

# Marketing and Communications Committee

March 12, 2025 | 3:00 pm – 4:00 pm



### Onsite:

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

### Remote:

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/89729117883?pwd=rslsh0xLbGsQhayEcrAmTEBB52yjQ.1>

Passcode: 463008 | Webinar ID: 897 2911 7883

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

## MEETING AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
<b>1. Call Meeting to Order (3:00)</b>	Chrissy Adamowicz, Committee Chair	N/A
<b>2. Public Comment (3:00-3:05)</b> The Marketing and Communications Committee welcomes public comment. For items NOT listed on this agenda, the chair will recognize speakers at this point on the agenda. For items on the agenda, the chair will recognize public comment following the staff presentation. There is a 3-minute time limit per speaker.	Chrissy Adamowicz, Committee Chair	Information
<b>3. Title VI Program (3:05-3:20)</b> Staff will review the items required for Metro’s Title VI Program Update.	Mike Tremblay, Director of Transit Development	Information
<b>4. Metro Marketing Overview (3:20-3:35)</b> Staff will review Metro’s the scope of responsibility of Metro’s Marketing Department.	Mike Tremblay, Director of Transit Development	Information
<b>5. Committee Goal Setting (3:35-3:45)</b> Committee will review Metro’s strategic plan and current goals. Committee will discuss a strategy to revise goals to inform the committee’s workplan.	Chrissy Adamowicz, Committee Chair	Discussion

<p><b>6. Suggested Committee Items (3:45-3:55)</b> Staff will review suggested items to be brought to the committee for consideration. Committee may add or delete items as desired.</p>	<p>Mike Tremblay, Director of Transit Development</p>	<p>Information</p>
<p><b>7. Future Agenda Items (3:55-4:00)</b> Committee members may request future agenda items.</p> <ul style="list-style-type: none"> <li>• Update Metro’s Title VI Program</li> <li>• Review Metro’s Communication Plan</li> <li>• Community Outreach Update</li> <li>• Goal Setting/Workplan Development (Strategic Plan)</li> </ul>	<p>Chrissy Adamowicz, Committee Chair</p>	<p>Information</p>
<p><b>8. Upcoming Meetings (4:00)</b></p> <ul style="list-style-type: none"> <li>• Finance Committee – March 5, 2025 at 4:00 pm</li> <li>• Market/Coms Committee – March 12, 2025 at 3:00 pm</li> <li>• Plan/Ops Committee – March 19, 2025 at 10:30 am</li> <li>• Advocacy Committee – March 19, 2025 at 4:30 pm</li> <li>• Executive Committee – March 26, 2025 at 3:30 pm</li> </ul>	<p>Chrissy Adamowicz, Committee Chair</p>	<p>Information</p>
<p><b>9. Adjournment (4:00)</b></p>	<p>Chrissy Adamowicz, Committee Chair</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.*



## **MARKETING & COMMUNICATIONS COMMITTEE**

## **AGENDA ITEM 3**

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### **DATE**

March 6, 2025

### **SUBJECT**

Metro 2025 Title VI Update

### **PURPOSE**

Staff to provide update on the 2025 Title VI Program update.

### **BACKGROUND/ANALYSIS**

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

Metro is required to update its Title VI program every 3 years. The last program update was in 2022.

This item is to provide the Board, and members of the public, to provide feedback on the draft update. Staff has updated language and demographic information since the 2022 version using the latest American Community Survey and local data. The service area has also been updated to include Scarborough, the only new community served by Metro since 2022 (Gorham and South Portland had been included previously).

### **FISCAL IMPACT**

None.

### **RECOMMENDATION**

Review the Title VI plan and provide feedback by March 20, 2025.

