

Ad Hoc Mass Transit Committee Report



October 14, 2008

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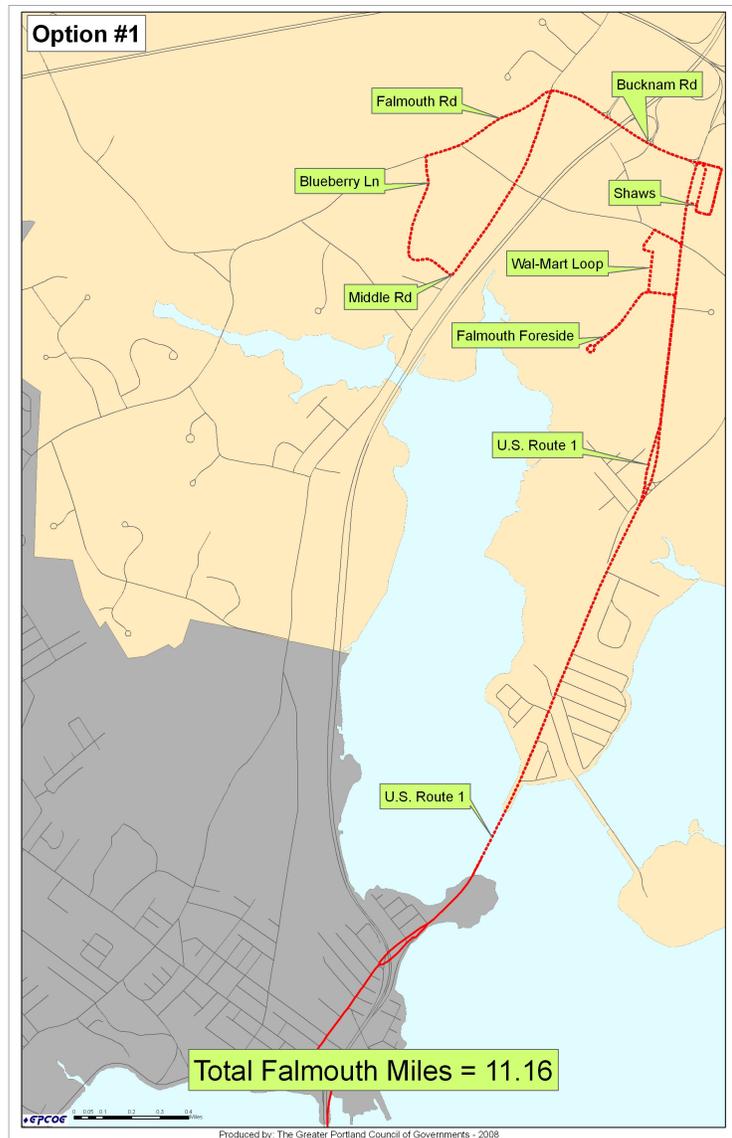
Credits: Mass Transit Committee Members – Lisa Agnew, Jeanne Conley, Councilor Bonny Rodden, Annette Woodbury; Staff – Ethan Croce, Randy Davis, Amy Lamontagne, Ellen Planer, Nathan Poore, Melissa Tryon; GPCOG – Matti Gurney, Steve Linnell

I. History

At the urging of elderly residents and mass transit advocates in Falmouth, the Greater Portland Transit District (Metro) began bus service in Falmouth in June, 2004. The route runs from Elm Street in Portland to the Route 1 corridor in Falmouth, with a loop along Bucknam Road to OceanView.

The service was experimental with the understanding that at some point Falmouth's costs would increase and the town would be asked to join Metro. Each year the contract was renewed with Falmouth paying operating costs but not administrative costs. The federal government, through its Job Access/Reverse Commute (JARC) program, has paid a portion of Falmouth's share each year. At the end of 2007, Metro's Board of Directors requested that Falmouth pay its full share of the cost and join Portland and Westbrook in the District.

The Metro Board gave Falmouth until October, 2008 to review the bus service. At first, the review was conducted by a joint Metro/Falmouth task force. However, it proved more efficient for Falmouth to conduct its own review through an ad-hoc committee established by the Falmouth Town Council. This report is the result of the work of that committee, known as the ad hoc Falmouth Mass Transit Committee.



II. Charge from the Council

The following is the charge of the Falmouth Town Council approved at its meeting Jan. 28, 2008:

“The ad hoc committee will study all aspects of the Metro bus service in Falmouth. The review by the committee, to be known as the Ad hoc Falmouth Mass Transit Committee, shall include but will not be limited to the efficiency of the bus route, marketing, financing, procedures to increase bus ridership and the possibility of expanding the route into Cumberland and Yarmouth. The committee shall also recommend whether the Town of Falmouth should become a full member of the Greater Portland Transit District (known as the Metro District), whether the Town should continue with Metro in another capacity or whether the mass transit needs in Falmouth should be served by some other means. The Committee shall report to the Council no later than Oct. 1, 2008.”

III. Executive Summary

During its review of Metro bus service, the Committee has found strong support among residents and business operators to continue bus service along the Route 1 corridor. Falmouth by the Sea/Foreside Harbor, which is not served directly by the current bus line, has asked the town in the last few weeks to provide service along Route 88 so some of its 120-employee workforce can take the bus. The company is willing to subsidize their bus fare.

Metro has also offered to provide free bus passes to Falmouth residents for six months as part of a marketing campaign to draw more riders.

The Committee feels the bus already provides an important service to the Falmouth community that can only grow with high energy costs beleaguering the country.

The Committee advocates expanding the bus route to include Route 88 and conducting a major marketing campaign to expand ridership, but it is impractical to make radical changes in the service for only several months if the Council is unwilling to support full membership in Metro.

The Metro Board voted Oct. 1, 2008 to end its contractual relationship with Falmouth by Dec. 31, 2009 or earlier unless Falmouth agrees to join the Metro District by January, 2010. The Board is willing to allow service to continue in 2009 without membership as long as Falmouth pays the full cost of operating and administrative costs as well as other terms concerning federal subsidies and liability.

Full membership has benefits and risks and there are still some unanswered questions. The Committee has estimated the short-term commitment of full membership to include two years of financial support (consistent with costs described in Table 1, the Metro Route Analysis.) There would also be minimal capital obligations, such as Metro’s plan to replace several buses. Falmouth’s share of the capital risk is estimated at \$20,000 to \$40,000 over five years. If

Falmouth wants to withdraw from the Metro District, it can give one year's notice as long as it is provided by January 1 of any given year.

Decisions facing the Council are:

- 1) whether to continue bus service in 2009;
- 2) whether to join Metro in 2010.

The Committee supports continuing bus service in 2009 at full cost. It also supports joining Metro as long as outstanding issues can be resolved.

Ridership on the bus has grown steadily with 3,000 individual trips logged per month in 2004 to more than 6,000 in 2008. Most riders are traveling to Falmouth to shop or work, and a smaller group of Falmouth residents ride the bus into Falmouth village and Portland.

In an effort to determine whether residents and businesses along the Route 1 corridor want to retain bus service and whether more Falmouth residents would ride the bus under different circumstances, the committee conducted a survey by mail and drop-off of residents and businesses within ¼ mile of the bus route.

Of the 295 residents who responded to the question, 251 or 85 % wanted the bus to continue. Of the 50 business people who responded, 43 or 86 % said they wanted the bus to continue.

The key then was to determine how to get more Falmouth riders on the bus and how to better serve the town. The committee recommends changing the route and heavily marketing the bus with the help of Metro. The route would make two loops depending on the time of day, one along Bucknam Road to OceanView; the other up Route 1, east along Johnson Road and down Route 88 to Depot Road. The hours would be divided depending on the time of day to accommodate residents, employees and the elderly community at OceanView.

