

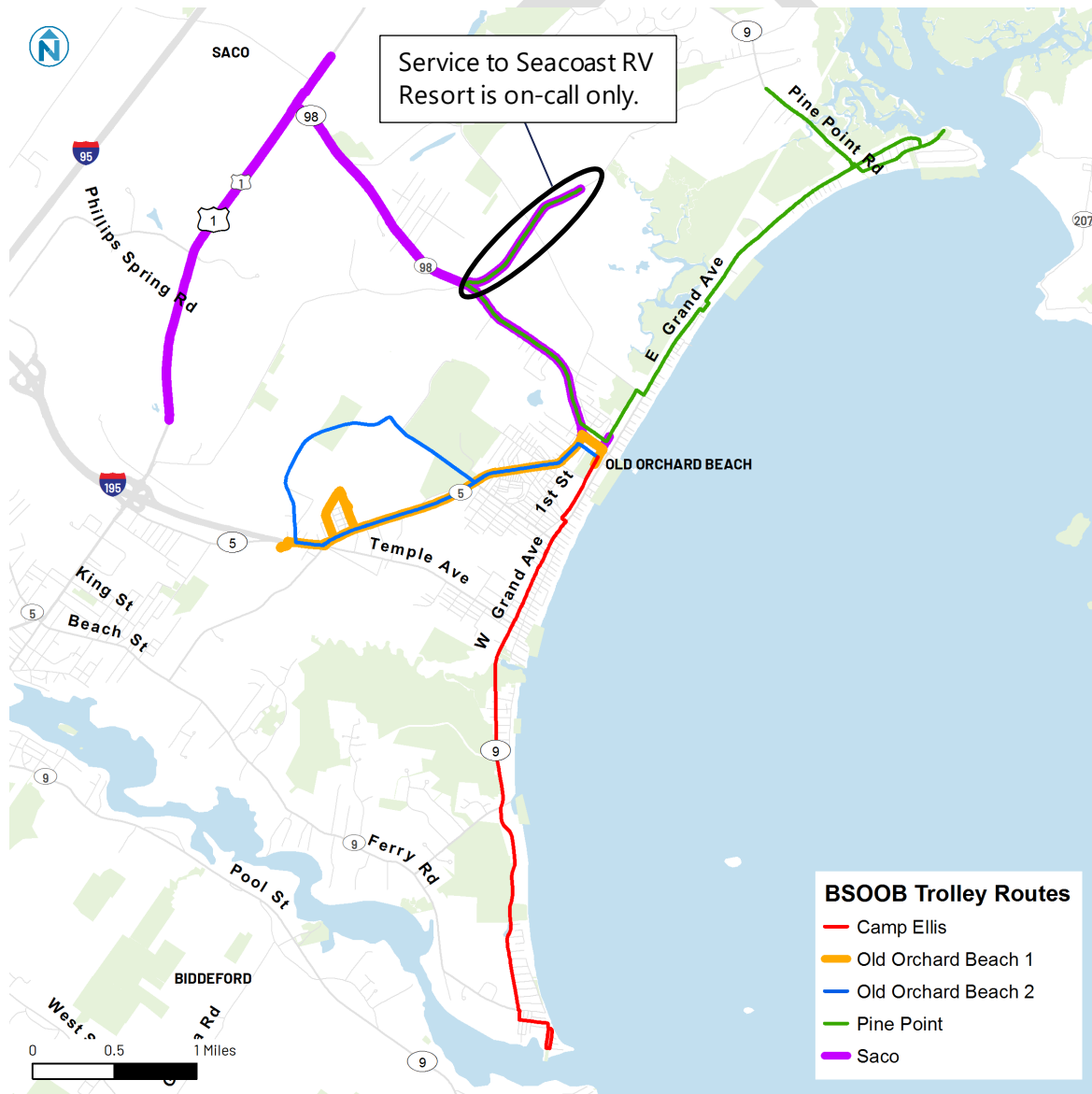
BIDDEFORD-SACO-OLD ORCHARD BEACH TRANSIT

SEASONAL TROLLEYS

Route Overview

As of 2021, BSOOB Transit operated five seasonal trolley routes in Old Orchard Beach, Saco, and Scarborough. Service is only in the summer tourist season, providing connections to tourist destinations, campgrounds, and shopping. The trolley system is branded differently from year-round BSOOB Transit routes.

