview of how transit services are provided in several communities in Maine, New Hampshire, and Vermont. Service characteristics such as fares and service schedules are presented in this chapter and may prove **useful references as the Midcoast region moves closer to implementing regularly scheduled service**.

Chapter 5: Stakeholder Outreach and Public Input – presents a summary and findings from the study’s outreach activities. **More than 700 Midcoast residents participated in a transportation needs survey** over the course of the study, with **90% stating that the time was right to consider expanding transit service in the study area**. Stakeholder outreach also included interviews with representatives of 16 of the region’s 21 largest employers. The majority of **employers were somewhat skeptical of transit’s ability to serve their employees**, but were nevertheless supportive of the study and efforts to expand service in the region.

Chapter 6: Service Design Alternatives – describes seven potential approaches for providing transit service to a broad range of users in the study area. The alternatives included the following:

- Service Approach #1: On-Demand Service
- Service Approach #1A: Community Shuttle Service
- Service Approach #2: Fixed-Route Service
- Service Approach #2A: Deviated Fixed-Route Service
- Service Approach #3: Limited-Stop Service
- Service Approach #3A: Point Deviation Service
- Service Approach #4: Commuter Express Service

Chapter 6 also summarizes the results of an online survey conducted after the service design alternatives were presented at a public meeting on October 23<sup>rd</sup>. **The highest ranking alternative among poll participants was the Fixed-Route Service** followed by Limited-Stop Service.

Chapter 7: Service Development – refines fixed-route and limited-stop service into four distinct service options for the study area and presents the strengths and weaknesses of each option relative to estimated cost, ridership potential, and markets served. The four options included:

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

The Camden to Thomaston Comprehensive Service option was found to have the highest total ridership potential, but the **Rockland-Focused Service was identified as the option that best balances ridership with cost and productivity**. This option was also identified as most promising “starter” route that could be expanded over time.

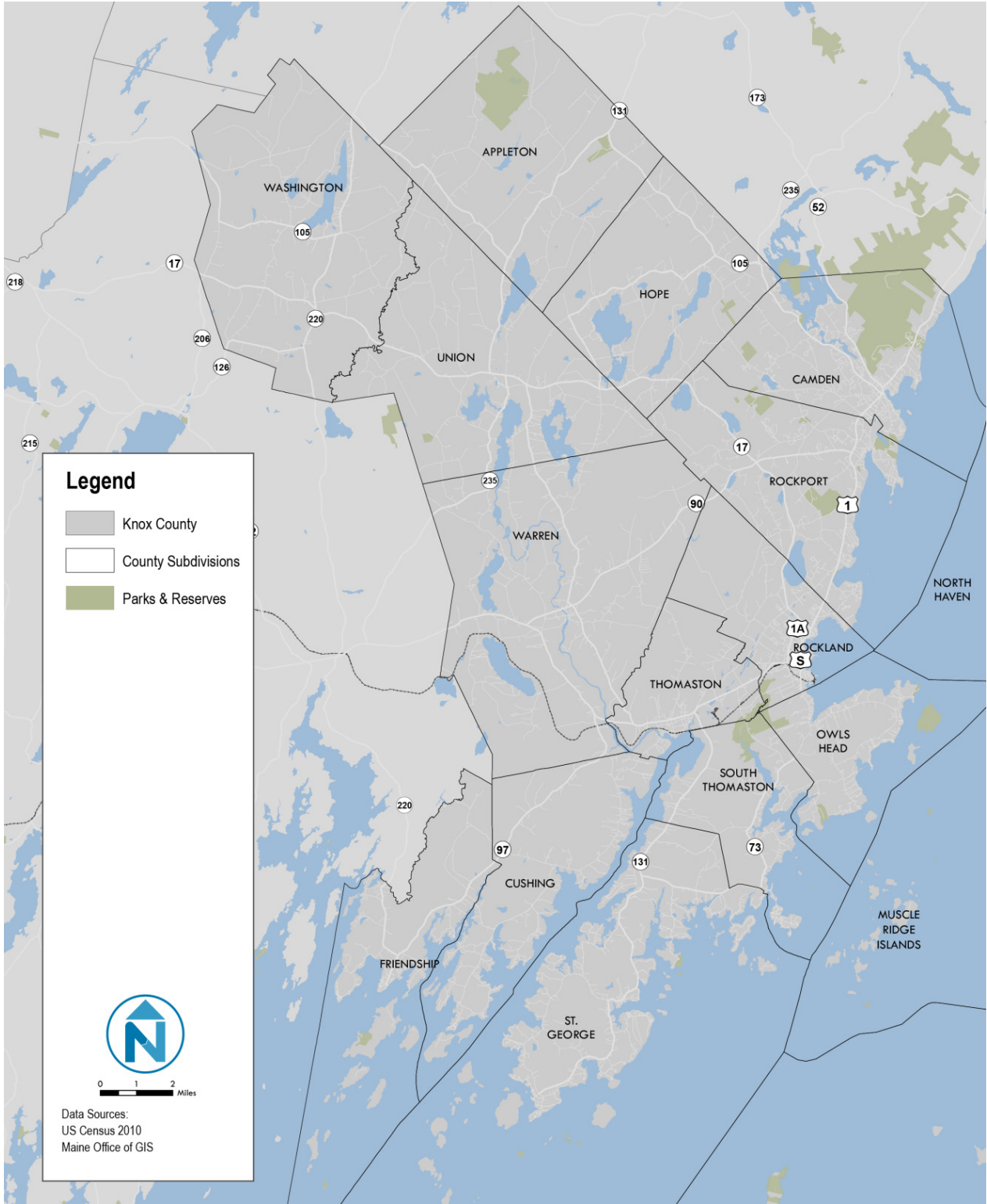
Chapter 8: Recommended Transit Service – presents a **highly detailed description of the recommended Rockland-Focused Service option**, including destinations served, ridership projections, fleet requirements, and estimated travel times. This chapter also discusses the implementation and funding processes, with sections dealing with management and oversight; capital and operating costs; and federal and local funding sources. Finally, Chapter 8 provides guidance on several topics that will become key focus areas after funding has been identified and service implementation is on-going. These include operations and service planning; marketing; and staffing, management, and governance.

## **2 COMMUNITY PROFILE**

Knox County lies “downeast,” halfway along Maine’s coast between New Hampshire and the Canadian province of New Brunswick. The urbanized areas of Knox County - Thomaston, Rockland and Camden - are on the eastern side of the county. Much of the county is undeveloped land.

No major interstate serves Knox County, although I-95 runs southwest-northeast about 20 miles west of Knox County and about 40 miles west of the study area. The most proximate year-round passenger rail connection is 35 miles south of the study area in Brunswick, ME. Brunswick is the northern terminus for Amtrak’s Downeaster line to Boston. Route 1, a state road, runs along the entire coast and eastern border of Maine, from Kittery to Madawaska, and is the primary thoroughfare of the study area. In most of Knox County, Route 1 is a two-lane major arterial, but not a limited access highway.

Figure 2-1 Knox County Overview





## POPULATION DENSITY

According to the US Census Bureau, the population of Knox County grew 0.3% between the years 2000 and 2010. In general, the county has a relatively low-density settlement pattern with about 114 residents per square mile on average. However, the towns of Rockport, Thomaston, South Thomaston, and Camden in the eastern portion of the county show significantly higher population densities than the western areas of Union, Hope, Washington, Lincoln, Warren, and Cushing (Figure 2-2).

Myriad factors affect transit ridership, from development patterns to service quality to marketing and information. A general guideline for population density that will support traditional local fixed-route bus service is at least 3,000 persons per square mile, or 5-10 dwelling units per acre.<sup>1</sup> Population density is calculated by taking the population of block-group and dividing by the area. Based on the 2010 Census, there are two block-groups with population densities over 3,000 in Rockland. In both cases, the population of the block groups is not very large, but neither are the areas, resulting in high population density. For example, the block group containing the Methodist Conference Home has a population of 570 but a population density of 4,200 people per square mile. The heavily residential block group bound by Broadway, Rankin Street, Route 1, and Maverick Street has a population of 833 and a population density of 4,500 people per square mile.

## Seasonal Density

The Midcoast is a destination region for summer tourists both from within the state of Maine and beyond. In addition to numerous hotels and inns, there are about 5,000 homes in the county that the 2010 Census classified as “for Seasonal, Recreational or Occasional Use.” Figure 2-3 shows the seasonal population density, assuming an average household size of 2.58 persons per household (2010 national average).

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<sup>1</sup> Toolbox for Alleviating Traffic Congestion. Institute for Transportation Engineers.

Figure 2-2 Knox County Population Density

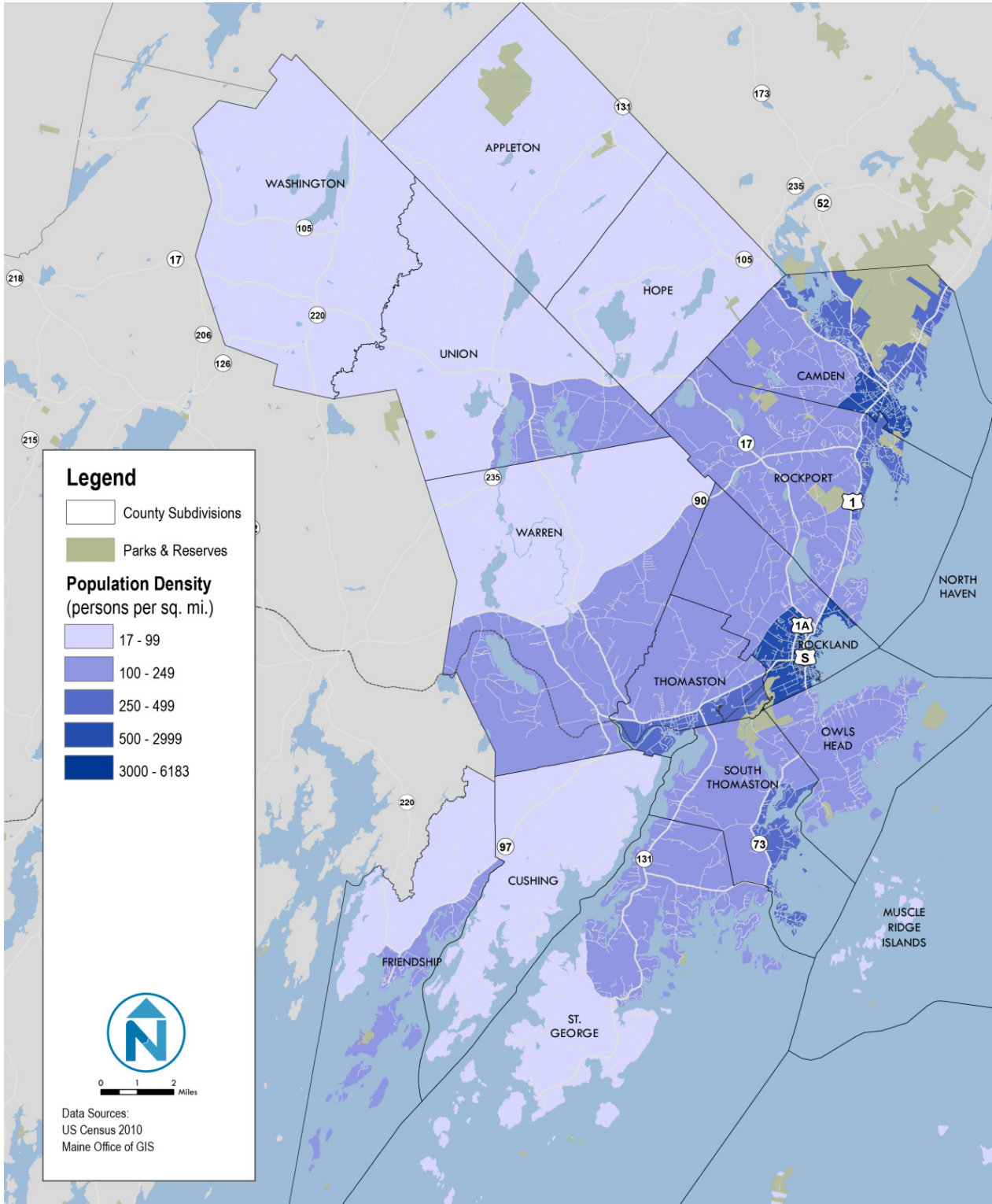
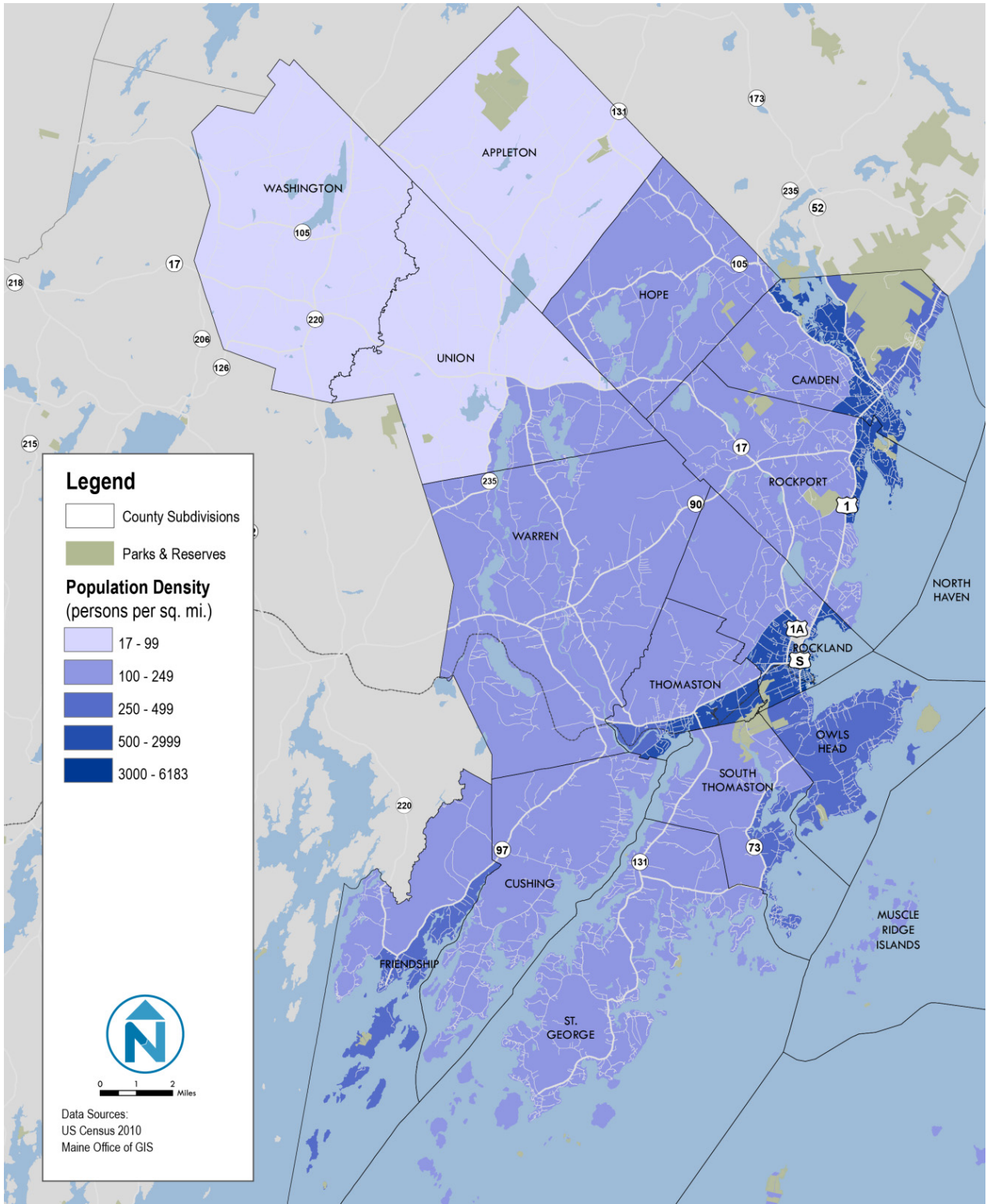


Figure 2-3 Knox County Peak-Season Population Density



## TRANSIT PROPENSITY ANALYSIS

Certain demographic groups have a higher need for public transit or a greater willingness to try local bus service. Other population groups tend to be more receptive to express service to employment hubs. The following sections analyze the spatial distribution of people who are more likely to take transit as well as the location of activity centers and destinations that are likely to generate transit ridership. In general the two key markets for public transportation services are:

- "Transit Dependent" riders who do not always have access to an alternative transportation mode. This grouping includes individuals who may not be physically (or legally) able to operate a vehicle, or those who may not be able to afford to own a vehicle.
- "Choice" riders are those who usually or always have an alternate means of transportation (either by driving a car or getting picked up by someone) but choose to take transit because it offers them more or comparable convenience. For example, a choice rider might choose to add 10 minutes to their overall trip via bus in order to avoid the cost or hassle of parking in an urban area. A commuter might choose to take a bus if they can work along the way rather than focusing on driving.

The following section details the densities of the four demographic characteristics as collected by the Census that are typically aligned with the primary markets for transit, then creates a composite needs index. Population in Knox County is heavily concentrated in its eastern half, thus transit-dependent population densities follow closely the overall population density picture. The individual markets highlighted include older adults, persons with disabilities, persons with low income, and households without a vehicle. These markets are defined as follows:

- **Older Adults** - Over age 65
- **Persons with Disabilities** - Any person over the age of 5 with a disability as determined by the Census questionnaire in 2000
- **Persons with Low Income** - Defined as a 150% of the poverty line based on household size. This is computed by the Census. Background data can be found at <http://aspe.hhs.gov/poverty/11poverty.shtml>
- **Households without a vehicle** - Households reporting zero vehicles available according to the US Census.

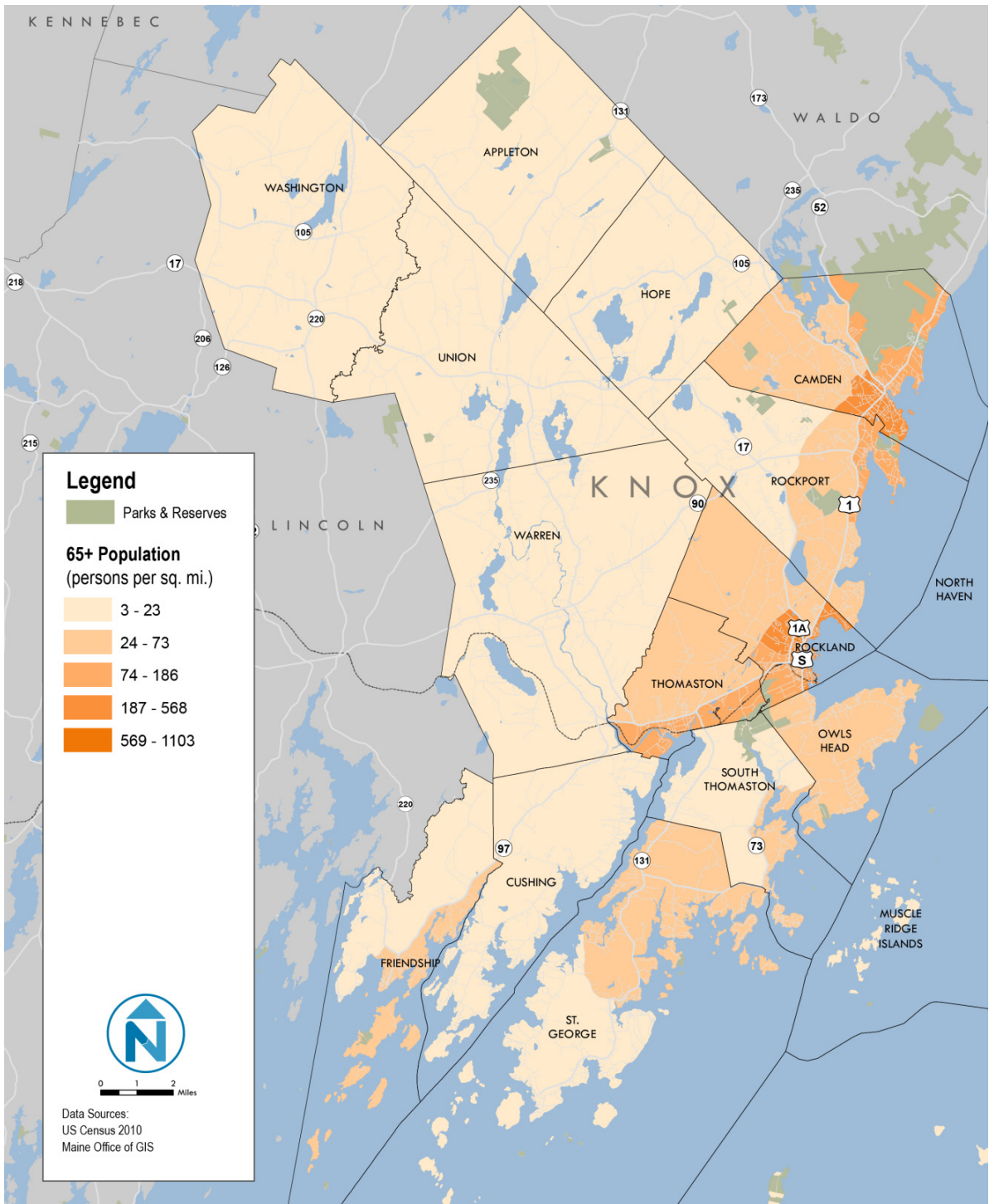
The following map series (Figures 2-4 through 2-11) shows the density of transit-dependent populations by block group.



## Older Adults

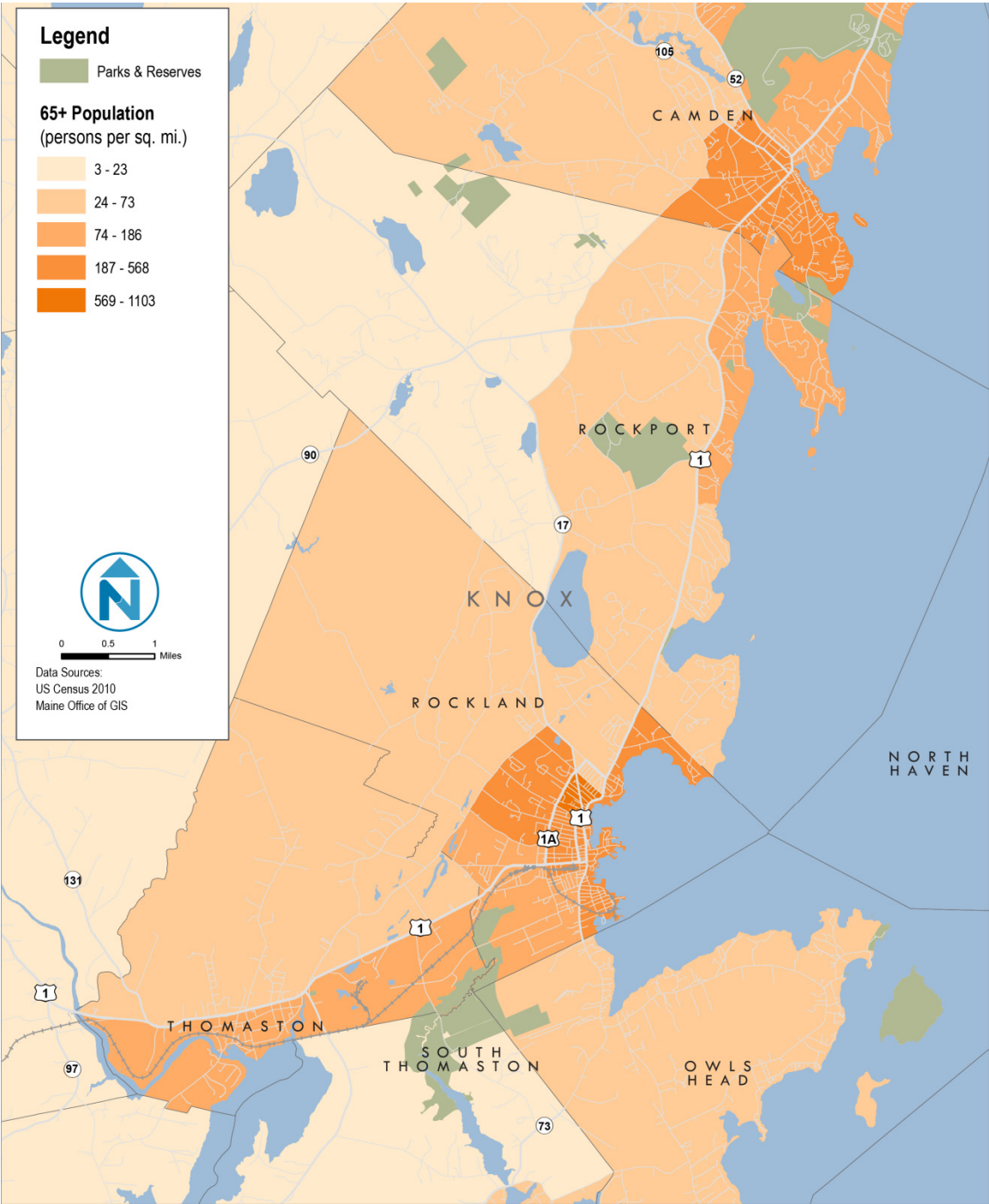
The vast majority of older adults live along the coast in Thomaston, Rockland, Rockport and Camden. In general, these residents are clustered along Route 1. This trend follows general population density trends.

Figure 2-4 Knox County Senior Population Density



Looking more closely at the four towns, one can see that the densities are truly concentrated along the coast and Route 1. These are locations that are most affected by traffic along Route 1. They are also areas where amenities may be within shorter distances. The densest concentration of older adults is in a northern block group of Rockland, between Cedar Street, Rankin Street, Broadway and Route 1. The second highest concentration is in the southern half of Camden, south of Route 1.

Figure 2-5 Study Area Senior Population Density





Persons with Disabilities

The density of persons with disabilities generally tracks with overall density as well as that of older adults, with the top three densest block groups located in the northern half of Rockland north of Limerock Street and the south eastern portion of Rockland east of Route 73.

Figure 2-6 Knox County Population Density of Persons with Disabilities

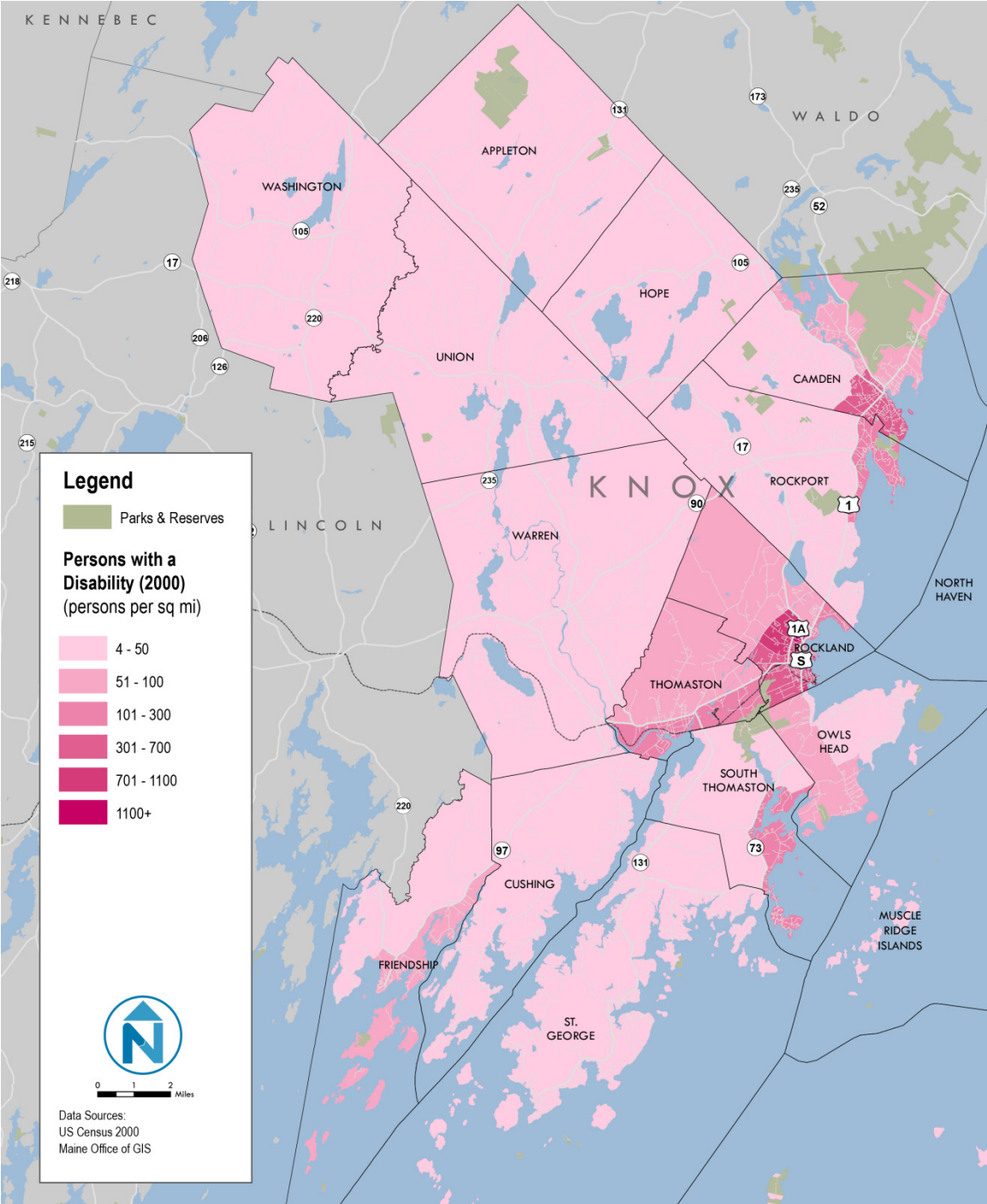
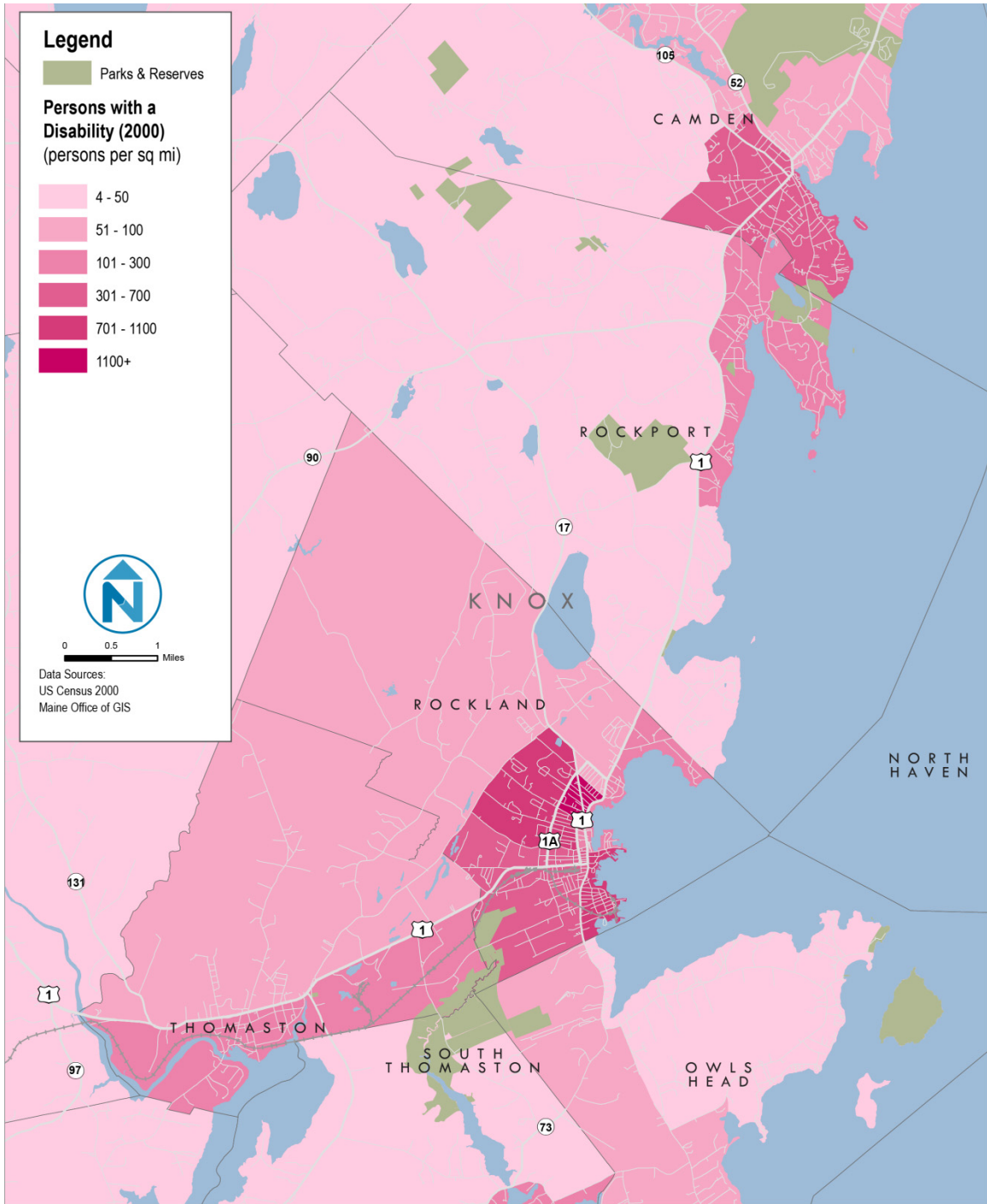


Figure 2-7 Study Area Population Density of Persons with Disabilities



The most recent disability data available from the US Census at a level finer than state-wide is from the year 2000.

## Persons with Low Income

The highest density of those living at or below 150% of the poverty line is in Rockland, in the same area as the highest density of disabled individuals and older adults. The second highest density of this population is in the most southeastern block group in Rockland, east of Route 73 that is also a relatively dense area of persons with disabilities.

**Figure 2-8 Knox County Population Density of Low Income Residents**

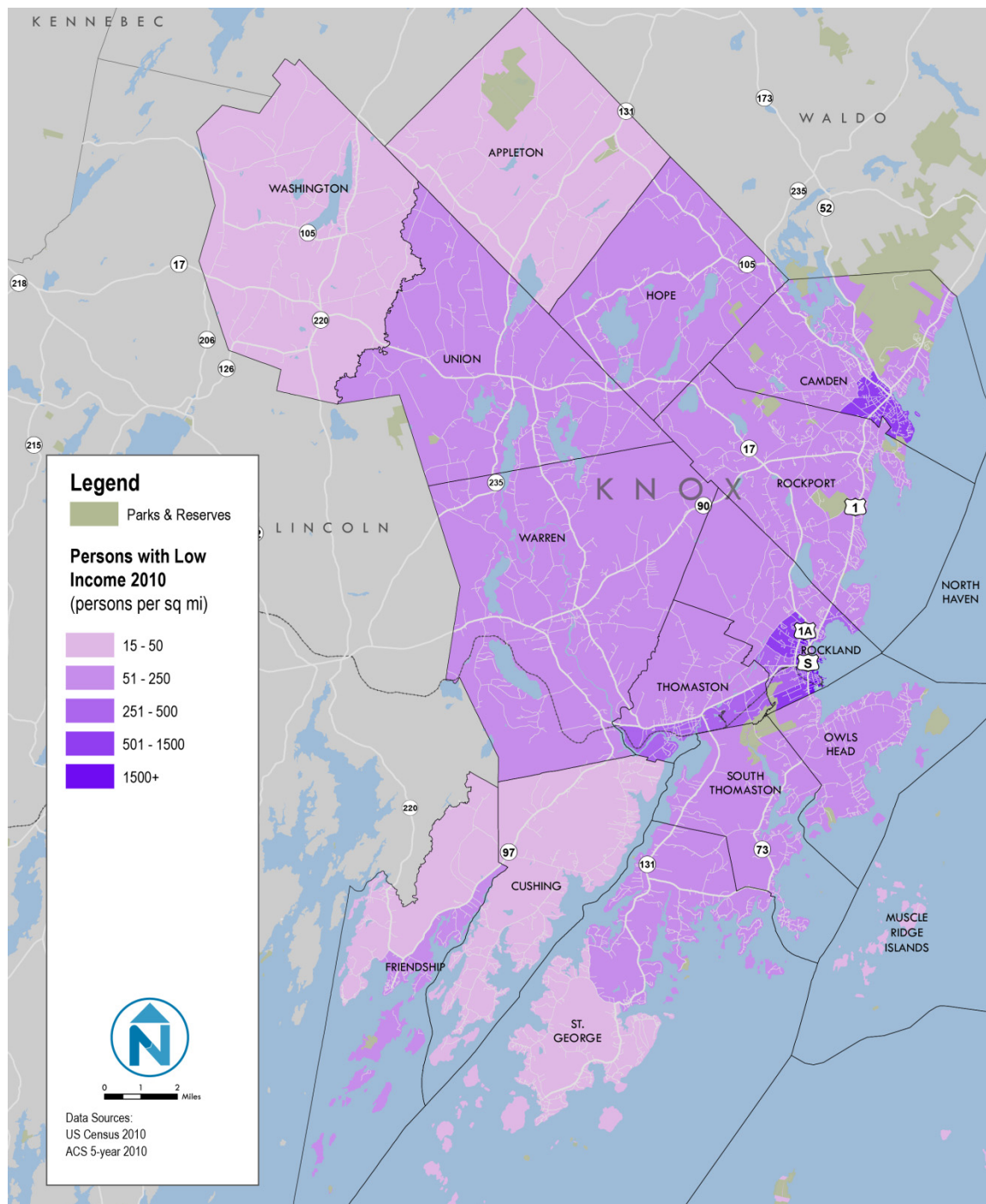
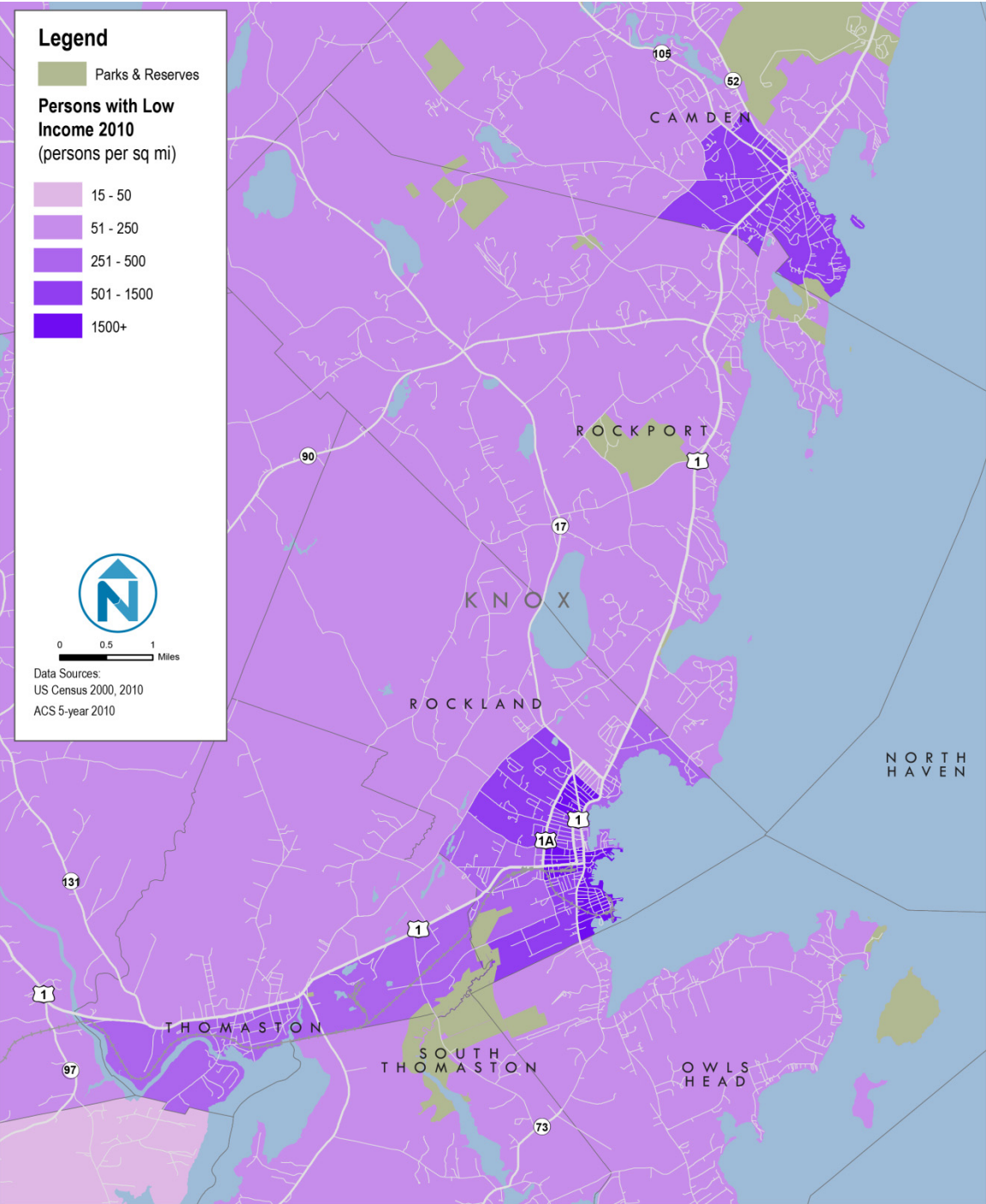




Figure 2-9 Study Area Population Density of Low Income Residents



## Households Without an Automobile

Despite the car-oriented nature of the area, a number of households do not have access to an automobile. Four of the five block groups with the highest density of households without access to an automobile are located in Rockland, with the fifth in the easternmost part of Camden. The densest concentration of these households is in the same block group as that of the other categories in Rockland. However, the second most dense group of households with zero automobiles is a different block group from some of the other metrics, although also in Rockland. Pleasant Street, Route 1, Route 1A and Limerock Street bound this block group. This is interesting in that while the density of people living below the poverty line to the southeast of this block group is greater, relatively more of those households have access to an automobile.

**Figure 2-10 Knox County Density of Households without an Automobile**

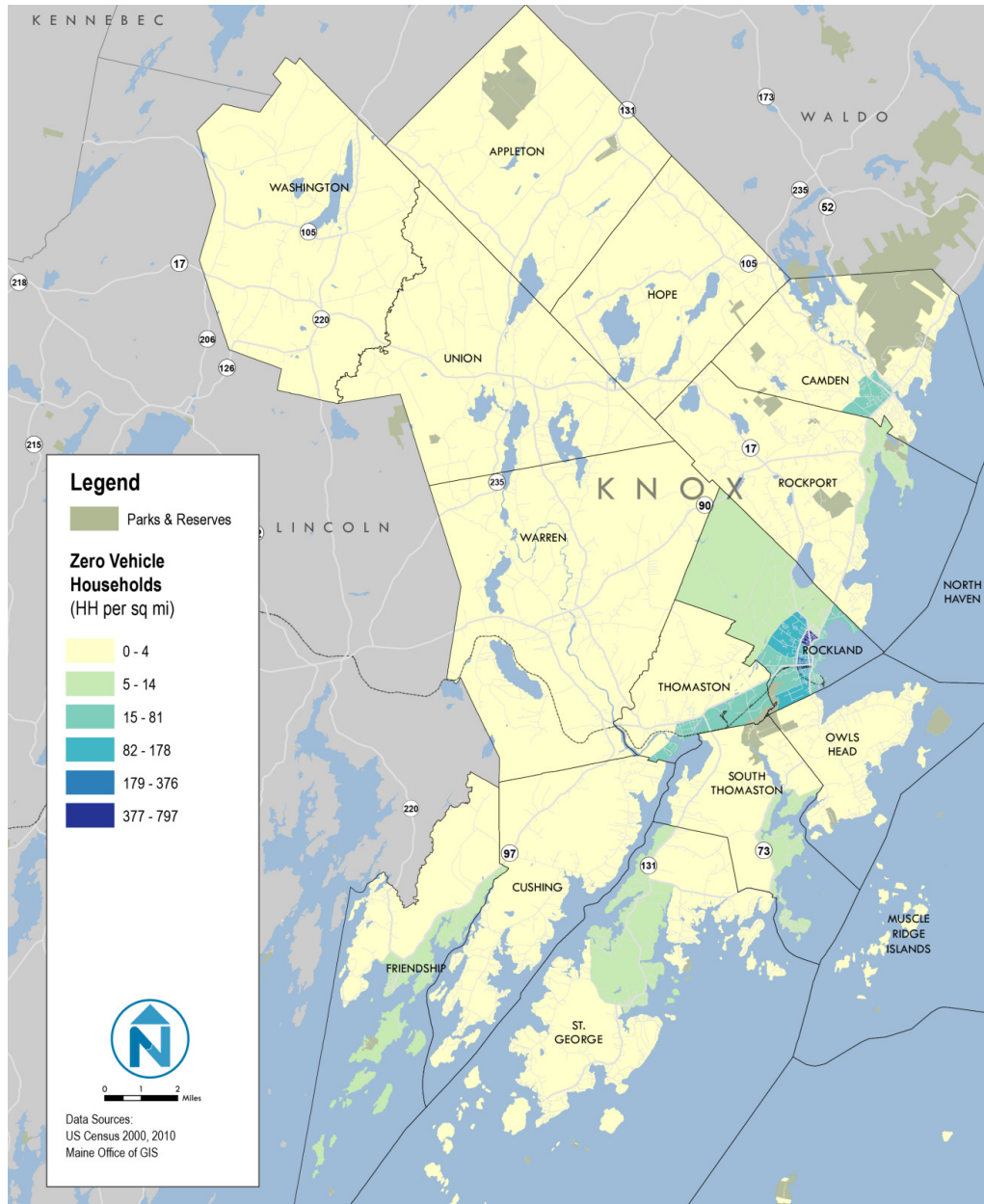
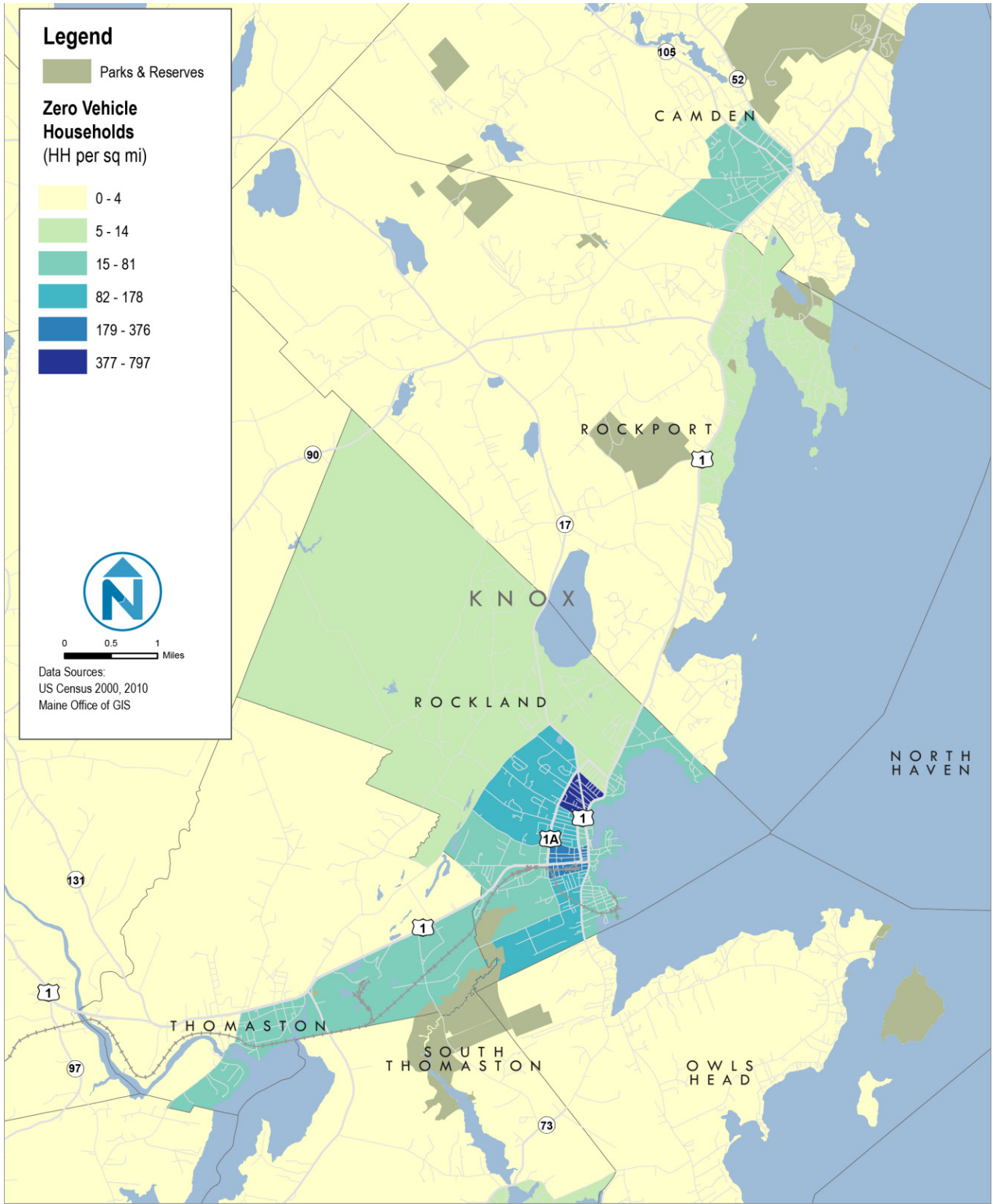


Figure 2-11 Study Area Density of Households without an Automobile





## Transit Needs Index

The transit needs index represents the concentration of transit need based on the densities of the four population sub-groups discussed above. Each block group was given a score of 1-5 for each population sub-group. These scores were totaled to calculate an overall transit needs index. Since there are four population subgroups, the highest needs index score possible is 20.

**Figure 2-12 Study Area Density of Households without an Automobile**

Target Population per Square Mile	Transit Need	Score
0-199	Low	1
200-430	Medium-Low	2
431-999	Medium	3
1,000-1,999	Medium-High	4
2,000 and Higher	High	5

The map below shows the transit needs index for Knox County. The top ten scoring block groups are all located in or very proximate to Rockland or Camden.

