

Ridership Committee

March 30, 2023 | 10:30am-12:00pm



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/85271681358?pwd=S2lFMm1zeXdDT3pFTVBZaTcyMlVYVz09>
Webinar ID: 852 7168 1358 | Passcode 174673 |
Phone: (312) 715-8592 | Telephone participants: *9 to raise hand, *6 to unmute

MEETING AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
1. Call Meeting to Order (10:30)	Hope Cahan, Chair	N/A
2. Public Comment (10:30-10:35) The METRO Board's Ridership Committee welcomes public comment for items not listed on this agenda at this time. For items listed on the agenda, the chair will allow members of the public to comment following staff presentation. There is a <i>three-minute time limit</i> per citizen at each point. (Comments will be paraphrased in the meeting minutes)	Hope Cahan, Chair	Information
3. Approval of Meeting Minutes (10:35-10:40) Review and approve the minutes from the November 2022 meeting of the Ridership Committee.	Hope Cahan, Chair	ACTION
4. Ridership Update (10:40-10:50) Staff will provide information on ridership in 2023 to date, including early results of the Fare Deal	Mike Tremblay, Transit Dev. Director	Information
5. Rider and Nonrider Survey Summary (10:50-11:10) Staff will provide information on ridership and fare revenue trends for calendar year 2022 and January 2023.	Mike Tremblay, Transit Dev. Director	Information
6. Transit Together Implementation and Public Outreach Plan (11:10-11:30) Staff will provide information on the status of the Transit Together project, including the current recommendations from Nelson\Nygaard and next steps, in the context of ARPA funding that was unlocked late in 2022.	Mike Tremblay, Transit Dev. Director	ACTION
7. Future Agenda Items (11:30-11:35)	Hope Cahan, Chair	Information

<ul style="list-style-type: none"> • Rock Row Transit Service Development (2022) • Proposed UNE Medical Center (2022) • Partnering with bicycling entities, including Portland’s proposed bicycle sharing program 		
8. Upcoming Meetings (11:35-11:40) <ul style="list-style-type: none"> • Board of Directors – April 27, 2027 – <u>Strategic Planning Workshop, please attend!</u> • Finance Committee – May 3, 2023 • Executive Committee – April 12, 2023 • Ridership Committee – May 17, 2023 	Hope Cahan, Chair	Information
9. Adjournment (11:40)	Hope Cahan, Chair	N/A

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

Ridership Committee Meeting – via Zoom
Draft Minutes of the GP Metro Ridership Committee meeting of
Tuesday, February 14 at 4:00 p.m. via Zoom and in person

<https://us02web.zoom.us/j/81257398178?pwd=d0ZUNUNEYzNWSFpuZzNvaW1lOHNsUT09>

Webinar ID: 812 5739 8178 | Passcode 705524 |

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

<p>Committee Members Present: Ed Suslovic Bill Rixon Prosper Lohomboli Andrew Zarro</p> <p>Committee Members Not present Pious Ali Merrill Barter Hope Cahan Jeff Levine John Thompson, Jr.</p> <p>Non-Committee Board Members present: NONE</p>	<p>Staff and Others Present: Mike Tremblay, Transit Development Director Glenn Fenton, Chief Transportation Officer Denise Beck, Marketing Manager</p> <p>Public: No members of the public were present.</p>
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1. With no quorum in place, the meeting started as a Workshop at 4:02 pm.

With the Committee Chair, Hope Cahan, not present and a Vice Chair not elected until later in the meeting, the workshop was called to order by staff, starting with information Agenda Item #5.

Agenda # 5 -- Item Ridership, Fare Revenue, and Service Update

Staff reviewed ridership and fare revenue data through January 2023.

- January ridership looks good, tracking at almost 70% of 2019
- Amtrak and CBL back to pre-pandemic ridership; South Portland is at 75%
- Reduced fare ridership has rebounded to 2019; choice riders are lagging behind
- Above 60% is doing better than system at whole; Route 5 better than average; BREEZ doing well. Husky Line not where it was. High School ridership is not at 2019 levels.
- Different fare system in 2019 so not an exact comparison

Ed Suslovic asked why Route 5 is doing so well. Staff replied that DHHS ridership is the likely reason, adding that a future route change for Route 1 would add service to DHHS. Ed also asked what METRO needs to change to meet a new dynamic. Staff said a recently conducted passenger survey will include new information. The survey will also be part of the Strategic Plan planning, which is starting soon. Prosper Lohomboli asked about schedule consistency. Staff noted that Route 8 ends early and route end times are not consistent.

1. **Andrew Zarro joined the meeting, via zoom. With a quorum in place, the meeting was called to order at 4:15 PM.**

2. **Public Comment:** No members of the public were present.

3. **Election of Vice-Chair**

Ed S nominated Andrew Zarro as vice chair. Andrew accepted the role. All attendees support the nomination. Andrew decided to assume his duties at a future meeting, allowing staff to continue leading the meeting.

4. **Approval November 2022 Committee Meeting Minutes.**

Motion made to accept the minutes of the November 16, 2022 meeting

Ed moved to accept the minutes; Andrew seconded.

No discussion. Minutes were approved unanimously by all present.

5. **Item was presented at the beginning of the Workshop.**

6. **Transit Together – ARPA update**

Staff presented information on the status of Transit Together, including recommendations from Nelson/Nygaard and next steps:

- Transit Together study approved in 2023
 - Continue collaboration, regional standard for stops and signage
 - Mike summarized recommended changes:
 - Route 1: Extend along Congress St. to Portland Jetport via PTC (excluding TP and Hutchins Dr.)
 - Route 2: Extend to Ocean Gateway; elimination of hourly patterns serving Prides Corner.
 - Route 4: Extend to Ocean Gateway; simplification of service patterns in Westbrook.
 - Route 5: Travel on Congress St, instead of Park Ave; run express to Maine Mall.
 - Route 7: Extend to TP, via Mercy; Eliminate loops in Falmouth and implement micro transit.
 - Route 8: Added service to Commercial St.; East Bayside; & Park Ave; new bi-directional service. Street; East Bayside; Park n Ride—would require removing parking spaces to add bus stops.
 - Husky Line: Extend to Ocean Gateway, will provide a better connection to USM Law School
 - Routes 7, 9 BREEZ: Improved headways.
- Public meetings will be held to inform and gather feedback on recommended changes.**
- ARPA secured in Spring 2022; split letter signed in Dec 2022
 - Fare Deal (50% off fares) promotion starts March 1 – September 30, 2023
 - Transit Signal Priority and Transit Stop Access are expected to begin in spring/summer 2023.

Ed Suslovic asked if DHHS or the Jetport has more riders. Staff replied that DHHS has more; but, METRO doesn't currently serve the Jetport appropriately; and, better service could improve ridership. Ed suggested that METRO improve communications at the PTC so riders know they can get a bus at Congress Street. Staff said installing a shelter could help that connection. Ed asked if Route 8 changes would be a problem and receive negative comments, similar to those previously received about the Peninsula Route Reboot project. Staff replied that these recommended service changes would still reach those destinations (discussed previously) in a more logical way. Ed said the service changes would take place after the fare promo campaign ends, which would provide a better indication on ridership improvements.

7. **Roux Institute Update**

Staff discussed service plans for the future Roux institute. The campus would have limited parking and their staff has asked METRO for options. Recommendations include either extending the Route 5 or deviating Route 7. Andrew Zarro said this the Roux Institute is in his District, and he's been very involved. He agrees that METRO is a significant partner for the Institute and for the neighbors. Robust transportation is important to them. He asked about overlap with MDOT. Staff said staff has been meeting with MDOT, the Roux Institute, and other stakeholders about the site.

Ed Suslovic said that he hoped that METRO would work with the Roux Institute with a program similar to the Rock Row Partnership and provide passes to not only Roux students and staff; but, include neighborhood access.

8. Route 8 in the West End

METRO route 8 had switched service to Cushman Street back in the fall because of the Andrew Square project, and residents are strongly opposed to the change. Staff looking at reverting to old route (Pine/Emery) or using Clark/Spring Street. Staff plans to make a decision in March 2023. A public meeting about the service, held in January at Reiche School, was attended by about a dozen residents from Cushman St.

9. METRO Strategic Plan Update

The goal of the Strategic Plan Process is to plan for the next five years. Staff will be looking at trends in transit, present the passenger survey, and invite stakeholders to the meeting, which is planned for March 23. Ed said he hoped we would spend time on confronting the needs of the new environments.

10. PACTS Call for Projects Update and Recommendations

METRO requested \$1.064M in federal 5307 program funding for two projects: Transit Signal Priority on Congress Street, Washington and Brighton Aves, and additional funding for a Transit Stop Access Project. Staff asked for Ridership Committee recommendation for full board endorsement. Ed recommended the request, it was endorsed by Andrew Zarro, approved unanimously by all present, and will go to Board for approval.

11. Future Agenda Items

- Rock Row Transit Service Development
- Proposed UNE Medical Center
- Partnering with bicycling entities, including Portland's proposed bicycle sharing program
- Report on Electric Bus performance after a year of service (suggested by staff)

12. Upcoming Meetings

- Board of Directors – Thursday, February 23 at 4pm
- Finance Committee – Might be cancelled?
- Executive Committee -Wednesday, March 8 at 3:30 pm
- Ridership Committee – Meeting TBD
Discussion with Mike, Hope and Andrew for best day/dates going forward for Ridership Committee meeting

13. Adjournment

Meeting adjourned at Feb 14 at 5:21 by universal acclimation.

RIDERSHIP COMMITTEE

AGENDA ITEM 4

DATE

March 30, 2023

SUBJECT

Ridership Update

PURPOSE

Staff updating the committee on ridership trends

BACKGROUND/ANALYSIS

METRO continues to track ridership and fare revenue on a monthly basis. Ridership and fare revenue are collected from numerous fare programs and media types, and are collected distinctly for each route in METRO's system.

METRO ridership was 104,099 in February 2023, up 18% compared to 2022 and 66% of 2019 ridership. In March, ridership is strong; though the month is not over yet, March ridership is projected at 135,757 as of March 27, which would be by far the highest ridership month since February 2020. March ridership is affected by the University of Southern Maine's spring break, as well as several winter storms, one of which resulted in service closure on March 4.

FISCAL IMPACT

None.

RECOMMENDATION

This item is for information and discussion.

CONTACT

Mike Tremblay
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mtremblay@gpmetro.org

ATTACHMENTS

Ridership Committee Slides



RIDERSHIP COMMITTEE

AGENDA ITEM 5

DATE

March 30, 2023

SUBJECT

Rider and Nonrider Survey Summary

PURPOSE

To brief the Committee on the findings of the rider and non-rider surveys conducted in Fall 2022

BACKGROUND/ANALYSIS

As part of our Strategic Planning effort, and as a general benchmark of agency performance, METRO procured ETC, Inc. to conduct a comprehensive rider and non-rider survey in Fall 2022. These surveys were intended to gauge the satisfaction of METRO riders, identify areas we can improve, and boost ridership.

In general, our passengers are satisfied with METRO service. Most passengers ride at least several days a week. Passengers felt satisfied with the ease of fare payment, safety, courtesy of METRO drivers, and comfort and cleanliness of buses. Passengers were most dissatisfied with on-time performance, hours of operation, communication of service changes, and service area.

Non-riders generally have heard of METRO and have a positive perception of METRO. They generally choose not to ride transit because it is slower than driving, doesn't take them where they need it, and need to travel to several places throughout the day. To non-riders, reliability, on-time performance, and cost were not barriers to riding. Over 15% of non-riders were unfamiliar with METRO's services.

In both surveys, our consultant made efforts to collect a proportional sample of responses from persons with limited English proficiency and people of color. About 43% of respondents of the passenger survey were non-white, and 7.8% of respondents reported not speaking English well, or at all. The non-rider survey was more reflective of the region as a whole than our ridership base; over 90% of respondents were white.

METRO plans to repeat this survey in 2024 and beyond so that we can track our progress.

FISCAL IMPACT

None.

RECOMMENDATION

This item is for information and discussion.

CONTACT

Mike Tremblay

Director of Transit Development

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mtremblay@gpmetro.org

ATTACHMENTS

Ridership Committee Slides

On-board Survey Results

Non-rider Survey Results

RIDERSHIP COMMITTEE

AGENDA ITEM 6

DATE

March 30, 2023

SUBJECT

Transit Together Implementation Plan

PURPOSE

To brief the Committee METRO's plan to communicate and implement the changes proposed by the regional Transit Together plan.

BACKGROUND/ANALYSIS

METRO plans to implement most, or all, of the recommendations set forth in the regional [Transit Together](#) plan on August, 27, 2023. In order to achieve this goal, METRO is planning a series of public meetings and other outreach efforts to ensure that the public is well informed of the upcoming changes.

METRO plans on hosting at least three public meetings, including two in-person and one virtual, in early- to mid-May. Outreach will also be conducted directly with stakeholders, who may in turn be able to spread the word about the upcoming changes.

METRO staff will seek Board approval for this plan, if recommended by this Committee, at our April 27 Board meeting.

FISCAL IMPACT

None.

RECOMMENDATION

Staff asks Ridership Committee to vote to recommend approval of this plan by the full Board on April 27, 2023.

CONTACT

Mike Tremblay
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mtremblay@gpmetro.org

ATTACHMENTS

Attachment A: Transit Together Outreach Plan
Ridership Committee Slides

RIDERSHIP COMMITTEE

AGENDA ITEM 6 Attachment A

DATE

March 30, 2023

SUBJECT

Transit Together Outreach and Implementation Plan

Public Outreach

In order to prepare METRO passengers and the general public of our upcoming route changes related to Transit Together, METRO staff proposes the following plan, in accordance with our Title VI Policy (April 2022) and our Policy and Procedures for Soliciting and Considering Public Comment on Fare Increases and Major Service Reductions (August 2016):

- Conduct no fewer than three public meetings, at varying locations, times of day, and days of the week. Tentatively, these meetings are scheduled for the following dates and times:
 - Wednesday, May 3, 2023, 3:30pm, Portland Public Library
 - Tuesday, May 9, 2023, 3:30pm, Westbrook Community Center
 - Thursday, May 18, 2023, 6:00pm, Virtual (via Zoom).

For all meetings, translation and interpretation will be made available upon request. Meetings will be publicized in a press release to the Portland Press Herald, over social media, on METRO's website, via email/text alerts, in METRO's external newsletter, in the Greater Portland Immigrant Welcome Center newsletter, and posted at METRO's downtown PULSE office.

The virtual meeting will be recorded, and slides will be published. Feedback can be solicited via an online survey or over email/telephone.

- Meet with and/or provide information to stakeholders affected by route changes, including, but not limited to:
 - Portland Downtown
 - Iris Network
 - Pride's Corner Community Church
 - Community Transportation Leaders
 - Municipal leadership

Once the final slate of service changes are approved by the METRO Board (June 2023), the route changes will be publicized as follows:

- On buses, via posters, hang tags, and seat drops. Routes with more significant changes will have more active information distribution via seat drops and hang tags; routes that are not changing may receive more generic, static messaging.
- On METRO's website
- On METRO's social media pages
- Email and text blasts via METRO's website's NotifyMe system
- Press release
- At bus stops on affected routes

All efforts will be made to broadcast route changes to local press outlets.

Implementation Timeline

METRO hopes to implement all changes prescribed in the Transit Together plan on August 27, 2023. The last Sunday of August corresponds to the beginning of the school year for most Portland-area schools, and is commonly when bus operators pick their jobs for the next 12 weeks or so, and when schedule changes are implemented.