Seasonal Trolley System Map



Alignment

Alignments for the five routes are:

- **Camp Ellis:** The Camp Ellis route operates bi-directionally along W Grand Avenue and 1st Street between Camp Ellis and downtown Old Orchard Beach, with a turnaround at the Camp Ellis Jetty and stops at Old Orchard Beach Station. This route is interlined with the Old Orchard Beach 2.
- **Old Orchard Beach 1:** The Old Orchard Beach 1 route connects downtown Old Orchard Beach with several campgrounds, motels, and housing developments on Saco Avenue and Ocean Park Road, including Old Orchard Beach Campground, Pinehurst RV Resort & Campground, Elmwood Motor Court, Sun Retreats Wild Acres, Marcotte Motor Court, and Summer Winds. The route primarily operates bi-directionally on Old Orchard Street, Saco Avenue, and Ocean Park Road, but deviates over a half-mile each trip to serve Pinehurst RV Resort & Campground. The route overlaps with service provided by the Old Orchard Beach 2 route, Route 60 Green Line, and Route 52 White/53 Blue on Saco Avenue. T
- **Old Orchard Beach 2:** The Old Orchard Beach 2 route operates bi-directionally along Saco Avenue between downtown Old Orchard Beach and the Emerson Cummings Boulevard/Union Avenue intersection, and then as a large counter-clockwise loop that serves housing and campgrounds. The route overlaps with service provided by the Old Orchard Beach 1 route, Route 60 Green, and Route 52 White/53 Blue on Saco Avenue.
- **Pine Point:** The Pine Point route connects campgrounds with downtown Old Orchard Beach, Landry's Shop'n Save, and tourist destinations. The route operates bi-directionally along Cascade Road, Portland Avenue, Imperial Street, Milliken Street, E Grand Avenue, and Pine Point Road, with a small loop to serve the Pine Point area. This route provides on-call service to Seacoast RV Resort, which impacts the route's cycle time.
- **Saco:** The Saco route connects downtown Old Orchard Beach with several campgrounds, Landry's Shop'n Save, and tourist destinations. The route operates bi-directionally on Portland Avenue, Cascade Road, and Portland Road (U.S. Route 1), with turnarounds at Silver Springs Campground and Seabreeze Motel. The Saco route deviates approximately one mile each trip to serve Aquaboggan Water Park and overlaps with Route 60 on Cascade Road. This route provides on-call service to Seacoast RV Resort, which causes a nearly two-mile deviation to occur.

Connections

Of the five seasonal trolley routes, the Old Orchard Beach 1, Old Orchard Beach 2, and Camp Ellis routes connect with Downeaster service at Old Orchard Beach Station. All seasonal trolleys operate on either Staples Street, Old Orchard Street, or Imperial Street. Transfers are possible from all routes to Route 60 Green, and from Old Orchard Beach 1 and 2 to Route 52 White/53 Blue.

Ridership data from Summer 2021 show that very little transfer activity occurs among seasonal trolley routes.

Schedule

All seasonal trolley routes operate from May through September, with full service in June, July, and August, and limited service in May and September. All routes begin operating relatively late in the morning, at between 9:45 AM and 10:30 AM, and operate until late at night, to between 11:15 PM and midnight.

All routes operate hourly, except for Old Orchard Beach 1, which operates approximately every 30 minutes.

Schedule Summary

Route	Span of Service	Headways (mins.)	Trips
Camp Ellis	10:00 AM – 11:15 PM	60	~13
Old Orchard Beach 1	10:00 AM – 12:00 AM	~30	~28
Old Orchard Beach 2	10:30 AM – 11:49 PM	60	~13
Pine Point	9:45 AM – 12:00 AM	60	~14
Saco	9:45 PM – 11:54 PM	60	~14

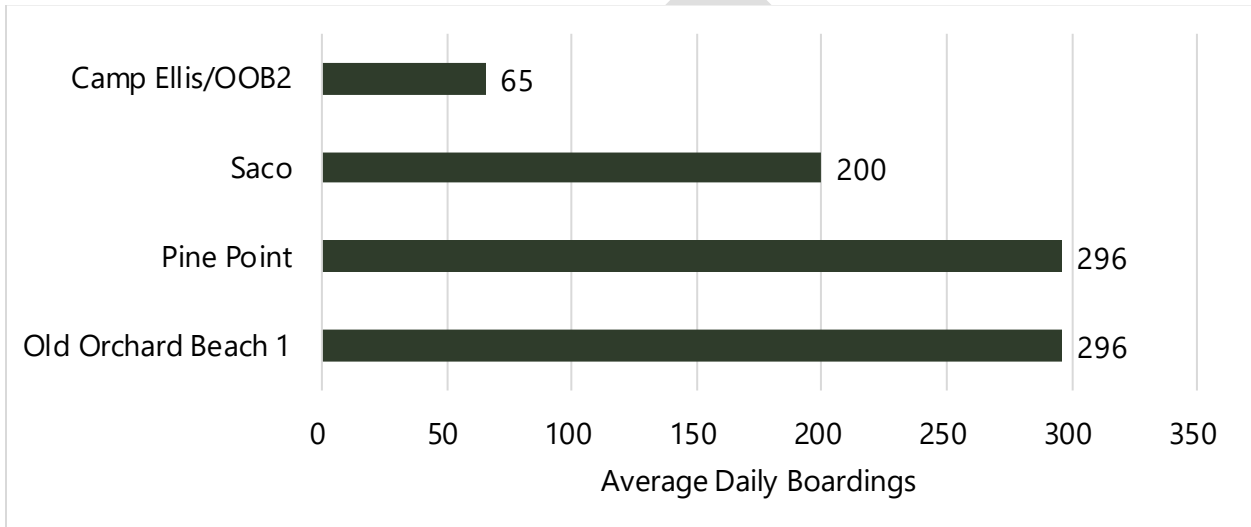
Note: Span, frequency, and trip counts from summer 2021 schedules.