Figure 2-13 Transit Needs Index for Knox County

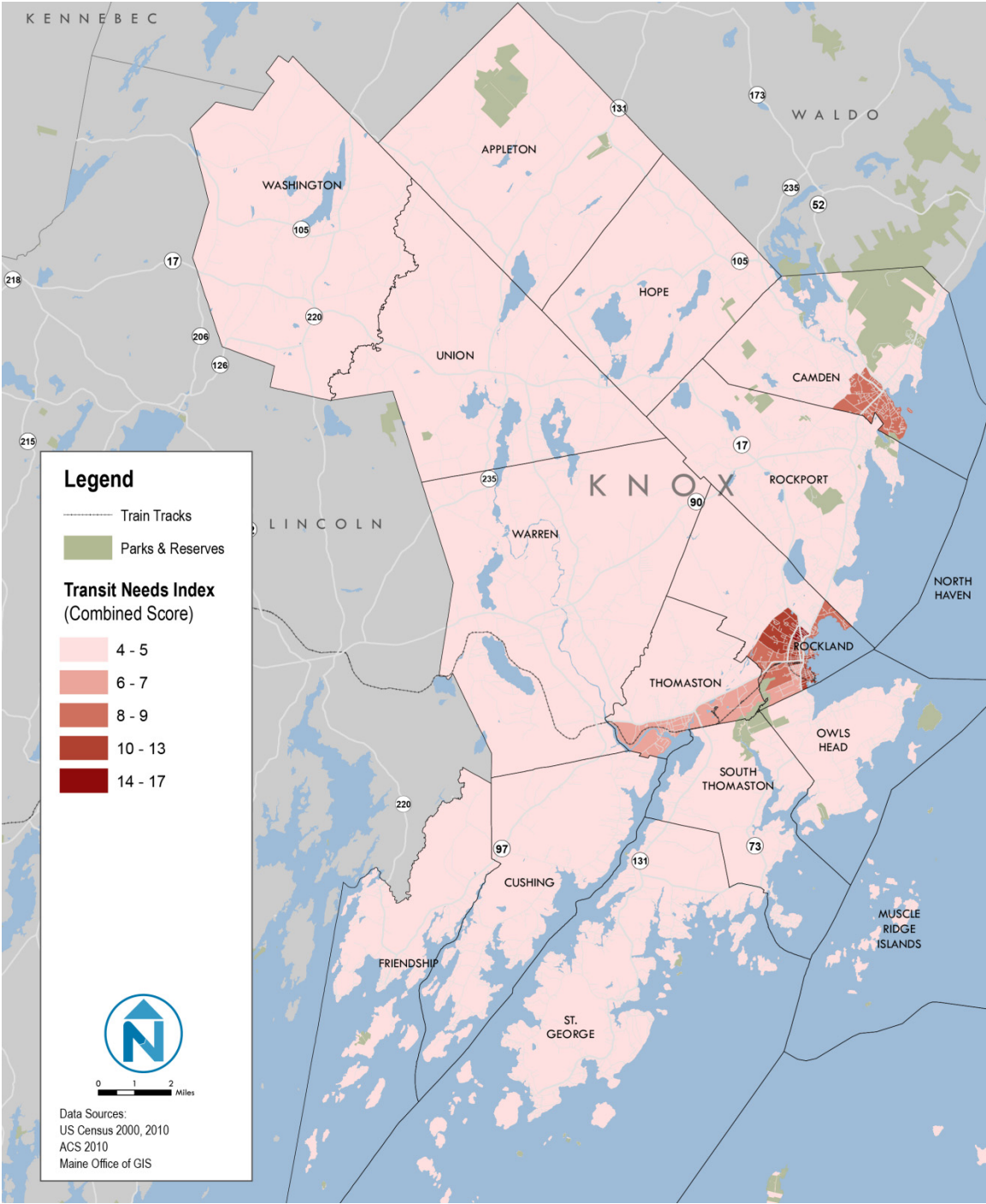
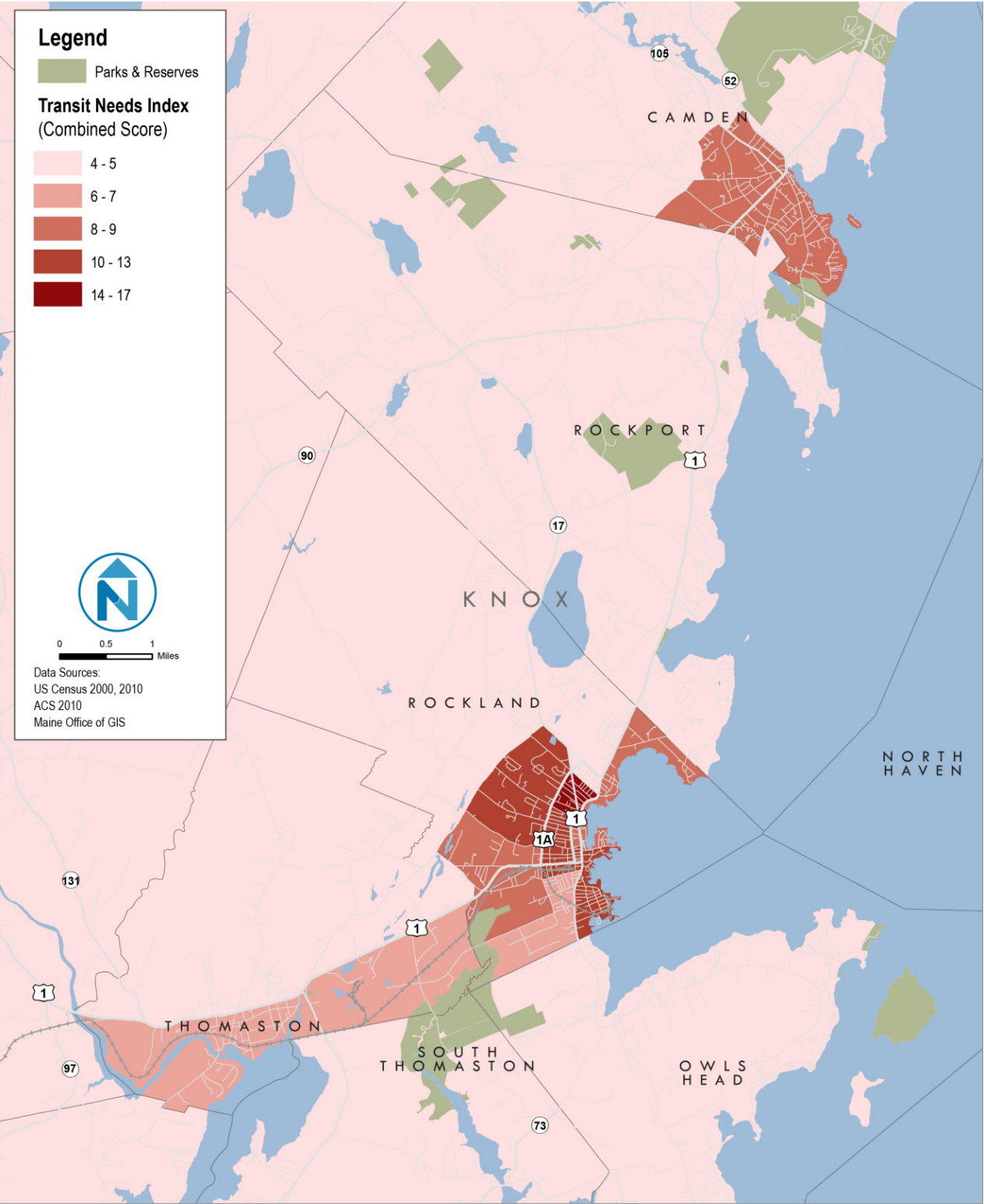


Figure 2-14 Transit Needs Index for Study Area



## EMPLOYMENT PATTERNS

The maps in Figures 2-16 and 2-17 show job concentrations in Knox County as recorded for the 2010 Census. Jobs are clustered along the coast and concentrated in the towns of Camden, Rockland and Thomaston, particularly along major roadways, such as Route 1, Route 90, and Route 17 out to the more rural areas of the county. Besides these major corridors, there are notable concentrations of jobs in the most coastal regions of Friendship, Cushing, St. George, South Thomaston, and Owls Head.

The Maine State Government lists the top 25 employers for each county in a quarterly publication. For Knox County, these include grocery outlets such as Hannaford, Shaw's and Wal-Mart, as well as other "big box" stores such as Lowes and Home Depot. In addition, healthcare institutions like Quarry Hill, Kno-Wal-Lin, Coastal Opportunities and Windward Gardens are among the largest 25 private employers for Knox County. Figure 2-15 shows the top 10 private employers in Knox County as of the third quarter 2012.

**Figure 2-15 Top 10 Knox County Employers<sup>2</sup>**

Rank	Name	Employment Range	Business Description
1	Penobscot Bay Medical Center	1,000 – 1,500	General medical and surgical hospitals
2	Samorock LLC	1 – 500	Hotels and motels, except casino hotels
3	Hannaford Bros Co	1 – 500	Supermarkets and other grocery stores
4	O'Hara Corporation	1 – 500	Finfish fishing
5	Fischer Engineering	1 – 500	Construction machinery manufacturing
6	Boston Financial Data Services Inc	1 - 500	Telemarketing and other contact centers
7	Quarry Hill	1 - 500	Nursing care facilities, skilled nursing
8	Camden National Corporation	1 – 500	Commercial banking
9	Wal-Mart/Sam's Club	1 – 500	Discount department stores
10	F M C Corporation	1 – 500	All other miscellaneous food manufacturing

Note that these large employers may have multiple employment sites within the county, thus dispersing the spatial concentration of the jobs shown in Figure 2-16 and 2-17. It should also be noted that data shown in these maps predates the relocation of Wal-Mart from its previous location in Rockland to its current location in Thomaston.

<sup>2</sup> Maine Center for Workforce Research and Information, "Top 25 Employers in Maine by County, 3<sup>rd</sup> Quarter 2012," March 20, 2013. Accessed May 14, 2013.  
<http://www.maine.gov/labor/cwri/publications/pdf/MaineCountyTop25Employers.pdf>

Figure 2-16 Knox County Employers

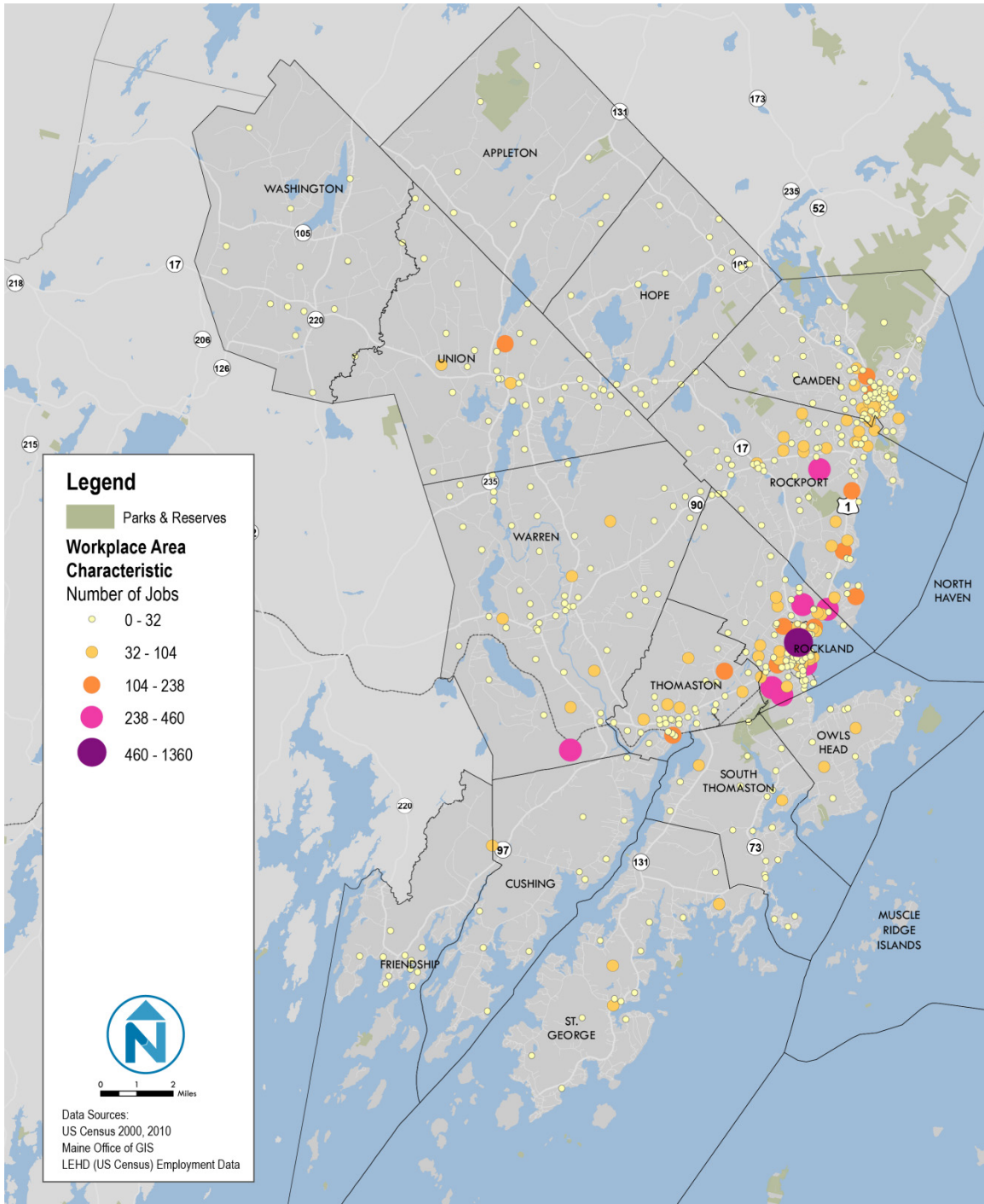
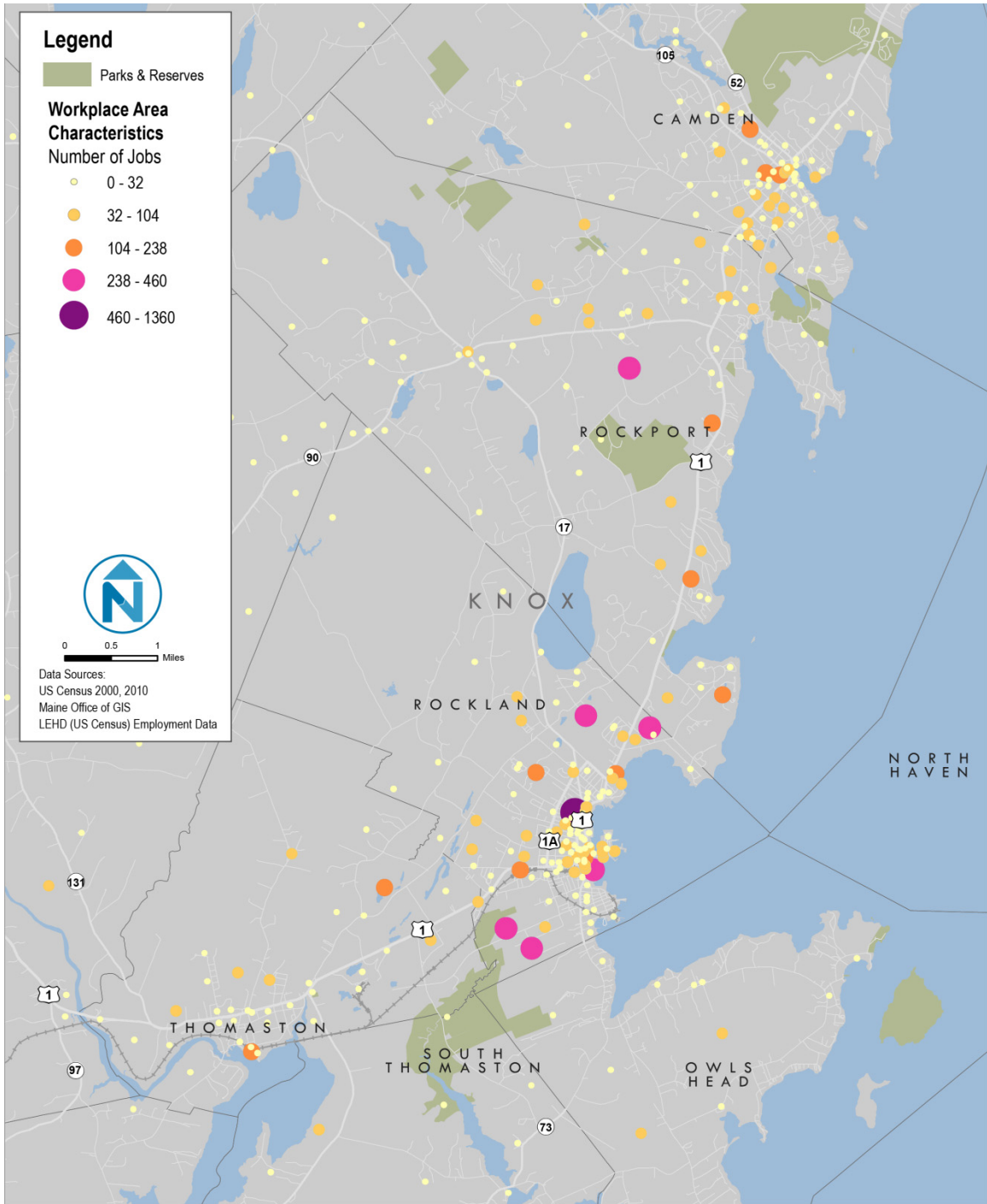




Figure 2-17 Study Area Employers

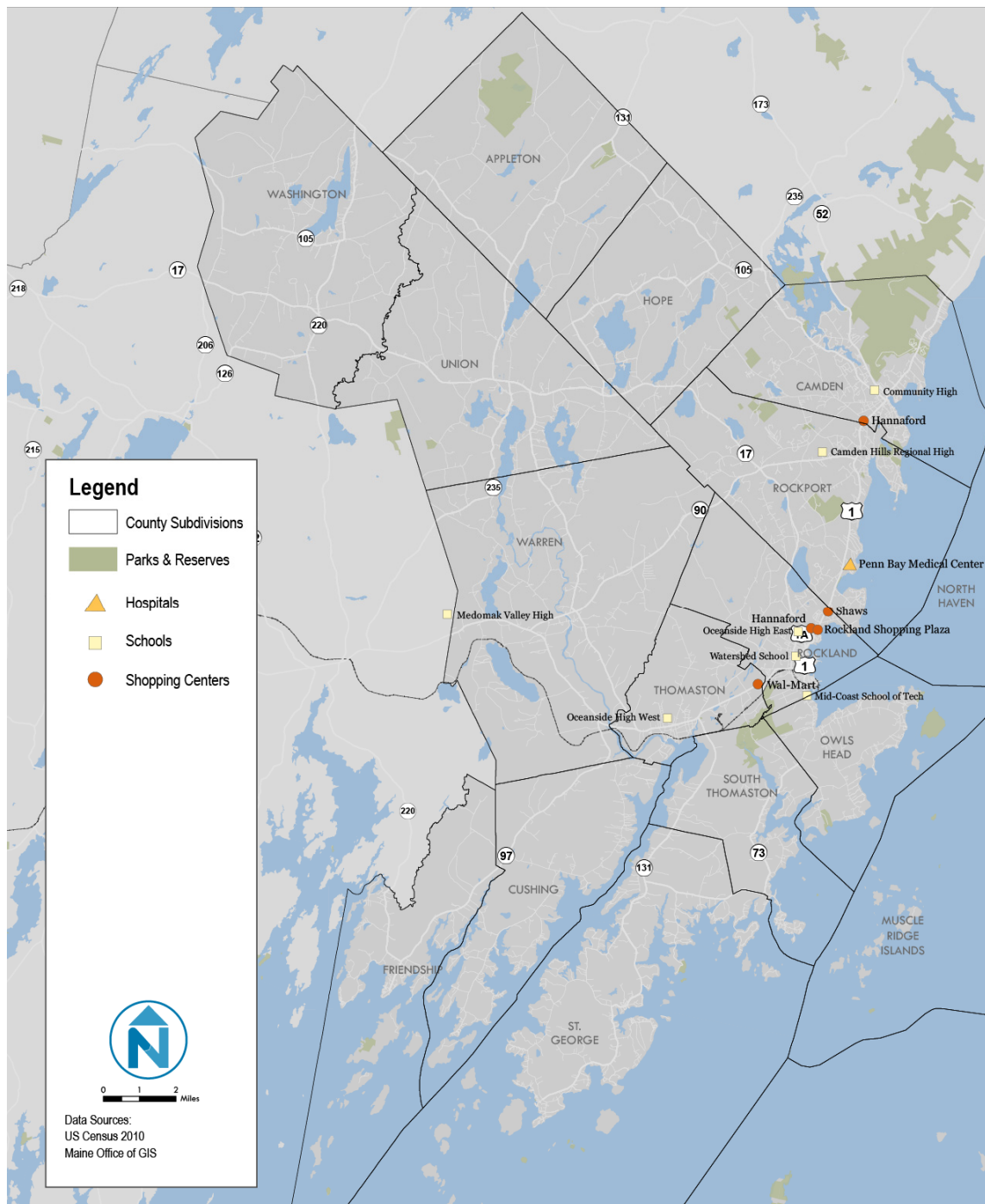




## LAND USES AND MAJOR DESTINATIONS

Transportation infrastructure is almost always closely aligned with trip generators such as employment, shopping, and service centers. Areas with higher populations and employment densities are more easily served by public transportation, in part because high density areas have a larger market for travel. In rural areas, public transportation can also be successful by providing connections between village and town centers and employment or service sites, such as hospitals and shopping malls.

**Figure 2-18 Knox County Points of Interest**



Hospitals, schools (especially high schools), and shopping centers tend to be the top destinations of transit users. Within the study area, these points of interest are primarily located along the Route 1 corridor; with the highest concentrations of major destinations found in the town of Rockland.

## **TRANSPORTATION INFRASTRUCTURE**

Route 1 is the primary thoroughfare connecting the four towns of Camden, Rockport, Rockland and Thomaston as well as points to the south and north of Knox County. Although parts of the road to the south of Knox County are limited-access, the majority of Route 1 in Knox County is a major arterial with relatively frequent signals. In the summer, the influx of tourist traffic can cause significant congestion on Route 1. Route 1A (Broadway), which runs for a little less than 1.5 miles in Rockland, is a bypass for Route 1 through residential neighborhoods of the city.

Another important arterial in the county is Route 90, which runs southwest-northeast inland from Route 1, providing a more direct connection from the southern half of the county to the town of Rockport. Route 90 is mostly a two-lane arterial with few signalized intersections.

Route 17/Heald Highway provides east-west access within Knox County to the more rural areas of Appleton, Washington, Union and Hope. Route 17 is a two-lane arterial with few signalized intersections.

Although not a state highway, Old County Road is an important thoroughfare as well. The subject of an ongoing planning “Micro-Corridor” study, Old County Road runs between Thomaston and Penn Bay Medical Center for 5.9 miles just north of Rockland and slightly inland from Route 1. The road has two lanes without sidewalks or significant shoulders, and the pavement is significantly degraded. Old County road experiences some congestion, including trucks, intermittently. The goal of the Micro-Corridor study is to create a management plan for investments to improve the roadway.<sup>3</sup>

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<sup>3</sup> Old County Road Micro-Corridor Management Plan, DRAFT, March 7, 2013.

## 3 EXISTING TRANSIT SERVICES

Transportation without a personal car is challenging in the Midcoast region. However, a variety of transit types, ranging from regional inter-city bus service to local demand-responsive service, have arisen to meet at least some of the mobility needs of area residents and visitors. The following chapter outlines these services to provide an overview of the current mobility options in Knox County.

### EXISTING PUBLIC TRANSIT SERVICES

For the purpose of this study, public transportation is defined as any passenger service that can be used by member of the general public. Thus, private taxi companies or inter-city services, which may have relatively high fares, are still considered public transportation because they are available to anyone. Using this definition, there are a handful of public transportation services currently available in the study area, including a local intra-community and regional service (Coastal Trans), one regional bus service (Concord Coach), ferries to Knox's island communities, and a tourist-oriented rail service (Maine Eastern Railroad). Finally, several operators provide taxi and/or non-emergency medical transportation service in Knox County and to points beyond. A description of these services, including a review of peer agencies, is provided in the following sections.

#### Coastal Trans

Coastal Trans is a private non-profit that provides both demand-responsive curb-to-curb service in the study area, and fixed route service in the Midcoast region, but outside the study area. Coastal Trans has 25 vehicles of a variety of types.

#### Demand-Response Service Structure and Performance

Coastal Trans provides demand response service in Knox, Lincoln and Sagadahoc counties. Fares for this service vary depending on the length of trip and/or day of the week. To use the demand-response service, customers must call ahead and reserve a trip.

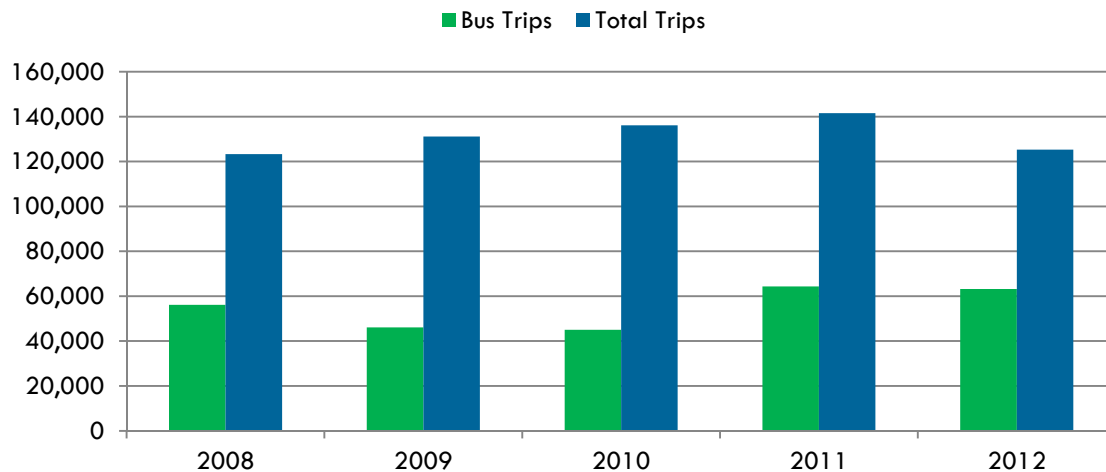
Although passengers can request a trip for any weekday, there are certain "service days" for trips from more rural towns within each county in the service area to towns that have more services. For Knox County, this is Rockland. To incentivize this, passengers pay a lower fare when using the service on the designated service day for their community. For example, it costs \$4.50 to go from Thomaston to Rockland on a regular day. However on a service day for one of those towns, the cost is \$2.50.

In addition to paid drivers, some volunteer drivers work for Coastal Trans in exchange for mileage reimbursements. However, recent declines in the availability of funding for mileage reimbursements have precipitated similar declines in the numbers of volunteer drivers.

Various subsidies are available to those using Coastal Trans, if qualified. The Department of Health and Human Services in Maine provides subsidies for transportation to low-income individuals. Coastal Trans provides transportation for MaineCare members using volunteer and agency vehicles and reimburses MaineCare recipients for “self-driven” medical trips.

In FY2012, Coastal Trans provided 125,289 one-way demand response trips at a cost of \$1,871,562. Thus, the average cost per trip was about \$14.94.<sup>4</sup> In 2012, Coastal Trans demand-response bus ridership reached 50% of total passenger trips (other trips include taxis and volunteer drivers). 2012 bus ridership was also 13% higher than 2008, although the number of total trips changed by less than 2% between the two years.

**Figure 3-1 Coastal Trans Ridership**



### **Deviated Fixed-Route Service**

Although it is outside the study area, it is worth noting that Coastal Trans also operates a deviated fixed-route service in Brunswick, ME called the Brunswick Explorer. The Explorer runs hourly between 7:00 am and 7:00 pm on weekdays only. Stops are mostly designated, with a few locations served only by request. Upon request, the bus will also deviate up to three quarters of a mile from the designated route. Fares are \$1 per ride or \$2 for an all-day pass, and buses are wheelchair accessible and have bicycle racks. Figure 3-2 shows the Brunswick Explorer Route map.

<sup>4</sup> Email discussion with Lee Karker and Liz Schuh, Friday, May 10, 2013

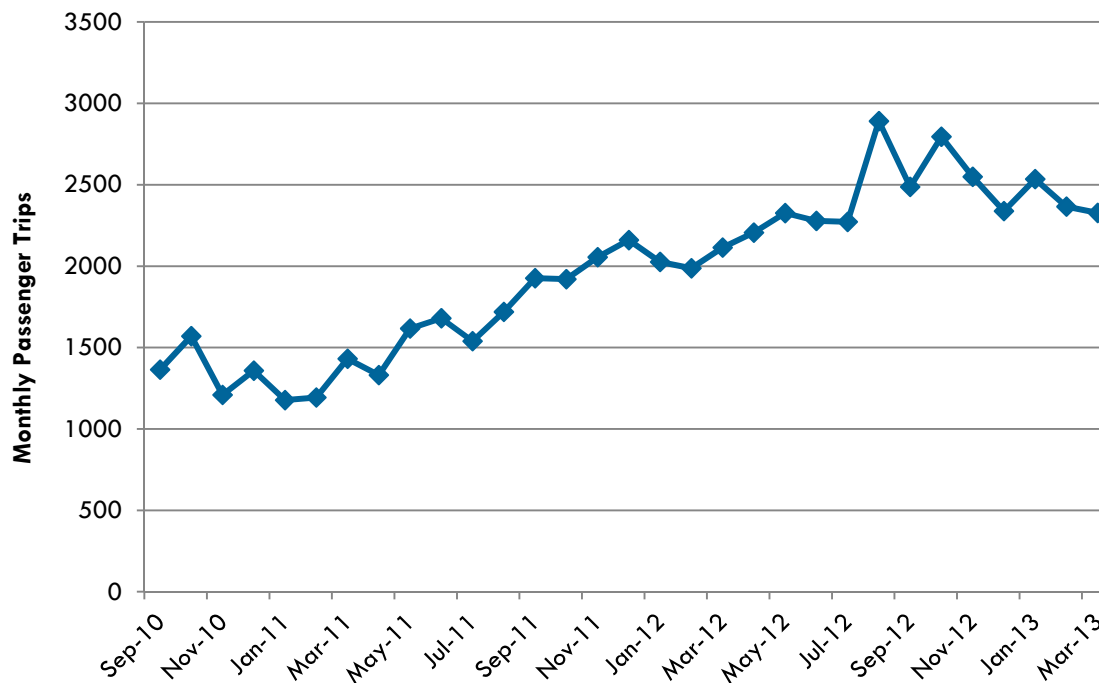
Figure 3-2 Brunswick Explorer Route Map



Source: <http://www.brunswickexplorer.org/route.html>

Brunswick Explorer ridership has more than doubled since service began in September 2010 (Figure 3-3). In March 2013, the service carried an average of 111 passengers per weekday.

Figure 3-3 Brunswick Explorer Ridership Trend



The total cost for the Brunswick Explorer was \$278,274 for FY2012, with 26,722 total annual passenger trips.<sup>5</sup> Taken together, these statistics indicate an average cost of \$10.41 per ride.

## Fleet

Coastal Trans operates with 25 vehicles of a wide variety of types: sedans, non-ADA 12-passenger vans, and two 20-passenger minibuses. Many of the vehicles feature a highly recognizable bright-green wrap. To accommodate overflow, Coastal Trans uses local taxis.

## Passenger Information

Coastal Trans maintains a website at Coastal Trans.org. The website is relatively basic; it provides contact information, an overview of the service, and brief descriptions of the volunteer, self transport, and coupon programs. However, some important information, such as fares and schedules for service days, is only available by phone. This may result in the loss of potential riders who are not able to quickly identify key service information.

## Travel Patterns

Coastal Trans' demand-response ridership fluctuates widely by time of year. A two-week sample in June 2012 showed an average weekday ridership of 431 passengers. In October of 2012, average weekday ridership was only 150 passengers per day. The top destinations differ by season as well, as seen in Figure 3-4.

**Figure 3-4 Top Coastal Trans Destinations in Study Area\***

Name	Address	Town	Trips
<b>June 2012 Destinations</b>			
Coastal Opportunities	35 Limerock Street	Camden	323
Maine Vocational	1056 Commercial Street	Rockport	54
Midcoast Mental Health	12 Union Street	Rockland	44
307 Main Street	307 Main Street	Thomaston	39
Physicians Building, Pen Bay	4 Glen Cove Drive	Rockport	39
Integrated Rehab	485 Commercial Street	Rockport	37
Pen Bay Medical Center	6 Glen Cove Drive	Rockport	30
Coastal Opportunities Home	170 Rankin Street	Rockland	22
289 Meadow Street	289 Meadow Street	Rockport	18
154 Thomaston Street	154 Thomaston Street	Rockport	15
<b>October 2012 Destinations</b>			
Coastal Opportunities	35 Limerock St	Camden	55
307 Main Street	307 Main Street	Thomaston	26
Maine Vocational	1056 Commercial Street	Rockport	24
Physicians Building, Pen Bay	4 Glen Cove	Rockport	21
Integrated Rehab	485 Commercial Street	Rockport	20
Pen Bay Medical Center	6 Glen Cove Drive	Rockport	10

<sup>5</sup> Email discussion with Lee Karker and Liz Schuh, Friday, May 10, 2013

**MIDCOAST TRANSIT STUDY | FINAL REPORT**  
Midcoast Transit Committee

Name	Address	Town	Trips
Residences (Section 8)	205 Rankin Street	Rockland	9
Limerock Street Assisted Living	333 Limerock Street	Rockland	9
Midcoast Mental Health	12 Union Street	Rockland	9
Pen Bay Christian School	1 Waldo Avenue	Rockland	9

\*Data for two consecutive weeks in June. October data is for 10 days.

Top destinations are generally those related to health or specialized activities like Coastal Opportunities.

In June 2012, 45% of Coastal Trans trips either began or ended in one of the four study-area cities, while 11% of trips both began and ended in the study area. In October, the study area cities accounted for 53% of origins or destinations, with 20% of trips having both an origin and destination in the study area.

The maps below show the origins of trips ending in each of the four study area communities in June and October 2012. In most cases, the greatest number of trips traveling to each of the four towns using Coastal Trans service begin outside of the respective town. For example, the greatest number of trips traveling to Rockland in June 2012 begin in Rockport rather than Rockland itself. This suggests a highly regional nature of travel in the Midcoast region. However, in October 2012, the greatest number of trips traveling to Rockland also began in Rockland, meaning that there is a market for local circulation in Rockland as well.



Figure 3-5 Coastal Trans June Ridership – Trips Ending in Camden and Rockland

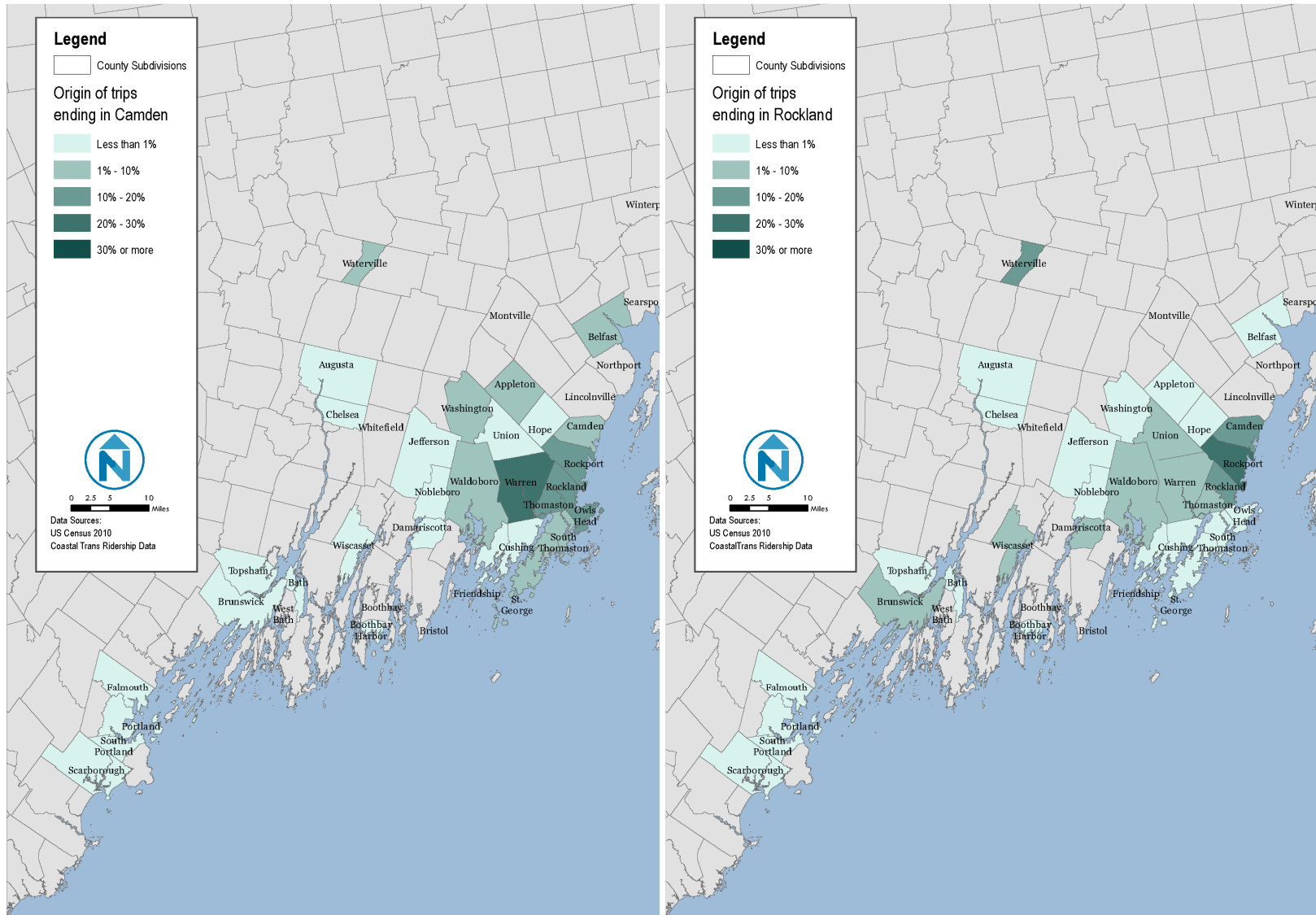


Figure 3-6 Coastal Trans June Ridership – Trips Ending in Rockport and Thomaston

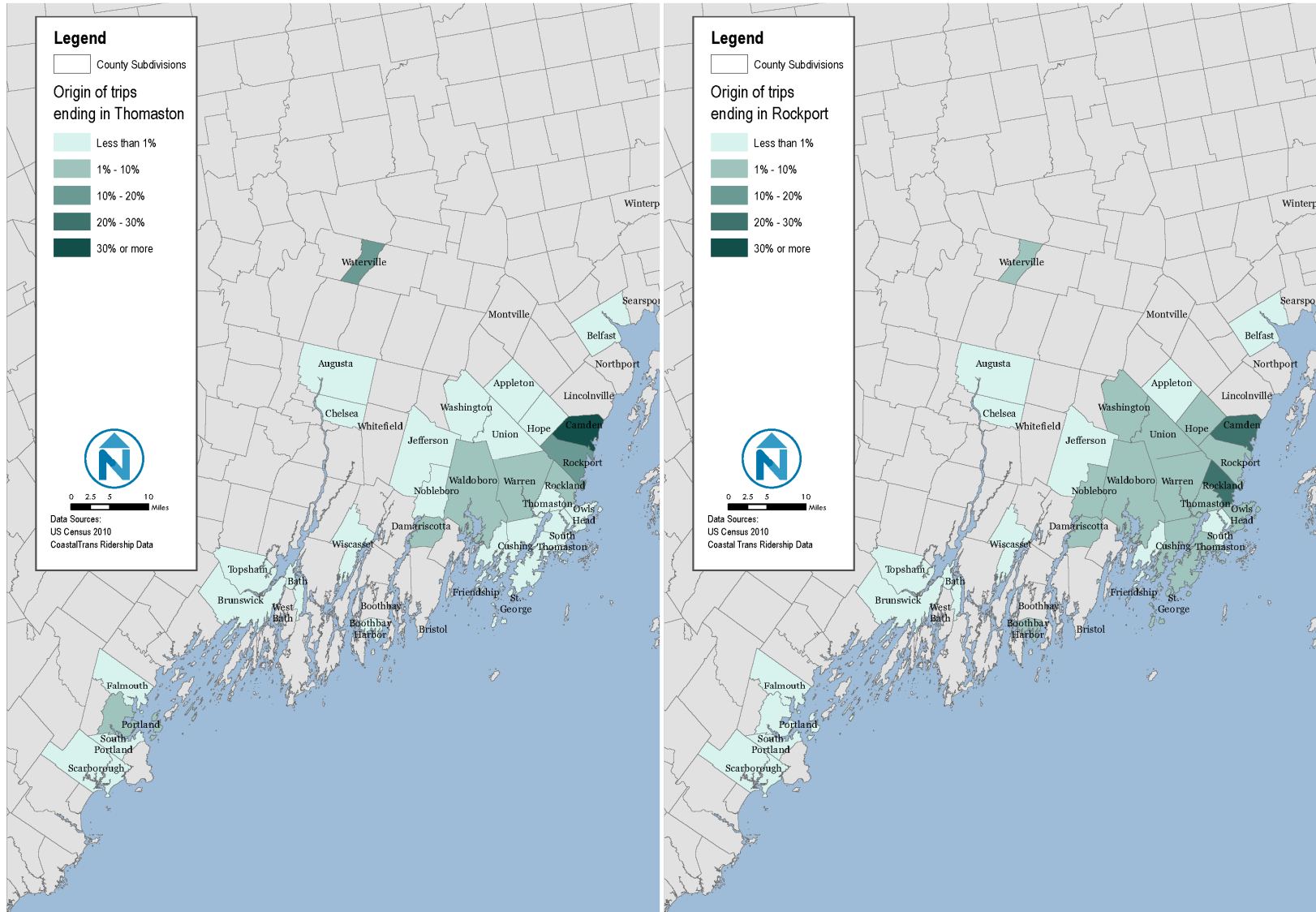


Figure 3-7 Coastal Trans October Ridership – Trips Ending in Camden and Rockland

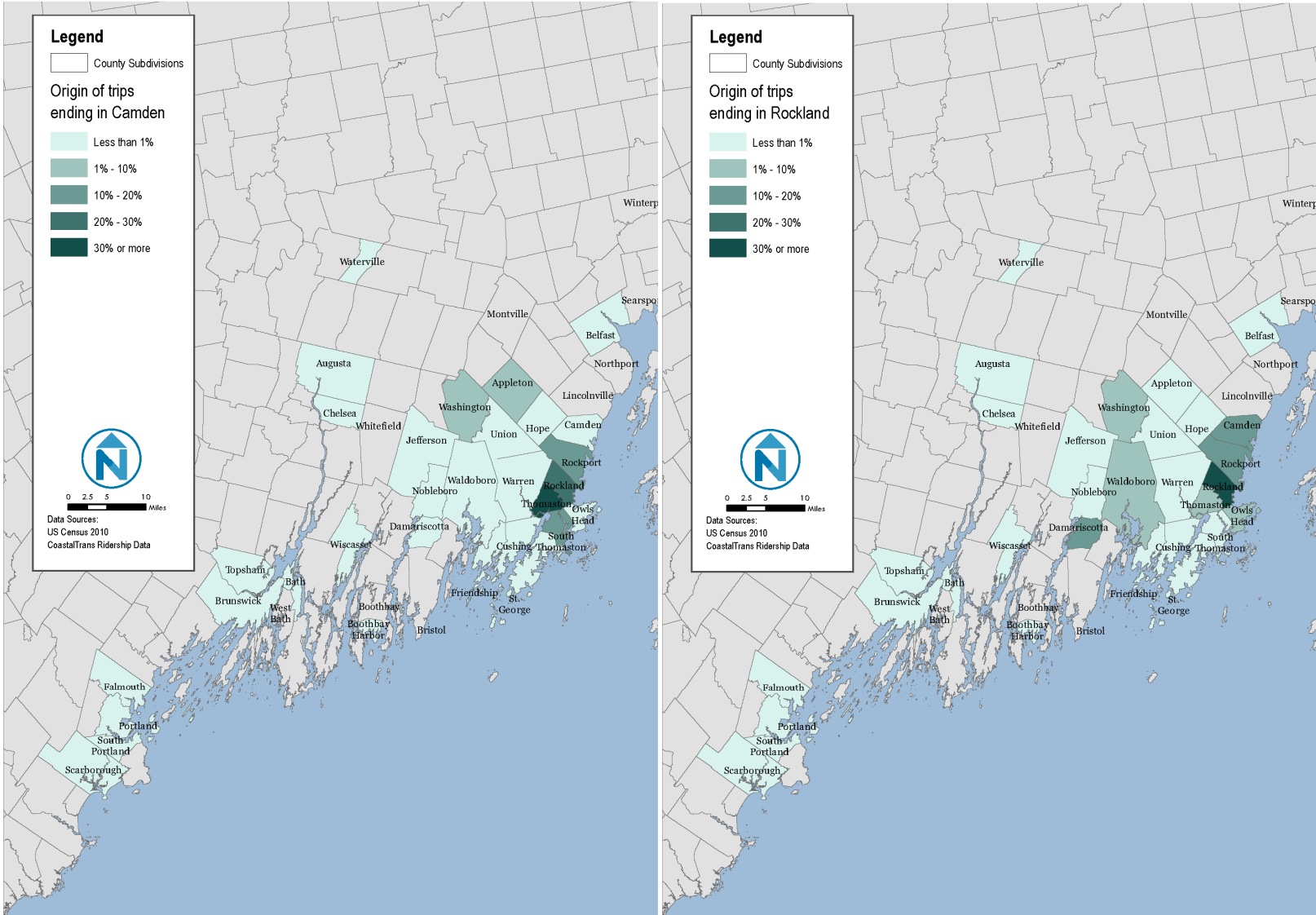
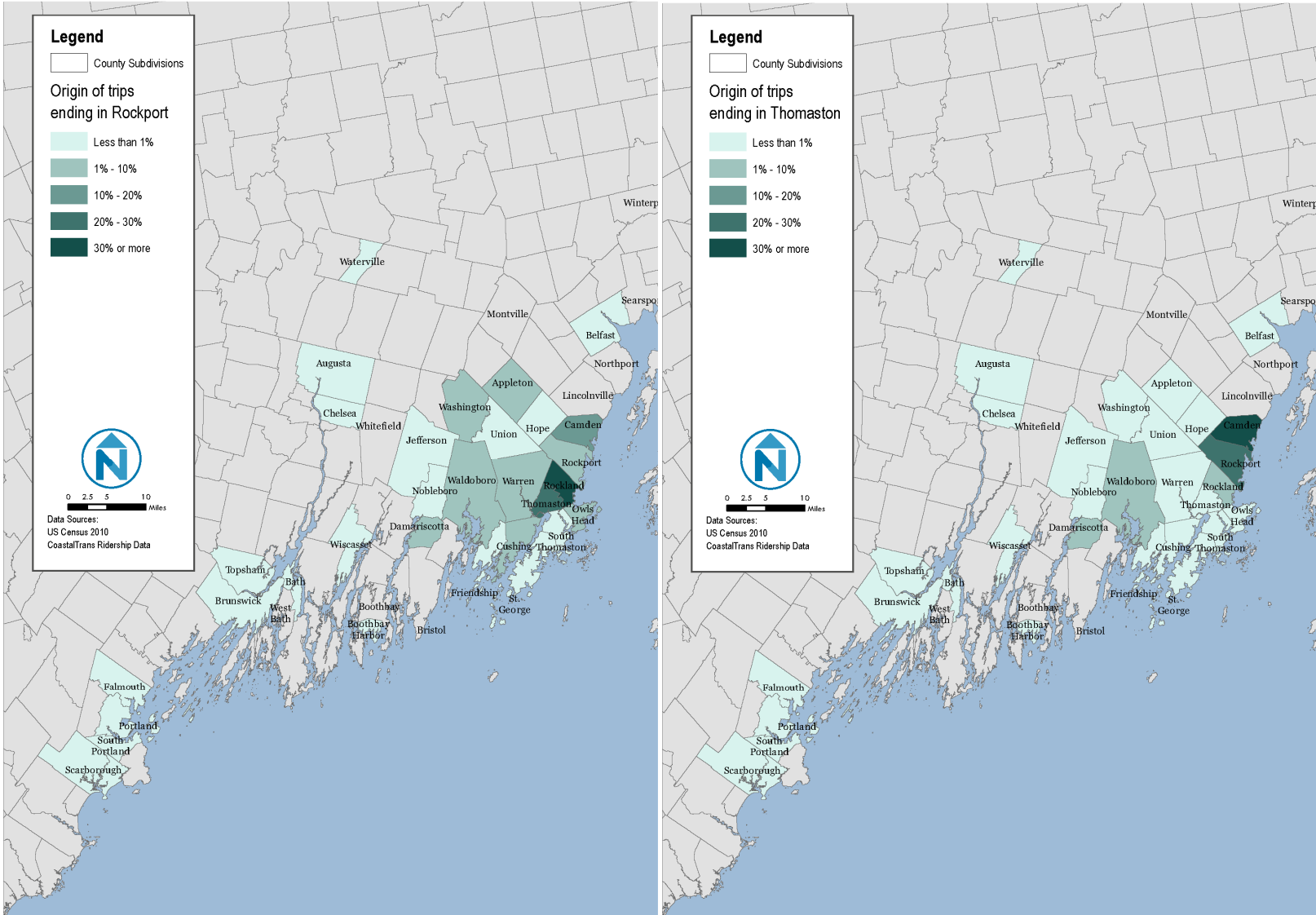


Figure 3-8 Coastal Trans October Ridership – Trips Ending in Rockport and Thomaston





## CONCORD COACH

Concord Coach provides service from New Hampshire and Maine to Logan International Airport and South Station in Boston. The Maine Coastal Route connects Knox County to destinations as far north as Bangor and as far south as Boston's Logan Airport and South Station.

During non-summer months, there are two trips on the Maine Coastal Route in each direction daily, however only one of those trips travels north of Brunswick as shown in the schedule below (stops in Knox County are highlighted). During peak summer months all trips extend as far as Bangor, serving Knox County and the Midcoast region with two daily trips per direction.

**Figure 3-9 Off-Peak Concord Coach Coastal Service**

Southbound	Bus 1	Bus 2	Northbound	Bus 1	Bus 2
Bangor	7:00 am		Boston – Logan Airport	11:35 am	3:35 pm
Searsport	7:45 am		Boston – South Station	12:01 pm	4:15 pm
Belfast	7:55 am		Portland	2:00 pm	6:10 pm
Lincolntonville	8:10 am		Brunswick	2:35 pm	6:15 pm
Camden/Rockport	8:30 am		Bath	2:50 pm	6:50 pm
Rockland	8:50 am		Wiscasset	3:10	
Waldoboro	9:20 am		Damariscotta	3:30 pm	
Damariscotta	9:35 am		Waldoboro	3:45 pm	
Wiscasset	9:50 am		Rockland	4:15 pm	
Bath	10:10 am		Camden/Rockport	4:35 pm	
Brunswick	10:25 am	1:45 pm	Lincolntonville	4:45 pm	
Portland	11:00-11:30 am	2:30 pm	Belfast	5:00 pm	
Boston – South Station	1:25 pm	4:25 pm	Searsport	5:10 pm	
Boston - Logan Airport	1:25 pm	4:25 pm	Bangor	6:00 pm	
			Orono	6:50 pm	

Concord Coach's expanded summer schedule gives passengers two opportunities per day (per direction) to make trips within the study area. Passengers can travel from the Maine State Ferry dock in Rockland to Maritime Farms in Rockport at 4:15 pm and 9:45 pm. Trips in the opposite direction can be made at 8:30 am or 12:30 pm. These trips are reasonably priced at \$8 one-way or \$12 round-trip, but the limited schedule (even in summer months) makes the service impractical for commuters. Even day trips for errands or other appointments are only feasible for passengers traveling south in the morning and north in the afternoon, as the first northbound trip is not until 4:14 pm.

