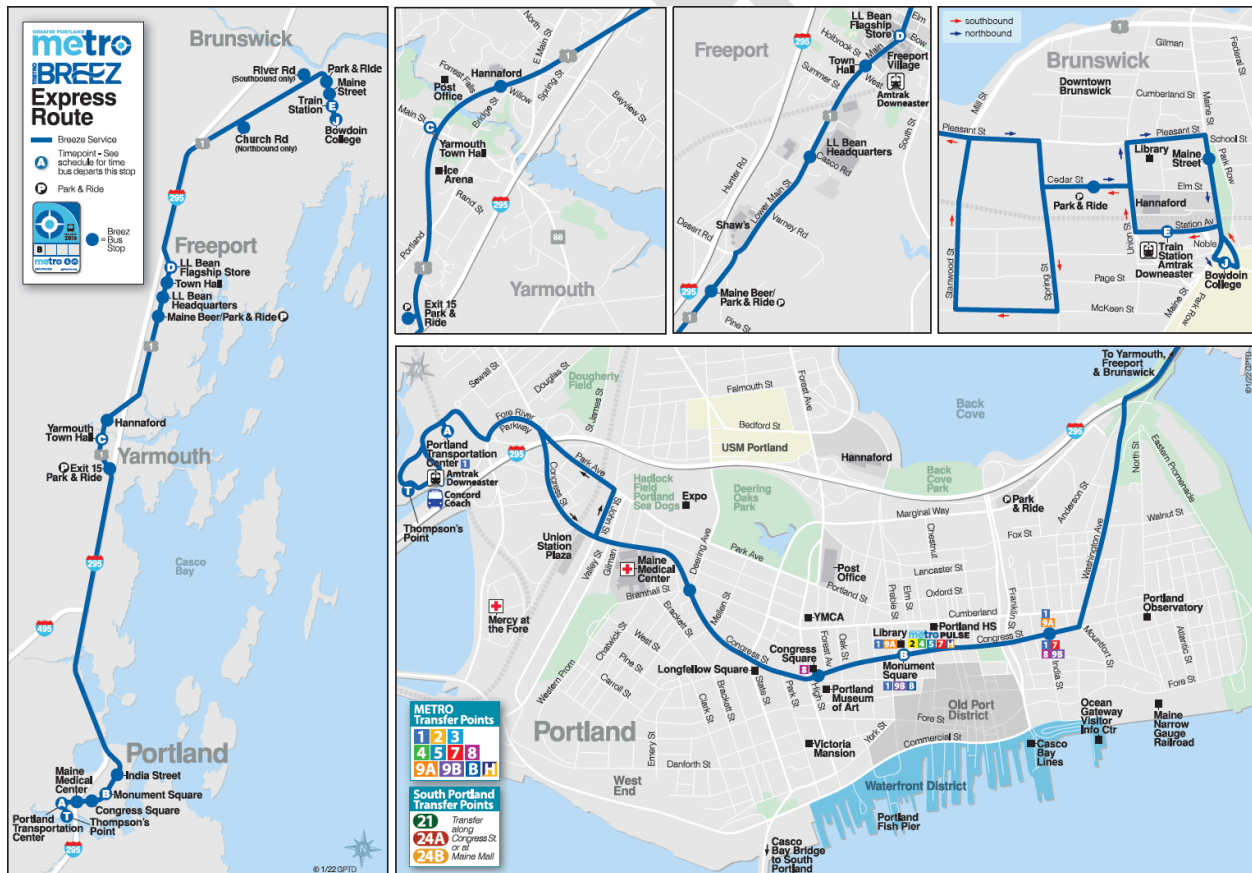


METRO BREEZ

Route Overview

The BREEZ provides limited-stop/express service between Brunswick and Portland via Freeport and Yarmouth.

Route Map



Alignment

The BREEZ operates circuitously in Brunswick serving Brunswick Station, downtown, and the Brunswick Park-and-Ride. It then operates along a combination of I-295 and US Route 1, making four stops in Freeport Village, including the Maine Beer Park-and-Ride, and three in Yarmouth, including the Exit 15 Park-and-Ride. In Portland, the route operates through the Congress Street corridor through downtown to the Portland Transportation Center.

