

Ridership Committee

September 20, 2023 | 4:00pm -5:30pm



Draft Minutes of the Metro Ridership Committee Meeting Wednesday, September 20, 2023 from 4:00-5:30 PM

Onsite:

Greater Portland Transit District, 114 Valley Street, Conference Room A | Portland, ME 04102

<p>Committee Members Present: Hope Cahan (Chair) Ed Suslovic Pious Ali Merrill Barter Prosper Lohomboli</p> <p>Committee Members Not present Andrew Zarrow, Portland Bill Rixon, Freeport</p>	<p>Non-Committee Board Members present: None</p> <p>Staff and Others Present: Greg Jordan, Executive Director Mike Tremblay, Transit Development Director Glenn Fenton, Chief Transportation Officer</p> <p>Members of Public: Linda Knight, Old Port resident</p>
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- 1. Call Meeting to Order** Hope Cahan called Ridership Committee meeting to order at 4:01 pm
- 2. Public Comment** – No public comments for items outside of the agenda.
- 3. Approval of Meeting Minutes** - Ed Suslovic motioned to accept; Seconded by P. Lohomboli, approved unanimously

4. Ridership and Fare Revenue Update

Mike Tremblay provided overview of ridership and fare revenue through mid-September 2023. Ridership continues to be strong, especially with schools returning. Fare Deal ending at the end of September presents challenges to ridership and passenger understanding.

E. Suslovic asked what efforts we are making to market Metro to USM, Maine Med, etc. since they have free rides on all routes. Staff will discuss this at a future Ridership Committee meeting.

M. Barter asked if Route 7 schedules will be made available in advance of implementation. Staff explained that draft schedules are already in development for planning and budgeting purposes, and will be developed further before a public process in Falmouth in the months leading up to implementation.

5. November 2023 and Calendar Year 2024 Service changes

Mike reviewed service changes planned for November 2023 (minor changes to Route 3, Route 5, and Husky Line) and in 2024 (Route 7 extension to Jetport and microtransit implementation).

6. Service Changes on Route 1 in Munjoy Hill

Mike presented information on service changes to Metro Route 1 serving Munjoy Hill, specifically the removal of service from Atlantic Street and the south side of Eastern Promenade.

E. Suslovic asked about ridership at the new stop vs. the old stops. Staff explained that, when this change was made temporarily in 2022, ridership at the Congress/Emerson stop was quite strong, while ridership at the removed stops have historically been lower than other stops along the route.

7. Bus Shelter Prioritization

Mike presented information on the process for installing a bus shelter, which is usually based on available space and buy-in from the host community. With more shelters being procured in the next few years, installation locations will be prioritized based on boardings and mobility needs.

E. Suslovic asked if advertising at shelters pays for the maintenance of the shelters themselves.

H. Cahan asked when the Pulse office will be reopened to the public. Staff noted that it will likely be reopened in a lesser capacity than in the past, due to security concerns and staff needs at the office.

8. Future Agenda Items

Hope ran through potential agenda items and noted that some items had been removed, including a Rock Row agreement and the subject of a UNE pass program. It was also noted that discussion of a Route 7 extension to Yarmouth should be discussed in a future agenda item.

9. Upcoming Meetings

- Board of Directors – September 28, 2023
- Finance Committee – October 4, 2023 (rescheduled to October 11)
- Executive Committee – October 11, 2023
- Ridership Committee – October 18, 2023

10. Adjournment

Ed motioned to adjourn. Merrill seconds.

Unanimous decision to adjournment at 5:32 pm