

Ridership Committee

September 18, 2024 | 3:30 – 5:00pm



Onsite:

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

Remote:

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/87474514366?pwd=RWZTWlBmTEZRVEExEaEFUSkdjQTVEZz09>

Webinar ID: 874 7451 4366 | Passcode 880326 |

Phone: (301) 715-8592 | Telephone participants: *9 to raise hand, *6 to unmute

MEETING AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
1. Call Meeting to Order (3:30)	Hope Cahan, Chair	N/A
2. Public Comment (3:30-3:35) 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)	Hope Cahan, Chair	Information
3. Approval of Meeting Minutes (3:35-3:40) Review and approve the minutes from the August 2024 meeting of the Ridership Committee.	Hope Cahan, Chair	ACTION
4. Portland's Bicycle and Pedestrian Advisory Committee (3:40-4:10) Representatives from the Portland Bicycle and Pedestrian Advisory Committee (PBPAAC) will be in attendance to discuss how transit may become more inviting for people who primarily travel by walking and bicycling.	Mike Tremblay, Transit Dev. Director Winston Lumpkins, Chair, PBPAAC	Information/ Discussion
5. Ridership and Project Update (4:10-4:30) Staff will provide an update on ridership, projects, and other updates related to service development.	Mike Tremblay, Transit Dev. Director	Information
6. Microtransit and Service Improvements Update (4:30-4:50) Staff will provide an update on the status of Metro's Microtransit project and upcoming service improvements to Route 7.	Mike Tremblay, Transit Dev. Director	Information

7. Future Agenda Items (4:50-4:55) <ul style="list-style-type: none"> • Bus shelters and bus inventory • South Portland integration 	Hope Cahan, Chair	Information
8. Upcoming Meetings (4:55-5:00) <ul style="list-style-type: none"> • Board of Directors – September 26, 2024 at 4:00 p.m. • Finance Committee – TBD • Executive Committee – October 9, 2024 at 3:30 p.m. • Ridership Committee – October 16, 2024 at 3:30 p.m. 	Hope Cahan, Chair	Information
9. Adjournment (5:00)	Hope Cahan, Chair	N/A

As of November 9, 2022 Greater Portland Metro is holding meetings of the Board of Directors (and its committees) in hybrid format, both in person at Metro’s offices and via webinar. The remote portions of all meetings are conducted in accordance with the requirements of [Metro’s Remote Participation Policy](#) (adopted August 25, 2022) as well as LD 1772, PL 2022 Ch. 666, and 1 MRSA Chapter 13, Subchapter 1.



Greater Portland Metro Ridership Committee
Wednesday, August 21, 2024:
DRAFT Meeting Minutes:

Member	Municipality	Role:	Status
Hope Cahan	Falmouth	Chair	Present
Julie Dubovsky	Yarmouth	Vice Chair	Absent
Pious Ali	Portland	Member	Present
Prosper Lohomboli	Westbrook	Member	Absent
Bill Rixon	Freeport	Member	Absent
Roberto Rodriguez	Portland	Member	Present
Seven Siegel	Gorham	Member	Present
Michael Shaughnessy	Westbrook	Member	Absent
Ed Suslovic	Portland	Member	Present
Christine Adamowicz	Brunswick	Member	Absent

Staff Present	Identified Members of the Public
Glenn Fenton – Executive Director, Interim Chief Transportation Officer	Kevin Kraft – Director of Planning, City of Portland
Denise Beck – Marketing Manager	Helen Donaldson – Director of Special Projects, City of Portland
Mike Tremblay - Director of Transit Development	Max Greenwald – Portland Resident

I. With a Quorum in place, this meeting was called to Order By: Hope Cahan at: 3:30 pm.

II. Public Forum:

Max Greenwald, City of Portland resident: He is very excited of public transit. He believes that the biggest priority is frequency and how important that is for him and a lot of Portland is to have the buses coming more frequently and having the buses come more often in 15-minute intervals and how much it would help him and the community.

III. Approval of April 17, 2024 Meeting Minutes:

Ed Suslovic moves to approve the April 17, 2024 meeting minutes. Roberto Rodriguez seconded the motion. After a roll call vote, the minutes for April 17, 2024 were approved with one abstention due to absence from the previous meeting.

