

# Executive Committee

February 12, 2025 | 3:30 p.m.



## 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/88204588889?pwd=LyqgbzBDgXUXKZSwkeGHMluAexh9yEF.1>

Passcode: 403607 | Webinar ID: 882 0458 8889

Phone: (646) 931-3860 | Telephone participants: \*9 to raise hand, \*6 to unmute

## MEETING AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
<b>1. Call Meeting to Order (3:30)</b>	Ed Suslovic, Board President	N/A
<b>2. Public Comment (3:30-3:35)</b> The Board of Directors welcomes public comments at this time for items <u>not listed</u> on this agenda at this time. For items listed on the agenda, the chair will allow members of the public to comment following the staff presentation. There is a <i>three-minute time limit</i> per speaker. (Comments will be paraphrased in meeting minutes)	Ed Suslovic, Board President	Information
<b>3. Meeting Minutes (3:35-3:35)</b> Review and approve minutes from the December 11, 2024 Executive Committee Meeting.	Ed Suslovic, Board President	<b>ACTION</b>
<b>4. Executive Director's Report (3:35-4:00)</b> The Executive Director will provide updates pertaining to Metro operations, service performance, external affairs and major projects and initiatives.	Glenn Fenton, Executive Director	Information
<b>5. Title VI Program (4:00-4:10)</b> Metro must update its Title VI program every three years. As part of the update process, staff will provide a refresher overview of the current program and the plan and timeline for updating it.	Mike Tremblay, Transit Dev. Director  Denise Beck, Marketing-Com. Relations Manager	Information
<b>6. Metro Committee Plans (4:10-4:25)</b> Discussion of Metro committees' assignments including development of Metro's strategic plan and the role of Executive Committee members as liasons to individual committees.	Ed Suslovic, Board President	Discussion

<p><b>7. Future Agenda Items (4:25--4:30)</b></p> <ul style="list-style-type: none"> <li>• Metro’s Advertising Policy</li> <li>• Agency Strategic Planning</li> <li>• PACTS Initiatives and Reforms (Ongoing)</li> </ul>	<p>Ed Suslovic, Board President</p>	<p>Information</p>
<p><b>8. Upcoming Meetings (4:25-4:30)</b></p> <ul style="list-style-type: none"> <li>• Board of Directors – February 27, 2025 at 4:00 pm</li> <li>• Finance Committee – February 27, 2025 following board meeting</li> <li>• Planning/Ops Committee – February 27, 2025 following board meeting</li> <li>• Marketing Committee – February 27, 2025 following board meeting</li> <li>• Advocacy Committee – February 27, 2025 following board meeting</li> <li>• Executive Committee – March 27, 2025 at 3:30 pm</li> </ul>	<p>Ed Suslovic, Board President</p>	<p>Information</p>
<p><b>9. Adjournment (4:30)</b></p>	<p>Ed Suslovic, Board President</p>	<p><b>ACTION</b></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.*



**Greater Portland Metro Executive Committee  
Wednesday, December 11, 2024:  
DRAFT Meeting Minutes:**

Member	Municipality	Role	Status
Ed Suslovic	Portland	President & Chair	Present
Hope Cahan	Falmouth	Vice President & Vice Chair	Present
Paul Bradbury	Portland	Treasurer	Present
John Thompson	Westbrook	Secretary	Present

Staff Present	Identified Members of the Public
Glenn Fenton – Executive Director Chad Heid – Chief Transportation Officer Mike Tremblay – Director of Transit Development Shelly Brooks – Chief Financial Officer	

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

**II. Public Forum:**  
No members of the public present

**III. Approval of November 13, 2024 Meeting Minutes:**  
Hope Cahan motioned to approve the November 13, 2024 meeting minutes. It was seconded by John Thompson. After a roll call vote, the November 13, 2024 meeting minutes were unanimously approved.

**IV. Board and Committee Structure:**  
Based on the comments from Metro’s Board of Directors Retreat on December 2, 2024, there was a discussion about restructuring of Metro’s committees. Restructuring would include adding a Marketing and Communications Committee and an Advocacy Committee. It was also suggested that the current Ridership Committee be renamed the Planning and Operations Committee to more accurately reflect the role of that committee. There was also discussion about changing Metro’s bylaws to empower the Executive Committee to approve certain aspects of Metro’s operations.

**V. 2025 Metro Committee Assignments**

Ed Suslovic laid out the proposed committee assignments for the proposed Metro committees. There were no questions or concerns regarding the committee assignments. Paul Bradbury motioned to recommend the committee assignments as presented to the Board of Directors for approval. It was seconded by John Thompson. After a roll call vote the motion was approved unanimously.

**VI. Future Agenda Items:**

- Metro Board and Committee Structure
- Agency Strategic Planning
- Metro's Advertising Policy
- PACTS Initiatives and Reforms (Ongoing)

**VII. Upcoming Meetings:**

- Finance Committee – December Meeting canceled
- Ridership Committee – December Meeting canceled
- Executive Committee – January 8, 2025 at 3:30 pm
- Board of Directors – January 23, 2025 at 4:00 pm

**VIII. Adjournment:** Hope Cahan moves, Paul Bradbury seconds. Adjourned at 4:33 pm.

**DATE**

February 12, 2025

**SUBJECT**

Title VI Program

**PURPOSE**

Provide background and overview on Metro's VI Program requirements for FTA.

**BACKGROUND/ANALYSIS**

Title VI of the Civic Rights Act of 1964 requires that agencies receiving federal funding develop and implement plans to ensure that no one receiving benefits under a federally-funded program is discriminated against on the basis of race, color, or national origin.

Every three years, transit agencies are required to update and submit their Title VI Program to the Federal Transit Administration. Metro's most recent Title VI Program was submitted to the FTA in April 2022. The 2025 updated Title VI Program must be approved by the recipient's board of directors prior to the submission date of April 2025.

**All FTA recipients must submit a Title VI Program to the FTA which includes the following:**

- Title VI Notice to the Public, including a list of locations where the notice is posted.
- Title VI Complaint Procedures (i.e., instructions to the public regarding how to file a Title VI discrimination complaint)
- Title VI Complaint Form
- List of transit-related Title VI investigations, complaints, and lawsuits.
- Public Participation Plan, including information about outreach methods to engage minority and limited English proficient populations (LEP), as well as a summary of outreach efforts made since the last Title VI Program submission.
- Language Assistance Plan for providing language assistance to persons with limited English proficiency (LEP), based on the DOT LEP Guidance

- A table depicting the membership of non-elected committees and councils, the membership of which is selected by the recipient, broken down by race, and a description of the process the agency uses to encourage the participation of minorities on such committees.
- Primary recipients shall include a description of how the agency monitors its subrecipients for compliance with Title VI, and a schedule of subrecipient Title VI Program submissions.
- A Title VI equity analysis if the recipient has constructed a facility, such as a vehicle storage facility, maintenance facility, operation center, etc.
- A copy of board meeting minutes, resolution, or other appropriate documentation showing the board of directors or appropriate governing entity or official(s) responsible for policy decisions reviewed and approved the Title VI Program
- Additional information as specified in chapters IV, V, and VI, depending on whether the recipient is a transit provider, a State, or a planning entity (see below)

**All Fixed Route Transit Providers must submit:**

- All requirements set out in Chapter III (General Requirements)
- Service standards
- Vehicle load for each mode o Vehicle headway for each mode
- On time performance for each mode
- Service availability for each mode
- Transit Amenities for each mode
- Vehicle Assignment for each mode

NOTE: Additional items are required for larger transit service (50+ vehicles); states; and MPOs

**Title VI Program Submission Timeline:**

- **February 12, 2025, 3:30pm – Executive Committee**
  - Overview of Title VI Program
  - Review of steps to engage riders and develop revisions
- **March 4, 2025, 10am – Public Meeting in person and via ZOOM**
  - First Review of Title VI Program in draft form for review and discussion.

- Public and committee input on overall plan.
- **March 12, 2025, 3pm – Marketing and Communications Committee**
  - Second review of Title VI Program update in draft form for review and discussion.
  - Public and committee input on overall plan.
- **March 27, 2025, 3:30 pm - Executive Committee Meeting**
  - Executive Committee approval of Title VI Program update in draft form and discussion.
- **April 1, 2025**
  - Deadline for submitting 2025 Title VI Program to FTA.

**FISCAL IMPACT**

None

**RECOMMENDATION**

This item is for information and discussion.

**CONTACT**

Mike Tremblay  
Director of Transit Development  
(207) 517-3023  
[mtremblay@gpmetro.org](mailto:mtremblay@gpmetro.org)

**ATTACHMENT:**

Attachment A – Metro’s current Title VI Program (approved March 2022)



# Title VI Program

April 2022

**Prepared by:**

Greater Portland Transit District

114 Valley Street

Portland, ME 04102

207.774.0351

[gpmetro.org](http://gpmetro.org)



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## Sec. 1.0 INTRODUCTION

This Greater Portland Transit District's (METRO) Title VI Program has been updated to ensure that the level and quality of METRO's fixed route and demand response services are provided in a nondiscriminatory manner and that the opportunity for full and fair participation is offered to METRO's riders and other community members. Additionally, through this program, METRO has examined the need for services and materials for persons for whom English is not their primary language and who have a limited ability to read, write, speak, or understand English.

METRO is committed to ensuring that no person is excluded from participation in, or denied the benefits of, or subjected to discrimination in the receipt of any of METRO's services on the basis of race, color, or national origin. The contents of this program have been prepared in accordance with Section 601 of Title VI of the Civil Rights Act of 1964 and Executive Order 13116 (Improving Access to Services for Persons with Limited English Proficiency).

Under the Civil Rights Act of 1964, and as a recipient of federal funding under the programs of the Federal Transit Administration (FTA) and of the U.S. Department of Transportation (US DOT), METRO has an obligation to ensure that:

- The benefits of its bus services are shared equitably throughout the service area;
- The level and quality of bus services are sufficient to provide equal access to all riders in the service area;
- No one is precluded from participating in METRO's service planning and development process;
- Decisions regarding service changes or facility locations are made without regard to race, color, or national origin and that development and urban renewal benefitting a community as a whole not be unjustifiably purchased through the disproportionate allocation of its adverse environmental and health burdens on the community's minority population; and
- A program is in place for correcting any discrimination, whether intentional or unintentional.

METRO has sought to engage the public in the development and update of this program. METRO engaged community organizations, riders, and staff to provide input. METRO's Board of Directors was involved in the update of this program. In **February and March 2022**, the Board's Ridership Committee reviewed the draft Title VI Program. The scope of the public notice was increased to notify the public and transit users that the Title VI Program was under review and public participation was encouraged. Following this review, the final proposed program was reviewed and approved by the METRO Board of Directors **on March 24, 2022**.

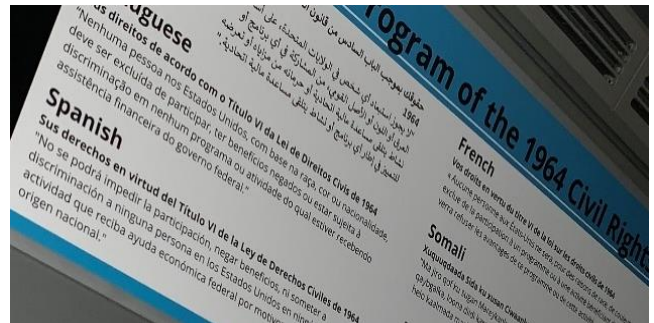
This program contains all of the elements required of a transit provider operating in an urbanized area of 200,000 or more in population and operating less than fifty (50) vehicles in peak service. It supersedes METRO’s Title VI Program of 2019 and is effective as of **April 30, 2022**. It has been prepared using data from the 2014-2018 American Community Survey 5-year Estimate, the most recent such data available at the time of this document’s adoption.

## Sec. 2.0 GENERAL REQUIREMENTS

### 2.1 Notice to the Public:

To make METRO’s riders aware of its commitment to Title VI compliance, and of their right to file a civil rights complaint, METRO has presented the following language on its website ([gpmetro.org](http://gpmetro.org)), on posters at the Congress/Elm Transit Center and in buses, and in brochures.

**Title VI of the Civil Rights Act of 1964**  
*"No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."*



Title VI translations in five languages is posted on buses.

### 2.2 Procedures for Filing a Complaint:

These procedures cover all complaints under Title VI of the Civil Rights Act of 1964. Members of the public who believe they have been the subject of discrimination can file a written and signed complaint up to 180 days from the date of the alleged discrimination. To find out more about METRO’s nondiscrimination procedures or to file a complaint, look for information online at [gpmetro.org](http://gpmetro.org) or call **(207) 774-0351**.

Any individual, group of individuals, or entity that believes it has been subjected to discrimination prohibited under Title VI may file a complaint by completing the METRO complaint form and forwarding it to:

**Greater Portland Transit District**  
**Attn: Executive Director**  
**114 Valley Street**  
**Portland, ME 04102**

METRO has developed a **Title VI Complaint Form (Attachment A)** that asks for the following information:

- Individual contact information.
- Date and location of incident.
- Detailed description of incident, the basis for alleging that discrimination has occurred, and identification of all involved parties.
- Identification of any witnesses to the incident.

Title VI complaints must be signed and dated. Members of the public can access complaint forms and instructions at METRO's Congress/Elm Transit Center, main office located at 114 Valley Street, Portland ME 04102, and on the website ([gpmetro.org](http://gpmetro.org)). Hard copy forms and instructions can be mailed upon request.

In the case where a complainant is unable or incapable of providing a written statement, a verbal complaint of discrimination may be made to the Transportation Manager. Under these circumstances, the complainant will be interviewed, and the Transportation Manager will assist the complainant in converting the verbal allegations to writing.

### **2.3 Procedures for Processing a Complaint**

These procedures cover all complaints under Title VI of the Civil Rights Act of 1964, Executive Order 12898 "Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations" (1994), and Executive Order 13166 "Improving Access to Services to Persons with Limited English Proficiency" (2000), for alleged discrimination in a program or activity administered by METRO.

The following measures will be taken to resolve Title VI complaints.

#### **COMPLAINT HANDLING PROCEDURES**

Within two (2) business days, the Transit Operations Manager will notify the customer that he/she received the complaint and will conduct an investigation. Within the same timeframe, the EEO Officer will be immediately notified of any complaints identified as, or initially believed to be, Title VI.

- a. If a complaint is deemed incomplete, additional information will be requested, and the Complainant will be provided thirty (30) business days to submit the required information. Failure to do so may be considered cause for a determination of no investigative merit.

1. FOR GENERAL COMPLAINTS - within ten (10) business days from receipt of a complete complaint, the Transit Operations Manager will complete a written report outlining the investigation's conclusions and what, if any, resolutions will be implemented.
2. TITLE VI COMPLAINTS – within two (2) business days from receipt of a complete complaint, the Transit Operations Manager (or designee in the case of absence) will report the complaint to the EEO Officer who will determine whether the complaint has sufficient merit to warrant additional investigation as an ADA or Title VI complaint. Within three (3) business days from this decision point, the EEO Officer (or designee) will notify the Complainant whether or not a formal Title VI investigation will be pursued.

***If the complaint is deemed to have investigative merit:*** A complete investigation will be conducted, and an investigative report will be completed within sixty (60) days from receipt of the complaint. The report will include a narrative description of the incident, summaries of all persons interviewed, a finding with recommendations for remedial steps as appropriate and necessary. The remedial steps, if any, will be implemented as soon as practicable. The Complainant will receive a copy of the final report together with any remedial steps.

***If the decision is not to investigate as a Title VI complaint:*** the notification shall specifically state the reason for the decision.

- a. The complainant may appeal the EEO Officer's decision by making a written request to the Executive Director within thirty (30) days of receiving the EEO Officer's decision.
- b. Upon receiving an appeal, the Executive Director will evaluate the appeals request, the original complaint, the facts of the case including the investigation process, conclusions and outcomes. The Executive Director's primary evaluation criteria will include: proper application of Title VI law and regulations, consistent and equitable investigation process, sound judgment and considerations of operational practicality.
- c. The Executive Director will respond to the appeal within ten (10) business days.
- d. Complaints may also be filed with the Federal Transit Administration (FTA) no later than 180 days after the date of the alleged discrimination. Complaints to FTA may be submitted to the following office:

Federal Transit Administration  
Office of Civil Rights  
55 Broadway, 9th Floor  
Cambridge, MA 02142

The EEO Officer will retain all pertinent records of ADA and Title VI complaints for five (5) years. Using MS Excel, MS Access, or other appropriate database tool, the EEO Officer will maintain a summary log of all complaints received for one (1) year. The log shall include the date the

complaint was filed, the type of complaint (i.e., General, ADA, Title VI), a summary of the allegations, the status of the complaint, and actions taken by METRO in response to the complaint. See **Attachment B: Policies and Procedures for General, ADA, and Title VI Complaints** and **Attachment C: METRO's TITLE VI – Log of Complaints and Investigations (2019-2022)**.

## **Sec. 3.0 METRO'S PUBLIC PARTICIPATION PLAN**

METRO's Public Participation Plan has been prepared to ensure that no one is precluded from participating in METRO's service planning and development process.

### **3.1 METRO Public Involvement Efforts**

METRO uses a variety of proactive methods to gather broad-based public input on its services, standards, and projects.

- ***Board of Directors and Board Committee Meetings*** – these meetings are open to the public and the meeting location is accessible by transit as well as ADA accessible. From March 2020 through April 2022, (due to the COVID-19 pandemic) most meetings were held virtually. The link to meetings was made available to the public. Every agenda includes a separate item for public comment. Agendas are posted on the website and at METRO's transit center. All supporting materials are posted on METRO's website, along with the agenda. METRO's website includes options for riders to subscribe to receive text alerts for meeting agendas, schedule changes, and other updates. The Board and its three committees each meet monthly. The regular meeting dates for the Board and its three committee meetings are established at the beginning of the year and listed on METRO's website ([www.gpmetro.org](http://www.gpmetro.org)) and posted at the METRO Pulse at Elm Street, METRO's downtown transportation hub, allowing the public ample notice for meeting dates.

The Board's three committees include Executive, Ridership, and Finance. The Ridership Committee meets monthly, typically the third Thursday, and includes agenda items most impacting riders. Service plans, fares, and budgeting are discussed and decided at Board and Committee meetings. The Executive Director and staff, as directed by the Executive Director, are available at all meetings. Guests in attendance are asked for their contact information. Members of the general public are invited to speak at the meetings. METRO provides translation and interpreter services, including American Sign Language, upon request.

- ***Targeted Community Workshops*** – for service improvements and expansions, METRO holds more focused community workshops. The most recent examples of these were held during METRO's planning process for fare pricing and payment changes (see 3.3 herein) and proposed changes to METRO service on the Portland Peninsula route (2019-2021).

- **Task Forces and Advisory Committees** – METRO facilitates the assembly of task forces for specific initiatives. Most recently (2019), a Task Force was formed to guide a discussion around a proposal to change transit service on the Portland Peninsula. The Task Force was comprised of key stakeholders from the community and held regular meetings. A decision was made to pause the plans for this service change; however, several tactics that were used to reach LEP persons, such as videos and meetings with interpreters and translated surveys, will be used for future projects.
- **Online Comment Form** – METRO manages an online comment form on its website to allow members of the public to submit questions, comments, and complaints.
- **E-Mail** - METRO address - [info@gpmetro.org](mailto:info@gpmetro.org): requests, comments, and suggestions.
- **Metropolitan Planning Organization (MPO) Process** – The MPO formally notices and conducts public hearings on behalf of METRO and other regional transportation providers for the purpose of the gathering public comments on the regional program of projects and updates to the Transportation Improvement Program (TIP).
- **Local City/Town Council Meetings** – Each year, Greater Portland METRO’s member communities -- Portland, Westbrook, Falmouth, and as of 2019, Brunswick, Freeport, and Yarmouth, consider their local contributions as part of their annual budget processes. METRO staff often provides presentations on budget, services, and current/proposed projects at these budget meetings, which are open to the public.

### 3.2 **Public Comment for Fare Increases and Major Service Reductions**

METRO holds issue-specific public meetings whenever the agency is considering one or more of the following changes:

- A fare increase or significant change in the method of fare payment.
- A new route is being established.
- An existing route is proposed for elimination.
- Considering the total discontinuance of service on any route or group of routes on any given day when service is currently offered.
- Any system-wide change in service hours that exceeds (plus or minus) 10% of current total service hours.
- Proposed modifications to routes or groups of routes that would affect more than 25% of the riders using the affected routes.
- Proposed schedule changes on any given route or group of routes that reduces the total number of one-way bus trips by more than 25% of the current number of bus trips.
- For minor schedule and service changes not rising to the level of those above, METRO

will post notices on appropriate buses and stops fourteen (14) days in advance of the change date.

The approval process for all the above, except minor changes, will take the following form:

Step 1 - Internal staff review based on documented need, professional judgment, public request.

Step 2 - Preliminary review of proposed changes by one or more committees of the Board of Directors.

Step 3 - Preliminary review by full Board of Directors.

Step 4 – Public input process commences using public meetings and other approached to gather broad-based feedback including surveys, presentations to stakeholder groups and organizations, and public presentations to city/town councils or other public bodies (e.g., planning boards, and council committees).

Step 5 - Public input along with final recommendations communicated to the METRO Board of Directors.

METRO's Public Participation Plan is outlined in **Attachment D – Policy and Procedures for Soliciting and Considering Public Comment on Fare Increases and Major Service Reductions**.

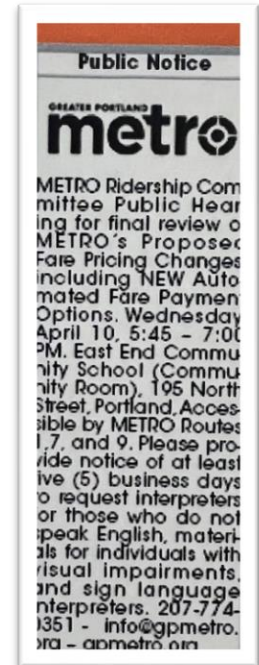
Per this policy, meetings are held in communities along METRO service routes, with at least one held on a weekday evening and one on a Saturday. Meetings are always held at a location that is transit and ADA accessible.



Most meetings held between March 2020 and April 2022 were held remotely, due to the COVID-19 pandemic. Information on how to attend remote meetings is provided on the METRO website and included on signage posted at METRO's downtown transportation hub (21 Elm St. in Portland).

Alerting the public to these meetings includes the following outreach tactics:

- Formal notice in one or more local newspaper(s)
- Brochures on board all buses
- Brochures/posters posted at METRO's transit center
- Facebook posts and other social media outlets.
- Notices on METRO's website and websites of member communities
- Newsletter distribution and e-mail blasts to numerous community organizations, stakeholders, and residents who have asked to be on METRO's e-mail distribution list, including subscribers to METRO's website new alerts.



### **3.3 Fare Change Program – Introduced October 1, 2020**

In 2019, Greater Portland METRO held interactive public meetings in all communities within their transit system to inform and gather feedback on a proposed fare increase and new electronic fare system. As part of the planning process, a Title VI Fare Change Review (**Attachment E**) was conducted in addition to the tactics listed above.

(**Attachment F – Public Participation Planning Process Summary**).

The new fare system was originally planned to kick off April 1, 2020; however, due to the COVID -19 pandemic, METRO instead suspended fares through the end of September 2020 and introduced the new fare system and fare increase on October 1, 2020.

Leading up to the launch, METRO staff, held community outreach sessions (following pandemic protocols) to explain the new system, translated mobile app and smartcard instructions on the new fare system, and included several videos, some interpreted, which further explained its benefits. METRO has continued to accept cash fares and provides opportunities for unbanked riders to use the system. Riders can load value on to their smart card at CVS, Walgreens, and 7-Eleven locations.

A fare-capping feature and 90-minute pass provides additional cost-saving benefits.

METRO collaborated with two other regional transit systems on this project, Biddeford Saco Old Orchard Beach Transit and South Portland Bus Service, providing opportunities for riders to travel throughout the region using different transit systems but one fare system.

Following the launch of the fare system, a new version was introduced that features one mobile app to plan trips, pay fare, and track buses. The new UMO Mobility App / DiriGo Pass and related website – [DiriGoPass.org](http://DiriGoPass.org) can be accessed in multiple languages. Instructions for the smartcard and mobile app have been translated into five languages – Arabic, French, Portuguese, Somali, and Spanish.

### 3.4 Public Transit-Human Services Transportation

METRO participates in the local public transit-human services transportation coordinated planning effort. To be eligible for Section 5310, 5316, or 5317 funds administered by the State, projects must be in the local plan. Through our participation in the planning efforts, we regularly meet with representatives of human service agencies to discuss the transportation needs of elderly persons, persons with disabilities, low income, and LEP persons to ensure our current or planned services meet the needs of these individuals.

In addition, METRO participates in Greater Portland Council of Governments (GPCOG) outreach activities, such as the Bus Ambassador Program, Transit Together, Community



Amjambo Africa is a monthly newspaper featuring news for the immigrant community in the Greater Portland region. This page includes a story about the new fare system and ad translated into several languages.

Transportation Leaders, Ride With Me, and Travel Helpers, that support outreach efforts to low income, LEP, and senior populations.

### **3.5 Transportation Improvement Program (TIP) Public Involvement Process**

The public involvement process for the Transportation Improvement Program (TIP) provides the public another opportunity to participate in METRO's transportation planning efforts. This effort is led by the Portland Area Comprehensive Transportation System (PACTS) and Metropolitan Planning Organization (MPO). PACTS has a written public involvement plan and an approved Title VI Plan.

Strategies used by PACTS to inform and involve the public in transportation planning efforts include:

- Website, news releases to local media, and public notices distributed to interested parties by email;
- Workshops and forums;
- Public opinion surveys;
- Presentations to civic and professional groups;
- Outreach to stakeholder organizations; and
- Convening the Transportation & Community Well-Being Network

In 2017, GPCOG and PACTS launched the Transportation & Community Well-Being Network, which meets monthly. This "mobility management" network brings together key stakeholders to share information and work together on improving transportation access and options for people who experience barriers. The network includes representatives from human services, health care, transportation, aging, disability, and representatives from populations that frequently experience transportation barriers. The Network provides a venue for coordination and information sharing and includes representatives from regional transit agencies, including Greater Portland METRO staff, and stakeholders from non-profit services and organizations, including those that support LEP persons.

# SEC. 4.0 LANGUAGE ASSISTANCE PLAN

## 4.1 Four-Factor Analysis

In order to ensure meaningful access to programs and activities, METRO conducted the four-factor analysis and, based on the results of the analysis, developed a language assistance plan to aid efforts in reaching persons with **Limited English Proficiency (LEP)**.

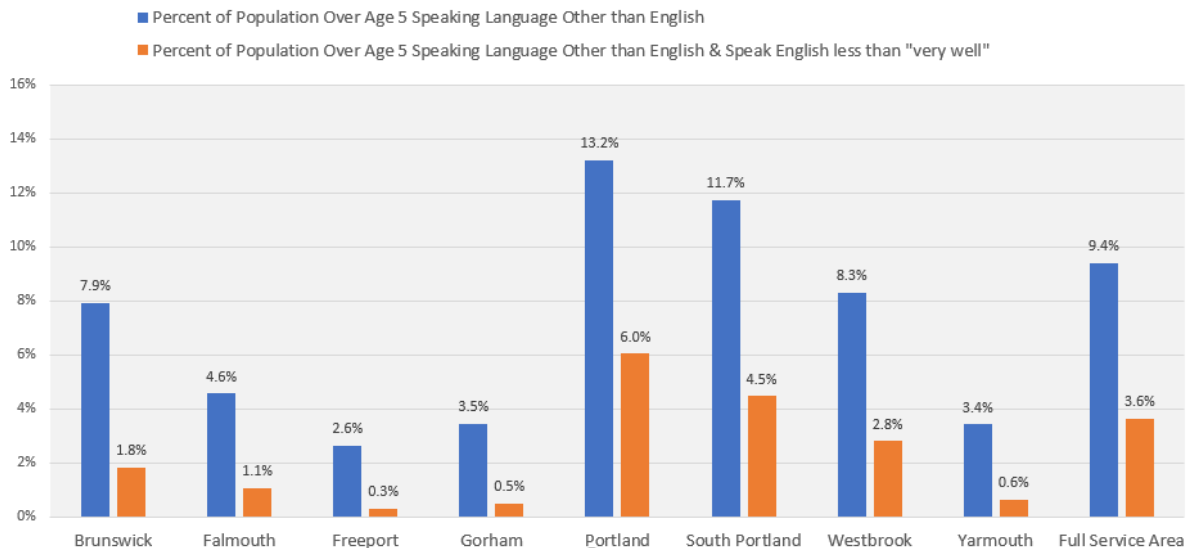
METRO analyzed the following four factors:

- The number and proportion of LEP persons served or encountered in the eligible service population;
- The frequency with which LEP individuals come into contact with METRO services and programs;
- The nature and importance of the program, activity, or service provided by our program;
- The resources available to the recipient and costs.

### Factor 1: Number and Proportion of LEP Persons Served or Encountered

The first step in determining components of an LEP Plan is understanding the proportion of LEP persons who may encounter and use METRO’s services, their literacy skills in English and their native language, and the location of their communities and neighborhoods. Across the seven service areas covered by METRO, the data indicates a total population of 168,159. Within the population, 15,385 are estimated to speak another language at home (9.4%) other than English. Within this population, 6,446 (3.6%) are estimated to speak English “less than very well. Table 1 illustrates this distribution by municipality.

**Table 1: Proportion of Languages other than English by Community:**



Source: 2014-2018 American Community Survey 5-yr Estimate/ DP02 Selected Social Characteristics in the United States  
**Table 2: Top Population Groups with Highest Proportions of Individuals over 5 years of Age.**

	Total Population (over age 5)	Pop. Speaking Language other than English	Spanish		Other Indo-European languages		Asian and Pacific Islander languages		Other languages	
			Count	%	Count	%	Count	%	Count	%
Brunswick	14,208	1,126	194	1.4%	554	3.9%	320	2.3%	58	0.1%
Falmouth	11,619	529	124	1.1%	239	2.1%	190	1.6%	46	0.4%
Freeport	8,023	212	25	0.3%	158	2.0%	27	0.3%	2	0.0%
Gorham	16,510	570	173	1.0%	258	1.6%	52	0.3%	87	0.5%
Portland	63,337	8,360	1,211	1.9%	3,124	4.9%	1,595	2.5%	2,430	3.8%
South Portland	24,351	2,854	382	1.6%	1,053	4.3%	339	1.4%	1,080	4.4%
Westbrook	17,522	1,453	169	1.0%	582	3.3%	185	1.1%	517	3.0%
Yarmouth	8,239	281	8	0.1%	215	2.6%	9	0.1%	49	0.6%
Service Area		15,385	2,286	1.4%	6,183	3.8%	2,217	1.7%	4,269	2.6%

	Total Population (over age 5)	Pop. Speaking Language other than English	Spanish		Other Indo-European languages		Asian and Pacific Islander languages		Other languages	
			Count	%	Count	%	Count	%	Count	%
Brunswick	14,208	259	0	0.0%	128	0.7%	111	0.3%	20	0.3%
Falmouth	11,619	124	0	0.0%	38	0.3%	46	0.4%	29	0.2%
Freeport	8,023	23	0	0.0%	23	0.3%	0	0.0%	0	0.0%
Gorham	16,510	80	14	0.1%	8	0.0%	11	0.1%	47	0.3%
Portland	63,337	3,826	421	0.7%	1,308	2.1%	735	1.2%	1,362	2.1%
South Portland	24,531	1,087	90	0.4%	260	1.1%	219	0.9%	518	2.1%
Westbrook	17,522	491	11	0.1%	109	0.6%	67	0.4%	304	1.7%
Yarmouth	8,239	51	0	0.0%	51	0.6%	0	0.0%	0	0.0%
Service Area	163,809	5,941	536	0.3%	1,925	1.2%	1,189	0.7%	2,280	1.4%

Source: 2014-2018 American Community Survey 5-yr Estimate DP02 Selected Social Characteristic in the United States

**Table 2** shows American Community Survey data and identifies four (4) main language classifications. The top table shows the breakdown of the four main language classifications by municipality. The bottom one shows the same breakdown, but the difference is it shows people who speak that language at home AND speak English “less than very well.”