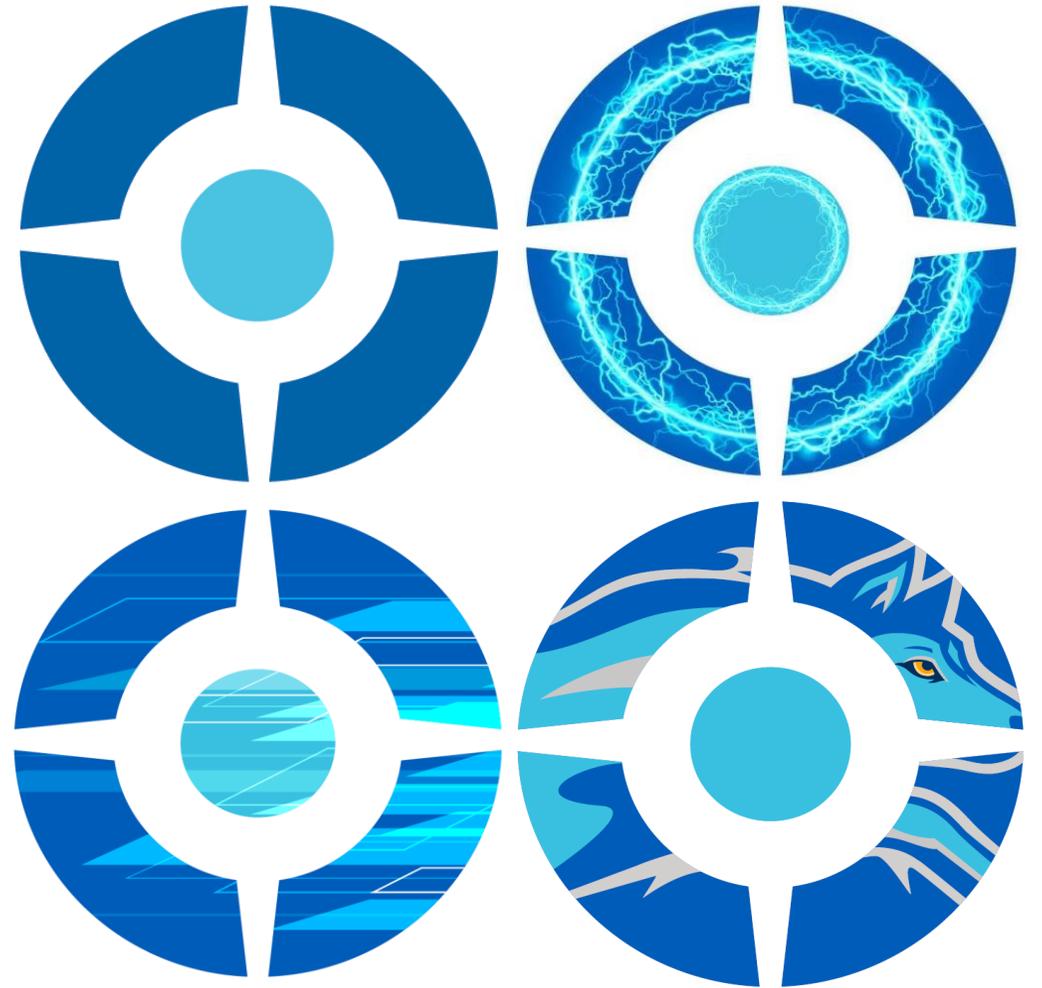
The target date of August 27, 2023 is dependent on availability of bus operators. METRO is currently working to hire bus operators to reach the level of operators required to expand service at this date. Other improvements require procurement and implementation of on-demand transit software, which may not be ready by August 27.

METRO expects to have a clearer picture on the target date of service changes by the June 22, 2023 METRO Board of Directors meeting. By this date, staff should understand how many bus operators are rostered, or who are on track to be, by late August. Staff will also be able to provide an update on the status of the on-demand transit software, and a target implementation date.

GREATER PORTLAND METRO BOARD OF DIRECTORS'

Ridership Committee

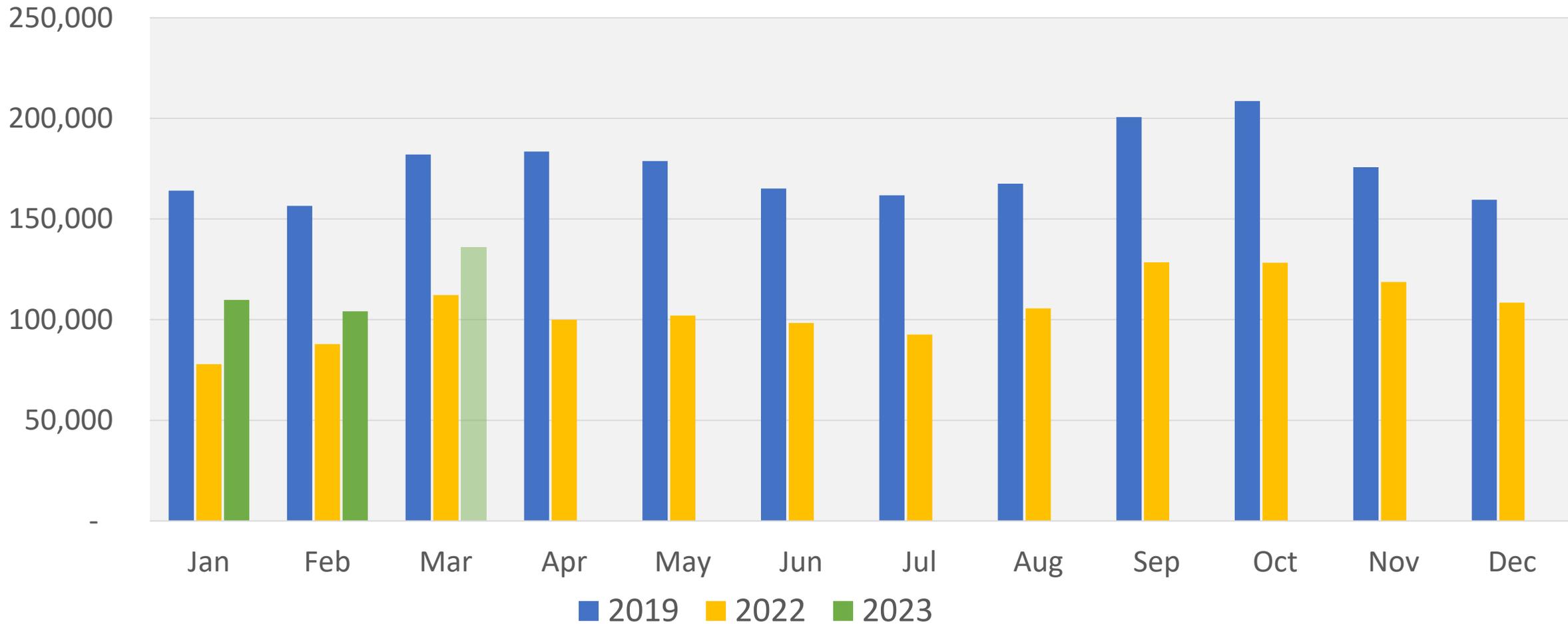
March 30, 2023



Item 4 – Ridership Report

Thru March 23, 2023

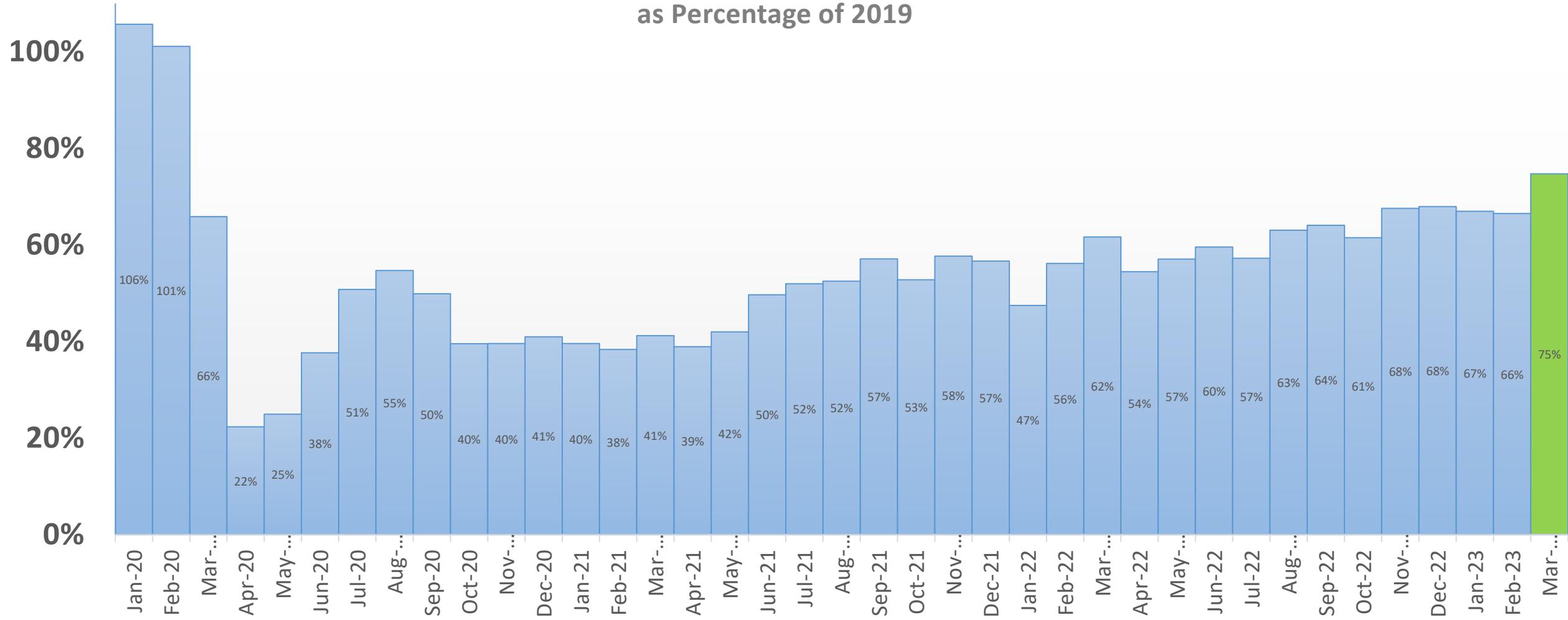
METRO Monthly Ridership: 2019, 2022, and 2023



Item 4 – Ridership Report

Thru March 23, 2023

2020-2023 Monthly Ridership as Percentage of 2019



Item 4 – Ridership Report

Fare Deal Performance Indicators

- “Fare Deal” introduced 50% off fares beginning March 1 thru September 30
- Very early to draw conclusions... but let’s try anyway
 - Comparing February 1-23 to March 1-23...
 - 9.9% ridership increase
 - 15% increase in paid Dirigo pass signups
 - 15.5% increase in non-program ridership from February
 - February to March ridership increases up 3% year-over-year compared to 2022



Item 4 – Ridership Report

Upcoming Service Changes

- Regularly scheduled driver “bid” on May 7
 - Bids required at least quarterly
 - May 7 corresponds to the end of USM’s school year
- Maintain existing Husky Line weekday schedule
 - Minor tweaks possible to improve efficiency during summertime
 - In 2021 and 2022, we reduced to 45 minute frequency during summer
- Restore Sunday Husky Line service
 - Service was reduced from 45 minutes to 90 minutes in 2022 due to operator shortage
- Next major schedule change – August 27



Item 5 – Rider and Nonrider Survey

On-board Survey Summary

- Rider survey conducted in October 2022 by ETC Institute using in-person interviews
- Demographic data was observed and recorded passively; if a representative sample was not achieved, corrective action or new survey was taken
- Data was observed proportionally across all routes
- 400 responses on weekdays, 200 on weekends

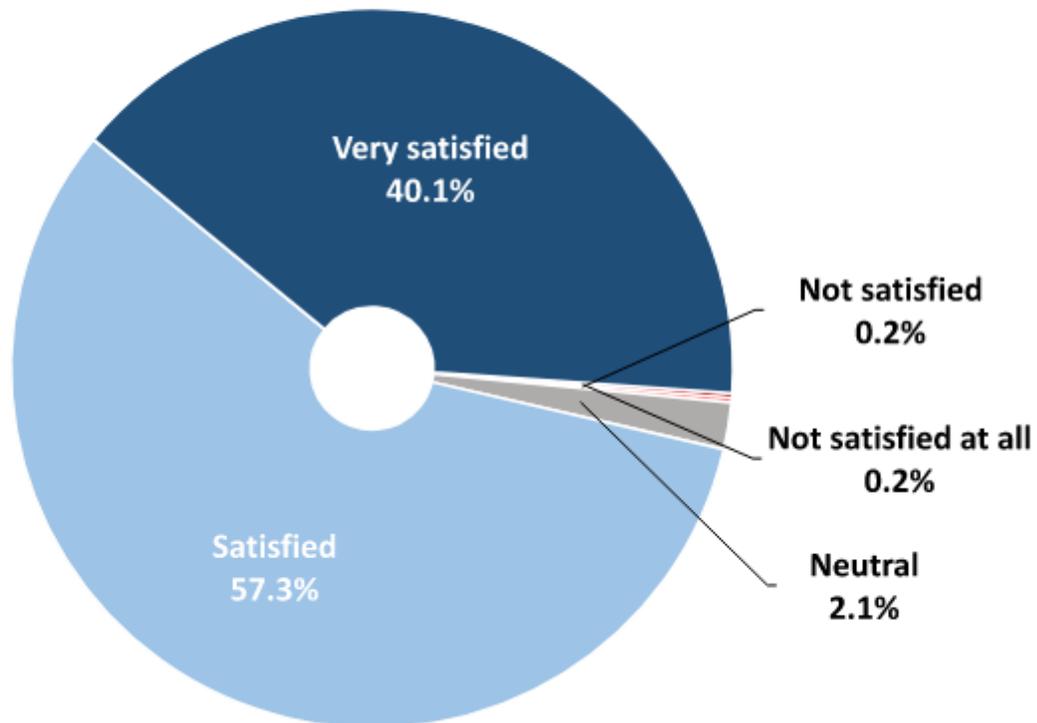


Item 5 – Rider and Nonrider Survey

On-board Survey Summary

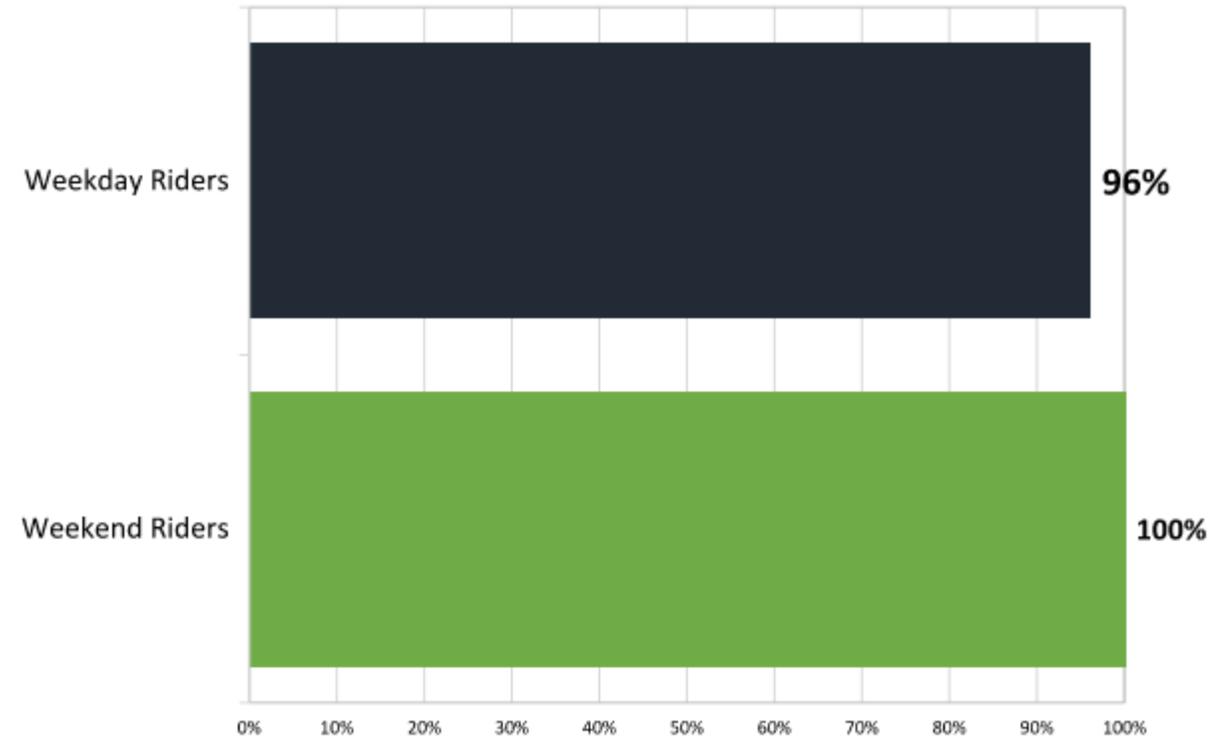
Q7: Thinking about your experiences during your entire journey door to door and all your interactions with Metro, how satisfied are you with Metro?

