

METRO

# ROUTE 7 FALMOUTH

## Route Overview

Route 7 operates between Falmouth and Portland, serving key destinations including Falmouth Village mall, Walmart, and Shaw's. This route primarily connects higher-income and lower-density communities in Falmouth with downtown Portland, although it also provides shopping access for East Bayside residents.

## Alignment

Route 7 primarily operates bi-directionally on Congress Street, Washington Avenue, Veranda Street, and US Route 1. The route deviates from US Route 1 in Falmouth to serve Walmart and the Family Ice Center. At its northern end, Route 7 has two terminal loops that serve OceanView retirement homes and the Town Landing Market.

## Connections

Transfers to other METRO routes (except Route 3 Westbrook Crosstown), SPBS routes, BSOOB Transit's Route 60 Green and Route 70 Purple/Zoom, and RTP's Lakes Region Explorer can be made at the PULSE. Transfers with Route 9A/9B North Deering/West Falmouth can be made at Washington Avenue at Veranda Street.



## Schedule

Route 7 operates every 60 minutes on all days, from 6:30 AM to 7:25 PM on weekdays and Saturdays and from 8:30 AM to 4:25 PM on Sundays. At the outer end of the route, and on all days, three trips operate the OceanView loop, leaving Walmart at 10:57 AM, 12:57 PM, and 2:57 PM. All other trips operate the Town Landing Market loop.

### Schedule Summary

	Span of Service	Headways (mins.)	On-Time Performance
Weekdays	6:30 AM to 7:25 PM	60	74%
Saturday	6:30 AM to 7:25 PM	60	
Sunday	8:30 AM to 4:25 PM	60	

Note: Span and frequency are from February 2022 data, while revenue hours, ridership, and OTP are from October 2019 data.

### On-Time Performance

Route 7 on-time performance is below the METRO system's route average of 76% and does not meet the agency's standard of 90%. Traffic congestion impacts on-time performance on Washington Avenue on the Portland Peninsula and on the I-295 Tukey's Bridge.

## Ridership and Productivity

### Ridership and Productivity by Day

In October 2019, Route 7 had 229 boardings on weekdays, 222 on Saturdays, and 114 on Sundays. Based on weekday ridership, it is METRO's lowest-ridership route. Productivity, in terms of boardings per revenue hour, was similar on weekdays and Saturdays with 18 and 17, respectively, and 14 on Sundays. Ridership is low largely because the underlying demand for transit in Falmouth is low.