This most recent census data does not break down individual languages. The Census Bureau collapses the languages into more manageable categories for tabulations. The original language categories were developed following the 1970 Census and were based generally on Classification

and Index of the World's Languages (Voegelin, C.F. and F.M., 1977). In the American Community Survey, the language categories have been updated, with the latest revision occurring in 2016. In 2016, linguistic classifications were based generally on the hierarchies in Ethnologue: Languages of the World, 19<sup>th</sup> Edition (Simons, G.F. and C.D. Fennig (eds.), 2016). The determination of whether to show an individual language or collapse it into an aggregated category depends chiefly on the size of the population in the United States speaking that language at home. In tabulations, smaller languages are aggregated with other languages in a way that meets a certain population threshold, but has some utility for translators or researchers.

The simplest collapse recodes languages other than English into four major language groups: **Spanish, Other Indo-European languages, Asian and Pacific Island languages, and Other languages.**

As Table 2 indicates, the largest language category of LEP persons is Indo-European; followed by “Other Languages,” and Asian and Pacific Islander languages. Because the US Census Bureau data does not break down this category into actual languages, METRO staff examined data provided by Portland Public Schools to gain additional information on the extent and proportionality of different languages.

**Table 3, below, lists languages spoken at the Portland Public Schools,** indicating that the top languages, other than English, within the Portland Public School System are Portuguese, Somali, Spanish, Arabic, and French. Each of these languages are spoken by over 250 students. The chart also lists the other top 10 ‘other languages’ spoken at Portland Public Schools. The full list, which further breaks down the list of languages, includes 66 world languages spoken by 2,572 students, which is 38.1% of the student population.

**Table 3. Top 10 Non-English Languages Spoken at Portland Public Schools, 2021.**

#	Language	Total Number of Students
1	Portuguese	501
2	Somali	450
3	Spanish	391
4	Arabic	327
5	French	284
6	Lingala	155
7	Vietnamese	78
8	Khmer	68
9	Kinyarwanda	61
10	Persian	41

Source: Portland Public Schools Multilingual & Multicultural Center

The Portland Public School system has the highest number of students in the state that speak languages other than English.

### **Community Partner Survey:**

To assist in breaking down the language categories, METRO staff asked community partners to assess the extent to which they come into contact with LEP populations. Additional information was received from Portland Public Schools and Catholic Charities (RIS Service).

### **Community Organizations in Service Area:**

- **Portland Public Schools:**

Portland, Maine, is a diverse district where 6,750 public school students speak **more than 65** languages. **As of March 2022, the** top ten languages, other than English, spoken by students and their families in PPS -PreK-12 are: Portuguese, Somali, Spanish, Arabic, French, Lingala, Vietnamese, Khmer, Kinyarwanda, and Persian. The relatively large number of Portuguese, Somali, Spanish, Arabic, and French speakers in Portland Public Schools indicates that these languages may be close to the “Safe Harbor” threshold of 1,000 speakers in METRO’s service area, justifying METRO’s translation of these languages. Lingala and Kinyarwanda are not translated because these are French speakers in general.

- **Catholic Charities Maine:**

Catholic Charities is a large organization with many programs serving all Mainers. They run the Maine Refugee and Immigration Services (RIS), Maine’s only refugee resettlement program. RIS offers a range of services to refugees. RIS also helps asylees (asylum seekers who have been granted asylum) once they have received their asylum documents). Catholic Charities Maine Refugee and Immigration Services (RIS) is dedicated to helping those seeking a new life in America become independent, productive members of our community.

They welcomed an influx of Afghan parolees in 2021 who speak Dari and Pashto and also working with individuals who speak Sudanese, Congolese, and Haitian. The majority of people speak Arabic, Somali, French, Swahili, Kinyarwanda, Portuguese, Lingala, Haitian-French, Spanish.

### **Factor 2 – Frequency of LEP Use/Contact with METRO Service**

There are a number of places where METRO riders and members of the LEP population can come into contact with METRO services, including riding the bus, calls to and direct contact with customer service representatives, the METRO website – [gpmetro.org](http://gpmetro.org), and outreach materials, and orientation events.

Major points of contact include:

- Using bus service (on board signage, announcements, and driver language skills);
- Communication with customer service staff (phone, email, website, in-person);
- Printed and online materials;

- Website and Social Media;
- Local news media including print and radio;
- Public meetings and orientation events.

**Employee Survey (Conducted in February 2022)**

To better understand the frequency with which LEP riders come into contact with METRO services, METRO surveyed its staff, including bus operators and customer service staff. The survey asked what language skills already exist among employees and the number and nature of encounters with riders or other community members where language is a barrier.

The first question asked employees if they can communicate in a language other than English, and, if so, what language or languages. Of the **56 of 115 employees** who responded to the survey, a very small percentage of the employees participating could speak one or more languages other than English.

**Table 4: Staff Language Abilities**

Language	Ability: Fluent (# of employees)	Ability: Limited (# of employees)
ASL	2	2
Arabic	1	
Azerbaijani	1	
Bosnian/C	1	
Farsi	1	
French	3	4
Italian	1	
Kinyarwanda	1	
Kurdish	1	
Lingala	1	
Portuguese	1	
Russian	2	
Somali	1	
Spanish	1	2
Turkish	1	

The second question asked employees what languages they encountered within the last year and the frequency.



**Table 5: Languages Encountered by METRO Staff**

Language	Daily	Weekly	Monthly	Less than Monthly	Not Specified
African (unspecified)	1				1
Arabic	3		2		
ASL		1			
Burundi		1			
Creole	1				
French	10	4	3		2
Italian			1		
Kinyarwanda	1				
Lingala	1				
Portuguese	5	2	1		
Russian / Eastern European	1		1		
Somalian		1			1
Spanish	7	3	2		
Swahili	1				
Unknown					1

The third question asked employees what type of needs or requests for assistance have been received from LEP customers. Those responses included:

- Understanding time schedules.
- Where are stops located?
- Directions for specific locations / addresses along bus routes.
- Directions and routes
- Fare Collection – various questions around types of tickets, reduced fare, etc.
- Am I on the right bus? How do I get to my destination? (majority)
- Request for more signage in multiple languages
- Questions about reduced fare eligibility
- Employment applications

**Factor 3 – The Importance of LEP Services to People’s Lives**

The transit service provided by METRO is a critical public service that many members of the community use and rely on. Many depend on METRO services – and associated complementary ADA paratransit service – for access to jobs, education, shopping, and healthcare. METRO provides access to seniors, low-income riders, commuters, and students. METRO has developed several programs with schools, colleges, businesses, and organizations to provide easy and accessible transportation.

**Those programs include partnerships with the following:**

- **City of Portland**

In June 2019, the Portland Expo was temporarily turned into an emergency homeless shelter after an influx of asylum-seekers from Angola and the Democratic Republic of the Congo came to the city from the southwestern border. Staff from METRO provided

information sessions and other support for asylees.



Portland’s Office of Economic Opportunity developed a [Natural Helpers Program](#) to educate residents on community resources. METRO staff takes part in this annual program, providing information on navigating the transit system. METRO is also assisting the City in their efforts to support new arrivals to the region by contributing a video on how to get the transit system. The video will be translated into several languages.

- **University of Southern Maine (USM).**

METRO expanded transit service between USM campuses and introduced a new U-Pass program for students, staff, and faculty to use the transit system. In September 2021, over 20% of METRO ridership was associated with USM. These trends vary based on the

school calendar, but nonetheless, METRO’s partnership with USM is a strong ridership generator, particularly on the Husky Line.

- **Southern Maine Community College (SMCC).** METRO and SMCC have partnered for several years, providing free transportation to students.
- METRO has developed relationships with more than 75 businesses, organizations, stakeholders, and non-profits.
- METRO partnered with **Portland Public Schools** in 2015 and continues to work with the school system to provide transportation for all high school students. METRO estimates that approximately 600 students use METRO services per weekday. Using LEP percentages, that would approximate to 162 LEP students. Future plans may include the expansion of this program for younger students.

When limited English proficiency is a barrier to using METRO, this can be a barrier to employment, education, healthcare, and other life necessities. Critical information from METRO which can affect access includes:

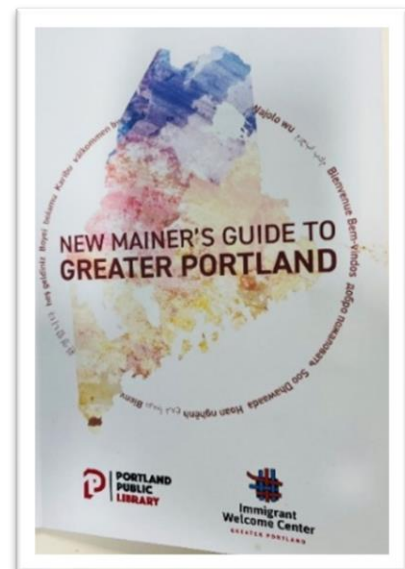
- Route and schedule information
- Fare and payment information
- Information on using the transit system
- Service Changes and announcements
- Complaints and Comment forms
- Announcements related to public meetings
- Information about ADA complementary service
- Emergency communications

**METRO continues to update these materials as appropriate and translate when possible.**

#### Factor 4 - Resources Available and Costs for LEP Outreach

METRO has committed resources to improving access to its services and programs for LEP persons and has implemented the following measures to reach LEP populations:

- A language chart, posted at the walk-up window at the METRO Pulse, the downtown transit hub, provides a tool for customer service staff to provide language assistance when necessary, METRO has contracted a third-party translation service to provide translation services over the phone on an on-call basis. The costs are covered through our marketing budget.
- METRO contracts with local vendors to provide printed translation materials as needed.
- On Request Oral Interpretation – Upon request, METRO provides interpretation services, including American Sign Language, at public meetings, including Board and Committee meetings. METRO has also contracted with an interpreter service to provide service via phone or in person upon request.
- METRO’s website sends text alerts regarding meetings, schedule updates, and other service information to riders, and employs Google Translate so that LEP persons can access service, fare, and other information on the website. The DiriGo Pass fare payment mobile app also includes a text message component that can be used to send out important updates and messages.
- METRO uses Google Translate for its website to translate website information into more than fifty (50) languages. Additionally, METRO includes PDFs and links on its website with information and translated materials.
- The customer service staff utilizes tablets at the walk-up window to assist LEP with languages using Google Translate. This has been a very cost effective and helpful tool.

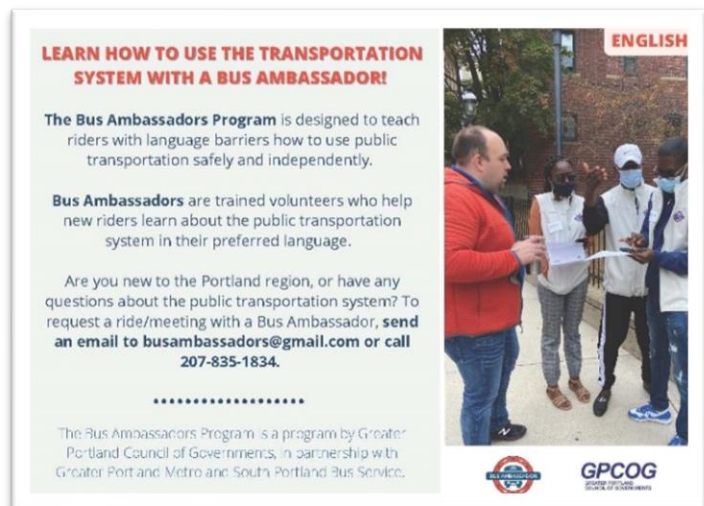


**The New Mainers Guide to Greater Portland includes information on how to use the bus system.**

#### Coordination with Community Organizations, include:

- **Immigrant Welcome Center:** This resource for the Greater Portland Region serves as a hub of collaboration providing resources and information to the immigrant community. The Center created the *New Mainer's Guide to Greater Portland*, which includes resources and opportunities for immigrants and refugees. Greater Portland METRO staff was involved in the development of the Guide and information about METRO’s bus system is included.

- **Catholic Charities Maine Refugee and Immigration Services (RIS)** Maine’s only refugee resettlement program, **Catholic Charities Maine Refugee and Immigration Services (RIS)** is dedicated to helping those seeking a new life in America become independent, productive members of our community. Since they work specifically with new arrivals, they don’t have an accurate count of overall language populations; however, based on their intake information, the majority of people they welcome speak Arabic, Somali, French, Swahili, Kinyarwanda, Portuguese, Lingala, Haitian-French, and Spanish.
- **Greater Portland Council of Governments -- Bus Ambassador Program**  
With funding from the CARES Act, GPCOG, with support from Greater Portland METRO and South Portland Bus Service, developed a Bus Ambassador Program in the region. The Program aims to support new riders understand the region’s transit system and is initially focused on supporting LEP riders. Bus Ambassadors are vetted and trained to work directly with individuals and families.



This flyer, featuring a METRO employee, has been [translated in five languages.](#)

## 4.2 New Approaches

**Translation of Vital Documents** – METRO translates vital documents into five languages: Arabic, French, Portuguese, Spanish, and Somali.

### Vital Documents:

- ADA overview and application
- Reduced fare information and application
- How to Ride Guide, including fare information
- Title VI brochure
- Title VI complaint form
- General complaint Form

These languages were identified for translation based on the four-factor analysis and these considerations:

According to the Safe Harbor Provisions, written translation of vital documents is called for when a language group makes up at least 5% or 1,000 persons (whichever is less) of the total population. Based on the four-factor analysis, no single language met the thresholds established in the Safe Harbor Provision. The American Community Survey (2014-2018) groups languages, aside from Spanish, together into categories:

- “Other Indo-European languages”, which include French, Portuguese, German, Hindi, and other languages originating in Europe and West Asia;
- “Asian and Pacific Island languages”, which include Mandarin, Cantonese, Japanese, Korean, Vietnamese, Khmer, Thai, and other languages originating in East Asia and the Pacific Islands;
- “All other languages”, which include Navajo and other Native languages of North America, Arabic, Hebrew, Swahili, Somali, and other languages.

The census data did not further break down individual languages within these groups, so it is difficult to glean.

Based on 2021 information received from Portland Public Schools, Portuguese, Somali, Spanish, Arabic, and French are the top five languages, other than English spoken in our region. City of Portland, Catholic Charities, and Greater Portland Council of Government staffs concur that while these languages may or may not meet “Safe Harbor” provisions, they are the five top languages in the Greater Portland region, and thus translation of these languages would be beneficial to a significant portion of the population in METRO’s service area. The founder of a translation/interpreter business in Portland, Maine, concurs that these continue to be the most requested languages in the Greater Portland region.

**Additional Resources include:**

**Posters with Information in Multiple Languages** – METRO created multi-lingual posters that provide information on how to access language assistance when engaging with METRO. The poster contains statements and directions in Arabic, English, French, Portuguese, Somali and Spanish and are displayed at the METRO’s Pulse, the downtown transit hub.

**Expanded Partnership and new public awareness campaign with Portland Public Schools**

Through a partnership that began in 2015, Portland’s high school students use METRO transit services extensively and also represent diverse nationalities, races, and languages. Portland Public Schools has a Multilingual and Multicultural Center that accommodates the unique needs of immigrant and refugee families in Portland by providing a centralized system of student registration to ensure data information accuracy. They also provide outreach and services for limited English-speaking parents in the Portland Public Schools. METRO staff and Board work with PPS staff and students to improve communications and respond to the needs of students when possible.



As a result of student feedback, METRO implemented a multi-tiered safety and anti-harassment program targeting not only students but all passengers, that included:

- Strengthening METRO’s Passenger Code of Conduct to include stronger language around prohibiting and preventing harassment; Additional bus operator training around safety, detection of harassers, and intervention procedures.
- “Expect Respect” campaign provides communication options, including the introduction of a texting option, for riders to report harassment. These materials, which also remind riders that all buses have video and audio surveillance, are posted on buses, and distributed at orientation, school, and METRO events. METRO staff encourages student involvement opportunities.

**New approaches of community outreach:**

- **Virtual Meetings**

Virtual meetings became the standard procedure, due to the COVID 19 pandemic, for the majority of meetings between March 2020 and March 2022. The ease of clicking a link to attend a meeting made it convenient for people to attend. Staff plans to include these kinds of virtual opportunities in the future to encourage attendance. Interpretation of meetings *are available upon request.*

- **Social Media – Live interactions**

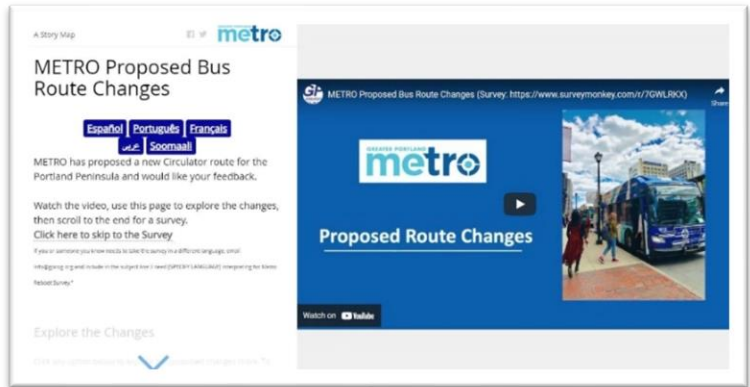
Facebook Live provided interactive opportunities for information sharing and community engagement when METRO introduced their new fare system. This type of communication can be used for other projects.





- **Surveys**

METRO worked with the Greater Portland Council of Governments (GPCOG), the local Municipal Planning Organization (MPO), to support our community engagement efforts. Some of that assistance came in the form of ‘storyboard’ surveys, which were translated into multiple languages.



## Sec. 5.0 DECISION-MAKING BODIES

Decisions regarding policy, service changes, fares, operations, and capital programs are made by a municipally appointment board of directors. METRO has a governing board of ten (10) members, as provided by statute. The mayors of Portland and Westbrook and Town Manager of Falmouth appoint five, three, and two members, respectively.

Currently, nine (9) members are Caucasian and one is African American. METRO also has three committees – Executive, Finance, and Ridership - comprised of board members. The public is invited to attend these monthly meetings, and public comment is welcome. METRO also forms task force groups around partnerships and programs to help guide decisions around routes, schedules, and other operations. **Table 6** lists board and other committees and their racial breakdown.

**Table 6:** Breakdown of Board-Committee Members by Race.

Board, Committee, or Task Force	Caucasian	Latin	African American	Asian American	Native American
METRO Board of Directors	9	0	1	0	0
Finance Committee	4	0	0	0	0
Executive Committee	4	0	0	0	0
Ridership Committee	4	0	1	0	0

## Sec. 6.0 SERVICE STANDARDS AND POLICIES

METRO has developed quantifiable service standards and policies. These standards have been updated and were presented at a public information session in March 2022. Staff will review and discuss these standards. The Board's Ridership Committee reviewed and provided input on these standards and policies, which were ratified by METRO's Board of Directors in March 2022:

These service standards include:

- Vehicle Load
- Headways (Frequencies)
- On-time performance
- Service Availability Standards
- Vehicle Assignments
- Transit Amenities

### 6.1 Vehicle Load Standards

As shown in **Table 7**, METRO has adopted these load factors. The Preferred Load category equals 1.5 times the seated capacity. In general, METRO staff assigns larger equipment to higher ridership routes.

**Table 7: Vehicle Load Standards by Bus Type**

Vehicle Type	Seated Capacity (SC) Preferred	Standing Capacity (1.5 x SC)	Total Capacity	Maximum Load (2 x SC)
2011 HD Transit Bus	31	16	47	62
2014 HD Transit Bus	31	16	47	62
2016 Cutaway Bus	18	7	25	36
2017 Cutaway Bus	18	7	25	36
2018 HD Transit Bus	39	20	59	78
2019 HD Transit Bus	37	19	56	74
2020 HD Transit Bus	37	19	56	74
2021 HD Transit Bus	37	19	56	74



METRO relies on Automatic Passenger Counts and information received from fare boxes in addition to METRO street supervisors' reports and driver and passenger feedback. If circumstances warrant, METRO will conduct an on/off survey of a specific route outside the normal survey cycle.

## 6.2 Vehicle Headway Standards

METRO's general vehicle headway standard is to provide headways on all local routes that are 60 minutes or better. Among METRO's network of nine (9) bus routes, there is headway variation as a result of ridership demand and the constraints of municipal budgets.

METRO's **target** long-term headway goals include:

- Weekday Peak Period (6-9am and 3-7pm) – 15-minute headways
- Weekday Off-Peak Periods (midday, evening) – 30-minute headways
- Saturdays – 30-minute headways
- Sunday/Holidays – 30-60-minute headways

**Table 8** shows METRO's current headways as of April 2022.

Route Name/Number	Service Type	Weekday Peak	Weekday Off Peak	Saturday	Sunday
Route 1 Congress Street	Linear Regional Fixed Route	30 min	30 min	30 min	60 min
Route 2 Forest Ave	Linear Regional Fixed Route	30 min	30 min	60 min	60 min
Route 3 Crosstown	Linear Regional Fixed Route	30 min	30 min	60 min	60 min
Route 4 Westbrook	Linear Regional Fixed Route	30 min	30 min	30 min	45 min
Route 5 Maine Mall	Linear Regional Fixed Route	30 min	30 min	30 min	45 min
Route 7 Falmouth	Linear Regional Fixed Route	60 min	60 min	60 min	60 min
Route 8 Peninsula Loop	Urban Circulator	30-35 min	30-35 min	60 min	60 min
Route 9A/B North Deering	Linear Regional Fixed Route	15-30 min	60 min	60 min	60 min
Husky Line P-W-G / USM	Limited Stop	30 min	30 min	45 min	45 min
BREEZ	Express	30-60 min	40-150 min	150 min	N/A

### **6.3 On-time Performance Standards**

Among the most important service standards for riders is on-time performance or adherence to published schedules.

- A vehicle is considered on time if it departs a scheduled time point no more than zero (0) minutes early and no more than five (5) minutes late.
- METRO's on-time performance standard is 90% or greater at both route and system levels.

### **6.4 Service Availability Policies**

At the present time, geographical and budgetary challenges prevent METRO from setting a standard whereby a set percent of all residents in the service area are within a certain distance of public transit service. However, the agency will conduct planning and goal-setting activities with the public and Board of Directors to develop and adopt a policy goal.

### **6.5 Vehicle Assignment Policy**

With the exception of METRO's Husky Line and BREEZ express routes\*, vehicles are not assigned to specific routes and are circulated throughout the system based on ridership demand and operational or geographic limitations. Within these constraints, METRO's dispatchers and operations managers are trained to deploy vehicles as evenly as possible throughout the system.

\*The Husky Line service is open to the general public, but operates with funding from the University of Southern Maine (USM) to transport students between campuses in Portland and Gorham. The five (5) buses on this route are branded with a Husky, the USM mascot, and only service this route. The four (4) METRO BREEZ buses are specifically branded for the express service between Portland, Yarmouth, Freeport, and Brunswick.

### **6.6 Transit Amenities Policy**

- *Bus Stops* – METRO provides approximately 560 bus stops across its service area, which includes Brunswick, Falmouth, Freeport, Gorham, Portland, South Portland, Westbrook, and Yarmouth. Bus stops are ¼ mile apart along most corridors and route segments and 1/8 mile apart in higher density urban environments. Requests for bus stop sites which deviate from this policy – particularly route deviations - are evaluated on a case-by-case basis based on matters of potential ridership demand, timing and impact to the schedule, mileage, impacts to travel-time of the base route, and costs and resources.
- *Bus Shelters* – As of March 2019, METRO has 50 bus shelters. METRO is planning on installing additional shelters via GPCOG's [Transit Stop Access Project](#), which prioritized locations based on equity and ridership, among other factors. Current and future shelters are placed at locations that demonstrate higher ridership volume, serve as major transfer points and/or destinations, and where space and property easements are available.

- *Transit Center* – METRO’s Downtown Transportation Center (METRO Pulse) is centrally located on the Portland Peninsula on Elm Street at Congress Street. The inside lobby of this facility was closed to the public in March 2020, as part of METRO’s response to the pandemic. A walk-up window is open for customers to interact with customer service staff – to purchase fare media and ask questions. All of METRO’s routes, except Route #3, are within walking distance of this location, which is open weekdays from 7 a.m. to 7 p.m.
- *Route and Schedule Information* – METRO provides individual printed route and schedule information upon request at the METRO Pulse, the downtown transit hub, and at locations throughout the region such as municipal buildings, bus stations, the airport, and train station. Route maps and schedules can be downloaded and printed from our website at [gpmetro.org](http://gpmetro.org).
- *Real-time Bus Arrival Information* – In 2016, METRO deployed a “next bus” real time ITS technology. Each bus stop is assigned an identification number. Using mobile phones, passengers can text the bus stop number to find out when the next bus is due. Also, passengers can obtain the information via the internet and can view the location of all buses. In 2021, METRO introduced the DiriGo Pass Mobile App that riders can use to plan their trip, pay their fare and track their bus.
- *Wi-Fi* – All METRO buses have free wi-fi available for riders to access.
- *New Buses, New Branding* ---METRO updated its branding and logo in 2018, adding eleven (11) new HD buses to its fleet. The new buses add capacity for bikes and wheelchairs. Additional buses were added in 2020 and 2021.
- *METRO Bus Garage* – The bus storage garage is located next to the District headquarters on Valley Street in a light industrial area away from residential neighborhoods.

## **6.7 Monitoring Service Standards**

For ongoing monitoring and measurement of service standards and policies, METRO proposes to use the following schedules and methods:

**Table 9: Service Standards Monitoring Thresholds**

<b>Service Standard/Policy</b>	<b>Evaluation Frequency</b>	<b>Methodology</b>
Vehicle Load	Semi-annually	Automatic Passenger Counts/Fare Collection
Vehicle Headways	Annually	Schedule review compared to adopted
On-Time Performance	Monthly	Automatic Vehicle Locator (AVL)
Service Availability	Annually	Geographic Information System
Vehicle Assignments	Quarterly	Automatic Vehicle Locator (AVL)
Transit Amenities	Annually and with deployment of new amenities	System wide Review

### **6.8 Construction Equity Analysis**

Over the past three years, METRO did not plan for the construction of any new facilities. When METRO plans to construct or expand a facility, such as a vehicle storage facility, maintenance facility, transit hub, or operation center, the agency will include a copy of the Title VI Equity Analysis conducted during the planning stage with regard to the location of the facility. The following principles will be applied in the analysis:

1. To avoid, minimize, or mitigate disproportionately high and adverse human health and environmental effects, including social and economic effects, on minority populations and low-income populations;
2. To ensure the full and fair participation by all potentially affected communities in the transportation decision-making process; and
3. To prevent the denial of, reduction in, or significant delay in the receipt of benefits by minority and low-income populations.

METRO will follow federal guidance provided in FTA Circular 4703.1 (August 2012).

## **Sec. 7.0 PROGRAM SPECIFIC REQUIREMENTS**

### **7.1 Title VI Monitoring**

The results of monitoring of service standards as defined in this program may be obtained by contacting METRO staff.

### **7.2 Subrecipient Compliance**

As of this plan's adoption, METRO does not have any subrecipients.

### **7.3 Equity Analysis for Facility**

During the past three (3) years, METRO has not constructed a vehicle storage, operations, or maintenance facility.

### **7.4 Demographic Service Profile**

Because METRO operates fewer than 50 buses in peak service, a demographic service profile was not prepared for this plan update.

## **Sec. 8.0 GRANTS, REVIEWS, AND CERTIFICATIONS**

### **8.1 Pending Applications for Financial Assistance**

METRO has no pending applications for financial assistance from any federal agency other than the FTA.

### **8.2 Pending FTA Grants**

METRO has no pending grants at this time.

### **8.3 Open FTA Grants**

ME90X213 Operating Assistance and Capital Maintenance  
ME2016016 Operating Assistance and Capital Maintenance  
ME2016017 Regional Bus Shelter/Sign Project  
ME2017007 Northern Service Expansion Phase 2  
ME2017008 Operating Assistance and Capital Maintenance  
ME2019001 Expansion Bus Service to Westbrook-Gorham  
ME2019010 Operating Assistance and Capital Maintenance  
ME2019013 Battery Electric Bus  
ME2020010 CARES Act  
ME2020025 Operating Assistance and Capital Maintenance  
ME2021016 Operating Assistance and Capital Maintenance

### **8.4 Civil Rights Compliance Reviews in the Past 3 Years**

METRO has not been the subject of any such reviews since its 2019 submission.

#### **8.5 Recent Annual Certifications and Assurances**

METRO executed its most recent Certification and Assurances to the FTA and is in the process of executing 2022 certifications and assurances.

#### **8.6 Previous Triennial Review Findings**

METRO's 2019 Triennial Review resulted in no findings with respect to its Title VI Plan/activities.

## **Sec. 9.0 CONTACT**

For additional information on the Greater Portland Transit District's Title VI Plan, or its efforts to comply with the Civil Rights Act of 1964 or Executive Order 13166 Improving Access to Services for Persons with Limited English Proficiency, please contact:

Greg Jordan, Executive Director/Chief Executive  
Officer Greater Portland Transit District  
114 Valley Street  
Portland, ME 04102  
Tel: 207.517.3025 | email: [gjordan@gpmetro.org](mailto:gjordan@gpmetro.org) | [gpmetro.org](http://gpmetro.org)

## **Sec. 10.0 BOARD ADOPTION OF POLICY**

METRO's Board of Directors approved the Title VI Program at its March 24, 2022 meeting. A record of the DRAFT minutes is provided as **Attachment H**.


**Complaint Form (combined)**

Date \_\_\_\_\_

<b>Section I: Contact Information</b>			
Name:			
Address:			
Telephone # where you wish to be contacted:			
E-mail address:			
Accessible Format Requirements:	Large Print	Audio	Other
<b>Section II: Type of Complaint</b>			
Type of Complaint (check mark or x):			
1. <b>General Complaint or Concern:</b> Bus service, schedule or specific incident. ( )			
2. <b>Civil Rights / Title VI Complaint:</b> Discrimination based on race, color or national origin: ( )			
3. <b>ADA Discrimination:</b> Discrimination based on a disability. ( )			
Are you filing this complaint on your own behalf?		Yes	No
If not, please supply the name and relationship of the person for whom you are complaining:			
Please explain why you have filed for a third party?			
Please confirm that you have obtained the permission of the aggrieved party if you are filing on behalf of a third party:		Yes	No
<b>Section III: Details of Complaint or Incident</b>			
<b>1. General Complaint, Concern or Incident:</b>			
Date of incident: (Month, Day, Year): _____ Time _____ AM PM			
Bus # _____ Route # _____ Inbound / Outbound Driver # or information _____			
Additional information (location, details, witnesses, illustrations, etc.):			
Revised – March 2019			

ENGLISH

**2. Civil Rights / Title VI Complaint:**

Discrimination based on (check all that apply):      ( ) Race      ( ) Color      ( ) National Origin

Explain below as clearly as possible what happened and why you believe you were discriminated against. Describe all persons involved. Include name and contact information of person (s) who discriminated against you (if known) as well as names and contact information of witnesses.

**3. ADA Discrimination:** Discrimination based on a disability.

- Describe all persons who were involved. Include the name and contact information of the person(s) who discriminated against you (if known) as well as the names and contact information of any witnesses.
- If this complaint is related to equipment or structures (for example: buses or bus stops), please try to be as specific as possible in identifying which vehicle or locations may be creating the situation.
- Explain below as clearly as possible what happened and why you believe you were or are being discriminated against based on your disability.