Connections

Transfers can be made with all other METRO routes (except Route 3 Westbrook Crosstown), all SPBS routes, RTP's Lake Region Explorer, and BSOOB Transit routes 60 Green and 70 Purple/ZOOM at the PULSE. Transfers can be made with METRO Route 1 Congress Street and the Downeaster at the Portland Transportation Center.

Schedule

BREEZ generally operates every 60 minutes or less during peak periods and every two hours during midday. Saturday's five round trips operate two and a half hours apart.

Schedule Summary

	Span of Service	Headways (mins.)	On-Time Performance
Weekdays	5:45 AM to 10:18 PM	35-140	80%
Saturday	8:00 AM to 9:28 PM	150	
Sunday	<i>No Service</i>		

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

BREEZ service operates from the early morning to late evening on weekdays, and morning to evening on Saturdays. The route does not operate on Sundays.

On-Time Performance

BREEZ on-time performance is above the METRO system's route average of 76% but does not meet the agency's standard of 90%. Traffic congestion impacts on-time performance on Washington Avenue, I-295, in downtown Freeport, and on Pleasant Street in Brunswick.

Ridership and Productivity

Ridership and Productivity by Day

In October 2019, BREEZ had an average of 307 boardings on weekdays and 151 on Saturdays. On weekdays, the BREEZ is METRO's second-lowest-ridership route and on Saturdays, the BREEZ is METRO's lowest-ridership route. Productivity, in terms of boardings per revenue hour, was 10 on both weekdays and Saturdays. Among METRO routes, these productivity figures are the lowest on second-lowest on weekdays and Saturdays.