### **CONTACT**

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

### **ATTACHMENTS**

Attachment A - DRAFT Title VI Program 2025 Update



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# Title VI Program

April 2025

**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.

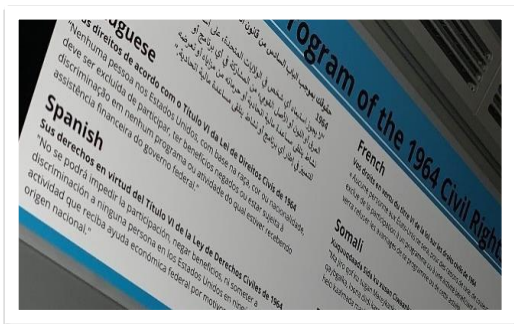
Metro has sought to engage the public in the development and update of this program. Metro engaged community organizations, riders, and staff to provide input. Metro's Board of Directors and Committees were involved in the update of this program. On **February 12, 2025**, the Board's Executive Committee reviewed the steps required to update the Title VI Program. On March 4, a public meeting was held to review updates of the program; public participation was encouraged. The Marketing and Communications Committee reviewed the final draft at their March 12 meeting. The proposed program was reviewed and approved by the Metro Board of Directors on **March 27, 2025**.

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 2022 and is effective **as of April 2025**. It has been prepared using data from **the** 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), on posters at the Congress/Elm Transit Center, **South Portland Transit Hub**, and in buses, and in brochures.



Title VI translations, in five languages, is posted on all Metro buses and at transit hubs.

TITLE VI Program of the 1964 Civil Rights Act	
<p><b>Arabic</b> حقوقك بموجب الباب السادس من قانون الحقوق المدنية لعام 1964 لا يجوز استبعاد أي شخص في الولايات المتحدة، على أساس العرق أو اللون أو الأصل القومي، من المشاركة في أي برنامج أو نشاط يتلقى مساعدة مالية اتحادية أو مزودة أو تعرضه للتمييز في إطار أي برنامج أو نشاط يتلقى مساعدة مالية اتحادية.</p>	<p><b>French</b> Vos droits en vertu du titre VI de la loi sur les droits civils de 1964 « Aucune personne aux États-Unis ne sera, pour des raisons de race, de couleur ou d'origine nationale, exclue de la participation à un programme ou à une activité bénéficiant d'une aide financière fédérale, ne se verra refuser les avantages de ce programme ou de cette activité, ni ne sera soumise à une discrimination ».</p>
<p><b>Portuguese</b> Seus direitos de acordo com o Título VI da Lei de Direitos Cívicos de 1964 "Nenhum(a) pessoa nos Estados Unidos, com base na raça, cor ou nacionalidade, deve ser excluída de participar, ter benefícios negados ou estar sujeita à discriminação em nenhum programa ou atividade do qual estiver recebendo assistência financeira do governo federal."</p>	<p><b>Somali</b> Xuquuqdaada Sida ku xusan Ciwaanka VI ee Xeerka Xuquuqda Madaniga ee 1964 "Ma jiro qof ku sugan Mareykanka, iyadoo loo eegayo isir, midab, ama asal qaran, oo laga saari karo ka qaybalka, loona diidi karo faa'iidooyinka, ama laga tukoori karo barnaamij kasta ama hawl kasta oo lagu helo kasimada maaliyadeeda ee Federaalka."</p>
<p><b>Spanish</b> Sus derechos en virtud del Título VI de la Ley de Derechos Civiles de 1964 "No se podrá impedir la participación, negar beneficios, ni someter a discriminación a ninguna persona en los Estados Unidos en ningún programa o actividad que reciba ayuda económica federal por motivos de raza, color u origen nacional."</p>	<p><b>English</b> Your Rights Under Title VI of the Civil Rights Act of 1964 "No person in the United States, shall, on the grounds of race, color or national origin, be excluded for participation in, be denied the benefits of, or be subjected to discrimination on any program or activity receiving federal financial assistance."</p>



## 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 Transit Operations Manager. Under these circumstances, the complainant will be interviewed, and the Transit Operations Manager will assist the complainant in converting the verbal allegations to writing.

## 2.2 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:

e. 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

See Attachment C: Metro's TITLE VI – Log of Complaints and Investigations (2022–2025).

