

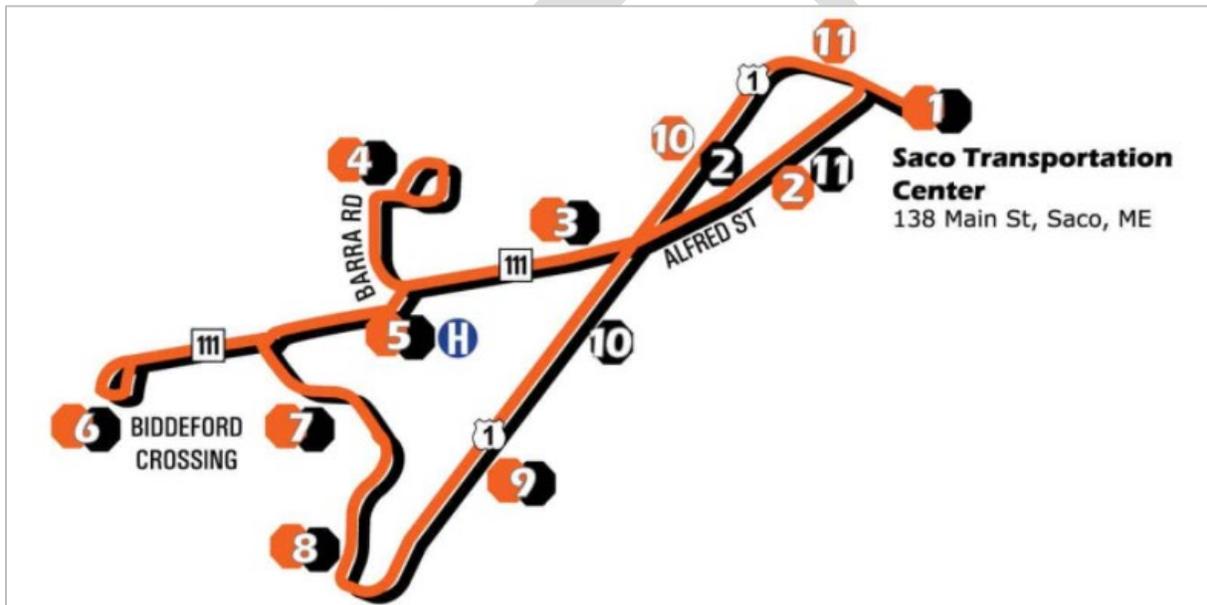
BIDDEFORD-SACO-OLD ORCHARD BEACH TRANSIT

50 ORANGE/51 BLACK

Route Overview

The Orange/Black route operates mostly in Biddeford and serves shopping destinations including Hannaford, Market Basket, Walmart, and the Five Points Shopping Center, as well as medical facilities at Barra Road and Southern Maine Health Care’s Biddeford hospital. It operates to and from the Saco Transportation Center.

Route Map



Alignment

The Orange/Black route operates as two overlapping figure-eight patterns. Both patterns begin at the Saco Transportation Center and travel outbound on Alfred Street (Route 111) to Biddeford Crossing via a deviation to the Barra Road Medical Offices. Both patterns then travel inbound to Five Points via Elm Street (US Route 1), with the Black pattern returning to the Saco Transportation Center via Elm Street and the Orange pattern returning via Alfred Street.

Connections

The Orange/Black connects with all other year-round BSOOB Transit routes (except one pattern of the Route 70), the Downeaster, and the YCCAC Southern Maine Connector at the Saco Transportation Center.

Schedule

Service alternates between the Orange and Black patterns throughout the day. Each pattern operates approximately every 2.5 hours; the combined frequency for the two routes is every 1.25 hours.

Schedule Summary

	Span of Service	Orange/Black Combined Headways (mins.)	Trips
Weekdays	5:30 AM to 10:30 PM	45 - 75	15
Saturday	5:30 AM to 10:30 PM	45 - 75	15
Sunday	5:30 AM to 6:25 PM	45 - 75	7

Note: Span and frequency from February 2022 schedules. Trip counts and ridership from October 2019 data.

The route's weekday and Saturday service spans are 5:30 AM to 10:30 PM. The Sunday service span is shorter, with service ending at 6:25 PM.