## FERRIES

The Maine Department of transportation operates Maine State Ferry service from Rockland to Vinalhaven, North Haven, and Matinicus Island. Just north of Knox County, the State Ferry also runs from Lincolnville to Islesboro. Both services operate year-round, although with varying service levels depending on the season. A round-trip ticket with a vehicle costs between \$27 to Islesboro and \$86 to Matinicus Island.<sup>6</sup>

Additional private ferry services that are open to the public include:

- **Isle Au Haut Ferry & Taxi Boat Service** – from Isle Au Haut to North Haven and Vinalhaven
- **Penobscot Ferry & Transport** – Charter services serving islands of Penobscot Bay from Rockland
- **Equinox Island Transit** – Charter service from Rockland
- **Mantinicus Excursions** – Passenger service from Rockland to Mantinicus and Criehaven

Figure 3-10 Maine State Ferry Service Map



Source: <http://www.maine.gov/mdot/msfs/documents/pdf/Excursion2011.pdf>

## MAINE EASTERN RAILROAD

In recent years, the Maine Eastern Railroad has operated Wednesday-Saturday beginning in May and through “the fall foliage season” with special “holiday trains” in December. Beginning in 2014, the service will offer better connections to Boston with Friday, Saturday, and Sunday service between Rockland and Brunswick, timed to meet Amtrak trains in Brunswick. One round-trip will operate on each of the three service days. The restructured service will be available from July 4<sup>th</sup> until Columbus Day.

Due to its limited schedule, the Maine Eastern Railroad is mostly aimed at tourists rather than commuters.

In general, the Maine Eastern is a freight line. Dragon Cement in Thomaston is the largest customer; others include Dicaperl Corporation (also in Thomaston) and Bath Iron Works.<sup>7</sup> The passenger service operates under agreement with the Maine Eastern line and the Maine Department of Transportation.

Figure 3-11 Maine Eastern Railroad Map



Source: <http://www.maineeasternrailroad.com/Pages/destinations.html>

<sup>6</sup> <http://www.maine.gov/mdot/msfs/index.htm>

<sup>7</sup> Betts, “Rockland passenger train.”

## AMTRAK

The closest Amtrak station to Knox County is in Brunswick, ME. There are currently two daily trips in each direction between Brunswick and Boston, with an additional trip between Brunswick and Portland, each day. All trains stop at Freeport between Brunswick and Portland, either by request or on schedule. A schedule of service to and from Brunswick is below:<sup>8</sup>

**Figure 3-12 Amtrak Schedule to/from Brunswick, ME**

Train	Weekday	Weekend
Southbound to Boston from Brunswick	<ul style="list-style-type: none"><li>• 7:05 am – 10:30 am</li><li>• 7:00 pm – 10:20 pm</li><li>• 8:30 pm – 9:20 pm*</li></ul>	<ul style="list-style-type: none"><li>• 7:05 am – 10:30 am</li><li>• 5:55 pm – 9:20 pm</li><li>• 9:10 pm – 9:55 pm*</li></ul>
Northbound from Boston to Brunswick	<ul style="list-style-type: none"><li>• 6:00 am – 6:45 am*</li><li>• 9:05 am – 12:25 pm</li><li>• 5:00 pm – 8:20 pm</li></ul>	<ul style="list-style-type: none"><li>• 6:00 am – 6:45 am*</li><li>• 9:05 am – 12:30 pm</li><li>• 5:40 pm – 9:00 pm</li></ul>

\* Service to/from Portland only.

Although both Maine Eastern and Amtrak serve Brunswick, incompatible schedules make connections between the two services impractical.

## TAXIS AND OTHER FOR-HIRE TRANSPORTATION:

### Schooner Bay

Schooner Bay Taxi Company is the largest taxi operator in and around the Midcoast region, operating as a call service taxi. As shown in Figure 3-13, many Schooner Bay destinations are similar to those of Coastal Trans, but others reflect the more tourist-oriented nature of the service. For example, those arriving at the Ferry Terminal or by Cape Air into the Knox County airport will often use Schooner Bay taxis. At night, many use the service to go to bars and restaurants. Schooner Bay does not provide a subscription service, but will adjust fares for repetitive trips.

### Travel Patterns

Like Coastal Trans, Schooner Bay provides connections between towns in the study area. However, a larger percentage of Schooner Bay trips are internal (within a single town), particularly in Camden and Rockland (Figures 3-14 through 3-17). This is likely a reflection of distance-based pricing, which discourages longer trips. Interestingly, sampled ridership data does not show a major surge in Schooner Bay ridership in the summer tourism season. In fact, average weekday ridership during a two-week sample period in October 2012 was slightly higher than an equivalent sample period in June of the same year (150 daily passenger trips in June vs. 158 daily passenger trips in October). This may suggest a greater reliance on taxis during inclement weather.

<sup>8</sup> <http://www.amtrak.com/ccurl/160/877/Downeaster-Schedule-040113.pdf>

**Figure 3-13 Top Schooner Bay Destinations in Study Area (Plus Cape Air)\***

Name	Address	Town	Trips
<b>June 2012 Destinations</b>			
Wal-Mart	265 Camden Street	Rockland	82
Penn Bay Medical Center	6 Glen Cove Drive	Rockport	65
Ferry Terminal	527 Main Street	Rockland	56
Cape Air	23 Terminal Lane	Owls Head	40
Hannaford	75 Maverick Street	Rockland	36
Shaws	235 Camden Street	Rockland	35
Stella Maris	148 Broadway	Rockland	26
Circle K	3 Camden Street	Rockland	26
Bartlett Woods	20 Bartlett Drive	Rockland	23
Time Out Pub	275 South Main Street	Rockland	21
<b>October 2012 Destinations</b>			
Wal-Mart	265 Camden Street	Rockland	85
Penn Bay Medical Center	6 Glen Cove Drive	Rockport	60
Shaws	235 Camden Street	Rockland	47
Hannaford	75 Maverick Street	Rockland	46
Ferry Terminal	527 Main Street	Rockland	44
Samoset Inn	Samoset Inn Road	Rockland	35
Cruise Terminal	Harbor Park	Rockland	34
Cape Air	23 Terminal Lane	Owls Head	32
Circle K	3 Camden Street	Rockland	27
Primos	2 South Main Street	Rockland	26
*Data from two consecutive weeks in June and October.			



Figure 3-14 Schooner Bay June Ridership – Trips Ending in Camden and Rockland

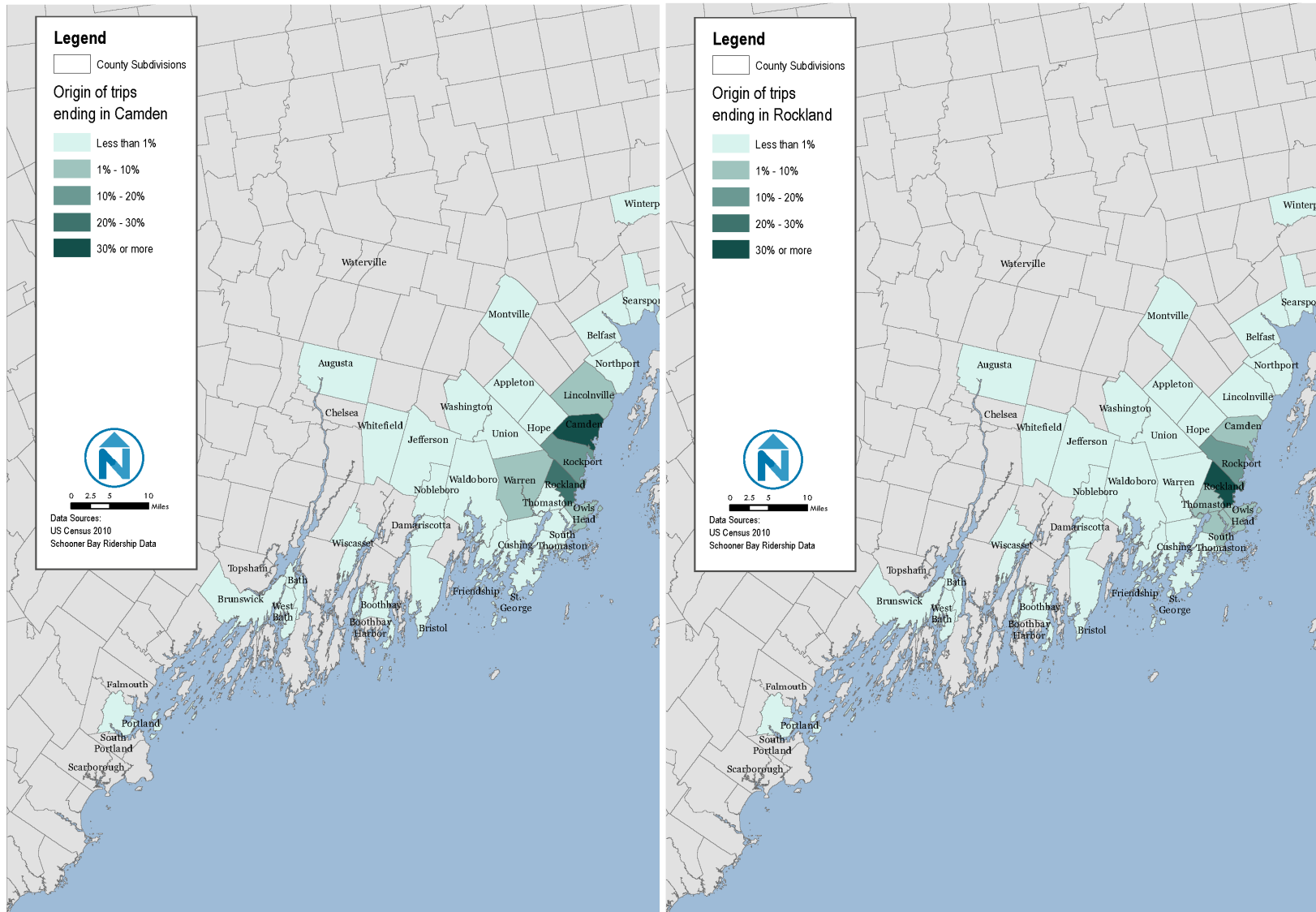


Figure 3-15 Schooner Bay June Ridership – Trips Ending in Rockport and Thomaston

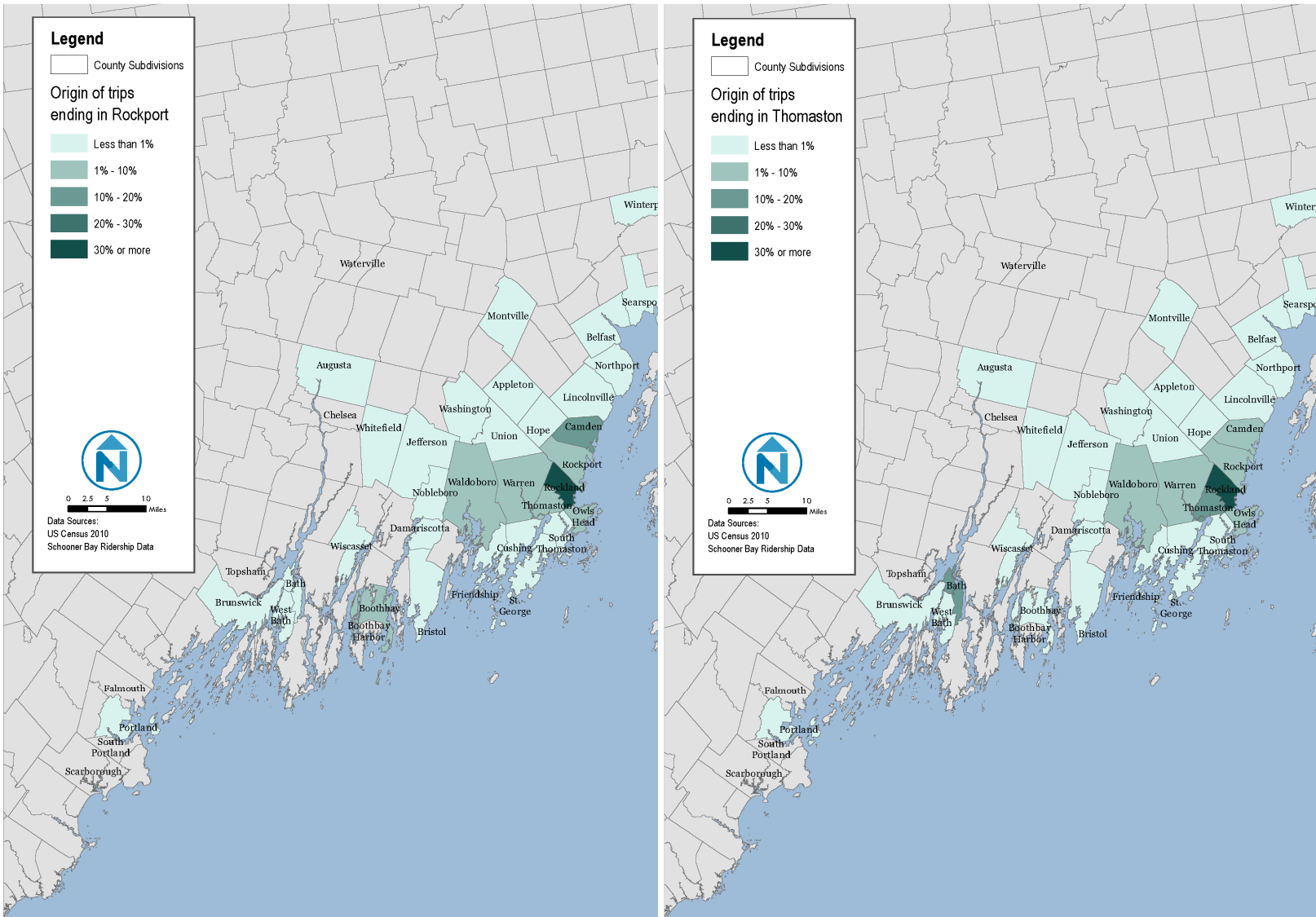


Figure 3-16 Schooner Bay October Ridership – Trips Ending in Camden and Rockland

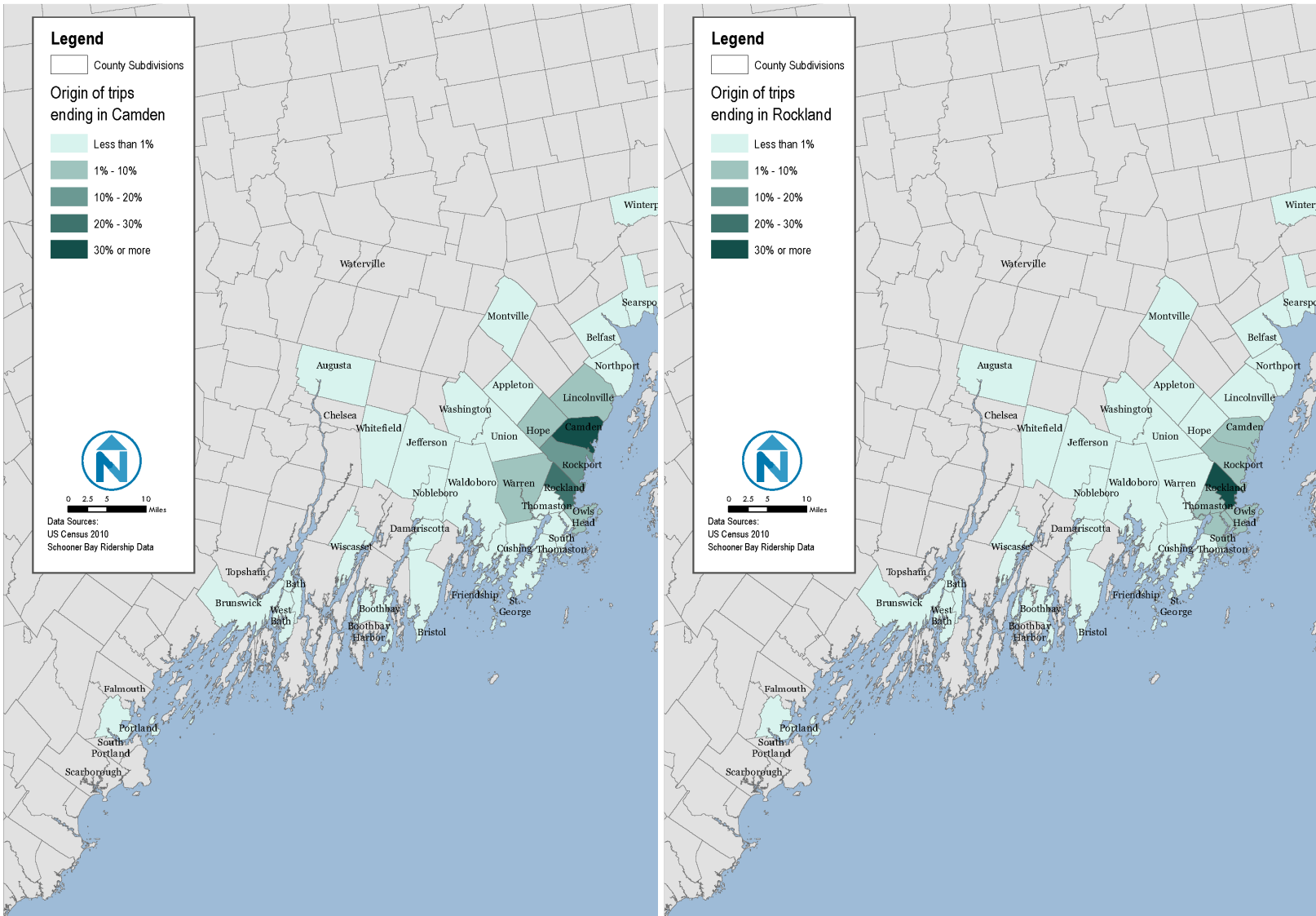
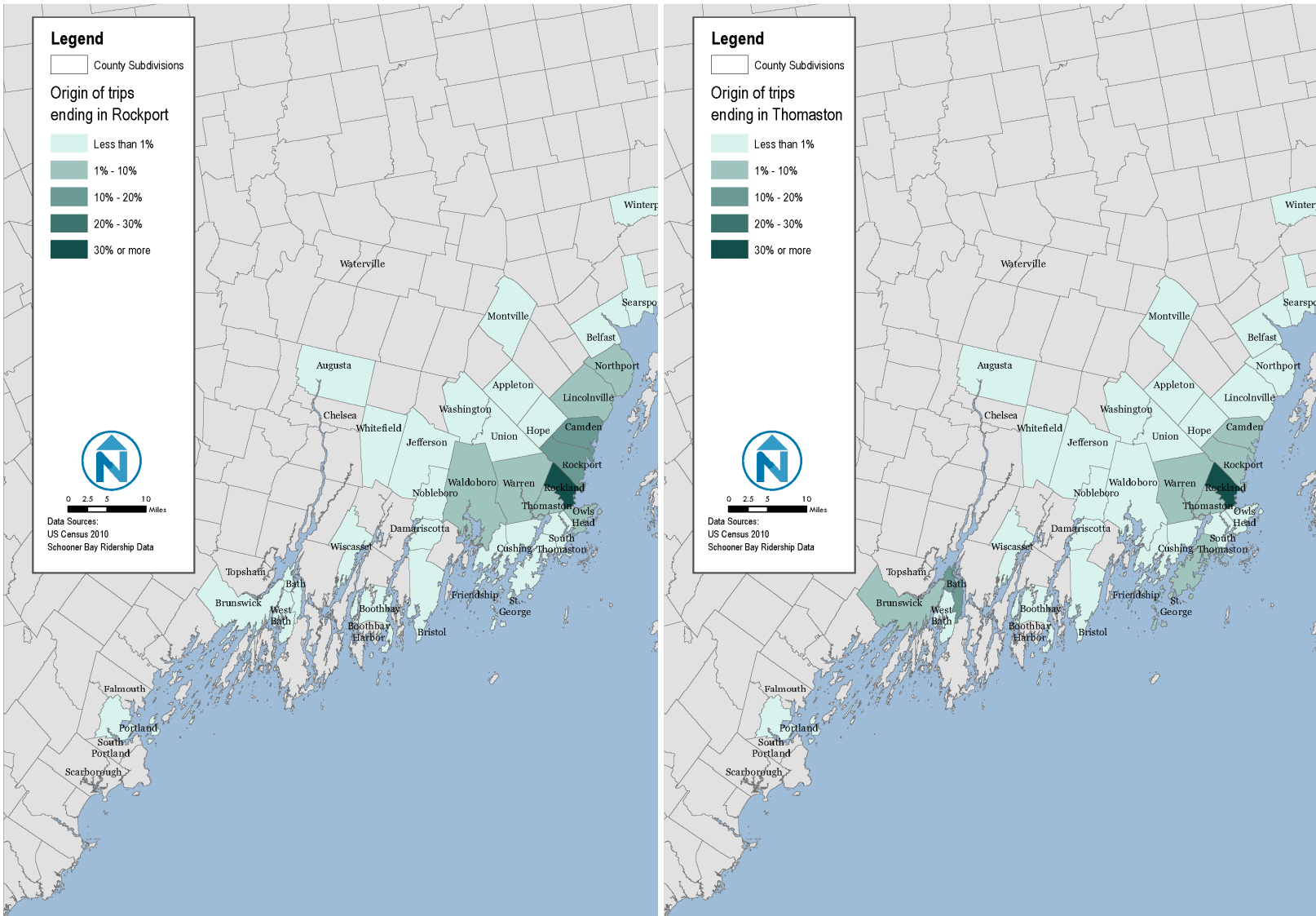


Figure 3-17 Schooner Bay October Ridership – Trips Ending in Rockport and Thomaston





## Other For-Hire Transportation Services

Several other taxi-like options exist in the Midcoast region, most of which operate year-round. Figure 3-18 provides a summary of these services.

**Figure 3-18 Midcoast For-Hire Transportation Services**

Name	Type	Schedule	Hours	Service Features	Website
<b>A.L.E.x.: Atlantic Limo Express</b>	On-demand taxi/limo service	Year-round		Headquartered in Rockland	<a href="http://www.atlanticlimoexpress.com">http://www.atlanticlimoexpress.com</a>
<b>All Aboard Trolley</b>	Livery	Year-round		Guided wine tours M-F, May-October Offers charters for weddings, etc. Trolleys, Limos and a 15 passenger van	<a href="http://www.meetthefleet.com/">http://www.meetthefleet.com/</a>
<b>Camden First Aid Association</b>	Emergency & non-emergency ambulance transportation	Year-round	24/7	Ambulance and inter-facility travel	<a href="http://www.camdenfirstaid.org/">http://www.camdenfirstaid.org/</a>
<b>Hit the Road</b>	On-demand taxi service				
<b>Kno Wal Lin</b>	Transportation for shopping, errands, medical appointments, socialization	User-scheduled		Offered as part of Help at Home Program, through Penn Bay	<a href="http://www.penbayhealthcare.org/knowallin/service/Help_At_Home_Program/">http://www.penbayhealthcare.org/knowallin/service/Help_At_Home_Program/</a>
<b>Luce Transportation/ Safe Care</b>		Year-round		Headquartered in Union	<a href="http://www.lucetrans.biz">http://www.lucetrans.biz</a>
<b>Midcoast Limo</b>	Group "shuttle" to Portland Jetport, train and bus stations	Year-round		Group rides, can call up to noon the day before travel	<a href="http://www.midcoastlimo.com">http://www.midcoastlimo.com</a>
<b>Myrtle Street Taxi</b>	Single car taxi	Year-round	24/7	Based in Rockland, rates listed on website	<a href="http://www.myrtlestreettaxi.com">http://www.myrtlestreettaxi.com</a>
<b>Needful Things and Services</b>	On-demand taxi service	Year-round			<a href="http://www.needfulthingsandservices.com">http://www.needfulthingsandservices.com</a>
<b>North East Mobile Health Services</b>	Medical transportation services	Year-round	24/7	Offers a wide variety of medical transportation	<a href="http://www.maineambulance.com">http://www.maineambulance.com</a>
<b>Sterling Ambulance Service</b>	Emergency and non-emergency medical transport, including vans and ambulances	Year-round	24-7	Service available state-wide and in New England.	<a href="http://www.sterlingambulance.com/">http://www.sterlingambulance.com/</a>

## SPECIALIZED TRANSPORTATION SERVICES

Several other site or user group-specific transportation services operate in Knox County. These services are primarily designed to complement or facilitate the missions of various social service providers. A brief summary of these transportation services is below:

- **Quarry Hill Senior Shuttle** – Quarry Hill, an assisted and independent residential community in Camden, has a fleet of shuttles for seniors.
- **Coastal Opportunities** – Coastal Opportunities is a day and residential center for adults with developmental disabilities. Coastal Opportunities operates a fleet of shuttles to get participants to and from its activities.
- **SafeKids** – Child Development Services uses SafeKids for their transportation.
- **Windward Gardens** – A facility that tends to attract higher income seniors, Windward Gardens operates its own shuttle service.
- **Bartlett Woods Retirement Community** – Offering apartment, assisted and “cottage” living, Bartlett Woods owns a fleet of vehicles for transportation to medical appointments and elsewhere.
- **First Baptist Church of Rockland** – Located on Limerock Street, this church has its own fleet of vehicles for trips.



## 4 PEER REVIEW

As part of our service design, the study team broadly examined the type, range and costs of services provided in other communities with similar or relevant characteristics to Knox County and Midcoast Maine. This peer group included the following 5 operators:

- **Tri-County Community Action Program, Inc.**, New Hampshire
- **Deerfield Valley Transit Authority**, Vermont
- **Addison County Transit Resources**, Vermont
- **Kennebec Valley Community Action Program Transportation Services**, Maine
- **York County Community Action Transportation**, Maine

### TRI-COUNTY COMMUNITY ACTION PROGRAM, INC.

The Tri-County Community Action Program is a private non-profit that operates North Country Transit (NCT), providing transportation services to New Hampshire's northern tier.

NCT consists of two fixed-route services: the Tri-Town Bus that operates between the towns of Littleton, Lancaster, and Whitefield (in Coos and Grafton counties) and the Trolley that serves the Berlin-Gorham area in Coos County. The system also includes Dial-A-Ride services in Berlin, Gorham, Lancaster, Whitefield and Groveton. These services are available for older adults, persons with disabilities, and the general public.

NCT fixed-route services operate Monday through Saturday. The Tri-Town Bus runs from 6:00 AM and 4:45 PM on weekdays only, while the Trolley operates from 7:00 AM to 4:40 PM on weekdays and from 9:00 AM to 4:25 PM on weekends. Both routes have a fixed schedule with specified stops, but riders may flag down the vehicle at safe locations. The Trolley and the Tri-Town Bus are also both allowed to deviate from their routes to serve those who cannot travel to/from the scheduled stops.

The Dial-A-Ride Services operate Monday through Friday, excluding holidays, from 8:00 AM to 4:00 PM. Passengers are requested to schedule a ride at least 24 hours in advance by calling a local or toll free number. Same-day service requests are allowed, but not guaranteed. Members of the general public pay a fare of \$3.00 for a one-way trip, while passengers aged 65 or older and/or who have a disability are not charged a fare; however, a donation of \$2 per trip is requested.

NCT also has a Long Distance Non-Emergency Medical Transportation program to bring Coos County residents who are disabled or 60 and older to medical appointments and services that are beyond the bounds of the service area. To schedule, riders call a local or toll free number, and volunteers drive patients to appointments.

In fiscal year 2012, North Country provided 55,776 rides. The 2012 budget was \$936,282, making the average overall cost per ride approximately \$16.79. The program receives funding from the Federal Transit Administration (FTA), the New Hampshire Department of Transportation (NHDOT), New

Hampshire Department of Elderly and Adult Services, Coos County, local municipalities, and the United Way.<sup>9</sup>

In 2007, the Tri-County Community Action Program, Inc., began work to create a transit system to serve residents of Carroll County, just south of Coos County. The system, called Carroll County Transit, was designed to have three routes – two all day flex routes connecting West Ossipee to North Conway and Wolfeboro, and one commuter-focused flex route between Laconia and West Ossipee. However, due to lack of funding and ridership, only the Laconia to West Ossipee commuter service remains in operation today.

## **DEERFIELD VALLEY TRANSIT ASSOCIATION (MOOVER)**

The Deerfield Valley Transit Association (DVTA) manages the MOOver, a local transit system operating in southern Vermont and serving the communities of Dover, Mount Snow, Wilmington, Bennington, Marlboro, Brattleboro, Jacksonville, Whitingham, and Readsboro. DVTA operates a combination of deviated fixed-route and demand response services. Fixed-routes include five year-round services plus eight seasonal shuttle routes that operate during the winter season only. To request a pickup at a location within one quarter mile of a route, passengers call the DVTA one day in advance.

Year-round service connects major destinations and communities in the service area, including the Wilmington Health Center, local schools, and major employment sites. The seasonal services are focused around the Mount Snow ski area and provide connections between the base lodge and area accommodations, shopping and restaurants.

The DVTA is also the regional broker for transportation services available for older adults and persons with disabilities. Services include some volunteer drivers and demand response routes. As the broker, DVTA contracts with two local organizations, the Council on Aging and the Gathering Place, an adult day care center, to provide transportation to/from key services.

DVTA had an operating budget of \$1,732,085 and carried 290,867 riders in 2012. The average cost per trip was therefore \$5.95. Of those rides, 7,158 were demand-response, at an overall cost of \$71,564 or an average cost of \$9.99 per ride. In contrast, fixed route services cost about \$5.5 per ride. Funding for the service comes from a combination of federal, state and local sources, including contributions from the Mount Snow ski area.<sup>10,11</sup>

## **ADDISON COUNTY TRANSIT RESOURCES (ACTR)**

ACTR provides service in and beyond Addison County, Vermont, connecting Middlebury with Burlington, Rutland and the Middlebury Snow Bowl. ACTR operates fixed routes, classified as three “In-County” routes and three “Out-of-County” routes. ACTR also operates Dial-A-Ride demand-response service..

In-County routes consist of the Middlebury, Tri-Town and Snow Bowl shuttle buses. There are five Middlebury routes, two Tri-Town routes, and one Snow Bowl shuttle bus, for a total of eight In-County routes. While fares are free on the Middlebury routes, a one-way trip is \$1 on the Tri-Town and Snow Bowl buses. Weekday service generally spans from 6:00 am to 7:00 pm, hourly or every half hour. Snow bowl service operates Thursday, Friday and Saturday with increased service in the winter months.

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<sup>9</sup> Phone discussion with Brenda Gagne, Operations Manager (5/14/2013 and 5/20/13)

<sup>10</sup> MOOver “Facts and Figures,” <http://www.moover.com/moover-news-info/facts> Accessed May 14, 2013

<sup>11</sup> Boos, Jeanette, “MOOver adds new route,” Deerfield Valley news, June 2012.  
[http://www.deerfieldvalleynews.com/view/full\\_story\\_obits/18985973/article-MOOver-adds-new-route?instance=special\\_coverage\\_bullets\\_right\\_column](http://www.deerfieldvalleynews.com/view/full_story_obits/18985973/article-MOOver-adds-new-route?instance=special_coverage_bullets_right_column) Accessed May 14, 2013



Out-of-County routes include the Rutland Connector, 116 Commuter, and Burlington LINK. ACTR operates the Burlington LINK commuter route in conjunction with the Chittenden County Transportation Authority (CCTA); ACTR provides the Saturday service while CCTA covers weekdays. Fares on Out-of-County routes are generally \$2 one way, although there are some exceptions. Most routes have about four buses per day, covering the morning and evening peak. Only the Burlington LINK operates on Saturdays.<sup>12</sup>

ACTR provided 155,920 rides in FY 2011, 32% (49,578) of which were demand-response rides. Cost per ride overall ranged between \$14.34 for rural routes and \$5.76-\$11.52 for Middlebury local routes to \$14.38-\$28.76 for demand-response routes.<sup>13</sup> The overall budget for ACTR was \$1,929,013. The bulk of funding for the service comes from state and federal sources, while about 10% comes from other sources such as partners, municipal funds, donations and fares.

## **KENNEBEC VALLEY COMMUNITY ACTION PROGRAM (KVCAP) TRANSPORTATION SERVICES**

KVCAP is a non-profit community action program that provides a wide variety of services, including transportation to Kennebec and Somerset counties in Maine. KVCAP's transportation services include the Kennebec/Somerset Explorer, the KV Van, and Move More Kids.

The Kennebec and Somerset Explorers are flex-route public bus systems. The Kennebec Explorer has seven routes with a range of frequencies and availability. These routes generally begin in Augusta and continue to points beyond. The Somerset Explorer is available Monday, Wednesday and Friday from 7:30 am to 4:00 pm and operates with two routes. Each route has service in the morning, midday and early afternoon. In 2012, KVCAP's fixed-route services carried 65,000 riders, including 8,000 passengers with disabilities.<sup>14</sup>

KVCAP's KV Van service offers door-to-door service for those eligible under certain social service organization guidelines, generally the elderly and disabled. The service operates using 18 vans and over 100 volunteer drivers. This service also includes a reimbursement program for low-income or MaineCare recipients. MaineCare, the Department of Health and Human Services, Child Development Services, the United Way and other community service programs contribute to the funding of the KV Van. In 2011, KV Van provided 90,319 trips.<sup>15</sup>

The third type of service that KVCAP has provided is "Move More Kids." Operating in the summer of 2012, the service provided 2,908 rides at a cost of \$15,000 for an average cost of \$5.16 per rider. Despite the title, the service was open to the public. The design of the routes was meant to provide access to locations offering healthy activities for kids. Move More Kids was funded by the New Balance Foundation.

KVCAP's transportation expenses for October 2012-September 2013 were \$5,971,783. Of this, \$542,424 was for KV Transit, \$5,414,359 for the KV Van, and \$15,000 for Move More Kids.<sup>16</sup>

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<sup>12</sup> ACTR Bus Maps and Schedules, October 1 2012, [http://actr-vt.org/assets/ACTR\\_ScheduleBrochure.pdf](http://actr-vt.org/assets/ACTR_ScheduleBrochure.pdf) Accessed May 14, 2013.

<sup>13</sup> ACTR Annual Report FY2011, [http://actr-vt.org/assets/ACTR\\_AnnualReport\\_FY2011Final1.pdf](http://actr-vt.org/assets/ACTR_AnnualReport_FY2011Final1.pdf) Accessed May 14, 2013.

<sup>14</sup> KVCAP Annual Report, 2012, p.11 [http://www.kvcap.org/document\\_upload/KVCAP%202012%20Annual%20Report.pdf](http://www.kvcap.org/document_upload/KVCAP%202012%20Annual%20Report.pdf) Accessed May 14, 2013

<sup>15</sup> American Public Transportation Association data, 2011, "Modal Transit Providers – Service Supplied and Consumed," <http://www.apta.com/resources/statistics/Pages/NTDDDataTables.aspx>

<sup>16</sup> KVCAP 2013 Plan and Budget, [http://www.kvcap.org/document\\_upload/2013%20Plan%20and%20Budget.pdf](http://www.kvcap.org/document_upload/2013%20Plan%20and%20Budget.pdf) Accessed May 14, 2013

## YORK COUNTY COMMUNITY ACTION TRANSPORTATION (YCCAC)

YCCAC provides service in York County, Maine, connecting residents to Sanford, Biddeford, Wells and intermediate destinations. YCCAC operates fixed routes, flex routes and door-to-door pickups.

YCCAC operates three flex route type programs, “The Bus,” “My Bus”, and “WAVE.” “The Bus Program” is a flex-route service that has a one-time application for riders. Certain towns have “service days” on which The Bus will pick residents up at their homes for designated purposes – mostly shopping and medical. Trips must fit into the regularly scheduled routes. YCCAC also operates Sanford Transit “My Bus,” a flex-route system available to anyone for a \$1 fare. Service runs between Springvale and Sanford and stops at hospitals and shopping centers. “My Bus” operates between 8:00 a.m. and 3:00 p.m.

WAVE service is specific to training and job sites, as well as transporting children to daycare. Riders must arrange trips in advance, but service operates seven days a week. The WAVE is a flex route bus that runs on two routes – from Wells or Biddeford to Sanford and back. In-town fares are \$2, \$3 if the rider crosses town lines. WAVE service is available from 6 a.m. until 10 p.m.

YCCAC also operates four lines as a part of the Shoreline Explorer network. The Explorer network has seven lines and provides service to the beach towns of Ogunquit, York, Wells and Kennebunkport, as well as Sanford and connections to Amtrak. Most routes run only in July and August, however the YCCAC-operated Orange Line operates year-round and provides service between Sanford and Wells. Fares on YCCAC services are \$1.

Finally, YCCAC also facilitates reimbursement for various driving programs. Through MaineCare, YCCAC reimburses those who drive themselves or a friend/family member to eligible medical appointments. Volunteer drivers transport those with medical needs, elderly persons, and those who need child protective services.

**MIDCOAST TRANSIT STUDY | FINAL REPORT**  
Midcoast Transit Committee

**Figure 4-1 Peer Profiles**

Operator	Coastal Trans	Tri-County Community Action Program, Inc.	Deerfield Valley Transit Authority (DVTA)	Addison County Transit Resources (ACTR)	KVCAP Transportation Services	York County Community Action Transportation (YCCAC)
<b>Systems</b>	<ul style="list-style-type: none"> <li>▪ Brunswick Explorer</li> <li>▪ Coastal Trans</li> </ul>	<ul style="list-style-type: none"> <li>▪ North Country Transit</li> <li>▪ Carrol County Transit</li> </ul>	<ul style="list-style-type: none"> <li>▪ MOOver</li> </ul>	<ul style="list-style-type: none"> <li>▪ ACTR</li> </ul>	<ul style="list-style-type: none"> <li>▪ KVCAP Transportation Services</li> </ul>	<ul style="list-style-type: none"> <li>▪ The Bus</li> <li>▪ Sanford Transit "My Bus"</li> <li>▪ WAVE</li> <li>▪ Shoreline Explorer routes</li> <li>▪ Demand-response</li> </ul>
<b>Communities Served</b>	Midcoast Maine, including Knox, Lincoln and Sagadahoc Counties, Brunswick and Harpswell	Located in Northern New Hampshire. Serves two counties, including the larger cities of Berlin, Lancaster and Gorham	Located in Southern Vermont. Windham County, including 8 towns and seasonal service at Mount Snow	Located in Midwest Vermont. Addison County, Middlebury town center, and commuter routes	Kennebec and Somerset County, centered on Augusta	York County
<b>Service Area Population 2010 (approximate)</b>	110,000	80,000	44,000	37,000	175,000	199,000
<b>Number of Routes and Service Type</b>	<ul style="list-style-type: none"> <li>▪ 1 fixed route</li> <li>▪ Demand response with service days</li> </ul>	<ul style="list-style-type: none"> <li>▪ 3 deviated fixed route</li> <li>▪ Demand response</li> <li>▪ Long-distance medical transportation</li> </ul>	<ul style="list-style-type: none"> <li>▪ 14 fixed route in winter</li> <li>▪ 5 fixed route in summer</li> <li>▪ Demand response</li> </ul>	<ul style="list-style-type: none"> <li>▪ 8 shuttle buses</li> <li>▪ 3 commuter routes, including joint operation of Burlington LINK with CCTA</li> <li>▪ Demand response</li> </ul>	<ul style="list-style-type: none"> <li>▪ 7 flex routes for shopping and commuting</li> <li>▪ Door-to-door</li> <li>▪ Special shuttle</li> </ul>	<ul style="list-style-type: none"> <li>▪ 3 flex route</li> <li>▪ 4 fixed route</li> <li>▪ Demand response</li> </ul>

**MIDCOAST TRANSIT STUDY | FINAL REPORT**  
Midcoast Transit Committee

Operator	Coastal Trans	Tri-County Community Action Program, Inc.	Deerfield Valley Transit Authority (DVTA)	Addison County Transit Resources (ACTR)	KVCAP Transportation Services	York County Community Action Transportation (YCCAC)
<b>Service Schedule</b>	<ul style="list-style-type: none"> <li>Fixed route: M-F, 7:00 am- 7:00 pm</li> <li>Demand response 7:00 am – 4:00 pm</li> </ul>	<ul style="list-style-type: none"> <li>Fixed Route: M-F, roughly 6:00 am – 5:00 pm, one route provides Saturday service</li> <li>Demand response weekdays 8:00 am – 4:00 pm</li> </ul>	<ul style="list-style-type: none"> <li>Fixed Route: M-F, roughly 7:30 am – 5:00 pm</li> <li>Some seasonal service on weekends and holidays</li> <li>Demand response 8:00 am – 5:00 pm</li> </ul>	<ul style="list-style-type: none"> <li>Fixed Route: M-F, 6:00 am – 7:00 pm</li> <li>Some seasonal service on weekends</li> <li>Saturday service to Burlington</li> <li>Dial-a-ride: Available 24hrs daily.</li> </ul>	<ul style="list-style-type: none"> <li>Fixed Route: M-F, roughly 9:00 am – 5:00 pm</li> <li>Somerset Explorer: M, W, F 7:30 am – 4:00 pm</li> <li>KV Van 5:00 am – 6:00 pm</li> <li>Move More Kids: Summer service, 7:30 am – 5:00 pm</li> </ul>	<ul style="list-style-type: none"> <li>Flex route: M-F, roughly 6:00 am – 10 pm</li> <li>Fixed route: 7 days/week, roughly 9:00 am – 10:00 pm</li> </ul>
<b>Fares</b>	<ul style="list-style-type: none"> <li>Fixed route: \$1</li> <li>Demand response: Discount on “service days” between certain towns</li> </ul>	<ul style="list-style-type: none"> <li>\$3.00 fixed route</li> <li>\$2.00 donation requested for Seniors and Disabled</li> </ul>	Free	<ul style="list-style-type: none"> <li>Middlebury local: Free</li> <li>In-County: \$1</li> <li>Out-of-county: \$2</li> <li>Some fare exceptions</li> </ul>	<ul style="list-style-type: none"> <li>Local travel: \$1</li> <li>Inter-town: \$1.25</li> <li>Waterville-Augusta: \$3</li> <li>Downtown shuttle - \$0.50</li> </ul>	<ul style="list-style-type: none"> <li>Fixed route: \$1</li> <li>Flex route: \$2</li> </ul>
<b>FY2012 Ridership</b>	<b>152,011</b>	<b>55,776</b>	<b>290,867</b>	<b>172,401</b>	<b>552,573</b>	<b>440,915</b>
<i>Demand Response</i>	125,289	27,081	7,158	49,609	485,336	287,202
<i>Fixed Route</i>	26,722	28,050	283,709	122,792	64,329	153,713
<b>FY2012 Operating Costs</b>	<b>\$2,149,836</b>	<b>\$936,282</b>	<b>\$1,732,085</b>	<b>\$2,064,670</b>	<b>\$5,971,783</b>	<b>\$5,894,129</b>
<i>Demand Response</i>	\$1,871,562	\$586,841	\$71,564	\$1,140,450	\$5,438,313	\$4,247,109
<i>Fixed Route</i>	\$278,274	\$314,011	\$1,660,521	\$924,220	\$542,425	\$1,647,020

**MIDCOAST TRANSIT STUDY | FINAL REPORT**  
Midcoast Transit Committee

Operator	Coastal Trans	Tri-County Community Action Program, Inc.	Deerfield Valley Transit Authority (DVTA)	Addison County Transit Resources (ACTR)	KVCAP Transportation Services	York County Community Action Transportation (YCCAC)
<b>Average Cost/Passenger</b>	<b>\$14.14</b>	<b>\$16.79</b>	<b>\$5.95</b>	<b>\$11.97</b>	<b>\$10.81</b>	<b>\$13.37</b>
<i>Demand Response</i>	\$14.94	\$21.67	\$9.99	\$22.99	\$11.21	\$14.79
<i>Fixed/Flex Route</i>	\$10.41	\$11.19	\$5.50	\$7.52	\$8.43	\$10.71
<b>Sources of Funding</b>	Primary: State MaineCare Fees, State MaineCare, Brunswick Explorer Fares Secondary: Coastal Trans fares, BCFS State Contract, Federal 5311 General Public Funding, Donations, misc.	Federal Transit Administration (FTA), the New Hampshire Department of Transportation (NHDOT), New Hampshire Department of Elderly and Adult Services, Coos County, local municipalities, and the United Way. <sup>17</sup>	Federal, state, local, contributions from Mount Snow ski area	State and federal sources. Some contributions from partners, municipal funds, donations and fares.	FTA, MEDOT, ME DHHS, Local Municipalities (37), CDS, various local health and business organizations	United Way of Oxford County, United Way of the Tri-Valley Area, SeniorsPlus, ME DHHS, MEDOT, FTA, local municipalities

\*American Public Transportation Association's National Transit Database, calendar year 2011

<sup>17</sup> Phone discussion with Brenda Gagne, Operations Manager (5/14/2013)





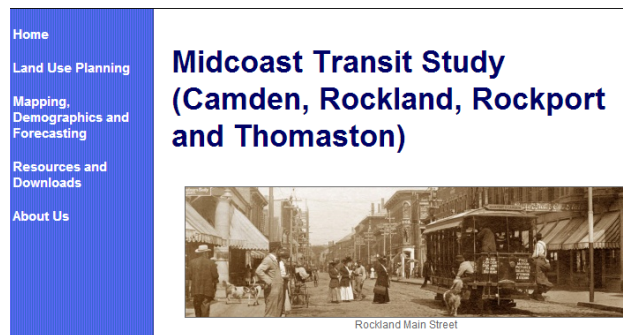
## 5 STAKEHOLDER OUTREACH AND PUBLIC INPUT

The study team conducted a series of outreach efforts throughout the study in order to get a sense of the community perspective of mobility needs in the region. These efforts included interviews with stakeholders and large employers, a widely circulated online survey, intercept surveys, press releases, public meetings and a social media presence.

An addition online survey seeking feedback regarding specific service design alternatives was made available at the end of the study. This chapter summarizes the findings of the stakeholder outreach and public involvement process up to, but not including the final feedback survey. That survey is discussed in Chapter 6, which focuses on service design alternatives.



**MID - COAST**  
REGIONAL PLANNING COMMISSION



MPC Midcoast Transit Study Homepage

Source: <http://www.midcoastplanning.org/transitstudy.html>

### STAKEHOLDER INTERVIEWS

In February 2013, the study team held a project kick-off meeting with stakeholders including local officials, current transportation operators, representatives from local organizations, a representative from the Maine Department of Transportation, and members of the public.

Stakeholders answered questions about how the community deals with current mobility issues, particularly how people use current public transportation options such as Concord Coach or Coastal Trans. The team also asked stakeholders to discuss how interconnected cities in the Midcoast region are, the quality of the pedestrian environment, and any historical perspective they might bring to the study. Finally, the team asked stakeholders about the purpose, need, and major constraints associated with implementing a transit system in the current environment. A full list of questions is included in this report as Appendix A.

In summary, stakeholders expressed strong interest in getting a fixed-route transit service started in the region. The group identified the following transportation related issues and groups that would benefit from mobility improvements in the region:

- Those who currently take taxis to work.

- Students who want to go to the Snowbowl (Camden) or other afterschool activities but cannot drive, do not have access to a car, or both.
- Parking issues in downtown Camden and Rockland that deter visitors.
- Those traveling to social service destinations along Route 1.
- People who either cannot afford or choose not to buy a car.
- People in Cushing and St George who are currently arranging rides amongst themselves.

The stakeholders discussed a variety of comparable transit services in similar areas to that of the Midcoast. These included:

- The Island Explorer in Bar Harbor and Acadia National Park
- Kennebec Valley Community Action Program (KVCAP) in both Somerset and Kennebec Counties
- Somerset Explorer in Somerset County
- Orono and Bangor urban bus systems
- The ZOOM between Saco, Biddeford and Portland
- Waldo Community Action Partners in Belfast

Historically, different organizations had attempted various shuttles in the area, but those were shut down due to low ridership. The group concluded that funding could also be an issue in implementing a transit service.

Finally, representatives from Coastal Trans and Schooner Bay, two large public transportation providers in the area, discussed their services in detail. The study team used this information both to inform the identified needs discussed above and to guide the study of ridership patterns in the existing conditions analysis.

## **EMPLOYER INTERVIEWS**

### **Methodology**

From March 22<sup>nd</sup> to May 24<sup>th</sup>, 2013 the study team conducted a transportation needs survey of large employers in Knox County. The purpose of the survey was to determine the employers' attitudes toward public transit in the region and the transportation needs of the employers' employees and customers. A complete list of the survey questions asked is available in Appendix B.

Twenty-one large employers were identified as contacts for the survey. They were as follows:

- |                                  |   |
|----------------------------------|---|
| ▪ Boston Financial Data Services | ▪ Maritime Energy                         |
| ▪ Camden National                | ▪ North End Composites / Back Cove Yachts |
| ▪ Dragon Products                | ▪ O'Hara Corporation                      |
| ▪ Fisher Plow                    | ▪ Pen Bay Health Care                     |
| ▪ FMC BioPolymer                 | ▪ Pen Bay YMCA                            |
| ▪ Hannaford Supermarkets         | ▪ Quarry Hill                             |
| ▪ Home Depot                     | ▪ Samoset Resort                          |
| ▪ Intircon Tibbetts              | ▪ Shaw's Supermarkets                     |
| ▪ Lie Nielsen                    | ▪ Walmart                                 |
| ▪ Lowes                          | ▪ Wayfarer Marine                         |
| ▪ Lyman Morse                    |   |

Surveys were conducted over the phone, primarily with representatives of either the company's human resources department or management. Of these twenty-one employers, the team was able to contact sixteen to complete the survey. The following five were either unreachable or were unwilling to complete the survey. All of them were called repeatedly and were left voicemails.

- **FMC BioPolymer** – The team reached the facility manager and left voicemails. Multiple calls were not returned.
- **Intircon Tibbetts** – HR manager was unwilling to participate in the survey. She said this was due to the fact that she did not have time and could not name a point at which she would have time in the foreseeable future.
- **Lowes** – We were able to contact someone here and they asked for the survey in writing to clear with their upper management. The survey was emailed to him and despite follow up there has been no response.
- **Maritime Energy** – Calls to the HR Manager were not returned. In addition it is likely that little useful information would be gathered from this company given the geographical nature of their convenience store/gas stations and the likelihood that the HR Manager would not be familiar with individual stores' employee habits.
- **Walmart** – Local individuals would not answer the survey without approval from higher authorities. Repeated calls to the company 800 number did not result in any returned calls.

## Findings

The sixteen employers surveyed collectively employ approximately 3,800 people at peak summer employment. Only five of the employers' employees primarily work a traditional eight hour a day, five day a week, day shift schedule. Most of the manufacturing and boat building companies' employees work 10 hour shifts, four days a week or rotating eight hour shifts that cover all 24 hours. The retail employers are generally open long hours and have employees working rotating shifts, many of less than eight-hour duration, depending on predicted need.

Only two employers responded that transportation had been an issue in hiring or retaining employees and both said it was not a major problem. Six employers said that at least a couple employees used taxis to get to work on at least some occasions. Six employers said that employees

regularly carpooled. Only one employer said that employees used Coastal Trans to get to work and no employer had any employees that used the GOMAINÉ vanpool. A number of employees mentioned that they had had GOMAINÉ come into their work place and talk to employees but that the program had never taken off. Four companies said that transportation issues restricted customer access to their goods or services. These were all retail or health service companies and they primarily talked about people who could not drive due to age or disability, not due to lack of personal transportation. Three companies said that they provided some transportation for customers, such as a shuttle from the airport or into town, and one additional health service company (Quarry Hill) provided its own van service for clients. The Rockland-based companies indicated that some of their employees walked to work.