## 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. Meetings are held in a hybrid format, both in person and at Metro's offices and via webinar. The link to meetings is made available to the public on the website and on the agenda. Every agenda includes a

separate item for public comment. Agendas are posted on the website, office, and at Metro’s transit center. All supporting materials are posted on Metro’s website, along with the agenda. The Board and its committees meet monthly. The meeting dates for the Board and its **five** committees are 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 at 21 Elm St. in Portland, allowing the public ample notice for meeting dates.

Until January 2025, Metro had three committees that met on a monthly basis -- Executive, Ridership, and Finance. With the addition of two communities in 2024, the expanded board made the decision increase the number to five committees to better focus on specific aspects of agency priorities. The five committees are: Executive, Advocacy, Finance, Marketing and Communications, and Planning and Operations. The Board of Directors will meet quarterly and the Committees will meet monthly.

A change to the by-laws designates the Executive Committee to vote on action items in months when the full Board of Director’s does not meet. The Executive Director and staff, as directed by the Executive Director, are available at most 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 in member communities in 2023 to present service recommendations from the Transit Together Project, a study conducted by a research group to improve regional transit options. Included in the project were recommendations for service improvements, including developing a micro transit pilot for Falmouth, which was then launched in December 2024. Metro signage includes translations in five languages to identify a service change and a QR code to scan and find out more information on the Metro website, with Google Translate options.



**Transit Together Public Meetings**

Join METRO Staff for public meetings in Portland, Westbrook, or virtually via Zoom, for presentations on proposed route and schedule changes that could start this year.

These recommendations are part of the Transit Together Plan, to improve the transit network and make it more seamless across the region.

**Meetings to inform and receive comments**

**Tuesday, May 9 from 3:30 - 5:30 PM**  
Westbrook Community Center, Room 3 (Space Room)  
Take METRO Route 3 (Transfer from 4 & HL on Main St.)

**Wednesday, May 17 from 3:30 to 5:30 PM**  
Portland Public Library, 3 Monument Square, Meeting Room 5 (downstairs)  
Take METRO Routes 1, 2, 4, 5, 7, 8, 9, HL, BRIZZ

**Thursday, May 18, beginning at 6 PM**  
Virtual Meeting via Zoom  
Information, survey, and (Zoom) meeting link at: [gpmetro.org/TransitTogether](http://gpmetro.org/TransitTogether)

**Bus Service Changes**  
التغييرات في خدمة الحافلات  
Modifications du service d'autobus  
Modificaciones en el servicio de autobús  
Achiwggan buska ayiaa nibeDeley  
www.gpmetro.org/TransitTogether

OREGON METRO  
**metro**  
TOGETHER WE RIDE  
gpmetro.org | 503-276-8255

information on the Metro website, with Google Translate options.

*Community workshops are held to gather feedback on service recommendations. Notice of meetings are posted at transit hubs, online, on buses, and advertised (including a publication servina minority communities)*

- **Task Forces and Advisory Committees** – Metro facilitates the assembly of task forces for specific initiatives. When task forces are formed, tactics are used to reach LEP persons, such as videos and

meetings with interpreters and translated surveys.

- **Online Comment Form** – Metro manages an online comment form on its website to allow members of the public to submit questions, comments, and complaints.
- **Email** - Metro address - [info@gpmetro.org](mailto:info@gpmetro.org): requests, comments, and suggestions.
- **Metropolitan Planning Organization (MPO) Process** – The MPO formally notices and conducts surveys and 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). They also provide resources as needed to support LEP persons, including the Bus Ambassador Program and others services.
- **Local City/Town Council Meetings** – Each year, Greater Portland Metro’s member communities – Brunswick, Falmouth, Portland, and Westbrook, and as of 2024 Gorham and South Portland, 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 schedule and service changes not rising to the level of those above, Metro’s approval process will take the following form (except for minor changes):

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 Executive Committee or full Board of Directors.