by percentage of riders (excluding "not provided" responses)



Q7: Thinking about your experiences during your entire journey door to door and all your interactions with Metro, how satisfied are you with Metro?

by the sum percentage of weekday and weekend riders that are either "very satisfied" or "satisfied" (excluding "not provided" responses)

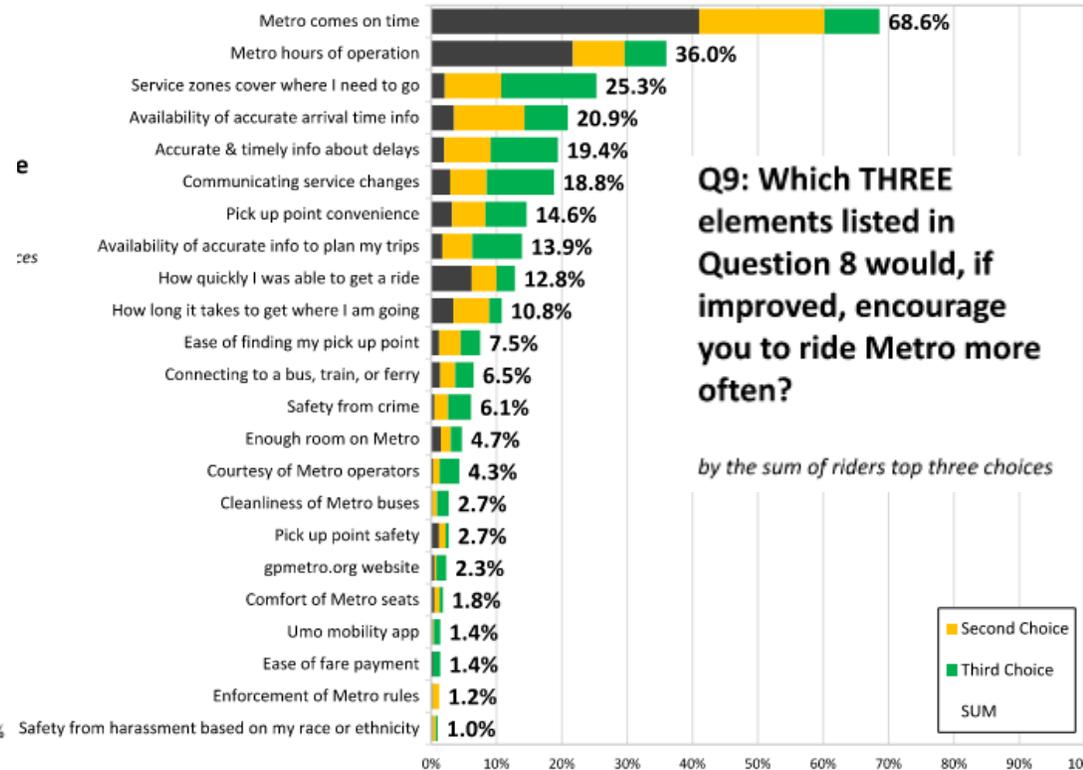
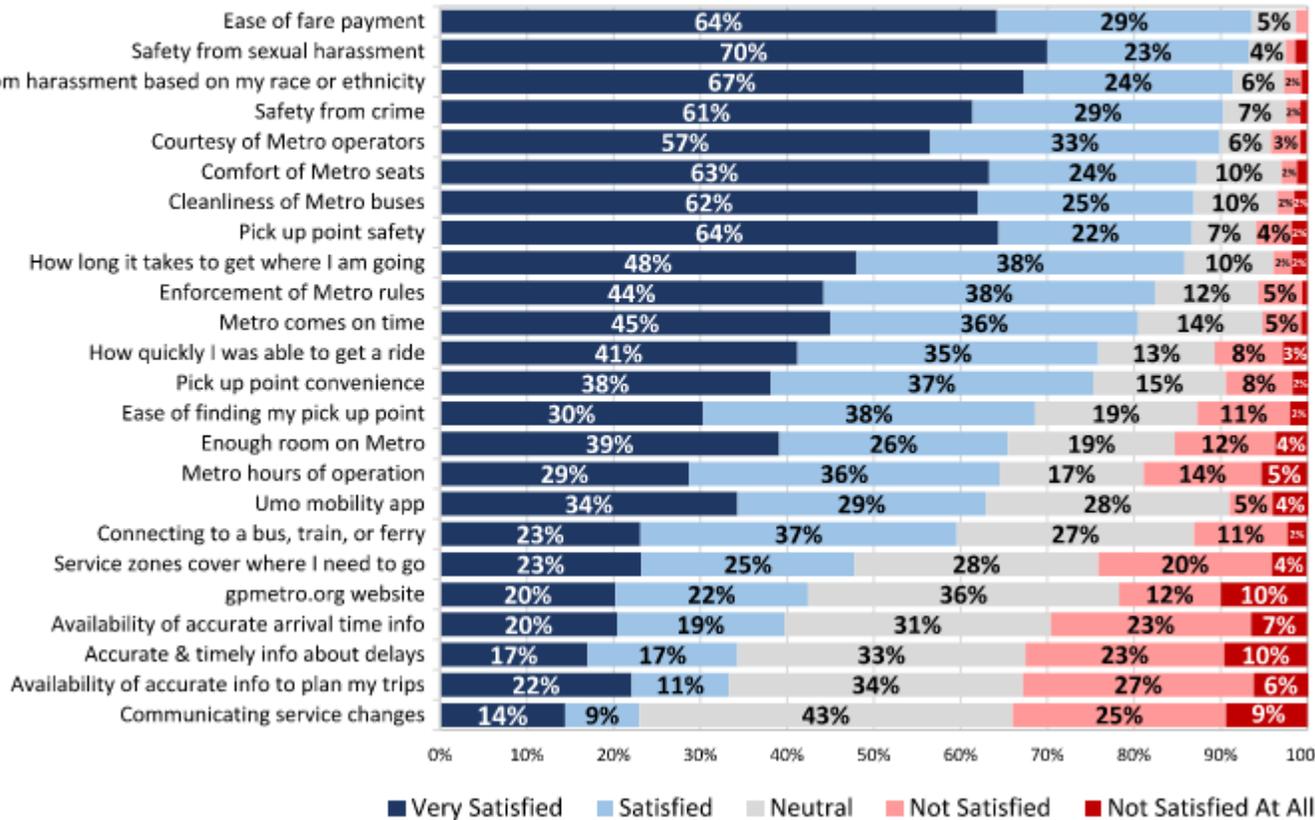


Item 5 – Rider and Nonrider Survey

On-board Survey Summary

Q8: Please rate your satisfaction with the following aspects of Metro.

by percentage of riders (excluding "N/A" responses)



Q9: Which THREE elements listed in Question 8 would, if improved, encourage you to ride Metro more often?

by the sum of riders top three choices

Second Choice
Third Choice
SUM

Item 5 – Rider and Nonrider Survey

On-board Survey Summary

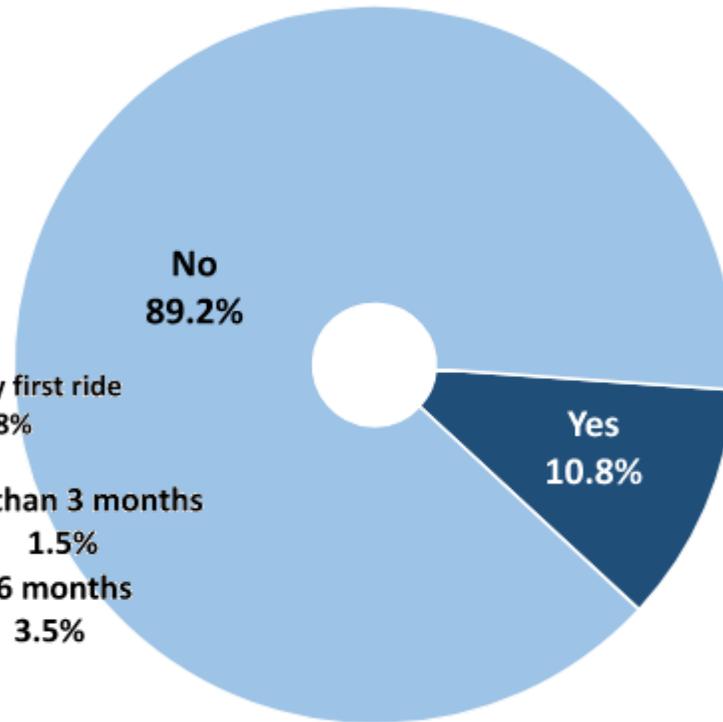
Importance-Satisfaction Analysis						
2022 Greater Portland Metro Customer Satisfaction Survey						
Metro Weekday Services						
Service	Most Important %	Most Important Rank	Rating %	Rating Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (I-S Rating = 0.10-0.20)						
Metro comes on time	64.7%	1	71.2%	14	0.1863	1
Metro hours of operation	41.8%	2	65.3%	16	0.1450	2
Communicating service changes	17.5%	6	31.0%	24	0.1208	3
Service zones cover where I need to go	26.3%	3	55.7%	18	0.1165	4
Medium Priority (I-S Rating<0.10)						
Availability of accurate arrival time info	19.4%	4	54.8%	20	0.0877	5
Accurate & timely info about delays	14.2%	7	46.6%	22	0.0758	6
Availability of accurate info to plan my trips	10.1%	11	45.9%	23	0.0546	7
Pick up point convenience	18.0%	5	76.8%	12	0.0418	8
Ease of finding my pick up point	10.9%	9	67.6%	15	0.0353	9
Enough room on Metro	7.0%	13	55.4%	19	0.0312	10
Connecting to a bus, train, or ferry	7.4%	12	62.8%	17	0.0275	11
How quickly I was able to get a ride	11.7%	8	79.4%	11	0.0241	12
How long it takes to get where I am going	10.5%	10	84.1%	8	0.0167	13
gpmetro.org website	2.9%	18	51.6%	21	0.0140	14
Courtesy of Metro operators	5.2%	15	88.4%	6	0.0060	15
Umo mobility app	2.3%	20	74.3%	13	0.0059	16
Safety from crime	6.3%	14	90.9%	4	0.0057	17
Cleanliness of Metro buses	3.4%	17	84.3%	7	0.0053	18
Comfort of Metro seats	2.7%	19	82.6%	10	0.0047	19
Pick up point safety	3.6%	16	88.8%	5	0.0040	20
Enforcement of Metro rules	1.5%	21	82.9%	9	0.0026	21
Ease of fare payment	1.5%	22	91.7%	3	0.0012	22
Safety from harassment based on my race or ethnicity	1.1%	23	92.0%	2	0.0009	23
Safety from sexual harassment	0.0%	24	93.8%	1	0.0000	24

Item 5 – Rider and Nonrider Survey

On-board Survey Summary

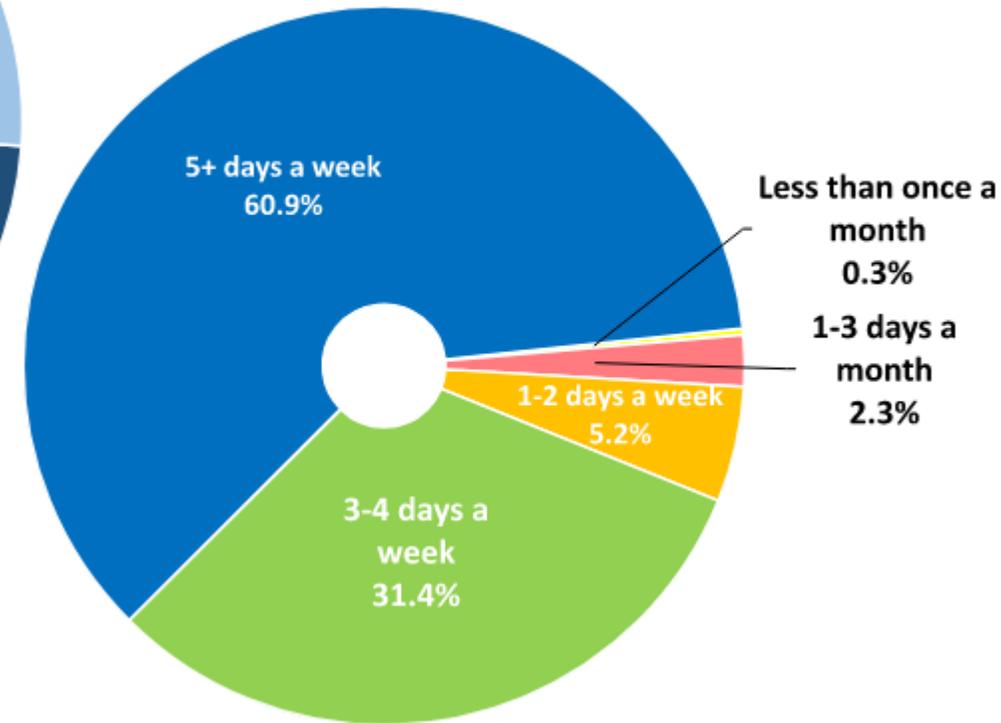
Q10: Do you have regular access to a car?

by percentage of riders (excluding "not provided" responses)



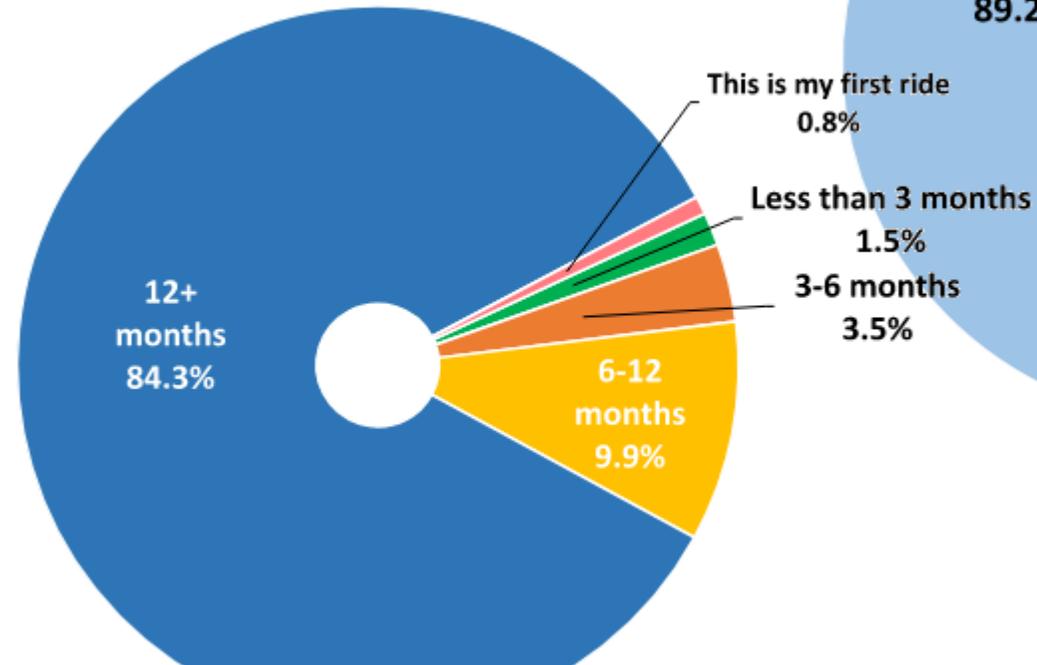
Q11: How often do you ride Metro?

by percentage of riders (excluding "not provided" responses)



Q12: How long have you been riding Metro?

by percentage of riders (excluding "not provided" responses)

