

## **Biddeford-Saco-Old Orchard Beach Transit Committee ShuttleBus-Zoom**

### **Contact Information**

Contact person:	H. Rodney Carpenter, Deputy Director
Address:	13 Pomerleau Street, Biddeford, ME 04005
Telephone number:	(207) 282-5408
E-mail:	director@shuttlebus-zoom.com rcarpenter@shuttlebus-zoom.com
Website:	<a href="http://www.shuttlebus-zoom.com">www.shuttlebus-zoom.com</a>

### **Service Summary**

Service area:	Multi-town, York and Cumberland Counties
Type of service:	Flex route, Intercity, Commuter

### **ShuttleBus-Zoom Public Bus Service**

ShuttleBus–Zoom operates five flex route systems serving several communities:

- 1. ShuttleBus Local Service.** This service operates seven days per week serving the Cities of Biddeford and Saco and the Town of Old Orchard Beach with two buses operating in a figure eight loop system. Local 1 travels down Main/Elm Street toward Old Orchard Beach and Alfred Street toward Biddeford. Local 2 travels down Alfred Street toward Old Orchard Beach and Main/Elm Street toward Biddeford. The service connects to Amtrak Downeaster, ShuttleBus Intercity bus service and seasonal trolley routes. Service begins at 5:10 a.m. and ends at 11:00 p.m.
- 2. ShuttleBus Intercity Service.** This service operates seven days per week between Biddeford, Saco, Old Orchard Beach and downtown Portland with stops in Scarborough and at the Maine Mall. Major stops in Portland include Greyhound Station and Portland City Hall. Service begins at 6:55 a.m. and ends at 10:05 p.m.
- 3. ZOOM Turnpike Express.** This service operates five days per week between Exit 32 Park & Ride lot in Biddeford and downtown Portland with stops at Exit 36 Saco Park & Ride lot and in Portland - Bramhall and Congress, High and Congress, Monument Square and Bramhall and Forest. Service begins at 6:00 a.m. and ends at 6:40 p.m. and includes five trips during morning and late afternoon rush hours.
- 4. UNE Nor'Easter Express.** This route operates during an academic year seven days per week between the Saco Transportation Center and the University of New England campus with stops at UNE Campus Center and Sokokis Hall/The Forum. Service begins at 6:15 a.m. (10:30 a.m. on weekends) and ends at 11:30 p.m.

5. **Trolley Service.** Memorial Day weekend and between Father’s Day and Labor Day, ShuttleBus operates four trolley services, each with its own trolley:
  - The Camp Ellis trolley runs from Downtown Old Orchard Beach to Camp Ellis in Saco, every half hour from 10:00 a.m. until 11:30 p.m.;
  - The East Side trolley runs from Downtown Old Orchard Beach to Pine Point in Scarborough, hourly from 10:00 a.m. until midnight;
  - The West Side trolley runs from Downtown Old Orchard Beach to various campgrounds and restaurants along Saco Avenue in Old Orchard Beach, every half hour from 10:00 a.m. until midnight;
  - The Route One trolley runs from Downtown Old Orchard Beach to various campgrounds and tourist attractions along Cascade Road in Old Orchard Beach and Route 1 in Saco, hourly from 10:30 a.m. until 10:00 p.m. weekdays and Thursday, Friday and Saturday until 10:51 p.m.

## Summary of Service Changes

1. **ShuttleBus Local Service.** In July 2017, ShuttleBus local service was expanded from six days per week to seven, and two runs were added at the end of the day so that service continues until 10 o’clock at night.
2. **ShuttleBus Intercity Service.** Since May of 2017, the intercity service headway was increased from two hours to one hour until 2:00 o’clock in the afternoon.
3. **Trolley Service.** Added minimal Saturday service from Labor Day through Columbus Day.

## Summary of Accomplishments

1. **Service expansions.** Service has been expanded, as summarized above. There has been a corresponding increase in ridership.
2. **Office and maintenance facility expansion.** In June 2017, ShuttleBus completed a major expansion of its office and maintenance facility. The project included a 30 foot by 50 foot office addition, a new bus wash, a new heating system fueled by natural gas, new lighting, an expanded, paved parking area, and a third set of bus wheel lifts.
3. **Transit Angel Project.** The Transit Angel Project was launched in April of 2018 to provide a way for businesses and individuals to make a tax-deductible donation towards the purchase of passes for people who need assistance getting to work, getting an education, getting to medical appointments or seeking treatment for addiction. ShuttleBus partnered with several local businesses. To date over 4,500 rides have been provided.
4. **Coordination with Greyhound.** ShuttleBus stops at the Greyhound bus stop on its Portland run and transports packages between the Greyhound bus station and the ShuttleBus headquarters in Biddeford. ShuttleBus also sells Greyhound tickets as a Greyhound Partner.
5. **New signs.** ShuttleBus is installing new signs with printed times on the Local and Portland services. New trolley signs have already been installed.