Step 4 – Public input process commences when appropriate, using public meetings and other approaches to gather broad-based feedback that may include 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 and/or virtually. Meetings are always held at a location that is transit and ADA accessible. Metro board and committee meetings are also open to the meeting for public comment. Information on how to attend in-person and 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 many of the following outreach tactics:

- Formal notice in one or more local newspaper(s)
- Signage at our transit hub and on buses.
- Facebook posts and other social media outlets.
- Notices on Metro’s website and websites of member communities, when appropriate.
- 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 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, and Community Transportation Leaders, that support outreach efforts to low income, LEP, and senior populations.

### **3.4 Maine Mobility, Access, and Transportation Insecurity Program**

The Mobility Access and Transportation Insecurity (MATI) Project aims to address transportation insecurity for people from a range of identities who are experiencing very low incomes. Phase 1 (July 2024 – July 2025) of the project assesses the need around transit access in the region. The final program, if funded, will include a free or reduced-cost bus pass program, mobility navigation services, and recommended solutions to address current accessibility

### **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

From 2017-2024, GPCOG and PACTS hosted a Transportation & Community Well-Being Network, which met monthly, bringing together key stakeholders to share information and work together on improving transportation access and options for people who experience barriers. The network included representatives from human services, health care, transportation, aging, disability, and representatives from

populations that frequently experience transportation barriers. The Network provided a venue for coordination and information sharing and included 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.

LEP Persons, or people over the age of 5 years old who speak English “less than very well”, make up 3.2% of the total population in communities served by Metro (over the age of 5) as shown in Table 1.

**Table 1 - Ability to Speak English in communities served by Metro**

Ability to speak English	Count	Percent
Very well	192,862	96.8%
Less than very well	6,291	3.2%
Total	199,153	100%

Source: 2023 ACS-5-year estimates Table C16001, summation of Brunswick, Falmouth, Freeport, Gorham, Portland, Scarborough, South Portland, Westbrook, and Yarmouth

Table 2a shows the total number and overall percentage of people speaking languages other than English in Metro’s service area. About 10% of people over the age of 5 speak a language other than English, with the most prominent language group being “Other Indo-European Languages (3.0%).

Table 2b shows the total number and overall percentage of people with LEP in each member community. At 4.9%, the City of South Portland has the highest percentage of people with LEP in the Metro service area, followed by South Portland at 4.8%.

Source: 2018-2023 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.**

Table 2a: Languages Spoken at Home Other Than English											
	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	%	Count	%
Brunswick	20,733	1,537	7.4%	426	2.1%	576	2.8%	466	2.2%	69	0.3%
Falmouth	11,910	749	6.3%	175	1.5%	308	2.6%	103	0.9%	163	1.4%
Freeport	8,045	507	6.3%	51	0.6%	269	3.3%	184	2.3%	3	0.0%
Gorham	17,563	1,021	5.8%	99	0.6%	582	3.3%	253	1.4%	87	0.5%
Portland	65,453	8,044	12.3%	998	1.5%	1,513	2.3%	1,136	1.7%	1,982	3.0%
Scarborough	22,099	1,209	5.5%	288	1.3%	746	3.4%	164	0.7%	11	0.0%
South Portland	25,481	2,877	11.3%	342	1.3%	1,060	4.2%	449	1.8%	1,026	4.0%
Westbrook	19,306	2,117	11.0%	212	1.1%	831	4.3%	338	1.8%	736	3.8%
Yarmouth	8,563	247	2.9%	95	1.1%	119	1.4%	18	0.2%	15	0.2%
Service Area	177,054	17,099	9.7%	2,398	1.4%	5,258	3.0%	2,947	1.7%	4,081	2.3%

