

# Brunswick Link





## **Features of the Brunswick Link Fixed Route Bus Service:**

- Began December 1, 2021
- Now 32 Stop Locations / 10 “Timed” Stops
- 11 runs Monday - Friday (except major holidays)
- Starts from Brunswick Station once each hour
- First full run 6:49 AM / Last full run 4:49 PM



## **Recently added stops along the established route:**

- **Federal St & Center St (Serves north end of Federal St)**
- **Curtis Memorial Library (Re-routed bus on Middle St)**
- **Rusty Lantern (BlueLine & direction reversal)**
- **Adm Harry Rich Dr (Serves new housing)**
- **Rec Center (Welcome Center, etc.)**



**10 “Timed stops” result in more consistent stop times...**

Brunswick Station    Mallard Pond & Pheasant Run Apts    Woodlawn Towers

Pejepscot Terrace    Rusty Lantern    Pegasus Apts    Cook's Corner Plaza/Hannaford

Walmart    Mid Coast Hospital    Apts at Brunswick Landing (Inbound only)

**Riders use stop times from nearest previous timed stop...**

**Less confusing schedule format...**



## Fares per boarding:

**\$2 Adults 12-64**

**\$1 Riders with disabilities, 65+, 5-11 with adult**

**Children under 5 ride free with adult**

**\$3 ADA (eligibility required)**



<b>Brunswick</b> <b>Link</b> 	
Getting around Brunswick is easier for everyone!	
<b>1-DAY PASS</b>	
Regular Adult	Senior (65+) - Disabled - Child (5-11)
<input type="checkbox"/>	<input type="checkbox"/>
\$5.00	\$2.50
Expires:	
Jan 1 2	
Feb 3 4	
Mar 5 6	
Apr 7 8	
May 9 10	
Jun 11 12	
Jul 13 14	
Aug 15 16	
Sep 17 18	
Oct 19 20	
Nov 21 22	
Dec 23 24	
25 26	
27 28	
29 30	
31	

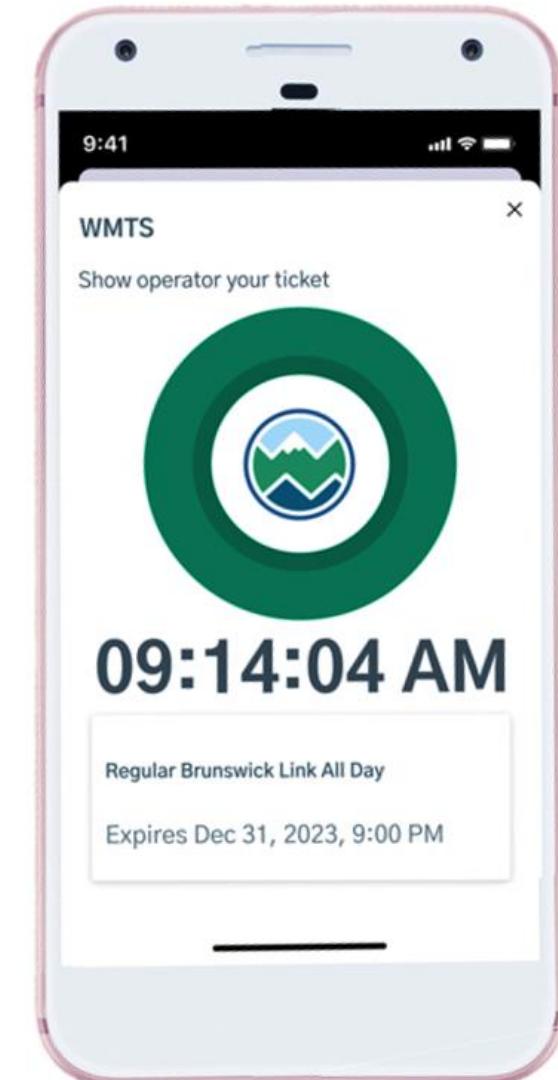
<b>Brunswick</b> <b>Link</b> 															
Getting around Brunswick is easier for everyone!															
<b>1-MONTH PASS</b>															
Non-transferable / Non-replaceable / Non-refundable Please treat this pass the same as currency															
Print Name															
Regular Adult	\$48.00 <input type="checkbox"/>														
Senior (65+) Disabled Child (5-11)	\$24.00 <input type="checkbox"/>														
Expires:															
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31



# Token Transit

<https://tokentransit.com>

- Prepay fares
- All fares/pass types available
- Activate them when needed
- Show driver virtual ticket on mobile device





## Ridership Continues to Build Y/Y for Bus and ADA Service:

### Bus Service

Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Jun 22	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22
1008	715	736	909	1008	874	1082	950	1193	1196	1159	1158
Dec 22	Jan 23	Feb 23	Mar 23								
1155	895	1037	880								

