

METRO

ROUTE 3 WESTBROOK CROSTOWN

Route Overview

Route 3 is METRO’s only crosstown route and connects the Maine Mall area with downtown Westbrook, the Frenchtown neighborhood, and the Riverton Hannaford. Major destinations on the route include the Maine Mall, several major employment sites, Husson University, the Blue Spruce apartments area, and the Riverton Hannaford. This route provides shopping, employment, and some educational opportunities for low-income communities living in Westbrook and Riverton, as well as the ability to transfer to SPBS and BSOOB Transit.

Alignment

The route operates bi-directionally on nearly all its alignment, with small terminal loops through the Maine Mall parking lot and around the Riverton Hannaford.

Connections

Transfers to Route 4 Westbrook and the Husky Line can be made at the Westbrook Hub. Transfers to BSOOB Transit’s Route 60 Green and SBPS’ Route 24A Maine Mall and 24B Maine Mall are possible at the Maine Mall. Route 3 riders can transfer to METRO’s Route 2 Riverton at the Riverton Hannaford. Route 3 also interlines with Route 5 Maine Mall at the Maine Mall, providing a one-seat ride connection to and from downtown Portland.



Schedule

On weekdays, Route 3 operates every 30 minutes for most of the day, with less frequent service—generally every 60 minutes—early and late. Saturday service generally operates every 60 minutes and Sunday service operates only every 90 minutes. Weekday and Saturday service operates for long hours, from 5:40 AM to 10:26 PM on weekdays, and 6:35 AM to 10:26 PM on Saturdays. Sunday service operates for much shorter hours, from 9:15 AM to 6:00 PM.

Schedule Summary

	Span	Headways (mins.)	On-Time Performance
Weekdays	5:40 AM to 10:25 PM	30-72	78%
Saturdays	6:35 AM to 10:26 PM	60-65	
Sundays	9:15 AM to 6:00 PM	90	

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

On-Time Performance

Route 3 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 at the Spring Street at Congress Street intersection, along Cummings Road, in downtown Westbrook, and at the Gorham Road at Maine Mall Road intersection.

Ridership and Productivity

Ridership and Productivity by Day

In October 2019, Route 3 averaged 308 riders on weekdays, 216 on Saturdays, and 86 on Sundays. The route is one of METRO’s lower-ridership routes and ranked eighth on weekdays, second to lowest on Saturdays, and lowest on Sundays. Productivity, measured in boardings per revenue hour, was low on weekdays at nine boardings per revenue hour, and higher on Saturdays and Sundays, at 12 boardings per revenue hour on both days.