Table 2b: Languages Spoken at Home Other Than English and Speak English "Less than Very Well"											
	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	%	Count	%
Brunswick	20,733	367	1.8%	32	0.2%	170	0.8%	163	0.8%	2	0.0%
Falmouth	11,910	122	1.0%	0	0.0%	57	0.5%	26	0.2%	39	0.3%
Freeport	8,045	166	2.1%	0	0.0%	13	0.2%	150	1.9%	3	0.0%
Gorham	17,653	214	1.2%	27	0.2%	56	0.3%	113	0.6%	18	0.1%
Portland	65,453	3,149	4.8%	229	0.3%	1,513	2.3%	434	0.7%	973	1.5%
Scarborough	22,099	194	0.9%	84	0.4%	74	0.3%	36	0.2%	0	0.0%
South Portland	25,481	1,260	4.9%	91	0.4%	408	1.6%	230	0.9%	531	2.1%
Westbrook	19,306	751	3.9%	11	0.1%	262	1.4%	44	0.2%	434	2.2%
Yarmouth	8,563	68	0.8%	35	0.4%	15	0.2%	17	0.2%	1	0.0%
Service Area	177,054	6,097	3.4%	425	0.2%	2,494	1.4%	1,177	0.7%	2,001	1.1%

Source: 2019-2023 American Community Survey 5-yr Estimate DP02 Selected Social Characteristic in the United States



**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, October 2024**

#	Language	Total Number of Students
1	Portuguese	793
2	Spanish	461
3	Somali	301
4	Arabic	277
5	French	265
6	Lingala	186
7	Vietnamese	61
8	Kinyarwanda	55
9	Khmer	51
10	Persian	31

Source: Portland Public Schools Multilingual & Multicultural Center, October 2024

The Portland Public School (PPS) system has the highest number of students in the state that speak languages other than English. This data can be used as a proxy to estimate specific languages summarized in the ACS as “other Indo-European Languages”, “Asian and Pacific Islander Languages”, and “Other languages.”

**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:**

Currently, the district has over 2,300 students who come from homes where over 60 different languages are spoken. These students represent about 34% of Portland Public Schools’ total enrollment. Over 1,400 of these students are identified as English Language Learners. As shown in Table 3, as of **October 2024**, the top ten languages, other than English, spoken by students and their families in PPS pre-kindergarten through Grade 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. Metro staff presents information on how to ride the bus during RIS orientations.

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

##### **Employee Survey (Conducted in February 2025)**

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 **52 of 128 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	1	
Arabic	2	
French	6	1
Lingala	3	
Portuguese	2	
Russian	1	
Somali	0	
Spanish	3	1

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

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

Language	Daily	Weekly	Monthly	Less than Monthly	Not Specified
African (unspecified)	3				
Arabic	2				
ASL					x
Burundi					x
Creole					x
French	6	2			
Italian					x
Kinyarwanda					x
Lingala	4				
Portuguese	5	1			
Russian / Eastern European		1			
Somalian					x
Spanish	4	1			
Swahili					x
Unknown					x

Typical questions and inquiries from LEP persons.

- 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.

Greater Portland Metro provides training to new employees, specifically bus operators, on the importance of Title VI. Annual training for all staff includes a refresher on the Title VI Program. When possible members of the LEP community take part in the bus operator training.

Those programs include partnerships with the following:

- **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 at Elm Street, the downtown transit hub, provides a tool for customer service staff to provide language assistance when necessary, Metro contracts with 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 and uses translation resources to provide 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 also contracts with an interpreter service to provide service via phone or in person upon request.
- Metro’s website sends text alerts, for subscribers, 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 information. Additionally, Metro includes PDFs and links on its website with information and translated materials.

- When Metro is announcing major service changes, a QR code is included on signage to provide LEP persons an opportunity to link to the page on the Metro website with the appropriate information. The Google Translate feature on the website will provide translated information. This provides a more efficient way to communicate information to LEP populations.
- 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.



**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 top three languages at the Immigrant Welcome Center are Portuguese, French, and Lingala. Portuguese is the most prevalent.
- **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 (GPCOG) Bus Ambassadors 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.

Greater Portland Metro staff provides instruction to bus ambassadors so they can help LEP persons learn how to ride the bus.



**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

Based on 2024 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.



**Additional Resources include:**

This sandwich board, placed outside Metro’s downtown transportation center hub, highlights passenger rules and safety information in three of the top languages used by LEP persons in the region.

Bus shelters in areas with large populations of LEP persons also include these translations.