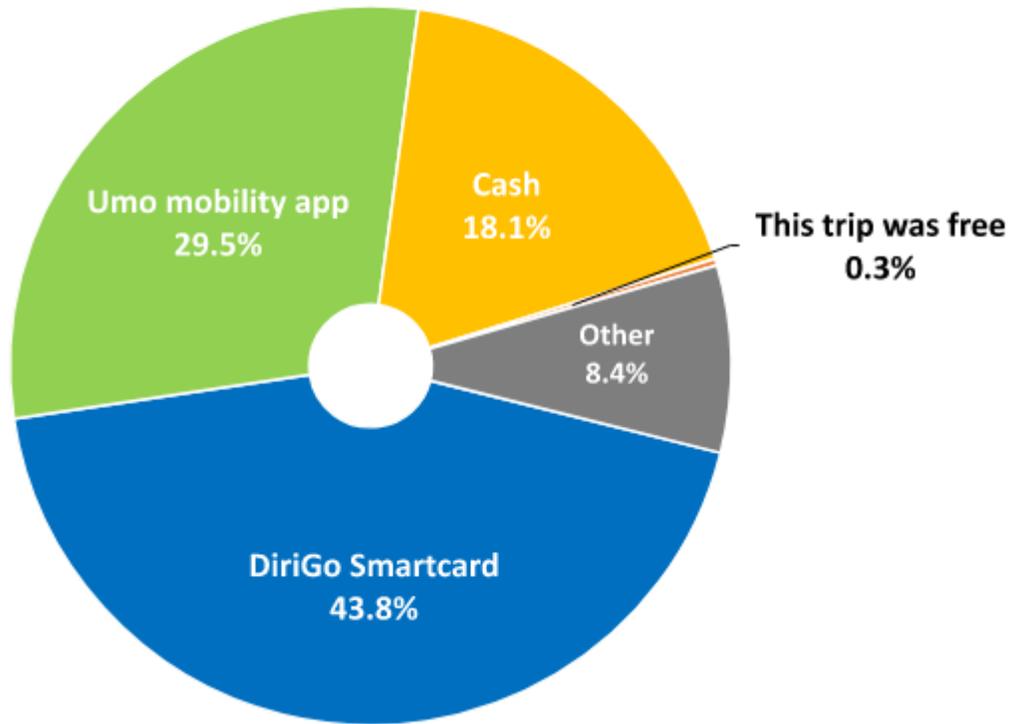


Item 5 – Rider and Nonrider Survey

On-board Survey Summary

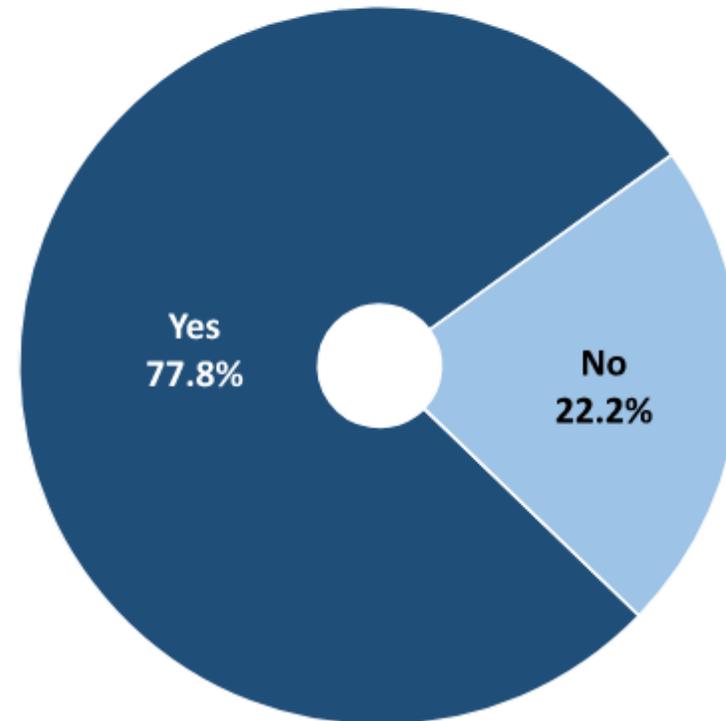
Q15: How did you pay your fare for this trip?

by percentage of riders (excluding "not provided" responses)



Q15a. As you selected "CASH," are you aware of the Dirigo Pass as a method of payment?

by percentage of riders that paid for their ride with cash

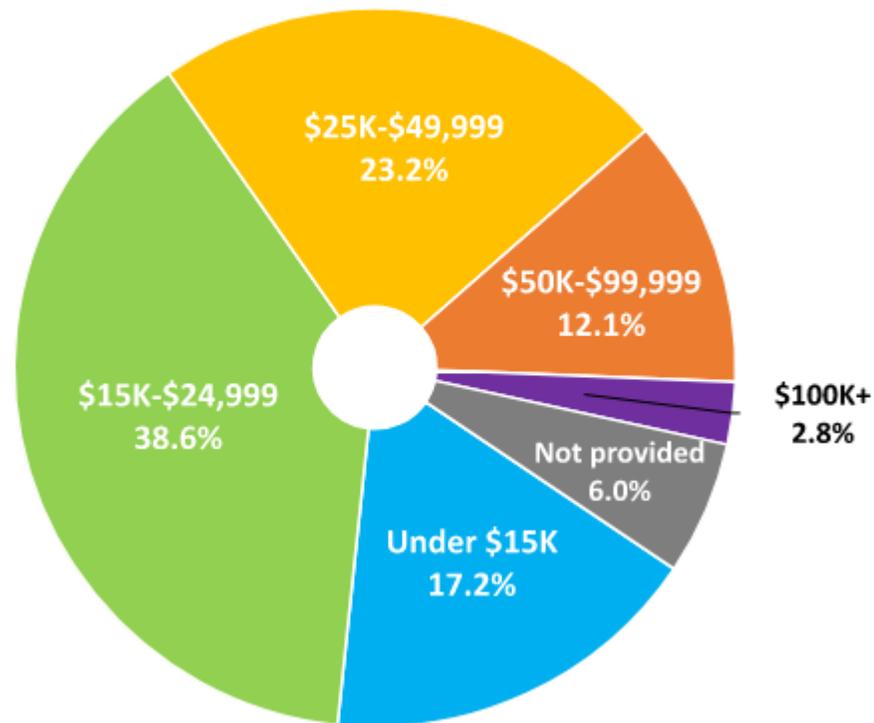


Item 5 – Rider and Nonrider Survey

On-board Survey Summary

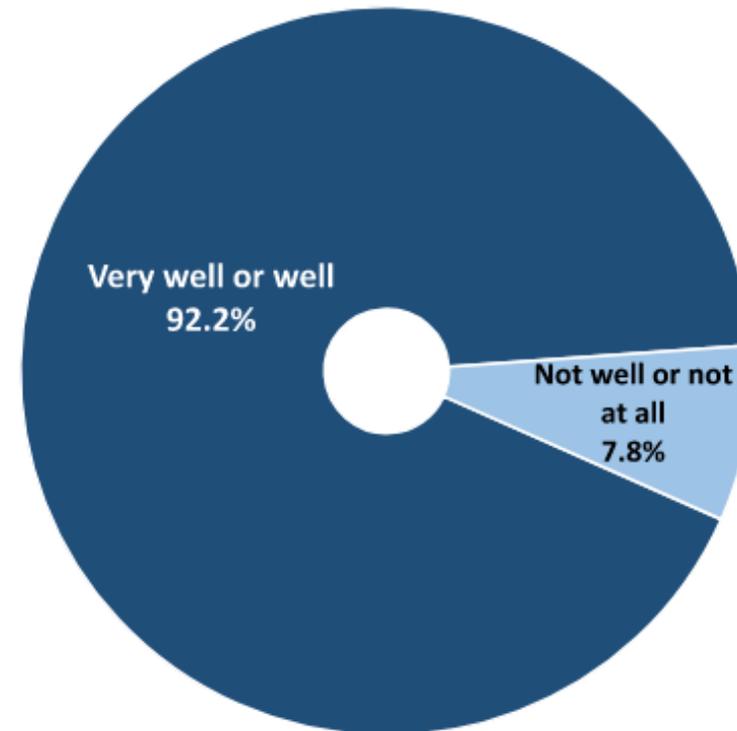
Q22: What is your household's total annual earnings?

by percentage of riders



Q21: How well do you speak English?

by percentage of riders (excluding "not provided" responses)



Item 5 – Rider and Nonrider Survey

Non-Rider Survey Summary

- Non-rider survey conducted over the course of several months in Fall 2022, via direct mail and online outreach
- Demographic data was recorded as part of the survey
- 647 responses from valid respondents
 - Had not ridden Metro, South Portland Bus Service, or Biddeford Saco Old Orchard Beach Transit in the past year
 - Lived within the service areas of the above agencies

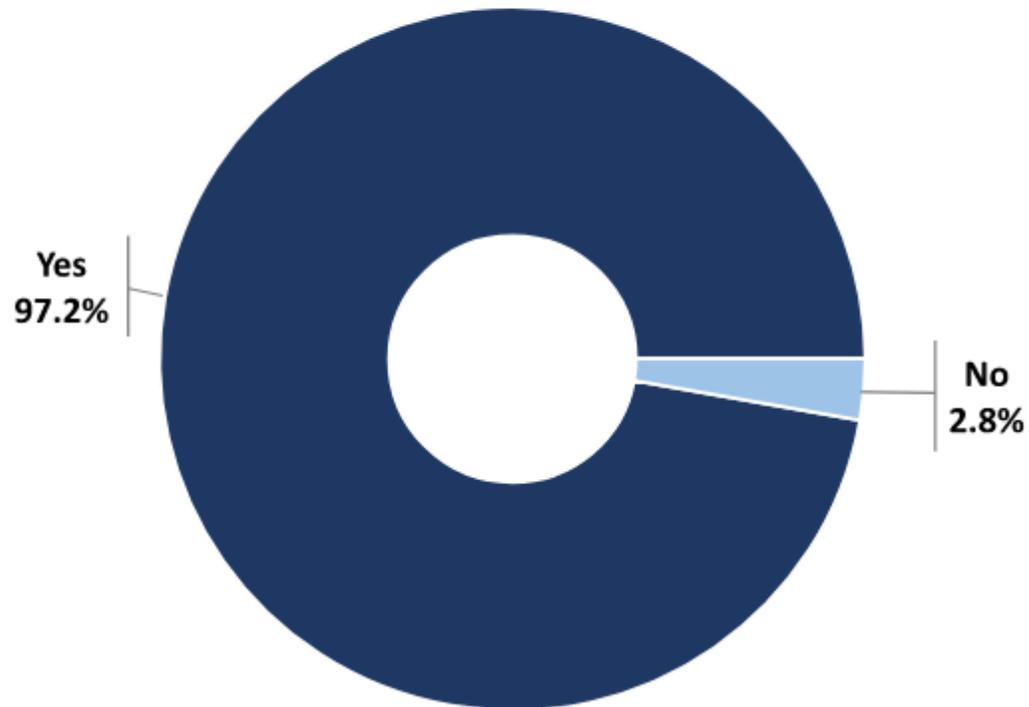


Item 5 – Rider and Nonrider Survey

Non-Rider Survey Summary

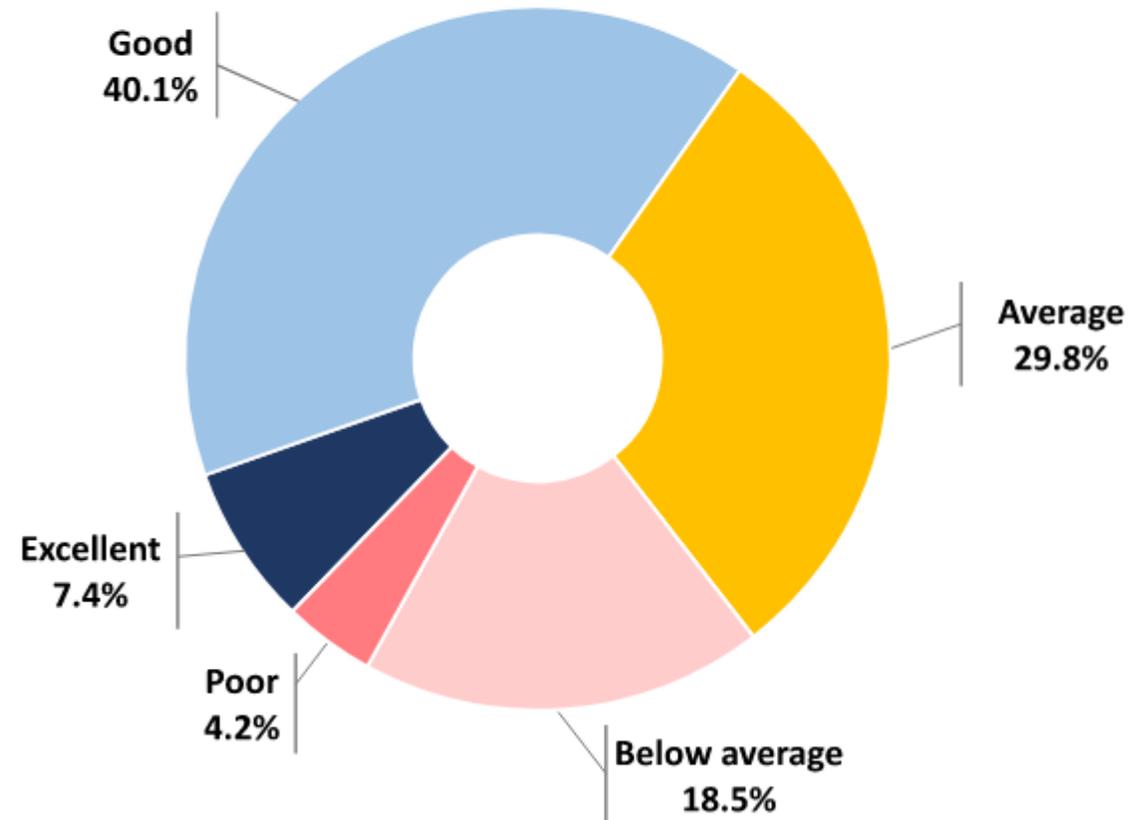
Q3. Do you feel that Greater Portland METRO's public transit services are valuable to the community?

by percentage of respondents (excluding "don't know" responses)



Q4. Overall, how would you rate METRO's services?

by percentage of respondents (excluding "don't know" responses)



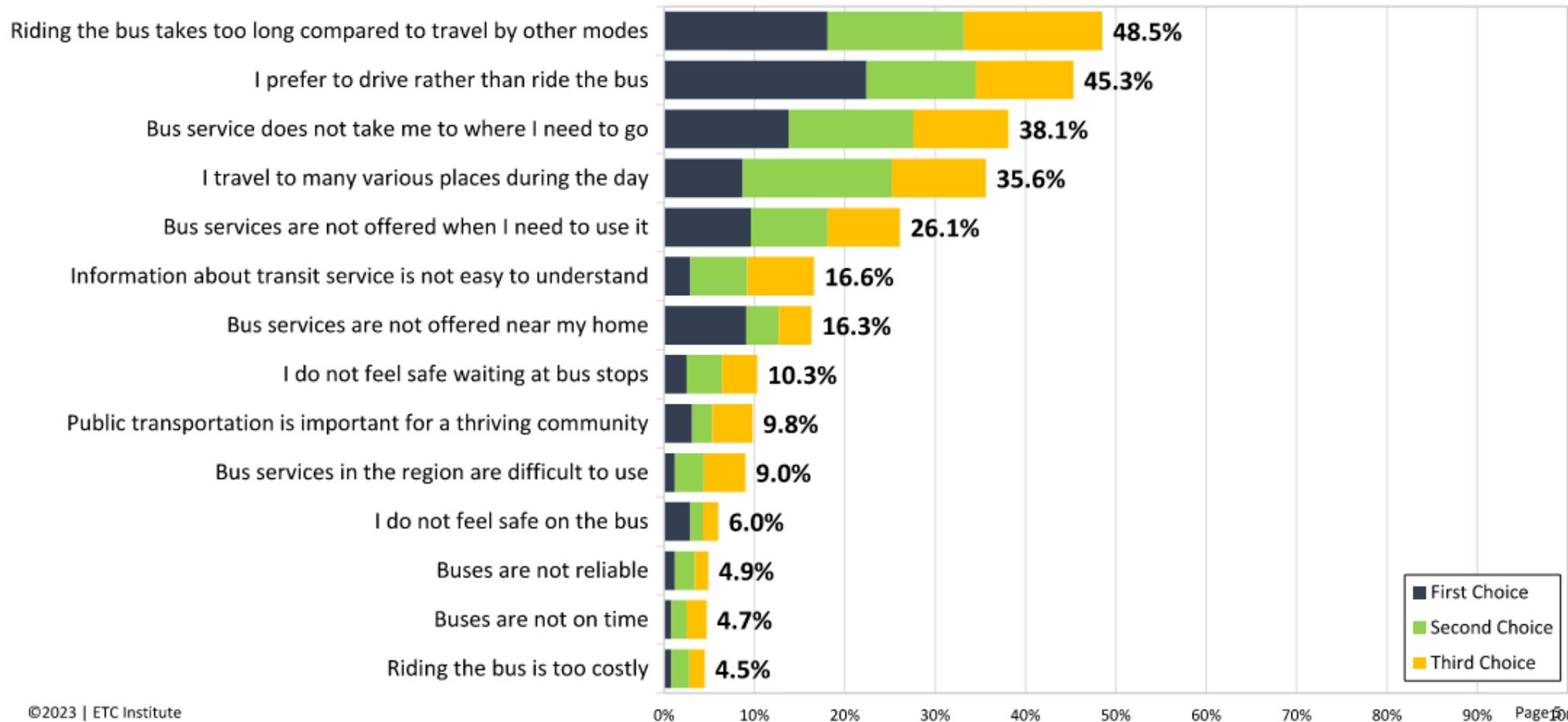
Item 5 – Rider and Nonrider Survey

Non-Rider Survey Summary

Q6. Of the statements listed in Question 5, which THREE MOST DESCRIBE why you are not using public transportation services in the region?