## Future Priorities

1. **New buses.** The fleet is old and in need of upgrading. Four Orion buses and eight trolleys are years beyond their useful life. Four Eldorados and one Orion will reach their useful life in the next four years and need to be replaced in the not too distant future.
2. **Bus signs.** This would involve installing signs on buses that will change automatically along the routes through the GPS system.
3. **Electronic fare boxes.** Passengers now must deposit the exact fare into the farebox or show their passes. An electronic farebox would allow for fares to be paid digitally.
4. **Cameras.** Installing cameras with live video feed on buses would improve security and monitoring.
5. **Electronic data collection.** This would involve a system to tabulate boardings, provide a live feed to the office, track and record the location and speed of buses at all times, and allow passengers to determine the location of their bus as well as its estimated time of arrival at their bus stop. ShuttleBus officials are researching the best options for a data collection system.
6. **Secure bus storage facility.** ShuttleBus owns an undeveloped, adjacent parcel of land to be cleared and fenced to provide secure storage for its buses.

## Plans and Studies

1. **AECOM – Intercity feasibility study.** This study, managed by SMPDC and in partnership with YCCAC and MaineDOT, served to determine route and ridership options in York County. The study was completed October 2018. The study explored options for updating the Portland intercity route.
2. **Pulse system study.** This study is explored the conversion of local service from a figure-eight loop system to a pulse system with the Amtrak train station in Saco serving as the hub. The change to a pulse system is scheduled to begin July 1, 2019.

## Ridership

Ridership has been increasing, especially on the trolley service, as shown below:

<b>ShuttleBus-ZOOM</b>					
<b>General Public Flex Route Trips</b>					
	<b>FY 2013</b>	<b>FY 2014</b>	<b>FY 2015</b>	<b>FY 2016</b>	<b>FY 2017</b>
Local	83,121	88,553	103,993	109,160	108,251
Portland Intercity	30,747	34,493	34,648	34,430	34,212
ZOOM	29,441	29,427	28,255	27,824	25,297
UNE	11,893	14,035	16,055	15,546	15,691
Trolley	115,792	126,646	133,133	144,547	138,625
<b>Total</b>	<b>270,994</b>	<b>293,154</b>	<b>316,084</b>	<b>331,417</b>	<b>322,076</b>

## Fares

<b>Fare</b>	Local: \$1.50 one-way Intercity: One-way travel with a zone \$1.50; within two zone \$3.00; within three zones \$5.00. ZOOM: \$5 one-way UNE: \$1.50 one-way general public; UNE student with valid UNE student I.D. free. Trolley: \$1.00 one-way; \$2 after 6:00 p.m. Thursday Family Day \$1.00 all day
<b>Exact Fare Required?</b>	Yes
<b>Electronic Fare?</b>	No
<b>Senior/disabled Half fare available?</b>	Local: Yes - \$0.75 persons with disability or Medicare care Intercity: No ZOOM: No UNE: Yes, same as Local Trolley: No
<b>Senior/disabled half fare pass required?</b>	Local: No Intercity: n.a. ZOOM: n.a. UNE: No Trolley: n.a.
<b>Other discounts?</b>	Local: Regular monthly pass \$30; monthly pass for seniors 65+, disabled adult and students with school ID \$25; Children under 5 free; Hannaford \$1.50 Ride Card free Intercity: 10-ride pass travel within two zones \$25.00; within three zones \$40.00 ZOOM: 10-ride ticket \$40; monthly commuter Card \$120; quarterly pass \$300. UNE: Hannaford \$1.50 Ride Card free Trolley: No
<b>Multi-ride prepayment?</b>	Local: Yes Intercity: Yes ZOOM: Yes

	UNE: Yes, Local passes valid Trolley: Yes, \$15 weekly, \$75 monthly, \$150 season
<b>Monthly pass prepayment?</b>	Local: Yes Intercity: n.a. ZOOM: Yes UNE: Yes Trolley: Yes
<b>Passes available from:</b>	ShuttleBus-Zoom office or from bus operator. Downloadable forms on website to attach payment and mail

## **Buses/Facilities**

Due to funding challenges, ShuttleBus has an aging fleet which creates higher maintenance and repair costs. MaineDOT has approved funding for a new coach for the Zoom Turnpike Express and is hoping to order the coach in 2019. FTA has approved funding for two new electric buses to be matched partially by VW settlement money.

