

Middletown Area Transit (MAT)

Route S3

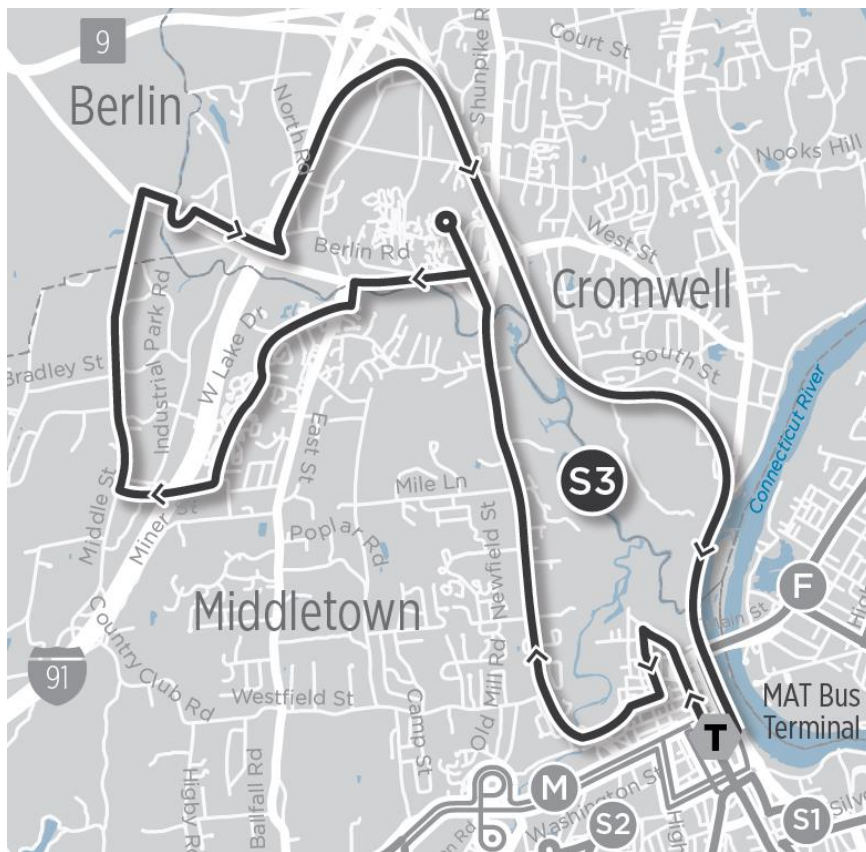
Combined D & E Routes

Route Overview

Route S3 is a Saturday-only route serving Middletown and some destinations in southern Cromwell. The route provides service to Newfield Towers, Stop & Shop, K-Mart, Super8 Motel, Walmart, and Sagamore Hills. The route operates as a large one-way loop, with all trips beginning and ending in Downtown Middletown at the MAT Terminal. Route S3 primarily travels along Newfield Street, Berlin Road, Industrial Park, East Street, and Washington Street.

As of June 2019, the alignment was redesigned to match the new Route I's alignment, operating along CT 9 in one direction instead of Ballfall Road/East Street.

Figure 1: Route S3 Map



Route S3 operates on Saturdays during daytime hours. Service operates from 8 a.m. until 6 p.m., with trips operating every hour. Route S3 operates a combined route serving Route D's alignment and Route E's alignment.

Table 1: Schedule Statistics

Service Day	Span of Service	Frequency (Minutes)	Daily Trips
Monday – Friday	–	–	–
Saturday	8:00 AM to 6:00 PM	60	10

Middletown Area Transit, June 2019 Schedule

Connections to Other Services

Route S3 begins and ends its trips in downtown Middletown at the MAT Terminal, where riders can connect to the S1, S2, F, and M-Link routes. There is a timed connection/pulse between Routes S1, S2, and S3. In addition, Route S3 riders can also connect to CT*transit* Route 55, which serves Downtown Hartford, and CT*transit* Route 512, which connects to New Britain (see Table 2).

Table 2: Service Connections

Location	Connect To
MAT Terminal	MAT Route S1, S2, F, M-Link CT <i>transit</i> Route 55
Cromwell Walmart	CT <i>transit</i> Route 512