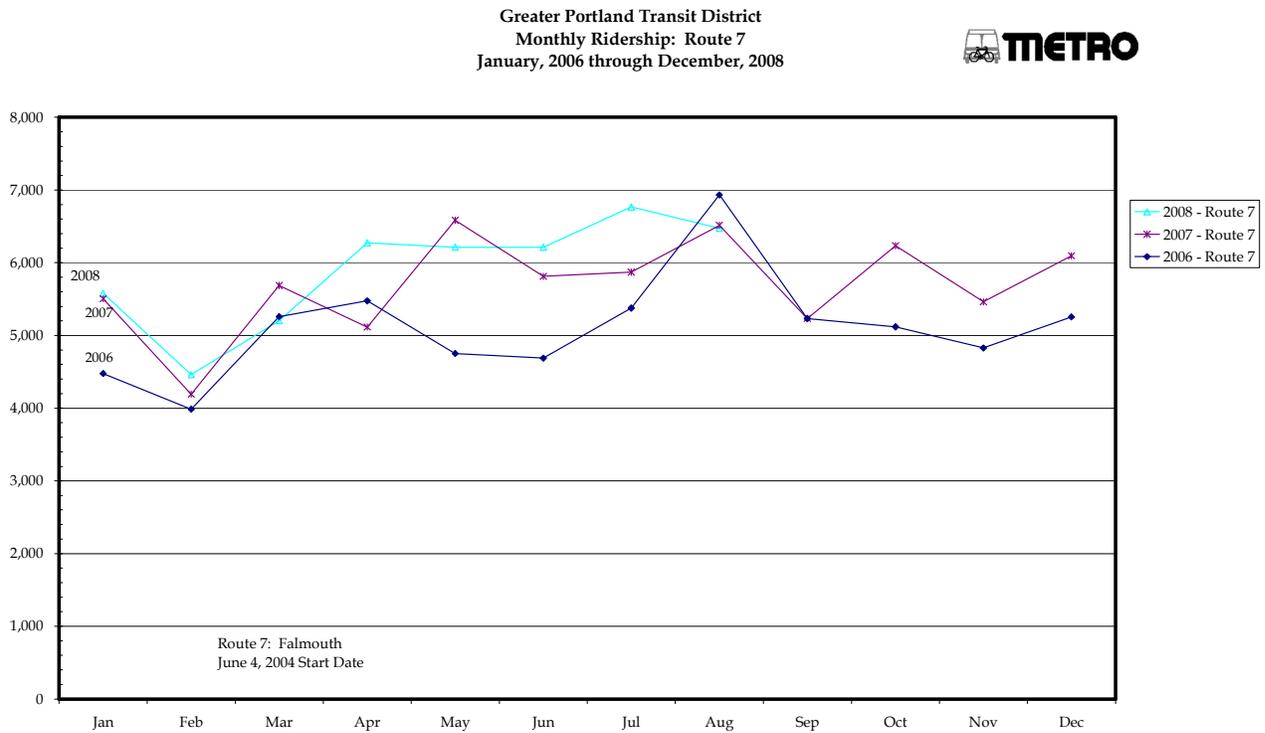
Since surveys at OceanView indicated most residents ride the bus there during non-commuter hours, the new route would service OceanView beginning at 8:55 a.m. and continue hourly through 1:55 p.m. six days a week. It is hoped that OceanView could provide connecting van service to the bus later in the day. During commuting hours – the first two runs and the last five runs – the bus would leave Portland and continue north on Route 1 past Shaw's making a loop east on Johnson Road to Town Landing Market, south on Route 88 and west across Depot Road to Shaw's, then a loop to Wal-Mart and south on Route 1.

The route change would be kicked off with a marketing campaign that includes a free monthly pass to Falmouth riders, sponsored by the Metro District.

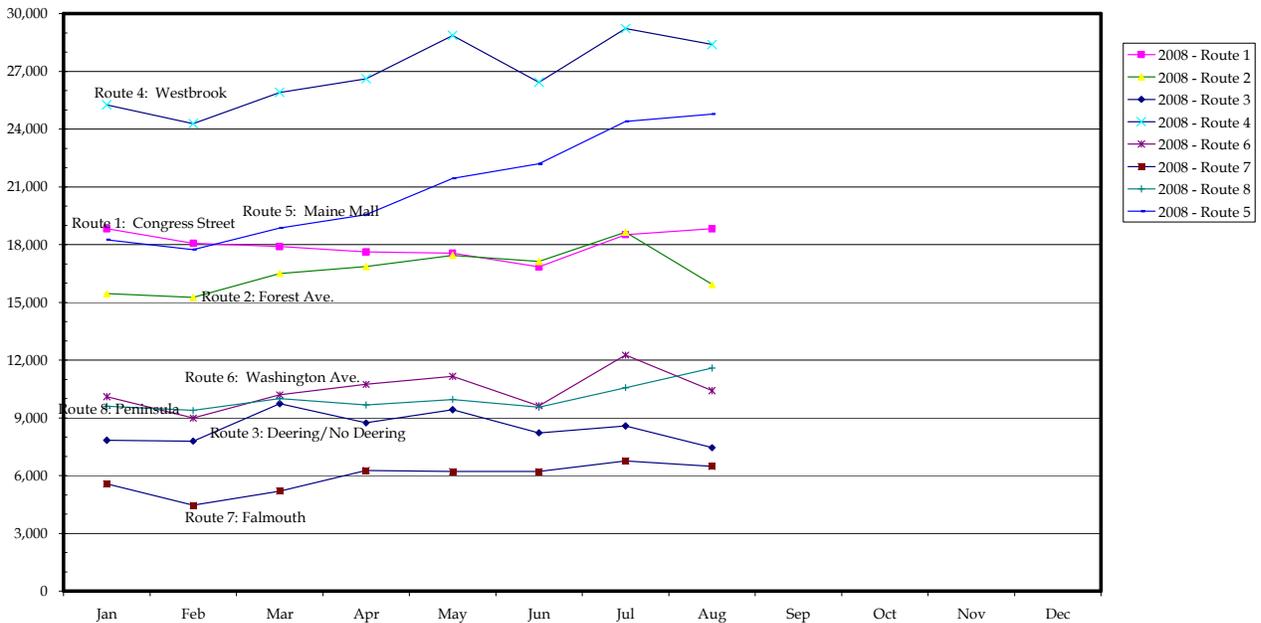
The committee also recognizes the need for a Park and Ride lot in Falmouth to encourage commuters from other parts of town and other communities to ride the bus. This issue will remain on the radar screen during future discussions of development in Falmouth. The town will also continue to encourage Cumberland and Yarmouth to participate in Metro so bus service can be extended farther north on Route 1. At this point, Cumberland town officials have said they are not interested.

IV. Ridership

The Flyer’s ridership has ridden steadily from 3,000 trips per month in 2004 to a high of 6,765 this July. It has the lowest ridership of Metro’s eight routes, but it is at a great disadvantage because it is the only route with service only once an hour. Despite the disadvantage, Route 7 nearly tied the No. 3 Deering Route in August. It is also still considered a new route with room to grow.



Falmouth Ridership over the last three years



Comparison of all eight Metro Bus Routes in 2008

It is difficult to determine exactly how many riders are from Falmouth because Metro cannot track on a regular basis where riders get and off the bus. Periodically Metro conducts on-board surveys. For this report, the committee chose not to conduct on-board surveys because they reflect the ridership for one particular day and can be affected dramatically by, for example, the Red Hats at OceanView taking a lunch excursion.

The committee’s household surveys indicated that 40% of residents along the corridor had ridden the bus at least once. Of those who had ridden the bus, 41 of 130 people, or 32%, ride it regularly.

Among businesses, 86% reported that employees did not use the bus, but at least one employee at 10 businesses (14%) rely on the bus, according to the committee’s survey. Those businesses in the past have included Wal-Mart, McDonald’s, Shaw’s, Subway, Wendy’s and Dunkin’ Donuts, according to a 2007 Metro memorandum.

V. Marketing

From the surveys and community discussion, it was clear that some residents would like to ride the bus but they are unaware of the hours or they just don't think of the bus as an option when they're leaving their home. The Committee concluded that a marketing campaign would make residents more aware of the bus, more willing to take it and more comfortable on it. The Committee has discussed numerous marketing options and is working with Metro and other groups to develop creative strategies.

In 2009, Metro is willing to offer a free six-month pass to any Falmouth resident who would like to ride the bus. The promotional pass could be used to ride all bus routes in the Metro system. Councilors Dave Libby and Tony Payne have offered to work with the Falmouth-Cumberland Chamber of Commerce on a variety of incentives to encourage Falmouth business owners to support the bus for their employees and customers. In addition, the Committee could work with Mike McDade, Channel 2 Station Manager, to create informational segments about public transportation and its options in Falmouth.

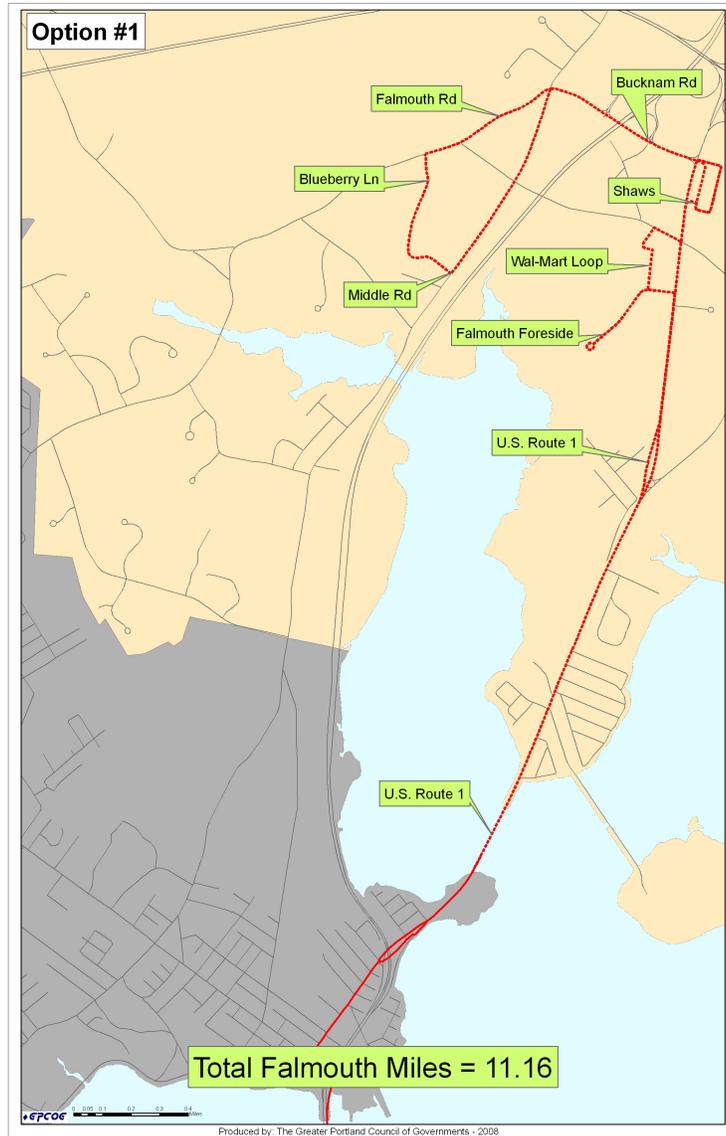
VI. Route Options

This section of the report identifies route options. The current route originates in Portland, proceeds outbound along Route 1, Bucknam Road, Blueberry Lane and Middle Road. Stops include Foreside Estates; Wal-Mart; Shaws; and Ocean View. This route has seen a slow but steady increase in ridership since 2004.