Final Report: 2022 Greater Portland Metro Non-Rider Survey

by sum of respondents top three choices

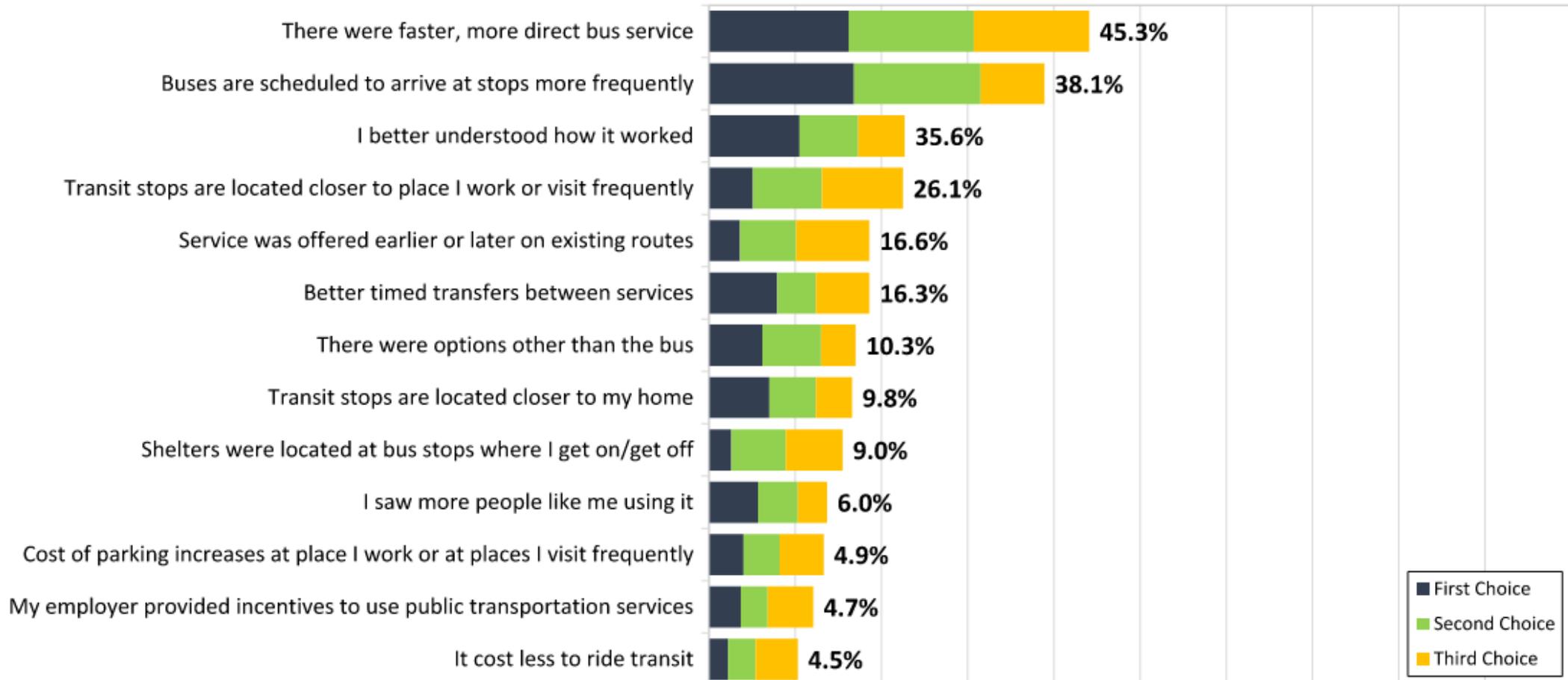


Item 5 – Rider and Nonrider Survey

Non-Rider Survey Summary

Q8. Of the items listed in Question 7, which THREE would be MOST LIKELY to cause you to begin using public transportation services in the region?

by sum of respondents top three choices

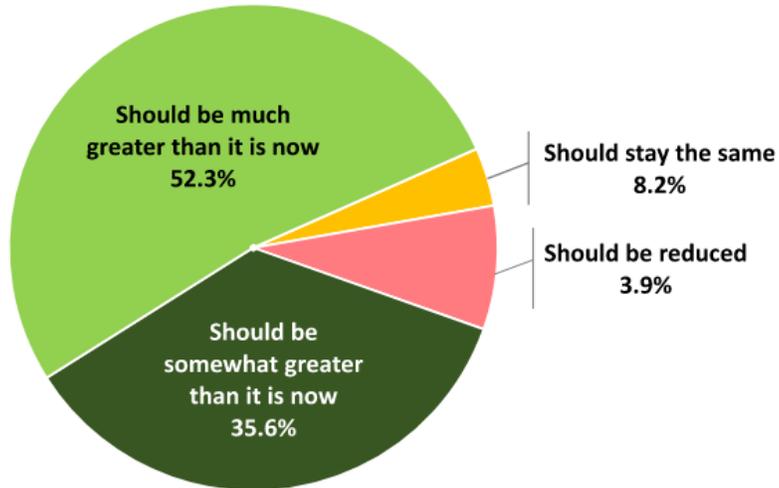


Item 5 – Rider and Nonrider Survey

Non-Rider Survey Summary

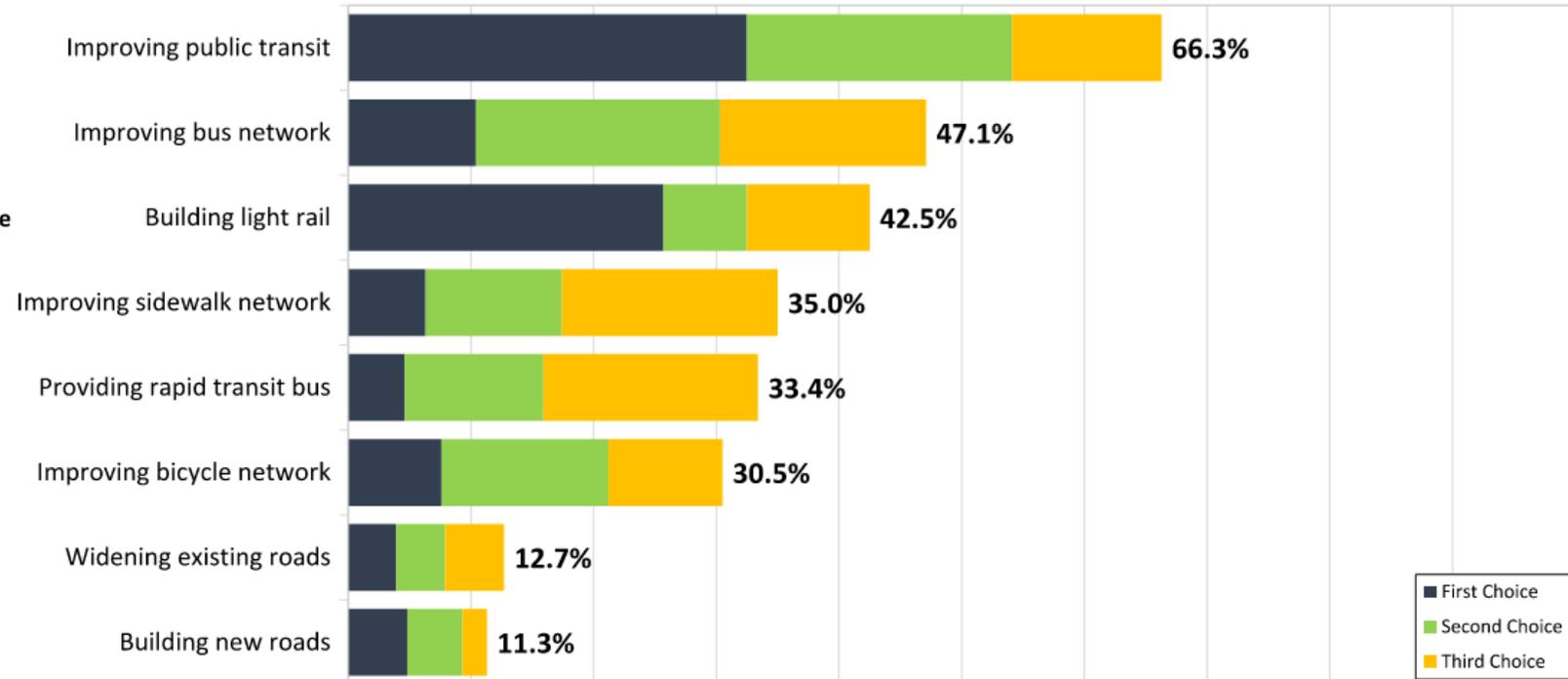
Q16. How do you think the current level of funding for public transportation (e.g., bus, rail) in the region should change over the next five years?

by percentage of respondents (excluding "not provided" responses)



Q18. Of the items listed in Question 17, which THREE INVESTMENTS would be MOST IMPORTANT to focus on in the region?

by sum of respondents top three choices

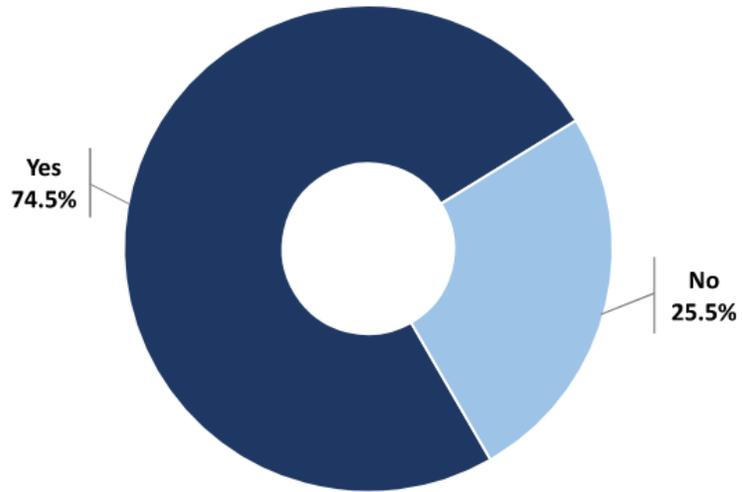


Item 5 – Rider and Nonrider Survey

Non-Rider Survey Summary

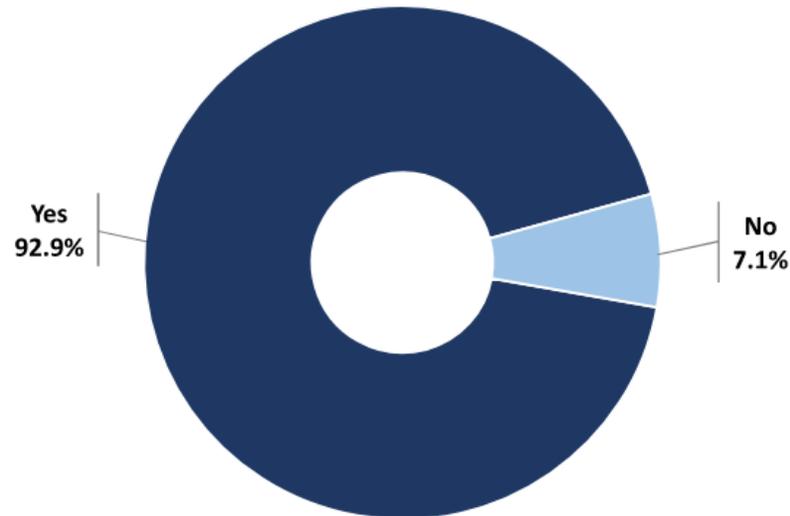
Q29. Have you ever used the Amtrak Downeaster?

by percentage of respondents (excluding "not provided" responses)



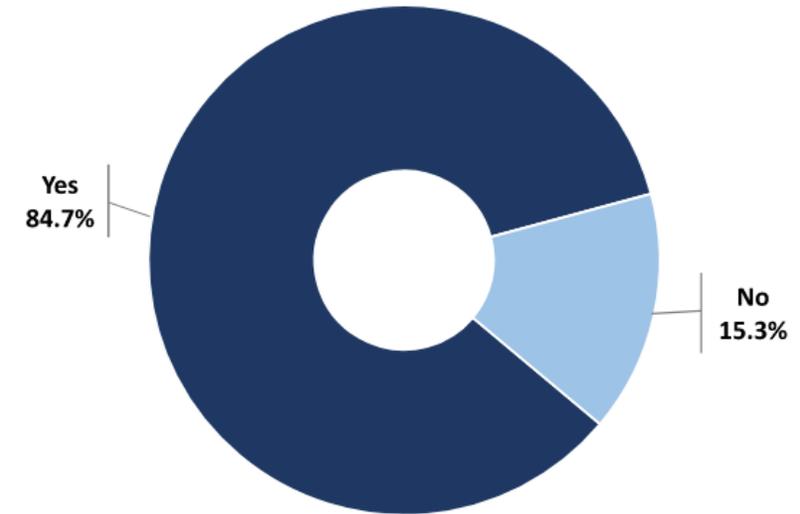
**Q31. Have you ever used mass transit in other cities?
(Boston, New York, Chicago, etc.)**

by percentage of respondents (excluding "not provided" responses)



Q30. Have you ever used Concord Coach?

by percentage of respondents (excluding "not provided" responses)



Item 6 – Transit Together

Implementation and Outreach Plan

- Transit Together route changes tentatively scheduled for August 27, 2023
 - Route 1 to Jetport
 - Route 5 running along Congress Street
 - Route 7 to PTC via Fore River Parkway, with microtransit pilot in Falmouth
 - Route 8 changes, with bidirectionality
 - Improved off-peak frequency on Route 9
 - Extensions of routes 2, 4, and/or Husky Line to Ocean Gateway
 - Improved span of service
 - Proposed changes to service in Westbrook
 - Discontinue Route 2 service to Pride's Corner
 - Simplify patterns on Route 4
- Goal is to implement all changes at once, if possible

