



Board of Directors | Ridership Committee

February 18, 2021 at 4:00 p.m. – via ZOOM

ZOOM: Attendee Link:

<https://us02web.zoom.us/j/86513660231?pwd=N3BraXBLSlVjQmsyUXNrMmNLTzZzZz09>

By phone: +1-646-558-8656 Webinar ID: 865 1366 0231 Passcode: 524650

MEETING AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
1. Call Meeting to Order (4:00)	Ed Suslovic, Committee Chair	N/A
2. Public Comment (4:00-4:05) The METRO Board’s Ridership Committee welcomes public comment for items not listed on this agenda at this time. For items listed on the agenda, the chair will allow members of the public to comment following staff presentation. There is a <i>three-minute time limit</i> per citizen at each point. (Comments will be paraphrased in the meeting minutes)	Ed Suslovic, Committee Chair	Information
3. Approval of Meeting Minutes (4:05-4:10) Review and approve the minutes from the November 19, 2020 meeting of the Ridership Committee.	Ed Suslovic, Committee Chair	ACTION
4. Selection of Chair and Vice Chair Roles (4:10-4:15) The committee will consider nominations and select members to serve in the roles of chair and vice chair.	Ed Suslovic, Committee Chair	ACTION
4. Transit Together (4:15-4:30) Staff will present an update on next stages of the Transit Tomorrow plan, which is the Transit Together study.	Greg Jordan, METRO Executive Director	Information
4. Regional Transit Marketing (4:30-4:45) Staff will present an update on a CARES Act funded, GPCOG/PACTS project to develop a regional transit marketing campaign covering the pandemic and post-pandemic periods.	Denise Beck, METRO Marketing/CO Outreach Manager	Information
5. Update on Dirigo TouchPass Fare System (4:45-5:00) Staff will provide a verbal update to the committee on the performance of automated fare payment system.	Greg Jordan, METRO Executive Director	Information
6. Portland Peninsula Bus Service Redesign (5:00-5:15) Staff will present an update on the process for completing a proposed redesign of Metro’s bus service on the Portland peninsula.	Greg Jordan, METRO Executive Director	Information

<p>7. Proposed Breez South Plan (5:15-5:30) Staff will present an update on the proposed plan to develop a Breez South in partnership with the Biddeford-Saco-Old Orchard Beach Transit System, the Maine Turnpike Authority, and various municipalities.</p>	<p>Greg Jordan, METRO Executive Director</p>	<p>Information and Possible Action</p>
<p>8. Future Agenda Items (5:30-5:45)</p> <ul style="list-style-type: none"> • Regional Transit Marketing (Dec, 2020) • Evaluation of Summer Cooling Centers (Jan, 2021) • Implementing PACTS Transit Tomorrow (2021) • PACTS Transit Together Project (2021) • Rapid Transit Study (2021-22) – pending funding • Microtransit Feasibility Study (2021) – pending funding • Metro 2025 Strategic Plan (2021) • Bus Stop Improvement Project (2021) • Proposed USM Portland Campus Addition • Proposed UNE Medical Center 	<p>TBD</p>	<p>Information</p>
<p>9. Upcoming Meetings (5:30-5:45)</p> <ul style="list-style-type: none"> • Exec. Committee – March 10, 2021 at 4:30 p.m. • Board of Directors – February 25, 2021 at 4:00 p.m. • Finance Committee – March 3, 2021 at 4:00 p.m. • Ridership Committee – March 18, 2021 at 4:00 p.m. 	<p>TBD</p>	<p>Information</p>
<p>10. Adjournment (5:45)</p>	<p>TBD</p>	<p>N/A</p>

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Meeting of the Ridership Committee – via ZOOM

November 19, 2020 at 4:00 p.m.

DRAFT Meeting Minutes

ZOOM: Attendee Link:

<https://us02web.zoom.us/j/88426643970?pwd=Ny9kMktTQkNNbml2U1oxOEY3Njgzdz09>

By phone: +1 646 558 8656 Webinar ID: 884 2664 3970 Passcode: 049027

Committee Members Present:	Staff:	Others:
Ed Suslovic, Chair	Greg Jordan	
Jeff Levine	Glenn Fenton	
Hope Cahan	Denise Beck	
Ryan Leighton	Lauren Shaw	
Bill Rixon		