**If more space is needed, please attach an additional sheet to this form.**

**Section IV:**

Have you previously filed complaint with this agency?		
What type of complaint did you file:		
ADA                  TITLE VI                  Other	Yes	No



ENGLISH

<b>Section V:</b>		
Have you filed this complaint with any other Federal, State or local agency, or any Federal or State court? ( ) Yes      ( ) No		
If yes, check all that apply and provide agency or court name:		
( ) Federal Agency: _____ ( ) Federal Court: _____		
( ) State Agency: _____ ( ) State Court: _____		
( ) Local Agency: _____		
Please provide information about a contact person at the agency/court where the complaint was filed:		
Name:	Title:	Agency:
Address:	Telephone:	E-mail:
<b>Section VI:</b>		
Name of agency complaint is against: _____		
Contact Person: _____		
Title: _____		
Telephone Number: _____		
E-Mail address: _____		

You may attach any written materials or other information that you think is relevant to your complaint.

Signature and date required below:

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

**Submission Options:** You may submit this form in person at the address below, by mail to the address below or you may scan this completed form along with all supporting materials and e-mail to the individual stated below. This form is also available online at: [gpmetrobus.com](http://gpmetrobus.com) / Inside METRO/ Policies.

**Transit Operations Manager**

Greater Portland Transit District

114 Valley Street

Portland, ME 04102

[tridge@gpmetro.org](mailto:tridge@gpmetro.org)



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## Policies and Procedures for General, ADA and Title VI Complaints

Rev. February 2022

### PURPOSE

Ensure that Metro's customers and the general public are aware of and have ready access to methods to communicate complaints about Metro's services, infrastructure, projects and policies.

### POLICY

METRO will provide a complaint process that meets the following goals:

- Accessible and well-advertised to the general public, to persons with disabilities and to populations covered by the Title VI of the Civil Rights Act of 1964;
- Provides for prompt and equitable resolutions;
- Contains appropriate due process standards;
- Documented internally in accordance with federal requirements.

### STAFF RESOURCES

- Lead Staff – Chief Transportation Officer has overall responsibility for implementation.
- Support Staff – Transit Operations Manager, Director of Human Resources, Director of Transit Planning, Marketing and Community Outreach Manager, Bus Operators, Customer Service Staff.

### CUSTOMER INFORMATION

Members of the public who have a general complaint are encouraged to complete the **Customer Contact/Complaint Form**, but may also contact Metro and submit a complaint by phone, e-mail or an in person. This form is attached to this policy as Attachment A.

Individuals who believe they have been the subject of discrimination due to disability (ADA) or race, color or national origin (Title VI) must file a written and signed **Customer Contact/Complaint Form** up to 180 days from the date of the alleged discrimination. Metro staff will be available to assist with completing the form if needed and can provide forms in accessible formats or provide language assistance.

Individuals can submit their complaint in the following ways:

- Complete the Customer Contact/Complaint Form at [gpmetro.org](http://gpmetro.org) and SUBMIT ONLINE.
- Download the Customer Contact/Complaint Form from METRO's website, complete form and e-mail to [info@gpmetro.org](mailto:info@gpmetro.org) or mail to METRO at 114 Valley Street, Portland, ME 04102.
- Acquire the Customer Contact/Complaint Form from METRO's offices and submit to Customer Service staff.
- Contact a Metro staff member by phone (207-774-0351) or e-mail ([info@gpmetro.com](mailto:info@gpmetro.com)) to communicate your complaint and Customer Service Staff will complete the form.

## **PUBLIC INFORMATION**

Metro will ensure access to the complaint process by posting this policy and the related complaint form on its website and having hard copies available at the Metro Pulse at Elm Street (Metro's downtown transit center). In addition, Metro will update printed materials to reference this process and postings will be placed at the Metro Pulse. Metro staff will conduct (and document) outreach to appropriate groups and organizations. Materials will note that this policy can be made available in five languages accessible formats. Metro's **Manager of Marketing and Community Outreach** shall have direct responsibility for this part of the procedure.

## **INTERNAL TRAINING**

Metro will train bus operators, administrative staff and customer service staff on the availability and implementation of these policies and procedures. METRO's **EEO Director** shall have direct responsibility for this part of the procedure.

## **COMPLAINT HANDLING PROCEDURES**

1. Within two (2) business days, the **Transit Operations Manager** will notify the customer that he/she received the complaint and will conduct an investigation. Within the same timeframe, the General Manager will be immediately notified of any complaints identified as or initially believed to be ADA or Title VI.
  - a. If a complaint is deemed incomplete, additional information will be requested, and the Complainant will be provided thirty (30) business days to submit the required information. Failure to do so may be considered cause for a determination of no investigative merit.
2. FOR GENERAL COMPLAINTS - within ten (10) business days from receipt of a complete complaint, the **Transit Operations Manager** will complete a written report outlining the investigation's conclusions and what, if any, resolutions will be implemented.
3. FOR ADA and TITLE VI COMPLAINTS – within two (2) business days from receipt of a complete complaint, the Transit Operations Manager (or designee in the case of absence) will report the complaint to the EEO Officer who will determine whether the complaint has sufficient merit to warrant additional investigation as an ADA or Title VI complaint. Within three (3) business days from this decision point, the EEO Officer (or designee) will notify the Complainant whether or not a formal ADA or Title VI investigation will be pursued.

***If the complaint is deemed to have investigative merit:*** A complete investigation will be conducted, and an investigative report will be completed within sixty (60) days from receipt of the complaint. The report will include a narrative description of the incident, summaries of all persons interviewed, a finding with recommendations for remedial steps as appropriate and necessary. The remedial steps, if any, will be implemented as soon as practicable. The Complainant will receive a copy of the final report together with any remedial steps.

***If the decision is not to investigate as an ADA or Title VI complaint:*** the notification shall specifically state the reason for the decision.

- a. The complainant may appeal the EEO Officer's decision by making a written request to the Executive Director within 30 days of receiving the EEO Officer's decision.

## Attachment B

- b. Upon receiving an appeal, the Executive Director will evaluate the appeals request, the original complaint, the facts of the case including the investigation process, conclusions and outcomes. The Executive Director's primary evaluation criteria will include: proper application of Title VI/ADA law and regulations, consistent and equitable investigation process, sound judgment and considerations of operational practicality.
  - c. The Executive Director will respond to the appeal within ten (10) business days.
  - d. Complaints may also be filed with the Federal Transit Administration (FTA) no later than 180 days after the date of the alleged discrimination. Complaints to FTA may be submitted to the following office:  
Federal Transit Administration  
Office of Civil Rights  
55 Broadway, 9th Floor  
Cambridge, MA 02142.
4. The EEO Officer will retain all pertinent records of ADA and Title VI complaints for five (5) years. Using MS Excel, MS Access or other appropriate database tool, the EEO Officer will maintain a summary log of all complaints received for one (1) year. The log shall include the date the complaint was filed, the type of complaint (i.e., General, ADA, Title VI), a summary of the allegations, the status of the complaint, and actions taken by Metro in response to the complaint.

### **APPLICABLE RESOURCES**

- Customer Contact/Complaint Form

## Title VI Log of Investigations, Lawsuits, and Complaints

### April 2019 - February 2022

<u>Type</u>	<u>Date</u>	<u>Contact Summary</u>	<u>Status</u>	<u>Corrective Action Taken</u>
Investigations	None			
Lawsuits	None			
Complaint	4/8/2019	Allegation that bus driver is racist and left him at stop.	Closed	
Complaint	6/19/2019	Allegation of no transfer.	Closed	Spoke with complaintant. He said the driver parks in the crosswalk because he is a jerk, not discriminating
Complaint	7/2/2019	Allegation of daily racial remarks and swearing by driver. Avoids driver if can.	Closed	Spoke with bus operator.
Complaint	1/21/2020	Missing portion of complaint w/ details.	Closed	Spoke with bus operator. He said he did not see a person at the stop. Called and explained to customer.
Complaint	1/22/2020	Allegation that driver passed by rider; refused transfer, \$.	Closed	Customer's written statement attached. Spoke with both bus operators but neither remembered the incident.
Complaint	2/4/2020	Allegation of racism against another rider.	Closed	Bus operators name was added.
Complaint	6/4/2020	Allegation of racism, kicked off bus.	Closed	Finding of no discrimination.
Complaint	6/4/2020	Allegation of refusal of service, driver called rider the "n" word and white passengers were loud & rude.	Closed	Finding of no discrimination. Passenger lied about the facts. Video showed the driver tried to speak with customer and didn't say n word.
Complaint	1/9/2021	Allegation of racism.	Closed	Finding of no racism.
incident	12/28/2021	Allegation of racism. Driver wouldn't give passenger op #.	Closed	Finding of no descrimination.
Complaint	5/4/2021	Allegation of racism, passenger off bus for being argumentative.	Closed	Investigation Completed. Driver was made aware of issue.

**Policy and Procedures for  
Soliciting and Considering Public Comment  
on Fare Increases and Major Service Reductions**

Rev. August 2016

**PURPOSE**

Define thresholds for major service reductions/fare changes and outline a process for soliciting, receiving and considering public comments to ensure GPTD implements a broad, inclusive, equitable and accessible decision making process.

**STAFF RESOURCES**

- Lead Staff – Marketing  
    Managre

**POLICY**

GPTD will implement the public participation plan outlined below when changes to services or fares meets/exceeds one or more of the following thresholds:

- A fare increase or significant change in the method of fare payment.
- A new route is being established.
- An existing route is proposed for elimination.
- Considering the total discontinuance of service on any route or group of routes on any given day when service is currently offered.
- Any system wide change in service hours that exceeds (plus or minus) 10% of current total service hours.
- Proposed modifications to routes or groups of routes that would affect more than 25% of the riders using the affected routes.
- Proposed schedule changes on any given route or group of routes that reduces the total number of one-way bus trips by more than 25% of the current number of bus trips.

**PUBLIC PARTICIPATION PROCEDURES:**

**Public Notice** – A public hearing(s) for fare increases and major changes/reductions shall be advertised in a daily publication of general circulation at least twenty (20) calendar days prior to conducting such hearing and shall be held at a location that is accessible to all interested persons including persons with disabilities and easily accessed by public transportation. An explanation of the content; along with the date, time, and location of the hearing will be published along with the instructions for submitting written comments; contact information for questions or additional information; the due date for the written comments.

Additional notifications will be issued using the following measures:

- “Rider alerts” and notices will be posted on-board fixed-route vehicles indicating when and where the meeting will take place at least twenty (20) calendar days in advance of the scheduled public meeting date.
- Notification will be included on GPTD’s website at least twenty (20) calendar days prior to the meeting along with notifications using social media.
- Notification will be included in GPTD’s agency newsletter and/or e-mail blast.
- A press release will be issued at least ten (10) calendar days prior to the meeting.
- The public hearing notice will be published in at least one publication serving minority communities at least twenty (20) days prior to conducting the meeting.
- Public meeting notices will be displayed at the transit center leading up to the public meeting.

**Public Meetings** – GPTD makes efforts to ensure that scheduling and locations are accessible to the public (this includes a location near public transportation, a time when public transportation is available; as well as an accessible building/room for individuals with disabilities).

- Public hearings will be held at central locations to inform the public of the planning process, solicit ideas, input, and feedback. GPTD will provide a presentation to attendees that explain the proposed service or fare changes before taking questions and comments.
- At least one (1) meeting will take place in the evening and/or on a weekend to accommodate those with traditional work schedules. Additionally, one meeting will be held during a traditional work day to accommodate those who work in the evenings or weekends.
- GPTD will ensure at least one (1) public hearing is implemented in each member community served.
- Upon request, GPTD will provide interpreters for those who do not speak English, materials for individuals with visual impairments, and sign language interpreters. The availability of these services will be mentioned in public notices.
- GPTD will conduct outreach to persons with a Limited English Proficiency (LEP) by submitting public meeting notices to local social agencies and public schools.

**Receiving Public Comments** – GPTD will document comments received during the course of the public input process in the following ways:

- Verbal Statements at Public Hearing – GPTD staff will formally record verbal comments made at each public hearing.
- Written Comment Form/Survey – GPTD will provide each attendee a comment form/survey on which to record their comments on the proposed service or fare changes.
- Online Comment Form/Survey – GPTD will include on its website an online comment form for members of the public to complete if they were unable to attend any of the meetings. The online comment form will be supported by information explaining the proposed service or fare changes.

GPTD will establish a fourteen (14) day window following the last public hearing implemented for members of the public to complete the online comment/survey or submit the written comment/survey. GPTD will also ensure that comments e-mailed to GPTD or taken by phone are included in the record of public comments.

**Consideration of Public Comments** – GPTD will consider public comments in the following ways:

- Analyzing standardized survey results to develop information on 1) support or opposition to the proposed service or fare changes, and 2) the impact of the changes on respondents' travel and daily life.
- Conducting "content analysis" of all written comments and transcribed comments (either from public hearing notes or comments submitted by phone). The content analysis will extract the key concerns or opinions expressed by participants and then code these concerns in a manner that can be subject to analysis.

Results of these analyses may lead GPTD staff to recommend modifications to the proposed service or fare changes to the Board's Ridership Committee.

The results of GPTD's analyses, the full record of written or transcribed comments received, summary survey results, and updated service or fare change proposals will be presented to GPTD's Board Ridership Committee for review, consideration and further recommendations. This committee meeting is open to the public.

Following the Ridership Committee meeting, the same information along with updated recommendations for actual service or fare changes will be presented to the Board of Directors for further recommendations and action. The Board of Directors meeting is open to the public.





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2019 Fare Change  
Title VI Fare Change Review

Delivered on: May 20, 2019

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Prepared by Four Nines Technologies



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# 1. Executive Summary

The Greater Portland Transit District (METRO) provides fixed-route bus service throughout the Greater Portland region in Maine to nearly two million riders each year. While METRO operates fixed-route service in an urbanized area (UZA) of 200,000 or more in population, METRO operates less than 50 fixed route vehicles in peak service. As such, under the federal Civil Rights Act (Title VI) guidance provided in Circular 4702.1B, METRO is only required to set system-wide standards and policies and is not required to complete a fare equity analysis for major fare changes. However, METRO is required to comply with the Department of Transportation (DOT) Title VI and Environmental Justice regulations, and therefore, METRO must also review its policies and practices to ensure its fare changes do not result in disparate impacts on the basis of race, color, or national origin or create a disproportionate burden for low-income riders.

The following report summarizes the review of the proposed fare change on fare equity. METRO recognizes a major fare changes as a fare increase or significant change in the method of fare payment. The date of the fare change is subject to the implementation timeline of the selected fare collection vendor. The new fare system is anticipated to be implemented by the end of 2019.

In order to identify potential adverse effects disproportionately borne by minority and low-income riders, an average fare analysis and geo-spatial retail network analysis was conducted on the proposed fare change and existing retail network.

**The fare equity review indicates that proposed fare structure and pricing changes may not result in adverse effects being disproportionately borne by minority or low-income riders for all aspects of the proposed change.** For fare changes, adverse effects could include an increase in cost, a reduction of discount given, or a reduction in accessibility of fare media. In general, the fare equity review indicates that the proposed fare structure and pricing changes result in larger adverse effects on non-minority and non-low-income riders as the percentage increase in the average fare is lower for minority and low-income riders. In addition, minority and low-income populations have slightly higher access to METRO's existing retail network. However, adverse effects may vary based on fare type and fare payment media. As such, certain aspects of the proposed changes may result in some groups bearing a disproportionate share of adverse effects. For example, cash riders who no longer receive paper transfers would experience a greater fare increase than other groups that migrate to the electronic fare media.

This fare equity review identifies only the proportionality of adverse effects and does not make a determination of either a Disparate Impact or Disproportionate Burden. The designation of whether the changes would result in a Disparate Impact on minority riders or a Disproportionate Burden on low-income riders would depend upon the threshold established by METRO policies. As a small operator, METRO is not required to adopt Disparate Impact and Disproportionate Burden Policies. These policies establish a statistical threshold to determine whether minority and low-income riders would be disproportionately impacted by a service or fare change, along with the methodology and procedures used to conduct an analysis. Absent these METRO policies, only a review of the fare policies and associated changes can be undertaken to determine whether minority and low-income riders would shoulder a greater proportion of the adverse effects than non-minority and non-low-income riders.

## 2. Title VI Policy Overview

### Federal Requirements

Title VI of the Civil Rights Act of 1964, Section 601 states:

*“No persons in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.”*

It is METRO’s objective to avoid, minimize, or mitigate disproportionately high and adverse impacts on minority and low-income populations. As a recipient of financial assistance from the Federal Transit Administration (FTA), METRO is required to comply with Title VI of the Civil Rights Act of 1964 and review service and fare changes at the planning and programming stages to determine whether those changes have discriminatory impact. According to the Federal Department of Transportation, equity in the provision of transit service is described as "providing equal levels of service to minority and non-minority residents of the urbanized area. Levels of service, in turn, are defined in terms of capital allocation and accessibility."

Despite being an FTA requirement, METRO has considered equity among other factors throughout the process of designing the proposed fare changes.

### METRO Title VI Policies

In 2012, FTA issued guidance under FTA Circular 4702.1B (Title VI Requirements and Guidelines for Federal Transit Administration Recipients), and Circular 4703.1 (Environmental Justice Policy Guidance for Federal Transit Administration Recipients) requiring large transit agencies to develop policies when they contemplate either service or fare changes.

While METRO operates fixed route service in an urbanized area (UZA) of 200,000 or more in population, METRO operates fewer than 50 fixed route vehicles in peak service. As such, under FTA Circular 4702.1B, METRO is required to only to set system-wide standards and policies and is not required to complete a fare equity analysis for major fare changes. However, METRO is required to comply with Title VI and Environmental Justice regulations, and therefore, METRO must also review its policies and practices to ensure its fare changes do not result in adverse effects being shouldered disproportionately by one group over another.

As such, while METRO is not required to conduct a fare equity analysis, it should conduct a review of the impacts of major fare changes on minority and low-income populations to identify potential adverse impacts on these populations.

METRO recognizes a major service and fare changes as the following:

- **A fare increase or significant change in the method of fare payment.**
- A new route is being established.
- An existing route is proposed for elimination.
- Considering the total discontinuance of service on any route or group of routes on any given day when service is currently offered.
- Any system-wide change in service hours that exceeds (plus or minus) 10% of current total service hours.
- Proposed modifications to routes or groups of routes that would affect more than 25% of the riders using the affected routes.
- Proposed schedule changes on any given route or group of routes that reduces the total number of one-way bus trips by more than 25% of the current number of bus trips.

For minor schedule and service changes not rising to the level of those above, METRO will post notices on appropriate buses and stops thirty (30) days in advance of the change date.

Public participation and obtaining public feedback on the proposed fare changes is of the utmost importance to METRO. In accordance with its Title VI Program, prior to the institution of any of these changes, the approval process must take the following form:

Step 1 - Internal staff review based on documented need, professional judgment, public request.

Step 2 - Preliminary review of proposed changes by one or more committees of the Board of Directors.

Step 3 - Preliminary review by the full Board of Directors.

Step 4 – Public input process commences using public meetings and other approached to gather broad-based feedback including surveys, presentations to stakeholder groups and organizations, and public presentations to city/town councils or other public bodies (e.g., planning boards, and council committees).

Step 5 - Public input along with final recommendations communicated to the METRO Board of Directors.

In the future, if METRO operates 50 or more fixed route vehicles in peak service, its Board of Directors will need to establish Disparate Impact and Disproportionate Burden Policies along with a revision of the Major Service Change Policy for the evaluation of service and fare changes. These policies would establish a statistical threshold to determine whether minority and low-income riders would be disproportionately impacted by a service or fare change, along with the methodology and procedures used to conduct a Service and Fare Equity Analysis. Using these thresholds, METRO would be able to conduct a fare equity analysis that evaluates specific elements of the proposed fare structure to determine whether the changes would result in adverse impacts that exceed the threshold established by the METRO policies, as outlined in Appendix K of the federal circular, C4702.1B. For fare changes, adverse effects could include an increase in cost, a reduction of discount given, or a reduction in accessibility of fare media.

Absent these METRO policies, a review of the fare policies and associated changes can be undertaken to determine whether minority and low-income riders would shoulder a greater proportion of the adverse effects than non-minority and non low-income riders. However, the designation of whether the change would result in a Disparate Impact on minority riders or a Disproportionate Burden on low-income riders would depend upon the threshold established in the future METRO policies. As such, the review within this report identifies proportionality of adverse effects but does not make a determination of either a Disparate Impact of Disproportionate Burden.

## 3. Fare Change Summary

### Background

METRO identified the following strategic objectives for its fare system:

- **Agency objectives**
  - Increase transit system usage, market penetration, and fare revenue
  - Lower the total cost of system ownership
  - Reduce the use of cash as a form of payment
  - Improve access to data and analytics for planning
  - Allow easy scalability for service expansion and additional partner transportation agencies (including ADA Paratransit services)
  - Improve flexibility by implementing a scalable open architecture system that is able to adapt and evolve
  - Support unlimited expansion of institutional pass programs
  - Leverage existing smart card/gift card networks for METRO fare card distribution
  - Minimize or eliminate the involvement of the bus operator in the fare payment process
  - Improve safety and security of bus operators and riders by reducing the use of cash and reducing conflict situations
- **Customer objectives**
  - Improve (i.e. simplify and accelerate) the customer experience in terms of payment options and steps to making payment
  - Shift the accessibility of discounts to rides taken versus dollar spent (i.e. fare capping)
  - Improve equity in the cost of using transit

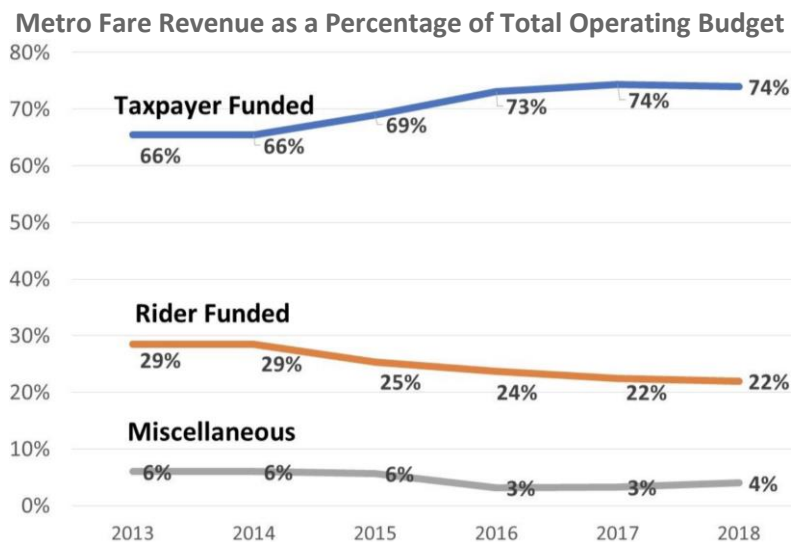
To evaluate its future possibilities, METRO looked to emerging best practices and standards within the industry and compared their current state from a fare policy and fare collection perspective to the current state of its peers. As a result of these evaluation efforts, METRO has decided to move forward with both changes to its fare structure and policies as well as its fare collection system.

METRO is in the process of procuring a new, account-based, integrated smart card and mobile ticketing next generation fare collection system. This new system will introduce a wide array of advanced capabilities to METRO in terms of the agency's ability to alter its fare policy, especially regarding available fare products and fare media distribution.

METRO intends to take advantage of the fare capping and retail distribution opportunities afforded by the new system. The account-based functionality of the system means the METRO back office will be able to track spending by each individual that uses a smart card or mobile ticketing to pay fares, which enables fare capping. Fare capping increases the affordability of passes, and thus access to the built-in discounts those passes provide, by allowing riders to pay in increments as they ride towards the cost of daily and monthly passes. The new system also provides greater opportunity for fare media distribution across a wide array of retail outlets because, instead of having to maintain an inventory of paper monthly pass products that change each month, stores within the METRO service area will be able to integrate METRO smart cards into their existing J-hook gift card networks and processes. The retail network is intended to serve as a cash-loading network where METRO riders can use the existing point-of-sale devices at specific retail locations to load cash value into the transit account connected to their mobile ticketing app or smart card.

METRO will be implementing a fare increase alongside the debut of its new electronic fare collection system. METRO last increased its fares in 2010. Since then, METRO has made significant improvements to its system,

including new services and more frequent service on existing routes, that have been paid for primarily using taxpayer dollars. As of 2018, the percentage of funding coming from fares has dropped below the Board adopted minimum of 25%. The divergence of taxpayer-funded versus rider-funded revenue as a percentage of total budget is illustrated in the chart below.



The coming fare increase is intended to raise the percentage of agency funding from fare revenues to the Board-mandated threshold. The fare increase will also provide METRO with the financial capacity necessary to expand its reduced fare offerings and to implement fare capping as a method for increasing equity among riders as part of the fare change.

## Current Fare Structure

### General Public

METRO’s current fare product offerings and their prices are shown in the table below.

Current Fare Structure

	Full Fare	Reduced Fare*	Youth Fare**
<b>LOCAL ROUTES</b>			
Cash Single Ride	\$1.50	\$0.75	\$1.00
Single Ride Ticket	\$1.50	\$0.75	\$1.00
Day Pass	\$5.00	Not available	Not available
10-Ride Ticket	\$13.50	\$6.75	Not available
Monthly Pass	\$45.00	Not available	Not available
<b>BREEZ ROUTES</b>			
Cash Single Ride	\$3.00	\$1.50	\$2.00
Single Ride Ticket	\$3.00	\$1.50	\$2.00
Day Pass	\$10.00	Not available	Not available
10-Ride Ticket	\$27.00	\$13.50	Not available
Monthly Pass	\$90.00	Not available	Not available

\*Reduced fare includes seniors ages 65+ and persons with disabilities.

\*\*Riders ages 18 and younger qualify for the youth fare.



Riders paying cash and using single ride or 10-Ride tickets are able to ask for a free transfer upon boarding. Each paid boarding entitles the rider to only one free transfer. The transfer can only be used to board a different bus route going in the same direction of travel as their previous route; transfers cannot be used to complete round trips.

Riders can use their Monthly Passes, 10-Ride Tickets, and transfers on South Portland Bus Service (SPBS) in addition to on METRO services, as these products are offered and accepted by both transit agencies. METRO does honor transfers from the other regional operators in the area, but does not cross-honor any of their fare products.

## Institutional Pass Programs

METRO has a number of contractual agreements with institutions throughout its service area. Currently, these agreements are limited to schools, colleges, and universities. With the implementation of a new fare collection system, METRO hopes to expand its pass program offerings to a broader set of institutions, including businesses.

Under each existing pass program, boardings are paid for by the partner institution through a contract agreement with METRO. Students are not required to pay when boarding.

### Portland Public Schools

Through a partnership between METRO and Portland Public Schools, all students attending Casco Bay, Deering, and Portland high schools receive a METRO Student Transit Pass to use the METRO system for school transportation. The pass also provides transportation access to students after school, nights, weekends, and during school breaks. These passes can also be used throughout the summer. Portland Public School passes are only allowed to be used on Local services.

### Baxter Academy

Through a partnership between METRO and Baxter Academy, students requiring transportation receive a METRO Student Transit Pass that provides them with complete access to the METRO system. Baxter Academy passes expire at the end of each school year. Baxter Academy passes can be used on Local and Breez services.

### Southern Maine Community Colleges (SMCC)

SMCC students ride METRO free with their SMCC ID and a valid semester sticker. SMCC IDs are valid on Local and Breez services.

### University of Southern Maine (USM)

USM students ride METRO free with their USM ID and a valid semester sticker. USM IDs are valid on Local and Breez services.

## Fare Change Recommendations

METRO's fare change recommendations have been developed in response to METRO's fare policy and technology goals:

- Grow ridership
- Improve simplicity and convenience of fare payment
- Reduce use of cash; speed up passenger boarding process
- Improve equity in passengers' cost of using transit
- Balance the cost of service between taxpayers and riders

An overview of the proposed fare changes is below, followed by more detailed explanations of the specific changes.

## Proposed Fare Structure

	Current Fare Structure			Proposed Fare Structure	
	Full Fare	Reduced Fare *	Youth Fare **	Full Fare	Reduced Fare ***
<b>LOCAL ROUTES</b>					
Cash Single Ride	\$1.50	\$0.75	\$1.00	\$2.00	\$1.00
Single Ride Ticket	\$1.50	\$0.75	\$1.00	\$2.00	\$1.00
Day Pass	\$5.00	Not available	Not available	\$6.00	\$3.00
10-Ride Ticket	\$13.50	\$6.75	Not available	eliminated	eliminated
Monthly Pass	\$45.00	Not available	Not available	\$60.00	\$30.00
<b>BREEZ ROUTES</b>					
Cash Single Ride	\$3.00	\$1.50	\$2.00	\$4.00	\$2.00
Single Ride Ticket	\$3.00	\$1.50	\$2.00	\$4.00	\$2.00
Day Pass	\$10.00	Not available	Not available	\$12.00	\$6.00
10-Ride Ticket	\$27.00	\$13.50	Not available	eliminated	eliminated
Monthly Pass	\$90.00	Not available	Not available	\$120.00	\$60.00

\*Reduced fare includes seniors ages 65+ and persons with disabilities.

\*\*Riders ages 18 and younger qualify for the youth fare.

\*\*\* Includes former Reduced Fare and Youth Fare categories

## Base Fares

On Local services, the full fare base fare will increase from \$1.50 to \$2.00, and the reduced fare base fare will increase from \$0.75 to \$1.00. On Breez services, the full fare base fare will increase from \$3.00 to \$4.00, and the reduced fare base fare will increase from \$1.50 to \$2.00.

Student base fares for Local and Breez services will not change from \$1.00 and \$2.00, respectively, because METRO plans to increase the Youth fare discount from the current 33% up to a 50% discount as part of the fare change. This will bring the youth fares, and their discount level, in line with the reduced fares, enabling the consolidation of the two fare categories. Providing the same discount to youth and reduced fare riders will improve simplicity and convenience of fare payment. Moving forward, individuals 18 and under will be eligible for the same reduced fare base fares and capping thresholds as seniors and persons with disabilities.

The cost of a rider's applicable base fare will be the same regardless of whether they are using cash or an electronic fare payment media (e.g., smart card or mobile ticketing). Riders will not need to pay to purchase a smart card or to download the mobile ticketing app.

## Transfers

Unlike today, riders paying cash will not be able to request a free transfer; cash riders will instead be required to pay the applicable base fare each time they board a vehicle. This is to address the policy goal to reduce the use of cash and speed up the passenger boarding process.

Riders using electronic fare payment will gain access to all Local services for 90 minutes each time they pay a Local base fare and will gain access to all Local and Breez services for 120 minutes each time they pay a Breez base fare. There will be no limits on this access, meaning that, unlike today, riders will be able to make an unlimited number of boardings and travel in any direction within the specified number of minutes, including to complete a roundtrip. For service upgrades, the electronic fare collection system will deduct stored value from riders' accounts when riders transfer from Local to Breez services.

## Passes, Tickets, & Other Products

Under the new system, Local Day Passes will increase from \$5.00 to \$6.00, Breez Day Passes will increase from \$10.00 to \$12.00, Local Monthly Passes will increase from \$45.00 to \$60.00, and Breez Monthly Passes will increase from \$90.00 to \$120.00. Instead of purchasing passes in advance, all four of these products will be earned by the rider through fare capping and only accessible through electronic fare payment. Paper Day and Monthly Passes will no longer be sold.

The fare change will also introduce four new reduced fare products, each priced at 50% of their full fare equivalent. These new reduced fare products are a Local Reduced Fare Day Pass (\$3.00), a Breez Reduced Fare Day Pass (\$6.00), a Local Reduced Fare Monthly Pass (\$30.00), and a Breez Reduced Fare Monthly Pass (\$60.00). As with their full fare equivalents, these products will be earned by the rider through fare capping and only accessible through electronic fare payment.