**(Close up of translations on following page)**

PASSENGER

**REMOVE CHILDREN FROM STROLLERS.**

**DO NOT BLOCK AISLES OR DOORWAYS.**

**DO NOT BOTHER OTHER PASSENGERS. BE CONSIDERATE.**


**OFFENSIVE/HARASSING LANGUAGE OR CONDUCT WILL NOT BE TOLERATED.**

**BE COURTEOUS. USE HEADPHONES, KEEP CONVERSATIONS QUIET.**


**NO EATING OR UNCOVERED DRINKS. KEEP BUSES CLEAN.**

**FAILURE TO FOLLOW POLICIES  
COULD RESULT IN LOSS OF RIDING PRIVILEGES.**

العربية  
Français  
Português  
español  
Soomaalida



POLICIES


















Metro’s Passenger Policies are posted inside all buses. A QR code is included to link to the policies on the Metro website, which can be accessed in multiple languages.



## Passenger Rules

### Règles passagers (French)

### Regras do passageiro (Portuguese)

<p><b>Have your bus fare ready.</b>          Munissez-vous de votre billet de bus ou du montant exact.          Tenha sua passagem de ônibus à mão.</p>	
<p><b>Be at the bus stop at least five minutes before the bus is due to arrive.</b>          Soyez à l'arrêt au moins cinq minutes avant que votre bus n'arrive.          Esteja no ponto de ônibus pelo menos cinco minutos antes do horário previsto de chegada do veículo.</p>	
<p><b>Stand behind the yellow line. Please do not talk to the bus driver when the bus is moving.</b>          Restez derrière la ligne jaune. Merci de ne pas parler au chauffeur pendant la marche du véhicule.          Permaneça atrás da linha amarela. Não converse com o motorista quando o ônibus estiver em movimento.</p>	
<p><b>Do not block the aisles or doors while on the bus.</b>          Ne bloquez pas l'allée ni les accès aux portes quand vous êtes dans l'autobus.          Não bloqueie os corredores ou portas enquanto estiver no ônibus.</p>	
<p><b>Please remove children from strollers.</b>          Veuillez sortir les enfants des poussettes.          Retire as crianças dos carrinhos de bebê.</p>	
<p><b>Use headphones.</b>          Utilisez des écouteurs.          Use fones de ouvido.</p>	
<p><b>Offensive/harassing language or conduct will not be tolerated.</b>          Les propos ou comportements offensants ou intimidants ne seront pas tolérés.          Linguagem ou conduta ofensiva/de assédio não será tolerada.</p>	
<p><b>Please keep buses clean.</b>          Respectez la propreté du bus.          Favor manter os ônibus limpos.</p>	
<p><b>No eating or uncovered drinks.</b>          Il est interdit de manger; les boissons doivent être dans un contenant fermé.          Não é permitido comer ou tomar bebidas sem tampa.</p>	
<p><b>No drugs, alcohol, or dangerous materials.</b>          Toute drogue, boisson alcoolisée ou matière dangereuse sont interdites.          Não é permitido o porte de drogas, álcool ou materiais perigosos.</p>	
<p><b>No smoking in bus shelters or on buses.</b>          Il est interdit de fumer dans les abris-bus ou dans les bus.          É proibido fumar nos abrigos de ônibus ou no interior dos veículos.</p>	
<p><b>Do not bother other passengers. Be considerate. Keep conversations quiet.</b>          Veuillez ne pas déranger les autres passagers. Faites preuve de respect. Veuillez parler à voix basse.          Não incomode os outros passageiros. Seja gentil. Mantenha as conversas em um tom baixo.</p>	
<p><b>Priority seating for seniors and persons with disabilities.</b>          Sièges réservés aux personnes âgées et aux personnes handicapées.          Assentos prioritários para idosos e pessoas com deficiência.</p>	
<p><b>Service animals are allowed but must be kept under control by owner.</b>          Les animaux d'assistance sont autorisés lorsqu'ils accompagnent une personne handicapée, mais ils doivent rester sous le contrôle de leur propriétaire.          Animais de serviço são permitidos desde que acompanhem uma pessoa com deficiência, porém devem ser mantidos sob controle pelo dono.</p>	
<p><b>Failure to follow policies could result in loss of riding privileges.</b>          Tout non-respect du règlement peut entraîner la perte du privilège de voyager en bus.          Não seguir estas políticas pode resultar na perda do direito de usar esse transporte.</p>	



207.774.0351  
 gpmetro.org

#### **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.

Metro has strengthened its 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.