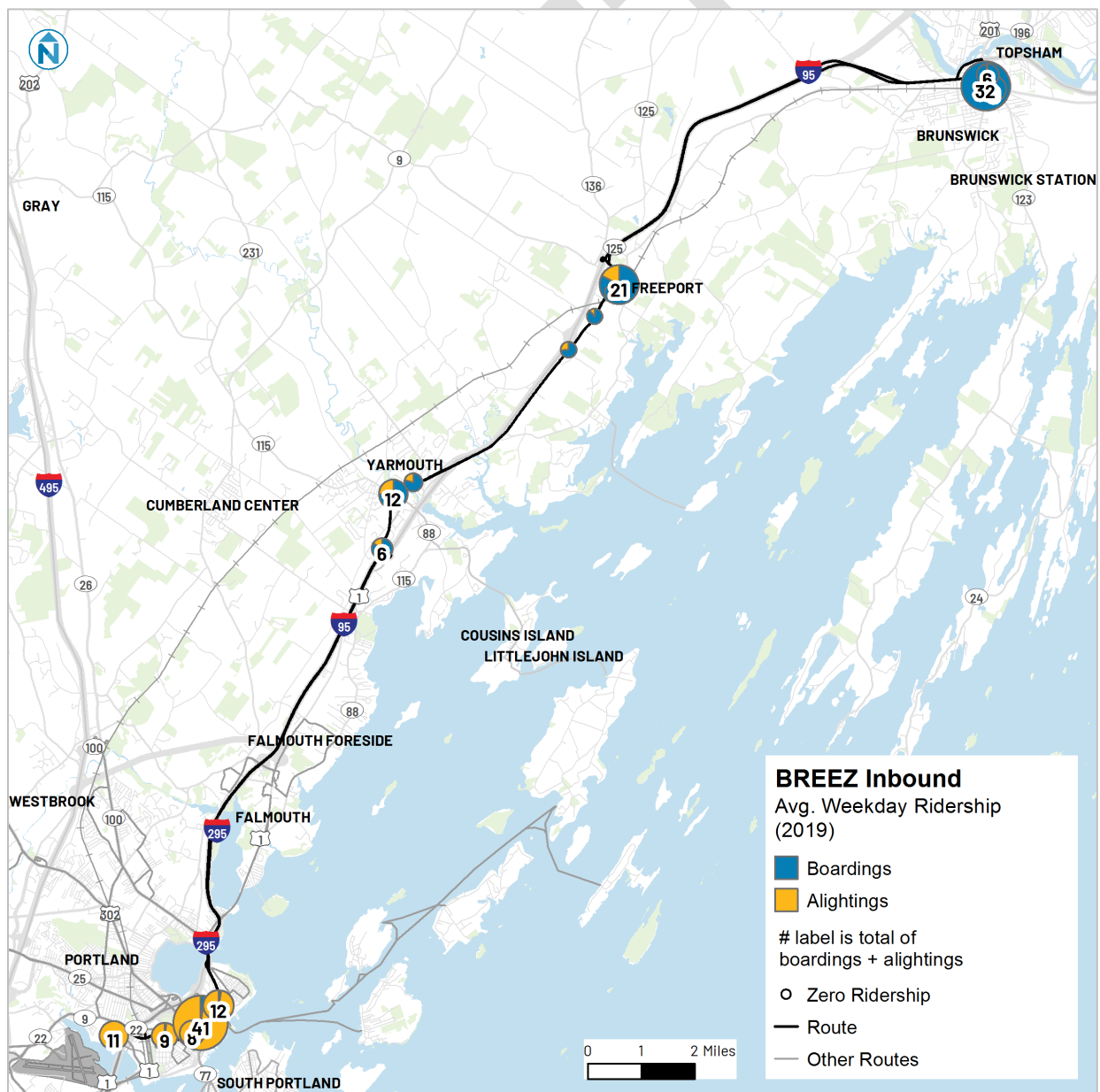
Weekday Ridership by Stop

In October 2019, and from north to south, the highest-ridership BREEZ stops were:

- Downtown Portland, with around 140 boardings and alightings
- Downtown Freeport, with 51 boardings and alightings
- Downtown Brunswick, with 44 boardings and alightings

In general, these town centers saw higher ridership than park-and-rides on the route. There is a small amount of intermediate ridership on the route, but most ridership is to and from Portland.