Ridership by Stop

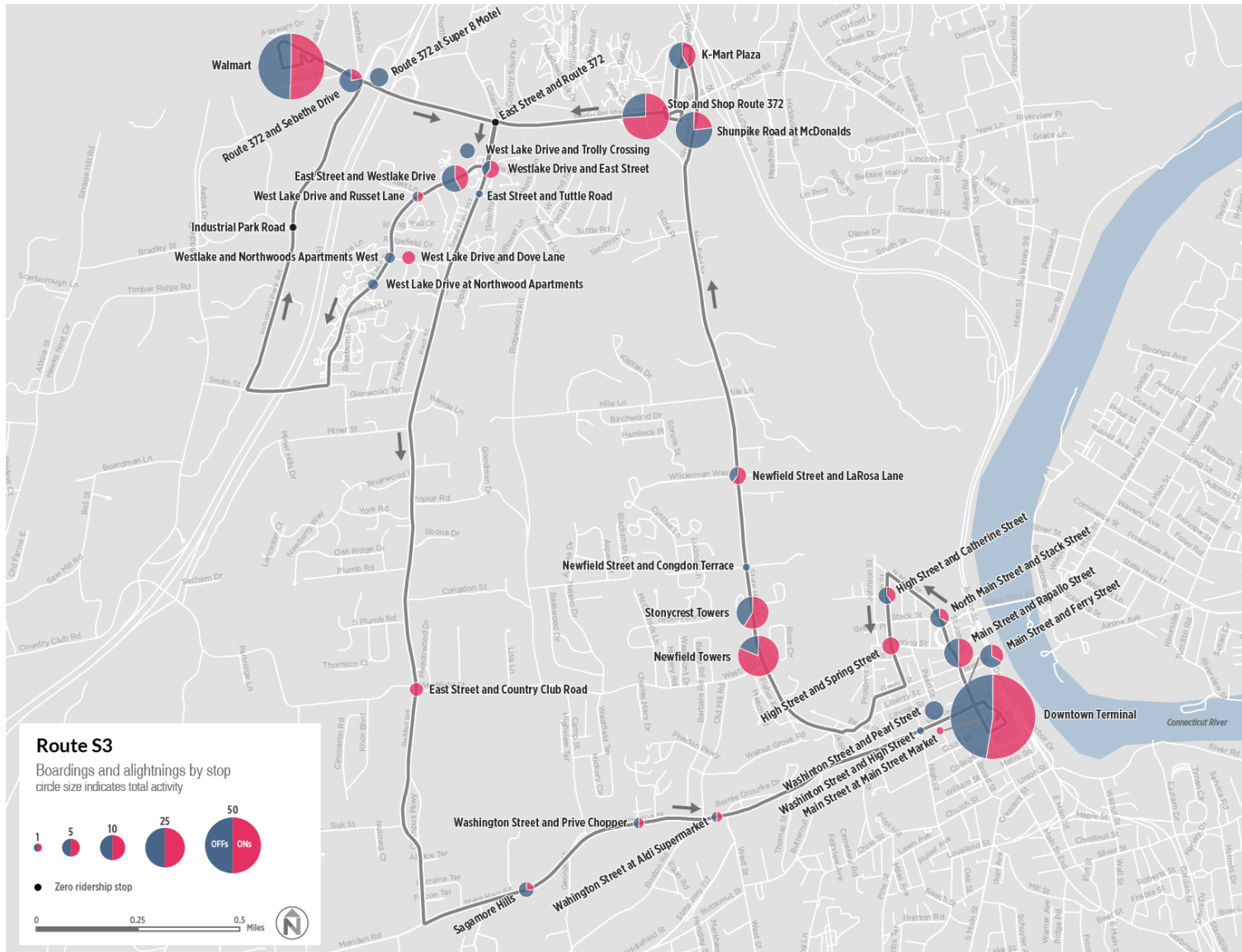
Route S3's highest ridership stop is at the MAT Terminal, with 61 daily boardings and 55 daily alightings. Other high-ridership stops along Route S3 include:

- Shunpike Road at McDonalds (5 boardings and 17 alightings), which is located in a commercial area.
- Stop & Shop/Route 372 (26 boardings and 9 alightings), a large grocery store.
- Walmart in Cromwell (36 boardings and 35 alightings), which is a major shopping center and a location served by CT*transit* Route 512.

Other stops with notable ridership include Newfield Towers, Stonycrest Towers, and K-Mart Plaza. The first two stops serve residential areas. K-Mart Plaza is a shopping center.

MAT Downtown Terminal and Walmart are the route's highest ridership stops, due to both their transit connections and their commercial activity. Walmart is a shopping destination and also located across the street from Cromwell Commons, and also provides a connection point to CT*transit* Route 512, which connects to downtown New Britain and CT*fastrak*.