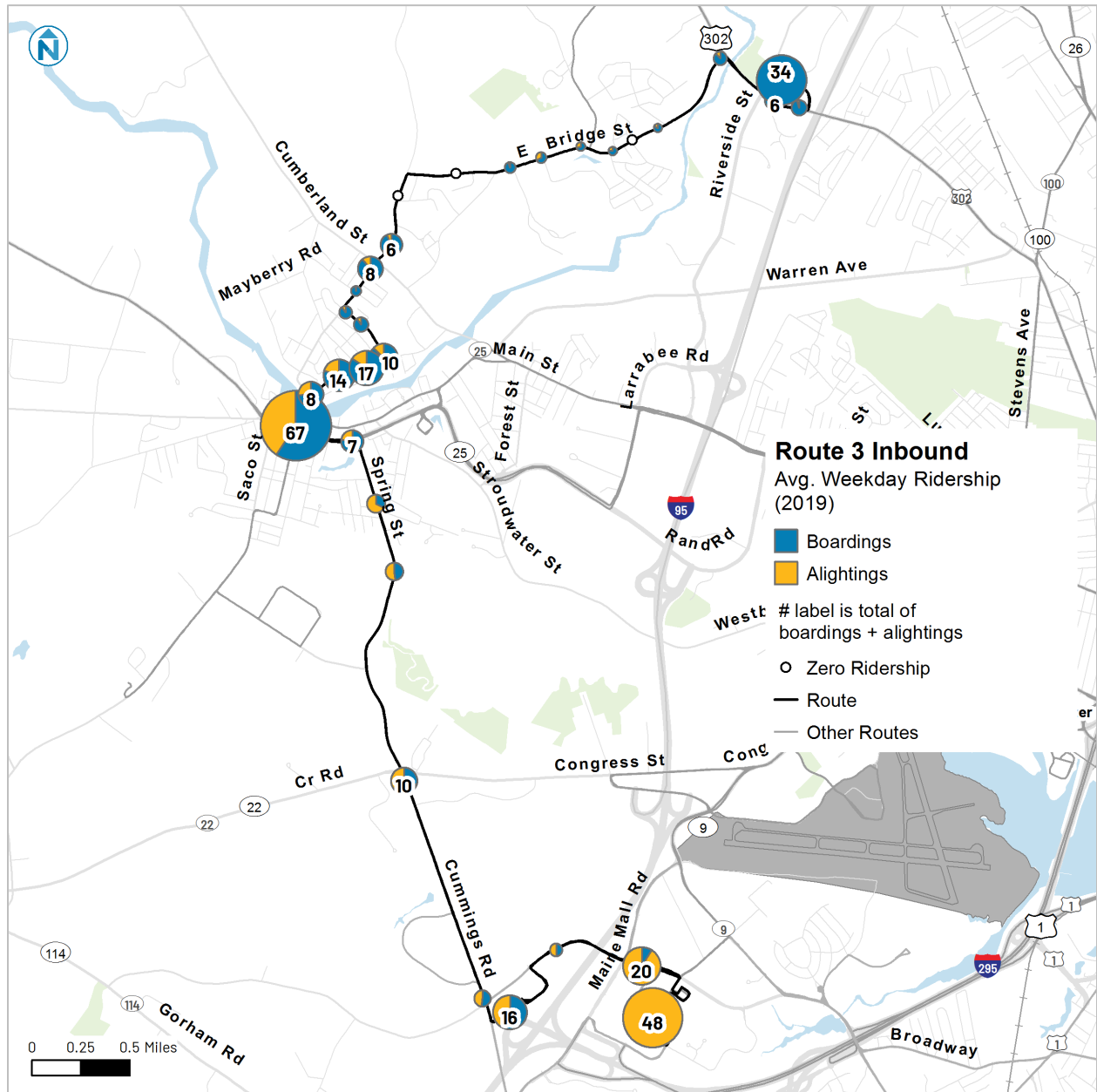
Weekday Ridership by Stop

In October 2019, on inbound trips, Route 3’s highest ridership locations were:

- The Riverton Hannaford with 34 boardings
- Stops along Brown Street in Westbrook, with a total of 49 boardings and alightings
- Downtown Westbrook, with 88 boardings and alightings
- The Maine Mall area, with approximately 86 boardings and alightings

Outbound ridership mirrored inbound ridership.