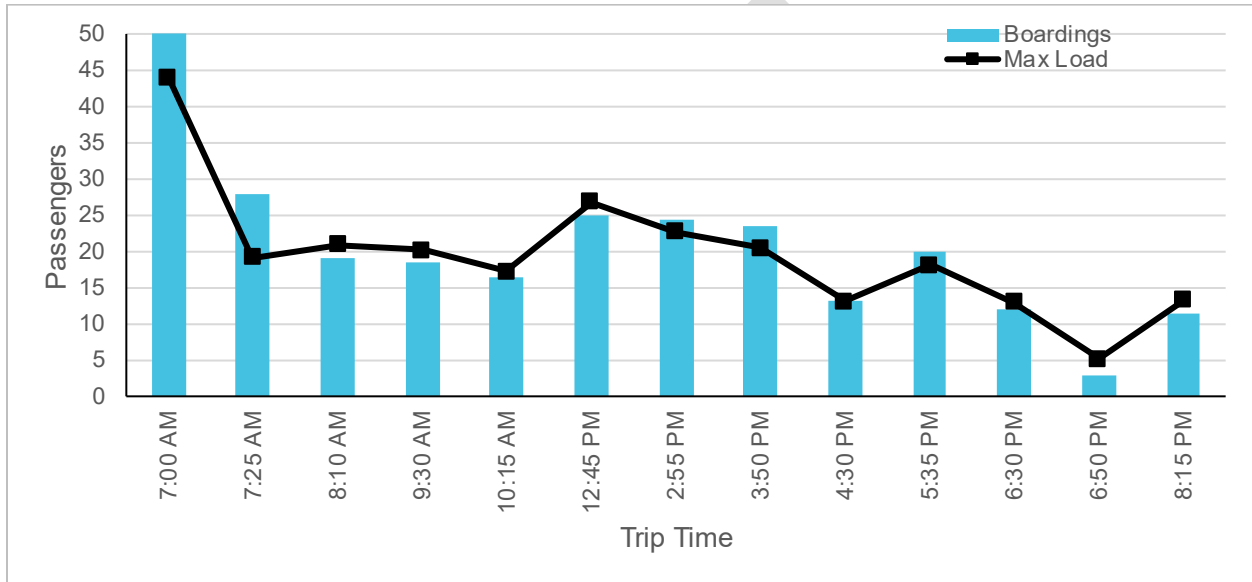
Weekday Ridership by Stop Map



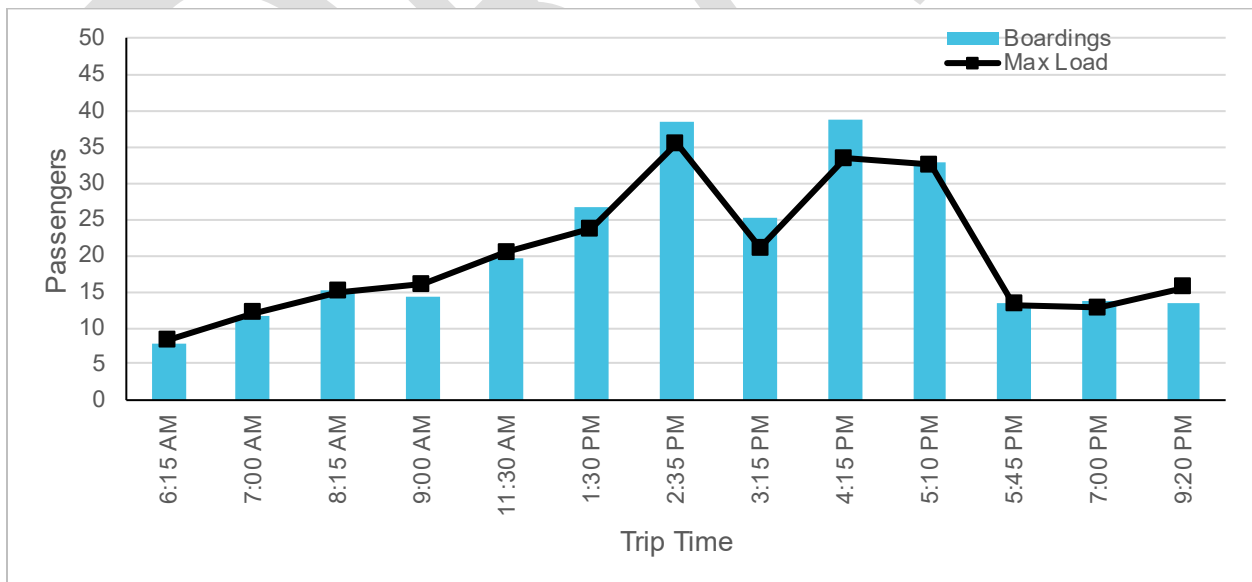
Weekday Ridership by Trip

In October 2019, BREEZ ridership was directionally peaked, indicating primarily commuter use of the route. The highest-ridership inbound trips occurred before 8:00 AM and the highest-ridership outbound trips were in the 2:30 to 5:30 PM range. There was considerable demand for the 7:00 AM inbound trip, which METRO has addressed by adding earlier morning service.

Weekday Boardings by Trip: Inbound (October 2019)



Weekday Boardings by Trip: Outbound (October 2019)



Overall Service Assessment

Strengths

- BREEZ provides mostly unique transit connections between Brunswick, Freeport, Yarmouth, and Portland (although the Downeaster also provides some similar service).

Weaknesses

- Overall ridership is low, and productivity is very low.
- Service frequencies are irregular.
- Saturday service is too inconvenient for most people.

Opportunities

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

- Shorten the route to operate to and from the PULSE. The resulting time savings could be used to reduce round trip running times to less than 120 minutes, which would enable more efficient use of vehicles and more frequent midday service.
- Make service in Brunswick more direct.
- Reduce weekday service levels to reflect low ridership and productivity.
- Provide service with more regular headways.
- Discontinue Saturday service due to very low ridership.
- If Saturday service is maintained, provide hourly service.