1. **With a quorum in place, the meeting was called to order at 4:03 p.m. by Ed Suslovic, Chairman.**
2. **Public comment**
No members of the public were present.
3. **Approval of Meeting Minutes**
Motion made by Hope Cahan, seconded by Jeff Levine, to approve the minutes from the October 15, 2020, Ridership Committee Meeting as written. A roll call vote was taken by Ed Suslovic, Chair. With approval by Hope Cahan, Jeff Levine, Ryan Leighton, Bill Rixon, and Ed Suslovic, the **motion passed unanimously by all members present.**
4. **Transit Tomorrow**
Greg presented a Power Point of the draft final plan completed by the Transit Tomorrow Project Advisory Committee on 9/25/2020. This plan was created by PACTS through an 18-month planning process. The recommendations for Smart Land Use include: Make Transit Easier, Create Frequent Connections, and Introduce Rapid Transit. He reviewed each of these categories in detail, along with the proposed funding strategies to attain these goals.
5. **Update on Reinstatement of Fares**
Overall, it has been a success. The system is working as advertised in terms of collecting fares and analytics, which Glenn showed the dashboard for that he reviews daily. Generally positive feedback from customers and drivers. Very little negative feedback on reinstatement/increase in fares. A few customers upset they could not use, get a refund or credit from passes purchased a year ago.

There are nearly 4,000 registered accounts, with about 2,000 each of cards and the mobile app. Mobile app use is much higher than was predicted by consultants. CVS and 7-Eleven are available re-load locations, with more to come. The highest reload method is within the agencies (50%) and 34% via mobile app. As expected, Ridership dropped in October vs. September when rides were free.

Cubic (a large company that handles larger communities) acquired Delerrok (our vendor) the beginning of this year. Metro knew this was happening, but was told it wouldn't really affect our process. Cubic has now partnered with Moovit and while Metro is on SMTT and Moovit, Cubic is working to combine to one transit app, so the TouchPass app will go away and be transferred to Moovit. Delerrok did fare collection, cards, and an app. It will now be done by an actual app developer. Cubic wanted to make the change in December, but Metro pushed back and now has a year to phase out the TouchPass. Warp & Weft will be doing this changeover. Metro has not budgeted for this in 2021, so reimbursement will be requested from Cubic for the costs to Metro to rebrand and make the changeover.

6. Portland Peninsula Proposed Service Plan

Greg reviewed the presentation included with the meeting packet and updates since the last meeting. Trying to connect most points along the peninsula, while not creating longer walking distances or a longer route trip. The plan is based on riders using it to get to points within the route, not to ride the whole (longer) route. Leveraging Route 1 and 8 equipment and hours with the use of other routes to make-up for losing the Route 1.

- Route 2 proposed – usual route and then out to Millcreek Hub.
- Route 4 may need to extend to Ocean Gateway, which has enough space to provide a mini hub.
- Route 5 – modify to continue up Congress St. and around E. Prom to replace Route 1.
- Route 7 – expand down Congress St.
- Husky Line – expand to Ocean Gateway.

7. Proposed Breez South Plan

Greg reviewed the proposed 1-95 Turnpike Congestion Mitigation Proposal, which was included with the meeting packet. Highlights include:

- Higher speed transit alternatives for Route 1/I-95 Corridor
- Joint project: Turnpike Express and Breez South – 4 points
- Summary of Turnpike Express (ZOOM) Reboot – they just received two more buses.
- Proposal of Breez South – connecting Biddeford/Saco area to Portland w/ connection in OOB (but not detouring into OOB), West Scarborough, Scarborough Downs, MMC Scarborough campus.
- Possibly connect with Breez North, so the line runs Biddeford – Brunswick.
- Breakdown of MTA funding request and timeline. Launching Breez South by summer/late 2022 would be an aggressive timeframe.
- No in-depth demographic analysis yet.

8. Future Agenda Items:

Add: USM Proposed Portland Campus Addition; Proposed UNE Medical Center; Downeaster – Opportunity for Cross Marketing with NNEPRA for Electronic Fare System

- Potential Partnership with MTA & Biddeford-Saco-Old Orchard Beach Transit
- Evaluation of Summer Cooling Centers
- Metro 2025 Strategic Plan

Metro bike racks can support electric bikes, and with them growing in popularity, it should be marketed as such. This and adding bike lockers at bus stops can also help with the first/last mile issue.

9. Upcoming Meetings –

Board of Directors – December 17, 2020 at 4:00 p.m.

Exec. Committee – November 29, 2020 at 4:30 p.m.

Finance Committee – December 2, 2020 at 4:00 p.m.

Ridership Committee – TBA at 4:00 p.m.

10. Adjournment

Hope Cahan moved to adjourn, seconded by Jeff Levine. A roll call vote was taken by Ed Suslovic, Chair. With approval by Hope Cahan, Ryan Leighton, Bill Rixon, Jeff Levine, and Ed Suslovic, the **motion passed unanimously by all members present and the meeting adjourned at 5:32 p.m.**

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