Under the fare capping strategy, a METRO rider will pay the appropriate fare each time they board a vehicle – as determined by the type of service they are using and the type of rider they are (e.g., full fare rider vs reduced fare rider) – until they hit a fare “cap”. A fare cap is the maximum price a rider is expected to pay to use METRO’s services within a specified time period. After a rider hits a fare cap, they will no longer need to pay a fare to board METRO for the remainder of the time period. For instance, full fare riders would pay per boarding for each of their trips up through their 30th trip, because a monthly pass costs 30x the base fare. Starting with a rider’s 31st trip, that trip and each subsequent boarding would be free for the rest of the calendar month. If a full fare rider uses a combination of Local and Breez services, once the rider has paid for the 30th trip, all travel on Local services would be free for the remainder of the month; once the rider has paid a total of \$120 in a given month, the rider will ride free on all services. The daily fare cap will follow the same business rules as the monthly fare cap with a threshold of three trips.

METRO will eliminate 10-Ride Tickets and their associated discount as part of the fare change.

Single ride tickets will still be sold under the proposed fare change. METRO will sell full fare and reduced fare single ride tickets at the customer service window at their downtown transit center, known as the Pulse, and at their agency headquarters. The value of a full fare single ride ticket will be \$2.00 (Local Full Fare Base Fare), and the value of a reduced fare single ride ticket will be \$1.00 (Local Reduced Fare Base Fare). Riders wishing to use single ride tickets to board Breez services will simply be required to deposit two single ride tickets into the farebox. Social service agencies will be able to purchase single ride tickets in bulk to meet client transportation needs; these bulk orders will not be subject to any sort of discount. Similar to riders who choose to pay cash, riders boarding using a single ride ticket will not be eligible for any transfer benefits.

Social service agencies and other third parties such as Logisticare will also have a new option to anonymously add stored value to an individual’s account, which is meant to replace the current practice of provisioning paper monthly passes, for clients with longer-term needs or the distribution of transit benefits. Stored value used by clients, even if provided by a third party, will contribute to reaching daily and monthly fare caps.

## Reduced Fare Policies

As mentioned above, seniors ages 65 and older and persons with disabilities are eligible for a reduced fare. Today, these riders have multiple options for proving their eligibility for reduced fares and receiving a personalized METRO reduced fare ID card:

- Disability eligible through Veteran's Association (with copy of Qualifying letter)
- Medicare Card Holder (Red, White, and Blue card, not MaineCare)
- Person with Disabilities (with supporting medical documentation)
- Recipient of SSI / SSDI benefits (with copy of Qualifying letter)
- Senior aged 65 plus (with valid photo ID including birth date)

When boarding METRO services, riders can display their Medicare Card, their valid photo ID including birth date that shows they are 65 or older, or their METRO reduced fare card to the bus operator to prove their eligibility. There are no proposed changes to this policy or the eligibility process for current reduced fare rider groups. Riders who pay cash at the farebox instead of mobile app or smart card will not receive transfers and will not benefit from fare capping.

Currently, youth riders ages 18 and under receive a fare discount and are generally not required to provide any proof of eligibility (e.g., student ID, photo ID including birth date) to receive discounted fare upon boarding. As part of the proposed fare change, this rider category will be combined with reduced fare.

In the future, instead of receiving a METRO reduced fare flash pass, reduced fare individuals who choose to come into the METRO headquarters and provide documentation of proof of eligibility will receive a personalized reduced fare smart card. Individuals can also continue to mail, email, or fax in their applications with a photo. If a rider has a reduced fare smart card, they will not be required to provide proof of eligibility when boarding METRO services.

Offboard reduced fare eligibility enforcement introduces the need to create a policy identifying what documentation can be presented to prove youth fare eligibility. METRO plans to accept the following documentation for youth fare eligibility:

- Photo ID including birth date (e.g., driver's license)
- Student ID with graduation date
- Birth certificate
- Medicaid benefit card
- Passport
- Medical record
- School report card with birth date

METRO will also work with local schools to assist in the distribution of youth smart cards. Students at participating Portland Public Schools will receive their smart cards through the institutional pass programs.

Reduced fare riders using cash, single ride tickets, or the mobile app will need to prove their eligibility for a reduced fare when boarding by displaying their Medicare Card or their valid photo ID including birth date that shows they are 65 or older to the bus driver. For seniors and persons with disabilities, the smart card will have a photo to enable a rider to use for proof of eligibility when paying cash.

## Institutional Pass Programs

Today's institutional pass programs with Portland Public Schools, Baxter Academy, Southern Maine Community College, and University of Southern Maine are enforced by having the student flash their school ID when boarding. The operator then presses the appropriate pass program key to record the boarding. In the future, members of institutional pass programs will tap their IDs on the smart card reader, and their boarding will automatically be recorded. Their IDs will function as "right to ride" passes that give them access to the entire METRO system so long as their ID number is identified by their institution as an eligible ID. As with today's system, the rider will not be required to pay any fare upon boarding; the boarding will be charged to the institution in line with their particular contract agreement with METRO.

Any other institutions brought into a pass program will be implemented in this same way. If the institution is unable to use their own member IDs with the system or does not have member IDs, METRO will provide smart cards for the institution to distribute to its members. Like the current institutional pass programs, institutions will pay for the boardings undertaken by its members at the rates agreed upon by METRO and the institution in their contract.

## Regional Agreements

Under the new system, riders using electronic fare payment will have transfer access to services of the same fare type across all participating agencies within the established time window (i.e., 90 minutes for Local and equivalent services, 120 minutes for Breez and equivalent services). These electronically accessed transfer privileges will replace paper transfers; cash riders will not have access to interagency transfers.

Riders will also be able to access fare capping benefits across all services of the agencies who choose to participate. This cross-agency fare capping will replace previous cross-honored 10-Ride Tickets and Monthly Passes.

Shuttlebus-ZOOM plans to participate in the new electronic fare collection system, and as a result, riders using electronic fare payment will have free interagency transfers and cross-agency fare capping between METRO and Shuttlebus-ZOOM. This will be a change from the current state in that no cross-honoring of products currently exists between these two agencies. South Portland Bus Service (SPBS) is as yet unsure as to whether they will participate in the new system. If they do, SPBS will experience the same interagency transfers and fare capping privileges as planned for Shuttlebus-ZOOM. If the agency does not choose to join, there will be no transfer agreements or cross-honoring of products between the agencies, which will be a departure from the current state. Passengers travelling between the two systems would be required to purchase fares for both systems.

## Fare Change Public Outreach

### February 2019 Rider Survey

In February of 2019, METRO distributed a rider survey both in person, including at the Pulse downtown transit center, and online to better assess (1) how people were currently using the system and (2) rider's opinions of potential new fare payment technologies.

The survey asked riders about their frequency of use of the METRO system, common fare payment methods, access to financial services, access to a smartphone, and opinions about potential electronic fare payment options, among other topics. Included within were a number of questions designed to ask how likely or unlikely riders were to use either a smart card or mobile ticketing to pay their fare, what they liked and did not like about either option, and whether they had a preference between these two technologies. By connecting these answers to questions about access to financial services and smartphone ownership, the survey data could be used to assess both the attitude towards these technologies as well as riders' actual abilities to take advantage of these technologies.

General feedback received included:

- The majority (55%) of respondents indicated that they take two trips on METRO in a typical day.
- Most riders (33%) pay cash when boarding the bus, while the next most common methods of fare payment were 10-Ride Ticket (31%), Monthly Pass (18%) and Student/College ID or Pass (15%).
- Most riders said a smart card would be their preferred method of payment (42%); 30% selected mobile ticketing, 16% selected their existing pass or ticket option, and 12% selected cash
- Common reasons for liking the idea of smart cards and mobile ticketing included:
  - I don't need to carry cash (63% of respondents)
  - I can purchase my fare from anywhere (63%)
  - I can reload my fare automatically (60%)
  - It saves me time since I don't need to go to a retailer to purchase my pass (58%)
  - I can board the bus more easily (50%)
  - I can see and purchase my fare on my smartphone (44%)

- Common reasons for not liking the idea of smart cards and mobile ticketing included:
  - Privacy concerns (41% of respondents)
  - I prefer to use my current pass or ticket (24%)
  - I prefer to pay cash (18%)
  - I don't have a smartphone (17%)
  - I don't have a credit card or a debit card (9%)
  - Too difficult to understand (9%)
- Approximately 12% of respondents do not have a smartphone or tablet with internet access
- Approximately 82% of respondents use a debit card, 78% use a checking account, 60% use a credit card, 31% use mobile payments, and 8% use a prepaid debit card

The survey also included demographic questions about age, gender, income, ethnicity, and languages spoken. In general, minority and non-minority respondents were as interested in the ability of using a smart card or smartphone for fare payment. Lower income respondents were slightly less interested in using a smart card or smartphone for fare payment.

**Favorability of Using Smart Card or Smartphone to Pay Fare by Minority Status**

	Favorable	Unfavorable	Neutral/Blank	Total
<b>Minority</b>	66%	12%	22%	<b>100%</b>
<b>Non-Minority</b>	71%	15%	14%	<b>100%</b>

**Favorability of Using Smart Card or Smartphone to Pay Fare by Income**

	Favorable	Unfavorable	Neutral/Blank	Total
<b>Less than \$25,000 (Less than \$2,084 per month)</b>	62%	17%	22%	100%
<b>\$25,000 to \$49,999 (\$2,084 to \$4,166 per month)</b>	71%	15%	14%	100%
<b>\$50,000 to \$74,999 (\$4,167 to \$6,249 per month)</b>	81%	10%	9%	100%
<b>\$75,000 or more (\$6,250 per month or more)</b>	88%	6%	5%	100%
<b>Total</b>	<b>69%</b>	<b>16%</b>	<b>15%</b>	<b>100%</b>

A copy of the survey is attached to this review as Appendix A. In total, 527 responses were collected.

**Public Meetings**

METRO has sought public input on the proposed fare change and electronic fare collection system through a number of forums. METRO held eight public meetings throughout their service area to provide accessibility for a broad set of riders. Public meetings were held in central locations at varying times including afternoon, evening and Saturday morning.

- Portland Public Library | Tuesday, March 12 | 3-7 p.m.
  - 34 attendees
  - WGME live report and interview with METRO General Manager Greg Jordan and a METRO rider
- Portland Public Library | Saturday, March 16 | 10:30 a.m. - NOON
  - 38 attendees
  - Included members of Portland's Disability Advocates Committee
- Brunswick Town Hall | Thursday, March 14 | 5-7 p.m.
  - 10 attendees
  - Included Town Councilor

- Westbrook Community Center | Monday, March 18 | 3:30 -7:30 p.m.
  - 5 attendees
  - Included City Councilor/METRO Board member Michael Foley, a representative from Maine Career Center, and a representative from the Office of the Visually Impaired
- Yarmouth Town Hall (Community Room): Tuesday, March 19 | 5-7 p.m.
  - 9 attendees
  - Included Town Manager Nat Tupper
- Falmouth - Lunt Auditorium | Wednesday, March 20 | 5 - 7 p.m.
  - 2 attendees
- Freeport Town Hall | Monday, March 25 | 5 - 7 p.m.
  - 2 attendees
  - Included Town Planner Donna Larson
- Gorham Municipal Center | Tuesday, March 26 | 5 - 7:30 p.m.
  - 5 attendees
  - Included Town Councilors Ron Shepard and Virginia Wilder Cross

The public meetings were structured to be interactive, with boards displaying pertinent information about the fare change and new technology set up around the room. METRO employees, who were stationed throughout, were available to answer questions. A copy of the materials presented on these boards are available as Appendix B. METRO also created a short video to explain the concept of fare capping that was looped on a big screen during the meetings. The video can be accessed through the following URL: <https://www.youtube.com/watch?v=27znDOJKCRU&feature=youtu.be>.

## Public Notices and Communication Procedures

METRO submitted two legal notices, one to advertise the public meetings and another to advertise the public hearing in accordance with the Public Participation Procedures in METRO's Title VI Program:

- Press Herald published February 17, 2019 - 20 days prior to public meetings held between March 12 and March 26, 2019
- Maine Sunday Telegram published March 19, 2019 - 20 days prior to April 10, 2019 public hearing

METRO placed print ads communicating the dates of the public meetings in all editions of The Forecaster, a local publication that covers the communities of Brunswick Falmouth, Freeport, Portland, South Portland, Westbrook, and Yarmouth, and also in the March edition of Amjabmo, Maine's free newspaper for and about New Mainers from Africa.

A press release to media outlets and stakeholders listing background information on the fare pricing proposals and the dates and locations of meetings also received additional traction, resulting in the following media coverage:

- Maine BIZ – March 6, 2019 <https://www.mainebiz.biz/article/greater-portland-metro-proposes-changes-to-fares-payment-structure>
- The Forecaster – March 20, 2019 (all editions) <http://www.theforecaster.net/greater-portland-metro-proposes-fare-payment-changes/>
- WGME TV – March 12, 2019 <https://wgme.com/news/local/greater-portland-metro-exploring-new-fare-prices>

'Rider alerts' and signage were posted inside all buses and at the Pulse, METRO's downtown transit center, advertising the public meetings and public hearing from mid-February through the end of March. METRO also used its Facebook account to digitally advertise the meetings and their location, date, and time information.



On its website, METRO advertised all public meetings and the public hearing. Anyone who signed up through the website to receive rider alerts also received this information directly through email. Additionally, the website provided access to all materials presented at the public meeting as well as a survey for riders to express their opinions about the fare change and the new fare collection technology.

METRO sent an email blast to 100+ stakeholders with information on the meetings and hearing and the fare policy proposals, along with links to more information on the METRO website and the survey soliciting feedback.

## Public Hearing

The public outreach culminated in a public hearing held Wednesday, April 10 from 5:45-7:00pm at the East End Community School in downtown Portland, accessible by three separate bus routes. The meeting was purposely held in conjunction with the METRO Ridership Committee Meeting comprised of Board members to increase engagement. The Ridership Committee meets monthly, typically the third Thursday, and includes agenda items most impacting riders.

There were 25 total hearing attendees. Seven of the attendees were METRO staff, METRO Board members, or Ridership Committee members. 18 of the attendees were members of the public.

At the hearing, METRO General Manager Greg Jordan presented a PowerPoint of the proposed fare changes and payment options. Highlights included a review of a fare pricing peer agency review, the timeline of METRO improvements, objectives and reasons for proposals, and an explanation of the proposed technology and its benefits.

The following is an edited list of the public comments and questions related to the fare change proposal that arose at this meeting. Note that all questions asked at the meeting, and therefore noted below, were answered by the METRO staff in attendance.

- The 90-min. cap may not be long enough for people in wheelchairs mobility-restricted.
- A fare increase is overdue.
- Will there be an unlimited multi-day pass listed for visitors?
- Concerned about people who can't afford bus fare. Likes changes otherwise.
- Greg Jordan has transformed the system.
- Is the price of a 10-ride ticket going up when the fare increases, but before smart cards and fare capping go into effect?
- What happens to 10-ride tickets purchased before the fare increase?
- Would like clarification about 10-ride tickets expiring at the end of December and smart cards not going into effect until January 2020.
- Will monthly passes be cut at the beginning of 2020?
- Will smart cards work in South Portland?
- If South Portland is not "on board," what will happen?
- How will groups like Logisticare, who currently sends passes to people who qualify, be able to get into this? They depend on the US Mail, so will there be a delay?
- How do you check the balance left on your smart card?

## Additional Venues for Public Input

The public had additional opportunities to contact METRO staff about the fare pricing proposals through email ([info@gpmetro.org](mailto:info@gpmetro.org)), telephone (207-774-0351), and regular mail at the METRO office, 114 Valley Street in Portland. An online survey was distributed to the public to provide feedback on the fare proposals and add additional comments. The online survey was open between March 12, 2019 and April 30, 2019.



## Overview of Public Input Results

The public process took place during the months of March and April. In general, results of the public involvement process indicate that while riders are concerned about the fare increase, there is support for introducing new payment options and sufficient understanding that the proposed changes improve equity, affordability and convenience. Out of 166 respondents to a survey made available online and in hard copy, 73% reported that the proposed changes are either mostly positive for them or have a mix of positive and negative elements. 12% reported that the changes would not impact them. 15% report that the changes are mostly negative.

Table 2 provides a summary overview of written comments received through surveys, e-mail, phone calls and on social media.

Table 2: Summary of Written/Verbal Comments Received

Comment Type	#	%
Concern about Fare Increase	34	23%
General support	30	20%
Maintain paper tickets alongside electronic	27	18%
Miscellaneous	18	12%
Concern about Security-Privacy	7	5%
Concern about smart phone access	7	5%
Timeline	7	5%
General opposition	6	4%
Maintain paper tickets alongside electronic	5	3%
General Opposition	4	3%
Service comment	4	3%
<b>Total</b>	<b>149</b>	<b>100%</b>

## 4. Fare Payment & Demographic Data

### Fare Data & Use

A number of data sources were used to compile the information necessary to review fare data and use.

#### February 2019 Rider Survey

Data from the February of 2019 Rider Survey, conducted in person at the Pulse downtown transit center and online, were used to understand the minority and low-income status in determining the impacts of the proposed fare changes. The survey asked riders about their frequency of use of the METRO system, common fare payment methods, access to financial services, access to a smartphone, and opinions about potential electronic fare payment options in addition to demographic questions about age, gender, income, ethnicity, and languages spoken. This is the most recent and comprehensive survey of METRO riders available that includes the necessary demographic and fare product use data points. These response data were used to inform assumptions about rider demographic splits among the different fare payment and product options offered by METRO, which then fed into the average fare analysis described later in this document.

In total, 527 responses were collected. The responses are not statistically valid but provide the best information available regarding the demographics of METRO's riders.

#### 2013-2017 American Community Survey 5-Year Estimates

The 2013-2017 American Community Survey 5-Year (2013-2017 ACS 5-Year) data was used to better understand the demographics of the broader METRO service area as well as areas within a half mile of existing METRO retail locations. This data was available at the census block group level.

### Ethnicity & Income Assumptions

#### Ethnicity Assumptions

For purposes of the fare equity review, minority populations are those who have not identified themselves as only "Caucasian/White" on the February 2019 Rider Survey and those who identified their race as "White" and ethnicity as "Not Hispanic or Latino" on the 2013-2017 ACS 5-Year. Ethnicity/Race categories include:

- 1) American Indian and Alaska Native, which refers to people having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment.
- 2) Asian, which refers to people having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- 3) Black or African American, which refers to people having origins in any of the Black racial groups of Africa.
- 4) Hispanic or Latino, which includes persons of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
- 5) Native Hawaiian or Other Pacific Islander, which refers to people having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

#### Income Assumptions

METRO uses the Federal Department of Health and Human Services (HHS) thresholds for defining the low-income population. Using 100% of the HHS federal poverty level threshold, based on average household size of

2.2 from 2010 U.S. Census data for all households within the METRO service area, the METRO income threshold translates to households that make \$20,600 or less.

**Low-income Definition and Federal Poverty Rate 2019**

PERSONS IN FAMILY/HOUSEHOLD	POVERTY GUIDELINE
1	\$12,490
2	\$16,910
3	\$21,330
4	\$25,750
5	\$30,170
6	\$34,590
7	\$39,010
8	\$43,430
For families/households with more than 8 persons, add \$4,420 for each additional person.	

Source: 2019 HHS U.S. Federal Poverty Guidelines

On the February 2019 Rider Survey, this threshold would correspond with respondents who reported a total household income in 2019 of less than \$25,000. As a result, the analysis may classify respondents as low-income even though their household income is above 100% of the federal poverty level. This may result in an overstatement of low-income ridership.

**February 2019 Rider Survey Income Categories**

Q18. What is your total combined annual household income?	
Less than \$25,000 (Less than \$2,084 per month)	\$50,000 to \$74,999 (\$4,167 to \$6,249 per month)
\$25,000 to \$49,999 (\$2,084 to \$4,166 per month)	\$75,000 or more (\$6,250 per month or more)

The federal poverty income thresholds used for the Census vary based on household size, age of the householder, and number of children. The thresholds are also updated each year using the Consumer Price Index (CPI-U). For the 2013-2017 ACS 5-Year data, the Census definition of 100% federal poverty level was used for the analysis. While this doesn't align with the 2019 HHS definition of federal poverty, this data is not used as a sole data point for the analysis but is used to corroborate other data assumptions.

**Poverty Thresholds for 2017 by Size of Family and Number of Related Children Under 18 Years**

Size of family unit	Weighted average thresholds	Related children under 18 years								
		None	One	Two	Three	Four	Five	Six	Seven	Eight or more
<b>One person (unrelated individual):</b>	12,488									
Under age 65.....	12,752	12,752								
Aged 65 and older.....	11,756	11,756								
<b>Two people:</b>	15,877									
Householder under age 65.....	16,493	16,414	16,895							
Householder aged 65 and older.....	14,828	14,816	16,831							
<b>Three people.....</b>	19,515	19,173	19,730	19,749						
Four people.....	25,094	25,283	25,696	24,858	24,944					
<b>Five people.....</b>	29,714	30,490	30,933	29,986	29,253	28,805				
<b>Six people.....</b>	33,618	35,069	35,208	34,482	33,787	32,753	32,140			
<b>Seven people.....</b>	38,173	40,351	40,603	39,734	39,129	38,001	36,685	35,242		
<b>Eight people.....</b>	42,684	45,129	45,528	44,708	43,990	42,971	41,678	40,332	39,990	
<b>Nine people or more.....</b>	50,681	54,287	54,550	53,825	53,216	52,216	50,840	49,595	49,287	47,389

Source: U.S. Census Bureau.

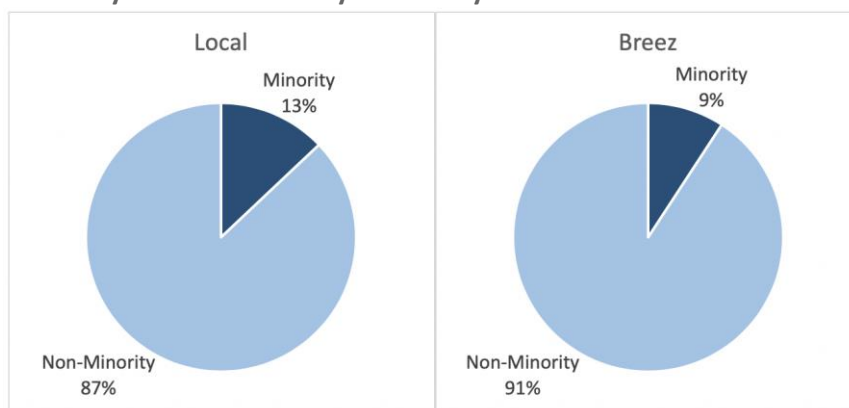
## 5. Ridership and Demographic Overview

The following provides an overview of METRO’s system-wide ridership taken from the February 2019 Rider Survey, which is the most recent study for which results are available. These demographic statistics have been considered in the development of the fare change recommendations in order to minimize or avoid the potential for changes to result in an adverse impact on minority or low-income riders.

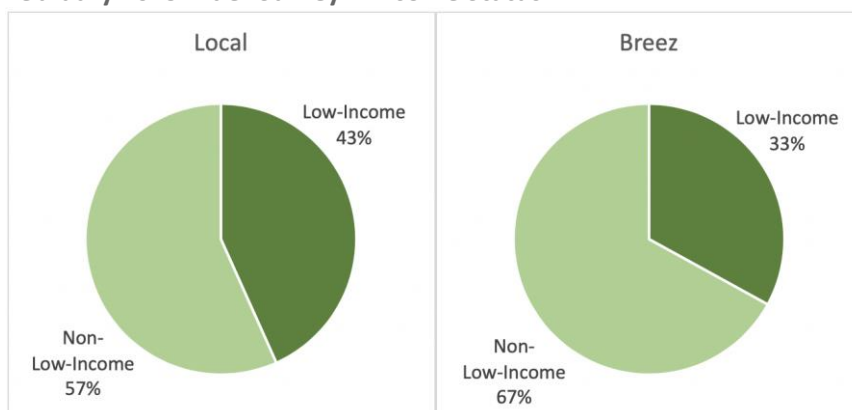
### Ethnicity & Income

The following figures provide a system-wide overview on ethnicity and income. For purposes of the analysis, and in this review, minority status is characterized as anyone who responded to anything other than “White/Caucasian.” Low-income status includes those making below \$25,000.

**February 2019 Rider Survey - Minority Status**



**February 2019 Rider Survey - Income Status**



The minority status of METRO riders generally aligns with the demographics of the METRO service area; whereas, METRO riders are more likely to be low-income than the service area population. Based on the Geo-Spatial Retail Network Analysis discussed further in Section 6, according to 2013-2017 ACS 5-Year data, 11.7% of the service area population is considered minority and 12.8% of the population is considered low-income.

### Ridership Fare Payment Characteristics

We also reviewed the income and ethnicity of riders by fare type to recognize that various fare changes may impact some protected groups more than others. The following tables present ethnicity/race and income percentages by fare type. Given the small sample size, respondents who use Breez are combined with Local respondents.

**Minority and Low-Income Status by Fare Type**

<b>Fare Product</b>	<b>Minority</b>	<b>Non-Minority</b>	<b>Low Income</b>	<b>Non-Low-Income</b>
<b>Full Fare</b>				
Cash/Single Ride without transfer	6%	94%	26%	74%
Cash/Single Ride with transfer	20%	80%	37%	63%
10 Ride without transfer	3%	97%	14%	86%
10 Ride with transfer	11%	89%	23%	77%
Day Pass	11%	89%	31%	69%
Monthly Pass	9%	91%	33%	67%
<b>Reduced Fare</b>				
without transfer	8%	92%	56%	44%
with transfer	18%	82%	75%	25%
<b>Youth Fare</b>				
overall	50%	50%	60%	40%
<b>Institutional Pass Program (Student/College ID)</b>				
overall	15%	85%	47%	53%
<b>Survey Average</b>	<b>13%</b>	<b>87%</b>	<b>41%</b>	<b>59%</b>

Source: February 2019 Rider Survey

## 6. Equity Review Methodology & Findings

### Average Fare Analysis

The average fare analysis uses current fare payment and ridership data in order to forecast specific ridership and fare payment changes along with the impacts associated with changes in each fare category. Combined with the data contained in the February 2019 Rider Survey, fare payment information is disaggregated by income and ethnicity within each fare payment category. This produces an “average fare” on a system-wide level as well as for each fare and service type—both existing and proposed. This includes fare products and fare structures that are currently in use as well as those being proposed to change with the fare change recommendations. The Average Fare Analysis also provides the percentage change between the existing and proposed fare structures by fare type, and by income and ethnicity, in order to compare the fare increases experienced by minority and non-minority riders as well as low-income and non-low-income riders and identify proportionality of adverse effects.

FY2018 farebox revenue and ridership segmented by fare type is used to determine the distribution of ridership among fare products, rider categories, and modes.

### Fare Payment Assumptions

The primary objective of the average fare analysis is to determine the percentage increase in the average fare paid by minority and non-minority riders and by low-income and non-low-income riders to identify potential adverse impacts on minority and/or low-income riders. In order to do estimate the average fare paid under the existing fare structure and under the proposed fare structure, we need to make assumptions about how frequently riders use specific fare products and how riders will migrate between different fare products with the introduction of electronic fare payment and fare capping.

### *Average Fare per Boarding Assumptions*

Where possible the average usage rate for the different fare types were derived based on FY 2018 farebox data and pass sales. In FY 2018, the estimated average transfer rate for riders paying with cash/single ride tickets/10-ride tickets is 1.13, which means that approximately 13% of trips taken without a pass required a transfer to complete. Under the proposed fare change, cash riders who transfer would need to pay for each boarding. As such, the proposed fare for cash is calculated as 1.13 times the applicable base fare so that the average fare per boarding is equal to the base fare.

Farebox data was also used to estimate the average number of boardings taken by monthly passholders by comparing the number of boardings to the number of monthly passes sold. This resulted in an average monthly pass usage rate of 36.98.

The table below lists the existing and proposed fares, the usage rate assumed, and the calculated average fares.

**Local Average Fare per Boarding Assumptions**

Fare Product	Existing Fare	Proposed Fare	Usage Rate	Existing Avg Fare	Proposed Avg Fare
<b>Full Fare</b>					
Cash/Single Ride	\$1.50	\$2.26	1.13	\$1.32	\$2.00
10 Ride	\$13.50	n/a	11.3	\$1.19	n/a
Electronic Fare	n/a	\$2.00	1.13	n/a	\$1.77
Day Pass/Daily Cap	\$5.00	\$6.00	3.50	\$1.43	\$1.71
Monthly Pass/Monthly Cap	\$45.00	\$60.00	36.98	\$1.22	\$1.62
<b>Reduced Fare</b>					
Cash/Single Ride	\$0.75	\$1.13	1.13	\$0.66	\$1.00
10 Ride	\$6.75	n/a	11.3	\$0.60	n/a
Electronic Fare	n/a	\$1.00	1.13	n/a	\$0.88
Day Pass/Daily Cap	n/a	\$3.00	3.50	n/a	\$0.86
Monthly Pass/Monthly Cap	n/a	\$30.00	36.98	n/a	\$0.81
<b>Youth Fare</b>					
Cash/Single Ride	\$1.00	\$1.13	1.13	\$0.88	\$1.00
Electronic Fare	n/a	\$1.00	1.13	n/a	\$0.88
Day Pass/Daily Cap	n/a	\$3.00	3.50	n/a	\$0.86
Monthly Pass/Monthly Cap	n/a	\$30.00	36.98	n/a	\$0.81

**Breez Average Fare per Boarding Assumptions**

Fare Product	Existing Fare	Proposed Fare	Usage Rate	Existing Avg Fare	Proposed Avg Fare
<b>Full Fare</b>					
Cash/Single Ride	\$3.00	\$4.05	1.01	\$2.96	\$4.00
10 Ride	\$27.00	n/a	10.13	\$2.67	n/a
Electronic Fare	n/a	\$4.00	1.01	n/a	\$3.95
Day Pass/Daily Cap	\$10.00	\$12.00	3.50	\$2.86	\$3.43
Monthly Pass/Monthly Cap	\$90.00	\$120.00	36.98	\$2.43	\$3.24
<b>Reduced Fare</b>					
Cash/Single Ride	\$1.50	\$2.03	1.01	\$1.48	\$2.00
10 Ride	\$13.50	n/a	10.13	\$1.33	n/a
Electronic Fare	n/a	\$2.00	1.01	n/a	\$1.97
Day Pass/Daily Cap	n/a	\$6.00	3.50	n/a	\$1.71
Monthly Pass/Monthly Cap	n/a	\$60.00	36.98	n/a	\$1.62
<b>Youth Fare</b>					
Cash/Single Ride	\$2.00	\$2.03	1.01	\$1.97	\$2.00
Electronic Fare	n/a	\$2.00	1.01	n/a	\$1.97
Day Pass/Daily Cap	n/a	\$6.00	3.50	n/a	\$1.71
Monthly Pass/Monthly Cap	n/a	\$60.00	36.98	n/a	\$1.62

### Electronic Fare Migration Assumptions

In order to estimate the overall average fare paid by minority and non-minority riders and by low-income and non-low-income riders, assumptions needed to be made to estimate how riders will shift to the new electronic fare media given their travel patterns and the financial incentives with fare capping. Based on riders' current fare product, different percentages of riders were assumed to migrate to the new electronic fare media. Overall, approximately 71% of riders are anticipated to migrate to electronic fare media with the largest share being full fare riders. For reduced fare and youth riders, the percentage of riders migrating to electronic fare media is substantially lower at only 57%. It is important to note that the youth numbers in the table below do not include students who are a part of the institutional programs and will transition to smart card with the implementation of the electronic fare collection system. It is assumed that 100% of these students will transition to electronic fare media. An overall 70% market penetration aligns with other regions with good retail access and financial incentives to use electronic fare media (e.g., free transfers, fare capping, stored value discounts).