Ridership and Productivity

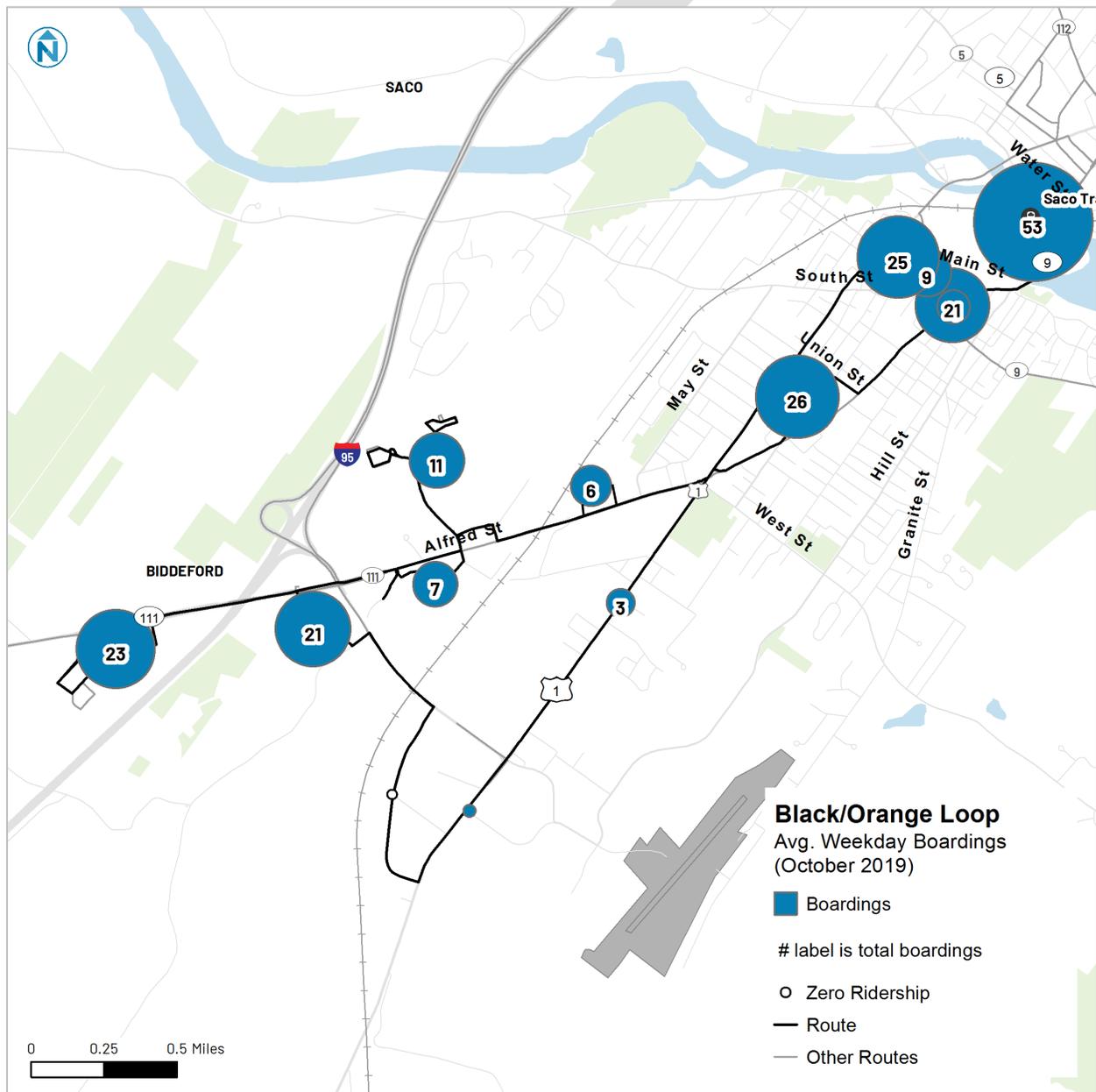
Ridership and Productivity by Day

In October 2019, the Orange/Black carried an average of 212 passengers on weekdays, 182 on Saturdays, and 112 on Sundays. Based on weekday ridership, the Orange/Black was BSOOB Transit's second-highest ridership route. Productivity, in terms of boardings per trip, was similar for all days, at 14 on weekdays, 12 on Saturdays, and 16 on Sundays.

Weekday Ridership by Segment

The map below shows ridership by segment, where the size of the bubble indicates the average weekday boardings that occur on the segment of the route near the location of the bubble. By stop, October 2019 ridership was highest at the Saco Transportation Center, in downtown Biddeford, at Hannaford, Biddeford Crossing, and Walmart. Ridership was very low on the Elm Street leg of the route, with only about four average weekday boardings.