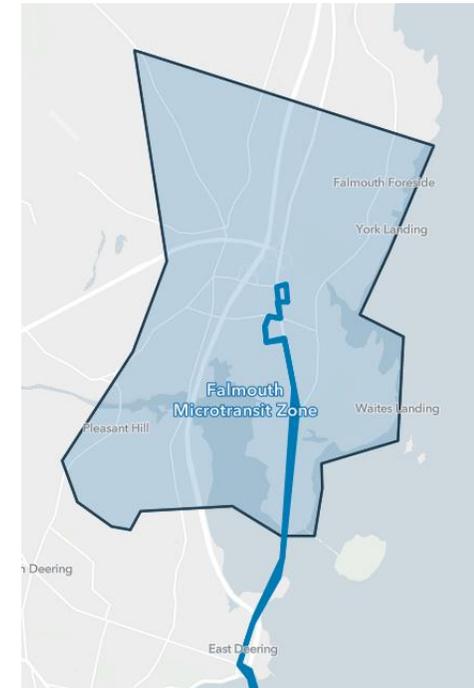


Item 6 – Transit Together

Implementation and Outreach Plan

Potential Variables

- Operator Availability
 - Service improvements require 10+ drivers above baseline service
 - Service changes may be rolled out in phases, or delayed entirely, if necessary
- Public Feedback
 - Public feedback may result in tweaks to recommended route changes
 - Unlikely that public feedback would delay implementation
- Microtransit
 - RFP for software services being issued late March/early April
 - Software development and onboarding may require extended timeframe for implementation
 - If necessary, Route 7 can continue to run the Falmouth loop service until microtransit is ready



Item 6 – Transit Together

Implementation and Outreach Plan

Outreach Plan

- Host three public meetings in May 2023
 - Portland, Westbrook, and virtual
- Engage with stakeholders
 - Portland Downtown
 - Portland Sustainability and Transportation Committee
 - Community Transportation Leaders
 - Iris Network, DHHS, others affected by route changes
- Extensive information on buses, bus stops, bus shelters in July/August

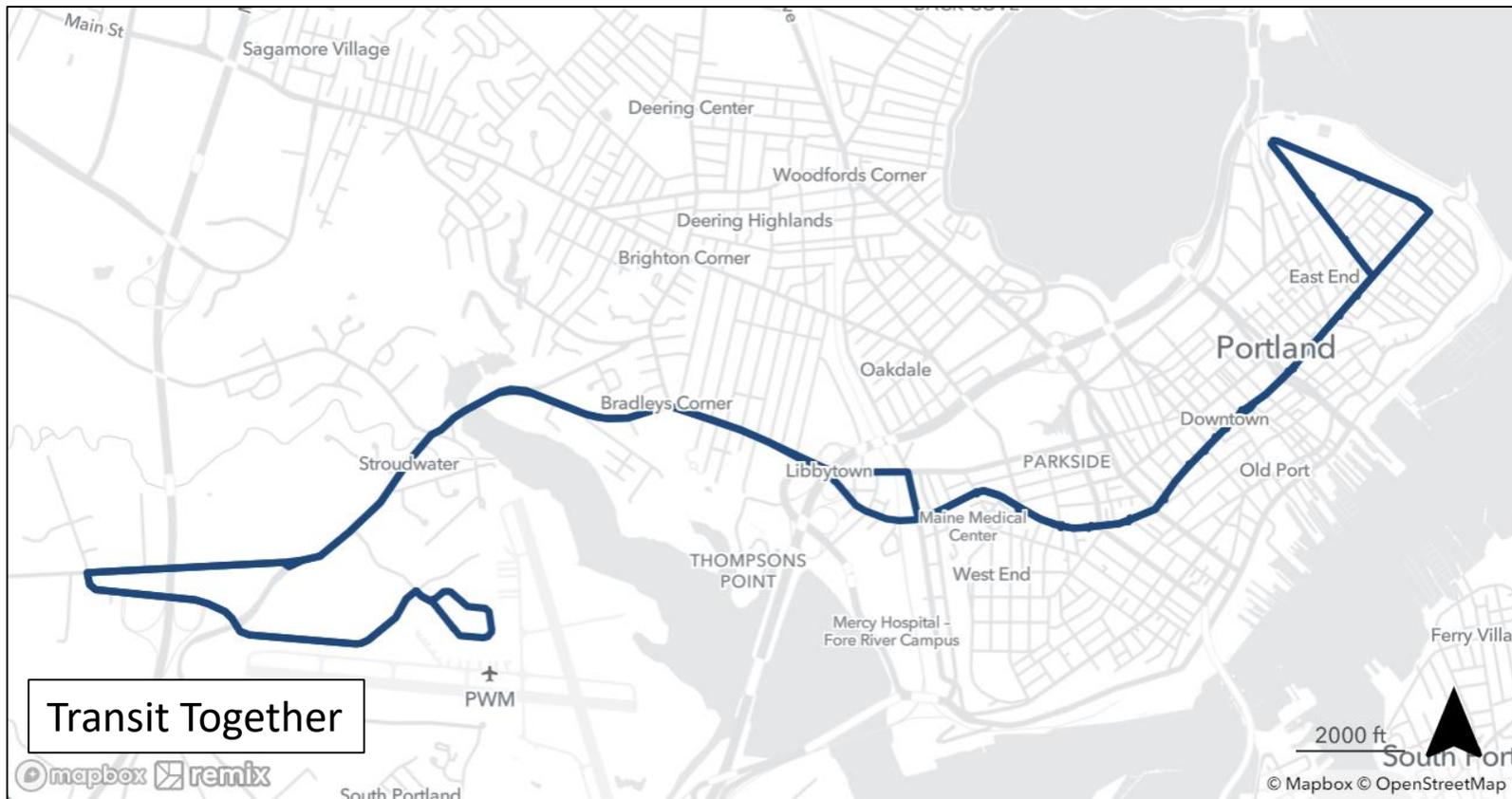


Item 6 – Transit Together Update

Summary of Route Changes

Route Changes in METRO Network

- Extend Route 1 to Jetport via Congress Street and terminate there

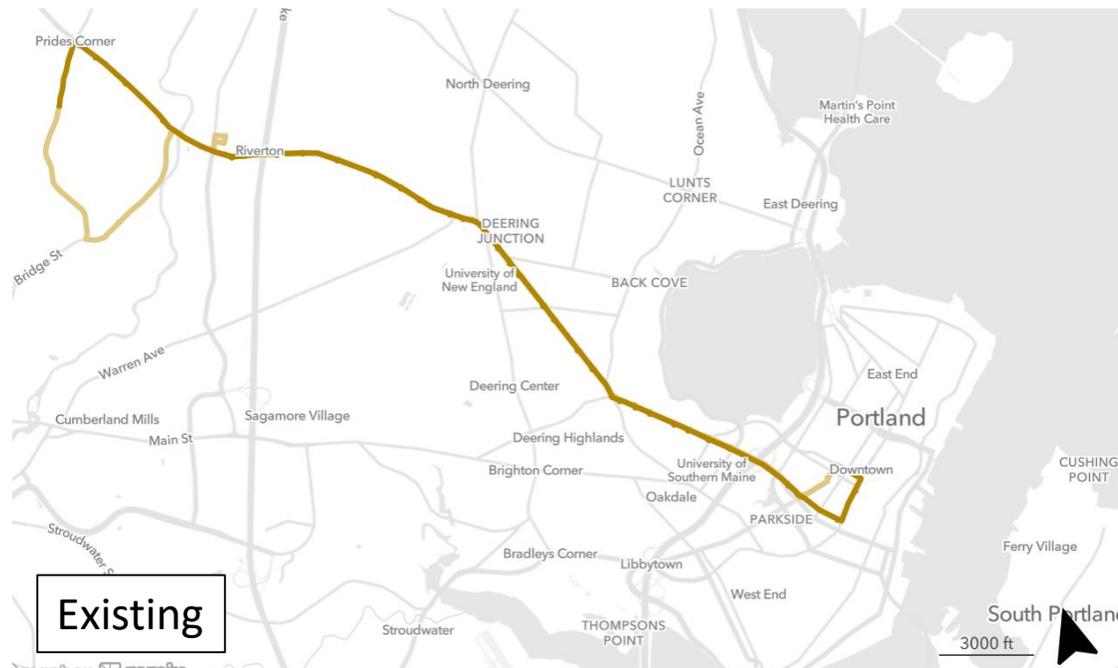


Item 6 – Transit Together Update

Summary of Route Changes

Route Changes in METRO Network

- Route 2 extended to Ocean Gateway, no service to Pride's Corner

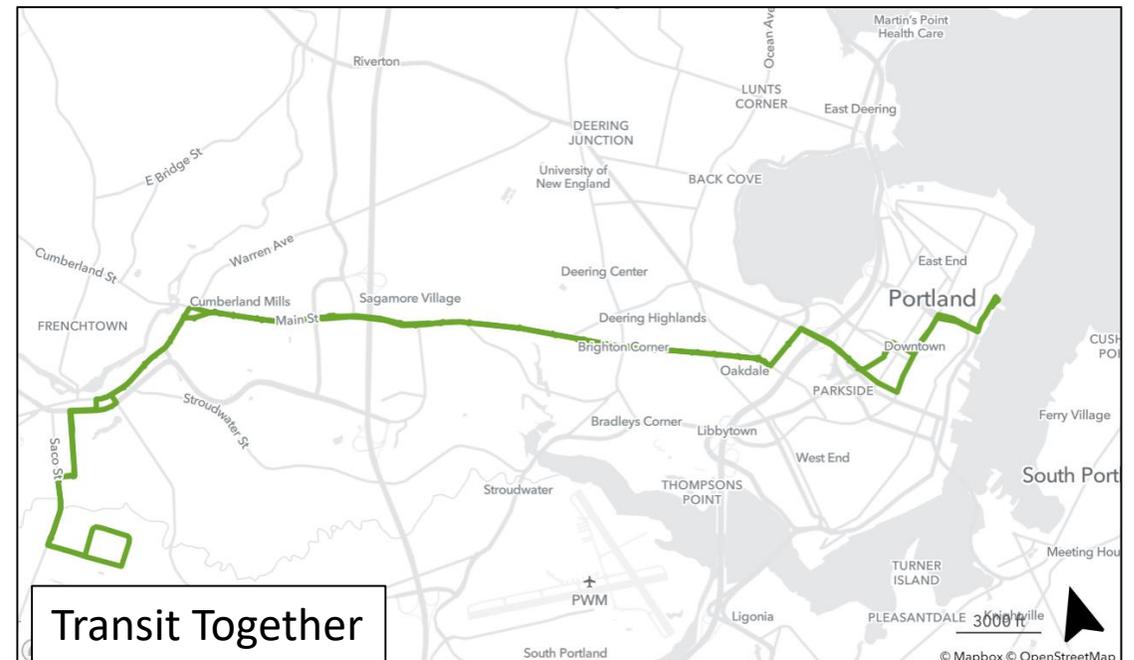
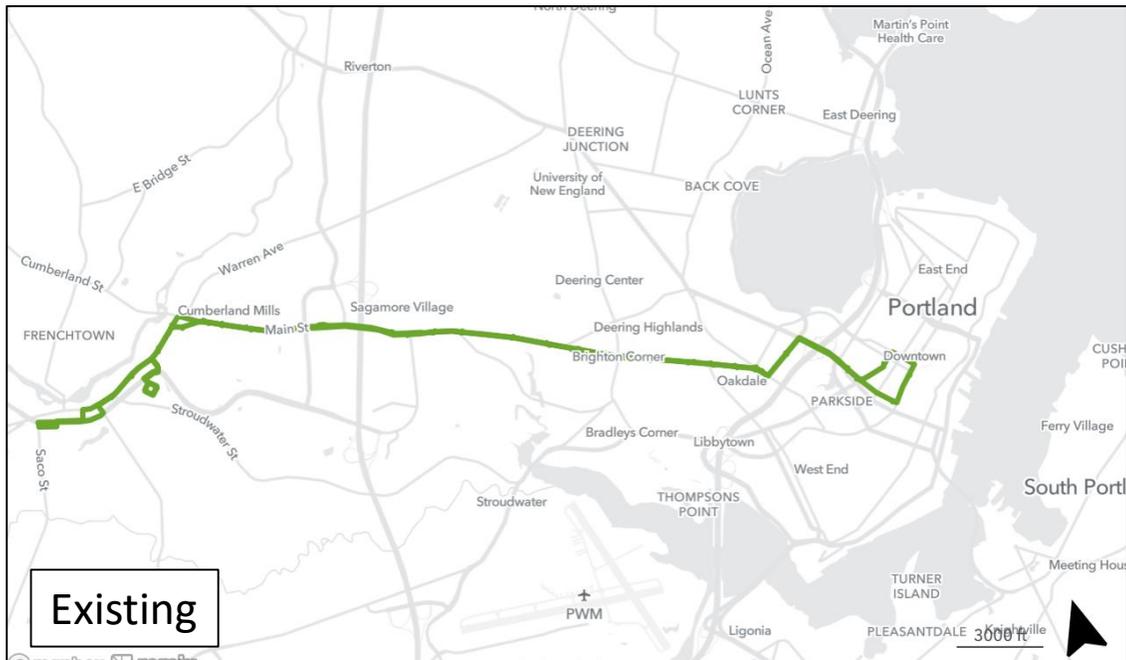


Item 6 – Transit Together Update

Summary of Route Changes

Route Changes in METRO Network

- Route 4 extended to Ocean Gateway, simplified patterns in Westbrook

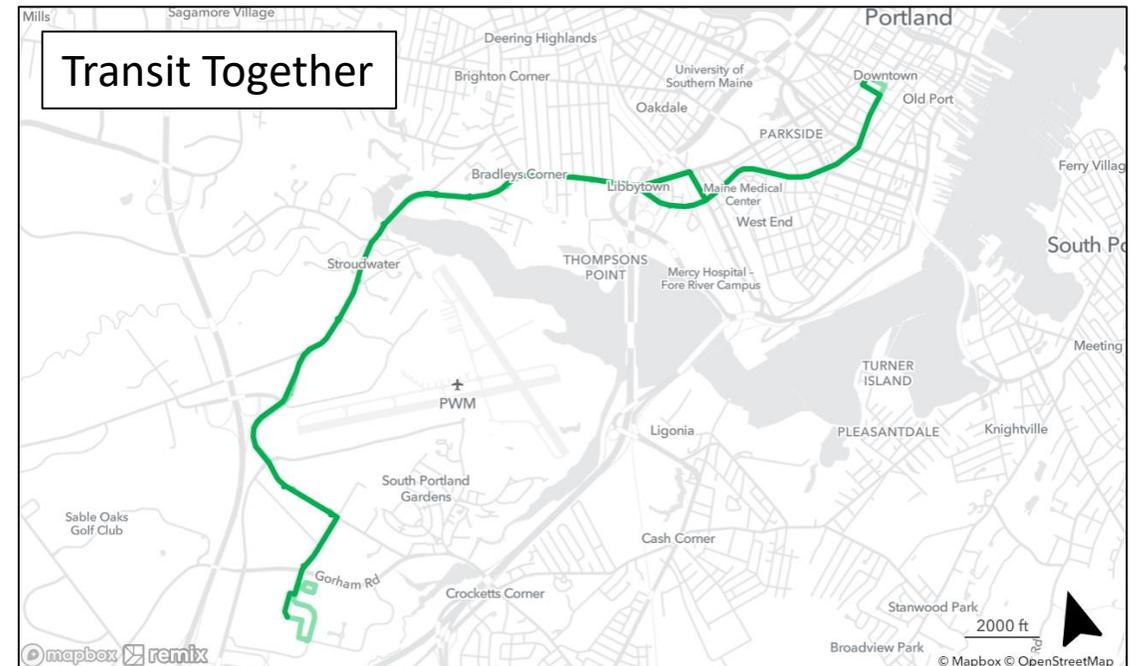
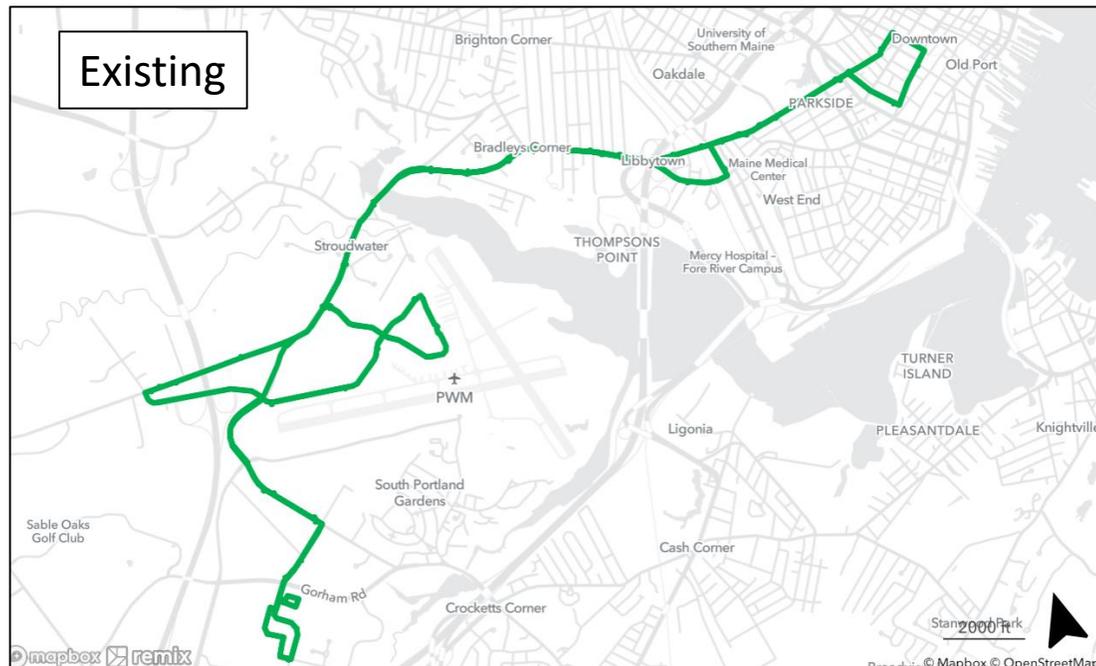