**Migration to Electronic Fare Media Assumptions**

Migration to Electronic Fare Media	Full Fare		Reduced Fare		Youth Fare	
	Boardings	% of Boardings	Boardings	% of Boardings	Boardings	% of Boardings
Cash	361,678	29%	82,565	43%	22,706	43%
Electronic	867,130	71%	107,927	57%	29,687	57%
<b>Total</b>	<b>1,228,808</b>	<b>100%</b>	<b>190,492</b>	<b>100%</b>	<b>52,393</b>	<b>100%</b>

The underlying assumptions for each specific fare type are listed below and summarized in the table. The same assumptions regarding shifts are made for Local and Breez as well as reduced fare and youth riders.

#### Cash, Single Ride, and 10 Ride Tickets

- For riders who do not transfer, the average fare analysis assumes that half of the boardings will be paid with cash. It is assumed that 10% of the boardings will be made by riders who do not hit the daily or monthly fare cap, 20% of the boardings by riders who hit the daily cap, and 20% of the boardings by riders who hit the monthly cap.
- For riders who transfer, the average fare analysis assumes that 20% of the boardings will be paid with cash. It is assumed that 20% of the boardings will be made by riders do not hit the daily or monthly fare cap, 20% of the boardings by riders who hit the daily cap, and 40% of the boardings by riders who hit the monthly cap.
- For Local full fare riders, this equates to 43% of boardings being paid with cash and 57% of boardings being paid with electronic stored value (12% of the boardings by riders do not hit the daily or monthly fare cap, 20% of the boardings by riders who hit the daily cap, and 25% of the boardings by riders who hit the monthly cap).
- Based on the February 2019 Rider Survey, approximately half of the respondents would not likely reach a daily or monthly fare cap. Considering the average number of trips taken by riders who would and would not hit the cap, approximately 20% of all boardings would be made by riders who would not hit the daily or monthly fare cap. While many riders may benefit from the fare cap, the average fare analysis assumes that half of these riders would not transition to electronic fare media.

#### Day Pass

- The average fare analysis assumes that the majority of the Day Pass riders would make enough trips to reach the daily fare cap. 70% of the boardings are assumed to be made by riders who would hit the daily



fare cap. The remaining 30% of the boardings are split evenly among the other three potential fare product shifts.

**Monthly Pass**

- The average fare analysis assumes that the majority of the Monthly Pass riders would make enough trips to reach the monthly fare cap. 85% of the boardings are assumed to be made by riders who would hit the monthly fare cap with an additional 10% of boardings being made by riders who hit the daily fare cap. The remaining 5% of the boardings are evenly split between the other two potential fare product shifts.
- Based on the February 2019 Rider Survey, fewer than 5% of the respondents would not likely reach a daily or monthly fare cap. Unlike Cash, Single Ride, and 10 Ride Tickets, it is assumed that most Monthly Pass riders would shift to electronic fare media.

**Ridership Shift Assumptions to Electronic Fare Media and Fare Capping**

New Fare Product	Current Fare Product			
	Cash/Single Ride/10 Ride		Day Pass	Monthly Pass
	w/o Transfer	w/ Transfer		
→ Cash/Single Ride Ticket	50%	20%	10%	2.5%
→ Electronic	10%	20%	10%	2.5%
→ Electronic with Daily Cap	20%	20%	70%	10%
→ Electronic with Monthly Cap	20%	40%	10%	85%

**Average Fare Analysis Findings**

The average fare analysis provides a robust overview of the fare change recommendations. Appendix C provides the detailed tables that provide the average fare by mode for Local and Breez service. It is important to note that the average fare analysis looks at the average amount paid per boarding by riders. While the base fare for Local and Breeze both increase by 33%, the percentage increase in the Local average fare per boarding increases by more than the percentage increase in the Breez average fare per boarding. The lower percentage increase is due to the lower transfer rate for Breez riders.

Each of these “average fares” is disaggregated by income and ethnicity in order to compare it to non-protected riders. Once analyzed at the mode level, they were combined for a system-wide review to determine the percentage increase in the average fare paid by minority and non-minority riders and by low-income and non-low-income riders in order to assess potential adverse impacts disproportionately borne by minority or low-income riders. The tables include the absolute change in fares from existing fares and the proportion of minority and low-income riders that would be affected by each fare change. The average fare analysis indicates that the fare structure and pricing changes currently being considered may not result in adverse effects being disproportionately borne by minority or low-income riders for all aspects of the proposed change. However, certain aspects of the proposed changes may result in some groups bearing a disproportionate share of adverse effects.

The table below provides a system-wide view of the analysis comparing the average fare for minority riders to non-minority riders. For minority riders, the average fare would increase from \$1.00 to \$1.33, a 32.1% increase from the current average fare. For non-minority riders, the average fare would increase from \$1.09 to \$1.50, a 37.9% increase from the current average fare. The non-minority average fare would increase by 5.8 percentage points more than the minority average fare.

#### Minority and Non-Minority Average Fare Analysis

Mode	All Riders			Minority			Non-Minority		
	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue
<b>Local Subtotal</b>	1,886,238	\$1,966,628	\$2,710,049	209,410	\$204,767	\$271,267	1,676,828	\$1,761,860	\$2,438,782
Avg Fare		\$1.04	\$1.44		\$0.98	\$1.30		\$1.05	\$1.45
Change in Avg Fare			\$0.39			\$0.32			\$0.40
% Change in Avg Fare			37.8%			32.5%			38.4%
<b>Breez Subtotal</b>	60,877	\$137,362	\$179,334	5,613	\$11,159	\$13,952	55,264	\$126,203	\$165,382
Avg Fare		\$2.26	\$2.95		\$1.99	\$2.49		\$2.28	\$2.99
Change in Avg Fare			\$0.69			\$0.50			\$0.71
% Change in Avg Fare			30.6%			25.0%			31.0%
<b>Total</b>	<b>1,947,115</b>	<b>\$2,103,990</b>	<b>\$2,889,383</b>	<b>215,023</b>	<b>\$215,927</b>	<b>\$285,219</b>	<b>1,732,092</b>	<b>\$1,888,063</b>	<b>\$2,604,164</b>
<b>Avg Fare</b>		<b>\$1.08</b>	<b>\$1.48</b>		<b>\$1.00</b>	<b>\$1.33</b>		<b>\$1.09</b>	<b>\$1.50</b>
<b>Change in Avg Fare</b>			<b>\$0.40</b>			<b>\$0.32</b>			<b>\$0.41</b>
<b>% Change in Avg Fare</b>			<b>37.3%</b>			<b>32.1%</b>			<b>37.9%</b>

The table below provides a system-wide view of the analysis comparing the average fare for low-income riders to non-low-income riders. For low-income riders, the average fare would increase from \$0.99 to \$1.35, a 35.5% increase from the current average fare. For non-low-income riders, the average fare would increase from \$1.13 to \$1.56, which is a 38.3% increase from the current average fare. The non-low-income average fare would increase by 2.8 percentage points more than the overall low-income average fare.

#### Low-Income and Non-Low-Income Average Fare Analysis

Mode	All Riders			Low-Income			Non-Low-Income		
	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue
<b>Local Subtotal</b>	1,886,238	\$1,966,628	\$2,710,049	683,754	\$658,209	\$894,138	1,202,484	\$1,308,419	\$1,815,911
Avg Fare		\$1.04	\$1.44		\$0.96	\$1.31		\$1.09	\$1.51
Change in Avg Fare			\$0.39			\$0.35			\$0.42
% Change in Avg Fare			37.8%			35.8%			38.8%
<b>Breez Subtotal</b>	60,877	\$137,362	\$179,334	20,338	\$41,059	\$53,032	40,539	\$96,303	\$126,302
Avg Fare		\$2.26	\$2.95		\$2.02	\$2.61		\$2.38	\$3.12
Change in Avg Fare			\$0.69			\$0.59			\$0.74
% Change in Avg Fare			30.6%			29.2%			31.1%
<b>Total</b>	<b>1,947,115</b>	<b>\$2,103,990</b>	<b>\$2,889,383</b>	<b>704,092</b>	<b>\$699,268</b>	<b>\$947,170</b>	<b>1,243,023</b>	<b>\$1,404,722</b>	<b>\$1,942,212</b>
<b>Avg Fare</b>		<b>\$1.08</b>	<b>\$1.48</b>		<b>\$0.99</b>	<b>\$1.35</b>		<b>\$1.13</b>	<b>\$1.56</b>
<b>Change in Avg Fare</b>			<b>\$0.40</b>			<b>\$0.35</b>			<b>\$0.43</b>
<b>% Change in Avg Fare</b>			<b>37.3%</b>			<b>35.5%</b>			<b>38.3%</b>

## Geo-Spatial Retail Network Analysis

The new fare collection system will enable cash paying customers to use cash to add value to their transit account at a variety of locations throughout the system's service area. Customers will be able to present a credential for their transit account (e.g. their smart card or the mobile application) at a retail outlet or other location in the system service area, pay cash, and have the value added to the account immediately. Customers will also be able to add value to their accounts via the mobile app and customer website. The mobile app and website will accept credit, debit, and prepaid debit cards. The Request for Proposal also requests acceptance of transit benefit cards including TRANServe, Temporary Assistance for Needy Families (TANF) cards, mobile wallets, and PayPal. The ability to load value in real-time via the mobile app and customer website will provide a significant improvement for customers. It is important to also consider customer access to obtain a smart card and load cash via the retail network in order to obtain the fare discounts provided through the new electronic fare collection system, including free transfers and fare capping.

At the present time, the retail network for the new fare collection system is to be defined. The current intention is that the cash loading and smart card distribution network solution will build on METRO's and its partners' existing retail network solutions, the backbone of which are the METRO Pulse Station, Shaw's grocery stores, and Hannaford Supermarkets.

The retail network analysis includes a geo-spatial analysis of the existing retail network to assess minority and low-income riders access to the existing locations. Currently, there are 16 confirmed locations that sell or dispense METRO fare products:

- Hannaford, 295 Forest Avenue, Portland, ME 04101
- Hannaford, 50 Cottage Road, South Portland, ME 04106
- Hannaford, 415 Philbrook Ave, South Portland, ME 04106
- Hannaford, 787 Riverside Street, Portland, ME 04103
- Hannaford, 7 Hannaford Drive, Westbrook, ME 04092
- Hannaford, 65 Gray Road, Falmouth, ME 04105
- Shaw's, 180 Waterman Drive, South Portland, ME 04106
- Shaw's, 1364 Congress Street, Portland, ME 04102
- Shaw's, 91 Auburn Street, Portland, ME 04103
- Shaw's, 17 Main Street, Portland, ME 04092
- Shaw's, 251 US Hwy 1, Westbrook, ME 04105
- Shaw's, 200 Lower Main Street, Freeport, ME 04032
- Brunswick Visitor Center, 16 Station Avenue, Brunswick, ME 04011
- Casco Bay Island Transit District, 56 Commercial Street, Portland, ME 04101
- Town of Yarmouth, City Hall, 200 Main Street, Yarmouth, ME 04096
- METRO PULSE (Downtown Transportation Center), 21 Elm Street, Portland, ME 04101

The analysis includes a Geographic Information Systems (GIS) examination that explores minority and low-income access to the existing retail network. This effort is undertaken using census data (2013-2017 ACS 5-Year) for ethnicity and income of the population within METRO's service area, as well as specialized mapping software.

Since some census tracts can be rather large geographically, the analysis uses census block groups. Block groups nest within census tracts and are the smallest units for tabulation of sample data. The population of block groups in the service area ranges from 22 to 2,972. Examining block groups within the tracts to identify access enables the ability to determine those that would be most affected by the close proximity of a retail outlet site and provides further specificity in assessing access issues. "Access" is defined as within one-half of a mile of an existing retail outlet. By creating a half mile buffer around the retail locations, the catchment area for acquiring existing fare media could be determined.

A census block group is designated a minority block group if more than 11.7% of its population is considered minority, which is defined as a census block group that exceeds the systemwide minority average. A census block group was designated low income if at least 12.8% of its population is below the poverty level, which is defined as is a block group that exceeds the systemwide poverty level average.

In addition to mapping access, GIS was used to identify the percent of the population within the service area within one-half of a mile of an existing retail outlet. The access is compared for minority and non-minority populations as well as low-income and non-low-income populations to identify proportionality of adverse effects. The population of a census block group is determined to have retail access if the census block group is at least partially contained within the ½-mile buffer around a retail location.

### Geo-Spatial Retail Network Analysis Findings

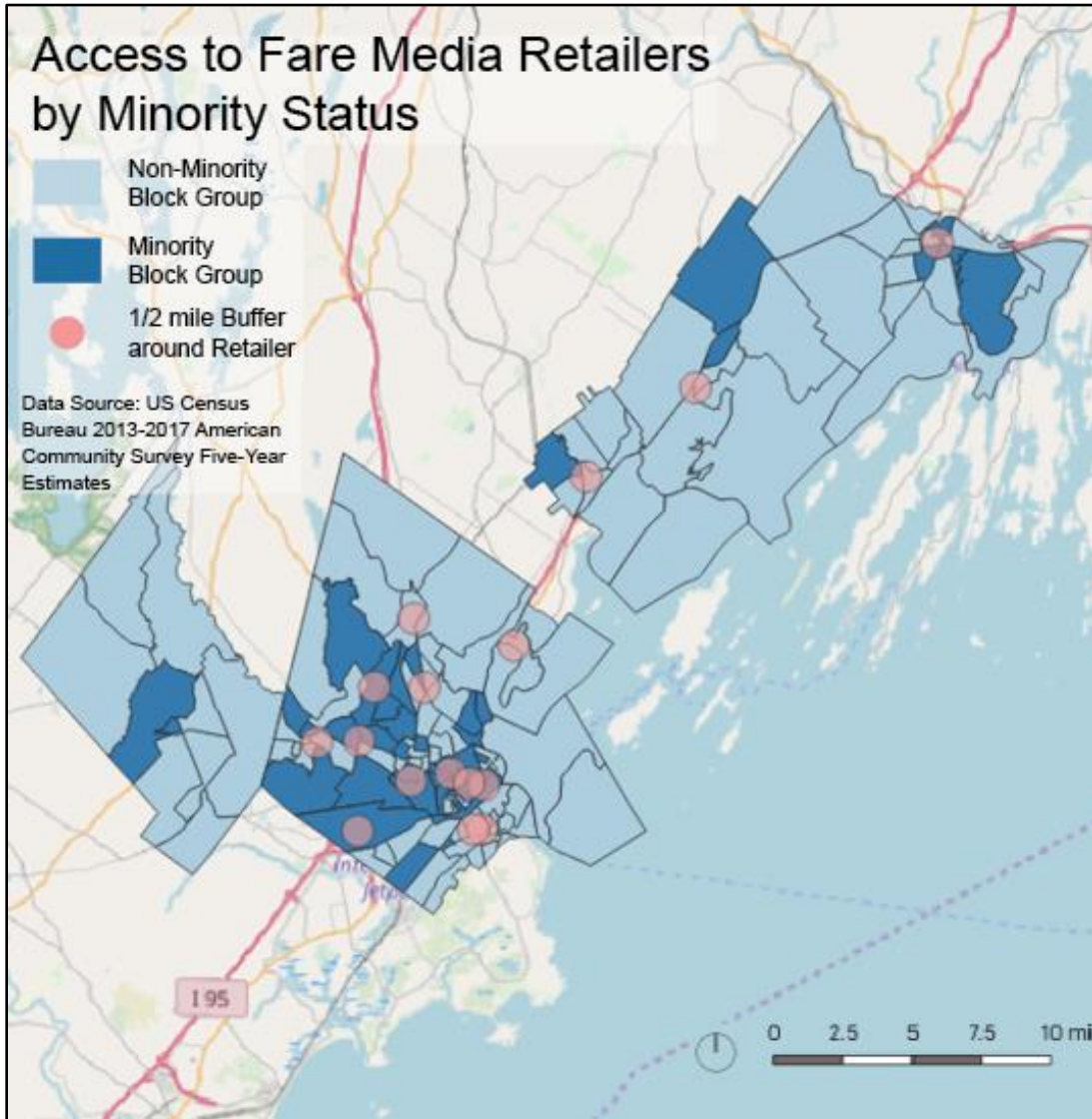
Twelve of the sixteen retailers are located in low-income block groups. In contrast, only eight of the sixteen retailers are located in minority block groups. The majority of fare media retailers are clustered in the City of Portland, where the majority of low-income and minority block groups are located. At current, there are no fare media retailers in the southwest region of the service area and very few in the northeast; these areas should be considered when expanding the retail network. It is important to note for context that the northeastern portion of the service area is served only by Breez commuter services. So, while there may only be a limited number of retail locations in the northeast, Breez riders can access the retail network once in downtown Portland.

The GIS analysis indicates that the fare media change currently being considered may not result in adverse effects being disproportionately borne by minority or low-income riders for all aspects of the proposed change. However, certain aspects of the proposed changes may result in some groups bearing a disproportionate share of adverse effects, especially if they do not have access to a retail location nearby or have access to the internet and/or a credit/debit card to add stored value remotely.

### Minority Access

Minority populations have a higher level of access to fare media retailers, by proportion, compared to non-minority populations (69.50% vs. 52.69%) and to the overall population (69.50% vs. 54.67%). However, there are several minority block groups with no access within a half-mile to fare media retailers in the southwest and northeast part of the service area.

#### Minority and Non-Minority Access to Existing Retail Network



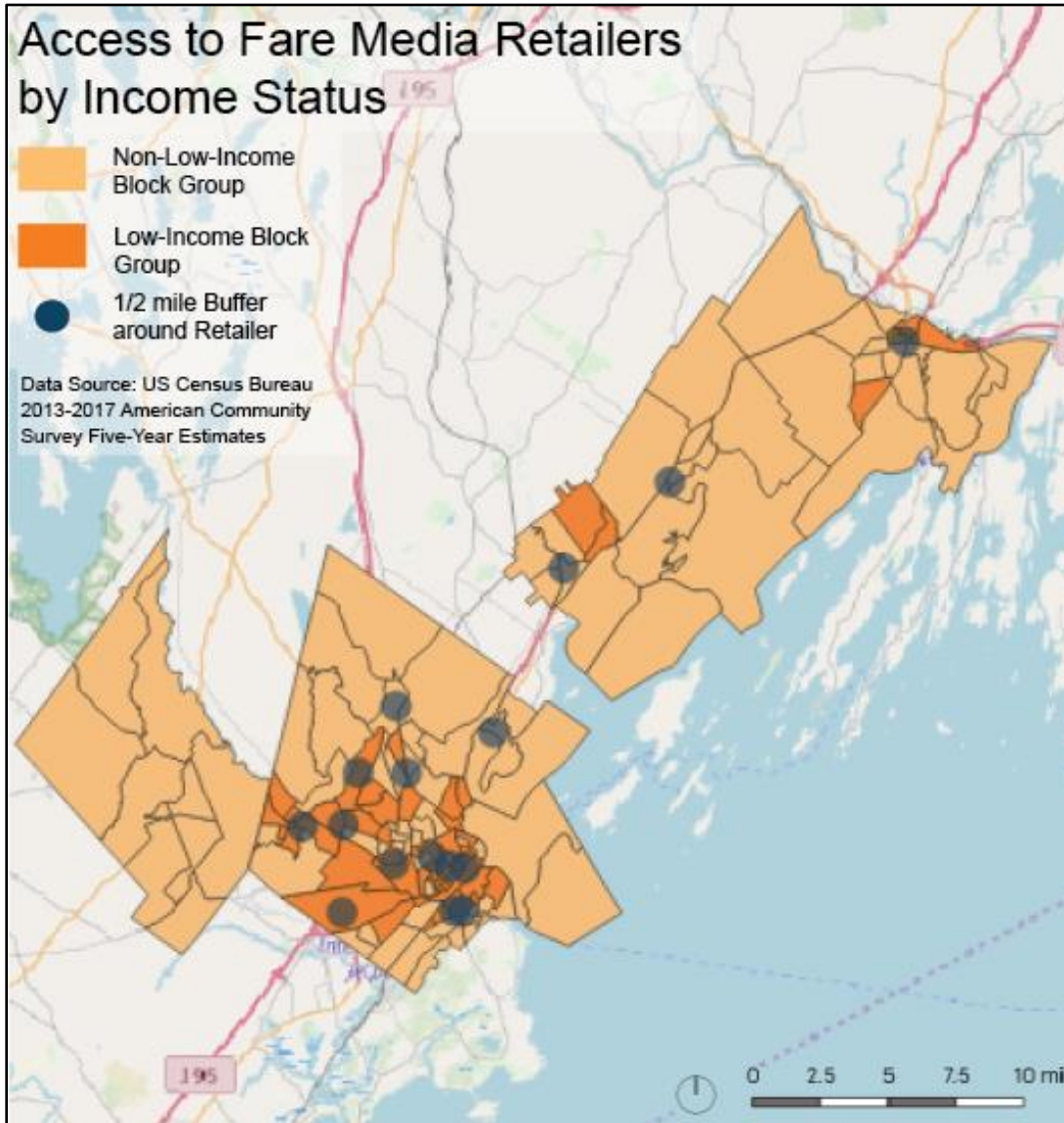
	Total Population	Population within 1/2 Mile of a Retail Outlet	% of Population within 1/2 Mile of a Retail Outlet
Minority	20,917	14,537	69.50%
Non-Minority	156,763	82,600	52.69%
Overall	177,680	97,137	54.67%



### Low-Income Access

Low-income populations have a higher level of access to fare media retailers compared to non-low-income populations (68.89% vs. 53.24%) and to the overall population (68.89% vs. 55.24%). The low-income block groups are clustered in the Portland area, as are the fare media retailers. There are two low-income block groups in the northeast part of the service area with no access within a half-mile to a fare media retailer.

#### Low-Income and Non-Low-Income Access to Existing Retail Network



	Total Population	Population within ½ Mile of a Retail Outlet	% of Population within ½ Mile of a Retail Outlet
Low-Income	21,601	14,880	68.89%
Non-Low-Income	147,659	78,621	53.24%
Overall	169,260	93,501	55.24%

## 7. Summary of Findings

In order to identify potential adverse effects disproportionately borne by minority and low-income riders, an average fare analysis and geo-spatial retail network analysis was conducted on the proposed fare change and existing retail network. The fare equity review indicates that the fare structure change currently being considered may not result in adverse effects being disproportionately borne by minority or low-income riders for all aspects of the proposed change. However, certain aspects of the proposed changes may result in some groups bearing a disproportionate share of adverse effects.

### Average Fare Analysis

The average fare analysis provides a robust overview of the fare change recommendations. Based on the proposed fare changes, the percentage increase in the average fare paid by minority and non-minority riders and by low-income and non-low-income riders is estimated in order to assess potential adverse impacts disproportionately borne by minority and low-income riders. The average fare analysis indicates the percentage increase in the average fare for non-protected riders (non-minority and non-low-income riders) is greater than for protected riders.

The overall non-minority average fare would increase by 5.8 percentage points more than the overall minority average fare.

#### Minority and Non-Minority Average Fare Analysis

Mode	All Riders			Minority			Non-Minority		
	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue
<b>Total</b>	1,947,115	\$2,103,990	\$2,889,383	215,023	\$215,927	\$285,219	1,732,092	\$1,888,063	\$2,604,164
<b>Avg Fare</b>		\$1.08	\$1.48		\$1.00	\$1.33		\$1.09	\$1.50
<b>Change in Avg Fare</b>			\$0.40			\$0.32			\$0.41
<b>% Change in Avg Fare</b>			37.3%			32.1%			37.9%

The overall non-low-income average fare would increase by 2.8 percentage points more than the overall low-income average fare.

#### Low-Income and Non-Low-Income Average Fare Analysis

Mode	All Riders			Low-Income			Non-Low-Income		
	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue
<b>Total</b>	1,947,115	\$2,103,990	\$2,889,383	704,092	\$699,268	\$947,170	1,243,023	\$1,404,722	\$1,942,212
<b>Avg Fare</b>		\$1.08	\$1.48		\$0.99	\$1.35		\$1.13	\$1.56
<b>Change in Avg Fare</b>			\$0.40			\$0.35			\$0.43
<b>% Change in Avg Fare</b>			37.3%			35.5%			38.3%

### Geo-Spatial Retail Network Analysis

The majority of fare media retailers are clustered in the City of Portland, where the majority of low-income and minority block groups are located. At current, there are no fare media retailers in the southwest region of the service area and very few in the northeast; these areas should be considered when expanding the retail network. However, the northeastern portion of the service area is served only by Breez commuter services.

While there may only be a limited number of retail locations in the northeast, Breez riders can access the retail network once in downtown Portland.

Minority and low-income populations have a higher level of access to existing retail outlets compared to non-minority and non-low-income populations and to the overall population.

#### Access to Existing Retail Network

	% of Population within ½ Mile of a Retail Outlet
<b>Minority vs. Non-Minority</b>	
Minority	69.50%
Non-Minority	52.69%
Overall	54.67%
<b>Low-Income vs. Non-Low-Income</b>	
Low-Income	68.89%
Non-Low-Income	53.24%
Overall	55.24%

## Mitigations

No mitigations are needed to address adverse effects of the proposed fare structure and pricing changes.



# Appendices:

## Appendix A: February 2019 Rider Survey Instrument



FARE SURVEY

**Tell Us What You Think About Fares**

METRO is looking at new options for riders to pay fares. As part of this effort, we are interested in learning more about what you like about how you pay to ride the bus and how technology could be used to pay in the future. Thank you for input!

1. Which of METRO’s services do you currently use? **[mark all that apply]**  
 Local bus service (includes Routes 1, 2, 3, 4, 5, 7, 8, 9A/9B, and the Husky Line)       I don’t use METRO  
 METRO Breez (includes Northbound to Brunswick and Southbound to Portland)
  
2. If you transfer between buses, which services do you transfer between? **[select services you transfer between]**  
 METRO     South Portland Bus Service     ShuttleBus-Zoom     Other (please specify): \_\_\_\_\_
  
3. In a typical **day**, how many trips do you take using METRO?  
 1 trip per day                       3 trips per day                       5 trips per day  
 2 trips per day                       4 trips per day                       6 trips or more per day
  
4. In a typical **week**, how many days do you ride METRO?  
 1 day per week                       4-5 days per week                       A few days per month  
 2-3 days per week                       6-7 days per week                       A few days per year
  
5. How do you usually pay your fare?  
 Cash when boarding the bus                       Single ride ticket                       TenRide ticket  
 Student/College ID or Pass                       Day Pass                       Monthly Pass
  
6. If you are eligible for a reduced fare, please select the applicable discount category below.  
 Seniors ages 65 and older     Medicare recipients     Persons with disabilities     Youth (ages 6 to 18)

Many transit providers have introduced smart cards or mobile ticketing as fare payment options.

A **smart card** is a plastic, reusable card a rider can use to pay their fare by tapping it on a reader when they board the bus. Riders can pay to load rides or passes to their smart card account at a retail location or online.

**Mobile ticketing** allows riders to use their smartphone to pay their fare when they board the bus. Riders purchase rides or passes through a mobile ticketing app using a credit or debit card, and then scan the activated ticket or pass displayed on their smartphone as they board.

Both options eliminate the need for customers to carry cash and make it easier to pre-purchase a pass.

7. Would you be interested in using a smart card or your smartphone to pay your fare?  
 Very unlikely     Unlikely     Neutral     Likely     Very likely     Not applicable/no opinion
  
8. Which would you be most interested in using to pay your fare? **[select only one]**  
 Smart card     Mobile ticketing     Cash     Existing pass or ticket option
  
9. What do you like about being able to use a smart card or smartphone to pay your fare? **[mark all that apply]**  
 I like using technology     I don’t need to buy my pass from a retailer     I can purchase my fare anywhere  
 I don’t need to carry cash     I can see and buy my fare on my smartphone     I can reload my fare automatically  
 I can board more easily     My fares and passes are protected from loss/theft     Other (please specify): \_\_\_\_\_

**TURN OVER TO BACK →**



### FARE SURVEY

10. Why wouldn't you be interested in using a smart card or your smartphone? **[mark all that apply]**  
 I prefer to pay cash    I don't have a smartphone    I prefer current form of payment    Other (please specify): \_\_\_\_\_  
 Privacy concerns    Too difficult to understand    I don't have a credit/debit card

11. Do you currently use any of the following? **[mark all that apply]**  
 Checking acct    Credit card    Debit card    Pre-paid debit card    Mobile payment (e.g., Apple or Android Pay)

12. Do you have a smartphone or tablet with internet access?  
 Yes    No

13. Are there other ways that technology could improve how you pay your fare? **[please write in any comments]**

**METRO respects your privacy and assures you that all personal information will be kept strictly confidential. The following information is being used only to ensure that survey responses are representative of our ridership.**

14. How old are you?  
 Under 18    18-25    26-44    45-64    65+

15. What is your gender?  
 Female    Male    Non-binary/third gender/gender non-conforming    Prefer not to say

16. Which do you consider yourself? **[mark all that apply]**  
 African-American/Black    Pacific Islander/Hawaiian    Hispanic    Asian    Middle Eastern/North African  
 Caucasian/White    Native-American Indian    Other (please specify): \_\_\_\_\_

17. Is English the primary language spoken in your home?  
 Yes    No   If not, what is the primary language spoken? \_\_\_\_\_

18. What is your total combined annual household income?  
 Less than \$25,000 (\$2,084/mo)    \$50,000-\$74,999 (\$4,167-\$6,249/mo)  
 \$25,000-\$49,999 (\$2,084-\$4,166/mo)    More than \$75,000 (\$6,250/mo)

19. Please provide any add'l comments about METRO's current fares and ways they might be improved to meet your needs.

20. If you are interested in participating in future surveys or public outreach, please write in your email address below:  
 Email address: \_\_\_\_\_

**TURN OVER TO BACK →**

## Appendix B: 2019 Fare Change Public Meeting Materials



**FOR IMMEDIATE RELEASE: March 8, 2019**

**Contact:** Denise Beck, METRO Marketing Director  
Office -207-517-3027 | Mobile – 207-233-0487  
dbeck@gpmetro.org | gpmetro.org

## **Greater Portland METRO to Hold Public Meetings Proposing Fare Pricing Changes, Introducing Automatic Fare Payment Options**

(Portland, Maine) – Greater Portland Transit District METRO will hold public meetings between March 12 and March 28 to present information on proposed fare pricing changes and automatic fare options.

**METRO plans to introduce new payment options that will allow riders to pay fares using either a smart card or mobile app.** Both the smart card and mobile app can be linked to an account that riders can fund from bank accounts, credit cards, or pre-paid debit cards. Riders without access to banking would be able to load cash onto a smart card at municipal and retail outlets across the region. Riders using smart cards or a mobile app would be required to scan their cards or phones when they board the bus. Cash will still be accepted on buses.

**The base fare will increase from \$1.50 to \$2.00 and all current period passes and tickets will be replaced with a new electronic discounting method called “fare capping.”**

- When paid with a smart card or by mobile app, the proposed \$2.00 base fare (\$1.00 for riders eligible for reduced fare) activates a 90-minute pass. This means the rider can take unlimited trips within the 90-minute window. Riders who qualify for “reduced fare” include seniors, people with disabilities, and Medicare card holders and, with this change, youth ages 6-18 as well.
- When paying fares by smart card or mobile app, full fare local riders would not pay more than \$6.00 per day and \$60.00 per month. Riders eligible to pay “reduced fare” would not pay more than \$3.00 per day and \$30.00 per month for local service. Upon hitting these daily and monthly fare caps, all rides thereafter will be free.
- Fare capping is a pay-as-you-go approach that significantly improves affordability and equity in the cost of using transit. It allows all riders equal access to discounts based on their transit use and not on upfront dollars invested in a high cost pass. This fare payment strategy allows lower income riders who cannot afford the higher upfront cost of a 10 Ride ticket or monthly pass access to the same discounting as higher income riders. Also, fare capping allows riders to pay only for what they use whereas buying a monthly pass today requires riders to predict their future use.