Weekday Ridership by Segment Map

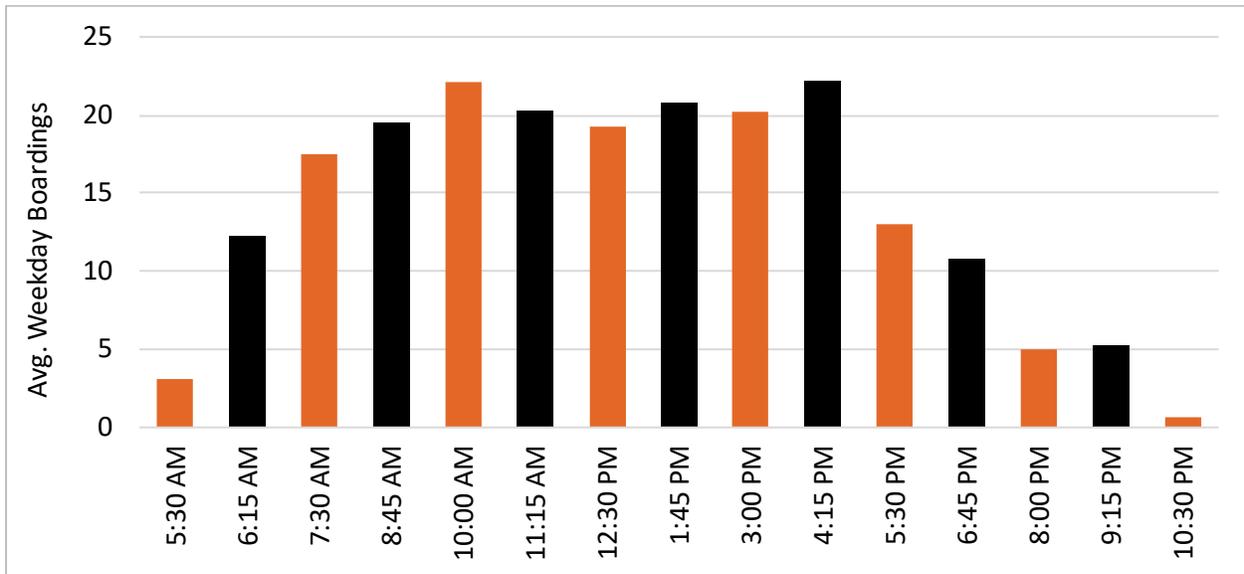


Note: Due to data limitations, not every stop is shown.

Weekday Ridership by Trip

Weekday October 2019 ridership ranged from 10 to 22 on most trips. Exceptions were the first trip at 5:30 AM, which carried only three passengers, and trips at 8:00 AM and after, which carried five or fewer passengers. The last trip at 10:30 PM carried only one average passenger.

Weekday Boardings by Trip (October 2019)



Assessments and Opportunities

Strengths

- The route serves a corridor with several major trip generators, including Walmart, Hannaford, Biddeford Crossing, downtown Biddeford, and the Saco Transportation Center.
- The route serves high-density communities near downtown Biddeford, as well as areas where considerable new residential development is being added, including at and around the mill complexes.

Weaknesses

- The alignment is difficult to understand, circuitous, and takes most riders out of their way to get where they are going. Its designation as a single route with Orange and Black patterns is confusing.
- Service is very infrequent, at only every 75 minutes, and less frequent than is minimally acceptable to most potential riders.
- Ridership on early and late trips is very low, which indicates the span of service may be too long.

Opportunities

Opportunities to strengthen Route 50/51 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Redesign the route to provide bi-directional service between Saco Transportation Center and Biddeford Crossing via the Alfred Street corridor. This would focus service in areas where it provides the greatest benefits and require discontinuing the very low ridership segment along US Route 1 south of West Street.
- Improve service frequencies to every 60 minutes, which most riders consider to be the minimally acceptable service frequency.
- Eliminate some deviations to make service faster for most riders.
- Shorten the span of service to approximately 6:00 AM to 7:00 PM to partially fund frequency improvements. A fleet expansion will likely also be needed to increase frequencies. Reducing service span would decrease transit mobility for people that use the service during periods that are shortened.
- Redesignate the route with a single number and name that reflects areas served.
- Extend service to downtown and Old Orchard Beach or integrate with a redesigned Route 52/53 to provide a one-seat ride for people traveling between these communities to important regional destinations, such as SMHC's Biddeford campus.
- Convert the US Route 1 portion of the route to microtransit. This could provide more convenient service to this area and facilitate the fixed-routes changes described above.