Employers were generally skeptical of the viability of a transit system in the region due to the spread out nature of residential development. Seven of the surveyed employers said that their companies would be willing to look into a subsidized transit pass program, though most felt it would not end up being useful to their employees. Eight companies said that they would likely look into advertising on public transit whether for their product/services or for company awareness/recruitment. The choice on where to advertise was not usually in the hands of the person being interviewed so this number could be larger, though it is worth noting that many of the companies surveyed were manufacturers and do not engage in retail sales.

Overall the majority of those surveyed felt that it was appropriate to be looking into the possibility of a public transit system in the region. However most felt that it would not be viable, at least currently, due to the spread out nature of development in the region and the variety of directions people travel in. A couple of people volunteered that an intercity service south to Portland or north to Bangor might be more useful, particularly train service to Portland that would create a connection to the existing train service to Boston.

## **TRANSPORTATION NEEDS SURVEY**

### **Online Survey**

The study team developed a transportation survey designed to ascertain the transportation patterns, needs and preferences of area residents. Respondents answered questions about where they live, work, and access amenities such as shopping or personal errands. The survey was hosted on the Midcoast Planning Commission's homepage from April 2013 to August 2013, and links to the survey were posted on the town websites for Rockland, Rockport, Camden and Thomaston. The Camden library also advertised the survey next to its computers.

In addition to the online survey, the team distributed paper copies to resident groups that may be more likely to use a transit service due to being members of traditionally transit dependent groups, as discussed in Tech Memo 1. These groups were residents of: the Knox Hotel, Rankin Center, and Methodist Conference Home.

Finally, the survey was promoted at the Camden Hills Regional High School Green Fair. Students could take the survey at the fair or participate on-line at their leisure.

In total, over 700 respondents took the survey. A list of questions contained in the online survey is included as Appendix C.

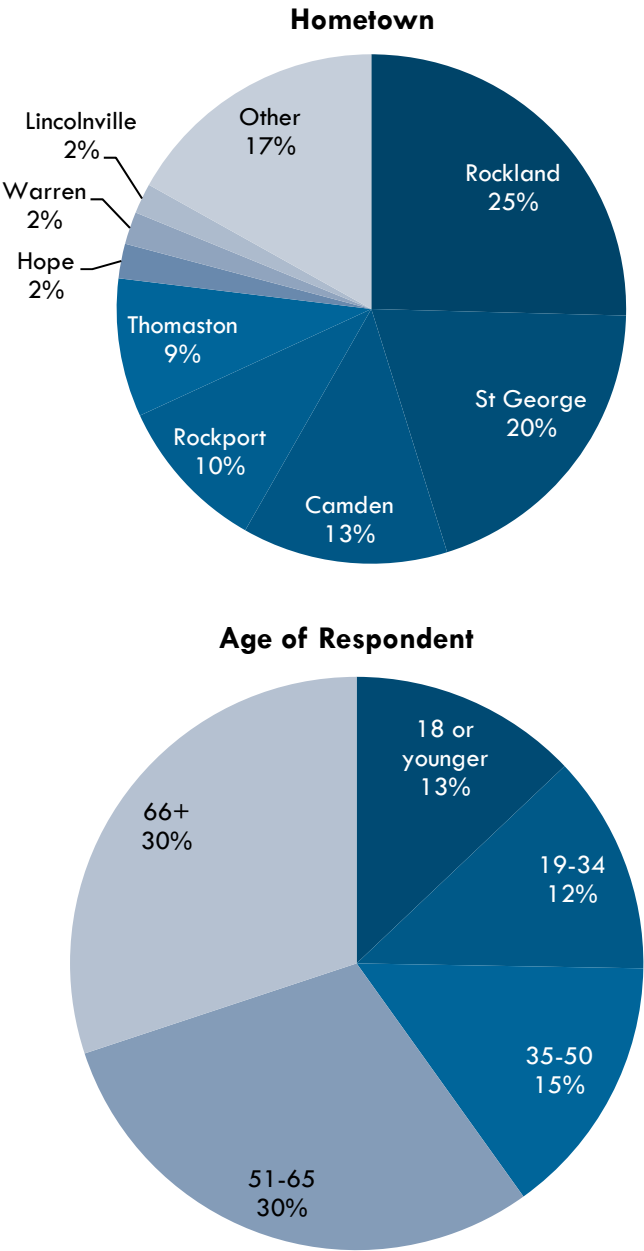


Online Survey Findings

Respondent Information

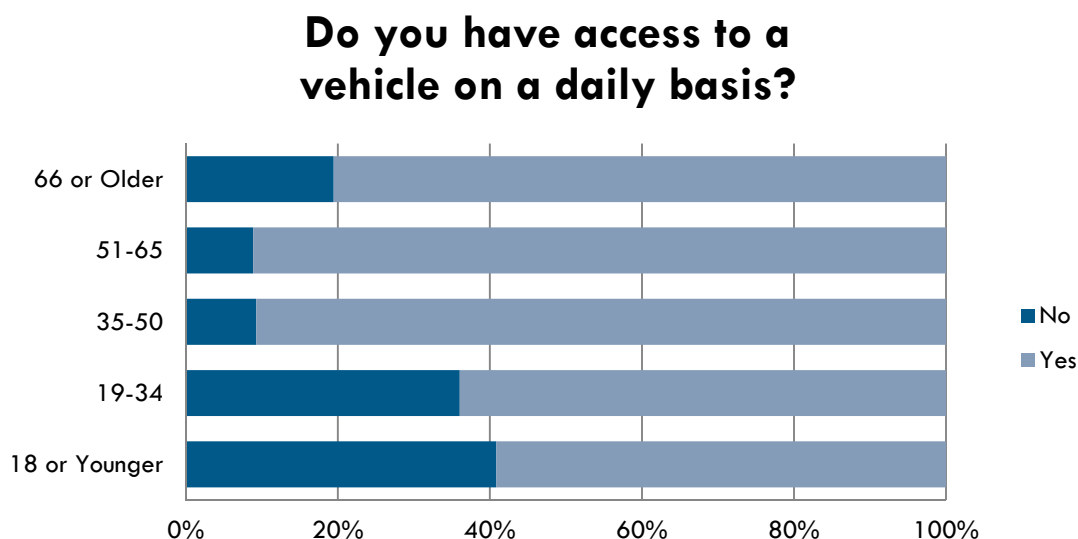
Overall, over 700 respondents completed the survey. Most were from the Midcoast region and were over 51 years old, as shown in Figure 5-1.

Figure 5-1 Hometown and Average Age



In general, most (80%) of respondents had access to a vehicle on a daily basis. This is a lower percentage than the county in general, where 99% of residents reported having access to a vehicle in 2011.<sup>18</sup> This likely reflects an element of self-selection in those who took the survey. Figure 5-2 compares age with vehicle ownership, and shows that younger groups (34 and younger) were less likely to have access to a vehicle than those over 34. However, the ratio of people over 66 who have access to a vehicle is lower as compared with the middle aged groups. As many of those who took the survey were older, this also helps to explain why the percentage of respondents without a car was higher than the countywide average.

Figure 5-2 Age v. Vehicle Ownership

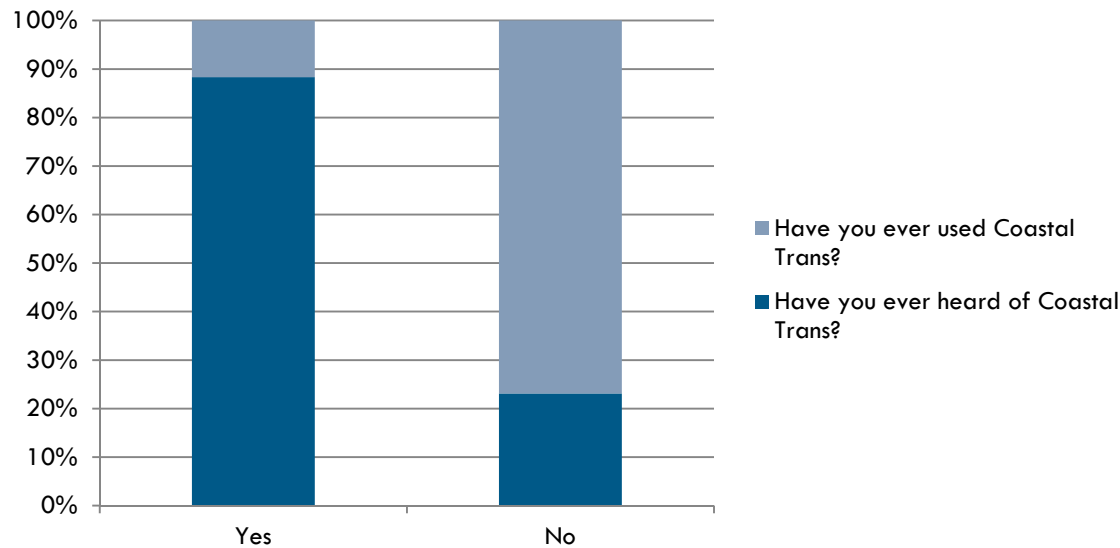


<sup>18</sup> American Community Survey, 2011.

### Coastal Trans

The survey asked respondents about the use of Coastal Trans to get around Midcoast Maine. As shown in Figure 5-3 below, most respondents had heard of Coastal Trans, although fewer had used the service.

Figure 5-3 Familiarity with Coastal Trans



Coastal Trans riders use it for a variety of reasons (Figure 5-4), although visiting friends/family and medical appointments were the dominant categories of responses.

Figure 5-4 Coastal Trans Trip Characteristics

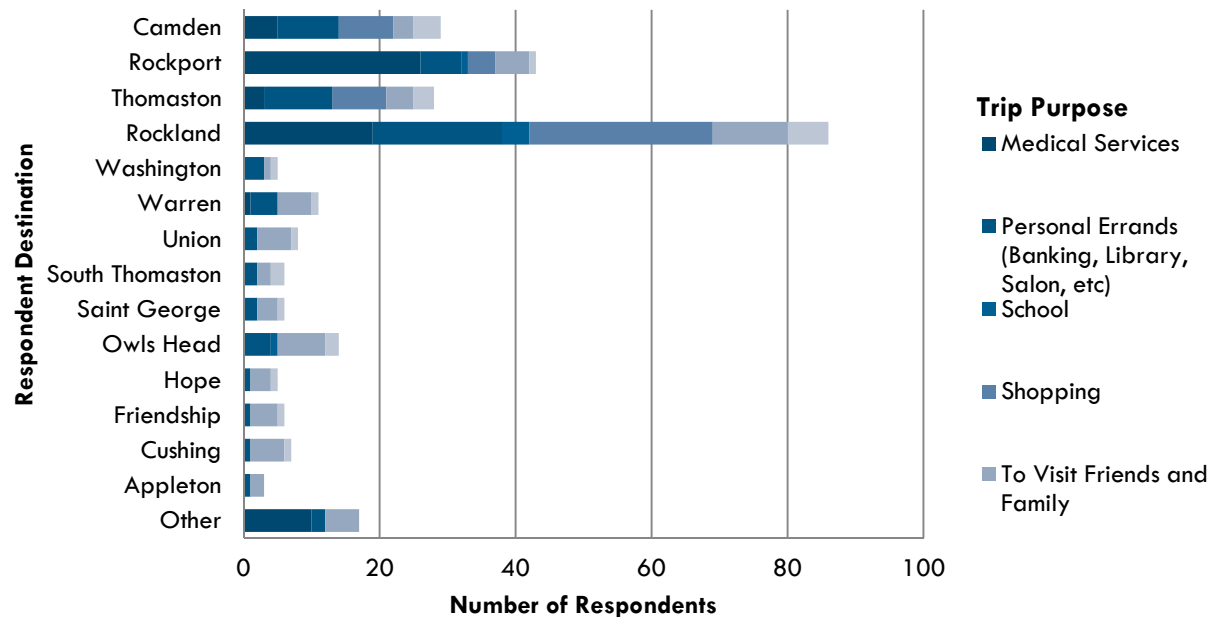


Figure 5-4 shows that most survey takers who use Coastal Trans have destinations in the four focus communities of this study. Trips to Camden, Rockport, Rockland, and Thomaston are heavily focused on shopping and services, while trips to other communities are primarily for personal visits with family and friends. This is not surprising, given the concentration of retail and services along the Route 1 corridor.

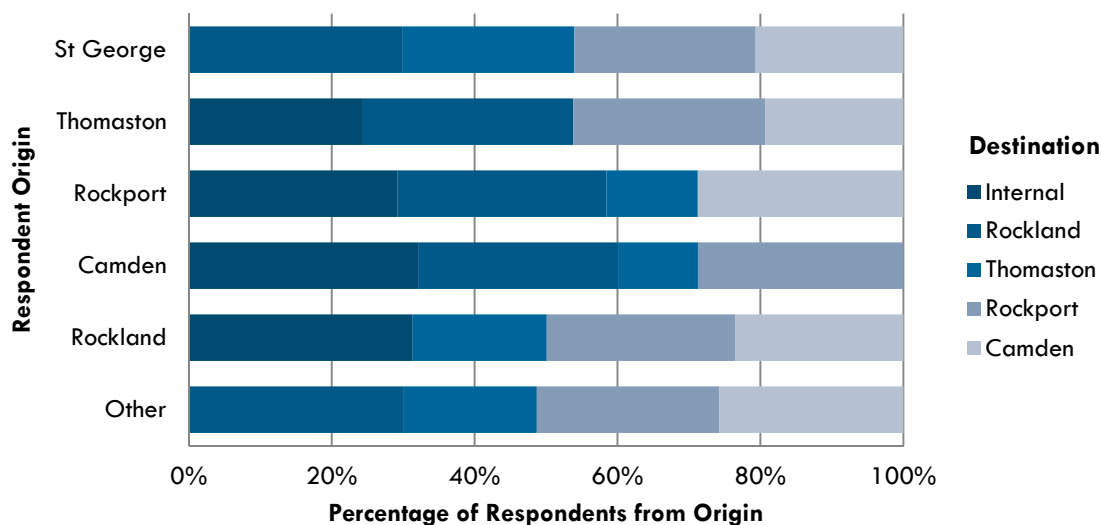
### General Travel Patterns

The travel patterns observed on Coastal Trans are consistent with the overall travel patterns in the region. Figure 5-5 shows that much of the travel in the region is between separate towns, rather than circulation within a given town. For example, in Rockland, just over 30% of respondents said that they access amenities in the town itself, while 70% travel to one of the other towns. Figure 5-5 includes Saint George because a very high percentage of respondents (20%) were from that town.

Respondents also indicated that there were other transportation choices in the region (other than personal cars) that they used. Those mentioned most often included:

- Midcoast Rideshare (on Facebook)<sup>19</sup>
- Airlines – Colgan Air, Penobscot Island Air, Cape Air
- Midcoast Limo (to Portland Jetport, train and bus station, Logan Airport, and Bangor Airport) and other airport shuttles
- Shared ride with friends and/or family
- Hitchhiking

**Figure 5-5 General Knox County Travel Patterns**



<sup>19</sup> [https://www.facebook.com/home.php?sk=group\\_198122346874606](https://www.facebook.com/home.php?sk=group_198122346874606)

Because commute patterns are usually very repetitive, commuting trips can be good candidates for transit service. Thus, the study team looked specifically at the origins of those travelling to the four towns for work and/or school purposes. Figure 5-7 on the following page shows that Rockland is a frequent work destination, both for those living there and for residents of Camden, Thomaston, Rockport, and other towns in the region. The most frequent destination of school trips was Rockport, followed by Camden and Rockland. School trips could include high school, college, and trade school destinations.

### Commute Times

The survey also asked respondents about typical commuting times. In general, respondents commute within a typical peak in the morning (7:00 am – 9:00 am) and evening (3:00 pm – 7:00 pm) as shown in Figure 5-6. This information reflects discussions in public meetings about shift times. Although the larger employers reported non-traditional shift times in the employer survey, members of the public pointed out that smaller enterprises comprise much of the business in the Midcoast region. Thus, the findings of this survey are not surprising and instead show that there may be a relatively constant demand on the transportation systems of the region throughout the day.

**Figure 5-6 Reported Commute Times**

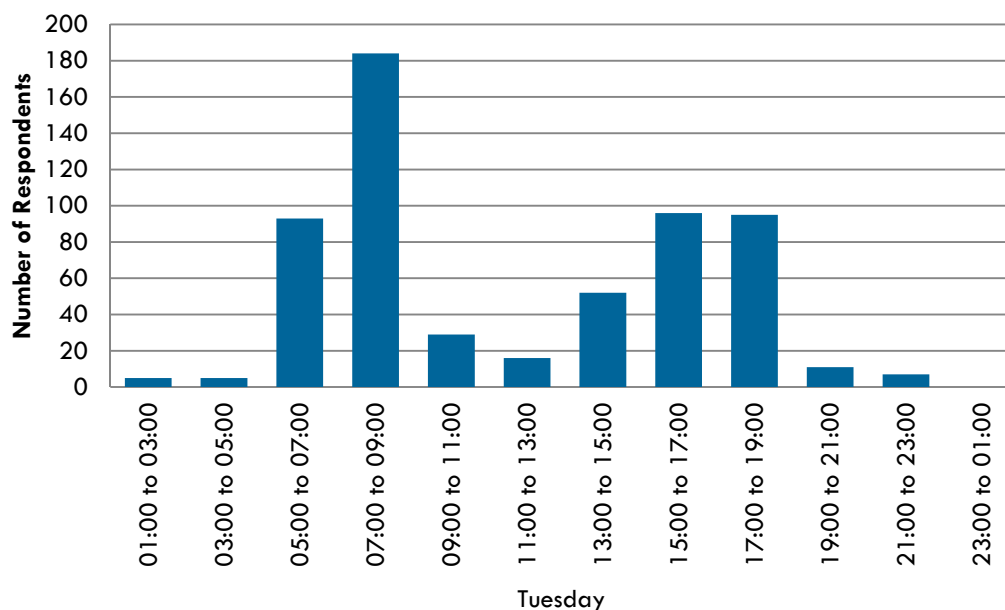
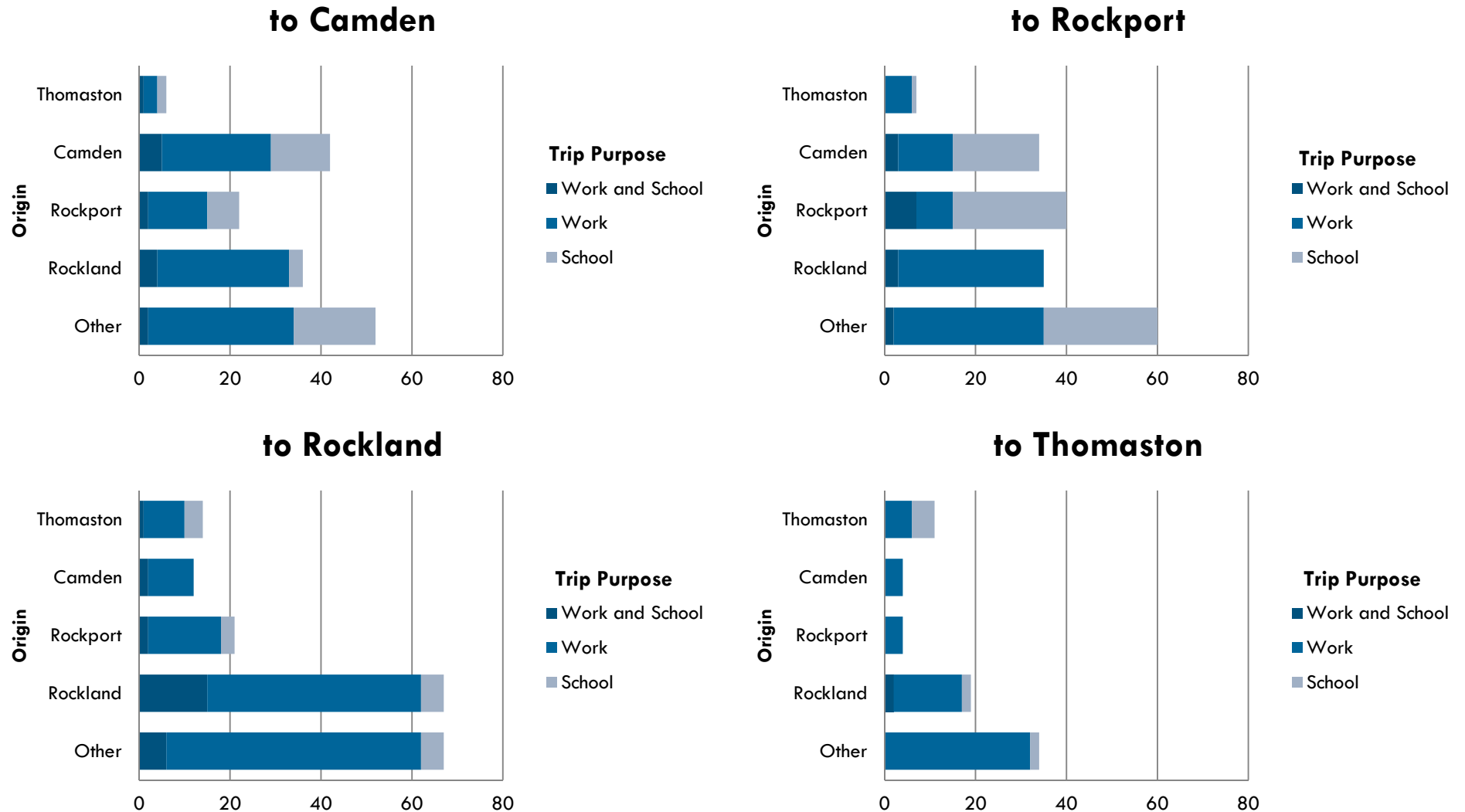




Figure 5-7 Work and School Commute Origin and Destination Analysis



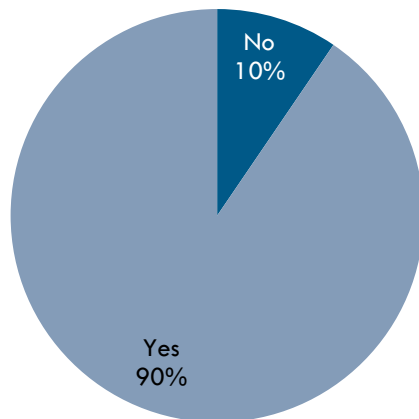
## Transit Interest

Finally, the survey asked respondents to indicate whether they thought the time was right for this sort of study as well as if they would use a potential public transit service. This section included a comments field, and several respondents chose to input additional information to help direct the study.

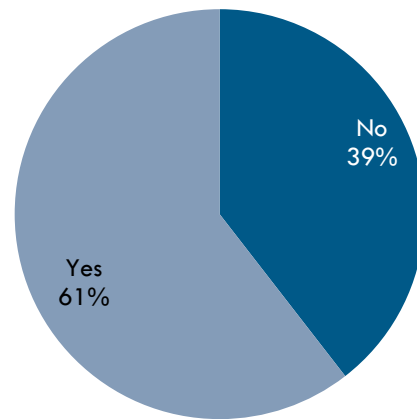
Figure 5-8 shows that while most people think that the time is right for this study, only 60% of respondents think that they would use a transit service themselves. This sentiment was reflected in the comments. While the majority of respondents felt positive about the study and the potential for service in the region, several had concerns.

**Figure 5-8 Transit Interest**

Do you think that now is the right time to consider expanding public transportation services in Knox County?



Would you use a daily transit service if it was available?



In particular, respondents felt that public transit in the region would provide the following benefits:

- Help the aging and elderly get around the region
- Environmental benefits – saving gas, air quality
- Access to jobs and services, especially medical appointments. This is particularly important for low-income populations that cannot afford cars nor taxi service
- Improving the accessibility of summer destinations
- Providing an additional option other than automobile use
- Connecting residents and visitors to other transportation hubs such as airports and train stations

Despite the overall positive responses, respondents did have concerns about a potential public transit service. Several were apprehensive about the potential cost of provision and operation of public transit. Others were concerned that fares would be too high for potential riders. Additionally, several people were simply “not sure” that they would use such a service, or would only use it if it met certain conditions such as frequency or location.

Finally, several people requested specific locations or towns in which they wanted to see public transit (some outside the study area). Those most frequently mentioned were:

- Belfast
- Saint George
- Pen Bay Medical Center
- Other transportation hubs such as Amtrak in Brunswick and Portland and the Owls Head airport
- Connections between smaller towns in the region and regional centers
- Tradewinds for exercise

## **Summary**

In summary, a majority of the respondents to the survey were older and have access to a vehicle on a daily basis. Many respondents had heard of Coastal Trans, but not as many had used it. Those who did use the service travelled mostly to Rockport and Rockland, and the purpose of many of those trips was either medical or shopping.

Respondents generally traveled during regular commuting hours, and commutes were focused on the four towns. For both commuting and other trip purposes, a majority of respondents traveled outside of their hometowns.

While many respondents thought that public transit in the region would benefit several groups, not all thought that they personally would use the service. Some had requests as to where the service would run, or how frequently. However, the overall sentiment toward the study and transit service in Knox County was positive.

## **Intercept Survey**

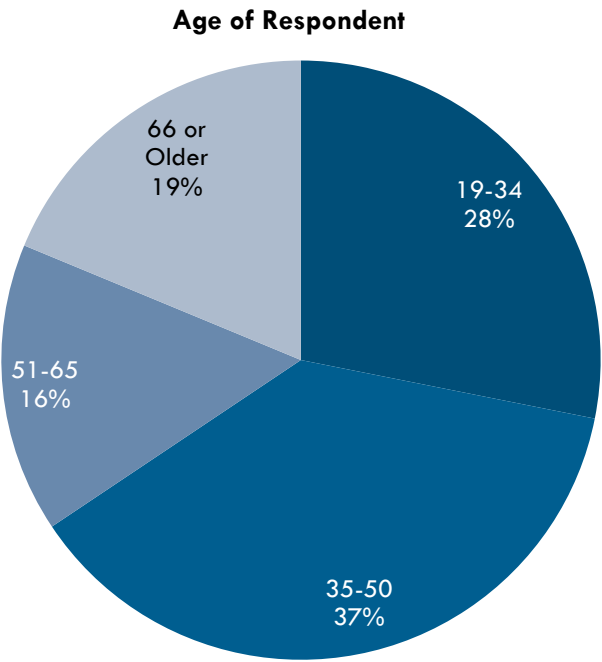
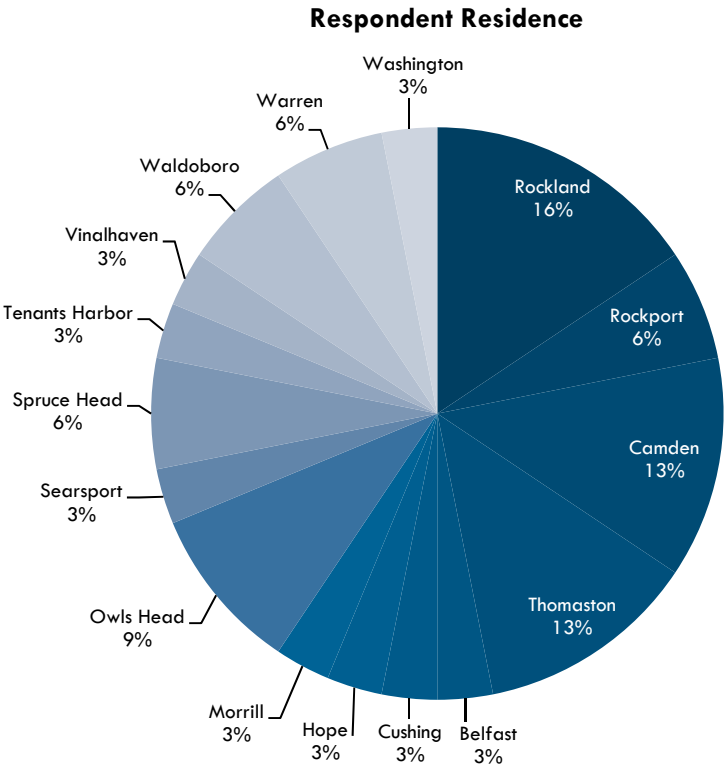
In order to reach beyond those who chose to take the online survey, the study team also interviewed members of the public on a weekday mid-morning at Wal-Mart, a major regional destination. 30 respondents answered the same questions as those who took the online survey.

### **Intercept Survey Findings**

#### **Respondent Information**

As Figure 5-9 shows, this survey reached a slightly younger group of respondents than the online survey. 48% of respondents were from the four focus communities. About **90%** of those interviewed had access to a vehicle on a daily basis, a finding consistent with that of the online survey.

Figure 5-9 Hometown and Average Age – Intercept Survey



### Coastal Trans

While about half of the respondents had heard of Coastal Trans, only four had ever used the service. Some of those respondents had not personally used Coastal Trans, but instead had helped family members or clients use it.

### General Travel Patterns and Commute Time

Intercept survey respondents visited Camden, Rockport and Rockland more than Thomaston, although respondents from Camden and outside of the four towns also went to Thomaston for some needs. Figure 5-10 shows both of these trends.

**Figure 5-10 General Knox County Travel Patterns - Intercept Survey**

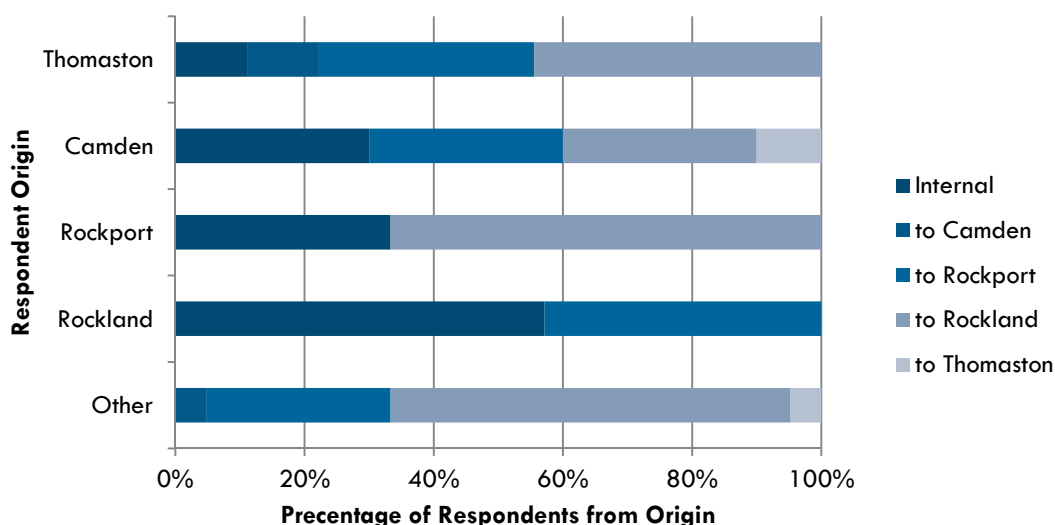
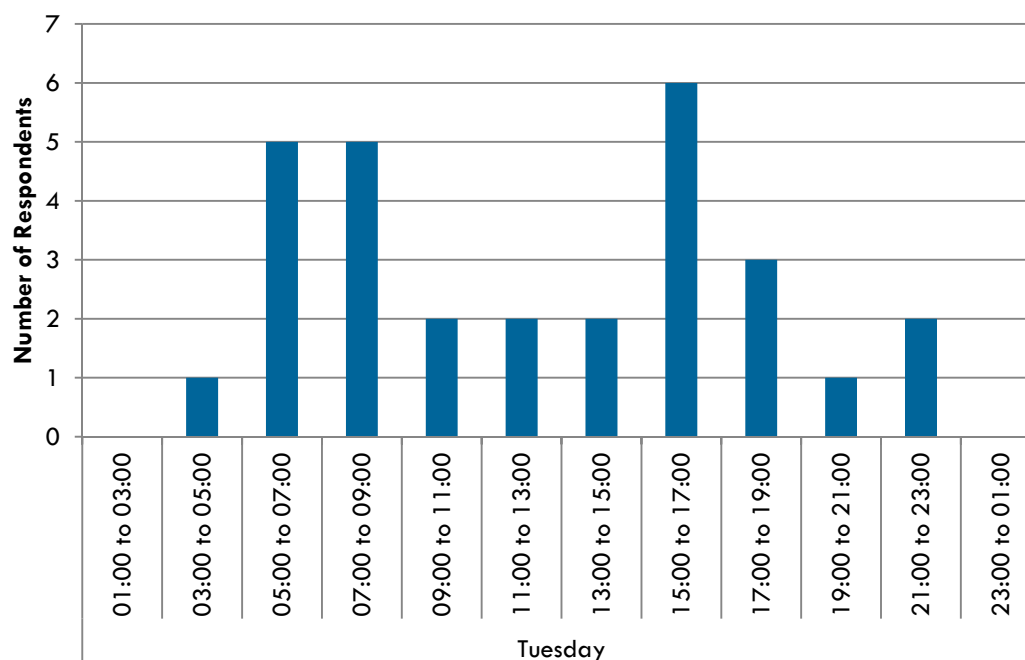


Figure 5-11 shows a more pronounced afternoon peak between 3:00 pm and 5:00 pm than 5:00 pm and 7:00 pm in contrast with Figure 5-7 from the general survey. However, this could reflect the smaller sample size. In general, the commute times for the intercept survey respondents matched that of the general survey.



**Figure 5-11 Example Typical Commute Times – Intercept Survey**



### Transit Interest

Much like the general survey, most intercept respondents (97%) thought that the time was right to consider expanding public transportation services in Knox County, while 65% said that they would use a service if it were available.

Again, comments about the survey and potential public transit service were positive in general. Respondents highlighted the aging population, high gas prices, and number of people who could not access cars as reasons to implement public transit service in the region.

### Summary

Responses to the intercept survey confirmed the findings of the online survey. Most respondents commute during traditional hours and access amenities in the four towns, particularly Rockland, Rockport and Camden. Although several respondents had heard of Coastal Trans, few had actually used the service. Most respondents had access to a vehicle. These findings emphasize the fact that living in the four focus towns requires travel between them (and along the Route 1 corridor) which most people are currently doing by driving.

## INNKEEPER SURVEY

Due to the tourist-oriented nature of much of Midcoast Maine, the mobility needs of visitors to the region are important to understand. Moreover, some tourists come to Midcoast Maine by bicycle or on a cruise ship and are thus travelling without a car. Therefore, the study team reached out to innkeepers in Knox County and asked them to complete a modified version of the general on-line survey. Survey questions focused on employee commute needs, visitor transportation

needs, and gauged interest in expanded transit service for the region. A complete copy of the survey can be found in Appendix D.

Two respondents filled out the innkeeper survey, representing Craginair Inn and Restaurant in Spruce Head and the Inn at Sunrise Point in Lincolnville. Both inns employ less than 10 employees, and both keep a traditional (9:00 am – 5:00 pm) work schedule.

Of the two, only the Inn at Sunrise Point supported some form of transit in the area. This respondent found employee transportation to be a problem for current and potential employees, and indicated that some employees carpool to work. The Sunrise Point respondent also indicated that they would be interested in participating in an employer-subsidized transit program and/or a program to advertise in potential transit vehicles, while the Craginair Inn respondent did not. Finally, the Sunrise Point respondent thought that the time was right to consider transit in Knox County, requesting transit serve Lincolnville Beach.

These responses are interesting, although the paucity of data makes it difficult to draw any clear conclusions from the survey itself. However, it is indicative that the innkeeper who had trouble retaining employees due to transportation issues was supportive of transit in the area of Knox County.

## **PUBLIC MEETINGS**

In addition to other outreach activities, the study team held three public meetings over the course of the study. At each, the team took the opportunity to solicit input from members of the wider community as to both the study findings and its future direction. Before these meetings, the team provided press releases explaining the background of the study as well as the importance of public input. At the first two meetings, which are discussed in the following section, the team presented the findings of the existing conditions analysis and solicited feedback through structured questions (listed in Appendix E) and open discussion. The third meeting was a presentation of service design alternatives. Attendees were encouraged to provide feedback regarding the alternatives through an on-line survey. A discussion of that survey is included in Chapter 6, which focuses on service design alternatives.

## **Findings**

The public meetings provided important insights into the travel patterns, needs and concerns in the region. In general, participants were concerned about residents aging in place, which towns would be included in a potential transit service, and the shift in travel patterns with the new Wal-Mart opening in Thomaston. Participants also identified the following “pain points” that a transit service could help alleviate:

- Traffic congestion, particularly on Route 1, in Camden and in Rockland
- Weather issues, particularly those that make it difficult to walk and bicycle in the winter months
- High and rising price of gasoline
- Transportation for kids – to and from school, sports events, and other activities
- Price of taxis
- Parking in downtown Camden and Rockport
- Ecological concerns impel some people to drive less

Participants also offered thoughts on a variety of other topics, and asked questions about transit service planning in general. In particular, the discussion helped the study team gain more comprehensive knowledge of regional destinations both in Knox County and beyond.

## PUBLIC OUTREACH

Throughout the project, the team communicated with the public both online and in local newspapers. The public could access all relevant links and content on the Midcoast Regional Planning Commission (MPC) website<sup>20</sup>, including:

- Press releases
- Study Facebook page
- Transit Needs Survey
- Data and reports
- Project presentations
- Links to websites of the firms and organizations associated with the study

## Press Releases

All press releases associated with the study included contact information, and several members of the public used this information to provide comments and questions about the study. The press releases featured statements by members of the Midcoast Transit Committee as well as the study team, and gave both background information and findings as the study progressed. The MPC website featured the full text of each press release.

## Facebook Group

The study team used the Facebook group “Midcoast Transit Study”<sup>21</sup> to publicize events and articles related to the study. Members of the public were invited the “like” the page and thus receive updates as they were posted. Overall, about 70 people “liked” the page, which reflects the high level of interest in the study.



Midcoast Transit Study Facebook Homepage

Source: [https://www.facebook.com/pages/Midcoast-Transit-Study/164856223674717?ref=br\\_tf](https://www.facebook.com/pages/Midcoast-Transit-Study/164856223674717?ref=br_tf)

<sup>20</sup> <http://www.midcoastplanning.org/transitstudy.html>

<sup>21</sup> [https://www.facebook.com/pages/Midcoast-Transit-Study/164856223674717?ref=br\\_tf](https://www.facebook.com/pages/Midcoast-Transit-Study/164856223674717?ref=br_tf)



## 6 SERVICE DESIGN ALTERNATIVES

Using the information collected as part of the community profile and existing transit service analysis, combined with the peer review and input from stakeholders and the general public, the study team identified a series of service design alternatives that could address the various mobility needs of Midcoast residents and visitors.

The service alternatives described in this chapter represent a range of approaches, each meant to address at least some of the mobility needs identified in the region. This is, in effect, a menu of service option, and each approach can be implemented individually or in combination with one or more other approaches.

### TRANSIT MARKET

There are many varieties of transit service. A service can be designed for a very specific user group, such as seniors, students, or commuters (Figure 6-1), or it can be designed to appeal to the general public to the greatest extent possible (Figure 6-2).

**Figure 6-1 Examples of Specialized Public Transportation Services**



**Figure 6-2 Examples of General Purpose Public Transportation Services**



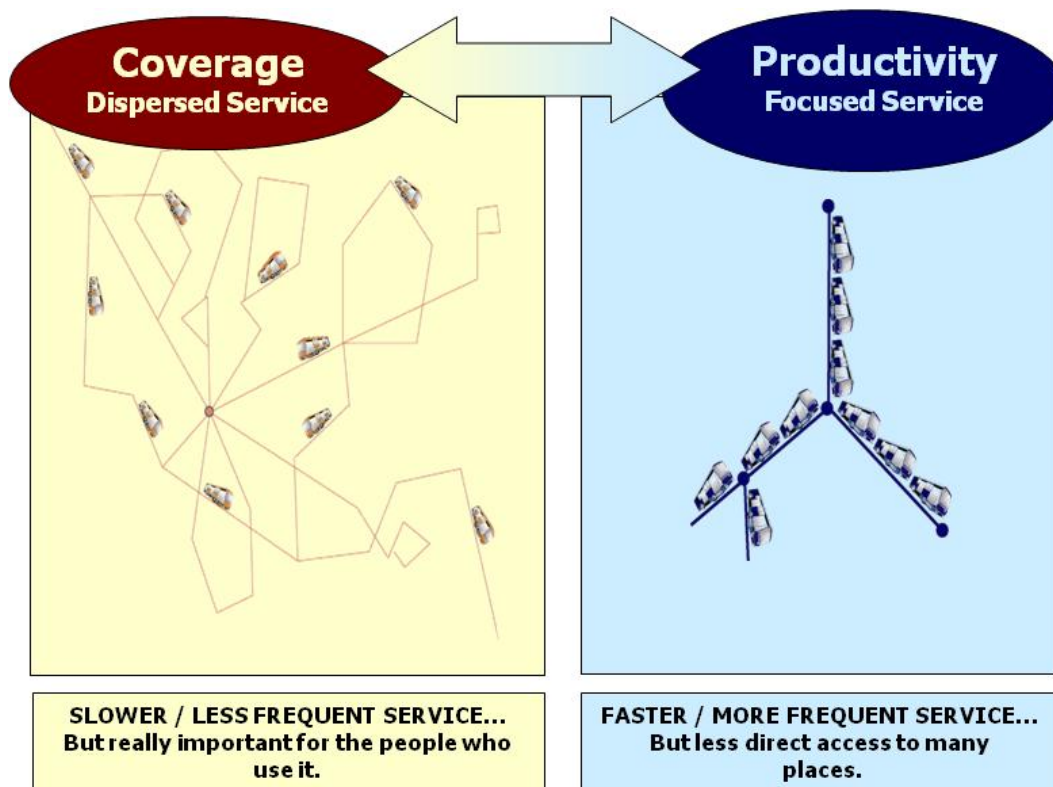
The existing service provided by Coastal Trans in the study area is technically open to all users, but by design is most appealing to seniors, the disabled, and other MaineCare-eligible individuals. The appeal of this service for daily commuters, tourists, and those with other transportation options is limited by the requirement to schedule service in advance, as well as the lack of a local marketing focus. While the need to provide viable transportation options to the most transit-

dependent user groups was stressed by stakeholders and the public alike, so too was the sentiment that the time has come to consider a more comprehensive public transportation system for the region.

## SERVICE APPROACH

Most of the service design alternatives presented in this chapter are aimed at attracting a broad range of users. However, each alternative presents a different approach to service design, ranging from coverage-oriented service to productivity-oriented service. Transit service that is productivity-oriented is designed to maximize ridership and farebox revenue. This is achieved by focusing service along the most transit-supportive corridors, leaving areas with less ridership potential largely unserved or served by specialized transportation services only.

Figure 6-3 Service Approaches



At the other end of the service approach continuum is coverage-oriented service. This service approach is designed to maximize the geographic reach of transit service, even if it means slower and less frequent service. Coverage-oriented service is often viewed as a safety-net approach, as it promotes accessibility over productivity.

Finding the right balance between coverage and productivity is a challenge for all transit systems. While it is clear that limiting service coverage to a few select corridor results in faster, more frequent service in the corridors served, various demographic, political, and geographic considerations often require a much more dispersed service approach.



## EVALUATION OF ALTERNATIVES

Seven service design alternatives were developed for the study area. Some alternatives were variations of one another, with small but important design differences. This is reflected in the naming and numbering of each alternative:



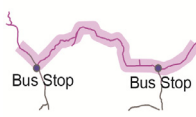
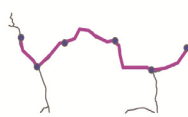
- Service Approach #1: On-Demand Service
- Service Approach #1A: Community Shuttle Service
- Service Approach #2: Fixed-Route Service
- Service Approach #2A: Deviated Fixed-Route Service
- Service Approach #3: Limited-Stop Service
- Service Approach #3A: Point Deviation Service
- Service Approach #4: Commuter Express Service

Each alternative was evaluated based on projected ridership and productivity; service frequency and travel time; and anticipated costs. To allow for the direct comparison of alternatives, certain operating characteristics were assumed to be constant for all alternatives (unless otherwise noted). For example, for every alternative except for Commuter Express service, service was assumed to be available for 12 hours per day, 250 days per year (i.e. weekdays only, minus holidays and severe weather days). The characteristics of Commuter Express service are discussed later in this chapter.

With the exception of Commuter Express, ridership projections for each scenario are based on Nelson\Nygaard's experience with previous projects in small urban and rural environments (Figure 6-4). Ridership is expressed in terms of passengers per revenue hour, or the number of passengers that can be expected for each hour of service that the transit operator invests in. If two buses are operating concurrently during a given hour, this is equal to two revenue hours of service. It should be noted that these figures do not necessarily reflect "opening day" ridership, but rather an expected range within five years.

The operating cost assumptions shown in Figure 6-4 are based on the current operating costs for Coastal Trans' demand-responsive and fixed-route (Explorer) services.

**Figure 6-4 Expected Ridership by Service Type (For Small Urban and Rural Environments)**

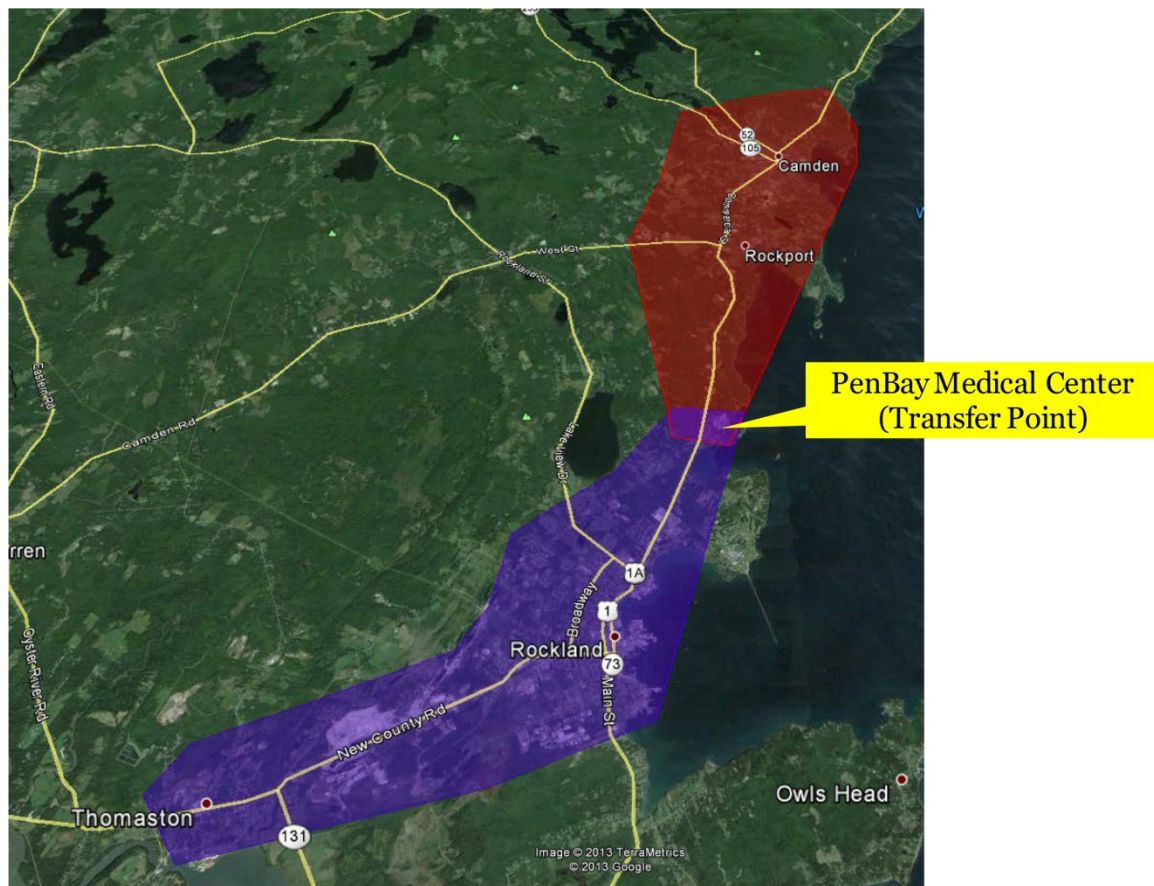
	On-Demand	Point Deviation	Route Deviation	Fixed-Route
				
Description	Residents within a certain geographic area may call to schedule a curb-to-curb trip. Service may be open to the general public, persons with disabilities, or clients of particular services.	Point deviation routes have fixed time points in town centers or major destinations, often with connections to other services. Passengers who live between the time points may call to request a curbside pick-up. The operator takes the most direct route between time points to pick up the passenger.	Service runs along a published alignment. Passengers living a certain distance from this route may call to request a curbside pick-up. Since the route is specified, the bus must return to the point where it left the route after a deviation.	A set route and schedule are published and open to the general public.
Expected Passengers per Revenue Hour	2-3	3-5	5-8	8-10
Approximate Operating Cost	\$45 / hour	\$54 / hour	\$54 / hour	\$54 / hour

## Service Approach #1: On-Demand (aka Dial-A-Ride)

This service option is similar to the service currently provided by Coastal Trans, but with a more narrow focus on the four study area communities. One bus would provide on-demand service to Camden and Rockport, while another would serve Rockland and Thomaston. Both buses would serve PenBay Medical Center, where passengers could also transfer between the two buses (Figure 6-5). This service would initially operate on weekdays only, from approximately 6:00 am until 6:00 pm.

The relatively small service zones, compared to the Coastal Trans' current 3-county service area would help ensure short trip times, and allow for more trips to be provided per day. Trips between zones would require a transfer between buses at PenBay Medical Center and, and trips outside of the service zone could be arranged with Coastal Trans as they are today.

Figure 6-5 On-Demand Service



At 2-3 passengers per revenue hour, the two buses need for this approach would together be expected to generate approximately 60 passenger trips per day, or 15,000 passenger trips per year.