IV. Portland’s ReCode and Transit Implications:

Mike leads discussion for item 4 Portland’s ReCode and Transit Implications, Kevin Kraft presenting. Kevin presented the Recode plan, highlighting Transit Oriented Development (TOD)

zones in the vicinity of Congress at St. John and Valley streets, as well as on Brighton Avenue in the vicinity of Rand Road. The committee discussed with Portland staff about other items in the proposed code, including parking implications, as well as other ways to encourage development to rely on transit to a greater degree.

V. Ridership and Project Update:

Mike leads Item 5, Ridership and Project Update, including an update on ridership of Route 7 and Route 5 after recent route changes, as well as a microtransit project update.

VI. Route 1 Service on Munjoy Hill:

Mike leads item 6, Route 1 service on Munjoy Hill. Mike discussed ridership changes along the route, noting that ridership on Munjoy Hill has stayed steady while ridership has increased significantly along the Congress Street segment of the route. On-time performance has improved since the route change took place. The Committee agreed that the route should remain as-is unless future data suggests otherwise.

VII. Future Agenda Items:

- Partnering with bicycling entities – September 2024
- Bus shelters and bus inventory
- Micro transit vendor and marketing strategy

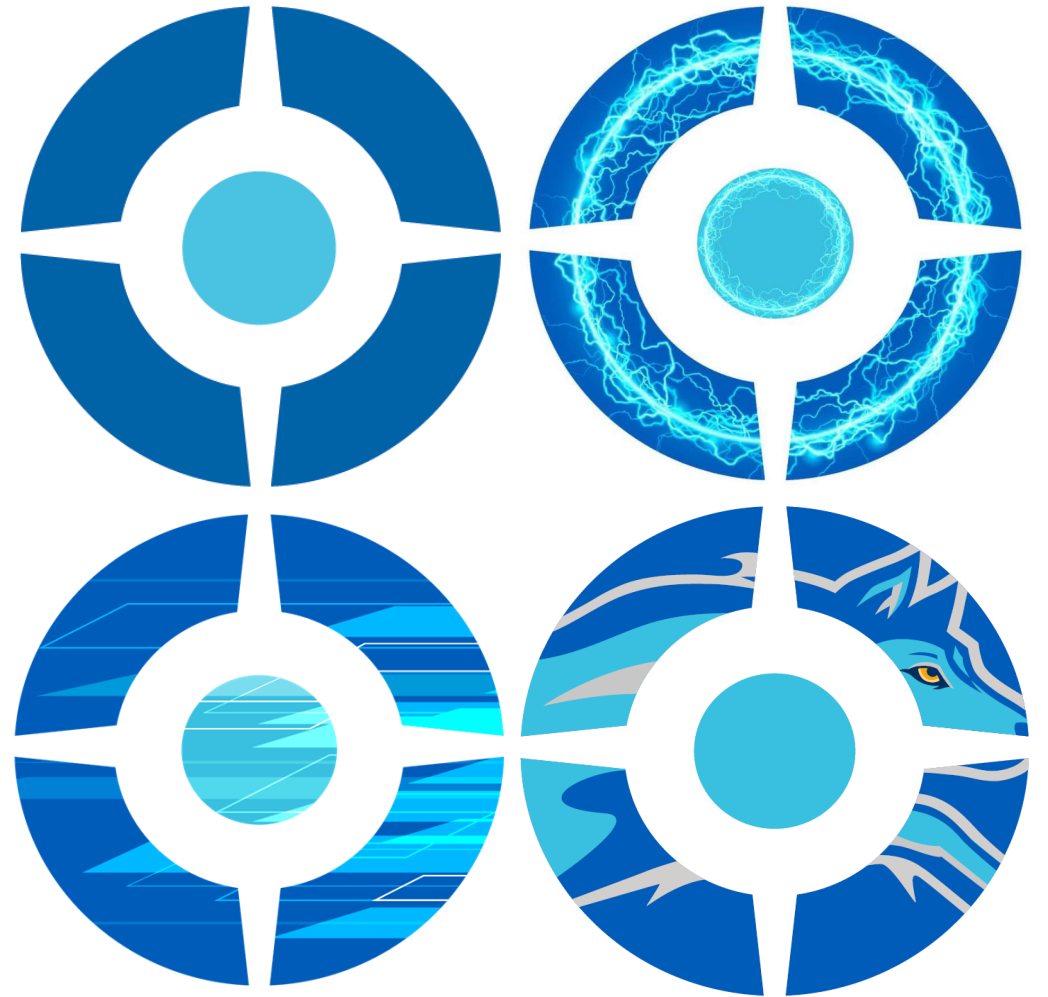
VIII. Upcoming Meetings:

- Board of Directors – August 22, 2024 at 4:00 p.m.
- Finance Committee – September 4, 2024 at 4:00 p.m.
- Executive Committee – September 11, 2024 at 3:30 p.m.
- Ridership Committee – September 18, 2024 at 3:30 p.m.

IX. Adjournment: Hope adjourned meeting at 4:51 pm.

GREATER PORTLAND METRO

Board of Directors
Ridership Committee
September 18, 2024



Item 4: Pedestrian and Bicycle Coordination

Engagement with Ped + Bike

- Bike racks on all Metro buses, holding 3 bikes each
- Bike racks at certain bus shelter locations
- Bike Maine – Serves on PACTS Regional Transportation Advisory Committee
- Yarmouth Bike + Ped Advisory Committee – Mike Tremblay has served since 2020
- Portland Trails – Engaged on staff level
- Portland Bike + Ped Advisory Committee – Today!



Item 4: Pedestrian and Bicycle Coordination

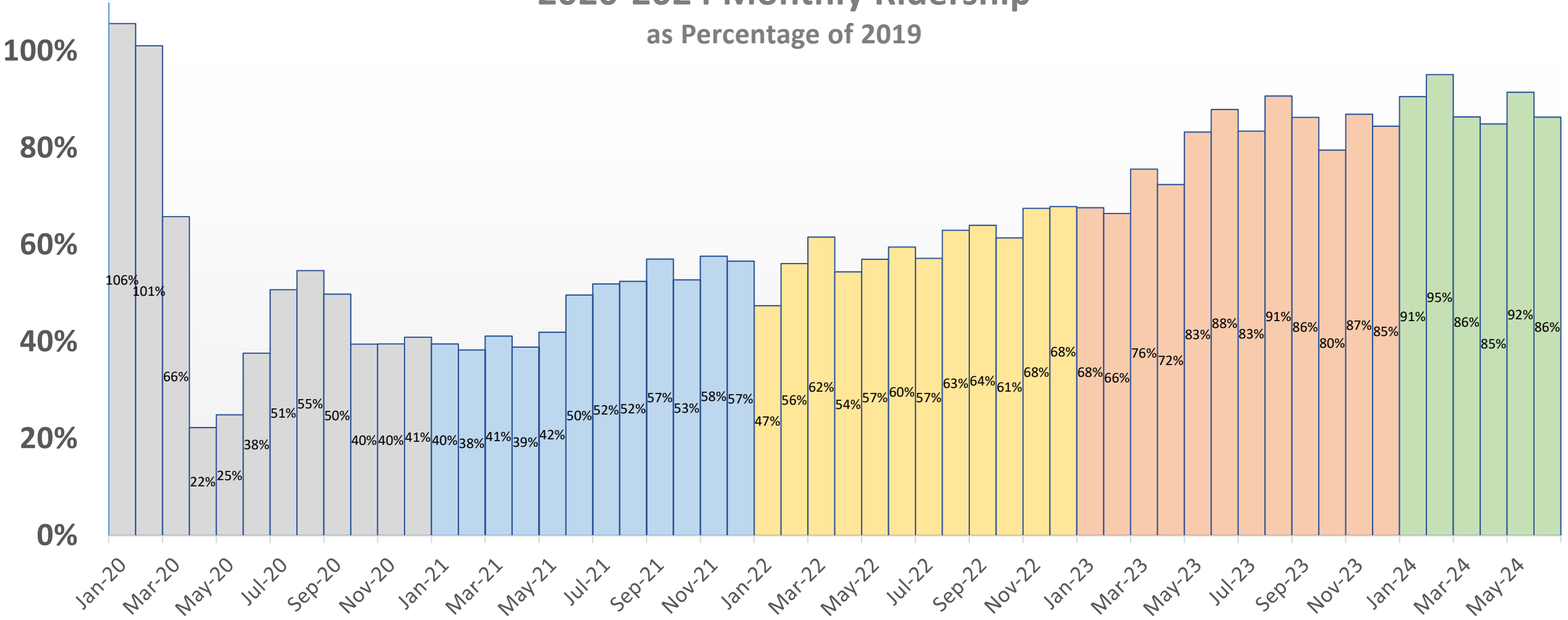
Practice Bike Rack – Coming soon to Portland Gear Hub