#### **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 continues to include and feature virtual opportunities to encourage attendance. Interpretation of meetings *are available upon request*.

- **Surveys**

Metro works with the Greater Portland Council of Governments (GPCOG), the local Municipal Planning Organization (MPO), to support our community engagement efforts.

## **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: January 2025 – (current)**

Board, Committee, or Task Force	Caucasian	Latin	African American	Asian American	Native American
Metro Board of Directors	19	0	0	0	0
Executive Committee	5	0	0	0	0
Finance Committee	4	0	0	0	0
Planning and Operations	4	0	0	0	0
Marketing and Communications	4	0	0	0	0
Advocacy	4	0	0	0	0

**Breakdown of Board-Committee Members by Race: 2023 – 2024**

Board, Committee, or Task Force	Caucasian	Latin	African American	Asian American	Native American
Metro Board of Directors	13	0	2	0	0
Executive Committee	6	0	0	0	0
Finance Committee	6	0	0	0	0
Ridership	5	0	2	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 2025. The Board’s Operations and Planning Committee reviewed and provided input on these standards and policies, which were ratified by Metro’s Board of Directors in March 2025:

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 35' Gillig	31			
2014 35' Gillig	31			
2016 35' Gillig				
2018 40' New Flyer				
2019 40' New Flyer				
2020 40' New Flyer				
2021 40' New Flyer				
2022 35' Proterra				
2022 35' Gillig				
2023 35' New Flyer	37			
2023 30' Gillig	26			

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 thirteen (13) 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 2025.

Route Name/Number	Service Type	Weekday Peak	Weekday Off Peak	Saturday	Sunday
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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
Route 21 Willard Beach/SMCC					
Route 24A Maine Mall via Broadway					
Route 24B Maine Mall via Highland Ave.					
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 **one minute early** (0) minutes early and no more than **six (6) minutes late (00:59 early to 5:59 late)**
- Metro’s on-time performance standard is **90% or greater at both route and system levels.**

**Commented [CH1]:** We may want to have a better understanding of our OTP when stating this goal.

### 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, and operates with funding from the University of Southern Maine (USM) and the Town of Gorham 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.

**Commented [CH2]:** May want to revise to consider Gorham as a member town.

## 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 Portland Transportation Center (Metro Pulse) is centrally located on the Portland Peninsula on Elm Street at Congress Street. 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 6:30 am to 7:30 pm

The South Portland Transit Center is located in the Mill Creek area of South Portland. The building has seating and is open year-round for riders to wait for the bus. The Transit Center is a hub for South Portland Routes 21, 24A, and 24B.

- *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

Service Standard/Policy	Evaluation Frequency	Methodology
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's subrecipients are: Greater Portland Council of Governments (GPCOG) and Biddeford Saco Old Orchard Beach Transit (BSOOB Transit).

**Attached: Subrecipient Monitoring Policy**

### **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.



## **82 Pending FTA Grants**

Metro has no pending grants at this time.

ME-2016-016	2016 Operating Assistance & Capital Maintenance
ME-2016-017	Regional Bus Shelter/Sign Project
ME-2017-008	2017 Operating Assistance & Capital Maintenance
ME-2019-010	2019 Operating Assistance & Capital Maintenance
ME-2019-013	Battery Electric Bus
ME-2020-010	CARES
ME-2020-025	2020 Operating Assistance & Capital Maintenance
ME-2021-016	2021 Operating Assistance & Capital Maintenance
ME-2022-011	2022 Operating Assistance & Capital Maintenance
MR-2023-002	BREEZ Bus Replacement
ME-2023-012	ARPA Recovery Projects
ME-2023-017	ARPA Recovery Projects- Regional Mobility For All
ME-2023-018	CRRSAA Act Mobility For All
ME-2023-044	ME-2023-044: 2023 Operating Assistance & Capital Maintenance
ME-2024-010	2024 Operating Assistance & Capital Maintenance

## **83 Open FTA Grants**

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

Metro has not been the subject of any such reviews since its

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.