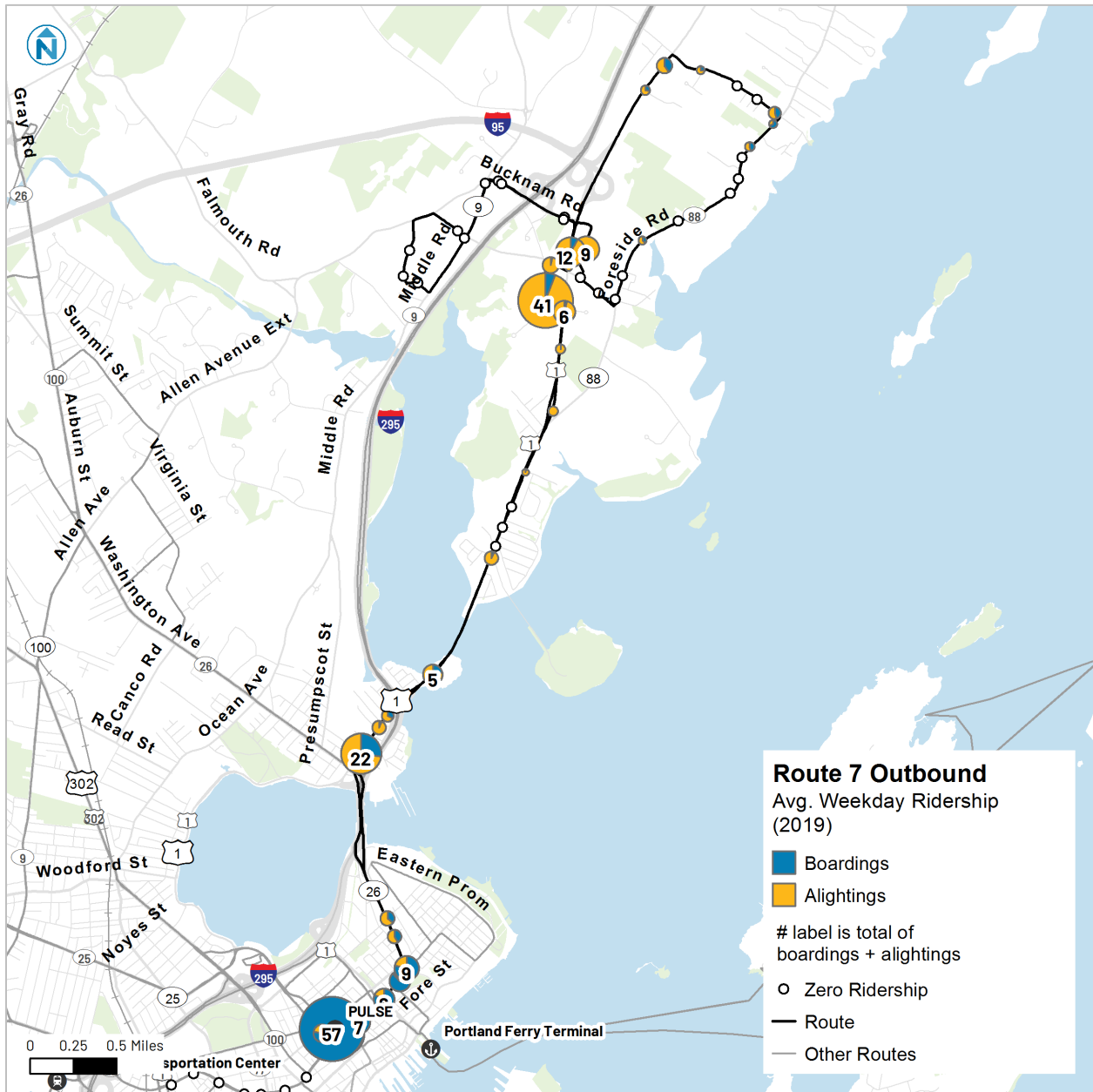
### Weekday Ridership by Stop

In October 2019, Route 7's highest average weekday-ridership stops were:

- Downtown Portland, with about 100 boardings and alightings
- The Falmouth Walmart, with 86 boardings and alightings
- Washington Avenue at Veranda Street, with 43 boardings and alightings
- The Falmouth Village mall, with approximately 25 boardings and alightings
- The Falmouth Shaw's, with approximately 20 boardings and alightings

Ridership on the two outer loops was very low, with many stops seeing an average of zero riders. The OceanView loop served an average of only one passenger, and none past Bucknam Road. Ridership on the Town Landing Market loop was approximately 10 average riders.