[www.gpmetro.org](http://www.gpmetro.org)

114 Valley St. • Portland, ME • 04102  
Phone: 207-774-0351 Fax: 207-774-6241







- Cash will continue to be accepted on buses, but paper transfers would no longer be offered. This will create an additional incentive for riders to migrate to smart cards or the mobile app. Smart cards would be widely accessible at municipal offices and retail outlets across the region. This will offer riders without access to banking or a smart phone the ability to load cash onto a smart card.

The last fare increase was implemented nine years ago in 2010. Since then, METRO has made significant improvements to its transit service including expanded routes and improved frequency; improved bus stops and new bus shelters; rolled out real-time bus arrival technology and Wi-Fi on all buses; and commenced a fleet modernization campaign. These improvements have been paid for mostly with taxpayer dollars.

A passenger fare increase is necessary and overdue, but METRO recognizes that many transit riders live on limited incomes and have tight household budgets. For these reasons, the increase is timed to coincide with the introduction of new fare payment technology and the “fare capping” approach to help improve the affordability of using transit and the overall equity of our fare pricing.

METRO wants to hear from riders, the general public, businesses, and social service agencies on how these changes might impact you. Riders and stakeholders are encouraged to attend these open-forum, public meetings, held in these communities along METRO routes:

### **PUBLIC MEETINGS**

#### **Portland Public Library (Rines Auditorium)**

Tuesday, March 12 | 3-7 p.m.

Saturday, March 16 | 10:30 a.m. - NOON

#### **Brunswick Town Hall (Room 206), 85 Union St.**

Thursday, March 14 | 5-7 p.m.

#### **Westbrook Community Center (Spruce Room), Bridge St.**

Monday, March 18 | 3:30 -7:30 p.m.

#### **Yarmouth Town Hall (Community Room) 200 Main St.**

Tuesday, March 19 | 5-7 p.m.

#### **Lunt Auditorium, 74 Lunt Rd., Falmouth**

Wednesday, March 20 | 5 - 7 p.m.

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Phone: 207-774-0351 Fax: 207-774-6241





**Freeport Town Hall (Chambers), 30 Main St.**

Monday, March 25 | 5 - 7 p.m.

**Gorham Municipal Center (Conf. Room A), 75 South St.**

Tuesday, March 26 | 5 - 7:30 p.m.

For additional METRO information, updates, and survey:

- Website: [GPMETRO.ORG](http://GPMETRO.ORG)
- Phone: 207-774-0351
- Questions? Feedback?: [info@gpmetro.org](mailto:info@gpmetro.org)
- Social media: [Facebook](#); [Twitter](#); [Instagram](#)
- Stop by the METRO Pulse at 21 Elm Street, METRO's downtown transit hub for information, tickets, schedules, and connections.  
Open Monday-Friday, 7am-7pm; 9am – 4:30pm on Saturday.

With annual ridership of nearly 2 million, METRO is the largest public transit agency in Maine. Greater Portland METRO provides bus service between Brunswick, Falmouth, Freeport, Gorham, South Portland, Westbrook, and Yarmouth.

- # # # -

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Phone: 207-774-0351 Fax: 207-774-6241







## Greater Portland Transit METRO

METRO is proposing new payment options that will allow riders to pay fares using either a smart card or mobile app. The proposal includes a fare increase; introduction of reduced fare options for seniors, people with disabilities, and now youth (6-18); "fare cap" pricing; and a new pass, allowing unlimited trips for 90 minutes. Smart cards will be available at retail outlets where cash can be added to the card or linked to a bank account. Cash will still be accepted as a fare payment option.

### Fare Payment - Explaining the Technology

#### What are Smart Cards?

A Smart Card is a plastic, reusable card a rider can use to pay their fare by tapping on a reader when they board the bus. Riders can load rides to their smart card account at a retail location or online. Riders who do not have a bank account (unbanked), would be able to load cash onto a smart card at a retail outlet.

#### What is a Mobile Ticketing app?

Riders can use their smartphone to pay their fare when they board the bus. Riders purchase rides through a smart phone app using a credit card or debit card, and then scan the activated ticket or pass displayed on their smartphone as they board the bus. Mobile app will be available at Apple and Android app stores.

#### What is Fare Capping?

Fare capping allows for frequent travel and financial flexibility. It provides the benefits of a multi-ride discounted pass without having to pay up-front costs. Fare capping is a "pay as you go" approach that improves affordability and equity in the cost of using transit. It allows all riders equal access to discounts. Riders pay only for what they use. [Check out gpmetro.org to view video about fare capping.](http://gpmetro.org)

### Public Participation

**METRO staff wants feedback on proposed fare pricing changes.** Riders, stakeholders, and the general public are encouraged to attend open-forum public meetings, held in communities along METRO bus routes:

#### PUBLIC MEETINGS

**Portland Public Library (Rines Auditorium)**

Tuesday, March 12, 3-7 p.m.  
AND Saturday, March 16 10:30 a.m. - NOON

**Brunswick Town Hall (Room 206)**

85 Union St., Thursday, March 14 | 5-7 p.m.

**Westbrook Community Center (Spruce Room)**

426 Bridge St., Monday, March 18 | 3:30 -7:30 p.m.

**Yarmouth Town Hall (Community Room)**

200 Main St., Tuesday, March 19 | 5-7 p.m.

**Falmouth - Lunt Auditorium**

74 Lunt Rd., Wednesday, March 20 | 5 - 7 p.m.

**Freeport Town Hall (Chambers)**

30 Main St., Monday, March 25 | 5 - 7 p.m.

**Gorham Municipal Center (Conf. Room A)**

75 South St., Tuesday, March 26 | 5 - 7:30 p.m.

**Can't make it to a meeting?  
We still will want to hear from you.**

Learn more about the proposed fare changes.  
Visit [GPMETRO.ORG](http://GPMETRO.ORG)

Read the info, view the video,  
then **take the survey.**

Questions? EMAIL - [info@gpmetro.org](mailto:info@gpmetro.org)  
Call - 207-774-0351



Fare Pricing Proposal #1 - MARCH 6, 2019

# Greater Portland Transit METRO



## Proposed Fare Pricing Changes, NEW Automatic Fare Payment Options.

*Greater Portland Transit METRO is seeking public input on a number of proposed fare policy changes. Background information, public meeting dates, and opportunities for offering feedback below and on back of page.*

### Background

- Greater Portland METRO has not increased fares since 2010.
- METRO's fare policy and technology goals:
  - Grow Ridership
  - Improve simplicity and convenience of fare payment
  - Reduce use of cash; speed up passenger boarding process
  - Improve equity in passenger's cost of using transit
  - Balance the cost of service between taxpayers and riders



### Proposed Fare Changes:

- Introduction of Automated Fare Technology.
- Smart Card and Mobile App fare payment options replace paper-based passes and tickets.
- NEW 90 minute unlimited access pass when paying for single ride with Smart Card or Mobile App.
- Introduction of reduced fare monthly option for Seniors (65+), Persons with Disabilities, and now Youth (ages 6-18).
- Introduction of "fare capping" with Smart Card or Mobile App.
- Riders will never pay more than \$6/day and \$60/month for local service.
- Smart cards will be available at retail outlets where cash can be loaded onto a card or linked to a bank account.
- **Cash will continue to be accepted on all buses.**

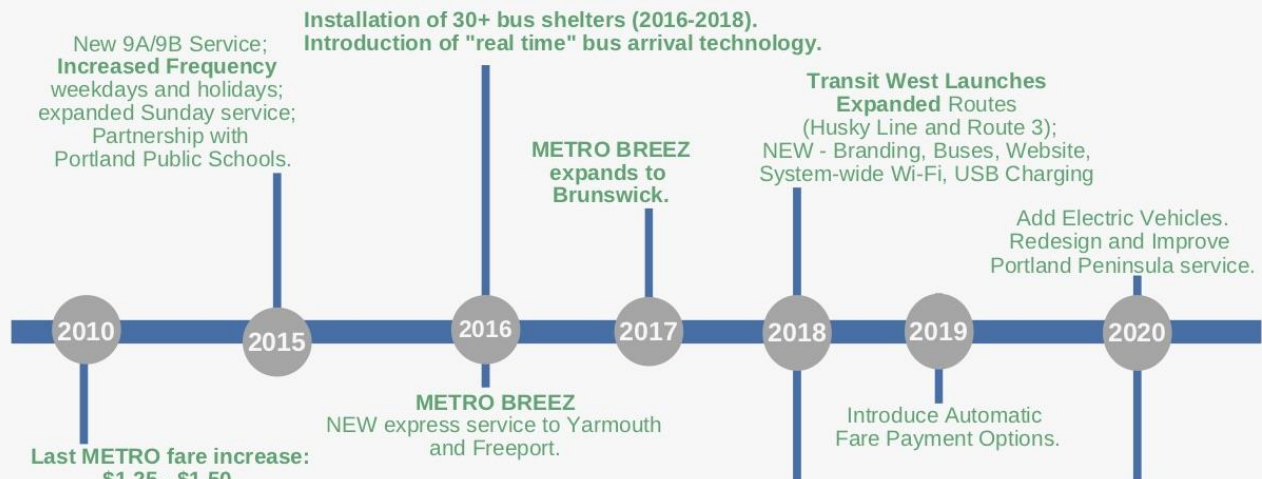
#### PROPOSED FARE PRICES

##### LOCAL-Single Ride

- Full Fare \$2.00
- Reduced Fare \$1.00
- NEW - Youth Fare \$1.00
- Transfers Not Available
- NEW - 90 Minutes Pass

##### BREEZ - Single Ride

- Full Fare \$4.00
- Reduced Fare \$2.00
- NEW - Youth Fare \$2.00
- Transfers Not Available
- NEW - 2 hour pass



Ridership Record -- 1.9 MILLION and GROWING!



## Greater Portland Transit METRO

### METRO is Introducing NEW Ways to Pay Your Fare

We Want Your feedback on a several proposed fare policy changes.

#### Background

METRO is proposing a fare increase and new payment options that will allow riders to pay fares using either a smart card or mobile app. A new benefit called "fare capping" allows for frequent travel and financial flexibility.

METRO's last fare increase was in 2010. Since then, Greater Portland Transit has made significant improvements to its system that have mostly been paid for using taxpayer dollars.

#### Public Input is Important - We Want to Hear from YOU!

METRO wants to hear from riders and stakeholders on how these changes may impact them.

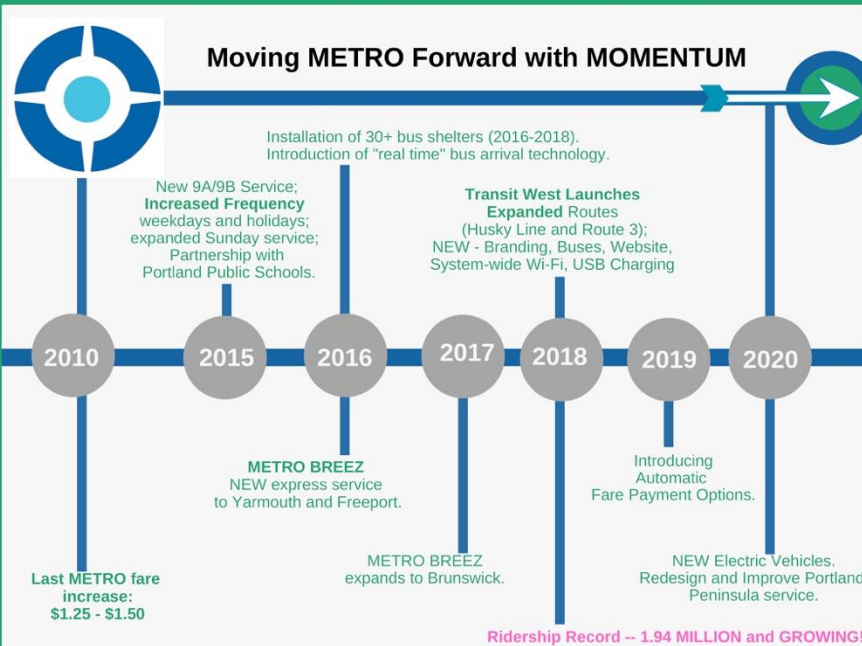
Please review all of the materials about the proposed fare changes, new fare payment technology, and new options.

Ask questions. Offer feedback.

METRO staff is here to gather input from YOU.



## Greater Portland Transit METRO

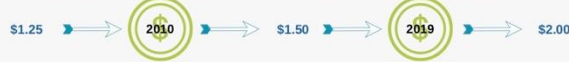


## Greater Portland Transit METRO

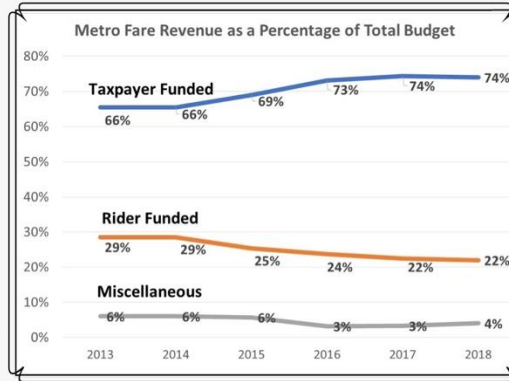


### Why is a Fare Increase Being Proposed?

- It has been nine (9) years since the last fare increase.



- Since 2013, Metro has made significant improvements to the transit system relying mostly on taxpayer support.
- As of 2018, the percentage of funding coming from fares has dropped below the Board adopted minimum of 25%.
- The fare increase will be joined with expanded "reduced fare" options, new ways to pay fare using smart cards and smart phones (cash will still be accepted), and an innovative discounting method called "Fare Capping."



## Greater Portland Transit METRO

### Fare Payment - Explaining the Technology



#### METRO is introducing Automated Fare Technology.

Smart Card and Mobile app payment options would replace paper-based passes and tickets. Cash will continue to be accepted on all buses.



#### What are Smart Cards?

A Smart Card is a plastic, reusable card a rider can use to pay their fare by tapping on a reader when they board the bus. Riders can add value to their smart card account at a retail location or online. Riders who do not have a bank account or credit card can load cash onto a smart card at a retail outlet.

#### How would I use a Mobile Ticket App to pay my fare?

Riders can use their smartphone to add cash and pay their fare when they board the bus. Riders purchase rides through a smart phone app using a credit or debit card and then scan the activated ticket or pass displayed on their smartphone as they board the bus. The mobile app will be available at Apple and Android app stores.

#### What is Fare Capping?

Fare capping is a "pay as you go" approach that improves affordability and equity in the cost of using transit. It allows all riders equal access to discounts. Riders will never pay more than a fixed amount on a daily or monthly basis. Riders pay only for what they use. Fare capping allows for frequent travel and financial flexibility. It provides the benefits of a multi-ride discounted pass without having to pay up-front costs.

March 2019

## Greater Portland Transit METRO

### Fare Changes



CURRENT FARE PRICES			PROPOSED FARE PRICES		
<b>CASH</b>			<b>CASH</b>		
	LOCAL	BREEZ		LOCAL	BREEZ
Single Ride - Full Fare	\$1.50	\$3.00	Single Ride - Full Fare	\$2.00	\$4.00
Single Ride - Reduced Fare	\$0.75	\$1.50	Single Ride - Reduced Fare	\$1.00	\$2.00
Single Ride - Youth Fare	\$1.00	\$2.00	Single Ride - Youth Fare	\$1.00	\$2.00
Transfers	Free	Free	Transfers	Not Available	Not Available
<b>PAPER PERIOD PASSES &amp; TICKETS</b>			<b>SMART CARD/MOBILE APP</b>		
<b>Single Ride Ticket</b>			<b>Single Ride Fare</b>		
	LOCAL	BREEZ		LOCAL	BREEZ
Full Fare	\$1.50	\$3.00	Full Fare	\$2.00 (buys 90 minute pass)	\$4.00 (buys 120 minute pass)
Reduced Fare	\$0.75	\$1.50	Reduced Fare	\$1.00 (buys 90 minute pass)	\$2.00 (buys 120 minute pass)
Youth	\$1.00	\$2.00	Youth	\$1.00 (buys 90 minute pass)	\$2.00 (buys 120 minute pass)
Transfers	Free	Free	Transfers	Not Available	Not Available
<b>Day Pass</b>			<b>Daily Fare Cap</b>		
	LOCAL	BREEZ		LOCAL	BREEZ
Full Fare	\$5.00	\$10.00	Full Fare	\$6.00	\$12.00
Reduced Fare	Not available	Not available	Reduced Fare	\$3.00	\$6.00
Youth	Not available	Not available	Youth	\$3.00	\$6.00
<b>10 Ride Ticket</b>			<b>10 Ride Ticket</b>		
	LOCAL	BREEZ		LOCAL	BREEZ
Full Fare	\$13.50	\$27.00	Not Available		
Reduced Fare	\$6.75	\$13.50			
Youth	Not Available	Not Available			
Transfers	Free	Free			
<b>Monthly Pass</b>			<b>Monthly Fare Cap</b>		
	LOCAL	BREEZ		LOCAL	BREEZ
Full Fare	\$45.00	\$90.00	Full Fare	\$60.00	\$120.00
Reduced Fare	Not Available	Not Available	Reduced Fare	\$30.00	\$60.00
Youth	Not Available	Not Available	Youth	\$30.00	\$60.00

1. New Smart Card and Mobile App fare payment options replace current paper-based passes and tickets.
2. Smart Cards will be widely available at METRO offices and retail outlets.
3. Riders will also be able to load cash into their transit account at these locations, so they can use that value to purchase fares using their smart card or mobile app.
4. Mobile app will be available through Apple and Android app stores.
5. New 90-minute unlimited access pass when paying for single ride with Smart Card or Mobile App.
6. Fare Capping means riders using Smart Card or Mobile App will never pay more than \$6.00/day and \$60.00/month (local).
7. Expansion of reduced fare pricing for seniors, riders with disabilities, and, now, youth.
8. Cash will continue to be accepted on all buses, but physical paper transfers are proposed to be eliminated.

## Greater Portland Transit METRO



### Benefits of Fare Proposals

- Smart Cards and Mobile App fare payment options will replace paper-based passes and tickets, improving the simplicity and convenience of fare payment and speed up the boarding process.
- Local riders will get a NEW 90 minute unlimited pass (BREEZ riders will get a two-hour pass) instead of a single ride when they pay with a Smart Card or Mobile App. This will allow riders to travel on METRO in any direction, without transfers.
- Introduction of reduced fare monthly option for: Seniors (65+), persons with disabilities and new reduced fare option for youth (ages 6-18).
- Introduction of "Fare Capping" with Smart Card or Mobile App., will improve equity in the cost of using transit.
- Smart cards will be available at retail locations, at the METRO office, and METRO Pulse at Elm Street.
- Riders will also be able to load cash into their transit account at these locations and use that value to purchase fares with their smart card or mobile app.
- **Cash will continue to be accepted on all buses.**





## Greater Portland Transit METRO



**Estimated yearly costs for a frequent rider who rides 2 times per day, 5 days per week, 50 weeks out of the year:**

CURRENT PRICES AND PAYMENT OPTIONS		
Fare Category	Fare Pricing	Yearly Cost
Cash (Full Fare)	\$1.50 per boarding	\$ 750
Cash (Reduced Fare)*	\$0.75 per boarding	\$ 375
10 Ride Ticket (Full Fare)	\$13.50 for 10 tickets	\$ 675
10 Ride Ticket (Reduced Fare)*	\$6.75 for 10 tickets	\$ 338
Monthly Pass (Full Fare)	Up front cost of \$45/month	\$ 540
Monthly Pass (Reduced Fare)*	<b>Not available</b> (options are reduced fare cash or 10 Ride ticket).	\$338-\$375

PROPOSED PRICES AND PAYMENT OPTIONS		
Fare Category	Fare Pricing	Yearly Cost
Cash (Full Fare)	\$2.00 per boarding	\$ 1,000
Cash (Reduced Fare)*	\$1.00 per boarding	\$ 500
Smart Card/Mobile App (Full Fare)	Cost capped at \$6/day and \$60/month	\$ 720
Smart Card/Mobile App (Reduced Fare)*	Cost capped at \$3/day and \$30/month	\$ 360

\* The following groups are eligible for Reduced Fares: Seniors, persons with disabilities, Red, White, & Blue Medicare card holders, and youth ages 6-18.



## Greater Portland Transit METRO



**Estimated yearly costs for a frequent rider who rides 2 times per day, 5 days per week, 50 weeks out of the year:**

CURRENT PRICES AND PAYMENT OPTIONS		
Fare Category	Fare Pricing	Yearly Cost
Cash (Full Fare)	\$1.50 per boarding	\$ 750
Cash (Reduced Fare)*	\$0.75 per boarding	\$ 375
10 Ride Ticket (Full Fare)	\$13.50 for 10 tickets	\$ 675
10 Ride Ticket (Reduced Fare)*	\$6.75 for 10 tickets	\$ 338
Monthly Pass (Full Fare)	Up front cost of \$45/month	\$ 540
Monthly Pass (Reduced Fare)*	<b>Not available</b> (options are reduced fare cash or 10 Ride ticket).	\$338-\$375

PROPOSED PRICES AND PAYMENT OPTIONS		
Fare Category	Fare Pricing	Yearly Cost
Cash (Full Fare)	\$2.00 per boarding	\$ 1,000
Cash (Reduced Fare)*	\$1.00 per boarding	\$ 500
Smart Card/Mobile App (Full Fare)	Cost capped at \$6/day and \$60/month	\$ 720
Smart Card/Mobile App (Reduced Fare)*	Cost capped at \$3/day and \$30/month	\$ 360

\* The following groups are eligible for Reduced Fares: Seniors, persons with disabilities, Red, White, & Blue Medicare card holders, and youth ages 6-18.



## Appendix C: Detailed Average Fare Analysis Tables

**Table 1. Local Ridership Distribution by Fare Type Assumptions**

Local	Fare Type	Allocation of Riders		All Riders	Minority Riders		Non-Minority Riders		Low Income Riders		Non-Low Income Riders	
		Fare Type Boardings	% Shift	Boardings	% of Boardings	Boardings	% of Boardings	Boardings	% of Boardings	Boardings	% of Boardings	Boardings
<b>Full</b>	<b>Cash/Single Ride Ticket without Transfer</b>	419,679										
	-> Cash/Single Ride Ticket		50%	209,840	6%	12,344	94%	197,496	26%	55,221	74%	154,619
	-> Electronic		10%	41,968		2,469		39,499		11,044		30,924
	-> Electronic with Daily Cap		20%	83,936		4,937		78,999		22,088		61,848
-> Electronic with Monthly Cap	20%	83,935	4,937	78,998		22,088		61,847				
	<b>Cash/Single Ride Ticket with Transfer</b>	124,749										
	-> Cash/Single Ride Ticket		20%	24,950	20%	5,110	80%	19,840	37%	9,192	63%	15,758
	-> Electronic		20%	24,950		5,110		19,840		9,192		15,758
	-> Electronic with Daily Cap		20%	24,950		5,110		19,840		9,192		15,758
-> Electronic with Monthly Cap	40%	49,899	10,220	39,679		18,384		31,515				
	<b>10 Ride Ticket without Transfer</b>	179,386										
	-> Cash/Single Ride Ticket		50%	89,693	3%	2,300	97%	87,393	14%	12,121	86%	77,572
	-> Electronic		10%	17,939		460		17,479		2,424		15,515
	-> Electronic with Daily Cap		20%	35,877		920		34,957		4,848		31,029
-> Electronic with Monthly Cap	20%	35,877	920	34,957		4,848		31,029				
	<b>10 Ride Ticket with Transfer</b>	53,322										
	-> Cash/Single Ride Ticket		20%	10,664	11%	1,137	89%	9,527	23%	2,483	77%	8,181
	-> Electronic		20%	10,664		1,137		9,527		2,483		8,181
	-> Electronic with Daily Cap		20%	10,664		1,137		9,527		2,483		8,181
-> Electronic with Monthly Cap	40%	21,330	2,275	19,055		4,967		16,363				
	<b>Day Pass</b>	574										
	-> Cash/Single Ride Ticket		10%	57	11%	6	89%	51	31%	18	69%	39
	-> Electronic		10%	57		6		51		18		39
	-> Electronic with Daily Cap		70%	402		44		358		126		276
-> Electronic with Monthly Cap	10%	58	6	52		18		40				
	<b>Monthly Pass</b>	412,445										
	-> Cash/Single Ride Ticket		2.5%	10,311	9%	967	91%	9,344	33%	3,437	67%	6,874
	-> Electronic		2.5%	10,311		967		9,344		3,437		6,874
	-> Electronic with Daily Cap		10%	41,245		3,867		37,378		13,748		27,497
-> Electronic with Monthly Cap	85%	350,578	32,867	317,711		116,859		233,719				
<b>Reduced</b>	<b>Cash/Single Ride Ticket without Transfer</b>	78,713										
	-> Cash/Single Ride Ticket		50%	39,357	8%	3,149	92%	36,208	56%	22,040	44%	17,317
	-> Electronic		10%	7,871		630		7,241		4,408		3,463
	-> Electronic with Daily Cap		20%	15,743		1,259		14,484		8,816		6,927
-> Electronic with Monthly Cap	20%	15,742	1,259	14,483		8,816		6,926				
	<b>Cash/Single Ride Ticket with Transfer</b>	23,397										
	-> Cash/Single Ride Ticket		20%	4,679	18%	826	82%	3,853	75%	3,524	25%	1,155
	-> Electronic		20%	4,679		826		3,853		3,524		1,155
	-> Electronic with Daily Cap		20%	4,679		826		3,853		3,524		1,155
-> Electronic with Monthly Cap	40%	9,360	1,652	7,708		7,049		2,311				



Local	Fare Type	Allocation of Riders		All Riders	Minority Riders		Non-Minority Riders		Low Income Riders		Non-Low Income Riders	
		Fare Type Boardings	% Shift	Boardings	% of Boardings	Boardings	% of Boardings	Boardings	% of Boardings	Boardings	% of Boardings	Boardings
	<b>10 Ride Ticket without Transfer</b>											
	-> Cash/Single Ride Ticket	62,902	50%	31,451	8%	2,516	92%	28,935	56%	17,613	44%	13,838
	-> Electronic		10%	6,290		503		5,787		2,768		
	-> Electronic with Daily Cap		20%	12,580		1,006		11,574		5,535		
	-> Electronic with Monthly Cap		20%	12,581		1,006		11,575		5,536		
	<b>10 Ride Ticket with Transfer</b>											
	-> Cash/Single Ride Ticket	18,698	20%	3,740	18%	660	82%	3,080	75%	2,817	25%	923
	-> Electronic		20%	3,740		660		3,080		923		
	-> Electronic with Daily Cap		20%	3,740		660		3,080		923		
	-> Electronic with Monthly Cap		40%	7,478		1,320		6,158		1,846		
<b>Youth</b>	<b>Cash without Transfer</b>											
	-> Cash/Single Ride Ticket	38,982	50%	19,491	50%	9,746	50%	9,745	60%	11,695	40%	7,796
	-> Electronic		10%	3,898		1,949		1,949		1,559		
	-> Electronic with Daily Cap		20%	7,796		3,898		3,898		3,118		
	-> Electronic with Monthly Cap		20%	7,797		3,899		3,898		3,119		
	<b>Cash with Transfer</b>											
	-> Cash/Single Ride Ticket	11,588	20%	2,318	50%	1,159	50%	1,159	60%	1,391	40%	927
	-> Electronic		20%	2,318		1,159		1,159		927		
	-> Electronic with Daily Cap		20%	2,318		1,159		1,159		927		
	-> Electronic with Monthly Cap		40%	4,634		2,317		2,317		1,854		
<b>Programs</b>	PPS (Chargeable)	251,877	100%	251,877	15%	37,041	85%	214,836	47%	118,530	53%	133,347
	USM	75,885	100%	75,885		11,160		64,725		40,174		
	SMCC (Local)	29,769	100%	29,769		4,378		25,391		15,760		
	Baxter (Local)	9,078	100%	9,078		1,335		7,743		4,806		
<b>Other</b>	Free Rides	95,194	100%	95,194	13%	12,199	87%	82,995	41%	39,161	59%	56,033

	All Riders	Minority Riders	Non-Minority Riders	Low Income Riders	Non-Low Income Riders
<b>Total</b>	1,886,238	209,410	1,676,828	683,754	1,202,484
<b>% of Boardings</b>		11%	89%	36%	64%

**Table 2. Local Average Fare by Fare Type**

Local	Fare Type	Existing Fare	Proposed Fare	Usage Rate	Existing Avg Fare	Proposed Avg Fare	Change in Avg Fare	% Change	
<b>Full</b>	<b>Cash/Single Ride Ticket</b>								
	-> Cash/Single Ride Ticket	\$1.50	\$2.26	1.13	\$1.33	\$2.00	\$0.67	51%	
	-> Electronic	\$1.50	\$2.00	1.13		\$1.77	\$0.44	33%	
	-> Electronic with Daily Cap	\$1.50	\$6.00	1.13 -> 3.5		\$1.71	\$0.39	29%	
	-> Electronic with Monthly Cap	\$1.50	\$60.00	1.13 -> 36.98		\$1.62	\$0.29	22%	
	<b>10 Ride Ticket</b>								
	-> Cash/Single Ride Ticket	\$13.50	\$2.26	11.29 -> 1.13	\$1.20	\$2.00	\$0.80	67%	
	-> Electronic	\$13.50	\$2.00	11.29 -> 1.13		\$1.77	\$0.58	48%	
	-> Electronic with Daily Cap	\$13.50	\$6.00	11.29 -> 3.5		\$1.71	\$0.52	43%	
	-> Electronic with Monthly Cap	\$13.50	\$60.00	11.29 -> 36.98		\$1.62	\$0.43	36%	
	<b>Day Pass</b>								
	-> Cash/Single Ride Ticket	\$5.00	\$2.26	3.5 -> 1.13	\$1.43	\$2.00	\$0.57	40%	
	-> Electronic	\$5.00	\$2.00	3.5 -> 1.13		\$1.77	\$0.34	24%	
	-> Electronic with Daily Cap	\$5.00	\$6.00	3.50		\$1.71	\$0.29	20%	
	-> Electronic with Monthly Cap	\$5.00	\$60.00	3.5 -> 36.98		\$1.62	\$0.19	14%	
	<b>Monthly Pass</b>								
-> Cash/Single Ride Ticket	\$45.00	\$2.26	36.98 -> 1.13	\$1.22	\$2.00	\$0.78	64%		
-> Electronic	\$45.00	\$2.00	36.98 -> 1.13		\$1.77	\$0.55	46%		
-> Electronic with Daily Cap	\$45.00	\$6.00	36.98 -> 3.5		\$1.71	\$0.50	41%		
-> Electronic with Monthly Cap	\$45.00	\$60.00	36.98		\$1.62	\$0.41	33%		
<b>Reduced</b>	<b>Cash/Single Ride Ticket</b>								
	-> Cash/Single Ride Ticket	\$0.75	\$1.13	1.13	\$0.66	\$1.00	\$0.34	51%	
	-> Electronic	\$0.75	\$1.00	1.13		\$0.89	\$0.22	33%	
	-> Electronic with Daily Cap	\$0.75	\$3.00	1.13 -> 3.5		\$0.86	\$0.19	29%	
	-> Electronic with Monthly Cap	\$0.75	\$30.00	1.13 -> 36.98		\$0.81	\$0.15	22%	
	<b>10 Ride Ticket</b>								
	-> Cash/Single Ride Ticket	\$6.75	\$1.13	11.29 -> 1.13	\$0.60	\$1.00	\$0.40	67%	
	-> Electronic	\$6.75	\$1.00	11.29 -> 1.13		\$0.89	\$0.29	48%	
	-> Electronic with Daily Cap	\$6.75	\$3.00	11.29 -> 3.5		\$0.86	\$0.26	43%	
	-> Electronic with Monthly Cap	\$6.75	\$30.00	11.29 -> 36.98		\$0.81	\$0.21	36%	
	<b>Youth</b>	<b>Cash/Single Ride Ticket</b>							
		-> Cash/Single Ride Ticket	\$1.00	\$1.13	1.13	\$0.89	\$1.00	\$0.11	13%
-> Electronic		\$1.00	\$1.00	1.13	\$0.89		\$0.00	0%	
-> Electronic with Daily Cap		\$1.00	\$3.00	1.13 -> 3.5	\$0.86		-\$0.03	-3%	
-> Electronic with Monthly Cap	\$1.00	\$30.00	1.13 -> 36.98	\$0.81	-\$0.07		-8%		
<b>Programs</b>	PPS (Chargeable)	\$0.75	\$1.00	1.00	\$0.75	\$1.00	\$0.25	33%	
	USM	\$1.00	\$1.33	1.00	\$1.00	\$1.33	\$0.33	33%	
	SMCC (Local)	\$1.00	\$1.33	1.00	\$1.00	\$1.33	\$0.33	33%	
	Baxter (Local)	\$0.75	\$1.00	1.00	\$0.75	\$1.00	\$0.25	33%	
<b>Other</b>	Free Rides	\$0.00	\$0.00	1.00	\$0.00	\$0.00	\$0.00	0%	