As previously described, ShuttleBus completed a major expansion of its office and maintenance facility. The project included a 30 foot by 50 foot office addition, an upgraded wash bay, a new heating system fueled by natural gas, new lighting, fire alarm and video system, an expanded, paved parking area, and a third set of vehicle lifts.

ShuttleBus maintains its own buses, as well as those owned by YCCAC, and the Dayton School District.

## **Coordination/Outreach/Partnerships/Unmet Needs**

See Public Outreach section for a summary of ShuttleBus’ extensive coordination and outreach efforts. ShuttleBus has instituted a fulltime mobility manager. Her efforts include meetings with various agencies and groups and providing information about how to use the bus. Meeting were held with people in elderly housing projects, agencies that serve people with disabilities, veterans’ groups, churches, colleges and high schools, as well as meetings with developers, businesses and municipal governments.

ShuttleBus’ unmet needs coincide with its future priorities which are described above.

## **Innovations/Creative Approaches**

ShuttleBus’ innovations are aimed at improving transit services for the general public and include establishment of the Transit Angel project, submission of an application for electric buses to improve its bus fleet, and meeting and partnering with various groups, organizations and businesses to boost ridership.

## **Major Challenges**

The major challenges facing ShuttleBus–Zoom include:

1. Upgrading its fleet of buses
2. Recruiting and retaining drivers
3. Increase in housing at a rapid pace
4. Increasing service as needed in a timely manner

## Public Participation Summary

1. **Public fare increase workshop.** Attended and participated with the Public Fare Increase Workshop and associated meetings to include:
  - Old Orchard Beach Chamber
  - Biddeford/Saco Chamber
  - J-1 International Work Force Program
2. **Elderly housing.** Visited elderly housing projects with information about how they can use the transit service. Instructional visits were made to:
  - Bellavita (now known as Atria of Scarborough)
  - Pines – OOB
  - Hazelton House – Saco
  - Mission Hill Elderly Housing - Biddeford
  - General Assistance Programs – Biddeford, Saco & Old Orchard Beach
  - AARP aging communities to develop a transportation guide
3. **How to use the bus.** Met with various groups to familiarize people with how to use the bus. This often included “hands-on” experience on a stationary bus.
  - Division of Blind
  - Shalom House
  - Maine Behavioral Health
  - For Baxter Academy Students from Biddeford, Saco, Old Orchard Beach, Scarborough Area to Portland
  - Other Organizations
    - Frannie Peabody
    - Goodwill
    - Strive
4. **Transit use training for veterans.** Worked with multiple veteran’s programs (Homeless Vets, Housed Vets and Disabled Vets) on how to use transit including:
  - Portland, Biddeford, Saco and Sanford – Educated them on Public Transportation
  - Veteran’s Home in Scarborough
5. **One-on-one training.** Did one-on-one training with Mobility Impaired Individuals often riding with them on the bus.
6. **Churches and organizations.** Worked with different churches and organizations to help with public transportation - going to speak with them, providing education.

7. **Salvation Army.** Spoke with a group of adults who have recently relocated to our area about transit.
8. **Hospital outreach.** Worked with hospitals to see what could be done for those with no money to get home.
9. **College, high school outreach.** Worked with colleges and high schools on public transportation use such as UNE and Thornton Academy.
10. **Developers.** Worked with developers to educate residents in their units on how to use public transportation. Designed passes for them to distribute during Open House Move In day (Chinburg – Saco Mill Building #4).
11. **Job fairs.** Attended job fairs to help employers and new employees with their transportation needs as well as York County Sheriffs corrections release efforts.
12. **Instructor passes.** Developed Instructor Passes for different organizations in our area. These passes are for individuals leading a group that is taking the bus.
13. **Presentations to municipal government.** Made regular presentations to city and town councils as well as municipal comprehensive plan committees on ShuttleBus' efforts to provide a cost-effective public transit service.
14. **Workforce development, high-school vocational programs.** Worked with workforce development agencies and high school vocational programs that are not on the bus route to develop last mile transportation, and to develop survey inquiring about needs in our area.
15. **Businesses.** Worked with businesses that may need transportation for their employees and customers.
16. **Age friendly communities.** Worked with age friendly communities to develop transportation options for a senior citizens brochure which will provide Tri-Community transportation options for Biddeford, Saco and Old Orchard Beach area.