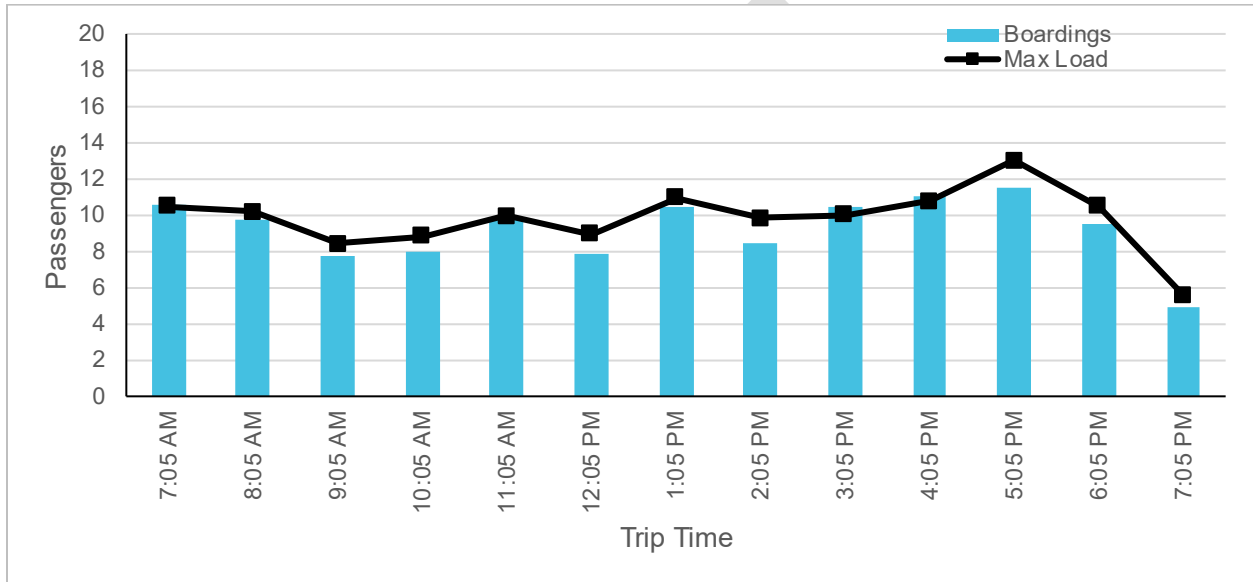
### Weekday Ridership by Stop Map



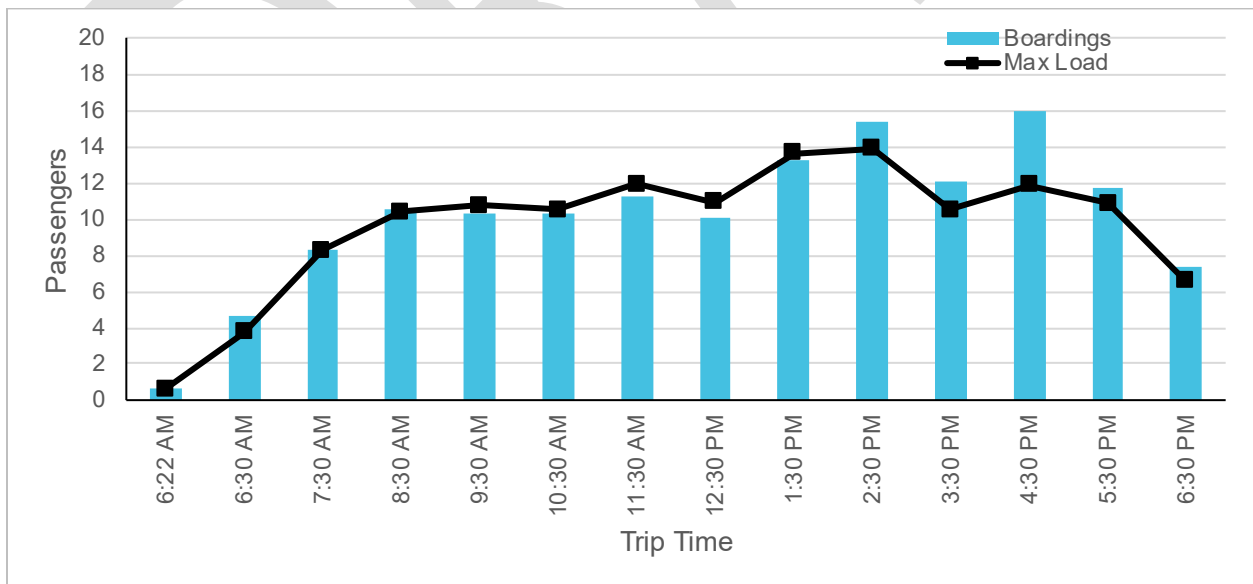
### Weekday Ridership by Trip

In October 2019, Route 7 weekday ridership was relatively consistent and low throughout the day, with fewer than 15 boardings on nearly all trips. However, there was a slight peak in outbound ridership in the late afternoon and early evening. Ridership on the first and last trips of the day was very low.

### Weekday Boardings by Trip: Inbound (October 2019)



### Weekday Boardings by Trip: Outbound (October 2019)



# Overall Service Assessment

## Strengths

- Route 7 provides service to shopping destinations in Falmouth, where there is moderate demand.
- It also serves Portland's East Deering neighborhood where demand is high.

## Weaknesses

- The demand for transit in Falmouth is low, and as a consequence ridership is low.
- Ridership on the OceanView loop is extremely low.
- Ridership on the Town Landing Market Loop is very low.
- Route 7 provides infrequent service over a relatively short span of time (although there is not market demand for more service).
- The stop at Martin's Point is at the bottom of a hill, so access to the healthcare facility is challenging for people with mobility issues or during inclement weather.

## Opportunities

Route 7 is a low-ridership route that mostly serves low-demand areas. Consequently, the 60-minute service frequencies and moderate service span are appropriate. However, there are opportunities to strengthen Route 7 service. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Discontinue outer loop service and extend the Portland end of the route to the Portland Transportation Center (PTC) to improve connections between the PTC and the PULSE. This would help increase the overall, combined frequency of service between the PTC and downtown Portland.
- Discontinue outer loop service and extend Portland end of the route elsewhere in Portland to provide additional service on the Portland Peninsula, where demand is much higher. Redesigned Portland service on this route could serve Mercy at the Fore hospital, or the Portland International Jetport.
- Discontinue outer loop service and improve service frequencies on the route's trunk, potentially as frequently as every 30 minutes.
- Replace outer end service in Falmouth with microtransit.<sup>1</sup>

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<sup>1</sup> METRO is already considering this as a pilot program.