Item 5: Ridership and Fare Revenue Update

Recovery

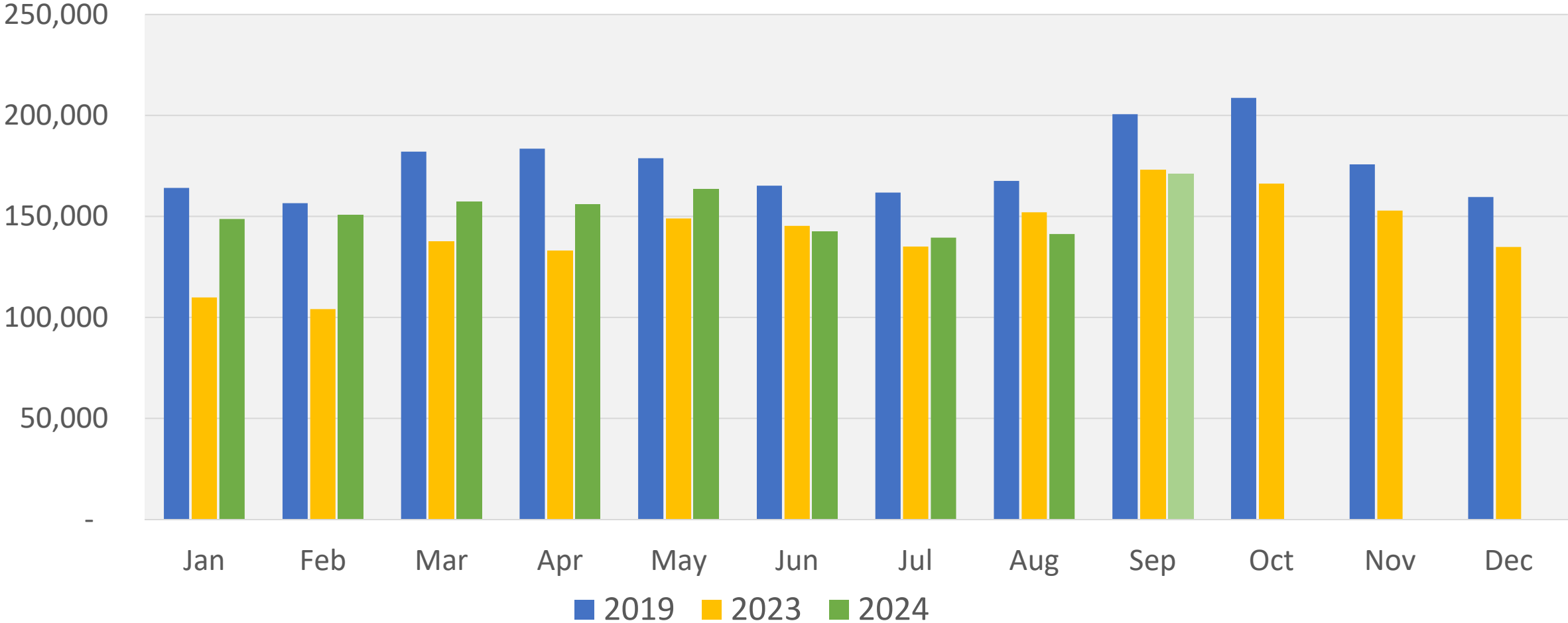
2020-2024 Monthly Ridership as Percentage of 2019