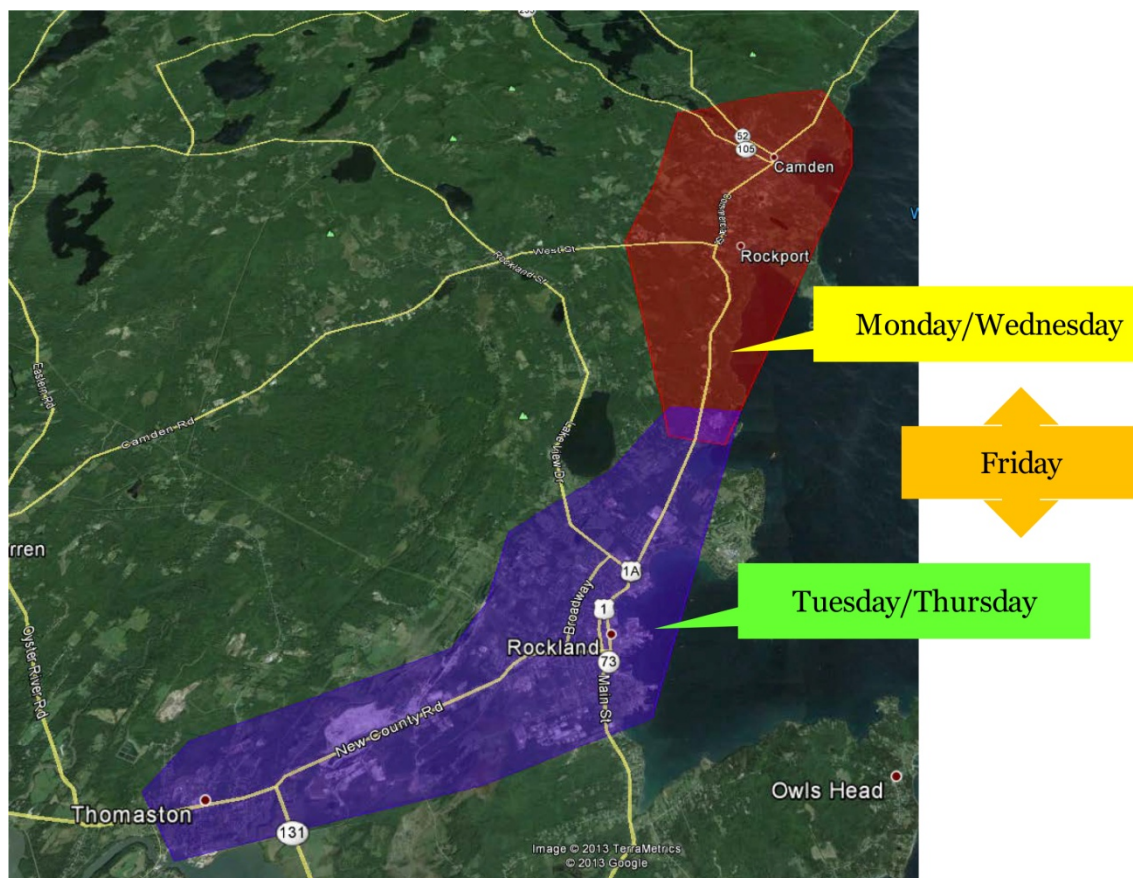
With two vehicles, the estimated cost for this approach is \$270,000 per year, meaning that the cost per passenger trip would be approximately \$18 per trip (before taking into account fare revenue, which would reduce the cost slightly).

On-demand service does not usually require any supporting infrastructure or amenities such as bunches or shelters because service is provided curb-to-curb from origin to destination.

## Service Approach #1A: Community Shuttle

This service option is a variation of the on-demand service approach, with the primary difference being that service shifts between the two service zones on alternating days. For example, Camden and Rockport residents could request pick-ups on Mondays and Wednesdays, while Rockland and Thomaston residents could request service on Tuesdays and Thursdays. Residents of all four communities could request service on Fridays (Figure 6-6). This service would initially operate on weekdays only, from approximately 6:00 am until 6:00 pm.

Figure 6-6 Community Shuttle



The Community Shuttle approach would reduce the number of vehicles needed for service from two to one, as the same vehicle could serve both zones on alternating days (a single vehicle could service both zones on Fridays, when demand is typically lower). Reducing the number of vehicles in service reduces the cost of service to approximately \$162,000 per year, but also reduces the expected ridership to 24 passenger trips per day, or 6,000 per year. As a result, the expected cost per passenger trip for this approach is \$22.50 per trip (again, not including fare revenue).

Like Service Approach #1, Service Approach #1A would not require any supporting infrastructure or amenities.

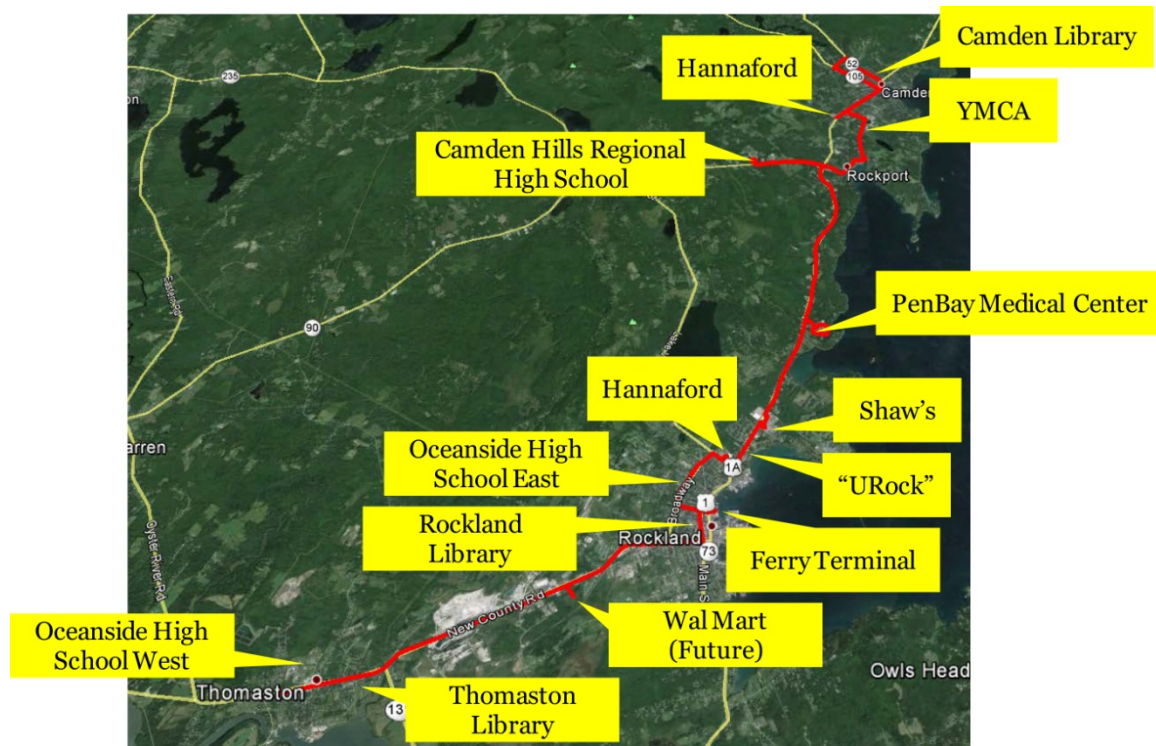


## Service Approach #2: Fixed-Route

This service option features buses traveling along a set route with a set schedule. The route is determined by connecting as many major destinations in the four communities as possible (Figure 6-7). To the extent possible, the route is designed to be straight and direct, but in order to service destinations like Camden Hills Regional High School and Wal-Mart, a spur off the most direct path is sometimes required. This service would initially operate hourly, on weekdays only, from approximately 6:00 am until 6:00 pm.

As shown, the route is 20.5 miles long, or 41 miles round-trip. Assuming an average speed of 15 miles per hour (typical for fixed-route service), three vehicles (with staggered schedules) would be required in order to maintain hourly service in the corridor.

Figure 6-7 Fixed-Route



With three vehicles in concurrent service, the annual operating cost for Fixed-Route service would be approximately \$486,000 per year, with an annual ridership of 72,000 passenger trips. The cost per passenger trip for Fixed-Route service would thus be approximately \$6.75 per trip.

To work most effectively, Fixed-Route service requires bus stop signs. Some transit systems allow for "flag stops" where passengers can simply flag a bus down anywhere along its route, but marked bus stop signs help create a more predictable transit experience for existing passengers while advertising the existence of transit service to prospective passengers. Simple bus stops typically range from \$300 to \$1,000 to manufacture and install, depending on how much site

work is required at the site. If sidewalks are extended or modified to accommodate a stop, costs would be in the higher range.

At heavily used stops, passenger amenities such as benches and shelters further enhance the passenger experience, and create a more inviting image for prospective transit users. Many transit users would prefer for all stops to have passenger amenities, but realistically, only 10-20% of stops will have the ridership level to justify the investment in these amenities. The typical cost for passenger amenities installation, including shelter, bench, trash can, and concrete pad is approximately \$6,000 to \$7,000 per site.

**Figure 6-9 Example Passenger Amenities**



**Figure 6-8 Example Bus Stop Sign**

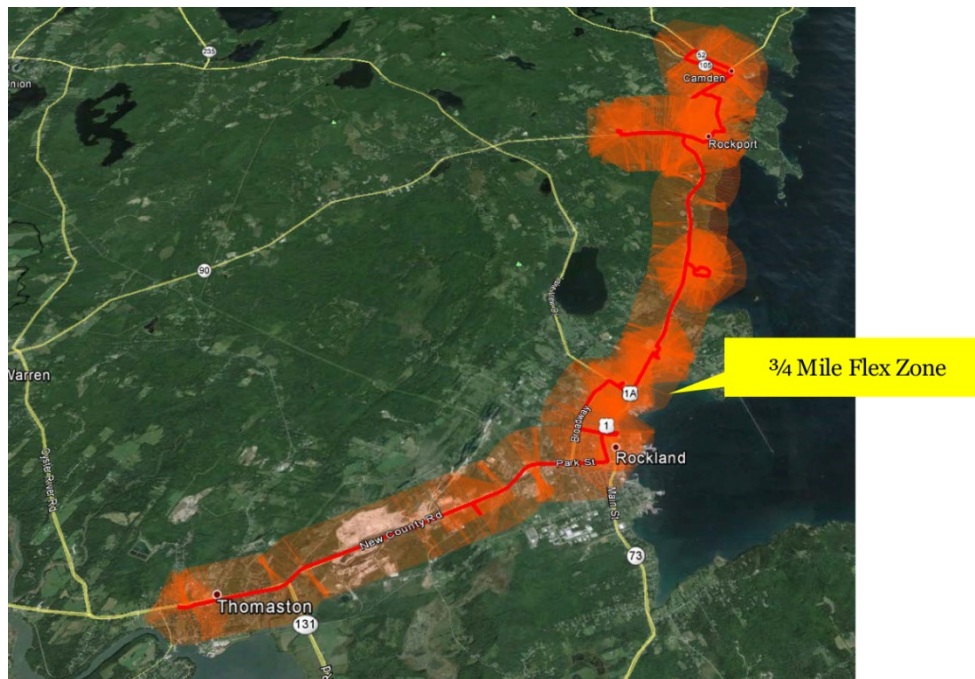




## Service Approach #2A: Deviated Fixed-Route (aka Flex)

This variation of fixed-route service allows buses to deviate from the set route when requested to do so by passengers. Deviations are permitted up to  $\frac{3}{4}$  of a mile off the set route, and buses must return to the point of deviation to continue the route and ensure that no designated stops are missed (Figure 6-10). Passengers can request a deviation while on board the bus, or by calling a dispatch number if they need to be picked up from a location that requires a deviation. Deviation requests are accommodated to the extent possible, but may be denied if a bus is behind schedule. This service would initially operate hourly, on weekdays only, from approximately 6:00 am until 6:00 pm.

Figure 6-10 Deviated Fixed-Route



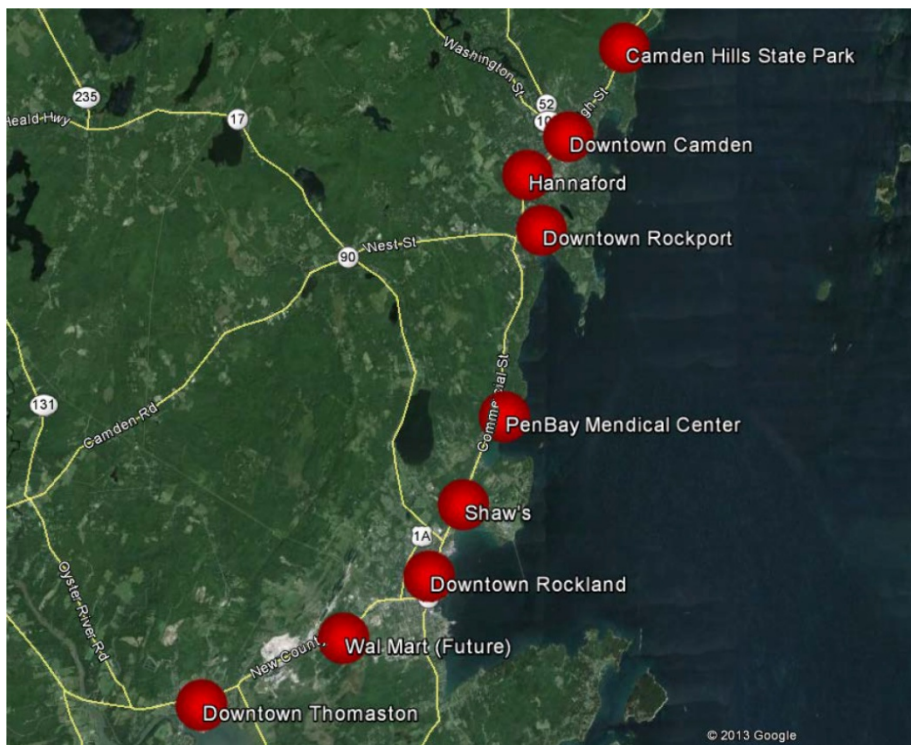
This scenario assumes the same 20.5-mile route length as the Fixed-Route scenario, but with a lower average speed (12 miles per hour) to account for deviations from the main route. Thus, to maintain hourly service, 4 vehicles would be required. The additional vehicle increases the operating cost of this approach to \$648,000 per year.

Deviated Fixed-Route service has a larger capture area than Fixed-Route service, but also tends to be less appealing to time-sensitive choice riders. Thus, the expected annual ridership for this service approach would be approximately 60,000 passenger trips. As a result, the cost per passenger trip for Service Approach #2A would be \$10.80 per trip. The Fixed-Route service discussion about bus stop signs and passenger amenities applies to Deviated Fixed-Route service as well, but only to the fixed-route portion of the service. No signs or amenities are required for the “flex zone” portion of the service, as it is provided on-demand only.

### Service Approach #3: Limited-Stop

Limited-Stop service includes a greatly reduced number of stops compared to Fixed-Route service. Fewer stops allows for faster travel times, but also requires good pedestrian infrastructure and/or park & ride lots to allow passengers to get to and from the designated stops. With fewer designated stops, buses can more easily detour around traffic congestion without missing any designated pick-up or drop-off locations (Figure 6-11). Bus Rapid Transit (BRT) is a type of limited-stop bus service that mimics rail service by having "stations" rather than stops and incorporating other special features such as signal prioritization at intersections, and designated bus lanes to ensure service speed and reliability. This service would initially operate hourly, on weekdays only, from approximately 6:00 am until 6:00 pm.

**Figure 6-11 Limited-Stop**



With fewer deviations from Route 1, the total route length for this scenario would be 17.6 miles, or 35.2 miles round trip. In addition, fewer stops would result in a higher average speed (19 miles per hour) than the more traditional Fixed-Route service scenario, and would thus require just two vehicles to maintain hourly service frequency.

Limited-Stop service has features that both attract and limited ridership. On the one hand, service is faster than traditional Fixed-Route service, which makes it more competitive with the automobile, and attracts choice riders. On the other hand, service is less accessible to pedestrians as stops are spaced relatively far apart. As a result, this service alternative will likely generate ridership on the low end of the Fixed-Route service range, or approximately 8 passengers per revenue hour. With two vehicles, this translates to 48,000 annual passenger trips at a cost of \$324,000, or \$6.75 per trip.

To mitigate the limited accessibility of this service approach, park & ride lots are recommended for at least some stops. This allows passengers to drive to the nearest park & ride and utilize transit for the remainder of their trip. Park & rides can be stand-alone or shared use facilities such as movie theater or big-box retail parking lots. A common arrangement for a shared use lot is for the transit system to lease spaces from a retailer or property owner for approximately one dollar per space per day.

As mentioned previously, passenger amenities for Limited-Stop service are often more “enhanced” than typical bus stop amenities. This can include larger, more prominent shelters (Figure 6-12) with better lighting and more passenger information. The cost of these enhanced amenities is typically at least \$10,000 per location, although there would be far fewer total stops than with traditional Fixed-Route service.

**Figure 6-12 Example Enhanced Shelter**





## Service Approach #3A: Point Deviation

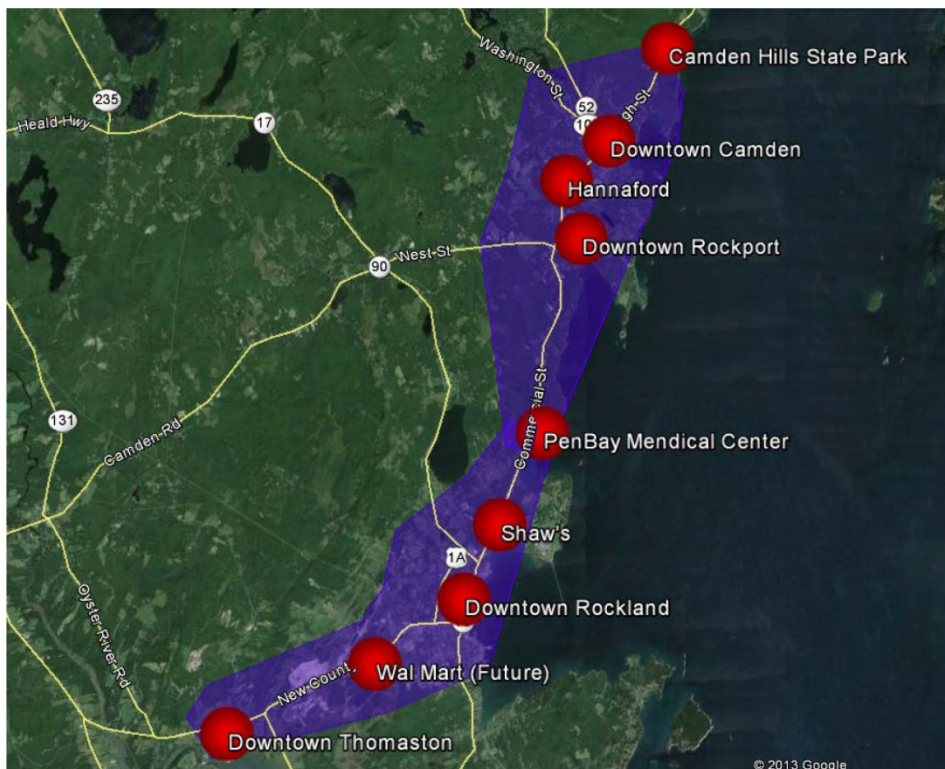
This variation of Limited-Stop service combines a limited number of designated stops with an on-call zone where passengers may request pick-ups and drop-offs. When there are no stop requests, buses serve the designated stops only. This service option tends to feature slower travel times than Limited-Stop service because of the extra time required to accommodate on-call stop requests. This service would initially operate hourly, on weekdays only, from approximately 6:00 am until 6:00 pm.

An important distinction between Point Deviation service and Deviated Fixed-Route service is that buses are not obligated to return to their point of deviation when serving an on-call request. Rather, they can head directly to their next scheduled stop after the on-call request is served. So, while average travel speeds for Point Deviation service tend to be slower than Limited-Stop service, they tend to be higher than Deviated Fixed-Route service. A route length of 17.6 miles as shown in Figure 6-13, would require 3 vehicles in order to maintain hourly service frequency.

The combination of flexibility and speed of Point Deviation service allows it to have a broad coverage area without alienating choice riders. As a result ridership for this alternative would likely be approximately 54,000 passenger trips per year, at a cost of \$486,000, or \$9.00 per passenger trip.

Park & rides are less critical for this scenario given the ability of buses to deviate from the main route to pick up passengers, but they are still advisable.

Figure 6-13 Limited-Stop



## Service Approach #4: Commuter Express

Service Approach #4 differs from all the others in that it is the least focused on providing service within the study area to the broadest possible range of riders. Instead, this service option involves contracting with an inter-city bus operator to provide service between the Midcoast communities (likely serving one stop in Camden and one in Rockland) and larger employment destinations in the state at times that can accommodate work commuters. This service approach is being included to illustrate the full range of transit possibilities for the study area, and because similar services were identified in some of the peer markets.

Existing inter-city bus schedules in the study area generally don't allow for same day return trips. This scenario envisions subsidizing an inter-city operator to provide service at times that are more conducive to commuting trips and would initially include a single morning trip from the Midcoast region and a single return trip in the evening. Possible destination could include Portland, University of Maine, and/or Augusta. Trial service could begin with just one destination from Camden/Rockland and expand or shift to other destinations according to demand.

Existing inter-city service in region operates with 55-passenger vehicles. It is unlikely that these buses would fill up for commuter trips from Camden/Rockland, but loads of 15-20 passengers per trip peak-period, or 35 passenger trips per day is a reasonable expectation. Annually, this translates to approximately 8,750 passenger trips.

According to Concord Coach, the cost of providing inter-city service is approximately \$3.50 per mile. Thus, the annual cost for Commuter Express service from Camden/Rockland would vary depending on destination, ranging from \$70,000 for service to Augusta to \$157,500 for service to Portland. Not including fare revenues, the cost per passenger for Commuter Express service would range from \$8 to \$18 per trip. Commuter services also generally require available parking to attract riders.

## Comparison of Alternatives

Figure 6-14, presents key characteristic of each service design alternative as well as the same characteristics for the Brunswick Explorer over its three-year history. The Brunswick Explorer data is included as a point of reference and to show how ridership evolves over time. As mentioned, the characteristics of each alternative are not necessarily opening day numbers, but rather expected values within five years.

**Figure 6-14 Comparison of Alternatives**

Service Approach	Service Frequency	Vehicles Needed	Daily Riders	Annual Operating Cost	Cost per Passenger
#1: On-Demand	Daily	2	60	\$270,000	\$18.00
#1A: Community Shuttle	Designated Days	1	24	\$135,000	\$22.50
#2: Fixed-Route	Hourly	3	288	\$486,000	\$6.75
#2A: Deviated Fixed-Route	Hourly	4	240	\$648,000	\$10.80
#3: Limited Stop	Hourly	2	192	\$324,000	\$6.75
#3A: Point Deviation	Hourly	3	216	\$486,000	\$9.00
#4: Commuter Express	Daily	1	35	\$70,000	\$8.00
Brunswick Explorer Year 1	Hourly	2	67	\$252,581	\$14.42
Brunswick Explorer Year 2	Hourly	2	102	\$252,621	\$9.66
Brunswick Explorer Year 3	Hourly	2	119	\$288,221	\$9.44



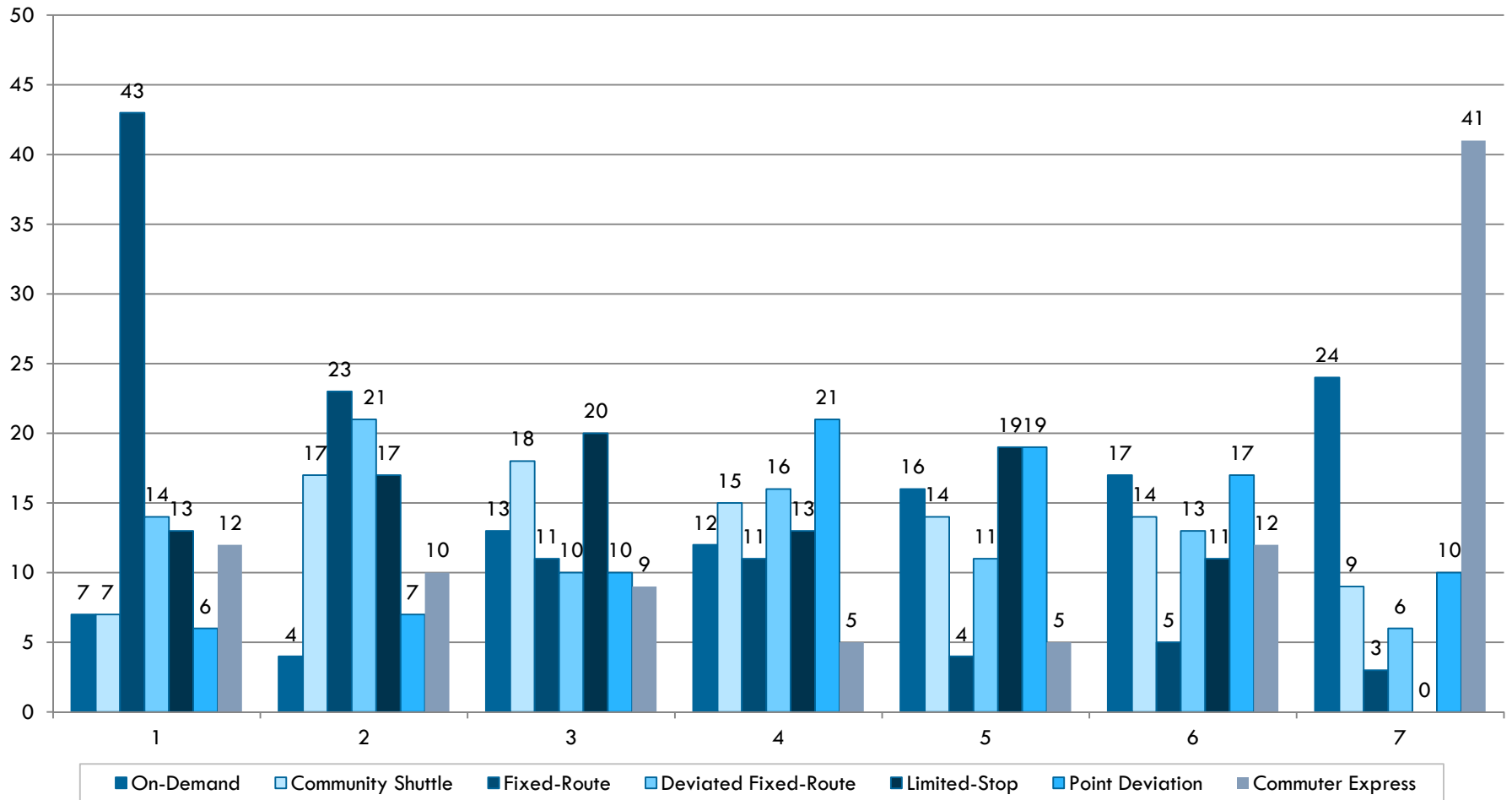
## **PUBLIC FEEDBACK**

On October 23<sup>rd</sup>, 2013, the seven service design alternatives described above were presented at a public meeting at Rockland City Hall. Following the presentation and discussion, participants were invited to provide feedback and indicate their preferred alternatives via an on-line survey. The survey ran through the month of November and was completed by 119 individuals. The following is a synopsis of the survey results.

### **Ranking Preferences**

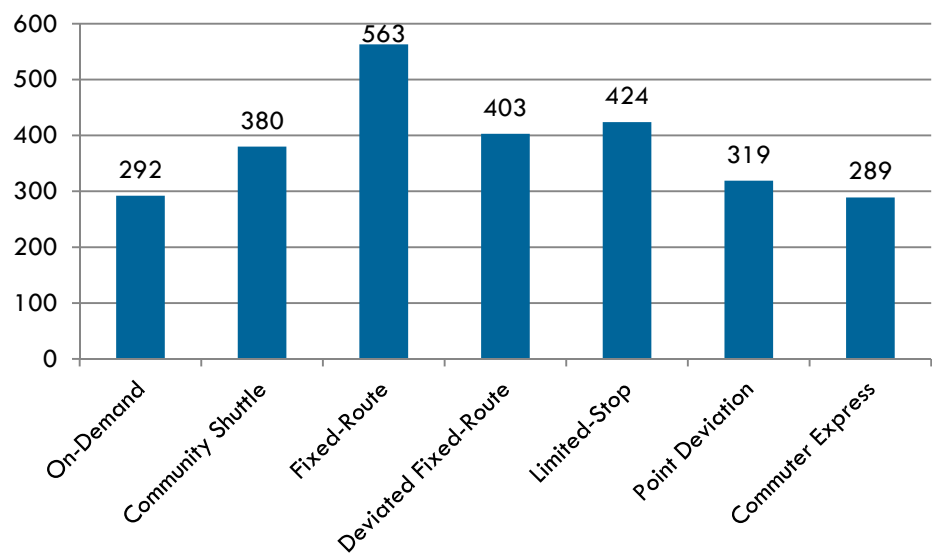
Survey participants were asked to rank each of the seven service alternatives on a scale of 1 to 7, with 1 being the most preferred and 7 being the least preferred. The alternative with the greatest number of “1” rankings was the Fixed Route alternative (Figure 6-15). 43 people (or 42% of those who answered the question) selected Fixed Route as their most preferred choice. Almost as many people selected Commuter Express as their least preferred choice.

Figure 6-15 Ranking of Service Alternatives



By considering the frequency with which each alternative was given each rank, we can assign a “preference score” to each alternative. For example, a ranking of “1” receives 7 points. So if two people rank a service alternative as “1” that alternative receives 14 points. Figure 6-16 shows that the Fixed-Route alternative received the highest preference score, followed second by the Limited-Stop alternative, and the Deviated Fixed-Route option in third place.

Figure 6-16 Preference Score



## Ranking Rationale

The reasoning behind people's ranking choices can be seen in their comments. The following is a sample of the comments made regarding each alternative, and overall themes that emerged. The complete list of survey responses is shown in Appendix F.

### On-Demand:

- *"Not very interested in this. I could call a taxi for this service, it would be quicker."*
- *"Appears to be a central location and convenient for the many customers seeking transportation for medical reasons."*
- *"Great for elderly's medical appointments, but doesn't address needs for shopping, visiting friends, going to library, etc. Limited service."*
- *"This seems like a reasonable approach with two service areas. However, as one who goes to Camden and Rockport from Rockland frequently, I might like to see a transfer node in Rockland rather than at PenBay."*
- *"Seems worthwhile. I'd be curious to know how frequently/ at what time intervals these dial-a-ride bus services would end up being available. Depending on the demand for services, would a person have to wait for hours to get a ride after they called or would there be a guaranteed response time?"*
- Many other commenters seemed to be concerned about how far ahead you need to call, how high the fee will be, and whether this is appropriate for people who work non-traditional services and work late.

### Community Shuttle:

- *"I would view this alternative days approach as a means for testing the waters and growing into a more extensive service."*
- *"This approach again serves elderly and disabled. It will probably be difficult for these populations to coordinate appointments, especially urgent ones, with the days the service is available."*
- Many think this option is too complicated and confusing and that the service is rather limited.
- Many also have the same comments on this option as they do for On-Demand service.

### Fixed-Route:

- *"This idea makes the most sense, especially on an hourly basis. It gives people more freedom to be able to take care of their business without being limited to what day it is (weekend excepted). I would consider extending it to 8pm for those needing to do shopping after work."*
- *"A set, fixed schedule, and route, has the advantage of customers being able to rely on something. 'Build it (and heavily advertise it), and they will come.'"*
- *"SET ROUTE and SET SCHEDULE seems good for people, like me, to plan around. I like it."*

- *“This approach seems like the most useful and predictable for someone without a car. I would definitely use this often for medical appts. and shopping. I could see this combined with Service Approach #3 where one Approach is every hour on the hour and the other is every hour on the half-hour. Such a combination seems like it would cover the needs of people both with and without their own means of transportation.”*
- Commenters generally describe this in positive terms like “great” and “love it.”
- Commenters seem to like the fixed schedule aspect.

#### **Deviated Fixed-Route:**

- *“I understand the desire to create a sense of flexibility to accommodate people, but this seems like it is destined to be a disaster for those who want to get somewhere by a certain time. I can see people pushing the limits on this, too--“I live just a block further...”*
- *“Keeping a bus on schedule is difficult as it is - unless customers were willing to pay extra for these deviations (which would cost the service company extra), this is not a reasonable business model.”*
- Many believe this is the most comprehensively flexible option.
- However, many also seem concerned that the “flex” aspect could get hairy and lead to delays in service.

#### **Limited-Stop:**

- *“Good idea... but only AFTER the initial fixed route/stop program is in place.”*
- *“This seems to be the BEST option in terms of efficiency and - very importantly - reliability for passengers. BUT - Rockland is the LARGEST town and really should have two downtown stops - one at the Ferry Terminal and one that is at the lower end of Main Street to accommodate the very large South End population.”*
- *“Sounds good but I fear our spread out rural population would have a hard time getting to the bus stops. Not sure the infrastructure required wouldn't be more of an expense economically and environmentally than the benefit it could provide. This alternative seems made for a more populated area. Then, on the other hand, having parking areas at “stops” might draw more people in to the Route 1 location but get them off Route 1 through the most congested portions of it (especially in tourist season). Wonder about the cost with the infrastructure needs.”*
- People generally comment on this idea being interesting but there are concerns it requires costly infrastructure.

#### **Point Deviation:**

- *“Difficult for commuters and those with set appointments to predictably arrive on time. Prohibiting off route stops during commuter hours would help all accept the elderly and disabled who work and cannot access set stops.”*
- *“Could be a nice option, but I think people need to be able to plan on a predictable pick up and drop off time.”*

- *“Do not like the idea of deviation, as several people could ask to deviate from the route and it would be impossible to plan the journey in relation to hospital appointment time etc.”*
- Many other commenters think this option is confusing and the deviations create inconvenience and unreliability, but perhaps not as much as the Deviated Fixed-Route option.

### **Commuter Express:**

- *“I don't think we would have enough business for this.”*
- *“I think we need a bus that is a just a direct trip to a larger area. Something that will go straight from Rockland to Portland; and take the normal 2-2 1/2 hrs instead of the coastal routes 4 hours.”*
- *“I'd rather we focus first on bus transportation in our local areas.”*
- *“This does not sound like the right approach for day-to-day needs like grocery store trips.”*
- Participants seem to be fond of this idea, though many seem to think the area needs to prioritize local transit needs first.

### **General Comments:**

- *“A combination of services might serve best. Service Approach 2 as the hourly service combined with Service Approach 3 during commuting hours. Having the Limited Stop for commuters would encourage them to use the service. The Commuter Express also seems a good idea. The benefits of the flex stops except to those living within the 3/4 mile area isn't clear.”*
- Many mention in comments that a combination of some of the service options could be beneficial to help serve divergent needs (commuting, shopping, family visits, appointments).



## 7 SERVICE DEVELOPMENT

The need and opportunity for public transportation in the Midcoast region of Maine has been voiced consistently and clearly by residents and community stakeholders over the past several years. The interest in public transportation led to the development of the Midcoast Transit Study and was confirmed over the course the project through participation in public meetings, stakeholder interviews and resident surveys. Indeed, among the more than 700 residents who participated in an online survey, 90% stated the time was right to consider expanding transit service in the region.

Currently, there is a limited amount of public transportation services in Camden, Rockport, Rockland, and Thomaston, provided by Coastal Trans. The service is demand responsive, meaning people must have a reservation to get a ride. Coastal Trans is primarily designed to serve older adults, people with disabilities, and people participating in human and health service programs such as vocational rehab, sheltered workshops, and job training. The intent of the service, therefore, is to provide a basic level of service to the region's most transit-dependent riders.

The objective of this study is to understand and document the need for public transportation services in the Midcoast region among the wider population; and translating these needs into transit service options that offer potential to meet these needs. The focus of this section is on identifying the key markets for transit service in the corridor and presenting recommendations for service that would appeal to each market.

### THE MARKET FOR TRANSIT

Crafting effective transit service involves identifying the key markets, understanding their service needs, and then designing services that meet those needs. In some cases, a single service can balance the needs of a variety of different market groups; in other cases, however, a proposed transit service may be focused on meeting the needs of one group at the expense of another.

Transit markets can be defined in many different ways. Markets can be geographic, demographic, or socio-economic. For this study, we have defined the key market groups for transit service in the following way:

- **“Urban” residents** –while it is difficult to call any of the study-area communities truly urban, Rockland and Camden do have many of the community features that can allow residents to live car-free if they choose. In particular, these communities have decent pedestrian infrastructure, near-by jobs and services (grocery stores, banks, libraries, social services, and intercity transportation in the case of Rockland), and relatively affordable alternative forms of transportation (Coastal Trans and short taxi trips). Additionally, both Camden and Rockland have housing to support senior citizens, low-income individuals, and individuals with disabilities. These are market groups already served by Coastal Trans, but are important potential fixed-route transit riders as well.

- **Corridor commuters** – the four study-area communities share many regional destinations, and residents of the communities travel extensively throughout the Camden-to-Thomaston corridor to access jobs and services not found in their own communities. This market segment includes daily commuters and others traveling to destinations outside their own community for errands and appointments.
- **Seasonal visitors** – the Midcoast region is a popular summer-time destination for vacationers and festival-goers with the local population increasing three-fold between July 4<sup>th</sup> and Labor Day. In addition to vacationers, this seasonal population also includes temporary workers, including international workers who typically do not have access to an automobile. Despite the fact that vacationers and summer workers make do without transit options, the market is a clear need. Potential seasonal transit users include visitors arriving by boat (privately or on group tours) or the Main Eastern Railroad; recreational vehicle (RV) travelers; summer residents; and visitors who may prefer not to drive and park in a community not well known to them. .

Within each of these market groups, there are choice riders and transit-dependent riders. Experience in other communities suggests that unless transit service is very frequent (every 15 minutes or better), choice riders usually limit their transit use to work and/or school trips (unless they are tourists). Thus, the estimated number of daily transit trips taken by choice riders is directly related to the proximity of a transit service to destinations such as schools and businesses. For transit-dependent riders, trip purposes are usually more varied, and include daily errands, appointments, and social visits, as well as work and school trips. Currently, transit-dependent residents in the study area rely on Coastal Trans or taxis for their mobility needs. An analysis of Coastal Trans and Schooner Bay Taxi ridership suggests an existing market of approximately 140 transit-dependent passenger trips per day within the study area (see Appendix C).

## THE OPERATING ENVIRONMENT FOR TRANSIT

The most reliable indicator of where public transportation is needed – and will likely be successful – is population and employment density. This reflects the fact that where there are more people who can walk to a bus route, there will be more riders. In the Midcoast region, the highest year-round population densities are found in Camden and Rockland.

Rockland has, by far, the greatest concentration of employers in the study area, followed by Camden. Rockport and Thomaston have some large and regionally significant employers as well, including Wal-Mart (Thomaston) and Pen Bay Medical Center (Rockport), but they tend to be located closer to the Rockland border than to the population centers of either town.

Traffic conditions in the study area vary significantly by season (see Appendix A). For example, in January, a maximum of 400-600 vehicles per direction pass through Rockport every hour. In August, 800 or more vehicles per direction pass through Rockport during peak hours. In general, traffic volumes along Route 1 through the region begin to increase at the end of May and are in the 600-800 vehicles per hour range for sustained periods on weekends only between Memorial Day and July 4<sup>th</sup>. Between July 4<sup>th</sup> and Labor Day, high traffic volumes for extended periods of time occur every day of the week. Thus, any fixed-route transit service in the study area must adjust for likely traffic congestion on weekends between Memorial Day and July 4<sup>th</sup>, and all days of the week between July 4<sup>th</sup> and Labor Day.

## SERVICE OPTIONS

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

5. Camden to Thomaston Comprehensive Service
6. Camden to Thomaston Limited-Stop Service
7. Rockland-Focused Service
8. Seasonal Service

Each of these options offer different opportunities to meet local needs; they all also reflect community input collected over the course of the study. Each option was also developed around a set of transit service design principles that have proven nationally to be fundamental to successful transit service. An example of how another similarly sized and positioned community successfully applied these guidelines is shown in Appendix B. The guidelines include:

- **Service Should be Simple:** For people to use transit, service should be designed so that it is easy to use and understand.
- **Service Should Operate at Regular Intervals:** In general, people can easily remember repeating patterns, but have difficulty remembering irregular sequences.
- **Routes Should Operate Along a Direct Path:** The fewer directional changes a route makes, the easier it is to understand. Circuitous alignments can be disorienting and difficult to remember. Routes should not deviate from the most direct corridor unless there is a very compelling reason (i.e. a high concentration of potential riders).
- **Routes Should be Symmetrical:** Routes should operate along the same alignment in both directions to make it easy for riders to know how to get back to where they came from. Where there are one-way streets or turn restrictions, directional service should operate as closely as possible to its opposite pair.
- **Service Should be Well Coordinated:** At major transfer locations including Ferry terminals, schedules should be coordinated to the greatest extent possible to minimize connection times.

Each service option is presented in the following text; a summary table (Figure 7-5) showing key characteristics is included at the end of this section.

### Option 1: Camden to Thomaston Comprehensive Service

#### Service Overview

Option 1 is designed as a comprehensive service traveling the entire length of the corridor from Camden to Thomaston (see Figure 7-1). The route is designed to serve the greatest number of origins and destinations in the study area, including the four regional commercial centers (Camden, Rockport, Rockland and Thomaston) as well as most major recreational facilities and employers. The route would take roughly an hour and twenty minutes to travel the length of the corridor during non-summer months, and two hours during summer traffic congestion.

The service would primarily stay on Route 1, except for deviations to Camden Hills Regional High School (at bell times and during academic year only); to Pen Bay Medical Center; to Wal-Mart; and in downtown Rockland, the service would travel west of downtown Rockland along Route 1A and deviate west to serve the Fieldcrest Apartments and Bartlett Woods. As it is current designed,

Option 1 would operate for 12 hours per day (6:00 AM to 6:00 PM), weekdays only.

**Maintaining hourly frequency would require an annual operating investment of approximately \$605,000<sup>22</sup>.**

### Market Served and Expected Ridership

Option 1 is designed to appeal to the majority of potential riders in the service area by connecting the primary population centers to the majority of key destinations. The challenge with the service, however, is that the travel time is long, in part due to deviations off the route and the length of the route (20 miles). This means the schedule must balance competing needs to be predictable without allowing too much time in the schedule.

Route 1 is expected to carry roughly 220 trips per weekday (see Appendix A). These riders will primarily be comprised of existing Coastal Trans riders; people traveling to work, high school students traveling to school and tourists during the summer month. **The cost per passenger trip is roughly estimated as \$11.00.**

### Service Design Alternatives

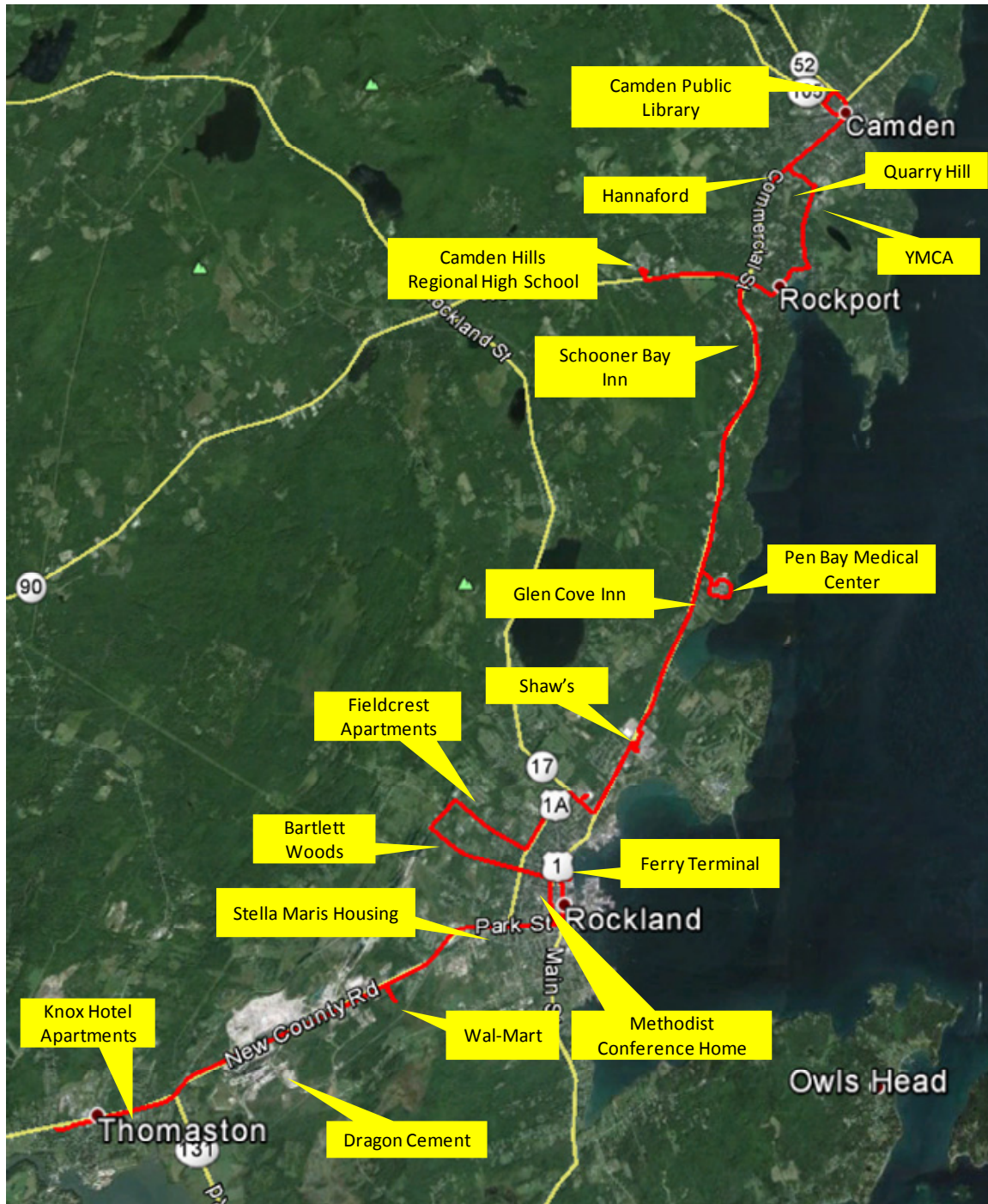
The Camden to Thomaston Comprehensive option is currently designed as a fixed-route service with scheduled stops. It is possible to operate the services as a flexible or “flex” service during the mid-day (9:00 AM to 3:00 PM), when traffic is light and the high school is not served. Operating as a “flex” service allows the bus to deviate from the fixed-route upon request.

### Strengths and Weaknesses

Strengths	Weaknesses
Travels the highest density and most destination-rich corridor in community.	Implementation of a flex route could attract some riders but would also lose others.
Provides service to all four study-area communities.	Long travel time and route deviations mean service will not likely be attractive to most choice riders.
Could be implemented with mid-day “flex” option to provide higher level of service to people with higher needs and off-route travelers.	Without additional resources, service quality erodes during summer months.
Serves Rockland Ferry Terminal.	Does not service Samoset Resort.

<sup>22</sup> Assumes 12 hours a day over 160 weekdays during base season and 90 during summer season; hourly cost is estimated at \$60 per hour. Three buses are necessary to operate the service during base and four during summer.

Figure 7-1 Option 1: Camden to Thomaston Comprehensive – Proposed Route Alignment





## Option 2: Camden to Thomaston Limited Stop

### Service Overview

Option 2 reflects a similar design as Option 1 by serving the Route 1 corridor between Camden and Thomaston. However, Option 2 is designed as a faster, more direct service with fewer stops and fewer deviations off the main corridor. A one-way, end-to-end trip is expected to require one hour travel time as compared with Option 1, which requires one hour and twenty minutes each way. The faster travel time of this option is likely to appeal to people traveling to work and tourist, but be less attractive to transit-dependent riders. **To maintain hourly service frequency, the annual operating cost associated with Option 2 is approximately \$425,000<sup>23</sup>.**

The service would largely stay on Route 1, except in downtown Rockland, where the proposed service would travel west of downtown Rockland along Route 1A, but unlike Option it would not deviate further west and thus would not serve the Fieldcrest Apartments and Bartlett Woods. As it is current designed, Option 1 would operate for 12 hours per day (6:00 AM to 6:00 PM), weekdays only.

### Market Served and Estimated Ridership

Option 2 includes fewer access points (i.e. bus stops) than Option 1, and less internal circulation in Rockland, but offers riders faster, more direct service. Primary users of the service, therefore will be people traveling to work and people wanting to travel between communities (i.e. from Camden to Rockland). The service would also likely appeal to summer travelers, especially people working in Rockland, Rockport and Camden, including younger workers traveling for summer jobs.

Route 1 is expected to provide roughly 150 passenger trips per weekday (see Appendix C). These riders will primarily be comprised of people traveling for work and tourists traveling during the summer months). **The cost per trip is broadly estimated as \$11.30.**

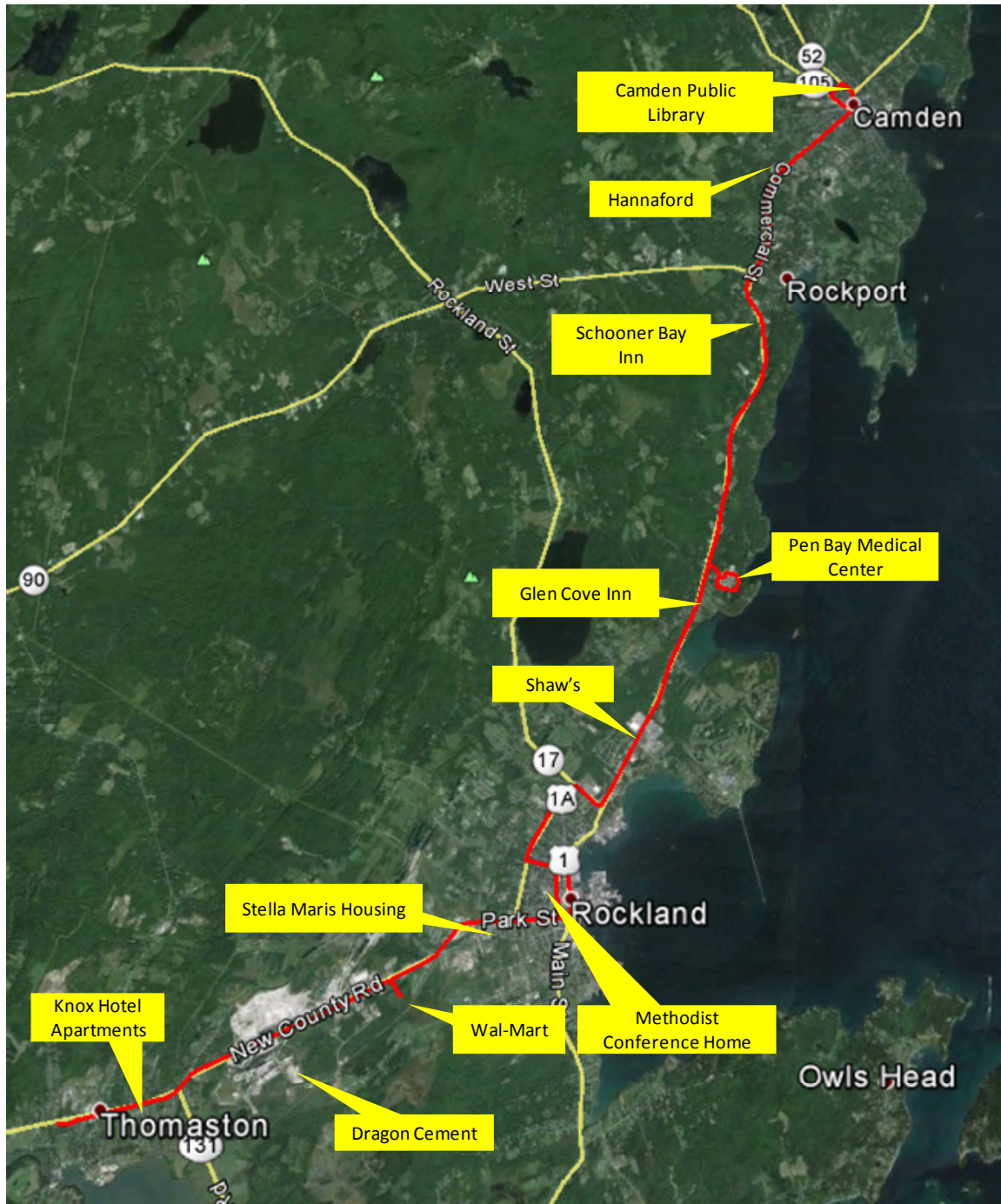
### Strengths and Weaknesses

Strengths	Weaknesses
<p>Follows the fastest, most direct path between communities and thus is most comparable to travel by private automobile.</p> <p>Simple service design is easy to understand and easy to use.</p> <p>Travels the highest density and most destination rich corridor in community.</p> <p>Provides service to all four regional communities.</p> <p>Serves Rockland Ferry Terminal.</p>	<p>Limited stops mean some riders will need to walk longer distances to get to the route.</p> <p>Accessing the service requires walking to Route 1.</p> <p>Does not service several key destinations, including Camden Hills High School, Samoset resort, Quarry Hill and the YMCA.</p>

<sup>23</sup> Assumes 12 hours a day for 250 weekdays per year – 160 weekdays during base period and 90 during summer season (2 vehicles); Hourly costs are estimated at \$60.