### **85 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:

Glenn Fenton, Executive Director/  
Greater Portland Transit District  
114 Valley Street  
Portland, ME 04102  
Tel: 207.517.3025 | email: [gffenton@gpmetro.org](mailto:gffenton@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 27, 2025 meeting. A record of the DRAFT minutes is provided as **Attachment H**.





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 / Inside Metro/ Policies](http://gpMetrobus.com/InsideMetro/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 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.

## Attachment B

### 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 C

- 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.



## Title VI Log of Investigations, Lawsuits, and Complaints March 2022 - February 2025

Type	Date	Contact Summary	Corrective Action Taken	Status
Investigations	4			
Lawsuits	0			
Complaint	5/2/2022	The driver kicked a Black student off the bus for joking and laughing. Other students felt uncomfortable and also exited the bus.	Video reviewed. and see that the driver did stop the bus at Congress/Gilman and told that one student he had to get off the bus. The driver was not going to go any further until the student got off the bus. Other students did follow. This was forwarded to HR	Closed
Complaint	6/10/2022	Customer denied riding due to the stroller being too large. Believes it was because she was nonwhite.	Finding there is insufficient evidence to conclude the driver violated Metro's Title VI policy.	Closed
Complaint	7/12/2022	Driver allegedly being aggressive and yelling angrily at the Black immigrant who had an issue scanning their card.	Finding there is insufficient evidence to conclude the driver violated Metro's Title VI policy.	Closed
Complaint	7/24/2022	Driver was harassing/mocking riders based on their ability to speak English. Could qualify as discrimination .	Investigation Completed. Driver was made aware of the issue.	Closed
Complaint	2/15/2023	Passenger boarded the bus while the driver wasn't on it. Driver boarded and asked customer to the front. The passenger said the driver was very disrespectful, and she felt he was discriminatory towards her. He also singled her out when there were two other passengers on board.	The video was reviewed. Finding of no disrespect or discrimination towards the passenger.	Closed
Complaint	7/19/2023	The customer is a transgender woman misgendered by driver. Referred to as a man. Misgendering is against the law in Maine.	Couldn't find incident on video and customer did not return.	Closed



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**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 Manager

**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



## **MARKETING & COMMUNICATIONS COMMITTEE**

## **AGENDA ITEM 5**

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### **DATE**

March 6, 2025

### **SUBJECT**

Committee Goal Setting

### **PURPOSE**

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

### **BACKGROUND/ANALYSIS**

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

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

### **FISCAL IMPACT**

None.

### **RECOMMENDATION**

### **CONTACT**

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

### **ATTACHMENTS**

Attachment A – Strategic Plan



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## STRATEGIC PLAN

### OUR VISION (2023)

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

### OUR MISSION (2023)

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

### CORE VALUES (2023)

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

### STRATEGIC PRIORITIES (2016)

#### Priority 1 – Maintain what we have

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

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

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

#### Priority 3 – Improve the Customer Experience

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

#### **Priority 4 – Expand the Metro Service Area**

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

### **MAJOR GOALS AND OBJECTIVES (2016)**

#### **Provide High Quality Operations**

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

#### **Achieve Long-term Financial Sustainability**

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

#### **Strengthen Metro's Organizational Capacity**

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

#### **Improve Transit Network Performance**

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

#### **Build Ridership**

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



## MARKETING & COMMUNICATIONS COMMITTEE

## AGENDA ITEM 6

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### DATE

March 6, 2025

### SUBJECT

Suggested Committee Items

### PURPOSE

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

### BACKGROUND/ANALYSIS

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

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

### FISCAL IMPACT

None.

### RECOMMENDATION

Review suggested topics and provide input.

### CONTACT

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

### ATTACHMENTS

None