Item 6 – Transit Together Update

Summary of Route Changes

Route Changes in METRO Network

- Run Route 5 along Congress Street and directly to Maine Mall

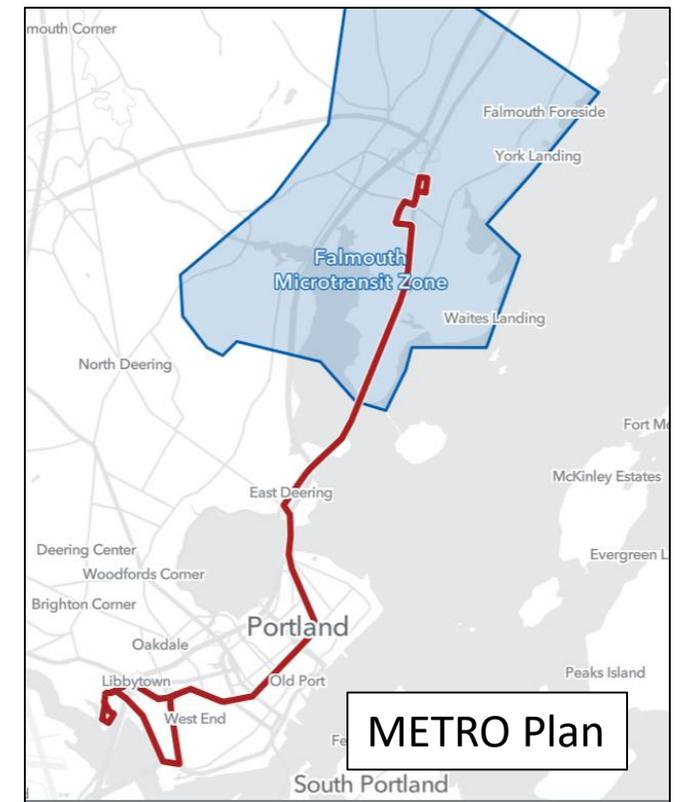
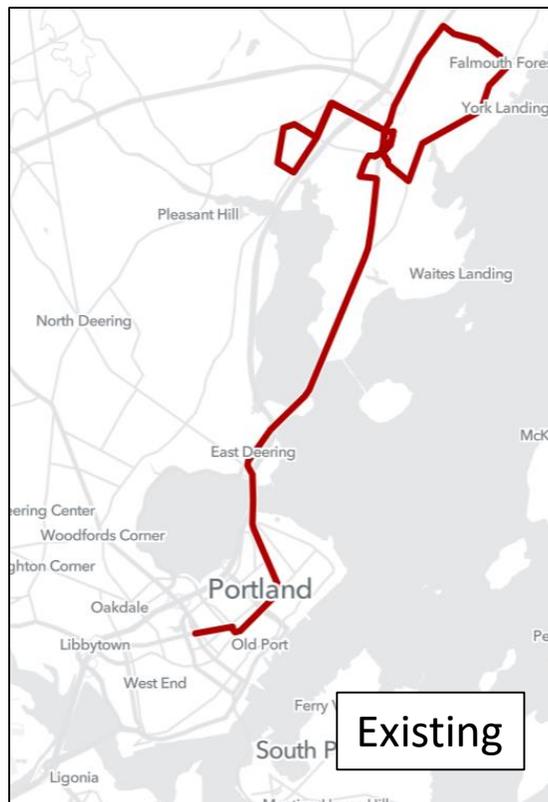


Item 6 – Transit Together Update

Summary of Route Changes

Route Changes in METRO Network

- Extend Route 7 to Thompson's Point via Mercy Hospital

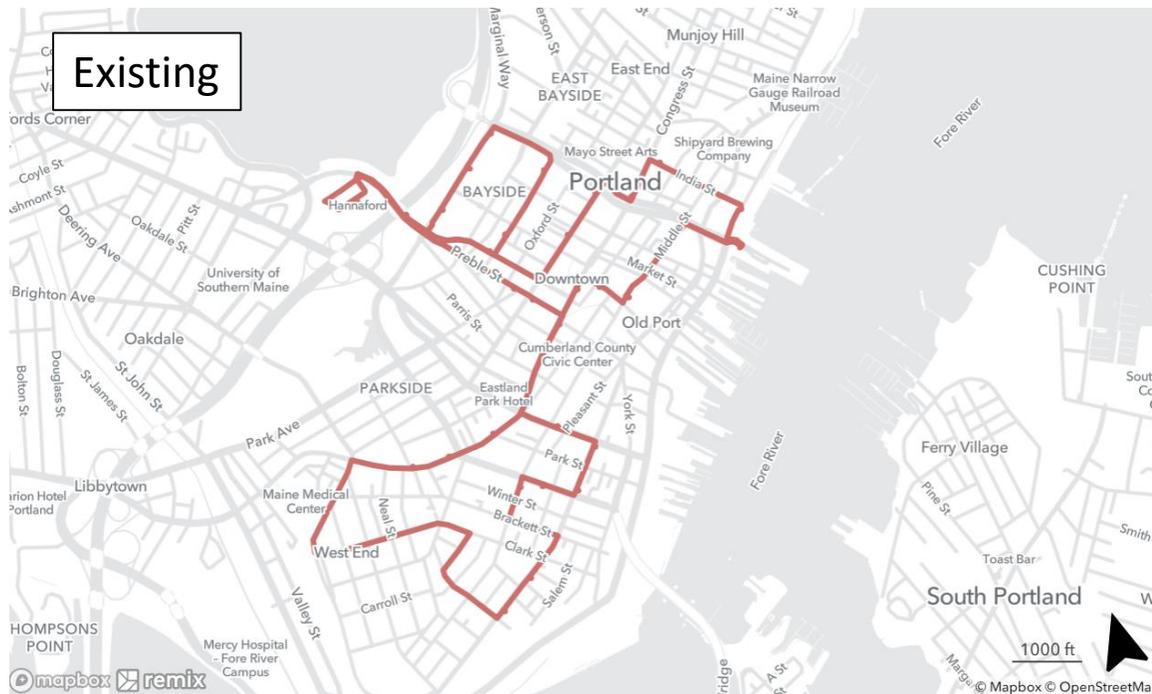


Item 6 – Transit Together Update

Summary of Route Changes

Route Changes in METRO Network

- Route 8 alignment changes and bidirectionality

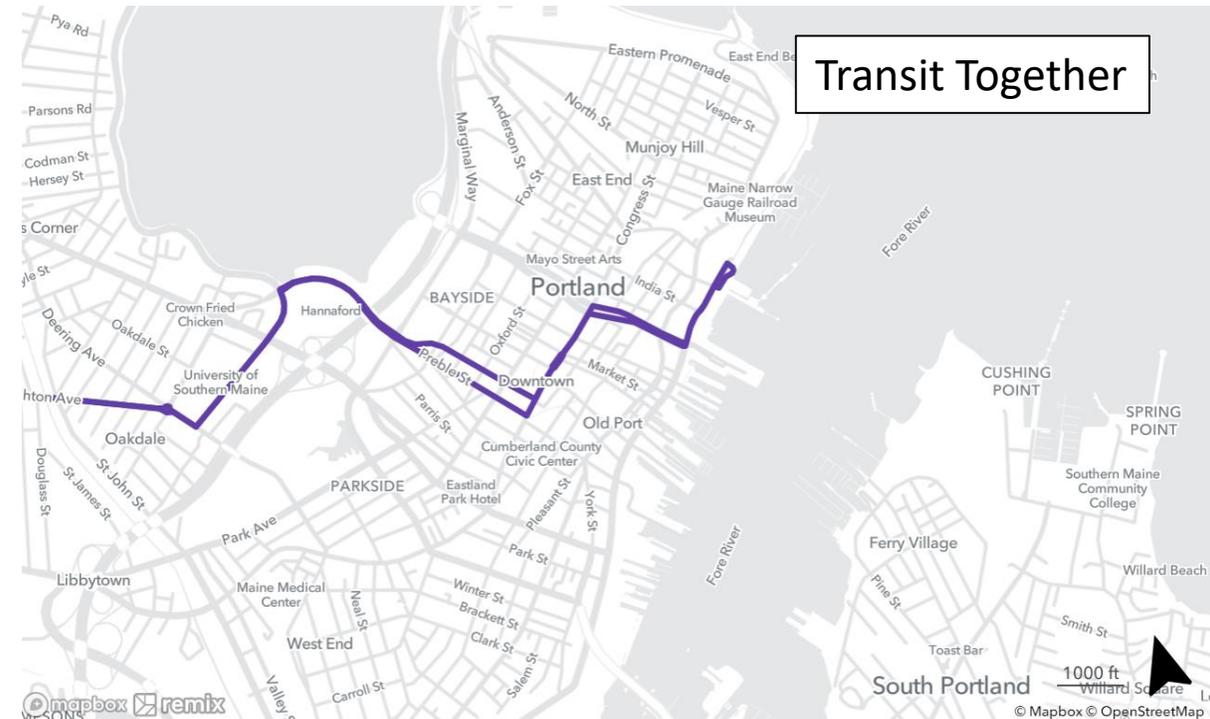
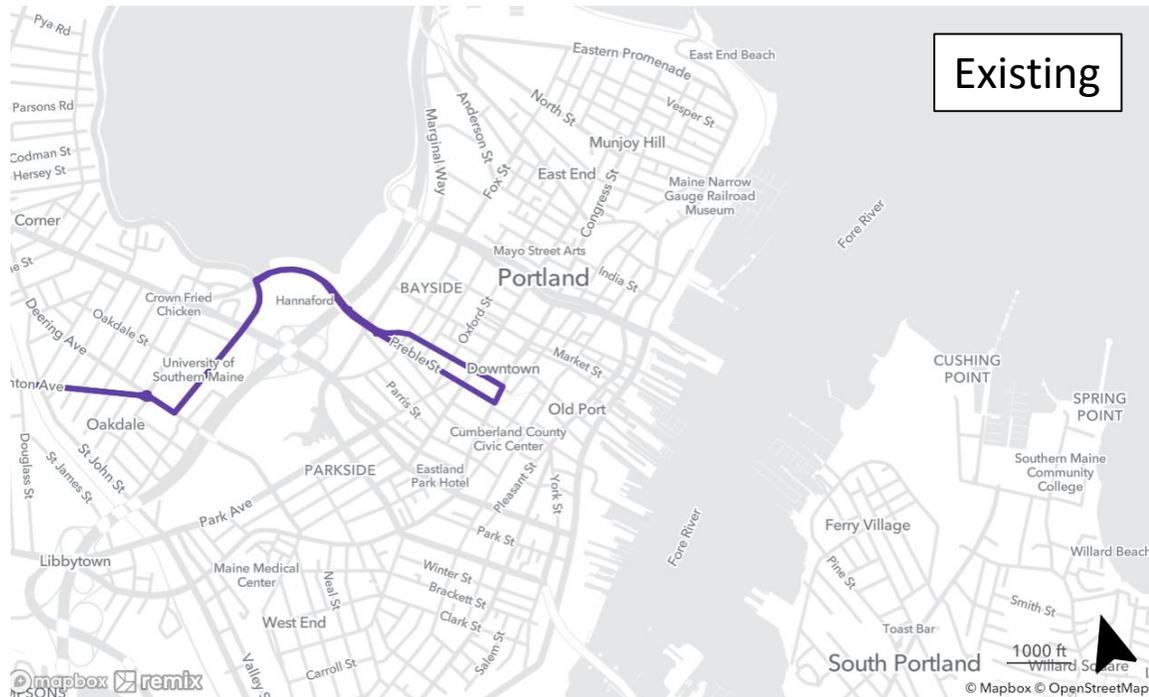


Item 6 – Transit Together Update

Summary of Route Changes

Route Changes in METRO Network

- Husky Line Extension





2022 PUBLIC TRANSIT NON-RIDER SURVEY

Findings Report

Prepared By
ETC INSTITUTE
OLATHE, KANSAS

Presented To
GREATER PORTLAND METRO
PORTLAND, ME

MARCH 2023



2022 Greater Portland Metro Non-Rider Survey Executive Summary

Overview & Methodology

Overview

ETC Institute conducted a community survey on behalf of the Greater Portland Metro (Metro). This survey primarily focused on residents that have not used Metro services in the past year (“non-rider”) and the purpose was to learn their perception of the public transportation system in Portland. It is just as important to understand the perceptions of non-riders as public transportation riders. This information is by leaders when making important decisions that will positively impact the community.

Methodology

The survey was initiated in the Winter 2022/23. ETC Institute mailed the cover letter, survey, and postage paid return envelope to a random number of households in the City of Portland and surrounding areas. The cover letter explained the purpose of the survey and encouraged residents to either return the survey by mail or complete the survey online.

ETC Institute sent emails/text messages to the households that received the survey. These methods were sent to encourage participation and contained a link to the online version of the survey, to make it easy for residents to complete. To prevent people who were not residents of the study area from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from the completed survey did not match one of the addresses selected for the sample, the survey was not counted.

ETC Institute developed a sampling plan to ensure the overall results of the survey would be statistically valid for the study region. ETC Institute received 647 completed surveys. A sample of 647 surveys gives a margin of error of +/-3.8% at the 95% level of confidence.

Key Survey Findings

- Nearly all (97%) of residents feel that Greater Portland Metro’s services are valuable to the community.
- Forty-eight percent (48%) of residents rate Metro services as either excellent or good, 30% give Metro services an average rating, and 13% rate Metro services as either below average or poor.
- The five statements that most residents would use to describe why they are not using public transportation services in the region are:
 - Riding the bus takes too long compared to traveling by other modes (49%)
 - I prefer to drive rather than ride the bus (45%)
 - Bus service does not take me where I need to go (38%)
 - I travel to many various places during the day (36%)
 - Bus services are not offered when I need to use it (26%)
- It would encourage the most residents to use public transportation services if there were faster, more direct bus services (45%), the buses were scheduled to arrive at stops more frequently (38%), they better understood how public transportation worked (36%), and transit stops are located closer to places they work or visit frequently (26%).
 - Majority of residents indicated that a bus would need to come, by their preferred stop, between 10 and 15 minutes (32%) or 15 and 20 minutes (23%) for them to begin using public transportation.
- About three out of four (73%) residents would be interested in using Metro bus services for personal/recreation reasons.
- Sixty-three percent (63%) of residents would be most interested in using bus services between 3 and 7pm and 50% would be most interested in using bus services between 9 and 12am.
- At least 60% of residents would be most interested in using bus services throughout the week, the highest percentage being on Friday (77%), and the lowest percentage on Sunday (50%).
- Two out of three residents (66%) would likely use light rail train service/commuter rail. Sixty-five percent (65%) would likely use high speed, rapid bus service that has priority at traffic lights and makes minimal stops.
- Most (81%) residents believe it is very important for the region to support and fund improved public transportation. Nearly all (88%) think the current level of funding for public transportation should be either much greater or somewhat greater than it is now.
- Compared to the other services, it is most important to 66% of residents that improving public transit be a focus in the region; 47% indicate improving the bus network and 43% indicate building light rail are most important.