The Task Force considered many factors in the development of route options. The survey results, reported in Section VIII, were utilized as a primary consideration. We found that there was a demand for an increase in frequency and route expansion. We attempted to develop a route that could be serviced every 30 minutes rather than the current route which takes one hour. There is no solution that will accommodate a reduced route length without adding a second bus. Adding a second bus is not financially prudent, therefore, we decided to research options that could add stops in areas not currently served.

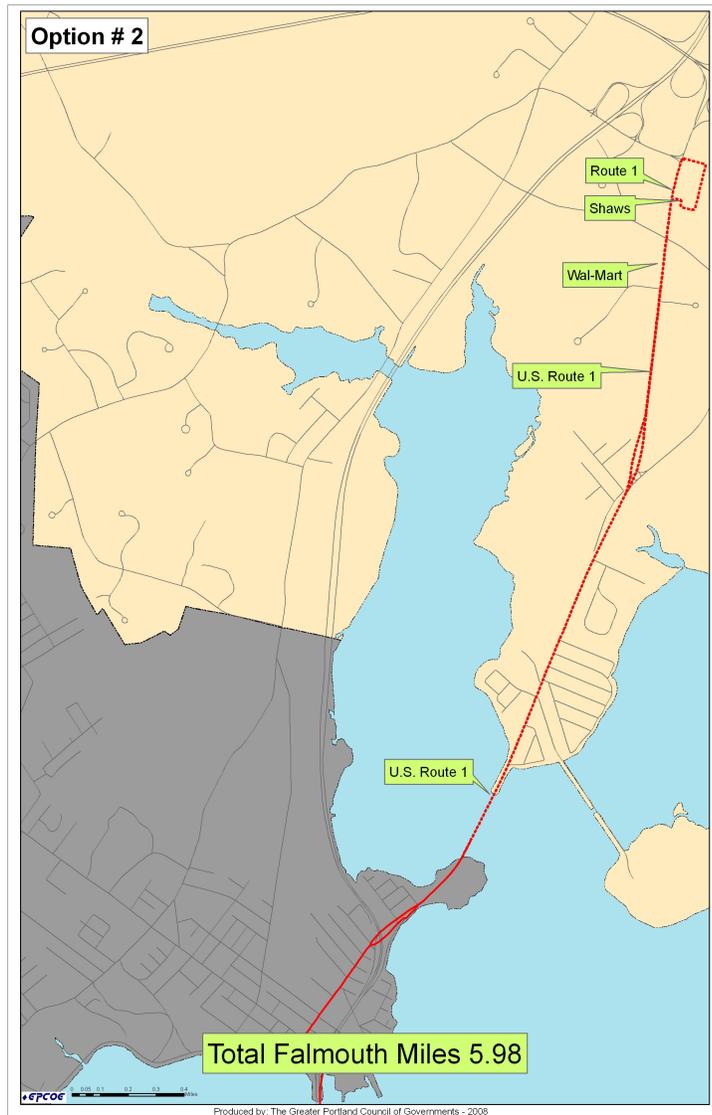
We chose four options, described in the following table and maps. The table and maps identify cost calculations, route miles, and exact location of the routes. These options include the current route, streamlined route (significant reduction in service), modified streamlined route (moderate reductions in service), and an expanded route (without cost increases).

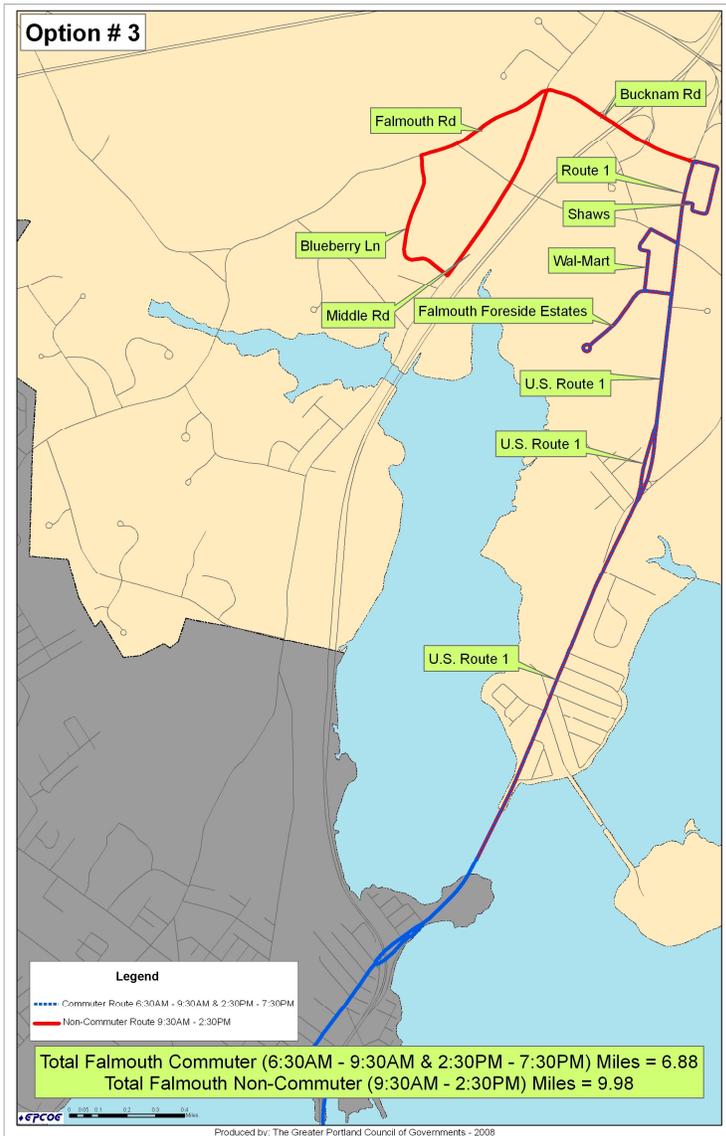
Current Route (Option 1): This route requires no changes. The route originates in Portland, proceeds outbound along Route 1, Bucknam Road, Blueberry Lane and Middle Road. Stops include Foreside Estates; Wal-Mart; Shaws; and Ocean View.



Streamlined Route

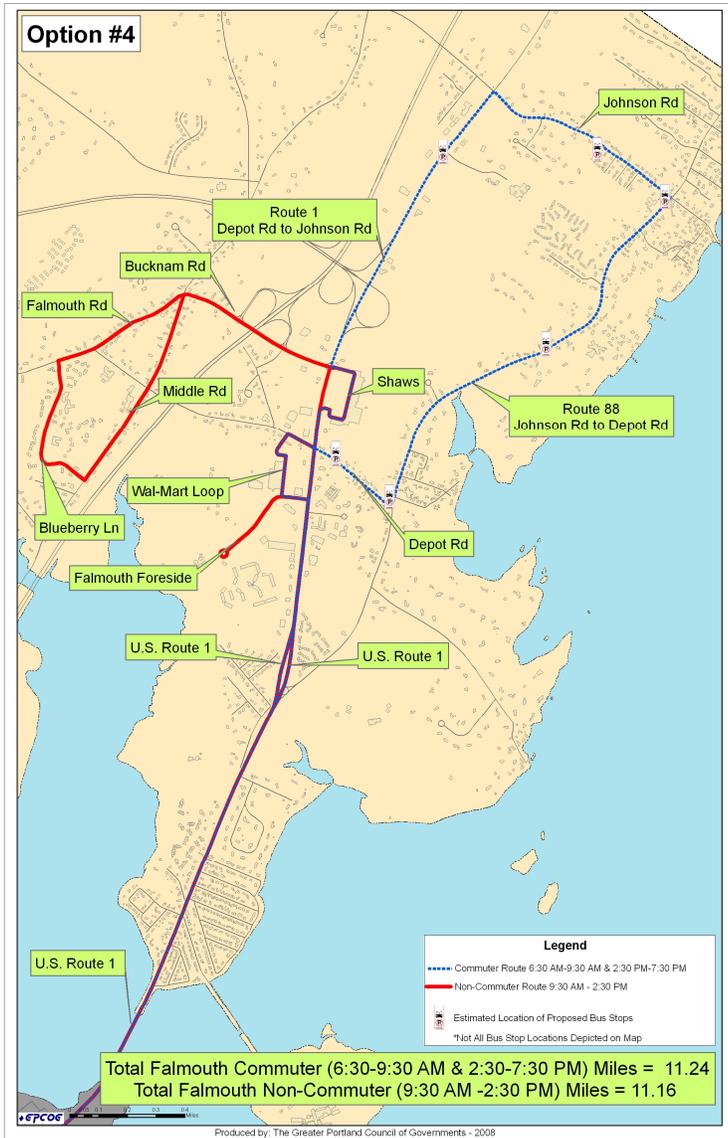
(Option 2): This route originates in Portland, proceeds outbound along Route 1 and turns around at Shaw's before returning to Portland via Route 1. All stops along Route 1 will be similar to the current route (Option 1) with the exception of eliminating a stop in front of Wal-Mart. The Wal-Mart stop will be located directly on Route 1. This route will also eliminate the Ocean View and Foreside Estates portion of the Route. This route provides the least amount of service at the lowest cost.