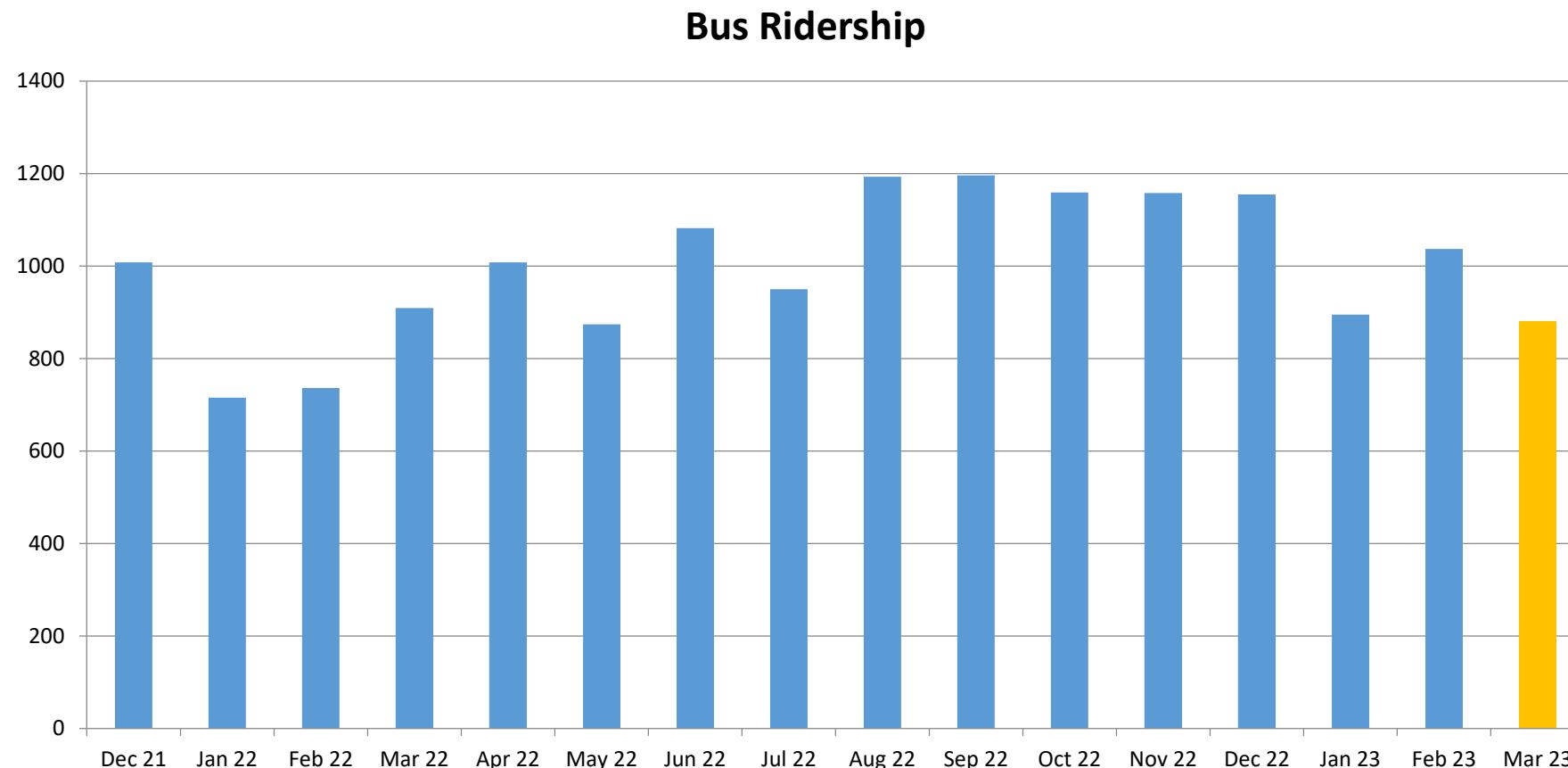
**NOTE: Yesterday, 3/22...**

The Brunswick Link provided 86 rides

This is close to the highest pre-pandemic ridership on the former Brunswick Explorer



## **Ridership Continues to Build Y/Y for Bus and ADA Service:**





## Americans with Disabilities Act (ADA) Service

- **Eligibility required**
- **$\frac{3}{4}$  mile around fixed-route corridor within Brunswick**
- **Origins and destinations must be within  $\frac{3}{4}$  mile boundary**
- **By reservation, demand-response, curb-to-curb**
- **Operates at the same times as fixed-route service**