Figure 7-2 Option 2: Camden to Thomaston Limited-Stop – Proposed Route Alignment



## Option 3: Rockland-Focused Service (Pen Bay Medical Center to Wal-Mart)

### Service Overview

Option 3 is designed to focus service on Rockland and key destinations just outside of downtown Rockland, including the Pen-Bay Medical Center in Rockport and Wal-Mart in Thomaston. The option is designed to appeal to a broad range of market segments, but in a limited geographic area. Option 3 is also designed to allow for incremental expansion if a phased approach is taken to the implementation of comprehensive corridor-wide service (Option 1). As it is currently designed, Option 3 would operate on weekdays from 6:00 AM to 6:00 PM. **To maintain hourly frequency, annual operating costs are estimated at approximately \$360,000<sup>24</sup>.**

### Market Served and Ridership Projections

Option 3 is focused on people living in Rockland and providing connections to regional destinations. As a result, it serves Rockland residents and tourists well, providing them connections to regional employment, shopping, medical services, and shops and activities in downtown Rockland. The service is expected to appeal to Rockland residents and tourists staying in the area, including people on boats and traveling by ferry. Despite serving Rockland residents well, the option will have limited appeal to Rockport and Thomaston residents and does not serve Camden at all.

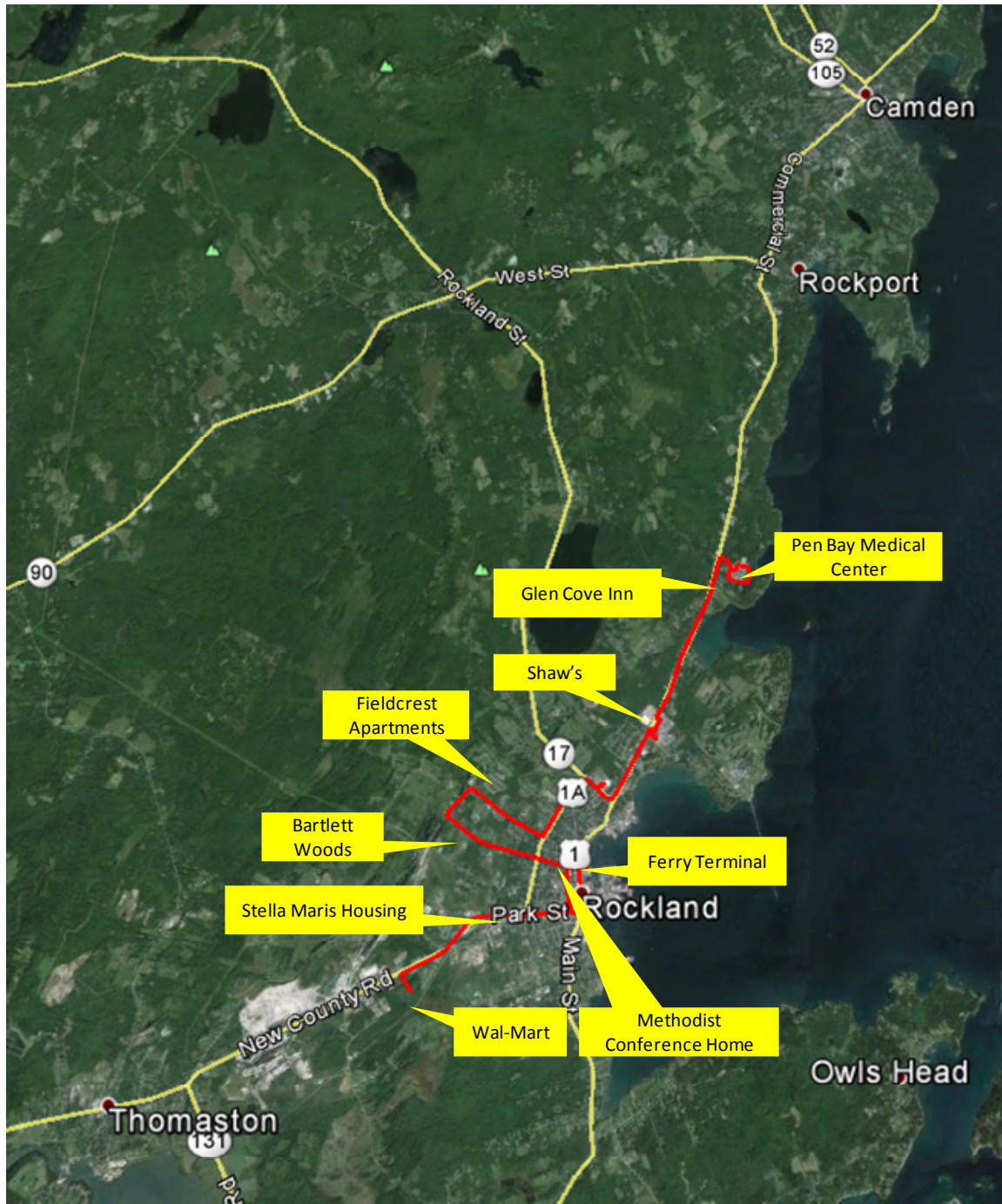
Option 3 is expected to provide roughly 160 trips per weekday. **The estimated cost per trip is \$9.00.** These riders will primarily be comprised of people living in Rockland and working at Route 1 employers; people traveling to PenBay Medical Center for employment and office visits; shopper and tourists.

### Strengths and Weaknesses

Strengths	Weaknesses
<p>Potential as a “starter” service for region.</p> <p>Connects areas and destinations with highest demand.</p> <p>Can easily be expanded (to Rockport or Camden) or contracted depending on demand (downtown Rockland to Wal-Mart).</p> <p>Can help alleviate parking demand, especially for people working in downtown Rockland who live too far away to walk.</p>	<p>Services limited geographic area.</p> <p>Alignment includes deviations that will increase travel times for some riders especially riders traveling from north of Rockland to Wal-Mart.</p>

<sup>24</sup> Annual operating costs assume 250 days per year and 12 hours per day with two vehicles in operation. Hourly costs estimated at \$60.

Figure 7-3 Option 3: Rockland-Focused Service – Proposed Route Alignment





## Option 4: Seasonal Service (Camden to Wal-Mart via Samoset Resort)

### Service Overview

Option 4 is designed to operate between the region's largest and most densely populated communities as well as the most tourist oriented areas— Rockland and Camden; it also provides direct service to the Samoset Resort and Wal-Mart. Because the option is designed to bring people to and from the key tourist markets, this option also provides the most economic-development benefits and is expected to have the largest impact on traffic and parking congestion. The service is designed to operate seven days per week during the summer months only (Memorial Day and Labor Day) between the hours of 6:00 AM and 6:00 PM. **To maintain hourly frequency, operating costs are estimated at approximately \$195,000<sup>25</sup>.**

### Market Served and Ridership Estimates

The primary markets served by Option 4 include people living and working in Rockland and Camden, especially people who work during the summer months only, such as youths and people working in downtown Camden and downtown Rockland. The route will also appeal to summer residents visiting Camden, Rockland and Samoset Resort. The service also likely appeals to downtown merchants because it provides an option for employees to get to work without driving and likely alleviates – at least partially – parking demand. The service should also serve transit dependent riders, including older adults, recognizing that the service is recommended as a summer time only service; however, older adults and persons with disabilities are more likely to use fixed-route service when the weather is good. Year round needs for these riders may be met by Coastal Trans.

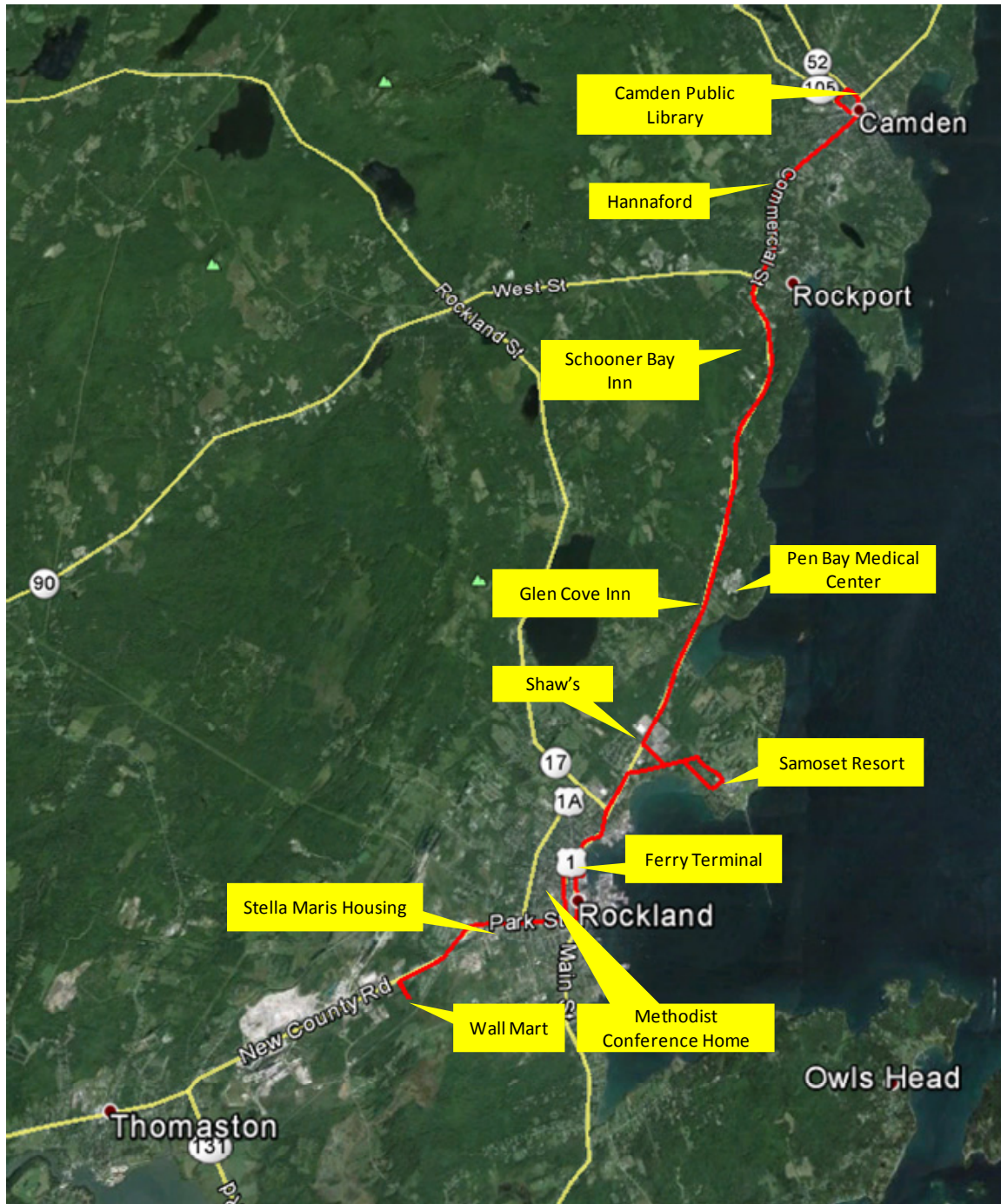
Option 4 is estimated to carry approximately 150 people, most of which would be derived from people living in corridor, plus a sizeable number of employees and guests at the Samoset Resort. **The estimated cost per trip is \$14.40.**

### Strengths and Weaknesses

Strengths	Weaknesses
<p>Provides a fast and direct link between highest needs communities.</p> <p>Serves three of the four communities in Mid-Coast region.</p> <p>Offers most economic-development potential and opportunities to alleviate parking demand.</p> <p>Could function as “starter” service to serve time with greatest need and opportunity.</p>	<p>Limited appeal to transit dependent community, except for youths employed during summer months.</p>

<sup>25</sup> Assumes 90 days of service, 12 hours of day, three vehicles and \$60 per hour.

Figure 7-4 Option 4: Tourist-Focused Service – Route Alignment



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Midcoast Transit Committee

**Figure 7-5 Summary of Service Option Characteristics**

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



## EVALUATION OF PROPOSED OPTIONS

After developing service options, the study team evaluated the individual options to determine which option, or combination of options, held the most promise for the Midcoast region. The evaluation process involved a series of iterative steps, rather than a highly structured screening process. In order to fully evaluate each option, however, the study team completed more detailed analysis on several key service parameters:

- **Create Detailed Routing and Stop Placement Plan:** In order to fully understand and evaluate the advantages and disadvantages of the individual options, it was necessary to create a detailed routing plan. This analysis helped the study team consider important factors such as travel time, the number of stops, the safety of stopping on major roads and the market served.
- **Simplicity of Service Design:** As outlined earlier, services that are simple and easy to understand attract the most riders and are easiest to operate. As part of the evaluation process, therefore, the study team considered if the option would be too complex to communicate easily and clearly with the community, including summer residents who may be occasional visitors to the area.
- **Ridership Estimates:** The study team also broadly estimated ridership for each service option by considering existing transit-dependent ridership and accessibility to key destinations.
- **Cost per Trip:** The cost effectiveness of the service as measured by the cost to provide each trip (or cost per rider) was an important consideration for selecting the preferred alternative.
- **Total Investment:** Another key evaluation criteria was the total investment cost required to get the service started, including annual operating costs but also capital investments.

The evaluation process also considered the input and comments of stakeholders and members of the public.

### Impacts on ADA Paratransit Service

In accordance with the Federal Americans with Disabilities Act (ADA), operating fixed-route transit requires the Midcoast region to also provide complementary paratransit service for individuals who are unable to use local fixed-route service. Under ADA, transit operators must offer complementary paratransit service for ADA eligible individuals unable to use fixed-route services and taking a trip that begins and ends within  $\frac{3}{4}$  of a mile from a fixed-route. Travel must occur during the operating hours of regular transit service. ADA also sets fares for complementary paratransit service at not more than twice the adult cash fare.

As a result, the evaluation process also considered the impact of the service design on ADA paratransit services. In general, longer routes that serve a larger area are more expensive to serve with ADA paratransit service. Likewise, longer operating hours, including service operated into the evening and on weekends, tend to increase ADA costs. All of the proposed options were developed assuming similar service schedules. The primary differences are associated with geographic coverage areas and service periods (year-round or summer-only). In terms of the costs of providing ADA paratransit service, therefore, Option 4 is the most favorable, as it

operates in the summer only, with very little coverage in Thomaston or Rockport. It is also worth noting that ADA paratransit service is not required where and when flex service is available.

## **EVALUATION RESULTS**

Ultimately, Option 3: Rockland-Focused (Pen Bay Medical Center to Wal-Mart) was identified as the alternative that best balances community needs, goals and objectives. Key reasons for selecting this option include:

- It is estimated to be the most cost effective service on a cost per passenger basis.
- It is the simplest to schedule, understand and operate.
- It serves most of the major destinations in the region, including downtown Rockland, the Pen Bay Medical Center, Shaw's, Fieldcrest Apartments, Bartlett Woods, the Ferry Terminal and Wal-Mart.
- It provides hourly service and the travel time can be scheduled so that departures from major destinations occur on a clock-face schedule.
- It establishes a strong starter route that can be extended over time.

The preferred option is described in more detail in the following chapter.

## 8 RECOMMENDED TRANSIT SERVICE

### Option 3 Rockland-Focused Service

As highlighted in the previous section, the study team recommends a targeted transit service that is focused on the City of Rockland, plus destinations just outside of Rockland in Rockport (Pen Bay Medical Center) and Thomaston (Wal-Mart). Rockland has the highest transit need and transit potential in the study area based on its demographic and land-use characteristics. This option is designed to appeal to a broad range of market segments, but in a limited geographic area. It is also designed to allow for incremental expansion if a phased approach is taken to the implementation of comprehensive corridor-wide service.

Option 3 features service from Pen Bay Medical Center in south Rockport to Wal-Mart in north Thomaston, with the majority of coverage focused on Rockland. Service would be hourly and would include the following major destination:

#### Town Centers

- Downtown Rockland

#### Retail

- Rockland Shaw's
- Rockland Hannaford
- Wal-Mart

#### Medical/Rehabilitation

- Pen Bay Medical Center
- Maine Vocational and Rehabilitation Associates

#### Specialized Housing

- Fieldcrest Apartments (Rockland)
- Bartlett Woods (Rockland)
- Methodist Conference Home (Rockland)
- Stella Maris House (Rockland)

#### Educational

- University College at Rockland (URock)
- Oceanside High School East

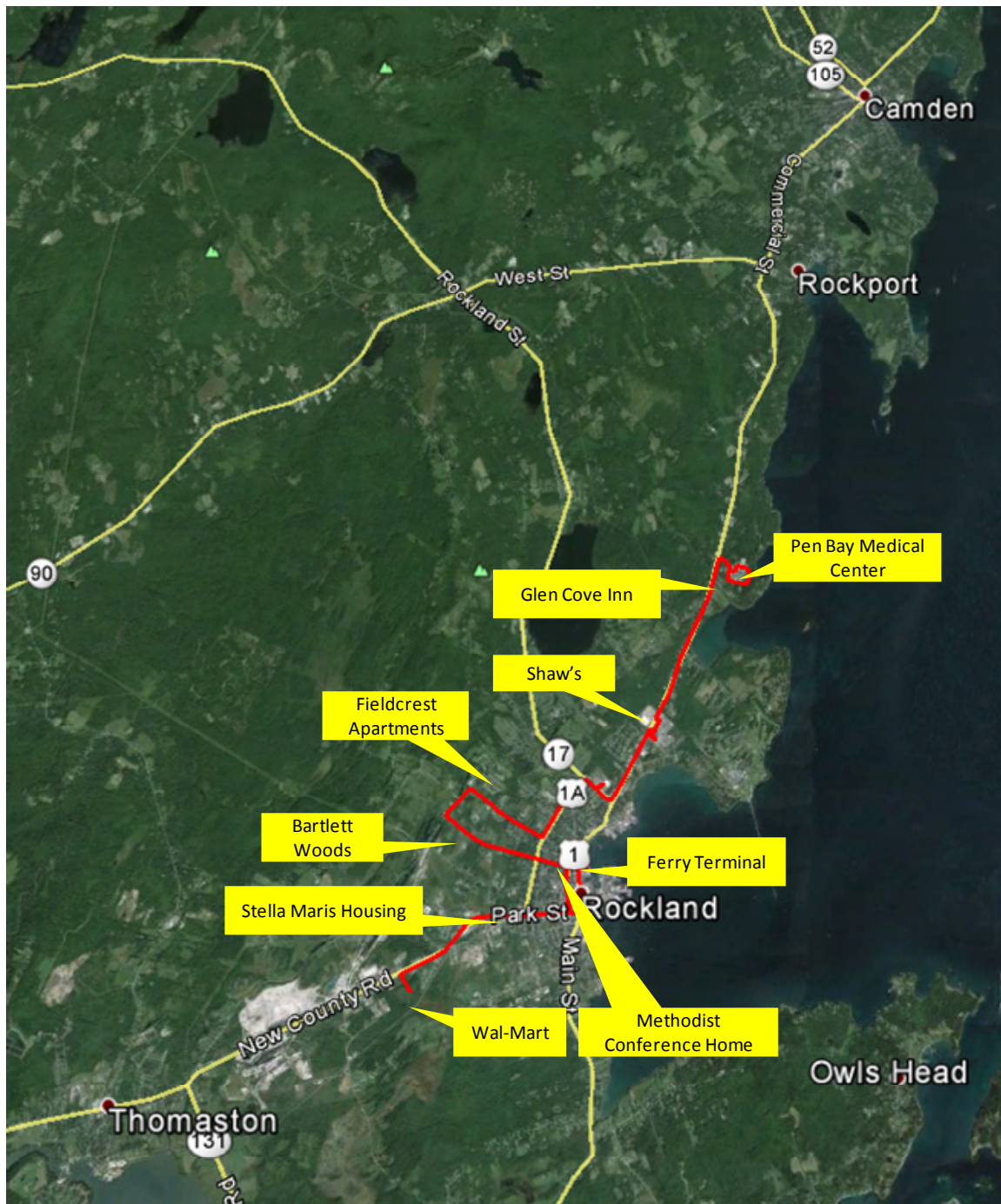
#### Recreational

- Rockland Library

#### Transportation

- Rockland Ferry Terminal

Figure 8-1 Recommended Alignment



The alignment shown above is approximately nine miles, so travel time from one end of the route to the other would take 40 to 45 minutes. If hourly service is provided, time would also be available for flex service. However, flex service may not be possible in the summer months when traffic congestion is heavier and more unpredictable.

The service would initially operate for 12 hours per day (6:00 AM to 6:00 PM), weekdays only. It may be expanded over time as ridership grows and as funding become available.

### **Market Segments Served and Ridership Projections**

An analysis of existing Coastal Trans and Schooner Bay ridership shows that approximately 75% of trips that begin and end in the study area are concentrated in the Wal-Mart to Pen Bay Medical Center sub-corridor. Within Rockland, Option 3 will provide a high level of accessibility to residents of several specialized housing communities and most of the city's major employers. This option is expected to appeal to broad range of riders within Rockland, but have limited appeal to Rockport and Thomaston residents as the route would not be easily accessible to the majority of residents of those communities.

The following table shows an estimate of the expected ridership for Option 3:

**Figure 8-2 Estimated Ridership of Recommended Alignment**

Ridership Source	Employees / Students / Existing Rider	Capture Rate	Expected Riders	Expected Transit Trips
Baseline Corridor Ridership	69	75.0%	52	104
Pen Bay Health Care	1500	1.0%	15	30
Oceanside East High School	550	1.0%	6	11
Wal-Mart	300	1.0%	3	6
Boston Financial Data Services	238	0.5%	1	2
Hannaford Supermarkets	75	1.0%	1	2
Shaw's Supermarkets	105	1.0%	1	2
Home Depot	100	1.0%	1	2
O'Hara Corporation	50	1.0%	1	1
<b>Total Estimated Weekday Ridership</b>			<b>80</b>	<b>159</b>

### **Fleet and Bus Stop Requirements**

At approximately nine miles, hourly service could be provided along the Option 3 alignment with two vehicles. One additional vehicle will be required, to serve as a spare. As discussed in the Schedule and Travel Time section below, the estimated schedule for this route leaves sufficient time for flex service and "recovery." This buffer means that, unlike with other service options, Option 3 will not require the deployment of an additional bus in the summer months.

The study team has identified approximately 30 locations along the proposed route where bus stops may be appropriate. If signs are placed at each location, this would require up to 60 bus

stop signs. It should be noted that the presence of a bus stop sign does not necessarily mean that buses will be stopping at the location on every trip. Bus stops only create an opportunity for riders to access the system, but only a fraction of stops will be used on any given trip. The signs also increase awareness of the service and help prospective riders visualize the route. In general, stop spacing is typically greater in more urbanized areas like downtown Rockland than in less-dense environments like along Route 1 north and south of Rockland.

### Schedule and Travel Time

The recommended service option begins at the Pen Bay Medical Center, provides local circulation in Rockland, and ends at Wal-Mart. The one-way travel time is estimated to be approximately 40 minutes. The table below shows the projected travel time between key destinations, taking into account the time needed for passengers to board and alight the bus. Travel times in the opposite direction would be similar.

**Figure 8-3 Indicative Schedule** (*minutes past the hour*)

1	2	3	4	5	6
Pen Bay Medical Center	Rockland Shaw's	Rockland Hannaford	Rockland Ferry Terminal	Stella Maris House	Wal-Mart
-	:10	:15	:25	:30	:40

While the route can be run in less than an hour, hourly service frequency is recommended for several reasons:

- Clock-face intervals are easier for passengers to remember, and make the service simpler to use.
- A buffer between trips allows buses to “recover” if they fell behind schedule on the previous trip (this will be particularly important in summer months), and gives drivers an opportunity to use the restroom if needed.
- Extra time can be used to accommodate flex trip requests.

## IMPLEMENTATION AND FUNDING

Once a proposed service option is agreed upon, there are a series of steps involved with first getting the service started and then operating and managing the service; this report provides guidance on each of these steps in the following section.

### Initial Implementation

Starting a new public transportation service requires going through a series of steps, including raising funds to purchasing vehicles, developing marketing materials and operating service. In the initial stages of this process, the community needs a leader or champion to get things started. The work of the champion is to build support and enthusiasm for the service, find supporters and people who will help identify and secure funding and lead a local conversation about service management and operations.

In other communities, the champion has been a member of the community with a passion for public transportation and/or an individual committed to public transportation. The champion



could also be a single staff member – or group of individuals – from local institutions, such as the City of Rockland, Mid-Coast Maine Regional Planning Commission, or the even this study's Steering Committee.

### **Management/Oversight**

Getting the transit service started also requires that the service founders or champions develop sufficient service management infrastructures (i.e. identify a potential oversight structure and operator) so that the service can reasonably attract funding, but, at the same time, recognizing that until the service starts, many of these ideas will be theoretical.

Given the resources currently available in the corridor, Nelson\Nygaard recommends that the City of Rockland function as the project manager for the transit service, but that a private entity, such as Coastal Trans, operates the service. The proposed transit service is oriented around the City of Rockland and the City has demonstrated a commitment to service development. However, the City does not have experience with operating and providing transit service. Thus, contracting out the service will allow the City to manage and direct the service without assuming responsibility for operations. Another advantage of this approach is that the new transit service can rely on other City infrastructure, including financial and accounting systems to manage and oversee the service. This structure is used by small transit agencies around the country – especially in the initial stages of service development. It is likely the City will need to dedicate at least a half-time (0.5) Full-Time Equivalent (FTE) to fulfill a Transit Manager position.

The Mid-Coast Maine Regional Planning Commission should also be a partner in the transit service development, especially in the early stages, by helping with service planning, mapping and grant writing. The MRPC may also play a role in identifying, funding and supporting the development of transit supportive infrastructure (i.e. sidewalks and crosswalks) along the route, which spans multiple jurisdictions.

## **Service Investment Requirements and Funding Plan**

### **Cost Estimate**

Supporting quality transit services on an ongoing basis is one of the biggest hurdles facing any transit system. While significant resources are available through federal programs, federal funds must be matched with local and/or state money, which may be as high as 50% of the total operating costs. As a result, the Midcoast Region will have to raise funds from local communities and partners. Raising funds for the transit service, therefore will require a combination of pursuing federal grant resources and working with local community partners and institutions to raise local funds.

The recommended service is estimated to cost \$685,000 in the first year, including both the costs associated with purchasing vehicles and developing capital facilities (\$325,000) and the cost to operate the service (\$360,000) (see Figure 8-4). After the first year, the costs decrease substantially and are close to \$400,000 annually, including ongoing development of capital resources and development of a capital reserve fund to support vehicle replacement funds. The local communities are expected to need to raise roughly \$245,000 in the first year and about \$200,000 per year for subsequent years.

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Midcoast Transit Committee

**Figure 8-4 Estimated Costs and Local Match<sup>26</sup>**

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	
<b>Total</b>	<b>\$325,000</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$182,500</b>	<b>\$30,000</b>	<b>\$100,750</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$107,500</b>
<i>Estimate Local Match</i>	<i>\$65,000</i>	<i>\$12,000</i>	<i>\$12,000</i>	<i>\$12,000</i>	<i>\$34,500</i>	<i>\$22,000</i>	<i>\$20,150</i>	<i>\$22,000</i>	<i>\$22,000</i>	<i>\$21,500</i>
Capital Fund Balance		\$10,000	\$ 20,000	\$30,000	\$ (4,500)	\$15,500	\$(4,650)	\$15,350	\$ 35,350	\$(13,850)
<b>Operating Costs</b>	\$360,000	\$370,800	\$381,924	\$393,382	\$405,183	\$417,339	\$429,859	\$442,755	\$456,037	\$469,718
<i>Local Match</i>	<i>\$180,000</i>	<i>\$185,400</i>	<i>\$190,962</i>	<i>\$196,691</i>	<i>\$202,592</i>	<i>\$208,669</i>	<i>\$214,929</i>	<i>\$221,377</i>	<i>\$228,019</i>	<i>\$234,859</i>
<b>Total Costs (Capital and Operating)</b>	<b>\$685,000</b>	<b>\$390,800</b>	<b>\$401,924</b>	<b>\$413,382</b>	<b>\$587,683</b>	<b>\$447,339</b>	<b>\$530,609</b>	<b>\$472,755</b>	<b>\$486,037</b>	<b>\$577,218</b>
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
<i>Local Match Requirement</i>	<i>\$245,000</i>	<i>\$197,400</i>	<i>\$202,962</i>	<i>\$208,691</i>	<i>\$237,092</i>	<i>\$230,669</i>	<i>\$235,079</i>	<i>\$243,377</i>	<i>\$250,019</i>	<i>\$256,359</i>

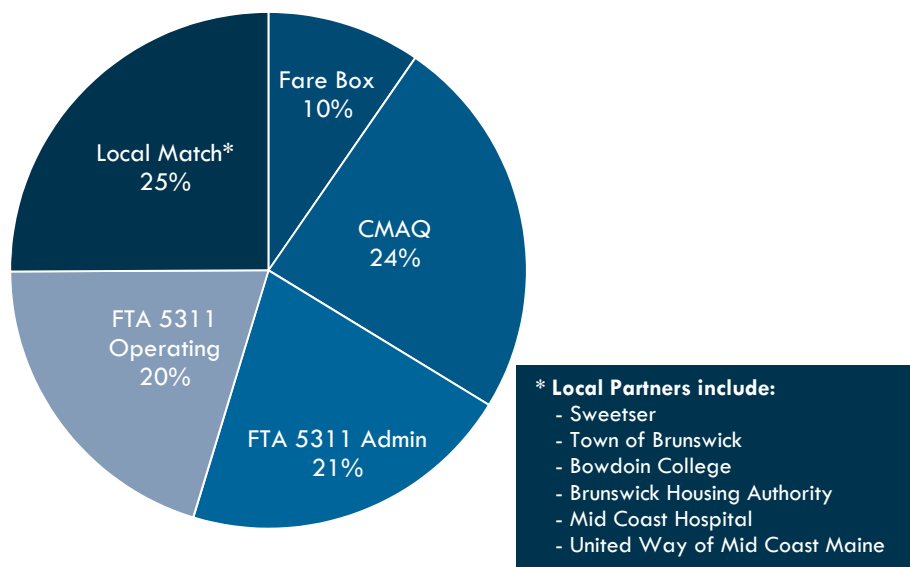
<sup>26</sup> Assumes \$75,000 per vehicle, \$60 hourly operating cost, and 3% annual cost escalation

## Funding Plan

Most transit systems in the United States get a significant portion of their funding from federal grants, with the remainder of funds coming from passenger fares, advertising revenues and contributions from other level of government (city, county, state, special districts, etc.). As an example the 2014 budgeted funding sources for the Brunswick Explorer are shown below; in this case 65% of funding comes from Federal grants, 10% from fare revenues, and 25% from a variety of local contributions.

As service is being planned in the study area, Nelson\Nygaard recommends a similar approach of pursuing federal resources and supplementing these sources with state and local funds, plus fares. Each of the funding sources is described in the following text.

Figure 8-5 2014 Brunswick Explorer Funding Sources



## Federal Funding Resources

Federal surface transportation funding is currently guided by the Moving Ahead for Progress in the 21st Century (MAP-21) legislation, which was signed into law in 2012. One of MAP-21's central goals was to reverse the proliferation of smaller and more specialized programs and consolidate them into larger programs that give funders more flexibility.

### FTA Section 5311 (Rural Area Formula Funds)

This program provides funding assistance for public transportation projects in non-urbanized areas. The program, first established in the late 1970s, remains a key FTA program. However, some structural changes were made with the passage of MAP-21 that are relevant for this plan:

- **Consolidation of JARC with 5311** – Activities eligible under the former Job Access and Reverse Commute (JARC) Program, which provided services to low-income individuals to access jobs, are now eligible under the Section 5311 program. In addition,

the method by which FTA allocates funds to the states now includes the number of low-income individuals as a factor. There is no floor or ceiling on the amount of funds that a state has to program on job access and reverse commute activities.

The Federal funding share for FTA 5311 is 80% for capital assistance and 50% for operating assistance.

### **Congestion Mitigation and Air Quality Funds (CMAQ)**

The Congestion Mitigation and Air Quality Improvement (CMAQ) program provides a flexible funding source to State and local governments for transportation projects and programs to help meet the requirements of the Clean Air Act. The Brunswick Explorer has budgeted \$75,128 in CMAQ funds for FY2014. However, as of Federal FY2014, the Midcoast region is no longer considered an air quality non-attainment region, making these funds unavailable for the time being.

### **FTA Section 5310 (Enhanced Mobility of Seniors and Individuals with Disabilities)**

Under MAP-21, FTA Section 5310 includes more eligible activities to enhance mobility for seniors and people with disabilities. These activities are 1) former New Freedom activities -- improvements that exceed the requirements of the Americans with Disabilities Act (ADA); 2) public transportation projects to improve access to fixed route transit; 3) public transit projects expressly designed for seniors and people with disabilities, where transit is insufficient, inappropriate or unavailable; and 4) alternatives to public transportation that assist seniors and people with disabilities. Some changes to the FTA 5310 program are summarized below:

- **New Distribution Formula** – Funds are apportioned based on each state’s share of the targeted populations and are now apportioned to both states (for all areas under 200,000) and large urbanized areas (over 200,000).
- **Selection Process** – Projects must now be “included” rather than “derived from” a coordinated transportation plan. Projects no longer need to be selected based on a competitive process (this is optional).
- **Operating Assistance is now an eligible activity** – Section 5310 for the first time can be used for operating assistance. No more than 45% of program funds can be used for operations.
- **Minimum Expenditures on 5310 Activities** – At least 55 percent of program funds must be spent on the types of capital projects eligible under the former section 5310 – public transportation projects planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable.

The Federal share for capital projects under FTA 5310 is 85% with a 15% required local match for ADA accessible vehicles and 80% with a 20% required local match for other capital equipment. The Federal share for operating assistance is 50%.

### **FTA Section 5339 (Bus and Bus Facilities Program)**

A new formula grant program is established under Section 5339, replacing the previous Section 5309 discretionary Bus and Bus Facilities program. This capital program provides funding to replace, rehabilitate, and purchase buses and related equipment, and to construct bus-related facilities. As part of the distribution formula, each state will receive a \$1.25 million allocation for

capital assistance. The federal share for capital projects remains at 80% with a required 20% match.

## State Resources

Maine is going through significant changes in its available funding structure with the restructuring of MaineCare. Currently, several rural transit agencies in Maine receive the bulk of their funding through MaineCare.<sup>27</sup> However, select fixed-route services, such as the Brunswick Explorer, rely heavily on Federal 5311 funding. For this reason, the section below focuses on the 5311 application process:

In order to receive 5311 funds, an entity must be one of the following:<sup>28</sup>

- State agency
- Local governmental agency or division
- Tribal government
- Private non-profit organization
- Transit agency
- Private for-profit organization (§ 5311(f) intercity bus program only)

Maine uses a Regional Provider system determined through the Biennial Operations Plan (BOP) process to properly allocate resources; CoastalTrans is one of these Providers. The BOP fulfills the Federal Transit Administration's coordination requirements and allows the state to receive federal money, which it can then disburse to providers using a distribution formula based on the census. Allocations are based on population and square mileage of designated regions; Knox County is Region 5. To apply for this funding, a Regional Provider must submit a "simplified BT-30 form", the 2011 checklist and form associated with this can be found on the MEDOT website.

## Local Funding Sources

Building local partnerships that can result in funding assistance from social service agencies and other organizations takes time. It is likely that for the first several years of service, local funding will be primarily the responsibility of the Town of Rockland, with support and assistance from local partners and municipalities. As stated previously, the costs are considerable and are expected to range up to \$245,000 in the first year with ongoing costs along the lines of \$200,000.

As soon as the community decides to embark on developing transit service development, it needs to begin the conversation with local area municipalities and institutions to begin to raise support and money for the service. There are three essential considerations in developing local sources:

- **Focus on sustainability** – As part of identifying funding sources, the Midcoast region should ensure municipalities and institutions agree to funding the service for a set period of time, say up to three years or as long as five years. The objective with the approach is to ensure the service is sustainable and has an opportunity to succeed over the long term.
- **Ensure transparency and equity** – Funders and partners that are involved in funding the transportation service must feel that their financial participation is based on

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<sup>27</sup> MaineDOT Biennial Operations Plan for Transit 2011-2012 p.4  
<http://www.maine.gov/mdot/ptp/documents/2012bop/Exec%20Summ.pdf>

<sup>28</sup> MaineDOT: State Management Plan 2011,  
<http://www.maine.gov/mdot/ptp/documents/StateManagementPlanJuly2011.pdf>

principles that are transparent and equitable. Developing a cost sharing plan, so that participants understand why they are being asked to pay how much and leaves them – for the most part – with a sense that the costs are shared equally will help ensure continued participation.

- **Demonstrate value** – A critical part of receiving funding is being able to demonstrate to funders that their investment is producing results. As a result, as part of developing a funding (and management plan), the transit manager needs to set goals; identify performance and progress measurements; and report on progress. Frequent and ongoing communication between the transit service managers to the funders is critical to ensuring continued support – both financially and publically.

## Fares

The question of whether to charge a fare or not is complex. For many smaller and more rural transit systems, the cost of collecting fares combined with the impact on federal funds outweighs the benefit of charging a fare. If a fare is charged on the proposed Rockland-focused service, it would likely raise between \$30,000 and \$40,000 annually<sup>29</sup>. If employers or other groups contribute to the service in exchange for their affiliates riding for free, the potential revenue would decrease substantially.

National experience demonstrates that transit service operating fare-free will attract more riders, especially in small towns and rural areas. Operating fare-free may be effective for the services recommended as part of this study, especially if services are oriented towards employers and employers help fund the service. In addition, in nearly every case, if an institution or employer contributes to transit service operations, its affiliates are entitled to ride the service for free. There are also several tourist-oriented transit routes that operate fare free, even when other routes in the area have a fare.

It is important to note that if transit routes are fare-free, ADA complementary paratransit service must also be provided fare free.<sup>30</sup>

### Cost Sharing Formulas

The most common cost sharing methods or formulas are based on service hours, miles, and population, as well as combination formulas.

- **Population-based** cost sharing is based on the total population for each jurisdiction or service area; or in some cases based on a segment of the population such as the number of elderly or people with disabilities within a city.
- **A service quantity formula is based on units of service** provided within a jurisdiction or service area. Units of service are defined as the revenue hours that a vehicle is in service.
- **A service quantity formula based on miles** is similar to service hours, although the units of service are revenue miles. As with service hours, service miles must be recalculated after any service restructuring.
- **Ridership based formula** can be used for a cost sharing arrangement although it is difficult to administer.
- **A combination** of factors is used by some transit systems for sharing costs.

<sup>29</sup> Assumes a \$1.00 fare per one-way trip; however Federal funding regulations mean some riders (i.e. older adults and persons with disabilities) must be eligible to ride for reduced rates during some time periods, as a result the average fare received will be less than \$1.00.

<sup>30</sup> Federal statute limits the charge for ADA complementary paratransit service to twice the fixed route fare. If the service is provided fare free, no fares may be charged to paratransit users.



## **Private Sector Initiatives**

A growing trend in the transit industry is to establish public/private partnerships as a way to increase revenues for transit and transportation programs and services. The private sector can be broadly interpreted to include employers, merchants, retail establishments and private non-profit organizations. Contributions could take the form of ongoing operating support or could also be used for one-time capital purchases such as passenger shelters and benches.

## **Employer Contributions**

The role of business groups and major employers could be viewed similarly to the role of public agencies and municipalities in financially supporting a service and promoting it. The major difference is that employers and business groups tend to provide funds for capital or one-time contributions rather than ongoing operating support. Paying for a passenger shelter or bench would be a valuable financial contribution from the private sector. Employers or merchants that benefit from a service may be interested in supporting it, particularly if a bus stop were located at their front door to maximize convenience for their employees or customers. Employers could also help subsidize the cost of transit tickets or passes. Potential employer contributors in the study area include:

- Wal-Mart
- Hannaford Supermarket
- Pen Bay Medical Center
- Methodist Conference Home
- Boston Financial Data Services
- University College of Maine – Rockland (URock)

As an example, Moscow Valley Transit, a service in the state of Washington is supported by a public/private partnership with a portion of their funds coming from a Wal-Mart Foundation community grant in the amount of \$85,000, representing approximately 15% of operating costs.

## **Service Clubs and Business Organizations**

Organizations such as the Rotary Club, Kiwanis, and Lions often pay for special projects. For transportation, they might pay for or help contribute toward the cost of a new vehicle or a bus bench or shelter near senior citizen housing. These organizations might also pay for fare reimbursement for after school or child care programs. The following organizations have clubs in Knox County:

- Kiwanis Rockland
- Camden Lions Club
- Rockland Lions Club
- Rotary Club of Rockland
- Rotary Club of Camden

Physical contributions such as benches and shelters are good opportunities for an organization to advertise.

### **Social Service Agencies**

Agencies whose clients benefit from the availability of transit service should be approached and encouraged to contribute to the services. Cost sharing is an important element in developing a sustainable funding strategy. Potential agency partners, all with high Coastal Trans ridership currently, include:

- Quarry Hill
- Coastal Opportunities
- Midcoast Mental Health
- Maine Vocational

However, the interest of social service agencies in participate in a funding partnership will depend on the ability of the transit service to accommodate the mobility needs of their clients. Thus, a Rockland-focused approach may be less appealing to some agencies than a corridor-wide comprehensive approach.

## OPERATIONS AND SERVICE PLAN

Chapters 7 and 8 of this document lay out a clear plan for service design, including route alignment and schedule. Many of the other operational issues, such as hiring and training drivers, setting up and staffing a customer service desk and developing a marketing and outreach plan will need to be developed as the community works closer to implementation. The operations plan described below assumes that the ADA paratransit service will be operated by Coastal Trans, although that agreement will need additional discussion as implementation becomes closer.

### Develop Vehicle/Fleet and Maintenance Plan

The study team recommends using smaller, light-duty transit vehicles to operate the service. Conservative ridership estimates show that the vehicles will initially carry approximately 160 passengers per day, so the vehicle capacity of 16 should be adequate for initial service.

In developing the recommended implementation plan, a number of other preferred vehicle characteristics were raised and should be included in the specifications for the new vehicles.

- Vehicles should have exterior bicycle racks, allowing for greater overall coverage with riders being able to bicycle to other destinations from the stops.
- While all vehicles will be accessible, they should also allow for baby carriages in the consideration of aisle widths.
- 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" or "Vehicle Stops at Designated Bus Stops" to ensure adjacent motorists know to give transit vehicles adequate berth.
- Buses should include space to accommodate bags or portable grocery carts.

### Identify, Secure and Mark Bus Stops

Although the current plan does not call for development of full scale bus stops (i.e. shelters and benches) it is worth noting that bus stops are one of the most effective means of communicating the presence of transit service in the area. They provide an opportunity to post information about the available system, including both route schedules and system maps. In addition, well placed stops and shelters can help make passengers feel safer and more comfortable. Accordingly, careful maintenance of bus stops and especially shelters is important to projecting a clean and safe image of the system. Opportunities to improve passenger facilities include upgrading bus stops with signs only to include some or all of the following amenities:

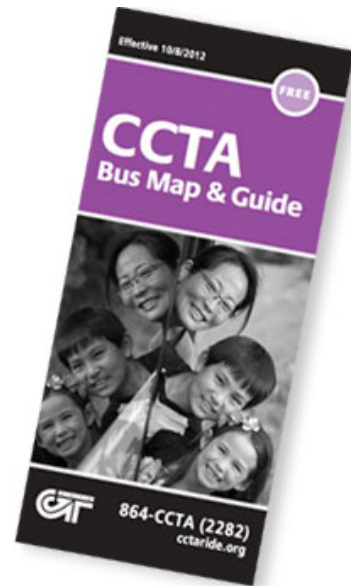
- Route and schedule information
- Transit maps
- Sheltered waiting areas
- Benches/seating
- Lighting (ideally provided by existing source such as street lamps and/or store lighting)
- Trash receptacles
- Local area maps and local information
- Bicycle racks

Moving forward, the region should establish desired standards and specified amenities to be included at bus stops. These standards and guidelines should be incorporated into ongoing roadway and infrastructure projects, and included as part of any development plans as applicable. The selected oversight agency for the service should further identify key locations for needed improvements and allocate capital funds to complete these on an ongoing basis.

## MARKETING

Once funding is secured to launch transit service in the study area, but before service commences, marketing and outreach can help build support and momentum for the service and start developing ridership. A marketing and outreach campaign typically includes the following elements:

- **Press releases** – information about the key features of the service, including route, schedules, fares, and hours of operation can be made available through social media posts and features in key publications as details become finalized.
- **Website and print brochures** – for a new service, it is recommended to develop a “rider guide” brochure and accompanying website that include a route map and schedule along with detailed information on how to use the service. Information in the rider guide should include service hours of operation, fare policy and purchase information, bus stop and park & ride locations, contact information, and instructions on how to request flex trips and paratransit service (i.e. Coastal Trans demand-response service). Brochures should be distributed to public institutions (libraries, colleges, medical facilities, etc.) throughout the corridor and made available to social service providers, employers, and others who may request them for their staff and clients.
- **Site visits and travel training** – on-site informational sessions are recommended with human resources and other key staff at destinations along the corridor. With sufficient information and materials (rider guides), these individuals can serve as “ambassadors” for the transit service once service begins. Targeted destinations should include schools, hospitals, senior housing facilities, recreation centers, libraries, social service providers, inns and hotels, and major employers. In addition, a travel-training program for older adults, persons with disabilities, and students can help these groups of likely riders become comfortable and familiar with accessing the service and reading schedules.
- **Informational displays at community events** – fairs and festivals can be a good opportunity to share service information with a broad cross-section of the corridor communities. Displaying a bus at these events is a particularly effective way to capture the attention of prospective riders and to create “buzz” about the new service..



Source: Chittenden County Transportation Authority

- **Install bus stop signs and amenities** – some new transit services begin operating without installing bus stop signs. Instead they rely on a “flag-stop” system, in which riders are expected to flag down a bus anywhere along its route. This approach is not recommended because it usually results in lower ridership and slower ridership growth. The presence of highly-visible bus stop signs helps raise awareness of existing (or future) transit service and gives prospective riders confidence that they are waiting for the bus in the right place. The effectiveness and utility of the signs is further increased if route and schedule information is displayed at the stop. Over time, installing passenger amenities such as benches and shelters at select stops can both improve the visibility of the stop and enhance the over-all transit experience. Enhanced amenities are typically installed based on ridership figures or the presence of sensitive populations such as senior citizens.
- **Google Transit implementation** – Google Transit is a powerful trip planning and online mapping tool that can improve the transit experience of riders and make transit options known to potential riders. Google’s free trip planner presents transit users (and prospective users) with an online tool similar to the driving directions that so many internet users are already familiar with. Google Transit makes public transportation easy to navigate and removes an element of the unknown that acts as a barrier for many potential transit riders. Users can access Google Transit data on any internet-enabled device including hand-held mobile devices. Transit providers can make their route and schedule information available on Google Maps by joining the Google Transit Partners Program and uploading their service data in a specified format called the General Transit Feed Specification (GTFS).

## STAFFING, MANAGEMENT AND GOVERNANCE

A critical part of the Midcoast transit service is sustainability. Working from this plan, the most pressing issue will be identifying funding partners, applying for grants and assembling the required financial resources. Looking ahead, however, it is critical to remember the longer term goals of sustaining the service after grant funds have been used. The primary method to make the service sustainable is to ensure it is well-used and develops a strong constituency. At the same time, it is also worth taking some strategic steps to strengthen service constituencies and broadening support for the service. We have identified two such potential actions, each of which may be started as soon as possible after the service is implemented. These tasks include establishing a longer term governance structure, developing a performance monitoring and evaluation system, and considering expansion potential.

### Establishing a Longer Term Governance Structure

***Consider developing an Advisory Committee or Board of Directors to oversee service development.***

Nelson/Nygaard recommends setting up the transit service to be managed by a Transit Manager housed in the City of Rockland with service provided under contract. This may be an appropriate structure for service operations and maintenance in the short-term. With the longer term goal of self-sufficiency and sustainability in mind, however, it may be more appropriate to develop an Advisory Committee or Board of Directors to help oversee service management and set policy direction for the service. Such a committee or board will help ensure the service is truly a community service, help broaden support, and ensure decisions about service development are created with stakeholder input.

## Performance Monitoring and Evaluation

***Bus service should be consistently monitored to ensure service productivity and so that services may be adapted to meet rider needs.***

There is a clear desire for transit service in the Midcoast region; this sentiment was strong throughout the planning effort. The initial service is designed to be simple and convenient to use, while serving the areas of greatest identified need. For service to be sustainable in the long term, the Midcoast region should review its service, operations and ridership on an ongoing basis, with more formal assessments occurring at least quarterly, if not monthly in the initial stages. Monitoring should use simple performance measures to track following service elements:

Service Reliability – With little recent service history, schedule estimates may be either conservative or aggressive, and only with a regular track record of running service time can these be evaluated. Once established, schedules, headways and time points can be adjusted as needed. This effort will ensure the service is reliable and meets riders' expectations.

Evaluate ridership by route and stop – While some stops will certainly see higher ridership than others, ridership should be tracked by stop (boardings and alightings) and adjust as needed. Some stops may be too close together, allowing one to be eliminated, while others may need to be slightly relocated, or changed to/from front door service to best serve riders. Also, high ridership stops are ideal candidates for investments in bus stop infrastructure and amenities.

Assess service span – Initial plans call for service to begin at 6:00 AM end by 6:00 PM. Monitoring ridership and running time 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 at certain time periods.



# Appendix A Stakeholder Questions

## **Midcoast Maine Transit Study Stakeholder Meeting Questions Thursday, February 28th – 1:30 pm**

- As a stakeholder in this process, what agency, organization, company or interest group do you represent?
- How are mobility issues currently handled in your community (Coastal Trans, Concord Coach, taxis, others?)?
- Who uses Coastal Trans and Concord Coach? How are they being used (trip types, travel patterns)?
- From your perspective, how well are the existing transportation services meeting mobility needs in your communities? What gaps do you see?
- What role do you see for public transportation in meeting current and future travel needs in your cities and in the region? What are the top priorities?
  - Access for seniors and people with disabilities
  - Providing access to jobs for carless households
  - Travel options that appeal to or serve visitors and tourists
  - Connections to colleges and universities
  - Ferry Shuttles
  - General purpose public transportation
  - Other
- What do you see as the major constraints in getting started with some of these projects/efforts? What do you need to make some of these things happen?
  - Funding – local or federal/state?
  - Leadership support
  - Staff availability
  - Design expertise
  - Other
- Are there examples of other transit agencies that get transit “right” and could serve as a model for the Mid-Coast Region?
- How interconnected are the cities of the Midcoast region? Are there critical services that exist in one town but not the other? Is travel (not just transit) mostly local or region-wide?
- What is your perception of the pedestrian environment in your cities and in the region? Is it in a position to support transit? Is transit seen as a solution to poor pedestrian connections?
- What sort of historical perspective can you provide to this study? Has transit service existed in the region before? What worked, what didn’t, and why?
- Do you have any other concerns or things the team should be aware of as we go forward?