Ridership and Productivity

Ridership and Productivity by Day

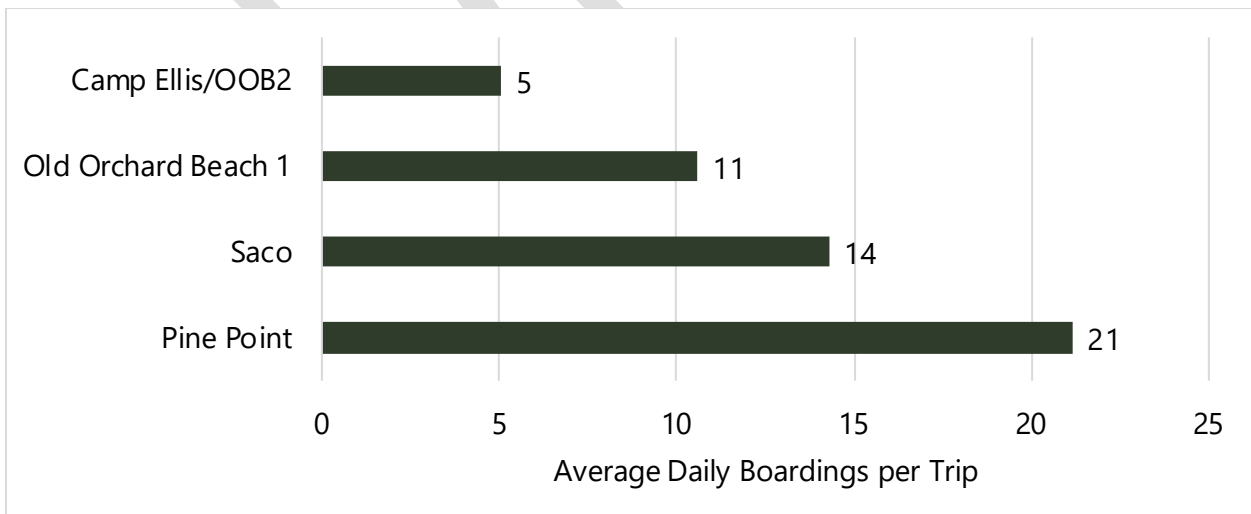
Ridership data for BSOOB Transit seasonal trolleys are available only at the route level in 2021. These data show that the Old Orchard Beach 1 and Pine Point routes carried the most passengers, followed by the Saco route. The Camp Ellis/Old Orchard Beach 2 route carried only 65 average passengers per day.

Average Daily Boardings by Route (2021)