Modified Streamlined Route (Option 3):

This option includes two different routes that will change throughout the day. From 6:30 am to 9:30 am and the period between 2:30 pm and 7:30 pm, the Modified Streamlined Route route will originate in Portland, proceeding outbound along Route 1 with stops at Shaws, Wal-Mart, and Foreside Estates. From 9:30 am to 2:30 pm, the route will add a stop at Ocean View. This route offers service to the same locations as the current route (Option 1) but at less cost because of route reductions in the middle of the day. Survey results from Ocean View revealed a demand period in the middle of the day which this route accommodates.



Expanded Route (Option 4): This option also utilizes two different routes that will change throughout the day. From 6:30 am to 9:30 am and the period between 2:30 pm and 7:30 pm, the route will originate in Portland, proceeding outbound to Route 1 and Johnson Road, Johnson Road to Route 88, Route 88 to Depot Road, Depot Road to Wal-Mart, and inbound to Portland via Route 1. This service adds a significant amount of new service to businesses along Route 1 North and businesses along Route 88. Several of these businesses have identified a need for workforce related public transportation. This expanded route also adds commuting opportunities to an expanded area of high density residential areas not previously serviced. From 9:30 am to 2:30 pm, the route will change to include a stop at Ocean View.

The Task Force recommends the Expanded Route (Option 4). We are optimistic that the combination of expanded marketing opportunities described in Section V and an expanded route to include Route 1 North and Route 88, will lead to substantive increases in ridership. This increase in ridership should justify the continuation of this important service to Falmouth and the region. If this route is considered, it is possible that there are additional resources available through Jobs Access Reverse Commute (JARC) funding. We believe that additional funding is possible because the route will service a greatly expanded commercial area.

Metro Route Analysis				
	Option 1	Option 2	Option 3	Option 4
Schedule				
6:30 a.m. - 8:30 a.m.	11.16 mi run	5.98 mi run	6.88 mi run	11.24 mi run
8:30 a.m. - 2:30 p.m.	11.16 mi run	5.98 mi run	9.98 mi run	11.16 mi run
2:30 p.m. - 7:30 p.m.	11.16 mi run	5.98 mi run	6.88 mi run	11.24 mi run
Miles per Day	145.08	77.74	104.94	145.72
Runs per Day	13	13	13	13
Projected Gross Annual Cost	\$200,000	\$107,168	\$144,665	\$200,882
JARC Revenue	<u>(\$60,000)</u>	<u>(\$60,000)</u>	<u>(\$60,000)</u>	<u>(\$60,000)</u>
Projected Net Annual Cost	\$140,000	\$47,168	\$84,665	\$140,882
<u>Impacting Factors</u>				
<p>The Projected Annual Cost was determined by multiplying the Miles per Day X the days in operation X the average cost per mile. The average cost per mile (\$4.42) was based on the Current Route Annual Cost divided by the Annual Route Miles.</p> <p>All of the options are based on one bus servicing Falmouth.</p> <p>All runs take one hour.</p>				

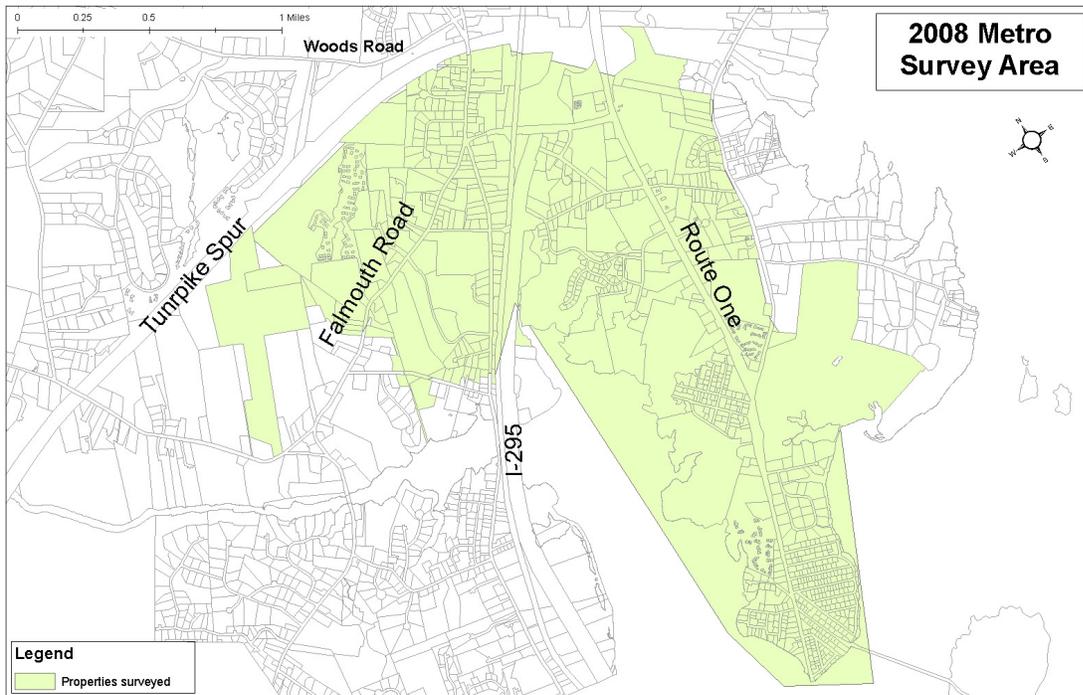
VII. Alternatives

To determine whether there is a less costly form of transportation to serve the needs of Falmouth residents, the committee approached several private transportation companies in the Portland area. Although all companies were interested and responsive, based on the number of vehicle miles traveled in Falmouth, it was less expensive to stay with Metro. Based on figures obtained from the Greater Portland Council of Governments (GPCOG), the hourly rate in July 2008 was \$90.00. This price was an increase from the \$75/hr which was used in the Lakes Region bus service study. At \$90/hr it was assumed that the vehicle used would be a 49 passenger coach style bus. Again, the GPCOG price was an estimate because it was impossible for any private companies to provide specific information without a formal Request for Proposal (RFP).

VIII. Surveys

Introduction

In an effort to determine the support for the bus and whether there is a market for more bus riders in Falmouth, the committee polled residents and businesses within ¼ mile of the bus route in June. The committee deliberately chose not to conduct an onboard survey because it would reflect ridership only on a specific day.



Methodology

Surveys, with stamped return envelopes, were mailed to three groups of residents with additional questions targeting each specific group – neighborhoods off Route 1, the Foreside Estates apartment complex off Clearwater Drive, and OceanView, the retirement community on Blueberry Lane.

Parents of school children were also targeted through a separate on-line survey linked to the Principals Notes emailed weekly to parents of students. Businesses within ¼ mile of Route 1 were sent a separate survey. (See appendix for surveys.)

The report analyzed the residential results based on returns from the Route 1 corridor and OceanView because of the significant response. Along the Route 1 corridor, 270 of 753 surveys mailed were returned (36%). At OceanView, 58 of 200 distributed to each unit were returned (29%).

The analysis also includes a separate survey to businesses along the route; with a return rate of 72 of 227 (32%). Surveys were mailed to all businesses along the Route 1 corridor, in addition to businesses located on streets bordering Route 1. The committee decided not to include the results of the Foreside Estates survey and the online school survey because the participation was too low. The return rate for Foreside Estates, where surveys were distributed door to door, was only 8 of 200 (4 %). The online school survey through the schools generated 23 responses.

The committee was able to conduct the survey at a great savings because it was done in-house by town staff for essentially the cost of postage and supplies. The Greater Portland Council of Governments also contributed some technical support.

Summary

There was overwhelming support for continuing the bus, both in the residential areas --251 respondents (85%) and among businesses – 43 respondents (86%). Regular riders include employees at 10 businesses and 41 Falmouth residents who take the bus daily or 1-2 times per week. At one business, more than 75% of the workforce takes the bus.

Personal vehicles are used most frequently by commuters (75%) and OceanView residents (74%). But both groups and non-commuters said higher gas prices would be the primary reason they would be motivated to ride the bus in the future.

Of Route 1 respondents, 86% were willing to allow their children to ride the bus to Falmouth Village and Portland, at some point.

There was a core of commuters (42%) and non-commuters (36%) in the Route 1 group who said nothing would entice them to ride the bus. Hours and destinations are too inconvenient or they prefer their vehicles. In contrast, all 53 OceanView residents who answered the questions found at least one category that would motivate them to ride the bus.

Among businesses, 86% said their employees do not use the bus to get to and from work. However, in the comment section there were two requests to have bus service further north on Route 1. Respondents said employees would be motivated to ride the bus with better hours, higher gas prices and more information about the schedule.

Bus service along the Route 1 corridor is “very important” or “important” to 61% of the business respondents. About one-half said their customers do not use the bus.

Regarding bus schedules and routes, bus ridership would drop if the route were changed to follow Falmouth Road instead of Route 1. OceanView residents prefer to ride the bus from 9:01 a.m. to 4 p.m.

Results

A. Residential Surveys (Route 1 and OceanView)

1. Knowledge of service

Of those surveyed, 97% were aware that METRO operates the #7 bus, called the Falmouth Flyer, in Falmouth.