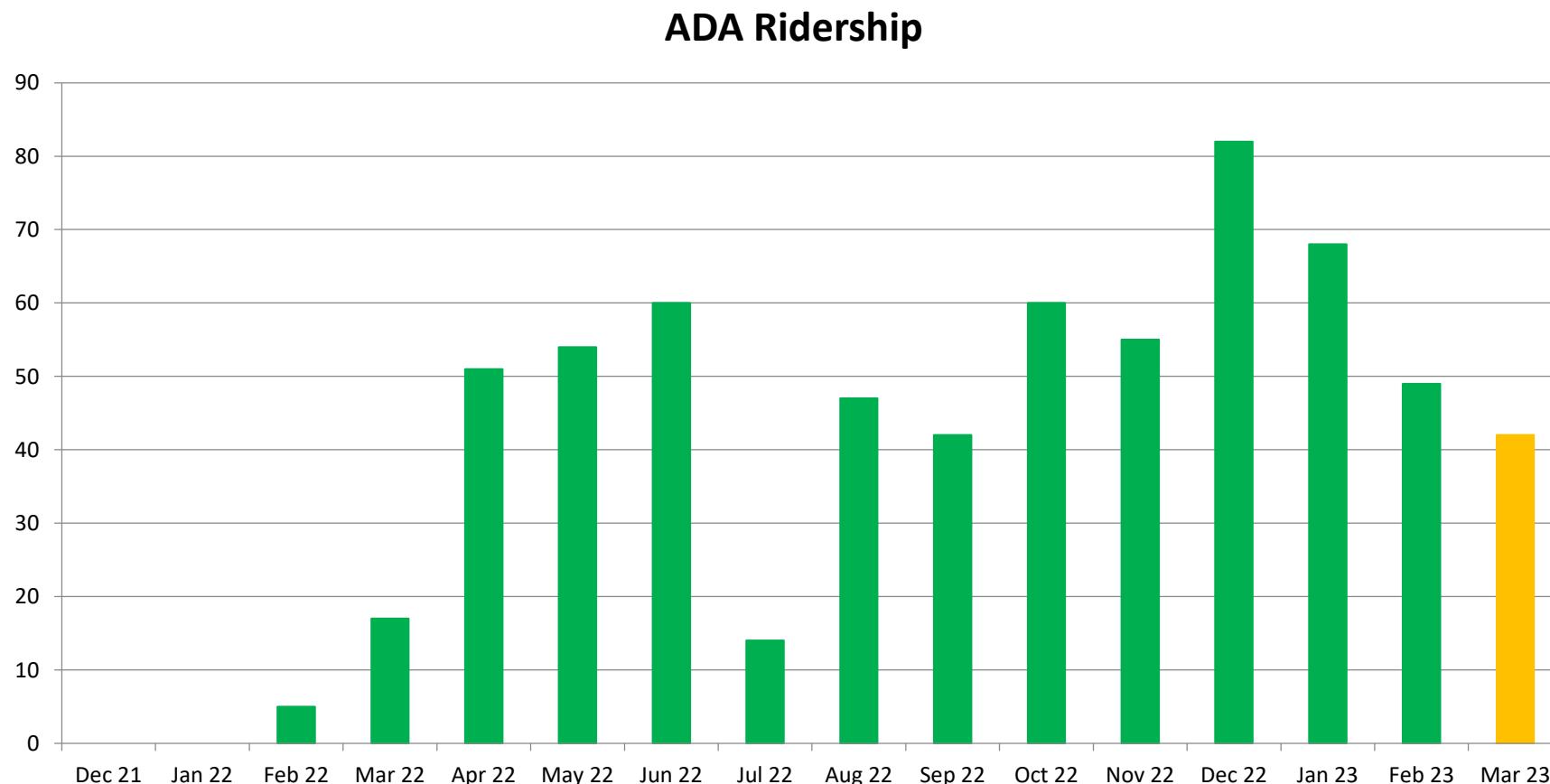


## Ridership Continues to Build Y/Y for Bus and ADA Service:

# ADA Service



## **Ridership Continues to Build Y/Y for Bus and ADA Service:**





## Bus Stop Usage

Rank	Combined Stop Activity	Total
1	Hannaford Downtown	2180
2	Woodlawn Towers	1507
3	Walmart	1301
4	Cook's Corner Plaza/Hannaford	939
5	Brunswick Station	757
6	Pejepscot Terrace	704
7	People Plus	700
8	Parkview Main Entrance	671
9	Mallard Pond & Pheasant Run Apts	669
10	Rusty Lantern	425
11	Pegasus Apts	404
12	Merrymeeting Plaza/Shaw's	336
13	Sewall St & Adm Fitch Ave	251
14	School St & Park Row	243
15	Mid Coast Hospital	239
16	Creekside Apts	185

Rank	Combined Stop Activity	Total
17	Cook's Corner Plaza Gurnet Rd Exit	161
18	Jordan Ave & Wadsworth Rd	130
19	Federal St & Center St	125
20	81 Medical Center Dr	118
21	Apts at Brunswick Landing	78
22	Concentra Urgent Care	56
23	Martin's Point ON REQUEST	55
24	Coastal Landing	51
25	Oasis Free Clinic	42
26	Brunswick Landing Venture	21
27	Burbank & Venture	21
28	Cedar St Park & Ride	21
29	Curtis Memorial Library	3
30	Neptune Dr & Orion St	2
31	Rec Center	1
32	Adm Harry Rich Dr	0



Connections to



BlueLine



## Upcoming issues:

### **Replacement buses (WMTS fleet covering now, but critical)**

- **2-bus order “renewed” for Q4 build (Ready May/June?)**
- **\$182.5K/bus (MaineDOT covering 2/3 of 20% local share)**

### **Increased costs overall**

- **FY 2024 anticipated budget \$375K (Local share = \$168K)**

### **Development in town and on the Landing**

- **Truly adequate system requires 4 buses + spare(s)**
- **Will require more drivers**



**Thank you!  
Ride the bus!**