**Table 3. Local Average Fare Calculations**

Local	Fare Type	All Riders			Minority Riders			Non-Minority Riders			Low Income Riders			Non-Low Income Riders		
		Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue
<b>Full</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	234,790		\$469,580	17,454		\$34,908	217,336		\$434,672	64,413		\$128,826	170,377		\$340,754
	-> Electronic	66,918	\$723,080	\$118,503	7,579	\$66,722	\$13,421	59,339	\$656,358	\$105,081	20,236	\$207,723	\$35,835	46,682	\$515,357	\$82,667
	-> Electronic with Daily Cap	108,886		\$186,662	10,047		\$17,223	98,839		\$169,438	31,280		\$53,623	77,606		\$133,039
	-> Electronic with Monthly Cap	133,834		\$217,122	15,157		\$24,590	118,677		\$192,533	40,472		\$65,659	93,362		\$151,464
<b>10 Ride Ticket</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	100,357	\$278,163	\$200,714	3,437	\$12,295	\$6,874	96,920	\$265,868	\$193,840	14,604	\$43,817	\$29,208	85,753	\$234,346	\$171,506
	-> Electronic	28,603		\$50,652	1,597		\$2,828	27,006		\$47,824	4,907		\$8,690	23,696		\$41,962
	-> Electronic with Daily Cap	46,541		\$79,785	2,057		\$3,526	44,484		\$76,258	7,331		\$12,567	39,210		\$67,217
	-> Electronic with Monthly Cap	57,207		\$92,808	3,195		\$5,183	54,012		\$87,625	9,815		\$15,923	47,392		\$76,885
<b>Day Pass</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	57	\$820	\$114	6	\$89	\$12	51	\$731	\$102	18	\$257	\$36	39	\$563	\$78
	-> Electronic	57		\$101	6		\$11	51		\$90	18		\$32	39		\$69
	-> Electronic with Daily Cap	402		\$689	44		\$75	358		\$614	126		\$216	276		\$473
	-> Electronic with Monthly Cap	58		\$94	6		\$10	52		\$84	18		\$29	40		\$65
<b>Monthly Pass</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	10,311	\$501,840	\$20,622	967	\$47,049	\$1,934	9,344	\$454,791	\$18,688	3,437	\$167,279	\$6,874	6,874	\$334,561	\$13,748
	-> Electronic	10,311		\$18,259	967		\$1,712	9,344		\$16,547	3,437		\$6,086	6,874		\$12,173
	-> Electronic with Daily Cap	41,245		\$70,706	3,867		\$6,629	37,378		\$64,077	13,748		\$23,568	27,497		\$47,138
	-> Electronic with Monthly Cap	350,578		\$568,752	32,867		\$53,321	317,711		\$515,431	116,859		\$189,583	233,719		\$379,168
<b>Reduced</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	44,036	\$67,808	\$44,036	3,975	\$6,924	\$3,975	40,061	\$60,884	\$40,061	25,564	\$40,974	\$25,564	18,472	\$26,835	\$18,472
	-> Electronic	12,550		\$11,112	1,456		\$1,289	11,094		\$9,823	7,932		\$7,023	4,618		\$4,089
	-> Electronic with Daily Cap	20,422		\$17,505	2,085		\$1,787	18,337		\$15,717	12,340		\$10,577	8,082		\$6,927
	-> Electronic with Monthly Cap	25,102		\$20,362	2,911		\$2,361	22,191		\$18,001	15,865		\$12,869	9,237		\$7,493
<b>10 Ride Ticket</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	35,191	\$48,770	\$35,191	3,176	\$4,979	\$3,176	32,015	\$43,790	\$32,015	20,430	\$29,470	\$20,430	14,761	\$19,300	\$14,761
	-> Electronic	10,030		\$8,881	1,163		\$1,030	8,867		\$7,851	6,339		\$5,613	3,691		\$3,268
	-> Electronic with Daily Cap	16,320		\$13,989	1,666		\$1,428	14,654		\$12,561	9,862		\$8,453	6,458		\$5,535
	-> Electronic with Monthly Cap	20,059		\$16,271	2,326		\$1,887	17,733		\$14,384	12,677		\$10,283	7,382		\$5,988
<b>Youth</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	21,809	\$44,776	\$21,809	10,905	\$22,389	\$10,905	10,904	\$22,387	\$10,904	13,086	\$26,867	\$13,086	8,723	\$17,910	\$8,723
	-> Electronic	6,216		\$5,504	3,108		\$2,752	3,108		\$2,752	3,730		\$3,303	2,486		\$2,201
	-> Electronic with Daily Cap	10,114		\$8,669	5,057		\$4,335	5,057		\$4,335	6,069		\$5,202	4,045		\$3,467
	-> Electronic with Monthly Cap	12,431		\$10,084	6,216		\$5,042	6,215		\$5,041	7,458		\$6,050	4,973		\$4,034
<b>Programs</b>	<b>PPS (Chargeable)</b>	251,877	\$188,908	\$251,877	37,041	\$27,781	\$37,041	214,836	\$161,127	\$214,836	118,530	\$88,898	\$118,530	133,347	\$100,010	\$133,347
	USM	75,885	\$75,885	\$100,927	11,160	\$11,160	\$14,843	64,725	\$64,725	\$86,084	35,711	\$35,711	\$47,496	40,174	\$40,174	\$53,431
	SMCC (Local)	29,769	\$29,769	\$39,593	4,378	\$4,378	\$5,823	25,391	\$25,391	\$33,770	14,009	\$14,009	\$18,632	15,760	\$15,760	\$20,961
	Baxter (Local)	9,078	\$6,809	\$9,078	1,335	\$1,001	\$1,335	7,743	\$5,807	\$7,743	4,272	\$3,204	\$4,272	4,806	\$3,605	\$4,806
	<b>Other</b>	Free Rides	95,194	\$0	\$0	12,199	\$0	\$0	82,995	\$0	\$0	39,161	\$0	\$0	56,033	\$0

	All Riders			Minority Riders			Non-Minority Riders			Low Income Riders			Non-Low Income Riders		
<b>Sum</b>	1,886,238	\$1,966,628	\$2,710,049	209,410	\$204,767	\$271,267	1,676,828	\$1,761,860	\$2,438,782	683,754	\$658,209	\$894,138	1,202,484	\$1,308,419	\$1,815,911
<b>Avg Fare</b>		\$1.04	\$1.44		\$0.98	\$1.30		\$1.05	\$1.45		\$0.96	\$1.31		\$1.09	\$1.51
<b>% Change in Avg Fare</b>			37.8%			32.5%			38.4%			35.8%			38.8%

**Table 4. Breez Ridership Distribution by Fare Type Assumptions**

Breez	Fare Type	Allocation of Riders		All Riders	Minority Riders		Non-Minority Riders		Low Income Riders		Non-Low Income Riders	
		Fare Type Boardings	% Shift	Boardings	% of Boardings	Boardings	% of Boardings	Boardings	% of Boardings	Boardings	% of Boardings	Boardings
<b>Full</b>	<b>Cash/Single Ride Ticket without Transfer</b>											
	-> Cash/Single Ride Ticket	20,657	50%	10,329	6%	608	94%	9,721	26%	2,718	74%	7,611
	-> Electronic		10%	2,066		122		1,944		544		1,522
	-> Electronic with Daily Cap		20%	4,131		243		3,888		1,087		3,044
	-> Electronic with Monthly Cap		20%	4,131		243		3,888		1,087		3,044
	<b>Cash/Single Ride Ticket with Transfer</b>											
	-> Cash/Single Ride Ticket	540	20%	108	20%	22	80%	86	37%	40	63%	68
	-> Electronic		20%	108		22		86		40		68
	-> Electronic with Daily Cap		20%	108		22		86		40		68
	-> Electronic with Monthly Cap		40%	216		44		172		80		136
	<b>10 Ride Ticket without Transfer</b>											
	-> Cash/Single Ride Ticket	11,030	50%	5,515	3%	141	97%	5,374	14%	745	86%	4,770
	-> Electronic		10%	1,103		28		1,075		149		954
	-> Electronic with Daily Cap		20%	2,206		57		2,149		298		1,908
	-> Electronic with Monthly Cap		20%	2,206		57		2,149		298		1,908
	<b>10 Ride Ticket with Transfer</b>											
	-> Cash/Single Ride Ticket	289	20%	58	11%	6	89%	52	23%	14	77%	44
	-> Electronic		20%	58		6		52		14		44
	-> Electronic with Daily Cap		20%	58		6		52		14		44
	-> Electronic with Monthly Cap		40%	115		12		103		27		88
	<b>Day Pass</b>											
	-> Cash/Single Ride Ticket	n/a	10%	n/a	11%	n/a	89%	n/a	31%	n/a	69%	n/a
	-> Electronic		10%	n/a		n/a		n/a		n/a		n/a
	-> Electronic with Daily Cap		70%	n/a		n/a		n/a		n/a		n/a
	-> Electronic with Monthly Cap		10%	n/a		n/a		n/a		n/a		n/a
	<b>Monthly Pass</b>											
	-> Cash/Single Ride Ticket	6,137	2.5%	153	9%	14	91%	139	33%	51	67%	102
	-> Electronic		2.5%	153		14		139		51		102
	-> Electronic with Daily Cap		10%	614		58		556		205		409
	-> Electronic with Monthly Cap		85%	5,217		489		4,728		1,739		3,478
<b>Reduced</b>	<b>Cash/Single Ride Ticket without Transfer</b>											
	-> Cash/Single Ride Ticket	2,718	50%	1,359	8%	109	92%	1,250	56%	761	44%	598
	-> Electronic		10%	272		22		250		152		120
	-> Electronic with Daily Cap		20%	544		44		500		305		239
	-> Electronic with Monthly Cap		20%	543		43		500		304		239
	<b>Cash/Single Ride Ticket with Transfer</b>											
	-> Cash/Single Ride Ticket	72	20%	14	18%	2	82%	12	75%	11	25%	3
	-> Electronic		20%	14		2		12		11		3
	-> Electronic with Daily Cap		20%	14		2		12		11		3
	-> Electronic with Monthly Cap		40%	30		5		25		23		7

Breez	Fare Type	Allocation of Riders		All Riders	Minority Riders		Non-Minority Riders		Low Income Riders		Non-Low Income Riders	
		Fare Type Boardings	% Shift	Boardings	% of Boardings	Boardings	% of Boardings	Boardings	% of Boardings	Boardings	% of Boardings	Boardings
	<b>10 Ride Ticket without Transfer</b>											
	-> Cash/Single Ride Ticket	3,890	50%	1,945	8%	156	92%	1,789	56%	1,089	44%	856
	-> Electronic		10%	389		31		358		218		171
	-> Electronic with Daily Cap		20%	778		62		716		436		342
	-> Electronic with Monthly Cap		20%	778		62		716		436		342
	<b>10 Ride Ticket with Transfer</b>											
	-> Cash/Single Ride Ticket	102	20%	20	18%	4	82%	16	75%	15	25%	5
	-> Electronic		20%	20		4		16		15		5
	-> Electronic with Daily Cap		20%	20		4		16		15		5
	-> Electronic with Monthly Cap		40%	42		7		35		32		10
<b>Youth</b>	<b>Cash without Transfer</b>											
	-> Cash/Single Ride Ticket	1,776	50%	888	50%	444	50%	444	60%	533	40%	355
	-> Electronic		10%	178		89		89		107		71
	-> Electronic with Daily Cap		20%	355		178		177		213		142
	-> Electronic with Monthly Cap		20%	355		178		177		213		142
	<b>Cash with Transfer</b>											
	-> Cash/Single Ride Ticket	47	20%	9	50%	5	50%	4	60%	5	40%	4
	-> Electronic		20%	9		5		4		5		4
	-> Electronic with Daily Cap		20%	9		5		4		5		4
	-> Electronic with Monthly Cap		40%	20		10		10		12		8
<b>Programs</b>	PPS (Chargeable)	624	100%	624	15%	92	85%	532	47%	294	53%	330
	USM	2,403	100%	2,403		353		2,050		1,131		1,272
	SMCC (Local)	1,740	100%	1,740		256		1,484		819		921
	Baxter (Local)	4,803	100%	4,803		706		4,097		2,260		2,543
<b>Other</b>	Free Rides	4,049	100%	4,049	13%	519	87%	3,530	41%	1,666	59%	2,383

	All Riders	Minority Riders	Non-Minority Riders	Low Income Riders	Non-Low Income Riders
<b>Total</b>	60,877	5,613	55,264	20,338	40,539
<b>% of Boardings</b>		9%	91%	33%	67%

**Table 5. Breez Average Fare by Fare Type**

Breez	Fare Type	Existing Fare	Proposed Fare	Usage Rate	Existing Avg Fare	Proposed Avg Fare	Change in Avg Fare	% Change
<b>Full</b>	<b>Cash/Single Ride Ticket</b>							
	-> Cash/Single Ride Ticket	\$3.00	\$4.05	1.01	\$2.96	\$4.00	\$1.04	35%
	-> Electronic	\$3.00	\$4.00	1.01		\$3.95	\$0.99	33%
	-> Electronic with Daily Cap	\$3.00	\$12.00	1.01 -> 3.5		\$3.43	\$0.47	16%
	-> Electronic with Monthly Cap	\$3.00	\$120.00	1.01 -> 36.98		\$3.24	\$0.28	10%
	<b>10 Ride Ticket</b>							
	-> Cash/Single Ride Ticket	\$27.00	\$4.05	10.13 -> 1.01	\$2.67	\$4.00	\$1.33	50%
	-> Electronic	\$27.00	\$4.00	10.13 -> 1.01		\$3.95	\$1.28	48%
	-> Electronic with Daily Cap	\$27.00	\$12.00	10.13 -> 3.5		\$3.43	\$0.76	29%
	-> Electronic with Monthly Cap	\$27.00	\$120.00	10.13 -> 36.98		\$3.24	\$0.58	22%
	<b>Day Pass</b>							
	-> Cash/Single Ride Ticket	\$10.00	\$4.05	3.5 -> 1.01	\$2.86	\$4.00	\$1.14	40%
	-> Electronic	\$10.00	\$4.00	3.5 -> 1.01		\$3.95	\$1.09	38%
	-> Electronic with Daily Cap	\$10.00	\$12.00	3.50		\$3.43	\$0.57	20%
	-> Electronic with Monthly Cap	\$10.00	\$120.00	3.5 -> 36.98		\$3.24	\$0.39	14%
	<b>Monthly Pass</b>							
	-> Cash/Single Ride Ticket	\$90.00	\$4.05	36.98 -> 1.01	\$2.43	\$4.00	\$1.57	64%
	-> Electronic	\$90.00	\$4.00	36.98 -> 1.01		\$3.95	\$1.52	62%
	-> Electronic with Daily Cap	\$90.00	\$12.00	36.98 -> 3.5		\$3.43	\$1.00	41%
	-> Electronic with Monthly Cap	\$90.00	\$120.00	36.98		\$3.24	\$0.81	33%
<b>Reduced</b>	<b>Cash/Single Ride Ticket</b>							
	-> Cash/Single Ride Ticket	\$1.50	\$2.03	1.01	\$1.48	\$2.00	\$0.52	35%
	-> Electronic	\$1.50	\$2.00	1.01		\$1.97	\$0.49	33%
	-> Electronic with Daily Cap	\$1.50	\$6.00	1.01 -> 3.5		\$1.71	\$0.23	16%
	-> Electronic with Monthly Cap	\$1.50	\$60.00	1.01 -> 36.98		\$1.62	\$0.14	10%
	<b>10 Ride Ticket</b>							
	-> Cash/Single Ride Ticket	\$13.50	\$2.03	10.13 -> 1.01	\$1.33	\$2.00	\$0.67	50%
	-> Electronic	\$13.50	\$2.00	10.13 -> 1.01		\$1.97	\$0.64	48%
	-> Electronic with Daily Cap	\$13.50	\$6.00	10.13 -> 3.5		\$1.71	\$0.38	29%
	-> Electronic with Monthly Cap	\$13.50	\$60.00	10.13 -> 36.98		\$1.62	\$0.29	22%
<b>Youth</b>	<b>Cash/Single Ride Ticket</b>							
	-> Cash/Single Ride Ticket	\$2.00	\$2.03	1.01	\$1.97	\$2.00	\$0.03	1%
	-> Electronic	\$2.00	\$2.00	1.01		\$1.97	\$0.00	0%
	-> Electronic with Daily Cap	\$2.00	\$6.00	1.01 -> 3.5		\$1.71	-\$0.26	-13%
	-> Electronic with Monthly Cap	\$2.00	\$60.00	1.01 -> 36.98		\$1.62	-\$0.35	-18%
<b>Programs</b>	PPS (Chargeable)	\$1.50	\$2.00	1.00	\$1.50	\$2.00	\$0.50	33%
	USM	\$2.00	\$2.67	1.00	\$2.00	\$2.67	\$0.67	34%
	SMCC (Local)	\$2.00	\$2.67	1.00	\$2.00	\$2.67	\$0.67	34%
	Baxter (Local)	\$1.50	\$2.00	1.00	\$1.50	\$2.00	\$0.50	33%
<b>Other</b>	Free Rides	\$0.00	\$0.00	1.00	\$0.00	\$0.00	\$0.00	0%

**Table 6. Breez Average Fare Calculations**

Breez	Fare Type	All Riders			Minority Riders			Non-Minority Riders			Low Income Riders			Non-Low Income Riders		
		Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue	Boardings	Existing Revenue	Proposed Revenue
<b>Full</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	10,437	\$62,779	\$41,748	630	\$3,927	\$2,520	9,807	\$58,852	\$39,228	2,758	\$16,692	\$11,032	7,679	\$46,087	\$30,716
	-> Electronic	2,174		\$8,585	144		\$569	2,030		\$8,016	584		\$2,306	1,590		\$6,279
	-> Electronic with Daily Cap	4,239		\$14,534	265		\$909	3,974		\$13,625	1,127		\$3,864	3,112		\$10,670
-> Electronic with Monthly Cap	4,347	\$14,104		287	\$931		4,060	\$13,173		1,167	\$3,787		3,180	\$10,318		
<b>10 Ride Ticket</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	5,573	\$30,171	\$22,292	147	\$834	\$588	5,426	\$29,337	\$21,704	759	\$4,156	\$3,036	4,814	\$26,016	\$19,256
	-> Electronic	1,161		\$4,585	34		\$134	1,127		\$4,450	163		\$644	998		\$3,941
	-> Electronic with Daily Cap	2,264		\$7,762	63		\$216	2,201		\$7,546	312		\$1,070	1,952		\$6,693
-> Electronic with Monthly Cap	2,321	\$7,531		69	\$224		2,252	\$7,307		325	\$1,055		1,996	\$6,476		
<b>Day Pass</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0	0	\$0	\$0
	-> Electronic	0		\$0	0		\$0	0		\$0	0		\$0	0		\$0
	-> Electronic with Daily Cap	0		\$0	0		\$0	0		\$0	0		\$0	0		\$0
-> Electronic with Monthly Cap	0	\$0		0	\$0		0	\$0		0	\$0		0	\$0		
<b>Monthly Pass</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	153	\$14,934	\$612	14	\$1,399	\$56	139	\$13,535	\$556	51	\$4,979	\$204	102	\$9,955	\$408
	-> Electronic	153		\$604	14		\$55	139		\$549	51		\$201	102		\$403
	-> Electronic with Daily Cap	614		\$2,105	58		\$199	556		\$1,906	205		\$703	409		\$1,402
-> Electronic with Monthly Cap	5,217	\$16,927		489	\$1,587		4,728	\$15,341		1,739	\$5,642		3,478	\$11,285		
<b>Reduced</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	1,373	\$4,132	\$2,746	111	\$339	\$222	1,262	\$3,792	\$2,524	772	\$2,337	\$1,544	601	\$1,795	\$1,202
	-> Electronic	286		\$565	24		\$47	262		\$517	163		\$322	123		\$243
	-> Electronic with Daily Cap	558		\$957	46		\$79	512		\$878	316		\$542	242		\$415
-> Electronic with Monthly Cap	573	\$930		48	\$78		525	\$852		327	\$531		246	\$399		
<b>10 Ride Ticket</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	1,965	\$5,320	\$3,930	160	\$440	\$320	1,805	\$4,881	\$3,610	1,104	\$3,007	\$2,208	861	\$2,314	\$1,722
	-> Electronic	409		\$808	35		\$69	374		\$738	233		\$460	176		\$348
	-> Electronic with Daily Cap	798		\$1,368	66		\$113	732		\$1,255	451		\$773	347		\$595
-> Electronic with Monthly Cap	820	\$1,330		69	\$112		751	\$1,218		468	\$759		352	\$571		
<b>Youth</b>	<b>Cash/Single Ride Ticket</b>															
	-> Cash/Single Ride Ticket	897	\$3,599	\$1,794	449	\$1,805	\$898	448	\$1,795	\$896	538	\$2,158	\$1,076	359	\$1,441	\$718
	-> Electronic	187		\$369	94		\$186	93		\$184	112		\$221	75		\$148
	-> Electronic with Daily Cap	364		\$624	183		\$314	181		\$310	218		\$374	146		\$250
-> Electronic with Monthly Cap	375	\$608		188	\$305		187	\$303		225	\$365		150	\$243		
<b>Programs</b>	PPS (Chargeable)	624	\$936	\$1,248	92	\$138	\$184	532	\$798	\$1,064	294	\$441	\$588	330	\$495	\$660
	USM	2,403	\$4,806	\$6,416	353	\$706	\$943	2,050	\$4,100	\$5,474	1,131	\$2,262	\$3,020	1,272	\$2,544	\$3,396
	SMCC (Local)	1,740	\$3,480	\$4,646	256	\$512	\$684	1,484	\$2,968	\$3,962	819	\$1,638	\$2,187	921	\$1,842	\$2,459
	Baxter (Local)	4,803	\$7,205	\$9,606	706	\$1,059	\$1,412	4,097	\$6,146	\$8,194	2,260	\$3,390	\$4,520	2,543	\$3,815	\$5,086
<b>Other</b>	Free Rides	4,049	\$0	\$0	519	\$0	\$0	3,530	\$0	\$0	1,666	\$0	\$0	2,383	\$0	\$0

	All Riders			Minority Riders			Non-Minority Riders			Low Income Riders			Non-Low Income Riders		
<b>Sum</b>	60,877	\$137,362	\$179,334	5,613	\$11,159	\$13,952	55,264	\$126,203	\$165,382	20,338	\$41,059	\$53,032	40,539	\$96,303	\$126,302
<b>Avg Fare</b>		\$2.26	\$2.95		\$1.99	\$2.49		\$2.28	\$2.99		\$2.02	\$2.61		\$2.38	\$3.12
<b>% Change in Avg Fare</b>			30.6%			25.0%			31.0%		29.2%				31.1%



## **Public Participation Process Summary**

Proposed Fare Pricing Changes,  
Introduction of Automated Fare Payment Options

Denise Beck,  
Marketing and Community Relations Manager

May 23, 2019





# Public Participation Plan:

*Summary of Fare Proposal Process, Public Comment*

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## Fare Proposal:

### Background:

- Greater Portland METRO has not increased fares since 2010.
- METRO's fare policy and technology goals:
  - Grow Ridership
  - Improve simplicity and convenience of fare payment
  - Reduce use of cash; speed up passenger boarding process
  - Improve equity in passenger's cost of using transit
  - Balance the cost of service between taxpayers and riders

### Proposed Fare Changes:

On February 28, 2019 the METRO Board of Directors voted to approve the following METRO proposals:

- New payment options to pay fares using either a smart card or mobile app.
- Fare increase
  - base local fare from \$1.50 to \$2.00
  - base express fare from \$3 to \$4
  - reduced local fare from \$ .75 to \$1.00
  - reduced express fare from \$1.50 to \$2.00
- Introduction of reduced fare options for seniors, people with disabilities, and NEW youth option (ages 6-18);
- "Fare Cap" pricing, a "pay as you go" approach that improves affordability and equity, allowing riders equal access to discounts.
- New pass, allowing unlimited trips for 90 minutes.
- Smart cards will be available at retail outlets where cash can be added to the card or linked to a bank account.
- Cash still accepted as a fare payment option.



## Public Participation Plan – Policy and Procedures

### Policy Summary

METRO has established a **Policy and Procedures for Soliciting and Considering Public Comment on Fare Increases and Major Service Reduction.**

This policy defines thresholds for major service reductions/fare changes and outlines a process for soliciting, receiving, and considering public comment to ensure that Greater Portland METRO implements a broad, inclusive, equitable and accessible decision-making process.

The public participation plan is implemented when changes to service or fares meet or exceed specific thresholds. The fare pricing proposal and introduction of automated fare options meets the criteria defined in this policy.

### Public Meetings

The public had multiple ways to get information and provide feedback about the proposed fare pricing changes and automated fare payment options.

**GREATER PORTLAND metro**

**PUBLIC MEETINGS**

Join Us to Discuss METRO's Proposed Fare Pricing Changes, including NEW automatic fare payment options.  
**We Want Your Feedback!**

Stop by these open forum meetings, held in communities along METRO's public transit system. Drop in at your convenience.

Tuesday, March 12 | 3-7 p.m. Saturday, March 16 | 10:30 a.m. - NOON - **Portland Public Library (Rines Auditorium)**  
Thursday, March 14 | 5-7 p.m. - **Brunswick Town Hall (Room 206), 85 Union St.**  
Monday, March 18 | 3:30 - 7:30 p.m. - **Westbrook Community Center (Spruce Room), 426 Bridge St.**  
Tuesday, March 19 | 5-7 p.m. - **Yarmouth Town Hall (Community Room) 200 Main St.**  
Wednesday, March 20 | 5 - 7 p.m. - **Lunt Auditorium, 74 Lunt Rd., Falmouth**  
Monday, March 25 | 5 - 7 p.m. - **Freeport Town Hall (Chambers), 30 Main St.**  
Tuesday, March 26 | 5 - 7:30 p.m. - **Gorham Municipal Center (Conf. Room A), 75 South St.**

For more information and survey: [gpmetro.org](http://gpmetro.org) | 207-774-0351 | [info@gpmetro.org](mailto:info@gpmetro.org)

Greater Portland METRO held eight public meetings, from March 12 – March 26, 2019 in communities throughout its service area, and one public hearing on April 10, 2019 at East End School, as in conjunction with METRO's Ridership Committee Meeting.

Public meetings were held in central locations at varying times including afternoon, evening and Saturday morning.

The public has additional opportunities to contact METRO staff about the fare pricing proposals through email ([info@gpmetro.org](mailto:info@gpmetro.org)), telephone (207-774-0351) and regular mail at the METRO office, 114 Valley Street in Portland. An online survey was distributed to the public to provide feedback on the fare proposals and add additional comments.

**Survey open date: March 12, 2019 – April 30, 2019.**



## Public Notices and Communication Procedures

- Legal Notices:
  - Press Herald, published 2/17/19, 20 days prior to public meetings held between March 12 – March 26, 2019.
  - Maine Sunday Telegram, published March 19, 20 days prior to April 10, 2019 public hearing.
- Print ads, communicating dates of public meetings, published in all editions of The Forecaster – covering the communities of Brunswick Falmouth, Freeport, Portland, South Portland, Westbrook, and Yarmouth.
- Print ad published in March edition of Amjabmo, Maine’s free newspaper for and about New Mainers from Africa.
- ‘Rider alerts’ and signage posted inside all buses -- from mid-February through the end of March -- and at the METRO Pulse on Elm Street wit information on all public meetings and public hearing.
- E-mail blast sent to 100+ stakeholders with info on meeting, fare policy proposals, website and survey links. Notification of all meetings posted on METRO’s website; alerts sent to subscribers.
- Press release sent to media outlets and stakeholders, listing background information on fare pricing proposals and dates and locations of meetings. Location, date, time information posted on social media (facebook) prior to meetings.



## MEDIA Coverage

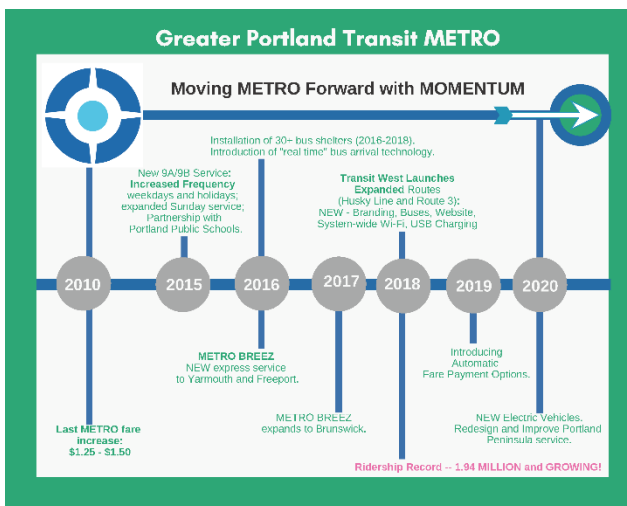
- Maine BIZ – March 6, 2019:  
--[www.mainebiz.biz/article/greater-portland-metro-proposes-changes-to-fares-payment-structure](http://www.mainebiz.biz/article/greater-portland-metro-proposes-changes-to-fares-payment-structure)
- WMTW – March 12, 2019  
--[www.wmtw.com/article/public-hearings-begin-to-discuss-raising-price-for-portland-metro/26801773](http://www.wmtw.com/article/public-hearings-begin-to-discuss-raising-price-for-portland-metro/26801773)
- The Forecaster – March 20, 2019 (all editions)  
--<http://www.theforecaster.net/greater-portland-metro-proposes-fare-payment-changes/>
- WGME TV – March 12, 2019:  
--[wgme.com/news/local/greater-portland-metro-exploring-new-fare-prices](http://wgme.com/news/local/greater-portland-metro-exploring-new-fare-prices)
- Portland Press Herald – May 16, 2019  
--[www.pressherald.com/2019/05/16/portland-metro-to-raise-fares-add-electronic-tickets/](http://www.pressherald.com/2019/05/16/portland-metro-to-raise-fares-add-electronic-tickets/)



## Materials and Resources:

Presentation boards explaining fare pricing proposals, included details on:

- Timeline of METRO improvements since last fare increase in 2010
- Reason fare increase is proposed
- Summary of current/proposed fare structure and payment option examples.
- Explanations of types of technology proposed, including smart card, mobile ticketing, and fare capping.
- Breakdown of proposed fare changes and additional benefits including:
  - automated payment options;
  - new 90-minute unlimited pass;
  - introduction of reduced monthly options for seniors, persons with disabilities and students (ages 6-18);
  - fare capping;
  - planned wider distribution for smart cards;
  - advantage of mobile accounts;
  - reminder that cash will continue to be accepted on all buses.
- **Video Presentation – Fare Capping:**  
 To help explain the concept of “fare capping,” a pay-as-you-go approach that improves affordability and equity in the cost of using transit, METRO staff presented a short video to explain. <https://www.youtube.com/watch?v=27znDOJKCRU&feature=youtu.be>



**Greater Portland Transit METRO**  
**Fare Changes**

CURRENT FARE PRICES				PROPOSED FARE PRICES			
<b>CASH</b>				<b>CASH</b>			
Single Ride	Local	\$1.50	\$1.50	Single Ride	Local	\$1.50	\$1.50
Full Day	Local	\$4.00	\$4.00	Full Day	Local	\$4.00	\$4.00
Reduced Fare	Local	\$1.00	\$1.00	Reduced Fare	Local	\$1.00	\$1.00
Transfer	Local	\$0.50	\$0.50	Transfer	Local	\$0.50	\$0.50
<b>FARE PERIOD PASSES &amp; TICKETS</b>				<b>SMART CARD/MOBILE APP</b>			
Single Ride	Local	\$1.50	\$1.50	Single Ride	Local	\$1.50	\$1.50
Full Day	Local	\$4.00	\$4.00	Full Day	Local	\$4.00	\$4.00
Reduced Fare	Local	\$1.00	\$1.00	Reduced Fare	Local	\$1.00	\$1.00
Transfer	Local	\$0.50	\$0.50	Transfer	Local	\$0.50	\$0.50
90-Minute	Local	\$2.00	\$2.00	90-Minute	Local	\$2.00	\$2.00
Monthly	Local	\$30.00	\$30.00	Monthly	Local	\$30.00	\$30.00
Senior/Student/Youth	Local	\$1.00	\$1.00	Senior/Student/Youth	Local	\$1.00	\$1.00
Transfer	Local	\$0.50	\$0.50	Transfer	Local	\$0.50	\$0.50

- New Smart Card and Mobile App fare payment options replace current paper-based passes and tickets.
- Smart Cards will be widely available at METRO offices and retail outlets.
- Riders will also be able to load cash into their transit account at these locations, so they can use that value to purchase fares using their smart card or mobile app.
- Mobile app will be available through Apple and Android app stores.
- New 90-minute unlimited access pass when paying for single ride with Smart Card or Mobile App.
- Fare Capping means riders using Smart Card or Mobile App will never pay more than \$6.00/day and \$60.00/month (local).
- Expansion of reduced fare pricing for seniors, riders with disabilities, and, now, youth.
- Cash will continue to be accepted on all buses, but physical paper transfers are proposed to be eliminated.