Route 1 Survey		
Are you aware Metro operates the #7 bus, called the Falmouth Flyer, in Falmouth?		
Answer Options	Response Percent	Response Count
Yes	97.0%	262
No	3.0%	8
<i>answered question</i>		270
<i>skipped question</i>		0

OceanView Survey		
Are you aware Metro operates the #7 bus, called the Falmouth Flyer, in Falmouth?		
Answer Options	Response Percent	Response Count
Yes	98.3%	57
No	1.7%	1
<i>answered question</i>		58
<i>skipped question</i>		0

2. Have ridden the Flyer

In Ocean View, 86 percent who responded said they had ridden the bus in comparison to 30 percent along the Route 1 corridor.

Route 1 Survey		
Have you ridden the Metro #7 Falmouth bus?		
Answer Options	Response Percent	Response Count
Yes	29.6%	79
No	70.4%	188
<i>answered question</i>		267
<i>skipped question</i>		3

OceanView Survey		
Have you ridden the Metro #7 Falmouth bus?		
Answer Options	Response Percent	Response Count
Yes	86.2%	50
No	13.8%	8
<i>answered question</i>		58
<i>skipped question</i>		0

3. Frequency

Of those at OceanView and along Route 1 who have ridden the bus, 32% ride it daily or 1-2 times per week, 28% ride it 1-2 times per month, and 30% have ridden it once or 1-2 times a year.

Route 1 Survey		
If yes, how often?		
Answer Options	Response Percent	Response Count
Daily	3.8%	3
1-2 times/week	25.0%	20
1-2 times/month	22.5%	18
1-2 times/year	27.5%	22
Once	21.3%	17
<i>answered question</i>		80
<i>skipped question</i>		190

OceanView Survey		
If yes, how often?		
Answer Options	Response Percent	Response Count
Daily	8.0%	4
1-2 times/week	28.0%	14
1-2 times/month	36.0%	18
1-2 times/year	22.0%	11
Once	6.0%	3
<i>answered question</i>		50
<i>skipped question</i>		8

4. Primary transportation for commuters

For residents who commute to work, school or somewhere else, 75% use their own vehicle. Another 6% use the bus.

Route 1 Survey		
If you commute to work, school or somewhere else, which form of transportation do you use?		
Answer Options	Response Percent	Response Count
Own vehicle	89.5%	213
Carpool	6.3%	15
Bus	6.3%	15
Bicycle	8.4%	20
Other	7.1%	17
<i>answered question</i>		238
<i>skipped question</i>		32

OceanView Survey		
If you commute to work, school or somewhere else, which form of transportation do you use?		
Answer Options	Response Percent	Response Count
Own vehicle	66.7%	12
Carpool	5.6%	1
Bus	27.8%	5
Bicycle	0.0%	0
Other	11.1%	2
<i>answered question</i>		18
<i>skipped question</i>		40

5. Destination for commuters

Falmouth commuters travel broadly throughout the region, with 46% going to Portland, 4% to Westbrook, 27% to towns other than Portland and Westbrook in the Greater Portland Area and 28% to other locations.

Route 1 Survey		
If you commute to work, school or somewhere else, where is your destination?		
Answer Options	Response Percent	Response Count
Portland	51.7%	119
Westbrook	3.5%	8
Other towns in Greater Portland	32.6%	75
Other location	27.8%	64
<i>answered question</i>		230
<i>skipped question</i>		40

OceanView Survey		
If you commute to work, school or somewhere else, which form of transportation do you use?		
Answer Options	Response Percent	Response Count
Own vehicle	66.7%	12
Carpool	5.6%	1
Bus	27.8%	5
Bicycle	0.0%	0
Other	11.1%	2
<i>answered question</i>		18
<i>skipped question</i>		40

6. What would make commuters switch to bus?

Nothing would entice 90 respondents to ride the bus. Nearly an equal number would be motivated by higher gas prices. To a lesser degree, more frequent bus service and better publicity about schedules would motivate them.

Route 1 Survey		
If you commute to work and don't use the bus, what would entice you to commute on the #7 bus (OK to check more than one)		
Answer Options	Response Percent	Response Count
More than once an hour service	24.4%	53
Higher parking fees at destination	9.2%	20
Higher gas prices	35.9%	78
More information about bus schedule	22.6%	49
Free taxi service to return home in emergency	11.1%	24
Other	12.9%	28
Nothing (please explain)	41.5%	90
<i>answered question</i>		217
<i>skipped question</i>		53

OceanView Survey		
If you commute to work and don't use the bus, what would entice you to commute on the #7 bus (OK to check more than one)		
Answer Options	Response Percent	Response Count
More than once an hour service	9.1%	1
Higher parking fees at destination	18.2%	2
Higher gas prices	81.8%	9
More information about bus schedule	27.3%	3
Free taxi service to return home in emergency	0.0%	0
Other	9.1%	1
Nothing (please explain)	0.0%	0
<i>answered question</i>		11
<i>skipped question</i>		47

7. What would make non-commuters switch to bus?

Higher gas prices would entice the most non-commuters. They would also be motivated, though less so, by concern for the environment, better publicity about schedules and more frequent service. Like certain commuters, there was a large group of Route 1 residents that would not be motivated to ride the bus under any circumstances. That was not the case with OceanView residents.

Route 1 Survey		
If you aren't a commuter, what would make you take the bus more often? (OK to check more than one)		
Answer Options	Response Percent	Response Count
More than once an hour service	20.6%	37
Higher parking fees at destination	13.9%	25
Higher gas prices	42.8%	77
More information about bus schedule	21.7%	39
Concern for the environment	28.9%	52
Friends or neighbors take it	14.4%	26
Other	11.1%	20
Nothing (please explain)	36.1%	65
<i>answered question</i>		180
<i>skipped question</i>		90

8. Bus schedule

Residents along Route 1 were evenly divided about when they would ride the bus. But at OceanView the period from 9:01 a.m. to 4 p.m. was clearly the favorite.

Route 1 Survey		
When would you be most likely to ride the bus? (OK to check more than one)		
Answer Options	Response Percent	Response Count
6:30 am - 9:00 am	33.7%	83
9:01 am - 12:30 pm	30.5%	75
12:31 pm - 4:00 pm	33.7%	83
4:01 pm - 7:00 pm	36.2%	89
Never	29.7%	73
<i>answered question</i>		246
<i>skipped question</i>		24

Ocean View		
When would you be most likely to ride the bus? (OK to check more than one)		
Answer Options	Response Percent	Response Count
6:30 am - 9:00 am	11.3%	6
9:01 am - 12:30 pm	77.4%	41
12:31 pm - 4:00 pm	66.0%	35
4:01 pm - 7:00 pm	13.2%	7
Never	1.9%	1
<i>answered question</i>		53
<i>skipped question</i>		5

9. Why don't you ride the bus more often?

The overwhelming answer: A vehicle is more convenient.

Route 1 Survey		
Why don't you ride the bus more often? (OK to check more than one)		
Answer Options	Response Percent	Response Count
Vehicle is more convenient	77.7%	195
Parking/traffic are not a problem	18.3%	46
Bus is too expensive	2.0%	5
Don't feel safe on the bus	3.6%	9
Other	27.9%	70
<i>answered question</i>		251
<i>skipped question</i>		19

OceanView Survey		
Why don't you ride the bus more often? (OK to check more than one)		
Answer Options	Response Percent	Response Count
Vehicle is more convenient	87.0%	40
Parking/traffic are not a problem	4.3%	2
Don't feel safe on the bus	0.0%	0
OceanView van is adequate	8.7%	4
Other	13.0%	6
<i>answered question</i>		46
<i>skipped question</i>		12

10. When is it OK for children to ride the bus

Of those who answered the question along Route 1, 86% were willing to allow their children to ride the bus to Falmouth Village and Portland, at some point. The most common answers were between 12 years old and 16. But most parents wanted their children to be older, at least 14, to ride into Portland.

Route 1 Survey		
At what age would you allow your children to take the bus into Falmouth Village?		
Answer Options	Response Percent	Response Count
10-12	15.6%	27
12-14	31.2%	54
14-16	28.3%	49
16-18	10.4%	18
Never	14.5%	25
<i>answered question</i>		173
<i>skipped question</i>		97

Route 1 Survey		
At what age would you allow your children to take the bus into Portland?		
Answer Options	Response Percent	Response Count
10-12	6.3%	11
12-14	16.1%	28
14-16	32.8%	57
16-18	29.3%	51
Never	15.5%	27
<i>answered question</i>		174
<i>skipped question</i>		96

11. Should bus service continue on Route 1?

The response was 85% of those answering the question in favor, with 98% at OceanView and 82% along the Route 1 corridor.

Route 1 Survey		
Do you want bus service to continue in Falmouth along Route 1?		
Answer Options	Response Percent	Response Count
Yes	82.4%	202
No	17.6%	43
<i>answered question</i>		245
<i>skipped question</i>		25

OceanView Survey		
Do you want bus service to continue in Falmouth along Route 1?		
Answer Options	Response Percent	Response Count
Yes	98.0%	49
No	2.0%	1
<i>answered question</i>		50
<i>skipped question</i>		8

12. Limiting schedule

Changing the schedule to only commuting hours or only late-morning, early-afternoon hours would inconvenience most respondents equally. However, 80% of OceanView respondents would be less likely to ride the bus if it were available only during commuting hours.