## Appendix B Employer Survey Questions

1. What is your name and title?
2. How many employees do you have?
3. How would you describe what your company does (If we are unclear)
4. How many employees does your company or organization employ in Knox County?  
(Name each location in Knox County if more than one)
5. To the best of your knowledge, do any of your employees use the following ways to get to work?
  - Coastal Trans (MAY NEED TO DESCRIBE):
  - Taxi:
  - Vanpool (GO MAINE):
  - Carpool:
6. Do you have difficulty attracting or retaining employees because of transportation issues?  
(Essentially we are trying to find out what the transportation needs are in your area.)
7. What are your biggest issues in hiring or retaining employees?
8. Do you have difficulty attracting or retaining clients or customers because of transportation issues?
9. Does your organization have a traditional work schedule (9:00 – 5:00) or do many employees work late night / early mornings? Do they all come in at the same time or in designated shifts?
10. Does your organization participate in any programs to encourage or facilitate carpooling or vanpooling (or have you ever)?
11. Do you or have you ever provided your own transportation service (company van) to allow your employees or customers to reach you more easily?
12. Would your organization consider participating in an employer subsidized transit pass program for your employees if they were able to utilize transit to get to work?
13. Would your organization consider advertising on or in transit vehicles or passenger amenities if they were available?
14. Do you think the time is right to consider a general purpose public transportation service in Knox County?
  - Yes
  - No
  - Comment (Optional)
15. Would you be willing to publicize an online survey through your internal /external communications network, whether it is e-mail, a newsletter or whatever you use?
16. Would you be interested in getting updates on the study via email?



## Appendix C Online Survey Questions

### Midcoast Transit Study Public Survey

*The Midcoast Transit Committee is exploring the potential for public transportation services in Knox County. Please tell us your thoughts and ideas about how you travel in and around the county.*

Where do you currently live?

Town: \_\_\_\_\_

How old are you?

1. 18 or younger
2. 19-34
3. 35-50
4. 51-65
5. 66 or older

What is your current employment status (circle all that apply):

- Employed
- Looking for Employment
- Retired
- Student (Middle, High School)
- Student (College, University, Trade School)
- Disabled
- Other \_\_\_\_\_

Do you have access to an automobile that you can use on a daily basis?

- Yes
- No

Have you ever used Coastal Trans?

1. Yes
2. No

**MIDCOAST TRANSIT STUDY | FINAL REPORT**  
Midcoast Transit Committee

If you have used Coastal Trans please tell us a little bit about how you use it. If have not used it please skip this question. Where do you typically travel for the following purposes (Check all that apply)?

	Work	School	Shopping	Medical Services	Personal Errands (banking, shopping, library, salon, etc).	Visit Family or Friends
Camden						
Rockport						
Rockland						
Thomaston						
Appleton						
Cushing						
Friendship						
Hope						
Owls Head						
Saint George						
South Thomaston						
Union						
Warren						
Washington						
Other (name)						
Other (name)						
Other (name)						

Have you used any other transit services in Knox County (check all that apply)

- Taxis
- Concord Coach
- Vanpool (GO MAINE)
- Ferries
- Site-Specific Shuttle (Coastal Opportunities, Salvation Army, Quarry Hill, etc.)
- Other \_\_\_\_\_



**MIDCOAST TRANSIT STUDY | FINAL REPORT**  
Midcoast Transit Committee

Please tell us about your current travel patterns (regardless of how you get there). Where do you typically travel for the following purposes (Check all that apply)?

	Work	School	Shopping	Medical Services	Personal Errands (banking, shopping, library, salon, etc).	Visit Family or Friends
Camden						
Rockport						
Rockland						
Thomaston						
Appleton						
Cushing						
Friendship						
Hope						
Owls Head						
Saint George						
South Thomaston						
Union						
Warren						
Washington						
Other (name)						
Other (name)						
Other (name)						

**MIDCOAST TRANSIT STUDY | FINAL REPORT**  
Midcoast Transit Committee

If you commute to school or work daily, can you give us an idea of what times you commute?  
Please check all that apply. If you do not commute to school or work please skip this question.

	3-5am	5-7am	7-9am	11am-1pm	1-3pm	3-5pm	5-7pm	7-9pm	9-11pm	11pm-1am	1-3am
Monday											
Tuesday											
Wednesday											
Thursday											
Friday											
Saturday											
Sunday											

Would you use a daily transit service if it were available?

- Yes
- No

Do you think the time is right to consider a general purpose public transportation service in Knox County?

- Yes
- No
- Comment (Optional) \_\_\_\_\_

## Appendix D Innkeeper Survey

### Survey Questions for Hotel and Inn Keepers

*The Midcoast Transit Committee is exploring the potential for public transportation services in Knox County. The following questions are meant to assess the mobility needs of area employers and their employees.*

Which hotel/inn do you represent? Name \_\_\_\_\_ Town \_\_\_\_\_

How many employees do you employ in Knox County?

(Name each location in Knox County if more than one) \_\_\_\_\_

To the best of your knowledge, do any of your employees use the following modes to get to work?

- Coastal Trans
- Taxi
- Vanpool (GO MAINE)
- Carpool

Do you have difficulty attracting or retaining employees because of limited transit options?

Do you have difficulty attracting or retaining clients or customers because of limited transit options?

Do your employees have at traditional work schedule (9:00 – 5:00) or do many employees work late night / early mornings?

Do you or have you ever provided your own transportation service (hotel van, for example) to allow your employees or customers to reach you?

Would you consider participating in an employer subsidized transit pass program for your employees if they were able to utilize transit to get to work?

Would you consider advertising on or in transit vehicles or passenger amenities if they were available?

Do you think the time is right to consider a general purpose public transportation service in Knox County?

- Yes
- No
- Comment (Optional) \_\_\_\_\_



# Appendix E Public Meeting Questions for Discussion

## Questions for Discussion

- What surprised you most about the information you have seen tonight?
- What are the key destinations in your community or in the region that you feel must be included in any transit system?
  - Do these differ by time of year?
- People often turn to transit as a solution to a specific “pain point.” What are the pain points in this region?
- Which of the service approaches do you think would benefit your community most?
  - If different approaches would benefit different groups, please explain.





# Appendix F Service Alternatives Survey Comments

## Option #1: On-Demand Survey Comments

- Great for elderly's medical appointments, but doesn't address needs for shopping, visiting friends, going to library, etc. Limited service.
- I like this idea. The hours seem very appropriate and convenient.
- Great idea
- I think the towns of Union and Warren, both of which use the shopping and healthcare locations of the Midcoast, should be included in the transportation plan.
- Route looks good, but sounds inefficient depending on the number of users?
- Good
- I have read through the whole survey, and am commenting here as a general comment. These variations are helpful for people who live on the route 1 corridor, but none address the needs of people who live on the st. george peninsula. the population in tenants harbor and port clyde is aging, and increasing numbers of that population cannot safely drive distances. a solution that includes some kind of regular service down the peninsula would be of great value.
- Appears to be a central location and convenient for the many customers seeking transportation for medical reasons.
- This seems like a reasonable approach with two service areas. However, as one who goes to Camden and Rockport from Rockland frequently, I might like to see a transfer node in Rockland rather than at PenBay.
- Would like to see more detail on how this service will work with only one bus in each region.
- Where do you catch your ride? Is secure parking available? Or, is it door-to-door which would add far more travel time to one's trip.
- It's an option and may help some, but many people are able to find a family member or neighbor to help out during the day. After work hours coverage is greatly needed.
- I probably wouldn't use this
- I'm confused - would this get me from Rockland to Camden?
- They would pick you up at home? What would be the "lead time" for scheduling your ride? Coastal has gone from 24 hours to 48 hours, a moot point because they never answer their phones or call you back. Would one be able to "subscribe" to a fixed 5 day schedule? Finally, what would be the overlap at transfer? Might work fine for doctors or shopping, but in my opinion the working poor have the toughest lot.
- Not very interested in this. I could call a taxi for this service, it would be quicker.
- Yay!

### Option #1: On-Demand Survey Comments

- Sounds useful for people in the Camden to Thomaston strip. I live in Hope and would not use it often.
- It sounds great. Though, on demand would probably be more expensive.
- I've only lived in Maine (Camden) for 6 months, and am not familiar with Coastal Trans. I don't drive and might use Dial-A-Ride.
- service should be available for citizens in st. george and south thomaston on route 131 and 73
- I think 8pm would be a better end time. We don't all work 9-5 jobs.
- Too narrow in focus
- Useful for planned trips such as medical appointments.
- Feedback I hear regularly is that the current Dial a Ride doesn't work or doesn't work for them. "They report they can't count on actually getting a ride when they need it, the phone / "leave a message" system doesn't work and when they need a ride same day due to a doc appt, they can't get it.
- Would meet the need of "Islanders" not having to bring autos to the mainland for just one or two appointments in the Mid Coast Area.
- Need more details. For example, if you wanted a ride to work every day from Camden to PBMC, would you have to call every day?
- I would be most interested in the least expensive options of travel. A regularly scheduled bus would work fine for me for getting from downtown Rockland to PBMC, Camden, shopping in Thomaston.
- Good Idea, but how much notice would be required, many people need unplanned transportation
- I think it would be preferable to have a set schedule that people can count on - e.g. buses leave Pen Bay on the hour, and arrive at various stops at certain times.
- Great for service to Penbay hospital and our elderly population. Coastal trans is very restrictive with their notification policy
- Ok, this is helpful, but what about the great need for transportation from the outlying areas (Lincolnville, Hope, Union, Appleton, Warren)?
- Hmm. not sure what to say. Except - yes. That makes sense - dial a ride, like the taxi - from penbay? is that what that means? or ?
- Seems worthwhile. I'd be curious to know how frequently/ at what time intervals these dial-a-ride bus services would end up being available. Depending on the demand for services, would a person have to wait for hours to get a ride after they called or would there be a guaranteed response time?
- Would be responsive to nonemergency needs that people have at Pen Bay. Simple.
- Would it service anyone or certain criteria?

### Option #1: On-Demand Survey Comments

- It's okay, but my Mom lives in Martinsville, and there's no way for her to get to Rockland. There are already taxis that provide "on-demand" services, how about a plan that serves a group that has no services?
- Limited
- better than nothing, but we need something that covers more of route one - going all the way to Belfast would be great
- There would have to be some sort of coordination of service to make going from the purple area to the red area.
- this seems better than nothing. Ideally, we would have ongoing service, however, Approach #1 may be more fuel efficient, particularly if the 'current' route is advertised somehow.
- Great Idea
- I believe an option would be to contract this service to a local transit provider that has expertise in livery and that we know has the professional staff to carry this out.
- This is good for people who need "custom" rides. Is there also a way that the riders could use taxis and have the charges paid for by the community? This would be cheaper and a lot more flexible than buying vans and hiring people. The taxi services could employ more people as necessary.
- On-demand is a good idea so that people wouldn't need to wait for an infrequent service, but it might be inefficient in case the bus is off driving someone somewhere that another person needed to go just slightly before or after.
- Sounds like a good plan.
- How many people would be anticipated to use this service? This seems inefficient to me, to have two buses running for 12 hours/day with no set schedule? I can imagine the bus carrying 1-2 people at a time, which seems like a true waste.
- I don't really understand what "on demand" means - would I need to wait until it had enough passengers? How would the transfer process work then? I live in Rockland and would rather catch a regular bus to Camden then have to go out of my way to make a call - as I might as well then call my friend to borrow their car...
- No improvement over what we have with Coastal Trans
- Not much better than what we have now.
- Like a TAXI ??? Will 24 hour notice ( or whatever amount of time ) have to be given to the company in order to get a ride?? Sometimes people need a ride unexpectedly and fairly "immediately" ( or soon ). TAXIS are easier to get, in a pinch...Would this be an expansion of COASTAL TRANS operations ?? Would this type of operation "take away" or "add to" the other options offered ?? Limited Funds?? = Limited number of Buses/Operational Costs...Higher FEE for individuals?? People perhaps "competing" for Limited Buses & Schedule Conflicts ?? More expensive to operate that Service Approach 2a ???

### Option #1: On-Demand Survey Comments

- Flexible timing would prevent empty buses. Limited itinerary would be of little use, but very valuable for those who to get to the med center.
- While this service is cost-effective (it only runs when it will be used) a lack of consistency in regular 'run times' is a deterrent for most commuters/passengers who might only decide last minute to use a form of public transportation.
- I wonder how far in advance you'd need to dial? Would there be regularly scheduled transfer times at the hospital? I might feel uncomfortable using a service like this just to be more eco-friendly...feeling like I'd need to save it for folks who had no other option.
- Works well in small resort areas.
- Seems a bit choppy. Regular, reliably timed service makes more sense.
- May be a challenge for those who are unable to actually dial for the ride (no phone, etc.)
- This is fine for those whose travel needs are limited to weekday medical visits. This community needs something more comprehensive.
- Like the idea of Pen Bay Medical as a transfer point. Previously had not thought of it, thinking a town center, but looking at the maps shows it is a good central point
- Without a service area limit, it seems that these 4 towns encompass too much square mileage 4 2 bus routes. I believe there would need to be some route structure to be able to keep a schedule of any sort.
- Good idea
- With the single bus it will not be "on demand". Taxi's are truly on demand and from one door to another door - not on a route
- I think this should be kept as one part of the overall plan. It could be done with passenger vans or larger cars - it would not have to be buses. I believe the service should reach into Waldo County.
- Incredibly discouraging approach. How can rail service be supported with such a limited service area?
- Is there a charge for this transportation service. If not, who is entitled to ride on it?
- This serves the disabled & elderly populations well. I don't believe it would decrease auto traffic of commuters, shoppers, or tourists.
- My only concern with this is that there are likely far more people needing transportation from the Rockland area than from the Camden/Rockport area so dividing the areas so only one bus goes to each seems less than equitable.
- This is GREAT and is certainly better than nothing and serves a reasonable section of the region.
- I think that is a great starting point.

### Option #1: On-Demand Survey Comments

- This is a great idea and would provide tons of people without transportation to places they needed and give them independence back. Seniors be able to get to the grocery store and the pharmacy and to doctors appointments when needed.
- An important component for the communities - especially for those who have not vehicle and an emergency comes up
- Good idea
- This option is better than nothing, but would it cost extra if you were the only passenger on the bus?
- Inadequate
- This could be a helpful service but I believe that a bus running on a schedule would be better.
- This is great for people in the coastal towns, who have advance notice and can make plans. Not so good for spur-of-the-moment needs, travel to entertainments, and those living in non-coastal towns.
- Question Would it be possible to get on and off the bus?
- Great idea especially if it is open to everyone
- Sounds like a reasonable beginning. What is the estimated time required between "demand" and use?
- Could be useful
- Like this concept
- Not particularly interested in having to arrange my transportation say from Walmart to Shaws to French & Braun.
- Not bad, but nowhere near enough! I would want to go from Rockland to Camden, for example! Hospital is far from the only "destination"
- Superficially it might sound like a good idea, but I don't believe it will. I think it will fail as all past attempts did .
- Week days are when most medical appointments are scheduled. This option should be very helpful to citizens. If PBMC would seriously schedule appointments during this time, it would work.
- Probably not economically the best approach.
- I don't know how much this would cost. A low cost option such as this would be great.
- combine this service with the route stops and daily service shown in option 3
- I do not think this approach differs from what is being offered already.
- I would see this as a second option.
- Better than nothing, but not much.
- Sounds good, but not very efficient. It would have to be ru better than Coastal Trans.

### **Option #1: On-Demand Survey Comments**

- Seems to not really provide what's needed...unless it could be on very short notice calling.
- This would be better than what we have now. But if this was the only service out of Camden I would find it hard to use. I am 80 years old and would have a hard time changing buses say if I wanted to go to Walmart.
- First, since we do not know the provider or relationship with Coastal Trans, sharing equipment with them may not be feasible. How would patrons access this service, on-line, telephone, other?

### **Option #1A: Community Shuttle Survey Comments**

- People could schedule their appts on days travel scheduled; seems likely to be more effective use of transportation.
- This option doesn't appeal to me as much.
- The other one is better
- Too complicated, especially for those needing healthcare services at PenBay.
- Also seems fair and probably a bit more efficient - any chance of an evening option?
- Using this option would eliminate the service as a commuting option. I think it would reduce ridership drastically.
- Very bad idea. People should not be limited by day, they have commuting needs every day.
- I like the shuttle concept but think it needs to be offered on a daily basis with the exception of weekends. It's hard enough getting appointments for various needs, i.e. medical/dental; patients are pretty much dictated to by medical providers. Will shuttle service accept pets if someone needs to go to vet?
- Too limited. Likely to help some, but not nearly enough.
- I probably wouldn't use this
- Would work for people with plenty of leisure time, but not for people who want to use public transit for work.
- Leaves out the working poor completely. Two thumbs down. The above would be, and is, better covered by taxis.
- No thanks
- Having the service more available is good. Maybe if more people were having the demand at the same time, it would make more sense.
- This Approach sounds even better for me; might enable me to make errands from Quarry Hill to downtown Camden--on a day when our weekly shopping shuttle does not go.
- Better



### Option #1A: Community Shuttle Survey Comments

- Very limiting in terms of days available.
- Not sure how this would work out with appointments.....
- Every day would be better if you're going to work, and work M-F.
- This sounds similar to what we have now with Coastal Trans.
- Same comment as opt 1
- Having worked in the pediatric office for 27 years, I know this will not work for the majority of families with children who cannot pre-determine their needs.
- Good idea, but still too restrictive for appointments to penbay which will be a focus for this service
- Way too inconsistent and confusing.
- Same comment as above (#1). + appointments aren't always flexible enough to fall on certain days.
- Feels like a lot to keep track of logistically, for rides and social services staff alike.
- More troublesome since people's nonemergency needs with PenBay don't fit neatly into the town/area schedule.
- Again, a regularly scheduled service is cheaper to run, but should include outlying areas too.
- Will not met the needs of people
- it needs to be daily, or as often as financially possible
- This would be confusing to some, and people would get frustrated trying to remember and not use the service.
- Daily service would be far better.
- No
- I believe contracting this service out that we could offer this service on a daily basis for all locations.
- Again, why not have subsidized taxi service on all days? Sometimes people can't plan ahead. You could have a card that did the same thing as limit which weekdays - the user would have a certain number of subsidized taxi rides every month. Then they could manage their travel.
- Having daily service seems important, so this one does not appeal as much.
- A more economical option, but not sure it would fit realistically into doctor/hospital appointments.
- Way too complicated...
- too restricting and inconvenient for traveling on days when needed

### Option #1A: Community Shuttle Survey Comments

- My concerns to this variation of the on-demand approach are the same as with the first example. And by running the buses on opposite day schedules, the system seems even less effective for those wanting to get from, say, Rockland to Camden. It just seems like this type of system would quickly get chaotic, as you need more riders to make it worthwhile, but the more riders you have, the less efficient the system is because the bus is always out picking someone up or delivering them when you might want a ride.
- Same comments as before. The best service will be reliable - every day with reliable times and operate from Thomaston through to Camden with stops @ the Main St shops in Thomaston; Main St shops in Rockland; and center of town in Camden (with other stops in between and along the way of course).
- Slight improvement over current Coastal Trans options
- Slightly better than option 1, but not much improvement over what Coastal Trans offers now.
- See my comments on #1.....This Service Approach would perhaps be less expensive, due to a "ROUTINE", as opposed to slap dash of Service Approach #1. ( More "Predictable" )
- This approach is even less consistent than Approach #1 - and limits the availability of the transport. For this new service to be used, it must be consistent and regular.
- This also feels like an approach that is servicing a limited population. Perhaps making sure people can get to medical appointments is the first purpose a bus might need to serve. This seems less helpful for that than the previous option.
- I like this a bit better than the first option.
- Too complicated.
- I would view this alternative days approach as a means for testing the waters and "growing into a more extensive service.
- I again believe there must be some structured routes to be able to maintain a schedule. Also, booking appointments around a couple of days a week could be limiting for both the passengers and the transit system.
- Don't like this as much; people can't always schedule doctors' appointments on only 3 days, and it doesn't deal with daily commutes.
- Again - a Taxi is available all the time and door to door
- This seems to introduce more complications than necessary.
- Same comments as the previous.
- This one might be confusing to residents of those towns and which day they could ride the shuttle.
- This approach again serves elderly and disabled. It will probably be difficult for these populations to coordinate appointments, especially urgent ones, with the days the service is available.

### Option #1A: Community Shuttle Survey Comments

- This approach makes more sense. One question, will riders have to call the central number where requests throughout the state call? If so, nothing is going to work unless it involves no need to call, rather set up specific times for specific locations.
- This is a good option also. I worry about the impact on physicians' offices in scheduling appointments to meet these days but still, everyone must adapt. YES.
- Excellent - providing service days for each community three days a week is a great start.
- This is a good alternative if the approach #1 is not approved. I think this limits when people can get to where they need to be, but is a better solution than having no transportation at all.
- Too complicated
- Not as good as first option
- How expensive would this service be? Could a Rockland resident get service to Camden on a Thursday? Would the bus wait around to take them back?
- Inadequate
- I think anything is an improvement but that it might be confusing to people to recall what days the service is on or off.
- I think you'd have trouble getting the schedulers in medical offices to work with this. It seems too limited, and still does not serve the non-coastal towns.
- I would rather have a daily bus.
- Perhaps a good alternative if approach #1 is too expensive
- Too limiting for flexibility in scheduling appts
- Better than 1 but does this mean that on the Rockland to Camden route, that a person can make multiple stops throughout the day going one way and then a full return? Not interested if multiple stops are not part of the transportation.
- "Requested pickup" is still not good enough...lots of problems waiting for buses that are late, in all kinds of weather!
- It is a poor idea
- This seems logical....in order to maximize the use of the buses (cut gas costs). But, it still puts restrictions on patients or other appointments. PBMC would need to cooperate.
- I'm more in favor of a set bus route with set times -it's a more standard way of doing this.
- If this is low cost it would be a valuable option.
- I think the mixed schedule will limit ridership and confuse the public.
- Seems a bit limited
- I'd like to go from Rockland to Camden and my parents would like to go from Camden to Rockland. I don't think this would work for us at all.
- Don't like the sound of this one - too complicated.

### Option #1A: Community Shuttle Survey Comments

- Would a Rocland resident be able to travel to Zcamden, spend a few hours and then travel back?
- This approach isn't too bad.
- This option may be too limited and may be difficult to grow.

### Option #2: Fixed-Route Survey Comments

- Super if enough passengers to make cost effective! Will allow for wide variety of needs to be addressed.
- This is a better option than the last.
- Seems like a regular bus service. Like in regular cities/towns where real people live. I like it.
- I like this one the best, with the proviso that Union and Warren could be included in this somehow. We spend a lot of time and money in the coastal towns, and are tired of the high fuel costs to spend money in your towns.
- Looks great! assuming this would require significant subsidies, not sure if there will be sufficient ridership to justify it, but certainly seems the most comprehensive and easy to use
- Best
- Best Possible service. I hope this will make life easier on the people transporting folks from the peninsulas to all of the places mentioned on the route map. A trip from Tenants Harbor to meet the bus at the Thomaston Library would be a gift to the Transportation group in St. George.
- Having ridden public transportation for many years in Illinois, I think this option has the most benefit for commuters and shoppers.
- This idea makes the most sense, especially on an hourly basis. It gives people more freedom to be able to take care of their business without being limited to what day it is (weekend excepted). I would consider extending it to 8pm for those needing to do shopping after work.
- Excellent idea. Will buses run hourly in BOTH directions? Again, where does one park to catch the ride, say for example, if I was catching bus at Thomaston Library. I live in Port Clyde and none of these options address the needs of residents who live on St. George and Cushing/Friendship Peninsulas.
- I think this is a good option and could be potentially used by many. Again, the daytime only hours is a drawback as lots of people are able to elicit help from friends and family during the day
- I would be likely to use this
- This would be great.

## Option #2: Fixed-Route Survey Comments

- I was born and raised here, but lived a third of my life in Portland (Me.) just because of their EXCELLENT Metro service (the buses even have a folding rack on the front that holds two bicycles!) I think a look at their style, especially with alternative fuel buses, is truly the greenest way to go. Stops should be along Rt. 1, approximately 10 minutes walk apart to serve the greatest number, at a schedule determined by the time between stops. Best option so far!
- Much better. This is what I want to see (and more) in the future.
- Love it
- I like the on-demand idea better but that is based on saving gas by driving where and when people need it.
- This sounds great!!
- I also like this--I'd go to Camden Library, Ferry Terminal.
- Being without a car, I like this option. It would enable me to do most of my errands.
- This meets a greater need
- Definitely the best option for flexibility and to be useful to the entire community.
- This would be Soooo Wonderful !!!!
- Also, a good idea for those that don't have a vehicle available and could connect to various places..
- Best option of the 3
- I love this. This is similar to the buses I'm accustomed to in Massachusetts.
- This may be the best because people will know exactly the time of transportation
- I think this is the best option. In the pediatric office we had problems with parents who did not give their 48 hours' notice to Coastal Trans, yet we needed to see the child that day.
- I like this one. Like a real transit system for the entire community! Perfect
- This would serve lots of folks. Sounds expensive though.
- (same as #1) Makes sense to have a schedule people can rely on.
- I like the fixed route idea I think.
- This does seem like an efficient way to go about things... with equal access and limitation for all riders.
- Most complicated with many other options besides Pen Bay. This would seem to be the eventual goal.
- Fixed routes are best for "mass-transit" it's something everyone can count on and plan around.
- not bad at least it is a beginning.
- better than nothing, but this would be a hardship for folks with mobility problems or parents with more than one small child to shuttle

## Option #2: Fixed-Route Survey Comments

- I like this a LOT better than the other two options so far.
- a set, fixed schedule, and route, has the advantage of customers being able to rely on something. 'Build it (and heavily advertise it), and they will come.'
- Good idea
- Refer to previous comments.
- Great! A lot of people would use this if it were properly advertised.
- Looks very much like other public transportation systems
- Hourly transportation along this route would be absolutely AMAZING!
- Not sure about this one. If people are driving to meet the bus, some of these stops have no parking available. If people are walking, wouldn't it be better to stop at the places where many in need would live, such as the apartments on Pearl Street or Highland Park? What is the purpose of stopping at CHRHS or Oceanside? Would love to have buses stopping at CHRHS if they went until 8 or 9pm so people could participate in adult education classes.
- Yes! Yes! Yes!
- Absolutely the best approach!
- This makes a lot more sense, seems useful, although I do wonder why the high schools are included--are kids allowed to leave campus anytime they want now? Don't we already pay for school buses?
- I prefer this approach to the previous but feel STRONGLY that a shop should be right at the beginning or middle of Main St Rockland - people should not have to walk all the way down to the Terminal (particularly the large population living in the South End).
- Very long route to cover efficiently. Doubtful about ridership potential.
- For the potential ridership this would be an inefficient way to meet potential demand
- SET ROUTE and SET SCHEDULE seems good for people, like me, to plan around. I like it.
- I think this is a much better service model, as it is based on existing models of public transport that exist in other cities.
- This option seems like it might be more helpful to a wider audience. I like connecting the schools. If the goal is to encourage rider sheep among teens and perhaps nurture a generation of people willing to use public transportation, including teens seems vital.
- This looks more user friendly. I'd hope the buses would be small in size, not large.
- Why include Walmart? Will businesses who are destinations help offset cost of being part of the route?
- This is much closer to what I would like to see in our community.
- Like the set schedule, for personal planning purposes and the "highlights" of business and service provider centers



## Option #2: Fixed-Route Survey Comments

- This approach may have the greatest chance for growth and if parking is available near bus stops it may even draw commuters who would like to ride rather than drive.
- This looks great, but every 1/2 hour would be better. At least it is a start.
- This is getting a little better. I would really look at the destinations. I do not think this would be used by students so I would not worry so much about the schools. I would also look at extending the hours
- I like this option the best so far. Though I would like to see the service come to Waldo County as well, I see the impracticality of doing hourly service from Thomastown. It would take another bus. Too bad...
- This is the minimum, yet a reasonable starting point. The goal needs to be to include Lincolnville, Northport, and most importantly Belfast as soon as possible.
- I think this one is a great idea!
- This offers service to the greatest diversity of riders especially if transport vehicles have lifts to accommodate elderly and disabled and bicycle racks. Of course a fixed route necessitates curbs cuts and laws re. snow & ice removal to facilitate safe movement of elderly & disabled from home to pickup points.
- This appears to be the most useful for all communities. The limit to weekdays could pose problems for those who work and need to schedule other trips for weekends, or evenings, but that could possibly be remedied as time passes.
- I like this much more than the dial-a-ride service. As a commuter who travels to Rockland, I would be much more likely to use this type of service to do errands around town than I would a dial up service, which is quite 'intimate'. This encourages use by more people, and makes it easier to plan trips around the scheduled times.
- This would serve the most with the most efficiency. What happens to those whose disabilities limit their mobility?
- Yes, I like this also. They are all good but the question will be which produces the most riders for the lowest cost.
- Being able to get on off the bus at a bus stop with no prior appointment would be the greatest thing. Pay for the ride when you get on, hop off at a stop and get back on when ready.
- These are great service spots.
- This is the best option that I have read so far. Multiple busses and designated stops for people. I think that you have covered the most used places and people could get where they needed too.
- good idea - people might even be able to use this to commute to work - there are many poor people who want to work but can't because of no transportation
- I would love to see this one tried
- Hourly service is great, because you can schedule your trips around it. This option is my favorite so far. What about a limited weekend schedule?

## Option #2: Fixed-Route Survey Comments

- This is more user friendly. A set schedule that occurs daily is more reliable than having to call and make a pick up appointment. I prefer option 2. Of course it still creates a hardship for people who are disabled and would not be able to get themselves to the bus stop but that's what cabs are for.
- This sounds like a good service. In any situation it will require getting used to but I think this would be very helpful.
- This approach seems like the most useful and predictable for someone without a car. I would definitely use this often for medical appts. and shopping. I could see this combined with Service Approach #3 where one Approach is every hour on the hour and the other is every hour on the half-hour. Such a combination seems like it would cover the needs of people both with and without their own means of transportation.
- This provides users with greater flexibility. Still doesn't help the non-coastals.
- I do like the idea of having a schedule.
- Great idea, best so far, would be interesting to know how long the whole journey takes.
- Best option so far.
- Highly desirable both as to the geographical coverage, and the regularity and dependability. Just don't know if it would be too costly; whether ridership would adequately support it. Won't know if we don't try it. It would take time and outside support (like the Downeaster) but would be worth it to provide service to so many who cannot readily drive. AND to get cars and their pollution off the road.
- This looks good
- A combination of services might serve best. Service Approach 2 as the hourly service combined with Service Approach 3 during commuting hours. Having the Limited Stop for commuters would encourage them to use the service. The Commuter Express also seems a good idea. The benefits of the flex stops except to those living within the 3/4 mile area isn't clear.
- I like this concept very much
- This kind of transportation set up was excellent in the Berkshires (MA). I used it frequently.
- Getting better, try for every half hour????
- poor idea ---won't work
- Like this one. I believe it gives the max service to riders.
- This is the best option so far - this is what works in other locations.
- This would be a great option and would probably work best given needs that may not be easily planned for.
- This is a viable approach because it provides fixed schedule . However, The route and number of stops may not be supported by a large enough ridership pool. This option may be best suited after a more modest route is operated for a few years.
- This is good as it allows for planned activity

### **Option #2: Fixed-Route Survey Comments**

- This would be great if it would operate until 7pm. It still is definitely the best plan.
- This seems to be a more normal public transportation system of operation. Are the "spurs" to the high schools for the students? I hope not, since I think the school buses should have them covered. Also, why is Penbay Medical not included? If the bus went there, this would be my first choice.
- Much better. And probably much more expensive!
- This is pretty good. It depends where we would have to be to get picked up.
- The fixed route option makes the most sense. People would know the schedule and be able to plan their appointments/shopping around it.
- This option has promise. To allow it to work, a midway stop would be advisable and three vehicles. This service would grow if there were vehicles available every hour. End to end is too long and would take at least 75 minutes.

### **Option#2A: Deviated Fixed-Route Survey Comments**

- While helpful, this could become complicated<sup>1</sup>
- I see too much waiting involved for the passengers not requesting deviation while deviation requests are filled.
- Bad idea.
- Sounds good, but would have to make sure that persons with doctors' appointments or other important commitments would not be made late. How would you handle this situation?
- Are there other communities doing this that can make it work? seems like on time bus schedules would be impossible
- This would help.
- Sounds like a nightmare!
- This is likely a reasonable option to increase ridership. However, as a prior public transportation rider, I found it no problem to walk from my location to a site where public transportation had a pick up.
- Not too bad but could get a little confusing for those using the bus regularly or relying on it to get to work. The second best of the four so far.
- Flex Route makes sense for elderly or handicapped/diminished mobility passengers. 3/4 of a mile is an easy walk unless it's nasty weather. This approach is going to make keeping to a schedule very difficult. Perhaps you could consider offering the Flex Route on a limited # of days.
- The deviation would make the use less efficient.

### Option#2A: Deviated Fixed-Route Survey Comments

- Innovative. I would be likely to use this, as long as it had some predictability in schedule and wouldn't take a million hours to get anywhere.
- This would be great for people unable to walk very far, but it's hard to believe it could stay on schedule.
- Reasonable. Might work best with an even hour fixed (e.g. 6am) and an odd hour (7am) flex?
- no. Not interested.
- !!
- The biggest concern is the schedule. It seems better to keep it simple.
- I noticed the 6 a.m. hour on this (didn't notice if previous options showed this early hour) and like it. Also like the possible deviation option.
- I think this is a great idea. But most working people have limited free time within the bus' running schedule. If too many people make requests, this could become a very big hassle for people trying to use the bus around their work schedule.
- Don't like. Makes trips too long
- Unclear rules. Could be a very good option if clarity could be achieved. It would be a poor option if a deviation were denied because of the time schedule and if the consumer were counting on the ride as it had been available before.
- This would be a very humane approach and should definitely be look into....
- Another good idea for people that need to be picked up or dropped off at home or work; especially with the gas prices and those without a 2nd. vehicle in the family..
- If this could work (keep the bus on schedule), this would be great!
- I think this would be a useful service, especially to elderly and residents without transportation to Rt. 1
- Would also work, I am in favor of any plan that would help people get to appointments
- I fear it would cause disruption of the set schedule. More important to be able to count on the bus arriving at a certain time at a particular stop.
- Well I like this one too. A little more flexibility, but will make it difficult to keep a schedule?
- Makes more sense than #3
- Deviation = can o' worms.
- I like this idea perhaps the best of all of the options so far. The concern is, of course, that the bus is perpetually behind schedule and folks get frustrated.
- Way too complicated but if you combine the first approach and the previous approach it might be a good combination. So maybe SA2 combined with SA1 is a better eventual goal than just SA2.
- Meh.

### Option#2A: Deviated Fixed-Route Survey Comments

- Sounds ok
- Best option so far
- I'm assuming that a lot of elderly people and those without cars would be using this service. This would only make sense if there is enough time to be flexible but stay on a schedule.
- This is the best option I've seen so far.
- No
- Concur with this.
- I wonder how many people would want this if they needed a service that was predictable. Worth finding out how this works in other places.
- This approach seems like it would take the service off schedule. Public transportation systems in general don't typically veer off a set route.
- This bus is bound to be late arriving at various locations due to the whims of passengers, so I do not see the value of this as much as the fixed destination bus.
- This makes sense conceptually. Time would tell if it is practical.
- Could get very complicated, but perhaps it would make it possible for elderly and disabled folks to use the service. Is there a precedent for this kind of service that we can refer to?
- Also a very good approach. perhaps more difficult than option 2, but better able to serve the handicapped and elderly
- I understand the desire to create a sense of flexibility to accommodate people, but this seems like it is destined to be a disaster for those who want to get somewhere by a certain time. I can see people pushing the limits on this, too--"I live just a block further..."
- This does not seem like a good idea - again, reliable stops and reliable times are what would allow me to use this service - it is not reliable if you can't count on getting to an appointment on time because the bus deviated a bunch of times to pick up at alternate stops. You also put a lot of stress on the bus driver to have to respond in person to passenger requests that may push the boundaries of what is efficient or within the rules.
- Better option than 2 but same issues about efficiency and potential ridership.
- Same as previous comment
- Sounds like a formula for frustration. ( and confusion ). People already on the bus would be anticipating an arrival time at such and such a place only to "get behind" due to multiple (other) people perhaps asking for deviations ??? Would someone anticipating a deviation request being honored yet, turned down become a "BUS RAGER" ??? (giggles)
- Keeping a bus on schedule is difficult as it is - unless customers were willing to pay extra for these deviations (which would cost the service company extra), this is not a reasonable business model.
- This might help the widest population.

### Option#2A: Deviated Fixed-Route Survey Comments

- Nice idea for people who need to get to a certain destination and aren't able to walk from a regular bus stop to that destination. However, if I were another passenger on the bus and it took several detours, I might feel frustrated that the ride is taking longer than I'd expected. "Deviation requests are accommodated to the extent possible, but may be denied if a bus is behind schedule." Seems to me that it could get behind schedule pretty quickly.
- Seems like this provides the most comprehensive coverage and most options for riders.
- Wonderful! The only thing I don't like is the weekday-only situation, though I do see the word "initially".
- Interesting possibilities to service more persons closer to their home and even increase ridership. Could see it as fitting to subsequently locate offsite parking as nodes for those from further out coming in to take advantage of the public transportation service. Like this idea
- This approach would require some testing and may cause controversy if certain individuals are denied the "flex" because the bus is consistently behind schedule when they wish a deviation. I believe the 3 quarter mile deviation meets the Federal paratransit definition -- maybe a separate van might add function to this service.
- Serves more people but make it very difficult to schedule a trip for an appointment or to get to school/work on time.
- Much too complicated! If a passenger counts on the fixed route to arrive at an appointment on time, this wouldn't be possible with this plan. Also, people might call to be picked up, then change their minds.
- This is bad - allowing for people to decide complicates things
- I think this is a very nice addition, but it would be more practical to add it later, after any bugs are worked out of the fixed route plan.
- A step backwards. Fixed Routes need to be consistent, and frequent. And, this won't achieve that.
- This deviation might be confusing for riders at first, but maybe they could get used to it after a period of time.
- Conflicts may arise between safe transport of elderly & disabled, and efficient transport of commuters, tourists, shoppers, and those seeking transport to ferries, train stations, airport, etc.
- Hard to be sure of times if there are many deviations
- This option eliminates the benefits of a direct route. Planning would be difficult, as you could not count on service being timely. Depending on how many deviations a trip took, it would be easy to miss an appointment, or meeting. This is fine if the only travelers being served are those without specific plans (including Doctor appointments) but it loses its practicality by catering to too many special needs.
- 3/4 of a mile is not that far. I think those who need special accommodations should be transported in a taxi or a wheelchair assessable vehicle.



### Option#2A: Deviated Fixed-Route Survey Comments

- I can't see how the driver can get back on schedule after deviating from the route. Is it possible? When does the number of deviations make it impossible to maintain the schedule? We do need Friday and Saturday night busses to downtown Camden and downtown Rockland.
- I'm not sure how much 3/4 of a mile is going to help.
- I think we're getting off track with this one. Deviating the route would cause busses to be off schedule, mixing up the rest of the stops for the day, preventing people from getting somewhere on time. This would be great only if you could limit the deviations per route, but that would not be fair. You could change this to allow people to ask to be let off at locations along the fixed route. For examples someone getting on the bus in Camden and wanting to get to the center of Rockport, of which the bus takes from the YMCA to Camden Hills Regional School.
- See a problem with this w/regard the schedule
- Good thought, not sure it's practical
- What about one fixed route bus & one flex bus?
- This would be a disaster.
- While the flexibility of this is attractive, I am wondering if it will be difficult to keep a schedule and therefore difficult to depend on.
- I think this would be hard for maintaining a schedule -- too flexible.
- It sounds good, but I think cumulative delays could make it impractical for those trying to get to appointments.
- This one is the one I really like.
- Don't like this idea, will not be able to time journey as there will be unknown's. Say you have an appointment at Pen Bay and they have to deviate, you may miss appointment.
- Not a fan of this idea - would make journey far longer, especially if several people wanted to deviate from the route.
- Sounds great to build in some flexibility for those who otherwise cannot access the pickup points. I just can't envision it happening while staying on schedule. Also, would the resulting length of a bus trip for some passengers become so long it would discourage them from using the bus in the first place?
- Best so far
- I do not like this idea - think it would be very difficult to stick to a fixed schedule
- Not a bad idea. this would get me to my vet's without a cab.
- Interesting, but would need to see how it worked. Door-to-door is ideal, but that is called a "taxi." Hard to keep on a schedule?
- Won't work
- Taxi service. Would this be affordable?

### **Option#2A: Deviated Fixed-Route Survey Comments**

- This is bending over backwards to try an service everyone individually - I think it won't work in the long run.
- Perfect
- While providing more flexibility it will not adhere to a reliable schedule and this may detract from ridership
- I like this approach as it accommodates people with limited mobility
- Very nice if it could be done practically!
- Hmmm; it might be OK, as long as the bus stays on schedule. It sounds like the best if it meant that I could be picked up at my house on a snowy day, but still have the assurance of a set schedule.
- Nice, but sounds difficult to manage
- This is pretty good.
- Using three vehicles this might work.

### **Option #3: Limited Stop Survey Comments**

- Why Camden Hills State Park?
- Not sure how I feel about this option. People who do not drive might find it difficult to get to the designated stops.
- Meh
- Sounds OK, except that people might not be able to get back to a stop in time. Maybe have some sort of auxiliary small transport (vans?) to ferry people from other designated points to the transit stop.
- I think this makes more sense, the high school students frequently migrate to the downtown areas anyway, so losing those stop would enable the route to run much faster, a definite plus
- Possible, as you say with good pedestrian infrastructure
- Not good
- Like this...sounds practical. I could imagine using this.
- I am not sure I understand this option. If it means just reduced number of stops but with through going buses, it might work, though it would reduce ridership.
- This is a fantastic idea. Pedestrian infrastructure should be improved between Thomaston and Rockland anyway. It would only be successful of course if the bus travel times were faster than that of a car. I would like to see this work.

### Option #3: Limited Stop Survey Comments

- Need to find out more about demographics/needs of likely ridership before committing to a particular service approach. Maybe begin by trying out several methods for a month or so, getting feedback from clientele, and then committing to the preferred approach. Also, would think that needs will change depending on whether it's tourist season or not.
- A very good option. Hopefully, the hours of use would expand.
- Love this
- This seems reasonable, although a stop at the Rockland Hannaford would probably be appreciated by many.
- Might work with above mentioned pedestrian infrastructure, but the cost to create that infrastructure from where we are now (essentially ZERO), would seem prohibitive and push back any commencement too far away.
- Good idea... but only AFTER the initial fixed route/stop program is in place.
- Why not have local and express stops at different times of the day?
- Not sure if I'd use this.
- I do like this option as well; but I prefer shopping at Hannaford's to Shaw's (in Rockland).
- Not bad but should include Hannaford in Rockland
- Not as useful for people with poor health or children.
- Could be used for those working across town or in other towns.
- Hmmm...
- I think this would be helpful for people in a hurry to get to a destination. I would be most likely to use the bus with scheduled stops along the way.
- Also would work
- I like the idea, but it would not help people with children needing to get to the office at 7 Madelyn Lane, where the Family Practice office is also located. If considering this option, please include 7 Madelyn Lane (across from Plants Unlimited) as a stop.
- A good idea also. I think this looks similar to the other designated stops
- Useless for people trying to get from their homes someplace.
- Interesting idea and I would need to consider this.
- I'm not sure that this service would be as user-friendly for those most in need (unable to walk long distances, for example).
- A step toward an eventual goal perhaps.
- Never happen, it conflicts with current infrastructure. A waste of planning time.
- No comment
- Again - concerns about this being a problem for folks with mobility issues

### Option #3: Limited Stop Survey Comments

- I'm less fond of this. Many people's needs would not be met with so few stops.
- Doesn't this require infrastructure we are likely to not see, in the current political climate ? ... Feels a little too ambitious.
- I like this approach. If the bus takes too long (or is perceived to) people just won't use it.
- These stops seems very important, and if a boiled-down version needs to exist, then these are good. I need more education about the benefits of BRT versus other transit patterns.
- This approach is fine, but I would like to see the apartment complexes added to the stops.
- This sounds like a regular bus service to me, and although the solution is longer term, what we should be working towards. Consistency and predictability seem should be priorities, beginning with accessibility and affordability.
- Adequate for me but more difficult for the elderly and handicapped
- This version makes a lot of sense to me. People want help getting from point A to point B at a specific, known time, and these seem like logical points for bus stops. A set schedule with set stops is something one can memorize and depend on, as well.
- This seems to be the BEST option in terms of efficiency and - very importantly - reliability for passengers. BUT - Rockland is the LARGEST town and really should have two downtown stops - one at the Ferry Terminal and one that is at the lower end of Main Street to accommodate the very large South End population.
- I don't see enough demand for this kind of service.
- Not enough demand
- Sounds more expensive.....involving DEPARTMENT OF TRANSPORTION (signal prioritization at intersections / designated bus lanes \$\$\$\$ ) "to ensure service speed and reliability"....AND a "TRAFFIC STUDY ( \$\$\$ ) ??? SUMMER TRAFFIC TIE UP in downtown Camden ( although there are RESIDENTIAL ( !!! ) ROADS that could by-pass CAMDEN DOWNTOWN ). Then, there's CAMDEN ST. heading south into Rockland between SHAWS and DOWNTOWN ROCKLAND... there aren't any detours to be had in THAT area !!! Expense of "Pedestrian Infrastructure and/or Park& Ride Lots".....LAND Purchases ( \$\$\$\$ ) ??? ( is there even AVAILABLE land to purchase ?? ) "Sounds" good, but EXPENSIVE, to me.....
- I think this is not enough stops. The population this helps is likely to be mobile enough to bike instead of ride.
- This one looks promising. [Note: "Medical" is misspelled and you might want to remove "Future" from the WalMart listing.]
- This could work - the stops are not that different from the flex idea.
- This doesn't sound so feasible - bus lanes for faster movement, fewer stops, , seems to focus on speed and the stops, and less on customer needs. Seems to be "bus manager focused" rather than community and people focused

### Option #3: Limited Stop Survey Comments

- I do not believe many of those who would use a bus would be living in areas where the pedestrian options were useful. BRT is a fine supplement to an already existing transit service but I do not feel it is applicable here.
- Hourly doesn't seem often enough.
- If you have to take a cab to get to a location to catch the bus this defeats the purpose
- This seems too limited, and I think the emphasis should remain on needed service rather than rapid transit.
- Another good option. Hopefully you mean bus turn out areas and not bus lanes. Too much work has gone into keeping travel lanes and shoulders narrow to honor the scenic and historic areas where route 1 passes through. A hybrid on this and fixed route is also possible. Yet it's absolutely backwards to not run on weekends. The Rockland police are pulling over late night weekend drivers to a point where the Rockland restaurants are concerned about their business. If they want and need to control drivers to such a degree, it certainly makes sense to give drivers other options.
- This approach seems like a good option, too.
- Works great for commuters and those with destinations near stops. Necessitates ability of users to get to stops to access transportation. Not good for elderly, poor, and disabled.
- hourly is good
- I like this option for its predictability and potential reliability, however, the reduced stops do make it less useful for the disabled or fragile. If paired with an increase in taxi service, or other personalized service. This does increase its usefulness to more occasional riders however.
- This does not seem viable for the majority. Has a need assessment been done? What did it indicate?
- NO DESIGNATED BUS LANES> We do not need wider roads and more pavement. NO, NO, NO! Otherwise, good idea if it makes a faster more used service.
- This sounds great.
- Also a great option.
- I don't see this as a priority
- Also like this option, not sure which would be better overall as an approach to try
- I prefer options #2 and #2A, but I like the idea of a designated bus lane, especially for key bottleneck areas.
- Too limited
- This service sounds good, but I wonder if it would be difficult for elderly or handicapped people.
- I could see this combined with Service Approach #2 where one Approach is every hour on the hour and the other is every hour on the half-hour. Such a combination seems like it would cover the needs of people both with and without their own means of transportation.

### Option #3: Limited Stop Survey Comments

- Rockland Shaws, but not Hannaford? What about schools? Feels too limited.
- I don't like this one.
- Love this approach, main stops are addressed.
- This is the best option, as it allows for faster travel. Best option.
- Sounds good but I fear our spread out rural population would have a hard time getting to the bus stops. Not sure the infrastructure required wouldn't be more of an expense economically and environmentally than the benefit it could provide. This alternative seems made for a more populated area. Then, on the other hand, having parking areas at "stops" might draw more people in to the route one location but get them off route one through the most congested portions of it (especially in tourist season). Wonder about the cost with the infrastructure needs.
- A combination of services might serve best. Service Approach 2 as the hourly service combined with Service Approach 3 during commuting hours. Having the Limited Stop for commuters would encourage them to use the service. The Commuter Express also seems a good idea. The benefits of the flex stops except to those living within the 3/4 mile area isn't clear.
- Do not like this option at all
- This would work for me, but if the other options are available, I would prefer them. I can always schedule my day around slow traffic and multiple stops so the latter is not a problem.
- As a first approach, to be expanded upon later, this is best choice. I would question communities' dedication to "good pedestrian infrastructure" however!
- Stupid
- Should work. People have to get to pick-up stations....just like cities. Good option.
- This is better than trying to over accommodate everyone, but as a long time public transport user I still favor the more traditional fixed route, with bus stops along the way.
- This approach is the best of the options to start the program. However, it may be prudent to begin with a much smaller fixed route and gradually expand the route based upon demand. A smaller route could begin between the Wally Mart to the hospital and then gradually expand into Camden .
- This would probably be a great way to start the system as it would be a faster and more economical setup
- This could work and would be definitely worth a try.
- Signal prioritization? Designated bus lanes? Our streets are barely wide enough for auto lanes!! Also, unfortunately, I don't think many Mainers are willing to give their own vehicles to take a bus. People do that in big cities, but not around here. It's a wonderful concept, but would require a lot of re-education and lifestyle changes. It would be fine for me' I only go from my house to PenBay Medical.
- Not bad...maybe less friendly for elders?



### **Option #3: Limited Stop Survey Comments**

- I don't think this one is a good idea. Especially with us elderly that can no longer drive,
- This option may be difficult to operate with our low density.