Item 5: Ridership and Fare Revenue Update

Ridership, 2019-2024

Metro Monthly Ridership: 2019, 2023, and 2024



Item 5: Ridership and Fare Revenue Update

Ridership per Revenue Hour

	Route 1	Route 2	Route 3	Route 4	Route 5	Route 7	Route 8	Route 9A	Route 9B	BREEZ	Husky Line	System
January 2023	13.0	16.4	5.8	15.8	18.0	10.6	12.9	19.5	18.7	4.5	10.6	13.4
February	12.9	14.4	5.7	14.7	17.1	10.0	12.3	21.7	18.2	5.1	15.9	13.1
March	16.9	20.6	6.7	18.9	20.7	12.4	13.9	21.1	22.0	5.5	12.5	15.8
April	18.4	24.2	9.2	21.1	22.1	13.2	13.5	19.6	21.4	5.8	13.5	16.9
May	19.2	25.9	8.5	21.7	24.7	13.6	13.8	24.2	26.6	6.9	7.8	17.7
June	19.5	26.2	8.1	22.0	24.7	11.9	13.3	22.6	25.2	7.4	7.2	17.4
July	20.0	26.6	8.9	22.0	26.4	12.4	14.4	19.7	21.1	7.2	7.4	17.1
August	18.7	26.7	9.0	22.5	24.5	14.7	14.7	18.8	19.6	7.1	10.3	17.1
September	19.1	31.2	9.2	26.1	25.3	14.6	15.7	23.7	25.0	8.4	20.3	20.5
October	17.6	29.0	8.4	23.1	21.3	12.4	14.1	24.6	33.0	8.1	18.5	19.7
November	15.9	26.3	8.5	22.4	20.6	12.9	14.6	21.4	24.3	6.5	15.2	17.5
December	15.8	25.3	8.5	21.6	20.2	12.4	14.1	19.3	22.4	6.5	13.1	16.6
January 2024	17.0	30.1	7.0	21.4	18.2	11.4	13.5	24.5	27.5	6.0	12.3	17.4
February	17.7	30.3	8.0	23.0	19.5	12.4	13.7	23.0	25.4	6.4	16.0	18.1
March	18.2	31.6	8.1	22.6	20.4	13.9	14.1	24.3	27.1	6.7	13.1	18.3
April	17.7	30.0	8.4	22.0	20.6	13.7	18.4	22.2	23.9	6.5	14.2	17.5
May	19.8	31.2	9.5	22.9	22.9	15.1	14.9	25.1	28.3	7.6	7.3	18.4
June	17.8	25.2	11.2	21.1	20.7	12.9	13.6	21.7	23.3	7.5	7.1	16.5
July	17.7	20.6	13.0	19.3	19.7	13.0	13.1	17.6	18.6	6.5	7.0	14.9
August	16.7	20.0	12.5	18.6	20.2	14.1	12.8	16.4	17.8	6.5	7.0	17.6
September	19.5	24.2	12.1	21.5	22.3	15.0	14.5	25.5	29.4	7.7	20.3	19.7