Route 1 Survey		
Would you be less likely to take the bus if service were limited to: (Check all that apply)		
Answer Options	Response Percent	Response Count
Only 6:30-9:00 am & 4-7 pm?	54.2%	65
Only 9:00 am - 4:00 pm?	65.0%	78
<i>answered question</i>		120
<i>skipped question</i>		150

OceanView Survey		
Would you be less likely to take the bus if service were limited to: (Check all that apply)		
Answer Options	Response Percent	Response Count
Only 6:30-9:00 am & 4-7 pm?	80.4%	37
Only 9:00 am - 4:00 pm?	32.6%	15
<i>answered question</i>		46
<i>skipped question</i>		12

13. Changing route to Falmouth Road

The bus would lose riders if the bus traveled into Falmouth via Washington Avenue and Falmouth Road with stops in Falmouth only at Walmart, OceanView and Shaw's.

Route 1 Survey		
How often would you ride the bus if the route to Portland were via Falmouth Road and Washington Avenue with stops in Falmouth only at OceanView, Shaw's and Wal-Mart?		
Answer Options	Response Percent	Response Count
More often	8.5%	19
Less often	17.0%	38
Same	22.9%	51
Never	51.6%	115
<i>answered question</i>		223
<i>skipped question</i>		47

OceanView Survey		
How often would you ride the bus if the route to Portland were via Falmouth Road and Washington Avenue with stops in Falmouth only at OceanView, Shaw's and Wal-Mart?		
Answer Options	Response Percent	Response Count
More often	9.3%	5
Less often	14.8%	8
Same	66.7%	36
Never	9.3%	5
<i>answered question</i>		54
<i>skipped question</i>		4

14. Transfers

Respondents would be much less likely to ride the bus if they had to transfer to get into Portland.

Route 1 Survey		
How often would you ride the bus if you had to transfer to get into downtown Portland?		
Answer Options	Response Percent	Response Count
More often	2.1%	5
Less often	31.1%	74
Same	13.9%	33
Never	52.9%	126
<i>answered question</i>		238
<i>skipped question</i>		32

OceanView Survey		
How often would you ride the bus if you had to transfer to get into downtown Portland?		
Answer Options	Response Percent	Response Count
More often	4.0%	2
Less often	46.0%	23
Same	34.0%	17
Never	16.0%	8
<i>answered question</i>		50
<i>skipped question</i>		8

15. Age

The vast majority of the respondents were 45 or older.

Route 1 Survey		
How old are you?		
Answer Options	Response Percent	Response Count
Under 18	0.0%	0
18-24	0.4%	1
25-34	2.3%	6
35-44	14.0%	37
45-54	26.4%	70
54-64	25.3%	67
65+	31.7%	84
<i>answered question</i>		265
<i>skipped question</i>		5

OceanView Only

1. Most common form of transportation

Nearly 74 percent said they used their own vehicle to get around. The OceanView van, friend's vehicle and the bus were almost equal alternatives, but not nearly as popular.

What is your most common method of transportation to shop, go to doctors' appointments?		
Answer Options	Response Percent	Response Count
OceanView van	12.3%	7
Own vehicle	73.7%	42
Friend's vehicle	12.3%	7
Walk	0.0%	0
Bus	10.5%	6
<i>answered question</i>		57
<i>skipped question</i>		1

2. How important is a Route 1 bus route?

OceanView residents felt bus service down Route 1 into Portland was important or somewhat important, but generally not very important.

How important is it for the bus to travel down Route 1 in Falmouth?		
Answer Options	Response Percent	Response Count
Very important	22.2%	12
Important	25.9%	14
Somewhat important	33.3%	18
Not important	18.5%	10
<i>answered question</i>		54
<i>skipped question</i>		4

B. Business Surveys

1. Employee bus usage

Employees at most businesses (86 %) did not use the bus to get to work. However, nine businesses reported 1-3 employees use the bus and one employer said more than 15 employees use the bus.

How many of your employees use the #7 bus to get to or from work?		
Answer Options	Response Percent	Response Count
0	86.1%	62
1-3	12.5%	9
4-6	0.0%	0
7-9	0.0%	0
10-12	0.0%	0
13-15	0.0%	0
Greater than 15	1.4%	1
<i>answered question</i>		72
<i>skipped question</i>		0

2. Bus Riders percentage of workforce

One business reported bus riders comprise more than 75% of workforce; one other business said 25-50% and nine said less than 25%. There were no employees taking the bus to work at 84 % of the businesses.

What percentage of your total workforce takes the bus?		
Answer Options	Response Percent	Response Count
0%	84.3%	59
Less than 25%	12.9%	9
25-50%	1.4%	1
51-75%	0.0%	0
Greater than 75%	1.4%	1
<i>answered question</i>		70
<i>skipped question</i>		2

3. Where do bus-riding employees live?

Employees take the bus to Falmouth from homes in a number of towns, generally evenly distributed between the categories of Westbrook other towns in Greater Portland and other locations. There were slightly more from Portland.

Where do your bus riding employees live?		
Answer Options	Response Percent	Response Count
Portland	51.9%	14
Westbrook	25.9%	7
Other towns in Greater Portland	29.6%	8
Other location	40.7%	11
<i>answered question</i>		27
<i>skipped question</i>		45

4. Convenience of bus service

Most respondents did not answer the question or did not know whether the hours of bus service were convenient for their employees.

How convenient are the hours of bus service for your employees?		
Answer Options	Response Percent	Response Count
Very Convenient	11.4%	5
Convenient	22.7%	10
Not Convenient	4.5%	2
Don't Know	61.4%	27
<i>answered question</i>		44
<i>skipped question</i>		28

5. What would motivate more employees to ride the bus?

More than once-an-hour service, more information about the schedule, and higher gas prices would motivate more employees to ride the bus. Slightly more than one-third would like a later bus.

What would motivate more of your employees to ride the bus?		
Answer Options	Response Percent	Response Count
More than once-an-hour service	44.4%	16
Bus service from 7-9 pm	25.0%	9
Bus service later than 9 pm	11.1%	4
Higher gas prices	33.3%	12
More information about bus schedule	41.7%	15
<i>answered question</i>		36
<i>skipped question</i>		36

6. Time on the bus

More than one-half said their employees would be willing to spend 15-30 minutes getting to or from work on the bus.

How much time are your employees willing to spend on the bus to get to or from work?		
Answer Options	Response Percent	Response Count
Less than 15 minutes	16.7%	6
15-30 minutes	55.6%	20
31-45 minutes	33.3%	12
46-60 minutes	0.0%	0
Longer	0.0%	0
<i>answered question</i>		36
<i>skipped question</i>		36

7. Subsidizing bus passes

Almost three-quarters said they would not consider subsidizing bus passes; about one-quarter said they would.

Would you consider subsidizing bus passes for your employees?		
Answer Options	Response Percent	Response Count
Yes	26.5%	13
No	73.5%	36
<i>answered question</i>		49
<i>skipped question</i>		23

8. Best hours for the bus

Employees are most likely to ride the bus during commuter hours, 6:30 a.m. – 9 a.m. (60%) and 4:01p.m.-7 p.m. (56%). About 32 % who responded said employees would never ride the bus.

When are your employees most likely to ride the bus under the current schedule? (OK to check more than one)		
Answer Options	Response Percent	Response Count
6:30 am 9:00 am	60.4%	32
9:01 am - 12:30 pm	7.5%	4
12:31 pm - 4:00 pm	11.3%	6
4:01 pm - 7:00 pm	56.6%	30
Never	32.1%	17
<i>answered question</i>		53
<i>skipped question</i>		19

9. Customer use of bus

No customers use the bus, according to 47% of the respondents. One business has “many” customers who take the bus and 29% have “some” or a “few” customers.

How many of your customers use the bus?		
Answer Options	Response Percent	Response Count
Many	1.5%	1
Some	13.2%	9
Few	16.2%	11
None	47.1%	32
Don't know	22.1%	15
<i>answered question</i>		68
<i>skipped question</i>		4

10. Importance of bus service on Route 1

Bus service along the Route 1 corridor is very important or important to 61% of the businesses. It is not important to 13%

How important is it to have mass transit serve the Route 1 corridor?		
Answer Options	Response Percent	Response Count
Very important	35.5%	22
Important	30.6%	19
Somewhat important	21.0%	13
Not important	12.9%	8
<i>answered question</i>		62
<i>skipped question</i>		10

11. Should bus service continue on Route 1?

Of businesses that responded, 86% said “yes,” 14% said “no.”

Do you want bus service to continue in Falmouth along Route 1?		
Answer Options	Response Percent	Response Count
Yes	86.0%	43
No	14.0%	7
<i>answered question</i>		50
<i>skipped question</i>		22

12 Type of business

Businesses that responded were nearly evenly distributed among medical/health services, retail stores; service industry and other.