### **Option #3A: Point Deviation Survey Comments**

- It would make sense to offer this service during prime times only, compared to the limited stops of #3, say, 10-4.. And what is at the State Park that needs transit there?
- no comment
- Too complicated, I'm afraid.
- I think the fixed stops only work if the buses arrive at specified times so people can anticipate it, if the bus is irregular due to side trips that would be a considerable downside to this option
- on call should be offered for additional fee
- too complicated for riders
- St. George?
- This is better than the previous option, but would still reduce ridership. I still like the through bus routes best.
- Too confusing.
- How is this different than the earlier deviation approach?
- The designated stop idea is better
- Seems too complicated
- Good for people who can't walk, but possibly unnecessary for those who are able-bodied.
- Again. only really useful for doctors and shoppers, not for workers who may not be able to flex their hours for more than an average of 15 minutes or so.
- Have you ever been behind a school bus, and it stops every 150 feet down the road? That's what would happen here. People would request stops every ten feet. Like downtown Camden, where there are crosswalks every 50 feet and then someone decides to cross right out of the car he's just paled because he's too lazy to walk to the nearest crosswalk. NOPE. Not a good idea. pain in the tush for everyone.
- It sounds great, but is it realistic?
- Might or might not use.
- Depending on the number of bus' running, I like this option the best. With this service area I could get to all the places I need to go just through public transit.
- No way
- Seems like it would be complicated to arrange this sort of schedule. Nice for patrons, though.

### Option #3A: Point Deviation Survey Comments

- This looks like a great route. If it could be offered for buses with regular stops along the way I would see it working.
- Would only consider this option if a fixed timetable could be kept for the designated stops. People need to be able to count on the bus coming reliably at a certain time.
- I guess it depends on what you are looking for in the "transit" service. I think having a bus that runs on time and scheduled would be a place to start.
- This is not designed to serve most people. A set schedule with set stops means people are expected to use it and can expect the service to be there to be used.
- Way more sense than plan #3
- Feels messy to me...
- This speaks to my concern for option 3.
- Nope.
- Not bad, just cumbersome, needing extra administration.
- good
- The calling aspect of this makes it more confusing and thus less used.
- May be a very good option. These distances are short, so the additional travel-time is not severe.
- Also okay as long as it doesn't become unpredictable.
- It seems like we need a standard, fixed-schedule transit system in addition to the on-call transit system.
- Again, conceptually good. Wait to see practically.
- A nightmare
- Allowing for deviations is, as I said before, just asking for trouble. There's no way this wouldn't affect the bus timing, and the bus driver is constantly having to make decisions whether s/he has time for a certain deviation or not, and whose deviation gets priority.
- No point deviation. Too confusing and creates inconvenience and unreliability to passengers who expect the trip to take a fixed amount of time in order to get to jobs/appointments on time.
- Better than 3 and probably more efficient than 2A
- Much better than the previous, but same comment as on options 2 and 2A. To operate this long a route on an hourly basis will require too much of an investment in vehicles and driver time for the potential ridership.
- See my comments of Service Approach # 2 A
- This is better than approach 3, but perhaps not as helpful as 2.
- Workable, as long as the on-call riders don't throw the bus way off schedule.

### Option #3A: Point Deviation Survey Comments

- Seems more focused on people and service of their needs.
- I feel as though this deviation would serve a particular group living near the route and leave other, more rural or far flung persons without a reasonable option.
- Worth a try to see how it works, but I am concerned with the lack of schedule. You never know if you have just missed a bus and have to wait an hour.
- There are too many unknowns to try this initially.
- Nope, too inconsistent, and threatens dependable service times.
- Difficult for commuters and those with set appointments to predictably arrive on time. Prohibiting off route stops during commute hours would help all accept the elderly and disabled who work and cannot access set stops.
- While this would satisfy the need to help the disabled or fragile people, but at the expense of general use. Perhaps it could be altered so that trips on even hours would be direct, and odd hour trips could include deviations. This might satisfy different categories of travelers.
- What is happening to the people waiting at the designated stops during inclement weather?
- Depends how much slower the travel times are. Need more information.
- It sounds frustrating if your waiting for the bus to arrive on time.
- Still to many options, people would not be able to get to appointments on time, they would have to leave on the first bus to make sure they had enough time. I do not think a flex route off the routes is a good idea to start with. Give the designated routes first then maybe have another bus that does the flex route only.
- This seems like an improvement to option #3, as some of the stops are very far apart.
- Another nightmare, this would create havoc.
- This sounds a little complicated to manage.
- This sounds complicated. The question underlying all these options is, "What would be the longest and shortest possible circuit times in each option?"
- I do not like this one.
- Don't like, can't plan journey due to unknowns.
- Do not like the idea of deviation, as several people could ask to deviate from the route and it would be impossible to plan the journey in relation to hospital appointment time etc.
- This feels too complicated at least as a beginning service.
- Do not like this option
- This works for me better than last one because of on-call service calls, which occasionally I need particularly when the weather is bad (I try and bike everywhere I can when the weather is good).

### Option #3A: Point Deviation Survey Comments

- Seems like the worst of the choices---"Fast but delayable???" In ALL choices service needs to run at least to 9 PM to increase business life in the downtowns--it is called "nightlife" for a reason!
- Poor idea---
- Are "On Cll" off the route? If so, great for people but very costly.
- The potential to run WAY behind is here. If I can't depend on a bus sched, it's value drops tremendously.
- I think this is too complicated to operate and will confuse the public
- I think the weekdays only is a problem however if you had #3 working on weekends then this would be a good option.
- Could be a nice option, but I think people need to be able to plan on a predictable pick up and drop off time.
- Good idea to go up to Camden Hills State Park.
- OK, sounds good
- How could this stay on schedule?
- This could probably work.
- Same comments as previous question.

### Option #4: Commuter Express Survey Comments

- Don't know of need.
- I don't think we would have enough business for this.
- This would be wonderful!!! One of the reasons I agreed to move to this isolated area with my wife was the Knox County Airport, which DOUBLED its fares to Boston a few weeks after I arrived. DISGUSTING!!! Well, at least a bus that could get me to Boston and back in the same day would be most welcome. Excellent!!!!
- Don't know enough about this.
- Is there a large demand for this? Doesn't seem to solve local transportation issues like getting to medical appointments etc.
- not necessary at this time
- Is this in addition to Concord Coach's existing service?
- Good schedule
- This is a service that I may use.

#### Option #4: Commuter Express Survey Comments

- I think this option would have little use to commuters, who would expect to return home after work. This might work for travelers.
- If you could combine it with one of the other choices like the Rapid Ride this might work, if the local includes morning and evening stops at the Ferry Terminal/Concord bus stop.
- Obviously, this is an important but different kind of need and one that would help workforce with transportation costs, i.e. less gas. I would very much like to see a less expensive option to getting to and from Portland Airport. Midcoast Limo service is excellent but cost is about \$100 each way (including tip).
- Would be a great addition to have, but need local transport worse.
- It would be fantastic to have another bus or two to Portland every day, with some option for same-day trips.
- Sounds good.
- We're talking a whole different animal here. Has its uses, but is hardly "mass transit" and should be considered apart from
- Good idea. might work. (better than the recently proposed train to Boston, which gets into South Station at 9.30 at night!)
- I think this would be a great starting point. The operating times are very inconvenient as is.
- Would not use.
- I think we need a bus that is a just a direct trip to a larger area. Something that will go straight from Rockland to Portland; and take the normal 2-2 1/2 hrs instead of the coastal routes 4 hours.
- OK for workers
- Sounds useful.
- I use this regularly to get to Boston and Logan.
- Do not know how much of a demand for this. Do see people utilizing the bus from the Rockland Ferry Terminal heading south to Portland that don't want to leave their vehicle for an extended time.
- I would have no use for this on an everyday basis, but I'm sure those who travel to work would find this very useful. I could also see myself using this as a way of getting to out of town for shopping & medical appointments.
- Good idea. Would consider people who commute to Togus, Augusta and Belfast in the morning.
- This is also excellent. So many have no transportation and it limits their job possibilities.
- I don't think we need this. We already have Concord Trailways. Certain private employers such as the Jackson Lab will provide transportation for employees but this mid-coast corridor doesn't have any need that big or regular.
- Is this instead of the more local bus?

#### Option #4: Commuter Express Survey Comments

- I don't have a sense of whether this would be useful. What does that data say about how many folks are commuting long-distance and only wanting to stay a short while?
- Good idea to cut down on excessive commuters to and fro work zones.
- Yes, in addition to a local bus service.
- This looks like what we already have? as someone who flies to the west coast on a regular basis - this does not work very well, given the very limited pickup times and flight schedules - it's VERY difficult to coordinate your flight on both ends without having to spend an overnight in Portland or Boston
- I'd rather we focus first on bus transportation in our local areas.
- An excellent option.
- I have used this service and would like to see it expanded to better serve our local community. Maybe a combination of more dense stops by the bus and subsidized on-demand taxis would be a good mix.
- This might be something to consider at some point but not as a general transportation option for midcoast passengers. It would serve a small number residents.
- This is a brilliant idea. Concord Coach buses always have room for more people, and it would be great to utilize this existing resource in a new way.
- The times seem impractical for employment purposes (i.e. - leave Rockland at 9am to get to Portland at 11am?).
- Does not address the basic needs for convenient, daily travel
- I'm surprised this doesn't already exist.
- This seems very similar to the fixed route option but doesn't include Thomaston? I think that it's important to allow people schedules for a morning/evening commute in order to arrive on time at work (8 or 9 am) at both the Thomaston and Camden end of the line. And at least two more trips - one mid-morning and one mid-afternoon for people who are trying to get to appointments or run errands. I love the idea of more trips by Concord but feel that a priority for them would be to allow for commuter busses between Rockland and Portland (leave early enough to get to Portland for a 9am job start time and similarly leave around 5 or 6 in the evening to return).
- No
- Not interested.
- Seems to me most people (of working age) PREFER to drive their own "capsules" ( cars / trucks etc. ) to their job sites. Their personal vehicles are their PRIVATE / PERSONAL "OFFICES" ( phone calling), "RESTAURANTS" ( eating and drinking takes place in them ) and MOBILE UNITS of "STATUS"....( how 'silly', in MY opinion ). Did the COMMUTER EXPRESS work out for MBNA between CAMDEN and BELFAST back in the 1990's, I think it was ??
- This seems not much more useful than what is currently in place.

#### Option #4: Commuter Express Survey Comments

- Sure. This is thoughtful enough.
- This does not sound like the right approach for day-to-day needs like grocery store trips.
- Limited in service, employed people only for certain large-enough businesses. Does not appeal
- This option would be a good one to cut traffic and air pollution but not so good for those who need local transportation.
- Good thing to try, not related to Thomaston/Camden service.
- This approach combined with Service Approach #3 would be a great solution.
- As an employment destination, or even a shopping destination, Boston may be too far for a commuter express to go and return in one day - but Portland is a good destination from the midcoast.
- I really love the idea of this kind of bus service, but not if it is at the expense of the more local service. In other words if it is this schedule or another "local only" schedule, I would opt for the local only.
- Remember the local buses and rail service are inter dependent. They will support each other. Concord is a step away from that inter-dependency and ultimately counterproductive. If rail service was not an option, the expanded Concord service would be a good option.
- Very interesting concept.
- Doesn't Concord provide this already? Does not address transport needs within area being studied.
- very limited, but could be helpful
- I really like this as an addition to local service. I do wish that it went along the route of 95 rather than along the beach route, or in addition to the above route. The Waterville/Augusta area has many regular commuters (I'm one of them and I see many others on the same route) and it would be great to have the option of not driving in every day. This would help in all seasons, and with winter approaching, I would appreciate the chance to not drive daily in the snow. A park and ride option in Augusta would help tremendously and I believe that if it were a daily route, there would be good use of the service.
- This is a terrific idea.
- We have this. Don't need more.
- I don't think it should be a work scheduled based bus service. People who work are going to drive. People who need services and don't have cars are going to need the bus at different times of the day.
- This should be a different service entirely. We need local transportation now for seniors, disabled, people without a vehicle, or a license. Public transportation would also offer people more ways to and from work.



#### Option #4: Commuter Express Survey Comments

- Well, I can say, I have used this to go to and from Portland many times and found it useful, but frustrating at times with limited time options for the time of travel, and would have used even more if there had been 'another run' it was so busy some runs that an additional bus was actually run for part of the route
- I would love this in addition to one of the other local services. Being able to get to Augusta or Portland and back in a day would greatly increase my employment options.
- Is there really a need for this?
- This sounds like an important service but not one that particularly aids the regular appointments and work requirements locally.
- This is a horse of a different color. Might be a good idea, but I think the local service is more important.
- Doesn't this all ready exist?
- Love the idea but wish the bus would arrive earlier in Boston. I think the bus could leave earlier from Bangor.
- It would be great to have the option of going to Boston and returning the same day as approach #4 allows.
- This might be a desirable service but ignores all the need of those with other destinations and the need of the aging population which should be a high priority and the need of those not employed with large enough employers.
- This could be useful for non-local travel. I would probably not use it.
- A combination of services might serve best. Service Approach 2 as the hourly service combined with Service Approach 3 during commuting hours. Having the Limited Stop for commuters would encourage them to use the service. The Commuter Express also seems a good idea. The benefits of the flex stops except to those living within the 3/4 mile area isn't clear.
- I like this option
- I use this (Concord Coach Lines) on a fairly regular basis to get me from Rockland to Damariscotta or Portland or Boston, or northbound from Rockland to Belfast. The cut back in the winter to one time a day isn't quite as convenient, but doable. Since I have a need to have transportation availability beyond Thomaston - Camden, both a local service and this service would be used.
- Would Love to go from Belfast to Rockland several times a morning and return several times an afternoon, and beyond 6 PM.
- bad
- Realistic. Would it cost more to have a
- In addition to a fixed route, this would be great.
- This would be great but should be very low cost

#### Option #4: Commuter Express Survey Comments

- Not sure I understand this service. We take Concord routinely to go to Boston. Not sure what you are proposing new here.
- The limited routes operated by Concord through the area will limit this option
- Not as interested
- I don't see how this would work. It looks like I could ride to work but not home.
- Excellent! Much needed. As I have been going through this survey, I wish I had been able to read all the options before I started making comments. I am legally blind, and even with computer magnification aids, it is still very difficult to read except very slowly. I went to the last page where I am asked to rank the options, but I cannot go back to each one and re-read it and compare it to another that I have previously read. Also, comparing service to Boston and within the two or four towns is impossible. (The bus to Portland, Boston, etc. returning the same day at reasonable times is number 1 in its own category and is great to think about.)
- Your meaning is not clear. The intercity route already exists. The problem is it does not operate on a schedule that matches most work schedules. If you are focusing on getting midcoast workers to Bath or Portland or Augusta... Or Bangor...the bus needs to arrive at those places by 8 or 9 am..generally... And leave around 6pm..maybe earlier. So connecting to the existing bus doesn't seem to work. If Concord changed its schedule, then it might work.
- I do not think this is a good idea.
- Not in favor



# Appendix G Traffic Counts

Figure G-1 Northbound Traffic Volume by Hour and Day (January-February 2013)

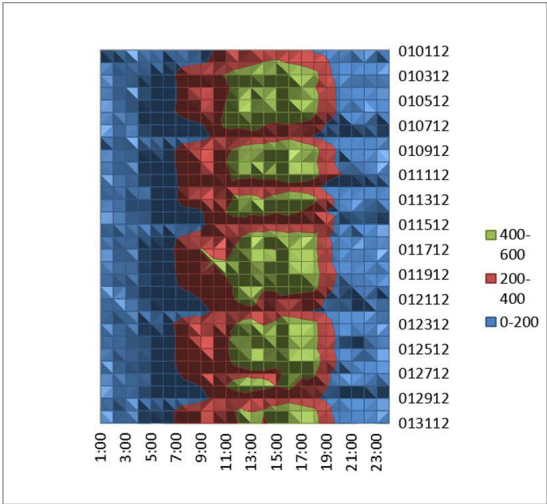


Figure G-2 Northbound Traffic Volume by Hour and Day (March-April 2013)

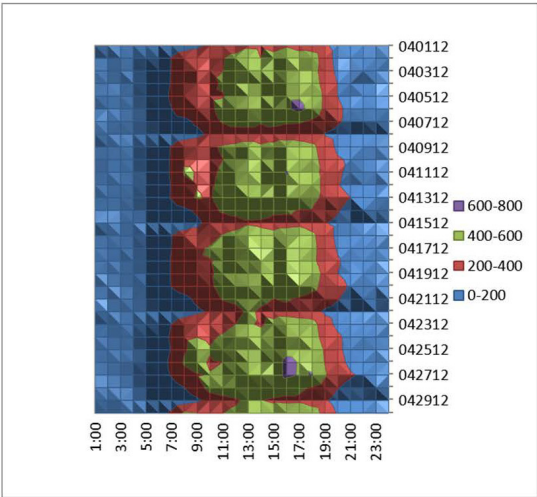
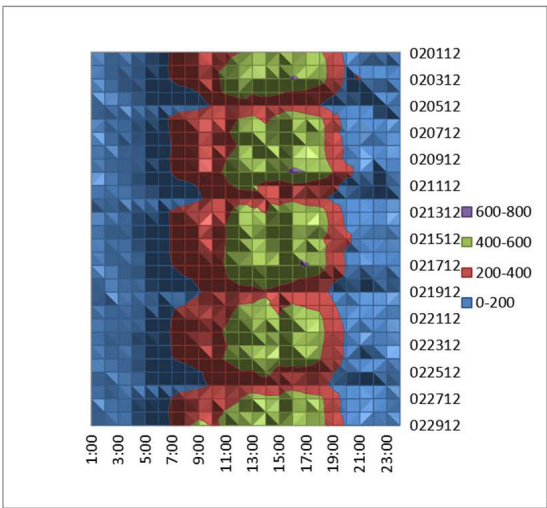
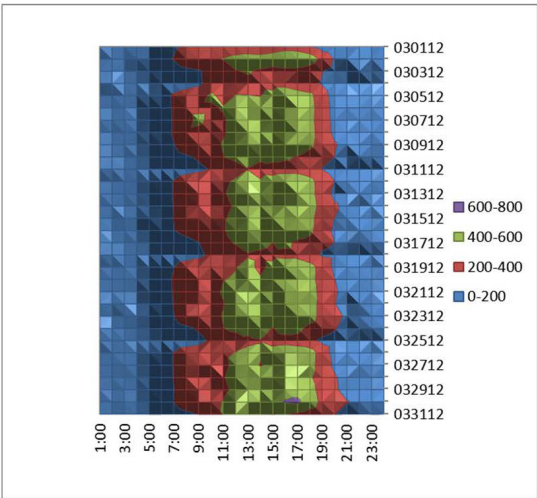


Figure G-3 Northbound Traffic Volume by Hour and Day (May-June 2013)

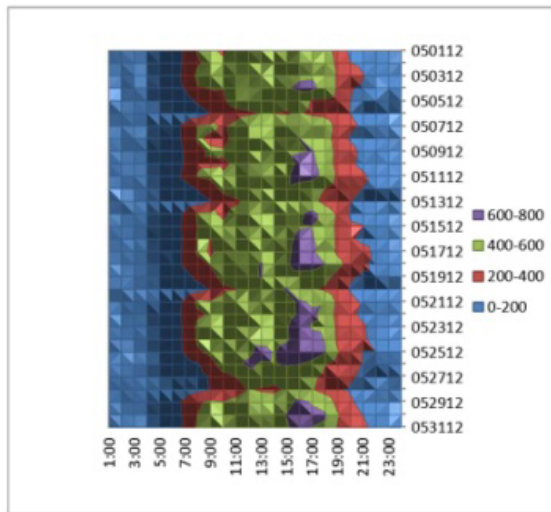


Figure G-4 Northbound Traffic Volume by Hour and Day (July-August 2013)

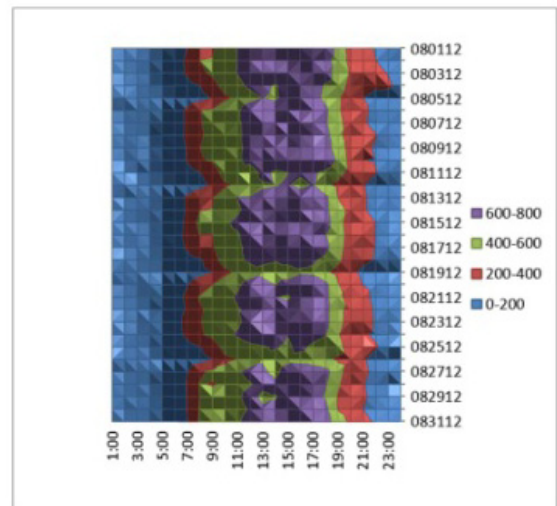
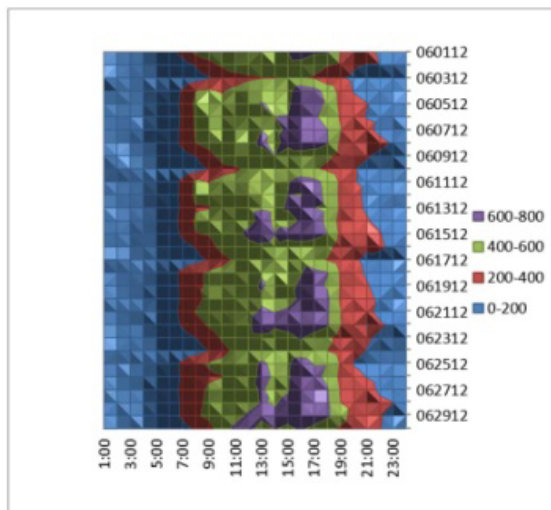
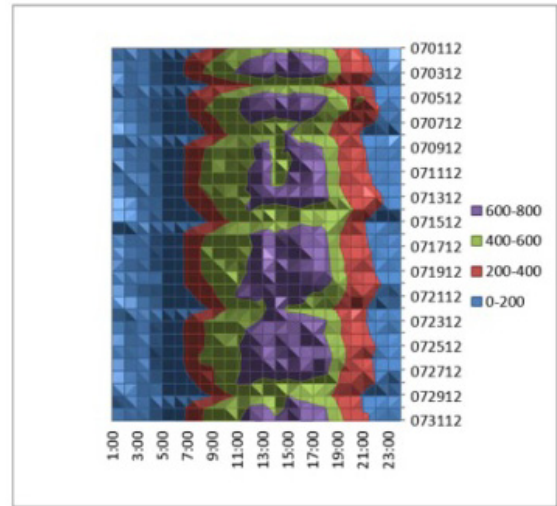


Figure G-5 Northbound Traffic Volume by Hour and Day (September-October 2013)

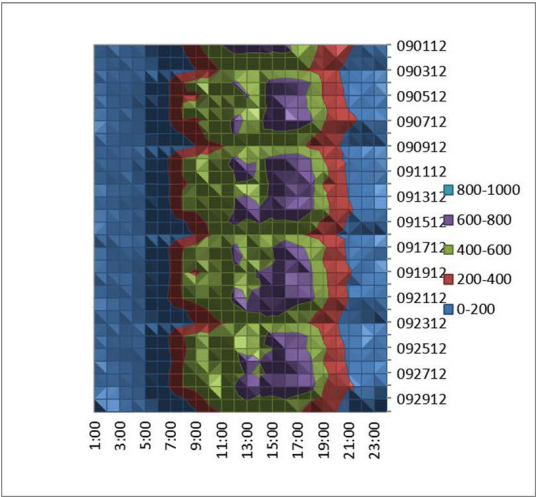


Figure G-6 Northbound Traffic Volume by Hour and Day (November-December 2013)

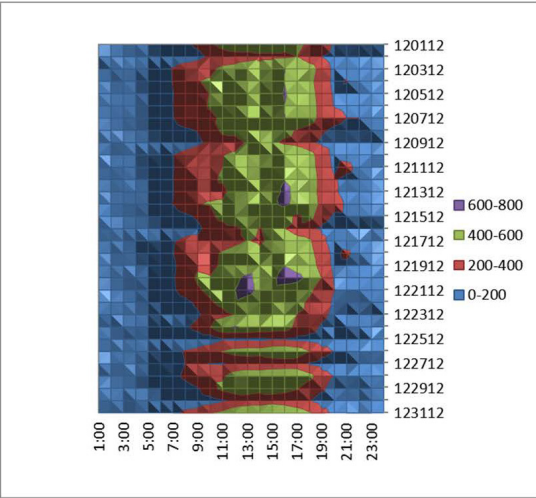
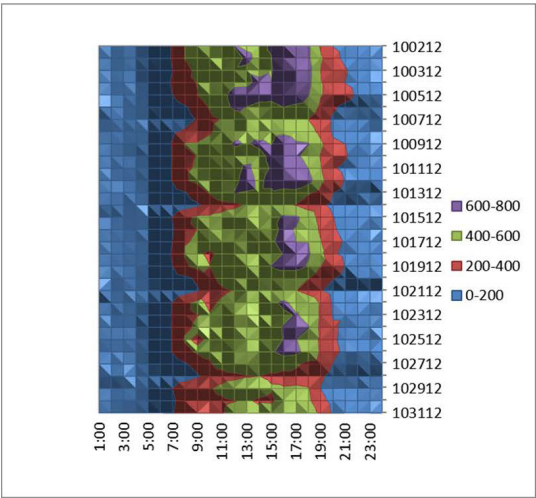
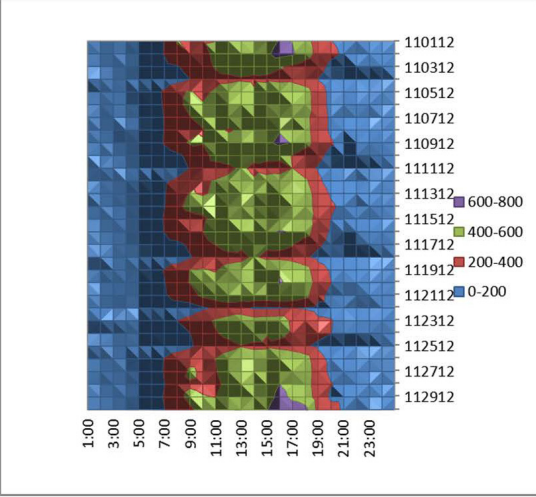




Figure G-7 Southbound Traffic Volume by Hour and Day (January-February 2013)

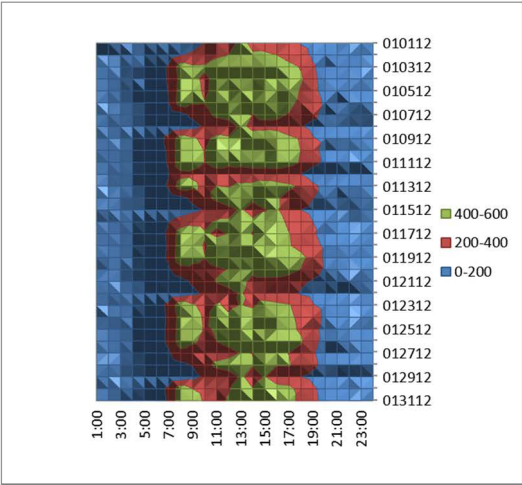


Figure G-8 Southbound Traffic Volume by Hour and Day (March-April 2013)

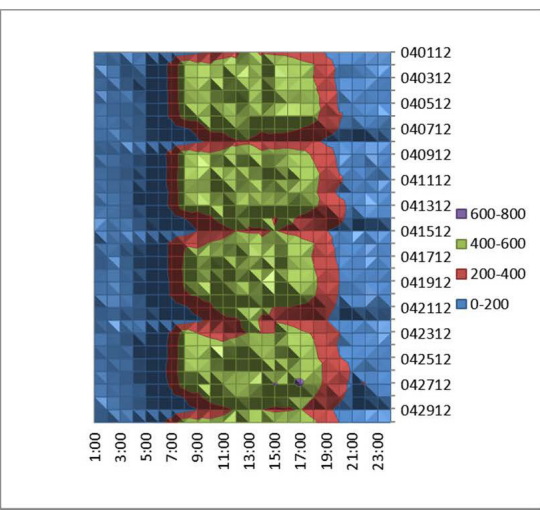
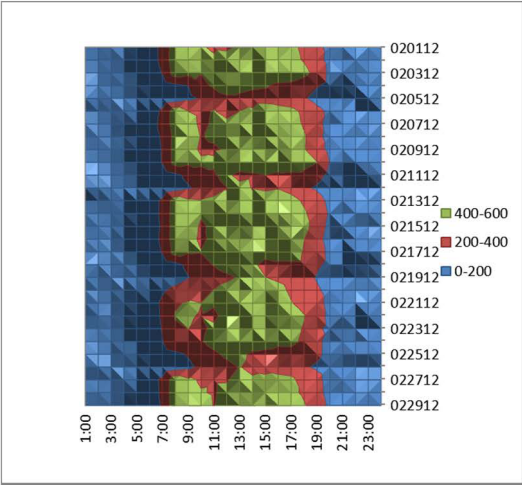
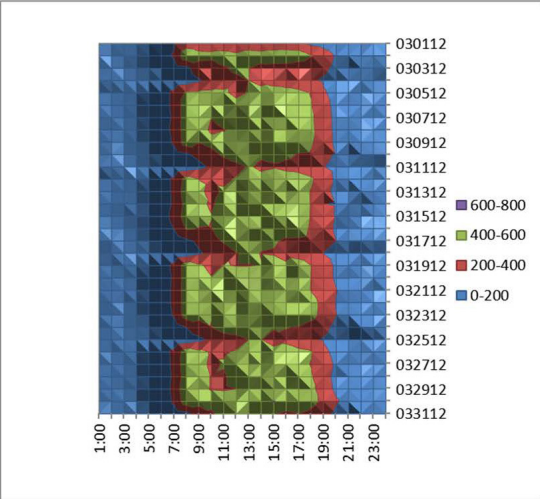




Figure G-9 Southbound Traffic Volume by Hour and Day (May-June 2013)

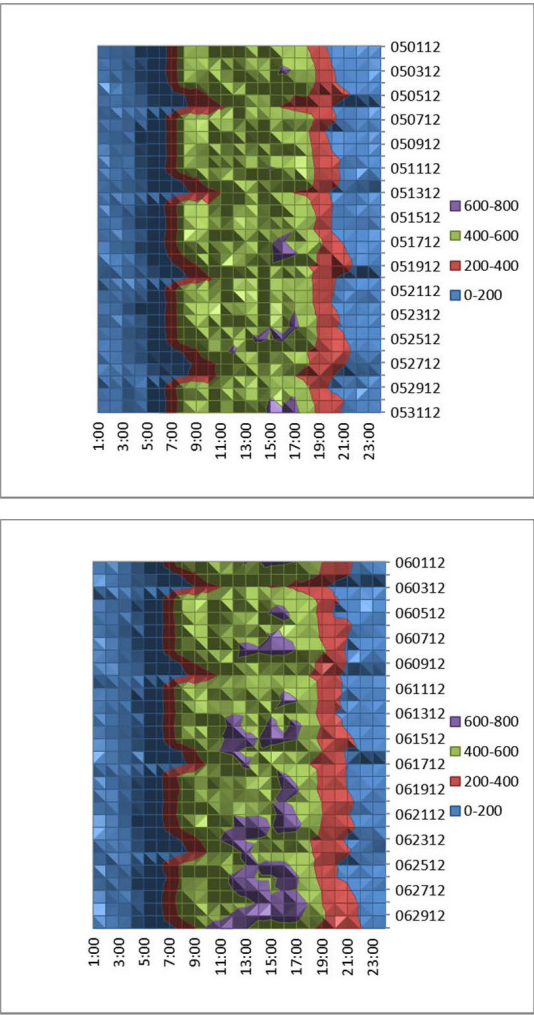


Figure G-10 Southbound Traffic Volume by Hour and Day (July-August 2013)

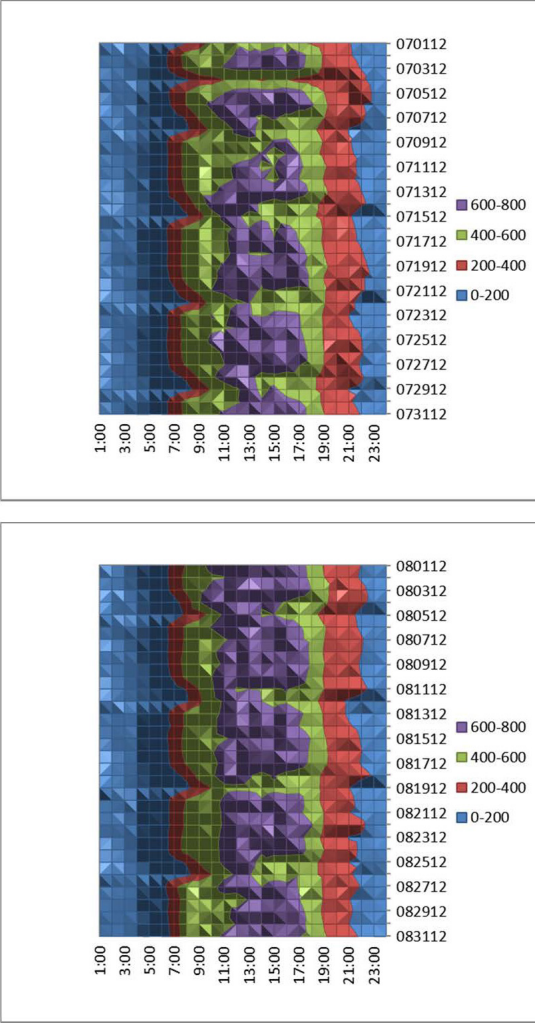


Figure G-11 Southbound Traffic Volume by Hour and Day (September-October 2013)

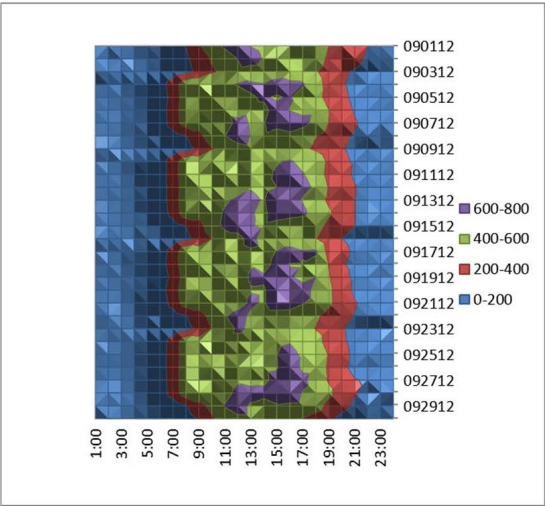
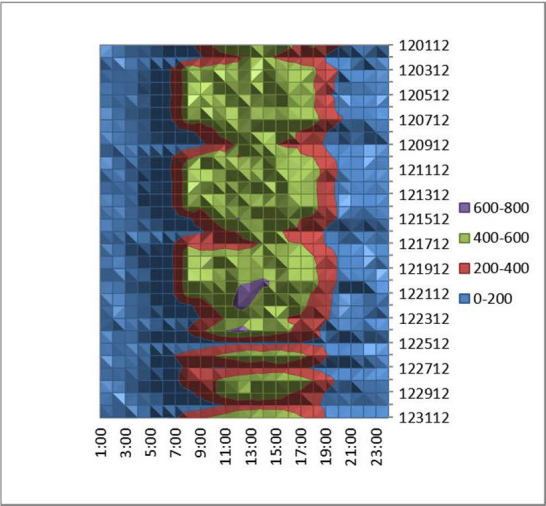
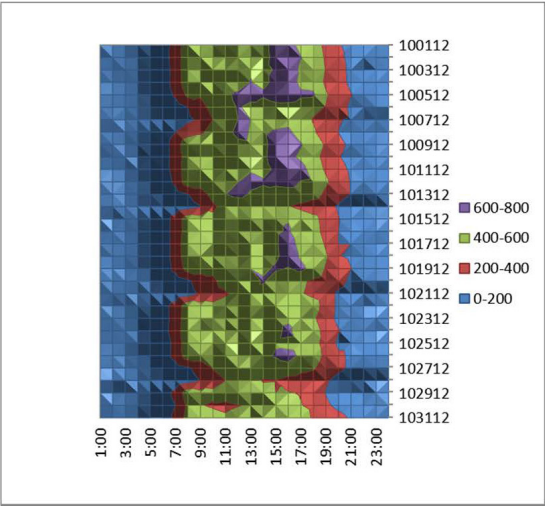
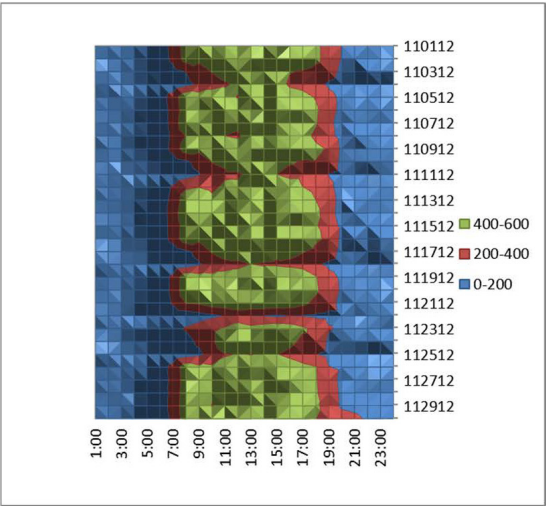


Figure G-12 Southbound Traffic Volume by Hour and Day (November-December 2013)



## Appendix H Case Study

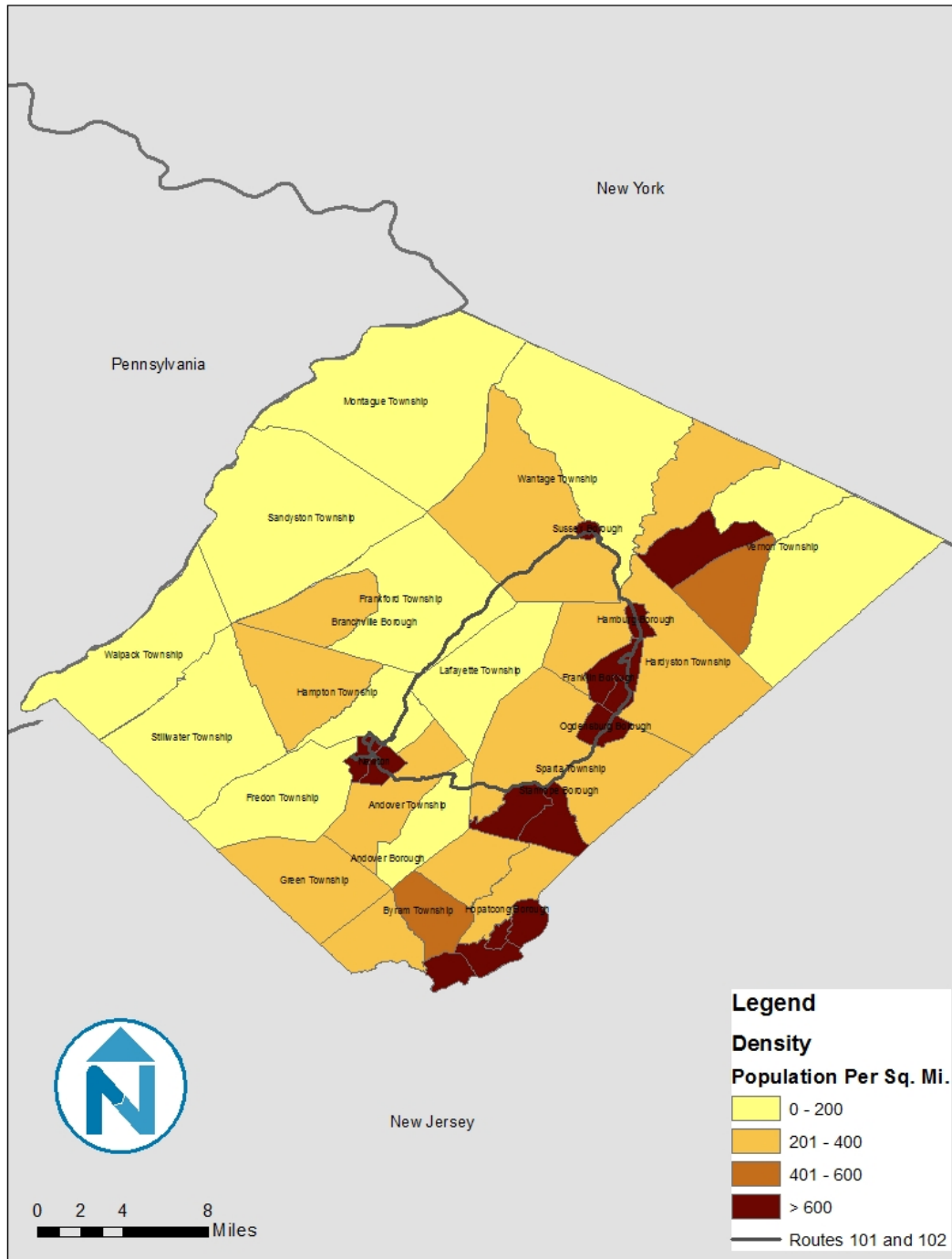
The following case study illustrates the relationship between service design and service productivity. It focused on a region with many similarities to the Midcoast region of Maine.

### **Skylands Ride – Sussex County, NJ**

Sussex County is the northernmost county in the State of New Jersey. The very southern tip of the county is economically and culturally tied to the New York City Metropolitan Area and is served by NJ Transit rail service. The remainder of the 535-square mile county is primarily rural, with a few small towns and cities. These small communities are not served by NJ Transit, which focuses mostly on urban and suburban commuter service. Instead, they are served by Skylands Ride, a county-operated transit service that includes 18 demand-response vehicles and three fixed-route buses.

For more than 30 years, Skylands Ride operated a fixed-route loop service connecting the towns of Newton, Ogdensburg, Franklin, Hamburg, and Sussex. The populations of these five towns range from 2,100 to 8,000 residents and together account for approximately 21,000 people (Figure H-1).

Figure H-1 Sussex County, NJ



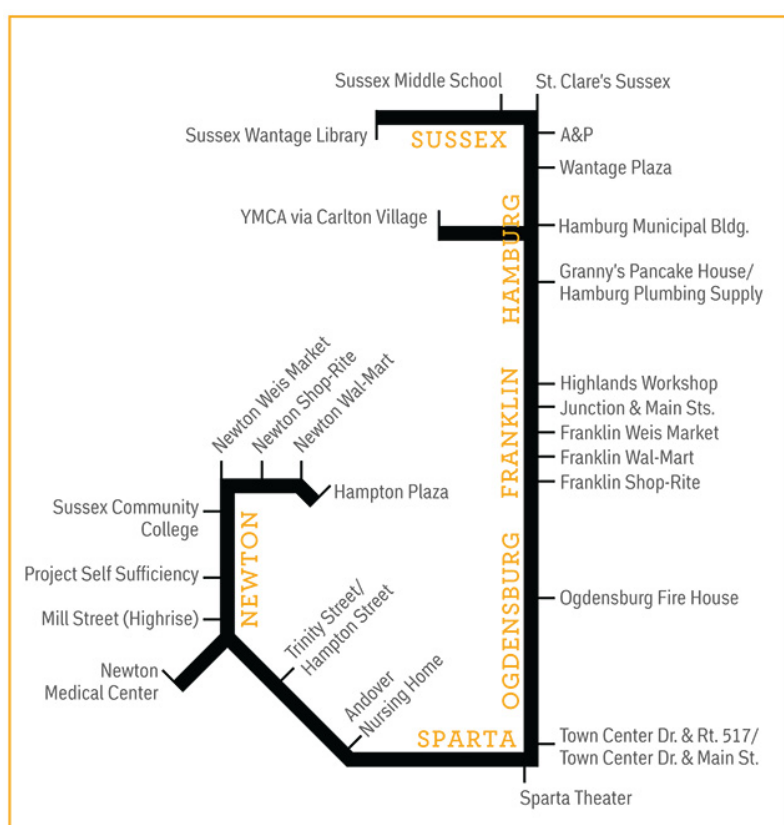
The fixed-route “Loop” service operated bi-directionally, with clockwise service referred to as Route 101 and counter-clockwise service known as Route 102. Defining the routes by direction of service, rather than geographic coverage area, made the service overly-complex as passengers had to become familiar with two separate schedules even if their travels never took them beyond a small segment of the route.

Due to declining Loop ridership, in 2010, Sussex County invited Nelson\Nygaard to conduct an analysis of the county's transit services and make recommendations for improvement.

The study team found that 98% of fixed-route ridership was concentrated in the eastern two-thirds of the Loop, and recommended that fixed-route service through the mostly rural western portion of the route should be discontinued (although demand-response service would continue to be available). Additional recommendations included increasing service frequency from six trips per direction to 11 round-trips per day, developing a user-friendly system map and "ride guide" to attract new riders, and extending service to the county's only YMCA.

At the end of 2011, Sussex County re-launched its Loop service as "Skylands Connect," a 20-mile fixed-route connecting five towns (and part of one township – an administrative unit between a town and a county) along a single corridor (Figure 2).

**Figure H-2 Skylands Connect New System Map**



Travel time from one end of the route to the other is approximately one hour and 45 minutes, but few passengers ride end-to-end. With three buses operating concurrently, buses serve each stop every hour and 15 minutes from approximately 5:00 AM until 6:30 PM.

Since the simplified and more frequent Skylands Connect service replaced the Loop, ridership has increased by 15% to 260 average daily passengers. Productivity has also improved from 6.1 passengers per revenue hour to 7 passengers per revenue hour (Figure H-3).

**Figure H- 3 Skylands Loop/Connect Ridership**

	Year	Total Passengers	Average Daily Passengers	Passengers per Revenue Hour
Loop	2008	55,372	224	6.1
	2009	56,814	230	6.2
	2010	56,243	228	6.2
	2011	56,198	227	6.1
Connect	2012	58,971	250	6.7
	2013	61,583	260	7.0

# Appendix I Ridership Estimates

The following section describes how baseline (transit-dependent) and additional choice ridership were calculated for each of the four service options described in Chapter 7 of this report.

## Baseline Ridership

It is possible to estimate the immediate market for transit in the study area by examining the ridership of existing services that provide alternatives to automobile travel.

Residents and visitors who rely on Coastal Trans and/or Schooner Bay Taxi for their mobility needs are most likely to be the “early adopters” of additional transit service and represent the most immediate market for the service. The study team analyzed ridership data for both operators for the following time periods:

- June 1<sup>st</sup> to 15<sup>th</sup> 2012
- October 1<sup>st</sup> to 15<sup>th</sup> 2012

Ridership data was filtered to only include trips meeting the follow characteristics, which are in line with the expected characteristics of a potential fixed-route transit service:

- Weekday trips only
- Trips with both origins and destinations in Camden, Rockport, Rockland, and Thomaston
- Trips between the hours of 6:00 AM and 8:00 PM only (with the assumption that some of the later trips could be taken a bit earlier if transit service were available until 6:00 or 7:00 PM).

An average of 53 Coastal Trans and 84 Schooner Bay Taxi trips per day met these characteristics in June, for a total of 137 average daily passenger trips. In October, an average of 30 Coastal Trans and 108 Schooner Bay trips per day met all the characteristics, for a total of 138 passenger trips. Thus, the immediate market for transit service in the corridor is likely at least 137 passenger trips per day (or 69 unique individuals, each taking two one-way trips per day).

Without question, some existing riders would continue to use Coastal Trans or Schooner Bay Taxi for various reasons included disabilities that prevent them from using scheduled fixed-route service or the need for more immediate service than an hourly transit service can provide. However, fixed-route riders tend to use transit more frequently than demand-response and taxi users because of the scheduling limitations of demand-response service and the cost of taxi service. The more frequent use of fixed-route service would be expected to off-set any reduction in projected transit ridership among residents who will continue using Coastal Trans and Pen Bay Taxi.

How many people use fixed-route service in the long-term depends on the design of the service. The baseline of **137** mostly transit-dependent passenger trips in the corridor may be supplemented by a significant number of choice riders if service is substantially frequent, reliable, and available at key destinations in the corridor. On the other hand, the baseline ridership itself may be less than 137 daily passenger trips if service is only available in parts of the corridor.

## Choice Ridership

As a general rule, choice riders use transit primarily for work and school trips. Additional trip purposes, such as shopping and recreational trips, attract significant choice riders only if a service operates every 15 minutes or better. Thus, the estimated number of daily transit trips taken by



choice riders is directly related to the proximity of a transit service to destinations such as schools and businesses. The following assumptions were used to estimate choice ridership for each of the four scenarios:

- Non-tourist choice riders will come primarily from the largest employers and high schools in the corridor.
- Seasonal choice riders will come primarily from inns and hotels.
- For major employers and high schools located within two blocks of the proposed route, 1% of employees / students will choose to use the transit service.
- For major employers and high schools located more than two blocks, but within ¼ of the proposed routes, ½% of employees / students will choose to use the transit service.
- Each rider will take two one-way trips per day.

## Ridership Estimates by Service Option

**Figure I-1 Option 1 (Camden to Thomaston Comprehensive Service) Estimated Ridership**

Ridership Source	Employees / Students / Existing Riders	Capture Rate	Expected Riders	Expected Transit Trips
Baseline Corridor Ridership	69	100.0%	69	137
Pen Bay Health Care	1500	1.0%	15	30
Camden Hills Regional High School	663	1.0%	7	13
Oceanside East High School	550	1.0%	6	11
Wal-Mart	300	1.0%	3	6
Boston Financial Data Services	238	0.5%	1	2
Camden National	225	1.0%	2	5
Hannaford Supermarkets	150	1.0%	2	3
Pen Bay YMCA	125	1.0%	1	3
Quarry Hill	125	1.0%	1	3
Shaw's Supermarkets	105	1.0%	1	2
Home Depot	100	1.0%	1	2
Dragon Products	90	0.5%	0	1
Lyman Morse	80	0.5%	0	1
O'Hara Corporation	50	1.0%	1	1
<b>Total Estimated Weekday Ridership</b>			<b>109</b>	<b>219</b>

**Figure I-2 Option 2 (Camden to Thomaston Limited-Stop Service) Estimated Ridership**

Ridership Source	Employees / Students / Existing Rider	Capture Rate	Expected Riders	Expected Transit Trips
Baseline Corridor Ridership	69	60.0%	41	83
Pen Bay Health Care	1500	1.0%	15	30
Oceanside East High School	550	1.0%	6	11
Wal-Mart	300	1.0%	3	6
Boston Financial Data Services	238	0.5%	1	2
Camden National	225	1.0%	2	5
Hannaford Supermarkets	150	1.0%	2	3
Shaw's Supermarkets	105	1.0%	1	2
Home Depot	100	1.0%	1	2
Dragon Products	90	0.5%	0	1
Lyman Morse	80	0.5%	0	1
O'Hara Corporation	50	1.0%	1	1
<b>Total Estimated Weekday Ridership</b>			<b>73</b>	<b>146</b>

**Figure I-3 Option 3 (Rockland-Focused) Estimated Ridership**

Ridership Source	Employees / Students / Existing Rider	Capture Rate	Expected Riders	Expected Transit Trips
Baseline Corridor Ridership	69	75.0%	52	104
Pen Bay Health Care	1500	1.0%	15	30
Oceanside East High School	550	1.0%	6	11
Wal-Mart	300	1.0%	3	6
Boston Financial Data Services	238	0.5%	1	2
Hannaford Supermarkets	75	1.0%	1	2
Shaw's Supermarkets	105	1.0%	1	2
Home Depot	100	1.0%	1	2
O'Hara Corporation	50	1.0%	1	1
<b>Total Estimated Weekday Ridership</b>			<b>80</b>	<b>159</b>

**Figure I-4     Option 4 (Seasonal Service) Estimated Ridership**

Ridership Source	Employees / Students / Existing Rider	Capture Rate	Expected Riders	Expected Transit Trips
Baseline Corridor Ridership	69	50.0%	35	69
Hotel Guests	1,570	2.0%	31	63
Hotel Employees	775	1.0%	8	16
<b>Total Estimated Weekday Ridership</b>			<b>74</b>	<b>147</b>