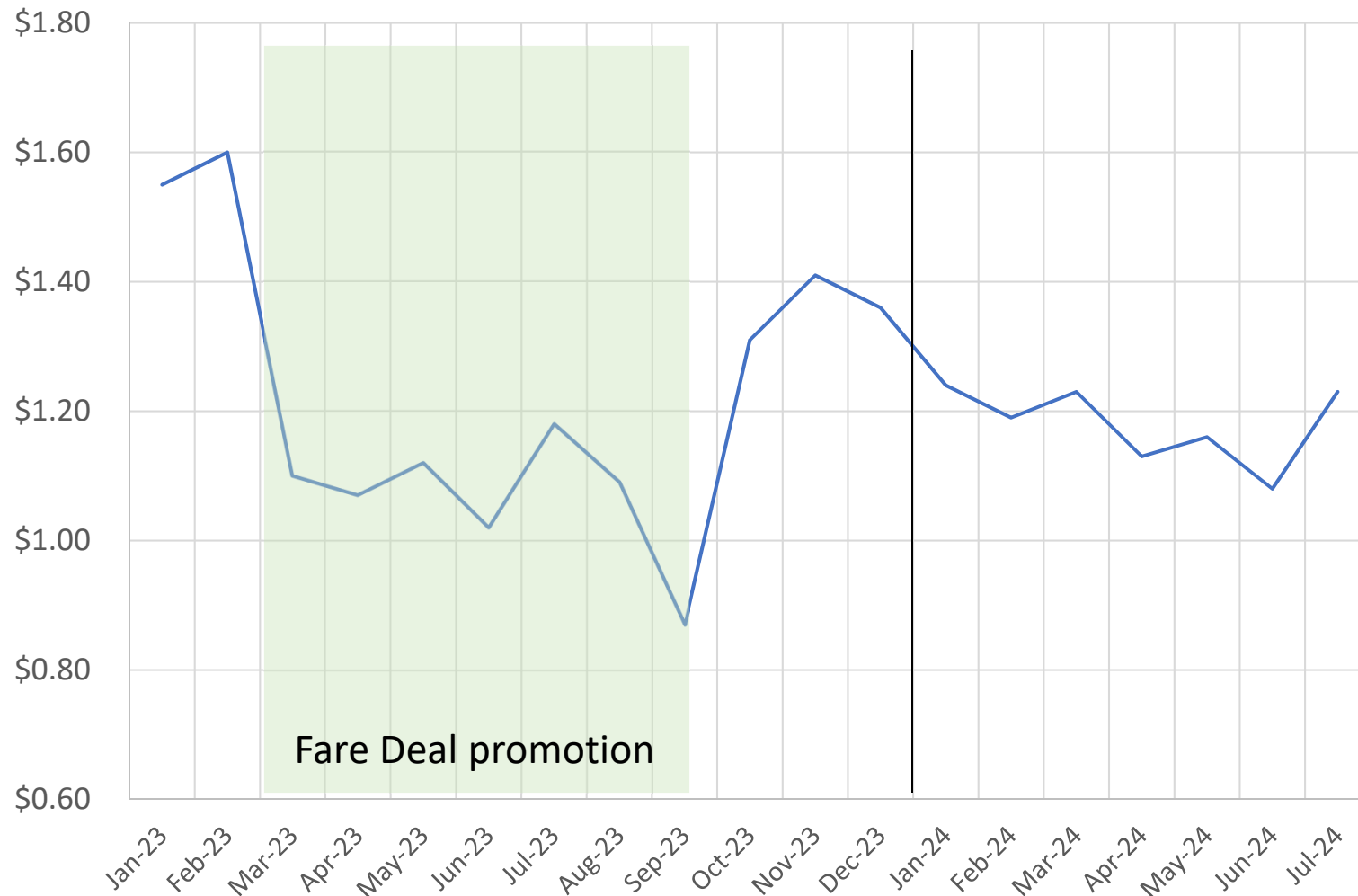
Italics denote Fare Deal promotion

Red text denotes ARPA service improvement launch

Item 5: Ridership and Revenue Update

Average Fare Trends

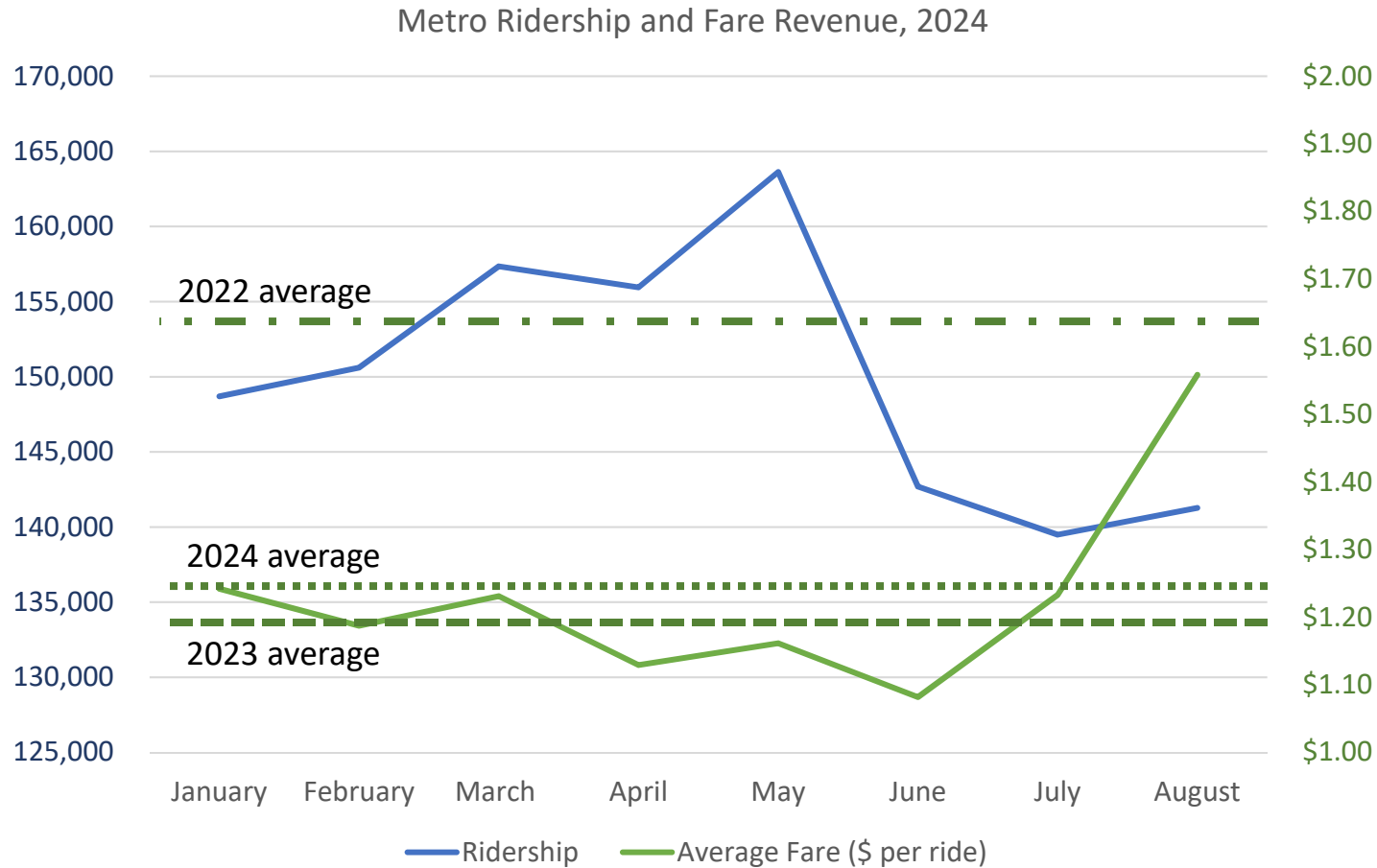
Metro Average Fare by Month, 2023-2024



- Fare Deal reduced average fares for non-org passengers March thru September 2023
- Heavy ridership from pass programs, some of which have capped out
 - Portland Adult Ed
- Changes to USM contract and billing

Item 5: Ridership and Revenue Update