Please check the following category that most accurately reflects your business:		
Answer Options	Response Percent	Response Count
Restaurant	0.0%	0
Medical/health services	28.4%	19
Retail store	26.9%	18
Service (bank, insurance company)	22.4%	15
Other	23.9%	16
<i>answered question</i>		67
<i>skipped question</i>		5

Residential/OceanView Comments

Support the Bus
I cannot use the bus for commuting but would ride with children for fun.
I do not use the bus but if I had to stop driving, I would use it.
Metro bus is so helpful for me. I use it for doctor's appointments and to shop. RTP has reduced its service. Thank you so much for the bus!
I believe the bus is a valuable service and I encourage Falmouth citizens and Council to support it.
My family relies on the bus because my father is legally blind and my brother is disabled. The bus allows them to get around town. I haven't been using the bus myself, but will start because of gas prices and the environment.
Please keep the service. I can't use it to go to work, but use it to ride downtown. The drivers are very helpful loading bikes onto racks.
I like knowing the bus is available but I only live four miles from work and I walk.
Would like Sunday service and bus go down Fundy Road. Would like benches at bus stops. I enjoy taking the bus because I don't drive now. Also the bus drivers are so polite, helpful, and really good drivers. Mass transit is better for the environment and we should be thinking about our future.
The bus should run every 30 minutes because parking in Portland is a real nuisance. We use the bus to educate our young children about environmental responsibility.
The bus needs to run more often even if price is higher.
I know people within five years of retirement who are interested to move to an area in Falmouth with bus service.
An express bus into Downtown Portland would attract more riders and commuters.
Please don't limit the hours because they are limited now. There is no evening bus so one can attend a cultural event in Portland. We should connect East and West Falmouth with one bus - getting riders to Hannaford. We need a park and ride in town. How about the land behind Regal Cinema near the town park?
I would take the bus to shop if there was an intra-town rate within Falmouth. Would like bus shelters along Rt. 1. Please keep the bus going - it will be even more important in the future!
I am sincerely hoping the service will continue as I look forward to using the service now that I am settled.
The bus is an important means of transportation. With the high gas prices-I think we should maintain or increase bus usage. I'm willing to use my tax dollars to keep the busses running.
We do not use the bus but our employees do. It has allowed them to get jobs in Falmouth.
We use bikes. The bus is essential for our elderly neighbors.
Don't commute on a daily basis but like the convenience of my car. Great service for seniors and/or those who can't drive.
Would like bus to continue if it's used. Takes too long to get to my destination.

Bus takes too long. Would like a bus from Auburn/Washington St. to Falmouth. My 15 yr old rides the bus.
Public transportation is a need that will be more important in the future. I don't ride because I don't know enough about it.
We should keep bus if it's profitable and people use it. Cannot use it for my job.
Sunday service could take me to church and visits to the hospitals. I remember the old days of bus riding in Falmouth when people of all ages rode the bus. With high gas prices and "green" concerns, now is the time to increase service and convenience.
I love the bus. A commuter bus should not stop running at 4 pm (too early see #13).
Great service - Please continue
I ride the bus into town to meet my family and friends
I am in my 80's and I depend on the bus
The bus is important for shopping and employees
I'll ride the bus when I can no longer drive
I know nothing about the bus but will use it when I no longer drive
Driving in town and on 295 no longer an option
I would ride the bus if I lose my right to drive
I have given up driving and depend on the bus to go to places beyond Ocean View, especially downtown Portland
I'll take the bus in 10-15 yrs when I no longer drive. Although I drive my own car, I support the Falmouth Flyer. For many Ocean View residents it is necessary way of transportation. These residents do not have family nearby and need the bus.
I would be more interested in the bus if I were unable to drive myself.

Oppose the Bus
The bus is a waste of Falmouth taxpayer money.
I oppose taxpayer funded transportation. The only thing that would get me to ride the bus would be 100% private/self-funding. Eliminate taxpayer funding!
A shuttle bus would make more sense on this route. The large bus is empty or only has 2-3 riders. Subsidizing a few riders is not good financial management. I think public transportation is worthwhile but please come up with a more efficient plan.
If the bus is losing money and there aren't many riders, I think we should discontinue using taxpayer money for it.
I commute to Yarmouth. Limit the number of runs and discontinue the subsidy.
The bus is inconvenient and a waste of money for a limited service.
As a Falmouth resident, I do not need a bus service. Lower my taxes and discontinue the bus.
I do not want to ride the bus with the homeless. I resent paying 80K in taxes for other people to ride the bus most of whom don't live in Falmouth.
My work takes me to remote locations and I cannot take the bus. If the bus continues, it will be costly for a few riders.
I live off the Route One route and never have seen more than three people riding the bus regardless of the time of day. I really do not feel that Falmouth should support the bus line as I feel our resources could be more helpful to more of our citizens spent in other areas. I also do not feel the number of riders per month is accurate.
Every time I see the bus, it is empty. It doesn't seem very cost effective to continue as is. Could Wal-Mart or Shaws subsidize it? Does the population really support the need for this bus line?
Please, please, please STOP the bus. We pay a huge price for very few riders. Thank you!
In theory the bus is a good idea but please get real, the people of Falmouth are not riding it. The town is wasting more of my tax dollars and I don't appreciate it.
The bus doesn't need to go to OceanView. I've never seen anyone get on the bus there and they have their own transportation. Do not waste our tax dollars.
I commute to Freeport and there is no bus to get there. The buses I see driving to/from Portland are empty and that is a waste of energy. The cost of the bus to the town is outrageous. Seniors should take full advantage of the Regional Transportation Network which is set up for this purpose.
The bus service is used by very few residents. The benefits are to the merchants who get traffic from Portland. Most residents have no use for the bus.
I would like the bus to continue in Falmouth if sufficient demand exists.
I commute to Freeport. Parking is not a problem in downtown Portland so I don't ride the bus there.
Bus not conducive to evening work schedule and not close to work location. Not sure if enough people are riding it to make the cost worth it.

Change Schedule/Route/other
Would like an earlier first bus and later last bus
Would like benches at bus stops.
Would like the bus to run late - until midnight
Would like stop on Middle Road
Would like a stop next to USM.
Would like a stop at end of Fundy Road for Foreside Village.
Would like a bus to get me to 7 am-7 pm shift at Maine Medical Center.
Would take bus if it goes through Colonial Village. I am 90 and have difficulty walking.
Would like the bus to run until 9:00 pm. Last bus runs before I finish work.
Takes too long to transfer to the Pulse. Need new route.
More destinations in Portland without transfers!
Would like a better connection to South Portland.
The current hourly system works okay but would exclude travel to OceanView - let them use shuttle bus to Wal-Mart to pick up bus. Change route to Johnson Rd to Route 88, Depot Rd to Wal-Mart.
Would like a stop at Colonial Village. Would like a late return from the Old Port around 10:00 pm.
I love the bus. A commuter bus should not stop running at 4 pm (too early see #13).
Would like a bench at the bus stop

Why I don't Use the Bus
I commute to Freeport. I don't know bus schedule - would it stop at my driveway to pick me up?
The bus doesn't go where we need to go
Work in Lewiston. Would like a commuter train.
I would ride the bus if it went to Yarmouth.
I would ride the bus to Yarmouth.
I would ride the bus more often if it went to places I want to go. When I get older, I would probably use it more.
I want the bus to go to Yarmouth.
I want service to Topsham
Inconvenient
Work schedule not conducive to bus - must visit multiple sites in one day.
I would use the bus if it was more convenient.
I would use the bus if it was more convenient to my work.
It is easier to transport groceries in a car. Getting to the bus stop can be difficult.
My job requires travel and it's not feasible to take the bus. It's also not convenient with young children.
Would say yes if bus is cost effective. The bus is only going to limited areas and I need my vehicle for work.
Other
Time is money! My work requires that I use my own vehicle.
Unsure about bus continuing
I am disabled and need better access, especially in Portland.
Would take the bus if I lost my ability to drive and/or lost my vehicle

I would take the bus if I could not drive
My husband is blind we need door to door service
I'm 90 yrs old and don't commute. I'm transported by family and friends
The bus does not go to most doctors office
I would ride the bus on the weekend if the bus rand during that time!
I am trying to organize myself to use it for trips to Shaw's
The bus doesn't go to where I need to go

Better Marketing
Can't figure out bus schedule - bad Metro website
A free return trip on the bus courtesy of local businesses (i.e. making a purchase and getting a validation).
Hard to understand bus schedule. Would be nice to know if bus has already passed by my house.
I don't know where to get a bus schedule. I would take the bus if it gets me to work by 7:00 am.
The bus doesn't go to my workplace. Although I feel unsafe on the bus, I would have to try it.

Misc. Comments
Need to monitor ridership. Every member of the Town Council should be required to ride the bus on 3 separate days to determine answers more accurately - Rep. David Savage.
Do not have children. Would like my tax dollars not to go 70-75% to schools.
Non-Falmouth residents should be surveyed because their views are important. Having a bus for non-Falmouth riders is a benefit for Falmouth because it reduces traffic in town and brings workers/shoppers to commercial areas.
I don't care if the bus stays or goes.
I tried to ride the bus to a medical appt and it never came. I reported it and got a cool reception.
My standing and walking is limited by my joint pain

Business Comments

We are a software company at 360&370 US Route One. I don't believe the bus comes to our location.
The bus should continue only if market demand can sustain the service, not subsidies.
Please ensure Route 1 corridor serves up to Sullivan Tire or European Bakery or even to Freeport! At least 5 of our people showed major interest id #7 went past Shaw's
I've noticed more activity at the bus stops along the bus route lately, and I'm curious to see how much it will increase coming up with the price of oil and gas climbing as it is. I myself am considering riding it several days a week if my scheduling of personal activities allows.
Our clients highly value the bus. It is an important service.
Many of our employees do not live within the Greater Portland Area so bus service is not an option at this point in time.
Bad placing of bus stops
I personally would use Metro everyday if there was a direct connection from NorthGate area to Rte 1 (without transfer).
I see people hopping on and off the bus a lot. Those that use it really are thankful for it. Our customers (retired) seem to use it a lot to go to Portland Library.
The bus should continue without any subsidies. Bus does not go where my employees live. Inconvenient for customers.
This is important as a component to address global warming.
I'd like to see it go further up Rt 1. Right now it only goes to Shaw's and people walk up Rt. 1 to work.
I think mass transit is extremely important to a Community, but we need to make it user friendly with posted schedules, etc. More info is always helpful.
The bus service is very important to my employees. Please continue!
There are many seniors in our community that use this service for medical care and to get their shopping done.
Please, please, please STOP the bus! Thank you!
Bus service continuing depends on the amount of people riding the bus. If enough people do ride then yes, if not then no.
My employees live in Scarborough and Lewiston so the bus is not convenient enough for them at this time.
Valerie works from home and JoEllen commutes from Augusta.
I think that in the future there will be more people using public transportation given what is going on with the economy and the way our government is not protecting the working class people.
I have two employees at present, one in N. Yarmouth and one in Falmouth. My operating hours are 3-9 pm. Although my business does not currently benefit from the bus; I believe this service is very important.
We are a nursing care facility. We have one employee who rides the bus and walks the 1+ mile from Shaw's to Northbrook Dr. I would like to see the bus service the businesses north of Shaw's. On this road we have a dentist, a nursing home, office buildings and a doctor's office.
Our employees live in Cumberland
We would be required to relocate if we weren't on a bus line by our National organization.
We have no employees at this time.
Would be great if bus ran on Sundays. Subsidizing bus passes is a corporate decision.