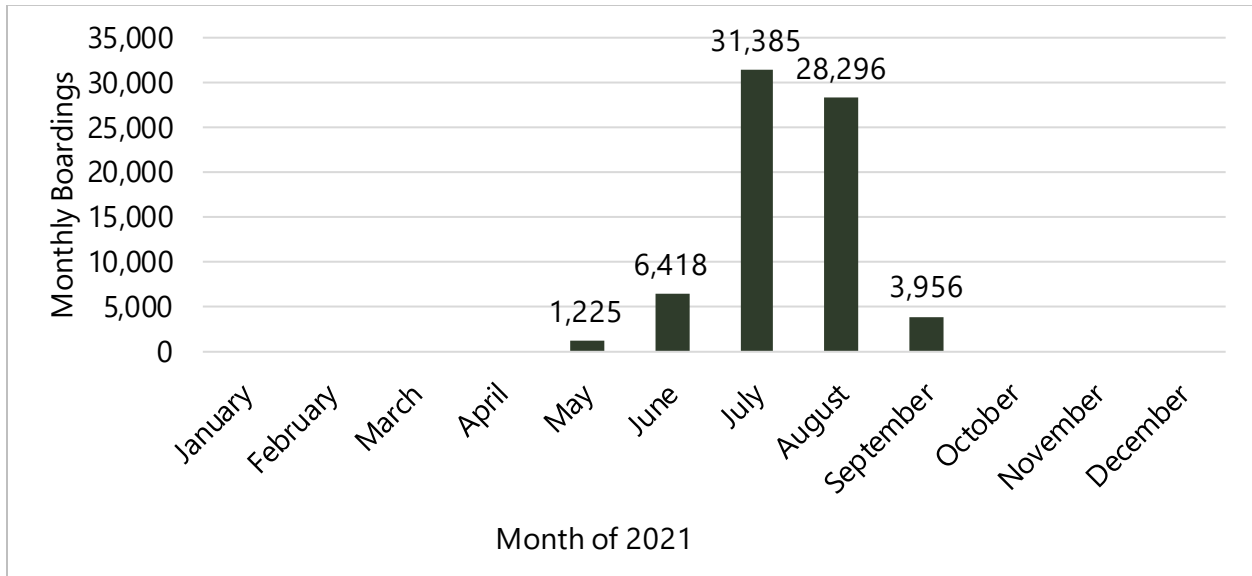
At the trip level, the Pine Point route was the most productive, carrying approximately 21 passengers per trip. The Camp Ellis/Old Orchard Beach 2 route was the least productive, carrying approximately five passengers per trip.

Average Daily Boardings per Trip by Route (2021)



Across seasonal trolley routes, ridership in 2021 was highest in July and August, and considerably lower in all other months the trolley routes operated, due both to less service being provided and lower productivity on provided services.

Total Seasonal Trolley Ridership by Month (2021)



Overall Service Assessment

Strengths

- Ridership on three of the seasonal trolley routes is high for the BSOOB Transit system, especially in July and August, and higher than on year-round BSOOB Transit routes.
- Many of the seasonal trolley alignments are generally straight and direct, connecting people at campgrounds and in higher-density residential communities to tourist destinations.
- Seasonal trolley routes operate until late at night, providing reliable service for people engaging in nightlife or other tourist activities, as well as for shift workers in late-night industries (e.g., hospitality, restaurant, tourist retail).
- Seasonal trolley routes operate seven days a week.

Weaknesses

- The Camp Ellis/Old Orchard Beach 2 route has low ridership.
- Seasonal trolley routes don't begin operating until relatively late in the morning, meaning service is unavailable for people engaging in morning tourist activity and for workers with shifts that begin before 10:00 AM.

- Several seasonal trolley routes include deviations that reduce the directness of the routes and cause some riders to travel out-of-direction for considerable amounts of time. This makes the service less convenient for those riders. Examples of these deviations include:
 - An approximately one-mile Saco route deviation to Aquaboggan Water Park.
 - The Pine Point deviation to serve Wavelet Street, which introduces six unnecessary turns per round trip.
 - An Old Orchard Beach 1 deviation to Pinehurst RV Resort & Campground.
 - Saco and Pine Point route on-call deviations to serve Seacoast RV Resort, which can impact the route's cycle time, frequency, and on-time performance.
- The Old Orchard Beach 2 route operates with a large one-way loop to serve the residential community on Smithwheel Road, McCallum Drive, and Emerson Cummings Boulevard. This loop causes many riders to travel out-of-direction on one of their trips, increasing their travel time.
- Headways on most seasonal trolley routes are hourly, limiting the routes' usefulness to many existing and potential riders.
- There is no centralized hub where all trolley routes and year-round BSOOB Transit routes meet.

Opportunities

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

- Increase the frequency of the seasonal trolley routes, at least during the busier times of day, to make them more useful for current and potential future riders.
- Develop a centralized transfer hub for BSOOB Transit year-round and seasonal trolley routes. Old Orchard Beach Station, downtown Old Orchard Beach, or Cascade Plaza may be good locations for such a hub.
- Redesign seasonal trolley routes, together with year-round routes, so there is a consistent, year-round connection between the Saco Transportation Center and downtown Old Orchard Beach along a fast and direct corridor (i.e., Main Street, Ocean Park Road, and Saco Avenue).
- Eliminate deviations that reduce the directness of routes.
- Operate trolley service earlier in the morning to serve people with travel needs in that part of the day, including tourist-industry workers.
- Eliminate the low-ridership Camp Ellis/Old Orchard Beach 2 route and re-allocate its resources to places where they will be used by more people.