2022 CUSTOMER SATISFACTION SURVEY

Findings Report

Prepared By
ETC INSTITUTE
OLATHE, KANSAS

Presented To
GREATER PORTLAND METRO
PORTLAND, ME

JANUARY 2023

2022 Greater Portland Metro Customer Satisfaction Survey Executive Summary

Overview & Methodology

Overview

ETC Institute conducted a customer satisfaction survey on behalf of Greater Portland Metro during the winter of 2022. These surveys were administered to better understand the customers and their needs. Data compiled from this survey will assist Metro in their efforts to provide exceptional services to the community of Portland, Maine.

ETC Institute worked with Metro to develop survey questions. These questions were tailored for each Metro service and were related to:

- Metro usage information (e.g., frequency, length of time as a customer, type of fare used)
- Overall perception of Metro
- Overall satisfaction with Metro services
- Demographic characteristics (e.g., age, gender, household income, size of household, race/ethnicity)

Methodology

For inclusion purposes, the survey methodology consisted of an observational demographic count as passengers boarded each bus run and were randomly selected. Each passenger's age, race, gender, and disability were observed and recorded passively by trained interviewers. ETC Institute field supervisors were able to monitor the count in real-time to:

- evaluate the performance/production of interviewers passing out paper surveys and
- determine if and to what extent certain categories of race, age, gender, and disability were nonresponsive.

By collecting demographic count data for each run, ETC Institute was able to identify routes that may have had sampling issues. For example, potential bus bias due to language barrier, interviewer bias, affluency/literacy, and take corrective action prior to leaving the study area. Or in some circumstances, re-surveying a run entirely. Lastly, the demographic data helped validate survey findings during post processing.

Weekday & Weekend Rider Profiles

- Most (87%) weekday riders and most (93%) weekend riders do not have regular access to a car (Table 1).
- Most (91%) weekday riders and nearly all (96%) weekend riders ride Metro at least three days a week, if not more (Table 2). Majority (82%) of weekday riders and 89% of weekend riders have been riding Metro for at least a year (Table 3).
- Since 2019, a higher percentage of weekend riders (62%) indicated that their riding habits have not changed, whereas 41% of weekday riders indicated that their riding habits have not changed (Table 4). Twenty-four percent (24%) of weekday riders and 19% of weekend riders indicated that they are currently riding more than they did in 2019.

Table 1

Do you have regular access to a car?		
	Weekday Riders	Weekend Riders
Yes	12.6%	7.2%
No	87.4%	92.8%

Table 2

How often do you ride Metro?		
	Weekday Riders	Weekend Riders
Less than once a month	0.4%	0.0%
1-3 days a month	3.4%	0.0%
1-2 days a week	5.5%	4.5%
3-4 days a week	30.7%	32.7%
5+ days a week	59.9%	62.8%

Table 3

How long have you been riding Metro?		
	Weekday Riders	Weekend Riders
Less than 3 months	2.3%	0.0%
3-6 months	4.9%	0.9%
6-12 months	9.5%	10.6%
12+ months	82.2%	88.5%
This is my first ride	1.1%	0.0%

Table 4

Have your riding habits changed since 2019?		
	Weekday Riders	Weekend Riders
No change	41.2%	61.6%
I ride far less	3.0%	1.7%
Somewhat less	6.5%	8.5%
Somewhat more	23.6%	18.9%
Much more	18.3%	4.9%
I didn't ride in 2019	7.5%	4.4%

- Majority (56%) of weekday riders and 54% of weekend riders are under the age of 45 years (Table 5)
- Fifty-six percent (56%) of weekday riders are Caucasian and 36% are Black/African American. Fifty-five percent (55%) of weekend riders are Caucasian and 33% are Black/African American. (Table 6).
- Majority (65%) of weekday riders and 68% of weekend riders have three or less household members (Table 7).

Table 5

What is your age?	Weekday Riders	Weekend Rider
Under 18 years	8.0%	6.2%
18-24 years	24.3%	18.9%
25-44 years	23.7%	29.1%
45-64 years	30.8%	32.5%
65+ years	13.3%	13.3%

Table 6

What is your race or ethnic identification?	Weekday Riders	Weekend Rider
Latinx/Hispanic	4.8%	7.2%
Black/African American	36.0%	32.8%
White/Caucasian	56.0%	55.1%
Asian/Pacific Islander	4.6%	6.6%
Native American	2.3%	2.2%
Other	0.7%	0.0%

Table 7

Including yourself, how many people live in your household?	Weekday Riders	Weekend Rider
One	17.6%	7.0%
Two	30.8%	34.7%
Three	17.0%	26.5%
Four	21.2%	18.1%
Five	10.4%	11.9%
Six or more	3.1%	1.7%

- Most (81%) weekday riders and 90% of weekend riders have an estimated annual household income less than \$45,000 (Table 8).
- Majority (56%) of weekday riders and 55% of weekend riders identify as male (Table 9).
- About one out of six (15%) weekday riders and 5% of weekend riders indicated that they have a disability (Table 10).

Table 8

What is your household's total annual earnings?		
	Weekday Riders	Weekend Rider
Under \$15K	18.3%	18.3%
\$15K-\$24,999	37.5%	48.1%
\$25K-\$49,999	25.4%	23.3%
\$50K-\$99,999	14.8%	9.3%
\$100K+	4.1%	1.0%

Table 9

What is your gender identity?		
	Weekday Riders	Weekend Rider
Male	55.7%	54.6%
Female	44.3%	45.4%

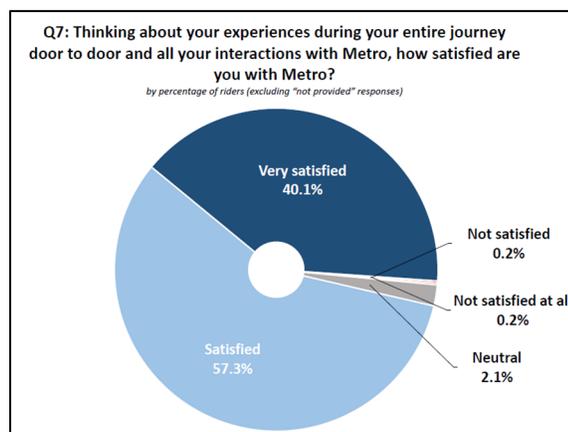
Table 10

Do you have any disabilities?		
	Weekday Riders	Weekend Rider
Yes	15.0%	5.4%
No	85.0%	94.6%

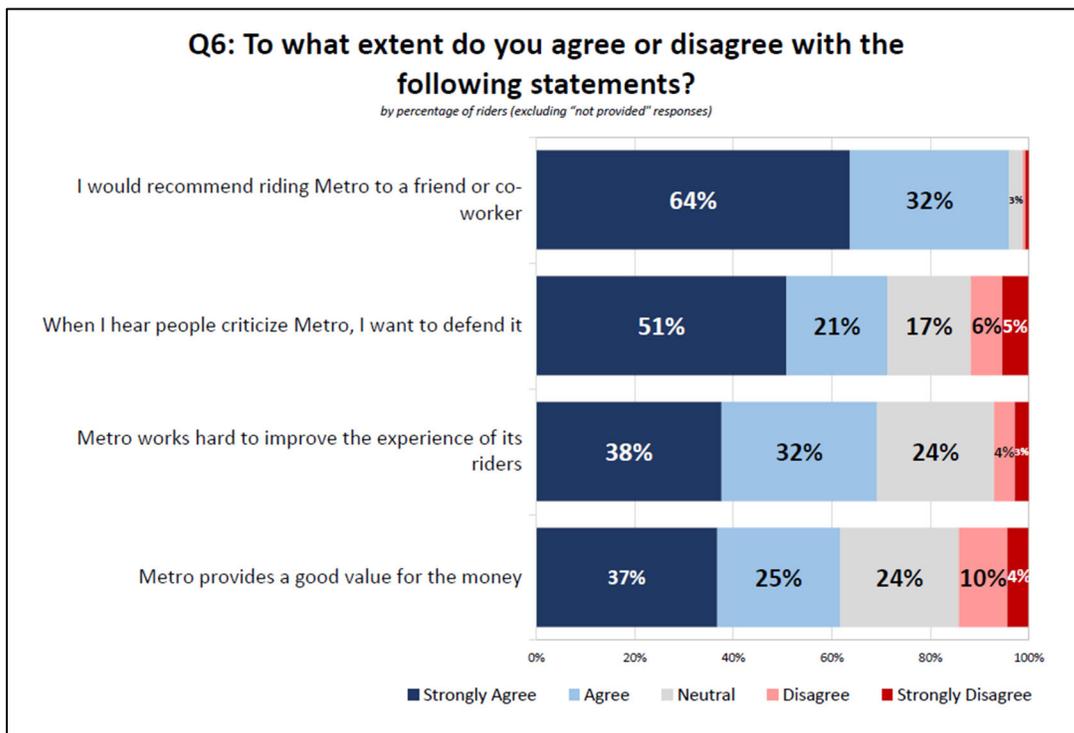
Perceptions of Metro

Nearly all riders have a positive perception of Metro and are satisfied with Metro. Many riders would recommend others to use Metro services.

- An overwhelmingly 97% of riders indicated that they are satisfied with their experience using Metro (e.g., door to door and interactions with Metro). See chart to the right.



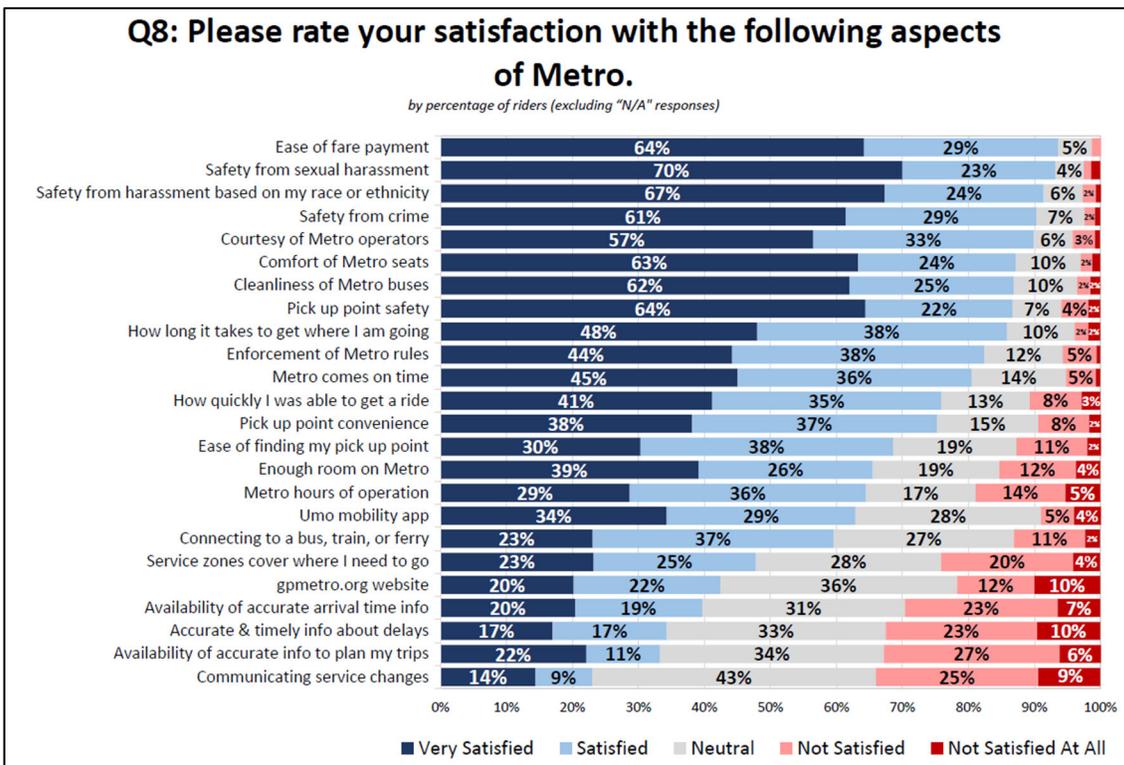
- Riders were asked what their level of agreement was with various statements about Metro and majority of riders were in agreement with all statements. See graph below.
 - 96% of riders agree with the statement, “I would recommend riding Metro to a friend or co-worker.”
 - 72% of riders agree with the statement, “When I hear people criticize Metro, I want to defend it.”
 - 70% of riders agree with the statement, “Metro works hard to improve the experience of its riders.”
 - 62% of riders agree with the statement, “Metro provides a good value for the money.”



Riders are the most satisfied with the ease of fare payment, feeling of safety, courtesy of Metro operators, comfort of the seats, and cleanliness of the buses. Riders are the least satisfied with the service zone coverage, Metro’s website, availability of accurate arrival time information and information to plan trips, accurate and timely information about delays, and communicating service changes.

- At least five out of six riders are satisfied with the following Metro services:
 - Ease of fare payment (93%)
 - Safety from sexual harassment (93%)
 - Safety from harassment based on race or ethnicity (91%)
 - Courtesy of Metro operators (90%)
 - Comfort of Metro seats (87%)
 - Cleanliness of Metro buses (87%)

- The six Metro services that had the lowest satisfaction ratings were:
 - Service zones cover where I [rider] need to go (48%)
 - Metro website (42%)
 - Availability of accurate arrival time information (39%)
 - Accurate and timely information about delays (34%)
 - Availability of accurate information to plan trips (33%)
 - Communicating service changes (23%)



- Riders were asked what three services are most important to them and if Metro improved them it would encourage them to ride Metro more often. Based on the sum of riders' top three choices, the following are the top six services:
 - Metro comes on time (69%)
 - Metro hours of operation (36%)
 - Service zones cover where I [rider] need to go (25%)
 - Availability of accurate arrival time information (21%)
 - Accurate and timely information about delays (19%)
 - Communicating service changes (19%)

Conclusion

To help the Greater Portland Metro identify areas to emphasize over the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance of services based on the percentage of importance and how riders rated Metro with each service. ETC Institute has based their recommendations on the Importance-Satisfaction analysis to objectively assess the priorities for Metro. By identifying services of high importance and with low ratings,

the analysis identified which services will have the most impact on overall satisfaction with Metro services over the next two years. Based on the results of the Importance-Satisfaction Analysis, ETC Institute recommends the following:

Top Priorities for Metro Services Overall. To increase the overall satisfaction with Metro services, Metro should emphasize improvements in the following areas over the next two years:

- Communicating service changes,
- Metro coming on time,
- Service zones cover where riders need to go,
- Metro hours of operation,
- Accurate and timely information about delays, and
- Availability of accurate arrival time information.

Top Priorities for Metro Weekday Services. To increase the overall satisfaction with Metro services during the weekday, Metro should emphasize improvements in the following areas over the next two years:

- Metro coming on time,
- Metro hours of operation,
- Communicating service changes, and
- Service zones go where riders need to go.

Top Priorities for Metro Weekend Services. To increase the overall satisfaction with Metro services on the weekend, Metro should emphasize improvements in the following areas over the next two years:

- Accurate and timely information about delays,
- Availability of accurate arrival time information,
- Communicating service changes,
- Availability of accurate information to plan trips, and
- Service zones go where riders need to go

Importance-Satisfaction analysis information and tables for Metro services assessed is provided in Section 2 of the Findings Report.