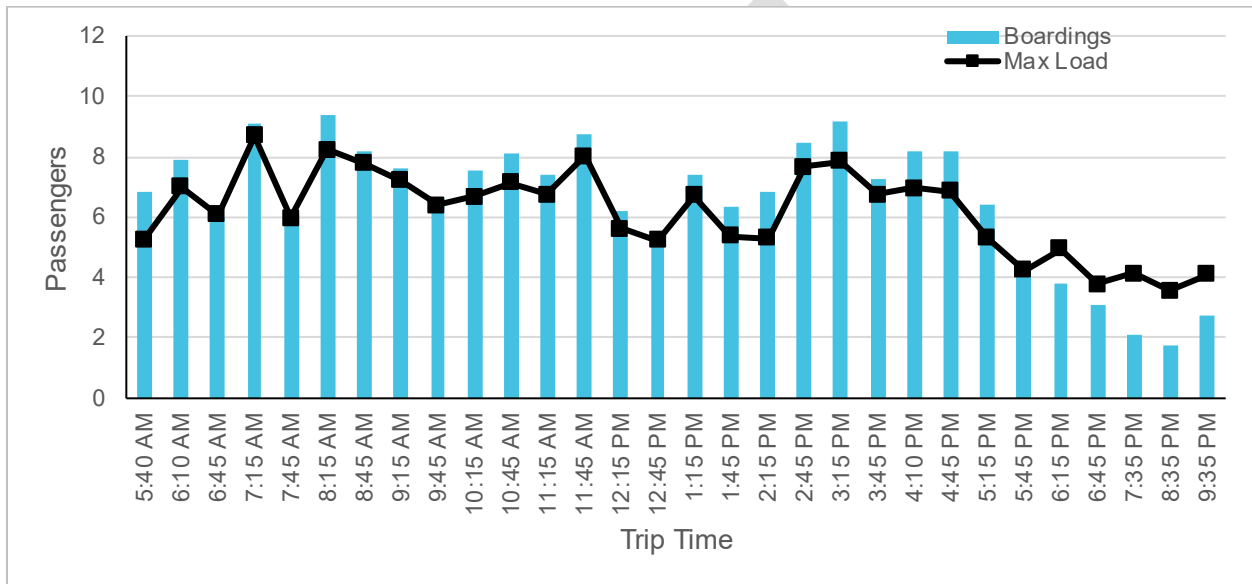
Weekday Ridership by Stop Map



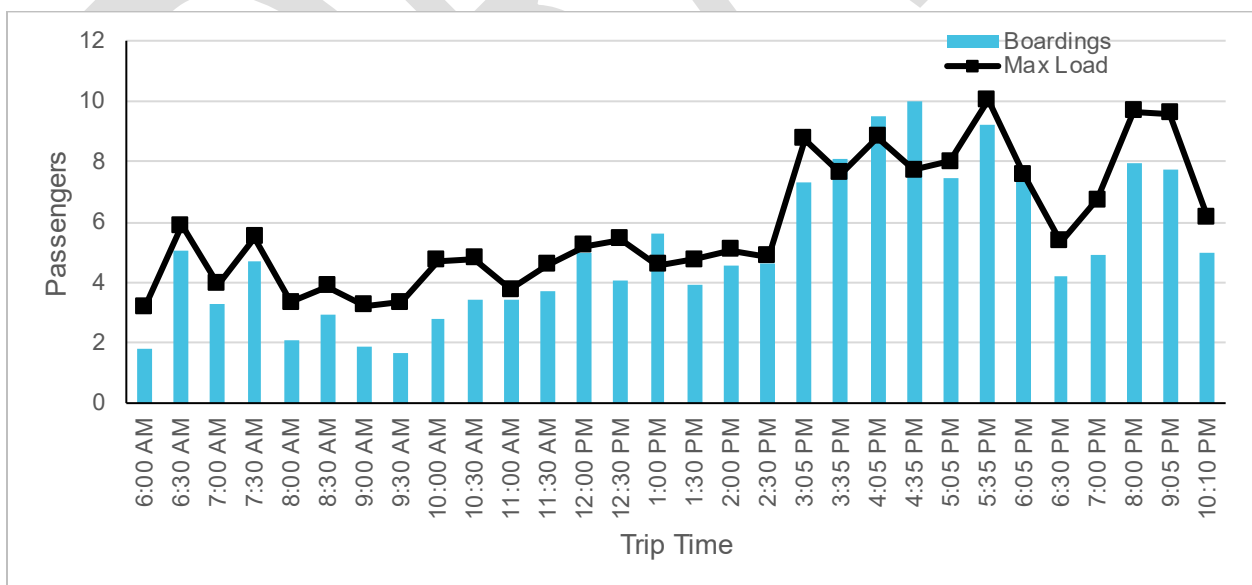
Weekday Ridership by Trip

In October 2019, Route 3 ridership was fewer than 11 riders per trip on all trips in both directions. Inbound ridership ranged from six to eight passengers on most trips. Outbound ridership is fewer than six on all trips through 2:30 PM and then increases to around seven to nine.

Weekday Boardings by Trip: Inbound (October 2019)



Weekday Boardings by Trip: Outbound (October 2019)



Overall Service Assessment

Strengths

- Route 3 provides unique connections between Westbrook and the Maine Mall area and the Riverton Hannaford.

Weaknesses

- Route 3 is one of METRO's lower-ridership routes.
- Sunday 90 minute frequencies are too low to provide a minimum level of convenience.
- Route 3's Sunday span of service is short.

Opportunities

Opportunities to strengthen Route 3 are listed below. Some suggestions may be contradictory, as there is usually more than one approach to improving a route.

- Shift service in downtown Westbrook from William Clarke Drive to Main Street to better serve downtown activities.
- Shorten the northern end of route and extend the southern end to serve Walmart (which would require operating Route 5 to Walmart to maintain the interline).
- Improve Sunday frequencies to every 60 minutes to provide a minimum level of convenience.
- Improve access to transit infrastructure at the Spring Street and Eisenhower Drive intersection, to improve access to IDEXX, Abbott Labs, and other businesses in the area.
- Discontinue service between Frenchtown and the Riverton Hannaford, as this segment has very low ridership and the route also serves the Maine Mall Hannaford and the Westbrook Hannaford via a transfer to Route 4.
- Improve Westbrook–Maine Mall area–South Portland service as part of a more extensive restructuring of Westbrook, South Portland, and Portland service. This could include a crosstown connection to Redbank Village.
- Consider redesigning overall service to downtown Westbrook, including that provided by route 3, 4, and the Husky Line.