Average Fare Trends



- Average Fare trending downward over time
 - More ridership from pass programs
 - Higher adoption of DiriGo
 - ~75% in 2024, vs. ~65% in 2022
 - Caps on new + heavily used pass programs

Item 6: Metro Connect

Project Update



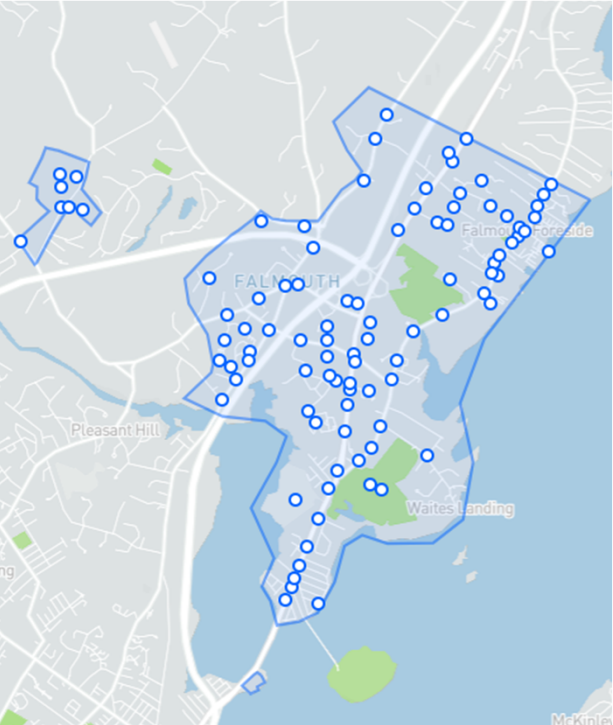
Microtransit Update

- Zone and stops “finalized”
 - Very, easy to change, add, remove stops
 - Zone changes also easy
- Vehicle wrap being developed
- Vehicle delivery will determine launch date

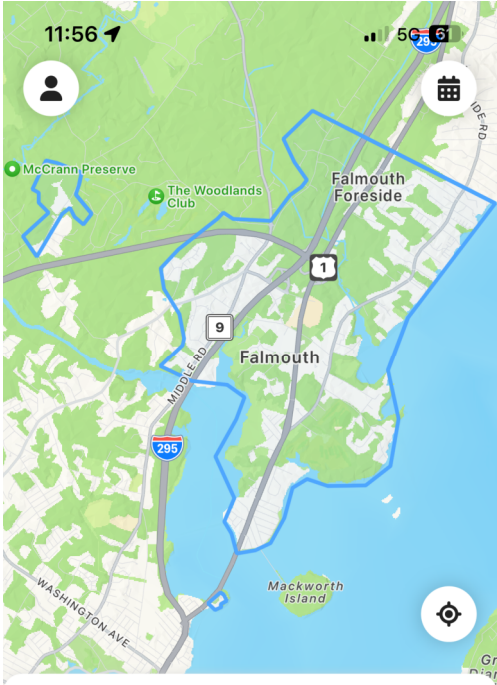


Item 6: Metro Connect

User Experience



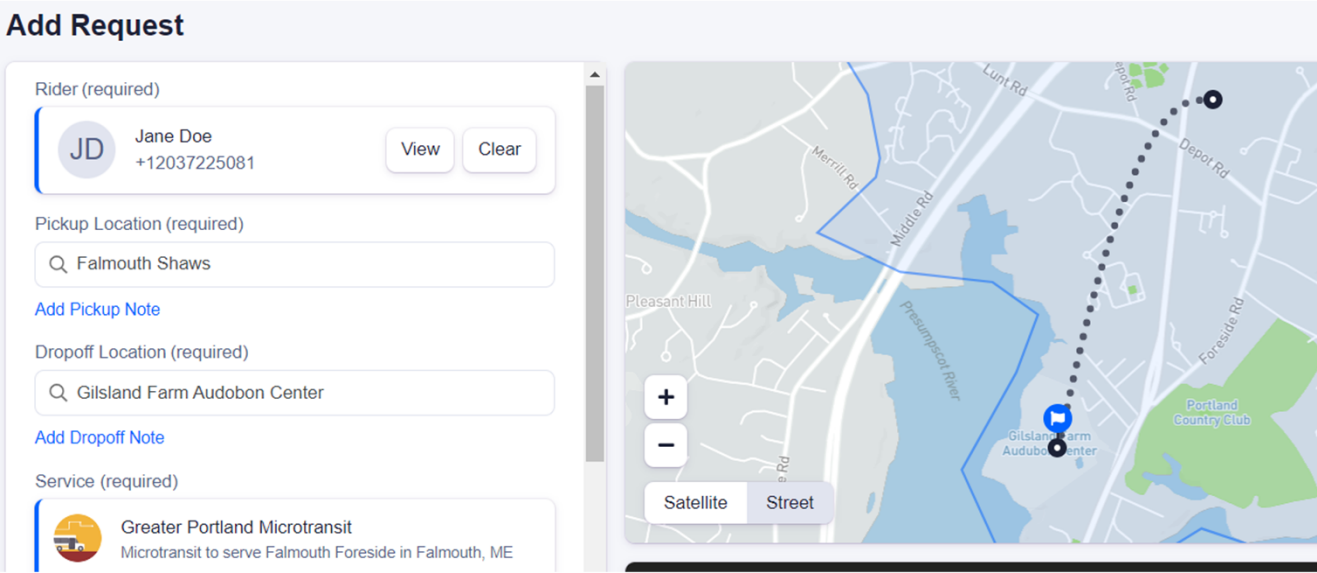
Planning module



Good morning John Q

- Oceanview Shelter
- Falmouth Walmart
- Set work

Passenger home screen



Dispatch/customer service booking screen