## PUBLIC MEETINGS – Summaries:

### Portland Public Library (Rines Auditorium)

Tuesday, March 12 | 3-7 p.m.

Number of Attendees – 34

WGME - Live report, interview w/ METRO GM Greg Jordan and a METRO rider.

### Saturday, March 16 | 10:30 a.m. – NOON

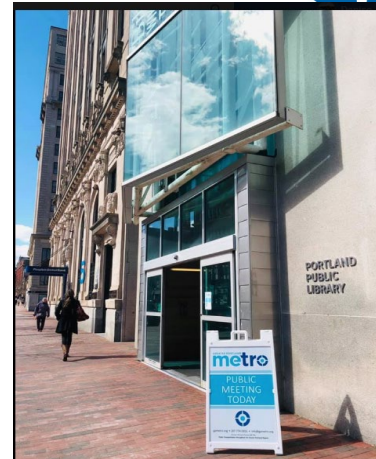
Number of Attendees – 38; included members of Portland’s Disabilities Committee

### Brunswick Town Hall (Room 206), 85 Union St. / Thursday, March 14 | 5-7 p.m.

Number of Attendees – 10, included Town Councilor

### Westbrook Community Center, 226 Bridge St./ Monday, March 18 | 3:30 -7:30 p.m.

Number of Attendees – 5 (five); included City Councilor/METRO Board member Michael Foley, representative from Maine Career Center, office of visually impaired.



### Yarmouth Town Hall (Community Room) 200 Main St. Tuesday, March 19 | 5-7 p.m.

Number of Attendees – 9 (nine); including Town Manager Nat Tupper

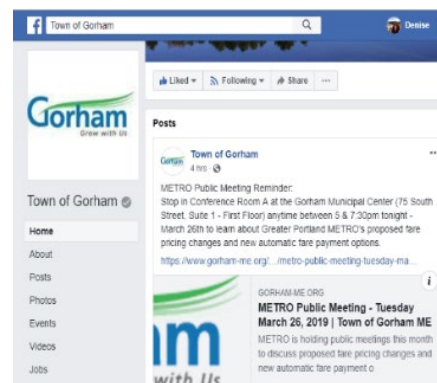
**Falmouth - Lunt Auditorium, 74 Lunt Rd., Wednesday, March 20 | 5 - 7 p.m.** Number of Attendees – 2 (two)

### Freeport Town Hall (Chambers), 30 Main St. / Monday, March 25 | 5 - 7 p.m.

Number of Attendees – 2 (two); included Town Planner Donna Larson

### Gorham Municipal Center (Conf. Room A), 75 South St. Tuesday, March 26 | 5 - 7:30 p.m.

Number of Attendees – 5 (five); including Town Councilors - Ron Shephard , Virginia Wilder Cross





**PUBLIC HEARING – METRO Ridership Committee Meeting**

**Portland - East End School, 195 North Street/ Wednesday, April 10, 2019 | 5:45 – 7PM**

- Number of Attendees:  
METRO Staff/Board: 7, including Ridership Committee and METRO Board President  
Members of the Public: 18
  
- METRO GM Greg Jordan presented a PowerPoint of the proposed fare changes and payment options. Highlights included:
  - Fare pricing peer agency review
  - Timeline of METRO improvements
  - Objectives and reasons for proposals
  - Explanation of technology and benefits

**Listing of Public Comments/Questions, related to fare change proposals (edited):**

(East End School Public Hearing, April 10, 2019)

- The 90-min. cap may not be long enough for people in wheelchairs mobility-restricted.
- A fare increase is overdue.
- Will there be an unlimited multi-day pass listed for visitors.
- Concerned about people who can't afford bus fare. Likes changes otherwise.
- Greg Jordan has transformed the system.
- Is the price of a 10-ride ticket going up when the fare increases, but before smart cards and fare capping go into effect?
- What happens to 10-ride tickets purchased before the fare increase?
- Would like clarification about 10-ride tickets expiring at the end of December and smart cards not going into effect until January 2020.
- Will monthly passes be cut at the beginning of 2020?
- Will smart cards work in South Portland?
- If South Portland is not "on board," what will happen?
- How will groups like Logisticare, who currently sends passes to people who qualify, be able to get into this? They depend on the US Mail, so will there be a delay?
- How do you check the balance left on your smart card?

*NOTE: All questions asked at the meeting, and noted above were answered.*



## Public Meetings/Hearing – Participation Summary

- Eight Public Meetings, held in from March 12 – March 26, in Portland, Falmouth, Freeport, Gorham, Yarmouth, Brunswick and Freeport.

**Total Attendees: 103**

- Ridership Committee / Public Hearing @ East End School on April 10.

**Total Number of Attendees - 18**

## Receiving Public Comments – PUBLIC INPUT

### Summary/Sample of Emails, Letters, and Phone Calls

- **Emails (edited for space – complete comments on file)**
  - “Paper tickets should be grandfathered into the new system to not lose investment. Should not make unwanted changes to fares – will discourage ridership. Some will choose to walk in unsafe areas to save money.”-- Jenna S.
  - Not happy (METRO) won’t be accepting tickets from South Portland. How will this work with Logisticare? General Assistance? -- Daniel K
  - Will the option to purchase a monthly pass still be available under the new fare proposal? If so how much for monthly Metro and Breeze pass? – Julie K.
  - How do you activate a card? – Chris Dyer, 3/29/19
  - Southworth regularly buys 10 pass tickets for our employees. I heard a rumor that you may be getting rid of those passes in the future. Do you have any information on that? Should I refrain from buying more?
- **Letter (edited for space – full letter on file)**
  - “Proposals are so-so. Going cashless will not make things easier; digital is risky. TenRide tickets and transfers are great. Keep cash. Keep bus travel simple.” – edited from two-page letter from Sally R.





- **Phone Calls/METRO Pulse questions to Customer Service**

- **Staff:**

- The fare increase that is being proposed has been positive for the most part
- Actually, I would say ninety percent agree it was time for the fare increase.
- One question that was asked “is there a minimum load amount on a smart card? What if I lose my smart card, can I get another one at no cost?”
- Most passengers want to know when this will actually be put in place?
- Will tickets that are not stamped with expiration be good after 12/31/2019?
- Will we be able to check the balance of the start card without a smartphone;
- Can we check the balance at the Pulse?
- Why can't we have tickets and smart cards?
- Can people get transfers paying cash on the bus?
- Where can we get the smart cards?
- With reduce fare riders will the smart card have their photo so they don't have to carry all identification?
- How will we use the smart cards on the bus?
- Can we reload cards on the bus?
- How do we know the smart cards that link to an account won't be hacked?
- Why do I need a reduce fare card to get the discount?
- How are we going to transfer to other transits without transfers?
- Why do we need to increase fare?
- Many people are concerned about one-ride tickets; they buy to just give to people in need and they don't want to load one rides on 30 smart cards. So, is there going to be an easier way to do this?
- Will reduced fare riders be able to reload cards at other places?
- Most reduce fare customers do not want to link to account or don't have that option.
- Reduce fare riders would just like to have their photo on their smart card without having to carry any other forms of ID.
- Most questions are about reduced fare.
- Customers disappointed to not have the option of buying single rides.  
These costumers buy single fares and give to others in need as they go about their day. They are concerned that they will not be able to do this anymore once the new system is active.



- **Facebook Responses – (edited for length)**

**Sailor T.** This would be an excellent step in making Portland even LESS accessible to and for the people that work there or have to bus in from nearby towns.

**Lindsey Mae** Does anyone know if this is for south Portland busses to?

**Darryl D.** Wow really metro \$2 to ride the bus one way? I have been taking the bus for over 20 years now and it looks like I will be walking for that price change.

**Lindsey Mae** Just keep the monthly buss passes and 10 hole bunches. Some people can't afford to have 2\$ each ride for a full week

**Nick K.** Yeah i wish all the coffee shops sold them im gonna give them that feedback tomorrow. We can have digital payments and keep the paper. If you want to increase ridership you need to lower fares not increase them.

**Lindsey Mae** i don't like the payment app idea. I heard they are thinking of doing 2\$

**James Melanson** If they raise the fare, they'll probably raise the monthly pass too. It's ridiculous.

- **Survey Comments (edited for space – add additional comments)**

- Can you maintain cash/non-electronic transfers in case people forget passes?
- Is there a way to work with subsidizing agencies/partner to directly apply discounts/income-based tiered fares?
- Ridership may fall if people are no longer able to afford fares. Does Metro consider this to be a serious issue and, if so, are resources available/publicized to address this?
- Will the results of the survey questions raised be made public?
- Is South Portland bus service and other transits doing the same changes ? If not how can we transfer?



## Consideration of Public Comments – PUBLIC INPUT

### Survey Responses and Analysis

- Survey Date: March 12 – April 30, 2019
- 165 surveys received (no all respondents answered all questions)
- Of those surveys, 63 respondents said they did not attend a meeting or read background information about the proposals before taking the survey.

### Survey Results:

#### 1. Which of the following services do you currently use?

Metro local bus service (includes Route 1, 2, 3, 4, 5, 7, 8, 9, Husky Line)	98.17% ---161
Metro express bus service (Metro Breez)	17.07% --- 28
South Portland Bus Service	43.90% --- 72
Shuttlebus-Zoom	4.27% --- 7
Regional Transportation Program (Lakes' Region Explorer)	4.88% -- 8
<b>Total Respondents: 164</b>	

#### 2. Do you usually need to transfer between Metro buses to complete your trip?

<b>YES - 46.01% - 75   NO – 53.99% - 88   Total Respondents: 163</b>
--

#### 3. Do you usually need to transfer between Metro and one or more of the following transit services? (check all that apply)

South Portland Bus Service	38.22% -- 60
Shuttlebus-Zoom	5.10% -- 8
Regional Transportation Program (Lakes' Region Explorer)	5.73% -- 9
I don't transfer between Metro and other bus service.	61.78% -- 97
<b>Total Respondents: 157</b>	



**4. In a typical week, how many days do you ride Metro**

1 day per week	5.59% -- 9
2-3 days per week	24.22% -- 39
4-5 days per week	29.81% -- 48
6-7 days per week	23.60% -- 38
A few times per month	8.70% -- 14
About once per month	2.48% -- 4
A few times per year	5.59% -- 9
<b>TOTAL</b>	<b>161</b>

**5. How do you usually pay your fare?**

Cash when boarding the bus	19.88% -- 32
Single ride ticket	3.11% -- 5
Day pass	0.62% -- 1
10 ride ticket	48.45% -- 78
Monthly pass	23.60% -- 38
Student ID	3.73% -- 6
Employee ID	0.62% -- 1
<b>TOTAL</b>	<b>161</b>

**6. If you are eligible for reduced fare, please select the applicable discount category below.**

Seniors ages 65 and older	43.48% -- 30
Medicare recipient	20.29% -- 14
Persons with disabilities	24.64% -- 17
Youth ages 6-18	11.59% -- 8
<b>TOTAL RESPONDENTS - 69</b>	



**7. Do you have a smart phone or tablet with internet access?**

YES -- 76.10% -- 121 | NO -- 23.90% -- 38 | TOTAL 159

**8. Do you currently use any of the following? (mark all that apply)**

Checking Account	67.48% -- 110
Credit Card	43.56% -- 71
Debit Card	66.26% -- 108
Pre-paid Debit Card	6.13% -- 10
Mobile payment (e.g., Apple or Android Pay)	14.11% -- 23
None of the above	17.79% -- 29
<b>Total Respondents: 163</b>	

**9. Have you either attended one of Metro's public meetings/open houses OR reviewed information on the proposed fare changes?**

I attended one of the public meetings/open houses	19.14% --- 31
I have reviewed information on the proposed fare changes	41.98% --- 68
I have NEITHER attended a meeting NOR reviewed any information	38.89% --- 63
TOTAL -- 162	

**10. Metro's proposed fare changes include an increase of the LOCAL base fare to \$2.00 (reduced fare to \$1.00), a new 90-minute pass in place of transfers, a new discounting method that caps daily and monthly fares when using a smart card or mobile app, and expanded reduced fare options for seniors, people with disabilities and youth. Please read about all proposed changes at [gpmetro.org](http://gpmetro.org), then consider how these changes overall may impact you.**

The proposed changes are mostly positive for me	35.48% -- 55
Some changes are positive for me and some are negative	37.42% -- 58
The changes will not impact me	11.61% -- 18
The proposed changes are mostly negative for me	15.48% -- 24



**Analyze Survey Results to develop information on:**

- Support or opposition to the proposed service or fare change
- Impact of changes on respondent’s travel and daily life.

**Conduct Content Analysis**

**Themes/Categories expressed by participants.**

- Questions regarding **LOGISTICS** around passes and tickets.
- **South Portland Bus Service** – connections and transfers.
- **AFFORDABILITY** -- for lower income riders
- **TIMELINE** – For fare increase, automated fare payment options

**Conduct Equity Analysis**

**(see attachment – 2019 Fare Change/Title VI Change Review)**

**Results and Recommendation:**

- METRO Board Vote – May 23, 2019 (confirm)

## Discrimination is Prohibited by TITLE VI

There are many forms of illegal discrimination based on race, color or national origin that limit the opportunity of minorities to gain equal access to services and programs.

Among other things, in operating a federally assisted program, **a recipient cannot, directly or indirectly:**

- ▶ Deny program services, aids or benefits,
- ▶ Provide a different service, aid or benefit, or provide them in a manner different than they are provide others; or
- ▶ Segregate or separately treat individuals in any matter related to the receipt of any service, aid or benefit.



## TITLE VI PROGRAM

### How to file a complaint:

Members of the public who feel they have been the subject of discrimination, may file a signed, written complaint up to 180 days from the date of the alleged discrimination.

Complaint forms and instructions can be accessed online at [gpmetrobus.com](http://gpmetrobus.com) or by visiting METRO's Transit Center at 21 Elm Street or Main office at 114 Valley Street in Portland. Forms can also be mailed upon request. METRO's TITLE VI Complaint Form asks for the following information:

- Name, address, telephone number
- Date and location of incident
- Detailed description of incident
- Identification of witnesses

**Complaints must be signed and dated, and mailed or delivered to:**

**Greater Portland Transit District  
METRO  
114 Valley Street  
Portland, ME 04102**



### **METRO Transit Center**

Elm Street in Portland, across from the Portland Library, one block from Congress Street.

**TITLE VI PROGRAM  
OF THE CIVIL RIGHTS ACT OF 1964**

March 2019 ENGLISH)

## Your Rights under Title VI of the Civil Rights Act of 1964:



“No person in the United States, shall, on the ground of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.”

If you feel that you have been discriminated against based on race, color or national origin, you may file a complaint with Greater Portland transit District METRO.

Look for information about this process on the back page of this brochure.



*“Simple Justice requires that all public funds, to which all taxpayers of all races contribute, not be spent in any fashion which encourages, entrenches, subsidizes or results in racial discrimination.”*  
President John F. Kennedy

### Public Involvement

Public involvement is an important part of transportation planning and project development. METRO uses a variety of methods to gather public input on services, standards and projects, including:

- Board and Committee Meetings
- Annual Public Meetings
- Community Workshops
- Task Forces for special initiatives
- Online Comment Form(s)

#### For information:

- [gpmetro.org/](http://gpmetro.org/) 207-774-0351
- Email: [info@gpmetro.org](mailto:info@gpmetro.org)
- Visit - 114 Valley St., Portland

### Limited English Proficiency (LEP)

The federal government and those entities receiving assistance from the federal government must take reasonable steps to ensure that LEP persons have access to programs, services and information.

#### **Who is a Limited English Proficient**

**Person?** Persons who do not speak English as their primary language and who have a limited ability to read, speak, write or understand English can be Limited English Proficient or “LEP.” These individuals may be entitled to language assistance with response to a particular type of service, benefit or encounter. METRO works with a third-party phone interpreter service on an on-call basis and will also provide interpreters for public meetings, on request, with advance notice.



**Board of Directors – Remote Meeting**

**Draft Minutes of the Greater Portland Transit District’s Board of Directors Meeting on**

**March 24, 2022 at 4:00 p.m. via Zoom**

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/84293032580?pwd=YUc3S2pjRXlvU3VEbnZlVWVjJaFFkQT09>

Passcode: 643498 | Webinar ID: 842 9303 2580

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

<p><b>Board Members Present:</b>                  Hope Cahan, Board President                  Mike Foley, Vice President                  Paul Bradbury                  Pious Ali                  John Thompson                  Merrill Barter                  Nat Tupper- Secretary                  Jeff Levine                  Ryan Leighton                  Ashley Rand                  Bill Rixon                  Paul Bradbury</p> <p><b>Board Members Absent:</b>                  Andrew Zarro                  Ed Suslovic</p>	<p><b>Staff and Others Present:</b>                  Greg Jordan, Executive Director                  Glenn Fenton, Chief Transportation Officer                  Shelly Brooks, Finance Director                  Danielle Nemeth, Human Resources Director                  Mike Tremblay, Transit Development Director                  Lauren Shaw, Executive Assistant                  Chris Chop, GPCOG                  Ericka Amador, GPCOG                  Erin Courtney, MTA, Public Outreach &amp; Legislative Liaison                  Peter Mills, Executive Director, MTA                  Paul Godfrey, HNTB</p> <p><b>Public:</b></p> <table border="0"> <tr> <td>Barry Salter</td> <td>Cashel Stewart</td> </tr> <tr> <td>Catherine Culley</td> <td>Eamonn Dundon</td> </tr> <tr> <td>John Clark</td> <td>Lucas Bloom</td> </tr> <tr> <td>Paul Godfrey</td> <td>Angela King</td> </tr> <tr> <td>Craig Bramley</td> <td>Derek Pelletier, Portland</td> </tr> <tr> <td>Winston Lumpkins, IV</td> <td></td> </tr> </table>	Barry Salter	Cashel Stewart	Catherine Culley	Eamonn Dundon	John Clark	Lucas Bloom	Paul Godfrey	Angela King	Craig Bramley	Derek Pelletier, Portland	Winston Lumpkins, IV	
Barry Salter	Cashel Stewart												
Catherine Culley	Eamonn Dundon												
John Clark	Lucas Bloom												
Paul Godfrey	Angela King												
Craig Bramley	Derek Pelletier, Portland												
Winston Lumpkins, IV													

**Attendance roll call was taken by Lauren Shaw, Executive Assistant.**

- 1. With a quorum in place, the meeting was called to order at 4:03 p.m. by Hope Cahan, Board President.**
- 2. Public Comment**  
 No members of the public chose to speak at this time.
- 3. Meeting Minutes from February 24, 2022**  
 John Thompson moved, seconded by Pious Ali, to approve the minutes of the February 24, 2022 Board of Directors meeting as presented. A roll call vote was taken by Lauren Shaw, Executive Assistant. With approval by Mike Foley, Paul Bradbury, Nat Tupper, Ryan Leighton, Ashley Rand, Bill Rixon, Pious Ali, Jeff Levine, John Thompson, Merrill Barter, and Hope Cahan, **the motion passed unanimously by all those present.**

#### 4. **Executive Director's Report**

- Will be temporarily reducing service on the Breez and Route 1 due to staffing shortages (a large number of Bus Operators out on leave). During this time, the fare on the Breez will be reduced to \$2 regular fare/\$1 reduced fare to increase ridership while reductions are in effect.
- Electric Buses – Still expect delivery by April and will announce a launch event soon thereafter.
- Received \$1.9 m in grant funding to purchase eleven 35' diesel buses in the next year. Some will be used for the Breez route with Breez branding redesigned to match Metro's new look.
- PACTS - a balance of funding was agreed upon, including open funding for CBL and NNEPRA due to anticipated long-term fare revenue losses. In a close vote, all of Metro's projects were approved. Other transit agencies want to retain more funding for long-term needs.

#### 5. **Title VI Program Updated 2022**

Mike Tremblay reviewed the background of Title VI of the Civil Rights Act and summarized the 2022 Metro Title VI program updates (Item 5 – Attachment A), as required every three years by the Federal Transit Administration (FTA). This update must be approved by the Board of Directors prior to the April 30, 2022 submission due date. The full requirements of this submission were discussed in Metro's January 2022 Ridership Committee meeting, a draft presented to the Ridership Committee in February 2022, and recommended for approval by the Ridership Committee on March 17, 2022. A public information meeting was held on March 8, 2022, which was recorded and has been posted on Metro's website.

John Thompson moved, seconded by Jeff Levine, to approve Metro's proposed 2022 Title VI Program, as corrected to ensure all acronyms are clearly defined and the document is reviewed for typographical errors before submission. A roll call vote was taken by Lauren Shaw, Executive Assistant. With approval by Mike Foley, Paul Bradbury, Nat Tupper, Ryan Leighton, Ashley Rand, Bill Rixon, Pious Ali, Jeff Levine, John Thompson, Merrill Barter, and Hope Cahan, **the motion passed unanimously by all those present.**

#### 6. **GPCOG/PACTS Presentation on Current Transit Studies (slides in Board packet)**

GPCOG houses the Federally-designated Metropolitan Plan Organization (MPO), PACTS, that coordinates transportation planning and investment decisions with the state, municipalities, and public transportation partners. PACTS role in regional transit funding is to allocate funding, plan for the future, and implement plans.

Connect 2045, the federally-required Long-Range Transportation Plan (LRTP) across the PACTS region, is updated every 4-5 years. The plan studies: where we are now; where are we going; and how do we get there. Information comes from public engagement, previous plans, state goals, and federal requirements. Timeline: launch (summer 2021), create vision (summer/fall 2021), identify strategies (winter/spring 2022), and plan adoption (summer/fall 2022). Transit Together is part of this plan, paid for with CARES Act funding, but it also aligns with the plan for Administrative Efficiencies and Regional Network Design, which looks at how we can come together and save money as a group (7 transit providers in our region), and how we can leverage federal funding. Visit [TransitTogether.org](https://TransitTogether.org). In preparation to study Rapid Transit, GPCOG has spoken to many transit agencies around the country to see what their journeys have been like.

**Public comment:** Lucas Bloom shared his appreciation for the presentation.

## 7. Gorham Connector Project MTA (Maine Turnpike Authority) and MeDOT

**Peter Mills, MTA** reviewed the background of the Gorham Connector (in packet), studies of which extend back to the 1980s. In 2008, these studies culminated in the construction of the Gorham bypass, connecting Route 25 west of Gorham to Route 114 south of Gorham. The purpose of the Gorham bypass was to improve east-west traffic congestion on Route 25 through Gorham Village and to reduce downtown through-traffic in Gorham Village. Although the bypass was successful in taking some of the east-west traffic out of downtown, the bypass did not reduce excessive commuter traffic on Routes 114 and 22 in South Gorham and North Scarborough.

The communities of Gorham, Scarborough, South Portland, and Westbrook signed a joint resolution in 2007 requesting that the MTA conduct a study to assess the feasibility of a new Turnpike connector that would link the Gorham Bypass with the Maine Turnpike. This resulted in a resolution by the 123rd Maine State Legislature in 2007 (LD 1720) directing the MTA and MeDOT to study highway connections between western Cumberland County and the Maine Turnpike, with a goal of decreasing congestion on area state and local roads. The [Gorham East-West Corridor Study](#), completed in 2012, complied with Maine's Sensible Transportation Policy Act (STPA) by requiring a full evaluation of all reasonable transportation alternatives and found three things were needed to maximize transportation efficiency in the region:

- a significant increase in transit ridership and bus routes
- a concerted effort by municipalities to create pockets of housing and commercial density that could cost-effectively use transit, and
- an increase in road capacity. Greater Portland's role as southern Maine's economic driver, as well as the area's proximity to Boston, indicated that the region would continue to experience strong growth in the future.

The Husky Line launched in 2018, just north of the study area, connecting the USM campuses and reaching out to the Hamlet. A bus route on County Road is not currently an option because of the extreme congestion during commuter hours. Also, larger, multi-unit developments are going up in the area, rather than single-family homes and the possible development of a 4-lane road (limited highway) from the west of Portland to Exit 45, to relieve the traffic on many routes and roads, is being studied, as well as transit options. There is pressure on housing to develop multi-family units and those utilizing this housing are very reliant on automobiles. The congestion problem needs to be addressed, or solved, first, and then transit planning can be brought in to mitigate this congestion. South Portland, Westbrook, Scarborough, and Gorham are party of this study.

The route being proposed would go through the old Gorham Country Club to the western edge of the Smiling Hill Farm property, and north of Running Hill Road (a highway would be more appropriate next to Eco Maine (landfill) than housing). MTA has spent \$140m re-doing Exit 45. Traffic should be on the interstate – not on smaller roads. They are working closely with the towns and Metro on this project. The highway is a device to be used to enable land-planning on a larger scale. Results of the traffic and revenue study determined that the Gorham Connector was financially feasible over a 30-year bond period. The project cost is approximately \$217 million with an initial toll rate of \$1.50.

**Paul Godfrey, HNTB** – These four towns and the legislature have taken the findings from the 2012 study and used them towards an Alternative Analysis, which identifies a new Gorham Connector as the preferred solution. The new connection will reduce vehicle emission, create synergy with transit, bicycle and pedestrian modes, and reduce peak hour traffic on roads not designed to handle it. The Public Engagement Process began in fall 2021. An Advisory Committee, Technical Working Groups, and public meetings will begin later in 2022. MTA and HNTB would like Metro to participate in the Advisory and Technical Working groups. Currently:

- USACE will determine if a new roadway can be permitted
- No final decisions have been made on the location of a new connector
- Communities, stakeholders, and the public will be engaged, as described above
- MTA has begun the process of identifying and purchasing property as is possible to preserve a corridor should a new Gorham connector move forward

**Public comment:**

**Derek Pelletier:** How does this prevent it from happening again in the future? Are there examples to show that this has solved problems in the long-term?

**Craig Bramley, Portland:** Metro is in an awkward position; whether the project goes forward is not up to Metro. This is a distraction from transit and what should be accomplished in the area. This has been discussed for 25 years. Building highways impacts our footprint – giving more vehicle easy access to Portland will affect Portland. He is an opponent of the project.

**Winston Lumpkins, Berlin, ME:** Urged the board not to support the Gorham Connector as it would only relieve traffic for a few years and will bring more traffic to Portland and Gorham. Traffic can only be reduced by people using transit rather than cars. If people can get somewhere faster by transit than by car, they will use it. Use available technology to make transit a faster option. MTA is not a viable, sustainable option.

**Angela King:** Agrees that Chris Chop’s presentation is the future. It is not just the cars, but the roads they drive on, that affects the environment. Focus on the future and climate, which is GPCOG’s rapid transit study.

**John Clark, Valley St., Portland:** Opposes the connector. Urges Metro not to support it. It is the opposite of GPCOG’s work. There is not ample consideration about the congestion it will create on the Portland end of the corridor. Demand will increase with a more useable route, affecting Portland’s bicycle and pedestrian population.

Consider the impact to Portland. Are there alternative modes that have been studied recently in that area?

- Alternative modes are being worked on and will be shared when complete.
- Maine has a sensible transportation policy act, put in place around the initial thoughts of the MTA widening. The 2012 study determined that no one thing will solve the problem and that is why all three options are being looked at.

How does the Gorham Connector project interrelate with the rapid transit study going forward?

- **Paul Godfrey:** The opportunity here is how these two projects can work together.
- Can the Gorham Connector be an option for the GPCOG study to improve transit to the area? **Chris Chop:** hopes that rapid transit would alleviate the need for a new connector road, but that won't be determined until the study is complete. When the 2012 MTA study was done, rapid transit was in its infancy. Reevaluate rapid transit in that area and determine whether it will be enough to alleviate the congestion. If the two projects don't work together, could it actually reduce transit ridership?

**Mike Foley:** Metro has no say in this project, but the projects need to work together. Westbrook is the most impacted community with traffic congestion and will significantly benefit if the connector is built, but is also a strong transit and rapid transit supporter.

**Paul Bradbury:** If this project moves forward, it increases the opportunity for more housing development.

With COVID, Maine has seen a population influx from states whose residents have higher purchasing power than Maine residents, driving up home/housing prices and forcing much of the population to look for housing west of Portland, where it has typically been cheaper to live.

**Peter Mills:** The connector is a 5.5 mile road from the rotary in Gorham to Exit 45. They are working with the Army Corps of Engineers on the Environmental Impact (EA) statement and open discussions are being held with many organizations. When MTA is satisfied with the alignment and layout of this proposal, it will be opened up to public engagement, which will run through the summer. There is still have a lot of work to do, but early outreach to organizations that may be involved or related to this project has been undertaken.

## 8. Future Agenda Items – None added at this time

- Comprehensive Review of Board Policies (2022)
- Cost-Revenue Allocation Policies-Procedures (2022)
- Metro Strategic Planning Effort (2022-2023)

## 9. Upcoming meetings

- Board of Directors – April 28, 2022 at 4:00 p.m.
- Finance Committee – April 6, 2022 at 4:00 p.m.
- Executive Committee – April 13, 2022 at 3:30 p.m.
- Ridership Committee – April 21, 2022 at 4:00 p.m.

## 10. Adjournment

John Thompson moved, seconded by Jeff Levine, to adjourn. A roll call vote was taken by Lauren Shaw, Executive Assistant. With approval by Paul Bradbury, Ashley Rand, Pious Ali, Jeff Levine, John Thompson, Merrill Barter, and Hope Cahan, **the motion passed unanimously by all those present and the meeting adjourned at 6:48 p.m.**