

Marketing and Communications Committee

February 27, 2025 | 4:45 pm – 5:25 pm



Onsite:

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

Remote:

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/89729117883?pwd=rsrLsh0xLbGsQhayEcrAmTEBB52yjQ.1>

Passcode: 463008 | Webinar ID: 897 2911 7883

Phone: (646) 558-8656 | Telephone participants: *9 to raise hand, *6 to unmute

MEETING AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
1. Call Meeting to Order (4:45)	Chrissy Adamowicz, Committee Chair	N/A
2. Public Comment (4:45-4:50) The Marketing and Communications Committee welcomes public comment. For items NOT listed on this agenda, the chair will recognize speakers at this point on the agenda. For items on the agenda, the chair will recognize public comment following the staff presentation. There is a 3-minute time limit per speaker.	Chrissy Adamowicz, Committee Chair	Information
2. Metro Marketing Overview (4:50-5:00) Staff will review Metro’s the scope of responsibility of Metro’s Marketing Department.	Mike Tremblay, Director of Transit Development	Information
4. Committee Goal Setting (5:00-5:10) Committee will review Metro’s strategic plan and current goals. Committee will discuss a strategy to revise goals to inform the committee’s workplan.	Chrissy Adamowicz, Committee Chair	Discussion
5. Suggested Committee Items (5:10-5:20) Staff will review suggested items to be brought to the committee for consideration. Committee may add or delete items as desired.	Mike Tremblay, Director of Transit Development	Information

<p>6. Future Agenda Items (5:20-5:25)</p> <p>Committee members may request future agenda items.</p> <ul style="list-style-type: none"> • Update Metro’s Title VI Program • Review Metro’s Communication Plan • Community Outreach Update • Goal Setting/Workplan Development (Strategic Plan) 	<p>Chrissy Adamowicz, Committee Chair</p>	<p>Information</p>
<p>7. Upcoming Meetings (5:20-5:25)</p> <ul style="list-style-type: none"> • Finance Committee – March 5, 2025 at 4:00 pm • Market/Coms Committee – March 12, 2025 at 3:00 pm • Plan/Ops Committee – March 19, 2025 at 10:30 am • Advocacy Committee – March 19, 2025 at 4:30 pm • Executive Committee – March 26, 2025 at 3:30 pm 	<p>Chrissy Adamowicz, Committee Chair</p>	<p>Information</p>
<p>8. Adjournment (5:25)</p>	<p>Chrissy Adamowicz, Committee Chair</p>	<p>ACTION</p>

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.



MARKETING & COMMUNICATIONS COMMITTEE

AGENDA ITEM 3

DATE

February 27, 2025

SUBJECT

Committee Goal Setting

PURPOSE

Committee will review Metro's strategic plan and most recent goals. Committee will discuss a strategy to revise goals to inform committee's workplan.

BACKGROUND/ANALYSIS

Metro's Mission, Vision and Values statements were approved in 2023. The next step in updating Metro's Strategic Plan is to add goals that support the Mission, Vision and Values. Each of Metro's committees has been tasked with identifying key goals related to the committee's charge to be incorporated into the strategic plan.

The committee may choose to update previous priorities and goals or create new goals and priorities.

FISCAL IMPACT

None.

RECOMMENDATION

CONTACT

Mike Tremblay
Director of Transit Development
207-517-3023
mtremblay@gpmetro.org

ATTACHMENTS

Attachment A – Strategic Plan



STRATEGIC PLAN

OUR VISION (2023)

Be the mobility option of choice that connects people to each other and all the places that make for a full life;

OUR MISSION (2023)

Provide a public transportation experience that is frequent, fast, safe, and simple.
Serve as a foundation for regional prosperity, growing communities, and a healthy environment.

CORE VALUES (2023)

- **Safety** – our highest priority is the safety of our riders, employees, and the public.
- **Service** – we serve our riders and communities; we support our employees; we act in the public interest.
- **Simplicity** – we do the hard work to make transit easy for all.
- **Sustainability** – We commit to responsible and equitable practices today to ensure a sustainable and better future.
- **Innovation** – with imagination and determination we never stop building a better public transportation experience for riders.

STRATEGIC PRIORITIES (2016)

Priority 1 – Maintain what we have

Protect today's service through a well-equipped and developed staff and properly maintained and managed physical assets.

Priority 2 – Increase service levels in Metro's core service area

Improve frequency and hours of operation where ridership demand reasonably warrants within the current service area.

Priority 3 – Improve the Customer Experience

Introduce enhancements that improve the customer experience including (for example) an electronic fare collection system, smart cards, mobile payment, automatic on-board voice announcements, on-board Wi-Fi, and upgraded bus shelters/transit centers.

Priority 4 – Expand the Metro Service Area

Based on demonstrated ridership demand, add service to areas within the Metro service area that lack transit service or introduce service to jurisdictions outside the current Metro service area.

MAJOR GOALS AND OBJECTIVES (2016)

Provide High Quality Operations

1. Develop and implement performance and asset management systems. **Partially complete**

Achieve Long-term Financial Sustainability

1. Complete fare policy review and implement Board approved fare adjustments and policies. **Complete**
2. Continue to seek new funding sources and diversify sources of revenue **Ongoing**
3. Implement concrete methods and benchmarks as part of an ongoing effort to contain costs. **Partially complete**

Strengthen Metro’s Organizational Capacity

1. Continue to develop and support staff professional development, provide the resources to be successful and ensure sustainable work-loads. **Ongoing**
2. Develop and implement plans to extend Metro’s capacity through effective partnerships with member communities, partner agencies, and private/non-profit sector organizations. **Ongoing**
3. Develop capacity to assist communities in prioritizing transit supportive policies through the community planning and property development processes. **Ongoing**

Improve Transit Network Performance

1. Develop and submit a transit agency consolidation plan to the City of South Portland. **Complete**
2. Continue to advance and support regional strategies to make the transportation network more seamless for passengers. **Ongoing**

Build Ridership

1. Optimize bus routes and service levels based on smart transit planning principles balanced with local needs. **Complete**
2. Seek funding and local commitments for improvements to route frequencies, span of service and expansions where it makes sense. **Ongoing**
3. Procure and install an electronic fare payment/collection system. **Complete**
4. Advance transit pass program initiative with University of Southern Maine. **Complete**
5. Develop plans and secure funding to improve bus stops and overall transit accessibility. **Ongoing**
6. Invest in creative branding and marketing approaches to raise awareness and excitement around expansion service, real-time bus arrival technology deployment and transit service generally. **Complete**



MARKETING & COMMUNICATIONS COMMITTEE

AGENDA ITEM 5

DATE

February 27, 2025

SUBJECT

Suggested Committee Items

PURPOSE

Staff to provide input on suggested topics/issues that the Committee may review.

BACKGROUND/ANALYSIS

Metro's newly formed Marketing and Communications Committee must work to develop a workplan as well as new and reoccurring items to be reviewed by the committee. Staff have developed the following list of items for consideration:

- Review of Metro's Communications Plan
- Title VI Program Update
- Community Outreach Strategies
- Building Ridership
- Advocating for Additional Funding

FISCAL IMPACT

None.

RECOMMENDATION

Review suggested topics and provide input.

CONTACT

Mike Tremblay
Director of Transit Development
207-517-3023
mtremblay@gpmetro.org

ATTACHMENTS

None