The Town of Falmouth's Mass Transit Committee is reviewing the Metro bus service along the Route 1 corridor and would appreciate your participation in the following survey. Please return it in the enclosed envelope by June 6. For questions, call 781-5253.

1. Are you aware Metro operates the #7 bus, called the Falmouth Flyer, in Falmouth?

Yes _____ No _____

2. Have you ridden the Metro #7 Falmouth bus? Yes _____ No _____

If yes, how often? Daily __ 1-2 times/week__ 1-2 times/month____ 1-2 times/year__ Once_____

3. If you commute to work, school, or somewhere else, which form of transportation do you use?

Own vehicle_____ Carpool_____ Bus_____ Bicycle _____ Other _____

4. If you commute to work, school or somewhere else, where is your destination?

Portland____ Westbrook_____ Other towns in Greater Portland_____

Other location_____.

5. If you commute and don't use the bus, what would entice you to commute on the #7 bus? (OK to check more than one)

More than once-an-hour service _____ Higher parking fees at destination _____

Higher gas prices _____ More information about bus schedule _____

Free taxi service to return home in emergency _____ Other_____

Nothing (please explain) _____

6. If you aren't a commuter, what would make you take the bus more often? (OK to check more than one)

More than once-an-hour service _____ Higher parking fees at destination_____

Higher gas prices _____ More information about bus schedule _____

Concern for the environment _____ Friends or neighbors take it _____

Other_____

Nothing (please explain):_____

7. When would you be most likely to ride the bus? (OK to check more than one)

6:30 a.m. – 9 a.m. _____

9:01 a.m. -12:30 p.m. _____

12:31 p.m. – 4 p.m. _____

4:01 p.m. – 7 p.m. _____

Never _____

8. Why don't you ride the bus more often? (OK to check more than one)

Vehicle is more convenient _____ Parking/traffic are not a problem _____

Bus is too expensive _____ Don't feel safe on the bus _____

Other _____

9. At what age would you allow your children to take the bus into Falmouth village?

10-12 _____ 12-14 _____ 14-16 _____ 16-18 _____ Never _____

10. At what age would you allow your children to take the bus into Portland?

10-12 _____ 12-14 _____ 14-16 _____ 16-18 _____ Never _____

11. Do you want bus service to continue in Falmouth along Route 1? Yes _____ No _____

12. Would you be less likely to take the bus if service were limited to: (Check all that apply)

Only 6:30-9 a.m & 4-7 p.m. _____ ? Only 9 a.m. – 4 p.m. _____ ?

13. How often would you ride the bus if the route to Portland were via Falmouth Road and Washington Avenue with stops in Falmouth only at OceanView, Shaw's and Wal-Mart?

More often _____ Less often _____ Same _____ Never _____

14. How often would you ride the bus if you had to transfer to get into downtown Portland?

More often _____ Less often _____ Same _____ Never _____

15. How old are you?

Under 18 _____ 18-24 _____ 25-34 _____ 35-44 _____ 45-54 _____ 54-64 _____ 65+ _____

Thank you for taking the time to fill out the survey.

The Town of Falmouth’s Mass Transit Committee is reviewing the Metro bus service along the Route 1 corridor and would appreciate your participation in the following survey. Please return it in the enclosed envelope by June 6. For questions, 781-5253.

1. Are you aware Metro operates the #7 bus, called the Falmouth Flyer, in Falmouth?

Yes _____ No _____

2. Have you ridden the Metro #7 Falmouth bus? Yes _____ No _____

If yes, how often? Daily ___ 1-2 times/week___ 1-2 times/month____ 1-2 times/year___ Once_____

3. What is your most common method of transportation to shop, go to doctors’ appointments?

OceanView van_____ Own vehicle___ Friend’s vehicle____ Walk ___ Bus_____

4. When would you be most likely to ride the bus? (OK to check more than one)

6:30 a.m. – 9 a.m. _____ 9:01 a.m. -12:30 p.m._____
12:31 p.m. – 4 p.m. _____ 4:01 p.m. – 7 p.m. _____
Never _____

5. Why don’t you ride the bus more often? (OK to check more than one)

Vehicle is more convenient _____ Parking/traffic are not a problem _____
Don’t feel safe on the bus _____ OceanView van is adequate_____
Other _____

6. How often would you ride the bus if the route to Portland were via Falmouth Road and Washington Avenue with stops in Falmouth only at OceanView, Shaw’s and Wal-Mart?

More often _____ Less often _____ Same _____ Never_____

7. How often would you ride the bus if you had to transfer to get into downtown Portland?

More often_____ Less often_____ Same_____ Never___

8. How important is it for the bus to travel down Route 1 in Falmouth?

Very important___ Important___ Somewhat important___ Not important _____

9. Would you be less likely to take the bus if service was limited to: (Check all that apply)

Only 6:30-9 a.m & 4-7 p.m. _____ ? Only 9 a.m. – 4 p.m. _____ ?

10. Do you want bus service to continue in Falmouth along Route 1? Yes _____ No _____

11. If you commute to work, school, or somewhere else, which form of transportation do you use?

Own vehicle _____ Carpool _____ Bus _____ Bicycle _____ Other _____

12. If you commute to work, school or somewhere else, where is your destination?

Portland _____ Westbrook _____ other towns in Greater Portland _____ Other _____

**13. If you commute and don't use the bus, what would entice you to commute on the #7 bus?
(OK to check more than one)**

More than once-an-hour service _____ Higher parking fees at destination _____

Higher gas prices _____ More information about bus schedule _____

Free taxi service to return home in emergency _____ Other _____

Nothing (please explain) _____

14. What would make you take the bus more often if you aren't a commuter? (OK to check more than one)

More than once-an-hour service _____ Higher parking fees at destination _____

Higher gas prices _____ More information about bus schedule _____

Concern for the environment _____ Friends or neighbors take it _____

Other _____

Nothing (please explain): _____

Thank you for taking the time to complete the survey.

Business

The Town of Falmouth's Mass Transit Committee is reviewing the Metro bus service along the Route 1 corridor and would appreciate your participation in the following survey mailed to area businesses. Please return it the enclosed envelope by July 13. If you have questions, please call 781-5253.

1. How many of your employees use the #7 bus to get to or from work?

0 _____ 1-3 _____ 4-6 _____ 7-9 _____ 10-12 _____ 13-15 _____ Greater than 15 _____

2. What percentage of your total workforce takes the bus?

0% _____ Less than 25% _____ 25-50% _____ 51-75% _____ Greater than 75% _____

3. Where do your bus-riding employees live?

Portland _____ Westbrook _____ Other towns in Greater Portland _____
Other location _____.

4. How convenient are the hours of bus service for your employees?

Very Convenient _____ Convenient _____ Not Convenient _____ Don't Know _____

6. What would motivate more of your employees to ride the bus?

More than once-an-hour service _____ Bus service from 7-9 p.m. _____

Bus service later than 9 p.m. _____ Higher gas prices _____

More information about bus schedule _____

7. How much time are your employees willing to spend on the bus to get to or from work?

Less than 15 minutes _____ 15-30 minutes _____ 31-45 minutes _____ 46-60 minutes _____ Longer _____

8. Would you consider subsidizing bus passes for your employees?

Yes _____ No _____

9. When are your employees most likely to ride the bus under the current schedule? (OK to check more than one)

6:30 a.m. – 9 a.m. _____

9:01 a.m. -12:30 p.m. _____

12:31 p.m. – 4 p.m. _____

4:01 p.m. – 7 p.m. _____

Never _____

10. How many of your customers use the bus?

Many _____ Some _____ Few _____ None _____ Don't know _____

11. How important is it to have mass transit serve the Route 1 corridor?

Very Important _____ Important _____ Somewhat important _____ Not important _____

12. Do you want bus service to continue in Falmouth along Route 1? Yes _____ No _____

13. Please check the following category that most accurately reflects your business:

Restaurant _____

Medical/health services _____

Retail store _____

Service (bank, insurance company) _____

Other (please describe) _____

14. Your name, the name of your business, phone, e-mail:

15. Additional comments: