



# Route 7 On Demand

Exeter / Stratham / Newmarket

Public Information Meeting Presentation  
Spring 2018

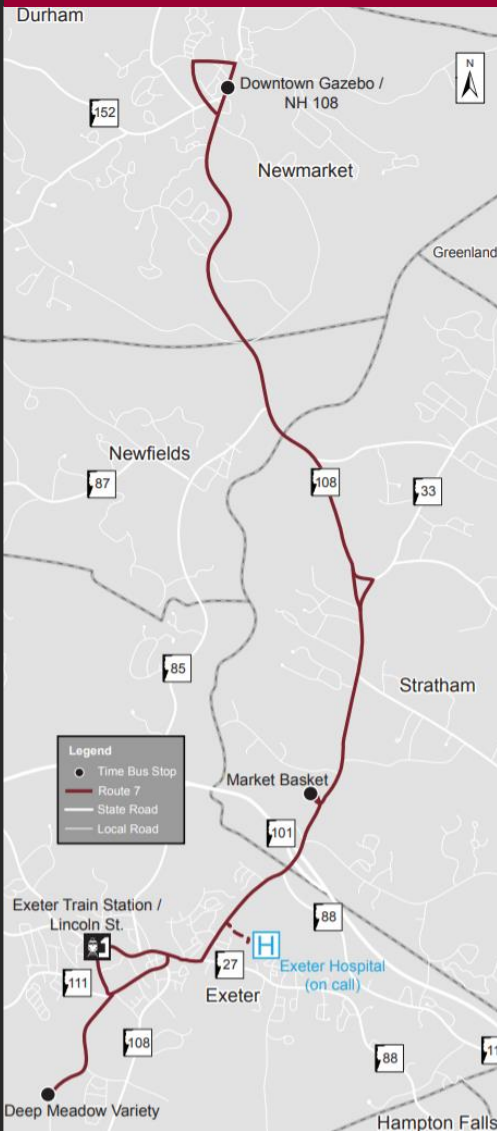
# Introduction

- The current COAST Route 7 and associated complementary ADA paratransit services were first introduced in October 1996.
- The routing of the bus has changed multiple times over the years to include Portsmouth/Pease, Newmarket as the western end point, Newfields, expanded coverage in Exeter, Exeter as the western endpoint, and then in 2015 reconfigured to only service Newmarket and Exeter.
- The 2015 changes were necessitated due to multiple communities along the route not financially contributing or contributing fully to the operation.

# Introduction

- In fact, the route was saved in 2015 by Newmarket and Exeter, after hearing the public's feedback at multiple hearings being held on the potential elimination of all services associated with Route 7.
- COAST, Newmarket and Exeter worked together to create the current service to maximize the amount of fixed-route bus service given the funds available.
- The hope was that this service would be readily utilized by individuals in the two communities for shopping, doctors visits, errands, social activities, etc.

## Route 7

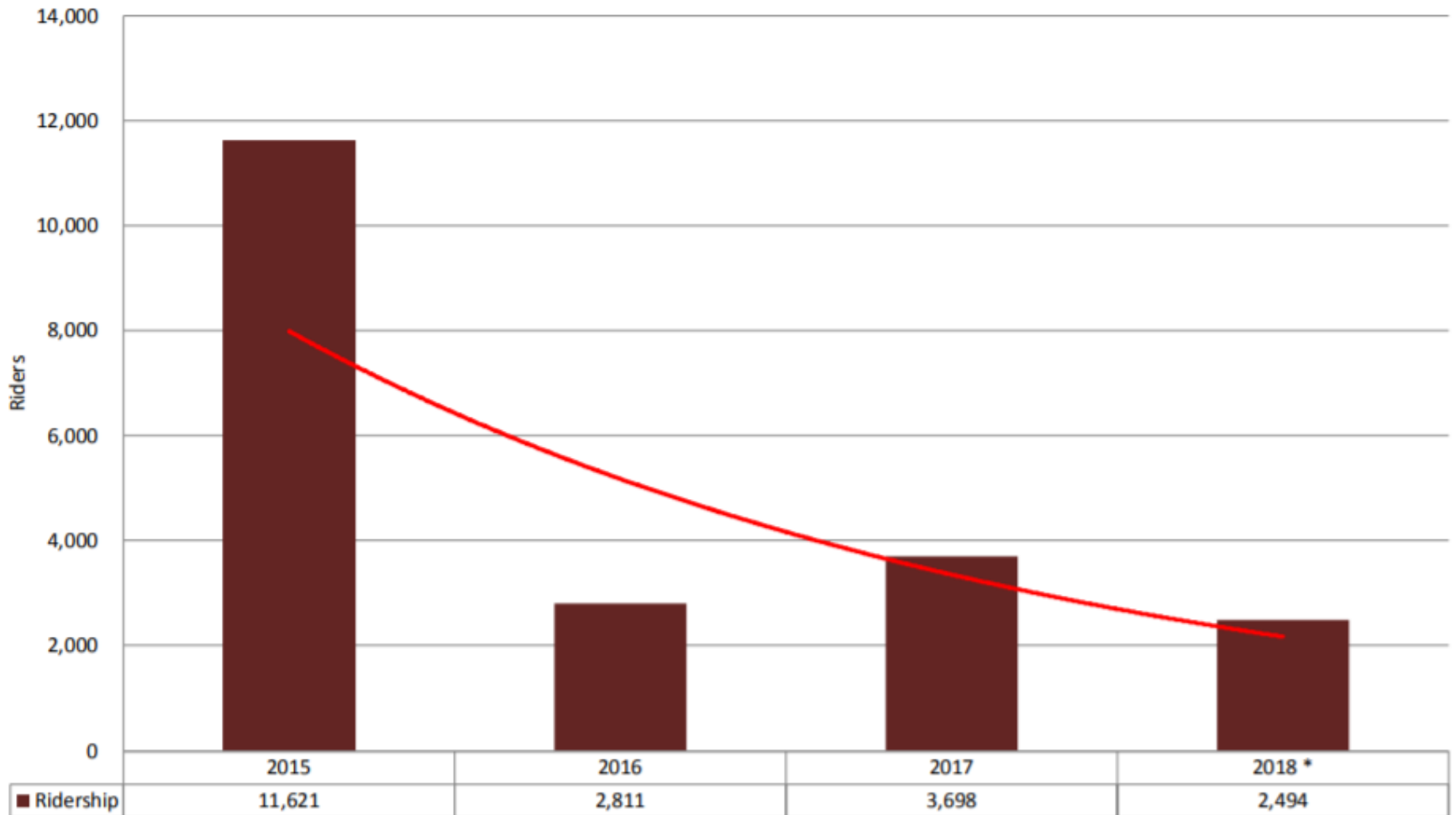


# Current Route Details

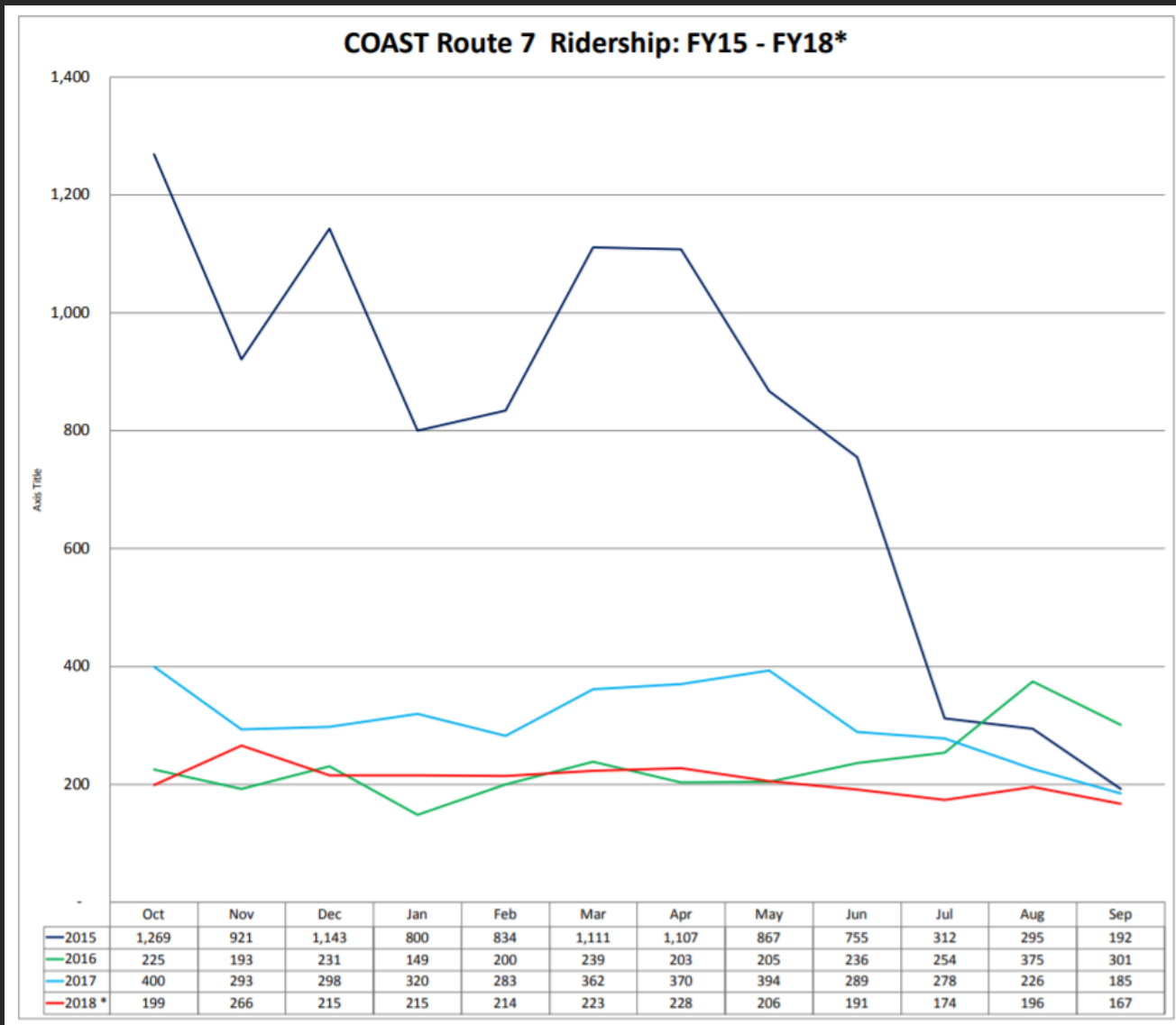
- The current schedule operates Mon./Wed./Thu. and Sat., from approximately 9:30 am – 5:15 pm.
- There are 7 round trips operated daily between Exeter and Newmarket.
- A single stop is available in Stratham at the Market Basket, a very popular destination for passengers.
- The base cash fare to ride one-way is \$1.50. Seniors and disabled individuals can ride for \$0.75. Discounted multi-ride options are available.
- Complementary ADA paratransit services are available by reservation. The fare to ride one-way is \$3.00.

# Route 7 Service Trends

FY15 - FY18\* YTD Route 7 Ridership



# Route 7 Service Trends



# Route 7 Service Trends

## Average Passengers per Revenue Hour



	FY14	FY15	FY16	FY17	FY18
Weekdays	3.92	3.83	1.95	2.32	1.86
Saturday		1.64	1.64	2.55	1.69
Goal	4.00	4.00	4.00	4.00	4.00

# Route 7 Service Trends

## FY17 Weekday Ridership by Run

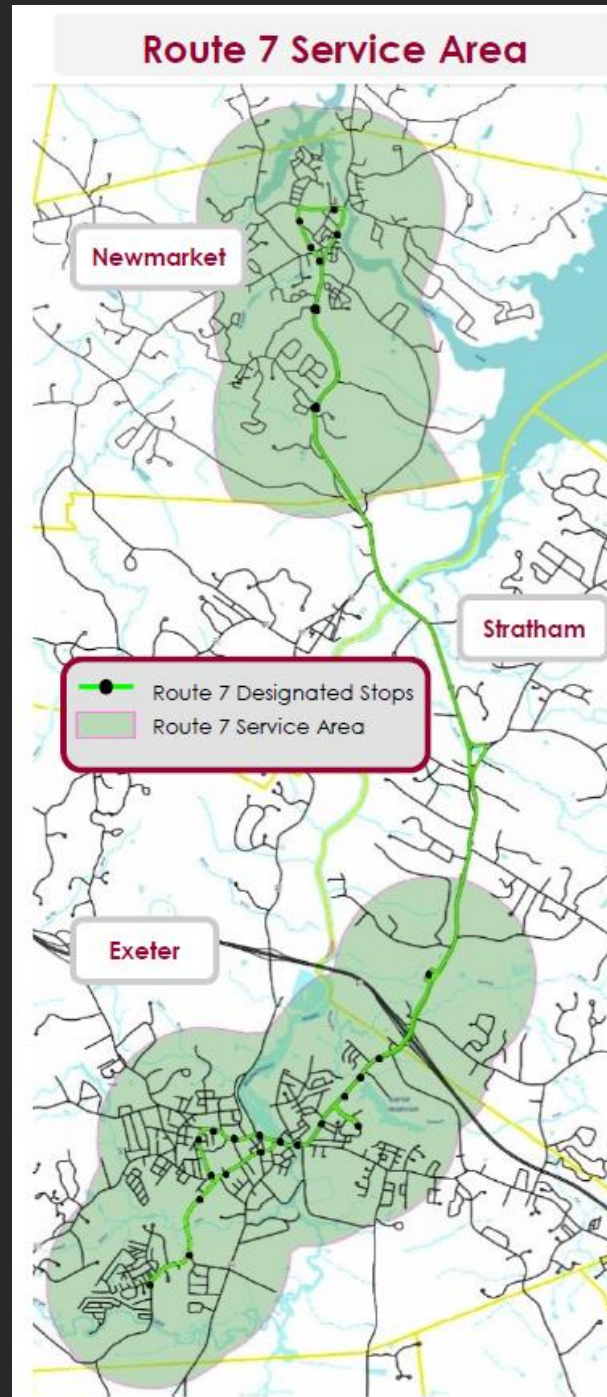
Average counts per run:	9:34	10:05	10:39	11:06	11:40	12:07	12:41	13:36	14:01	14:28	15:02	15:32	16:08	16:39
October	1.54	1.85	1.62	2.00	2.85	2.46	0.92	0.75	2.23	1.31	1.15	1.15	1.00	0.93
November	1.75	2.00	0.83	1.50	1.75	1.58	2.00	0.83	0.83	1.92	1.09	0.33	0.58	0.46
December	0.92	1.92	1.77	1.77	1.85	1.15	1.69	1.23	0.92	1.54	0.69	0.85	0.54	0.15
January	1.46	2.38	1.54	0.92	1.08	1.23	1.23	0.69	1.08	2.00	1.31	1.15	0.85	0.56
February	2.45	2.55	1.45	1.36	0.91	1.09	1.18	1.09	1.27	1.45	1.30	1.30	1.20	1.20
March	2.43	2.43	1.64	1.07	1.43	2.00	1.00	1.21	1.36	1.29	1.07	2.07	0.71	0.68
April	1.83	3.33	2.17	1.08	1.17	1.58	0.33	1.25	1.50	0.92	1.25	0.92	0.67	1.98
May	1.46	2.54	2.85	1.31	0.92	1.25	1.23	1.15	1.08	0.85	1.15	2.00	1.54	1.48
June	0.54	3.15	1.85	0.77	1.00	0.85	0.46	1.15	1.38	1.38	0.92	0.92	0.31	1.19
July	0.77	1.77	1.31	1.15	1.46	1.23	0.85	1.23	0.77	1.38	0.75	0.83	0.46	0.56
August	0.64	1.57	0.93	0.79	0.71	0.93	0.71	0.57	0.86	0.50	1.21	1.07	0.57	0.57
September	1.00	1.64	1.00	0.45	0.64	0.82	0.55	0.91	0.27	0.36	0.00	0.90	0.50	0.43
<b>AVG</b>	1.40	2.26	1.58	1.18	1.31	1.35	1.01	1.01	1.13	1.24	0.99	1.13	0.74	0.85



# Route 7 On Demand Overview

- We believe changing the current fixed-route service to an advance-reservation-based demand response model will produce a more attractive service for both existing and potential customers, expand the potential reach of the service, and be a more efficient use of resources.
- Providing service based on reservations allows COAST to right-size the services provided within the community.
- The service will be open to the general public in a service area within  $\frac{3}{4}$ -mile around the current Route 7 bus stops (designated bus stops).
- The service will operate the same days and times as the existing Route 7.

# Service Area and Designated Stops



### Route 7 Designated Stops

#### NEWMARKET

- Main St. (Downtown Gazebo)
- Elm St./Nichols Ave.
- Beech St. Ext./Elm St.
- Beech St. Ext./Elm St. (Commons at Kent Place)
- Gerry Ave. (Gepetto's Pizza)
- Exeter Rd./Bennet Way (Irving)
- Exeter Rd./Lita Ln. (Newmarket Industrial Park)
- Exeter Rd./Bennet Way (McDonald's)

#### STRATHAM

- Portsmouth Ave. (Stratham Market Basket)

#### EXETER

- Portsmouth Ave. (Hannaford)
- Portsmouth Ave. (Osram Sylvania)
- Portsmouth Ave./Alumni Dr. (Exeter Commons)
- Alumni Dr. (Exeter Hospital)
- Portsmouth Ave. (Walgreens)
- High St./Pleasant St. (Exeter Public Library)
- Water St./String Bridge (Exeter Bandstand)
- Water St./Swasey Parkway
- Main St. (Philips Exeter Academy)
- Main St./Ash St.
- Lincoln St. (Exeter Train Station)
- Lincoln St./Front St.
- Linden St. (SST/YMCA)
- Linden St./Gary Ln.
- Linden St. (Deep Meadow Variety)
- Front St. (Exeter Inn)
- Front St./Elm St.
- Front St. (Exeter Bandstand)

# Advantages of New Service Method

This type of service will have two distinct advantages for passengers:

- Riders can be picked up and dropped off right at their preferred locations within the service area, resulting in a higher quality customer experience.
- ADA customers will see no change in service and will no longer have to go through the ADA eligibility process (at least for service within this corridor).

# Route 7 On Demand Service Details

- The vehicle operating on this service will no longer be traveling a set route.
- All service provided will be advance-reservation based.
- The vehicles used will be sized to meet the demand (minibuses or minivans).
- Everyone is eligible for service. No advanced application or eligibility process is required.

# Route 7 On Demand Service Details

- Service will either be provided to and from designated bus stops, or specific locations within the service area that are not at designated stops.
- The fare charged will vary based on the origin and destination and whether either are at a designated stop.
- The base cash fare to ride from a designated stop to a designated stop will be \$1.50. Rides involving an origin or destination at a non-designated stop will be \$3.00.
- Under this structure, no customers will see a fare increase for equivalent service.

# Route 7 Fare Matrix

Fare Type	Designated Stop Fare	Non-designated Stop Fare	Notes
Cash	\$ 1.50	\$ 3.00	
Half Fare	\$ 0.75	\$ 3.00	Not applicable at non-designated stops.
Children (Under 5)	Free	\$ 3.00	If a child must use a "child restraint system" per RSA 265:107a, the accompanying adult shall be responsible for providing that restraint and shall be responsible for properly securing it with the vehicle's seatbelts.
Drop Ticket	1 ticket	2 tickets	
15-Ride Punch Ticket	1 punch	2 punches	
COAST Monthly Pass	Valid	Pass + \$1.50	Must show pass + pay \$1.50
Clipper Connection Monthly Pass	Valid	Pass + \$1.50	Must show pass + pay \$1.50
ADA Paratransit Ticket	Valid (but would be an overpayment)	1 ticket	Must use another form of payment for a designated stop (unless rider is okay with overpaying)
UNH ID/Monthly Pass	Valid	ID/Pass + \$1.50	Must show ID/pass + pay \$1.50
GBCC ID	Valid	ID + \$1.50	Must show ID + pay \$1.50
Training Pass	Valid	Pass + \$1.50	Must show pass + pay \$1.50

# Making a Reservation is Easy!

- To schedule rides, simply call TripLink, COAST's regional transportation call center, at 603-834-6010.
- You will be asked to provide some basic information including your name, phone number and where you want to be picked up and dropped off.
- Reservation requests must be made by 4:00pm the weekday before the day you wish to ride.
- Customers may set up standing rides for trips they take routinely.

# Making a Reservation is Easy!

- Actual pick up and drop off times may vary by up to an hour from the requested time to accommodate grouping customers on trips. Actual times will be communicated with you in advance.
- COAST will ensure that customers who need to be at an appointment by a specific time will have that time honored within the service guidelines.
- COAST reserves the right to decline reservation requests for pick-ups and drop-offs at non-designated stops that exceed the number we can perform with a single vehicle.



# Expectations

- At designated stops, COAST will strive to arrive no later than four (4) minutes after the scheduled pick-up time. The bus will only hold at the designated stop briefly if a passenger is not present upon COAST's arrival.
- At non-designated stops, COAST will arrive within a 20 minute window of the scheduled pick-up time (up to 10 minutes before or after). COAST will not wait for a passenger for more than five (5) minutes if the passenger is not present upon COAST's arrival.
- Customers who do not show up for scheduled rides, or who cancel at the last minute, will be subject to COAST's no-show policy.

# Expectations

- No same day reservations will be accepted.
- Anyone waiting at a bus stop without a reservation will not get picked up should the bus happen to go by.



Cooperative Alliance for Seacoast Transportation



# Questions