Figure 2: Ridership by Stop

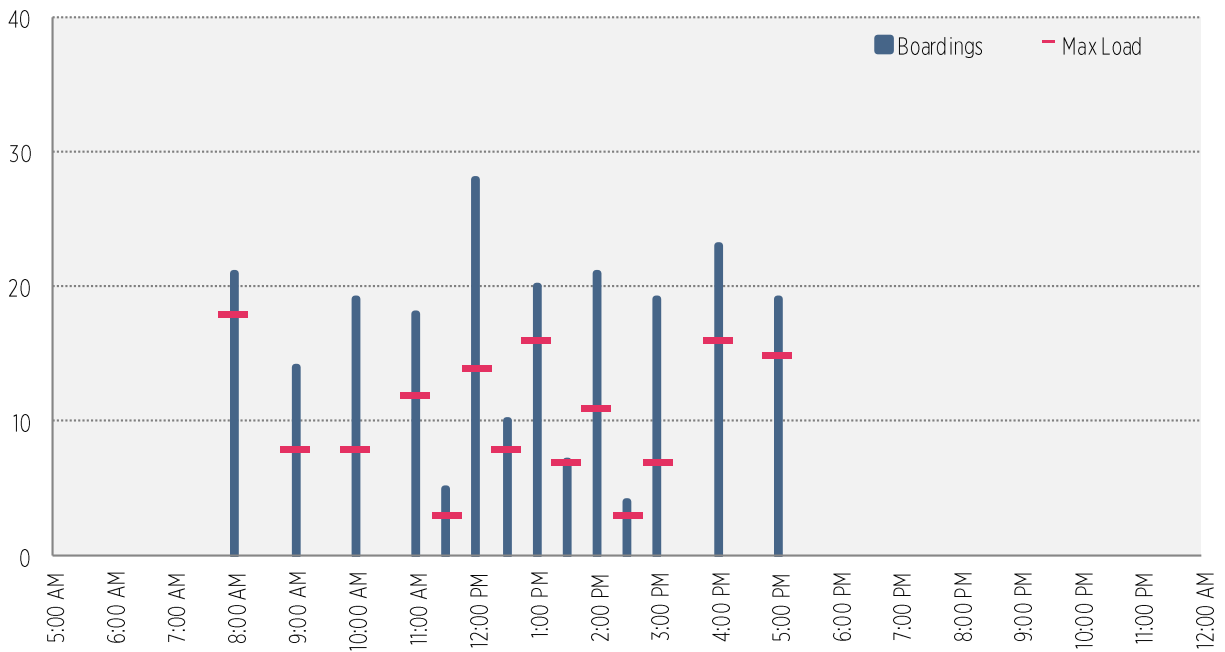


Source: Middletown Area Transit, 2017 Route S3 Ridership Data

Ridership by Trip

On Saturdays, Route S3 ridership is generally consistent throughout the day. Most trips have 18 to 23 boardings, while the highest ridership trip occurs at 12 p.m., with 28 boardings and a maximum passenger load of 14 riders. Four trips between 11 a.m. and 3 p.m. have 10 or fewer boardings; these trips alternate between trips on the hour with higher numbers of passengers.¹ Most trips have maximum loads lower than the number of boardings made for that trip, indicating moderate rider turnover over the course of the route.

Figure 3: Ridership by Trip



Source: Middletown Area Transit, June 2019 Route S3 trips

Service Performance

On Saturdays, Route S3 carries an average of 135 passengers per day, by far the highest ridership route on Saturdays and nearly double the MAT Saturday average (see Table 3). In terms of productivity, Route S3 performs well above the MAT average for riders per revenue hour and riders per trip.

Table 3: Productivity Statistics

	Average Saturday Ridership	Riders per Revenue Hour	Riders per Trip
Route S3	135	13.5	13.5
MAT Average	71	8.8	8.8

Middletown Area Transit, June 2019

¹ Note: Route S3 schedule has changed since this data was collected. Trips at 11:30 a.m., 12:30 p.m., 1:30 p.m., and 2:30 p.m. do not currently operate.

Service Improvement Opportunities

Opportunities to strengthen Route S3 are listed below and are included for discussion purposes only. Some suggestions may be contradictory, as there is usually more than one approach to improving a route. No specific changes are recommended at this time.

- **Provide Saturday service on Routes D and E.** Route S3 effectively serves the alignments of Routes D and E, but operates as a large one-way loop that is very circuitous and takes riders of both routes out of their way. Instead of operating an entirely different route, Routes D and E could operate Saturday service along their regular alignments, providing convenient and consistent service for riders.
- **Operate bidirectional service along Newfield Street.** Route S3 operates a large one-way loop that follows the alignments of Route E and Route D in different directions: the route travels along CT 9 in one direction and along Newfield Street in the other. Operating both inbound and outbound service along the same alignment would provide more convenient service for customers:
 - Operating along CT 9 inbound and outbound would provide faster service between downtown Middletown and the route's destinations in northern Middletown and Cromwell.
 - Operating along Newfield Street inbound and outbound would allow riders traveling to or from Newfield Street and just north of downtown to complete their trip without having to travel through the MAT Terminal and ride the entire length of the route. By serving Newfield Street instead of CT 9, Route S3 would provide more convenient Saturday service to customers in northeast Middletown while maintaining access to destinations including K-Mart Plaza, Walmart, and northern Middletown.