

Marketing and Communications Committee

April 9, 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=rsrLsh0xLbGsQhayEcramTEBB52yjQ.1>

Passcode: 463008 | Webinar ID: 897 2911 7883

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

MEETING AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
1. Call Meeting to Order (3:00)	Chrissy Adamowicz, Committee Chair	N/A
2. Public Comment (3:00-3:05) 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
3. March Meeting Minutes Approval (3:05-3:10) Review and approve minutes from the March 12, 2025 Marketing and Communications Committee meeting.	Chrissy Adamowicz, Committee Chair	ACTION
4. Staff Updates (3:05-3:20) Staff will provide general updates on several topics related to marketing and communications.	Mike Tremblay, Director of Transit Development	Information

5. Mobility, Access, and Transportation Insecurity program (MATI) (3:20-3:40) Staff will provide an overview of Cumberland County’s proposal for FTA-funded Mobility, Access, and Transportation Insecurity (MATI) program funds.	Mike Tremblay, Director of Transit Development	Information
6. Pass Program Updates (3:40-3:55) Staff will provide an overview of several ongoing conversations related to potential new partnerships for pass programs.	Mike Tremblay, Director of Transit Development	Information
7. Future Agenda Items (3:55-4:00) Committee members may request future agenda items. <ul style="list-style-type: none"> • Review Metro’s Communication Plan • Community Outreach Update • Goal Setting/Workplan Development (Strategic Plan) 	Chrissy Adamowicz, Committee Chair	Information
8. Upcoming Meetings (4:00) <ul style="list-style-type: none"> • Finance Committee – May 6, 2025 at 4:00 pm • Market/Coms Committee – May 14, 2025 at 3:00 pm • Plan/Ops Committee – May 21, 2025 at 10:30 am • Advocacy Committee – May 21, 2025 at 4:30 pm • Executive Committee – May 28, 2025 at 3:30 pm 	Chrissy Adamowicz, Committee Chair	Information
9. Adjournment (4:00)	Chrissy Adamowicz, Committee Chair	ACTION

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



Greater Portland Metro Executive Committee

Wednesday, March 26, 2025

DRAFT Meeting Minutes

Member:	Municipality:	Role:	Status:
Christine Adamowicz	Brunswick	Chair	Present
Julie Dubovsky	Yarmouth	Vice Chair	Present
Steven Riley	South Portland	Committee Member	Present
Michael Shaughnessy	Westbrook	Committee Member	Present
John Thompson	Westbrook	Non-voting Attendee	Present

Staff Present	Identified Members of the Public
Glenn Fenton, Executive Director Mike Tremblay, Director of Transit Development Denise Beck, Marketing Manager	

- I. The meeting was called to order by: Christine Adamowicz at: 3:02 pm.**
- II. Public Comment.**
No members of the public were present for this item.
- III. Title VI Program Update**
Mike Tremblay presented updates on Metro's Title VI program, due for submission to FTA by April 1. No discussion or questions were posed by the Committee.
- IV. Marketing Overview**
Mike Tremblay and Denise Beck provided an overview of Metro's marketing activities and budget. The committee asked clarifying questions and offered some suggestions for additional activities, including additional learn-to-ride events and outreach events, such as with Girl Scouts of America.
- V. Committee Goal Setting**
The Committee discussed goals for 2025, and identified the following items for the Committee and staff to focus on:
 - Marketing for recreation and active transportation users
 - Identify incentives to existing ridership to ride more
 - Tie in Metro's brand to quality of life benefits
 - Capitalize on Metro's strengths, including clean, comfortable, and safe transportation, and quality of service
 - Defeating stigma that often surrounds public transit

- Measuring success from campaigns
 - Tracking distributed tokens
- Number and diversity of outreach events

VI. Suggested Committee Items

The Committee discussed possible future agenda items, including:

- Sustainability campaigns
- Student artwork in buses
- Bus wraps
- Call for Artists
- Tie-ins with Advocacy Committee, including a joint meeting

VII. Future Agenda Items

- Review Metro's Communication Plan
- Community Outreach Updates
- Goal Setting/Workplan Development

VIII. Upcoming Meetings:

- Finance Committee – April 2, 2025 at 4:00pm
- Marketing and Communications Committee – April 9, 2025 at 3:00pm
- Planning and Operations Committee – April 16, 2025 at 10:30am
- Advocacy Committee – April 16, 2025 at 4:30pm
- Executive Committee – April 23, 2025 at 3:30pm

IX. Adjournment:

Michael Shaughnessy motioned to adjourn; Steven Riley seconded. Meeting was adjourned at 4:41pm.



MARKETING & COMMUNICATIONS COMMITTEE

AGENDA ITEM 5

DATE

April 8, 2025

SUBJECT

Mobility, Access, and Transportation Insecurity Demonstration Program

PURPOSE

To introduce the MATI program to Committee members

BACKGROUND/ANALYSIS

Cumberland County Public Health is leading an effort that, if funded, would provide public transit passes to people based on income level. Metro staff has been coordinating with Cumberland County Public Health on passenger surveys and other information that will be helpful in their application process.

FISCAL IMPACT

None.

RECOMMENDATION

This item is for discussion only.

CONTACT

Mike Tremblay
Director of Transit Development
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mtremblay@gpmetro.org

ATTACHMENTS



MARKETING & COMMUNICATIONS COMMITTEE

AGENDA ITEM 6

DATE

April 8, 2025

SUBJECT

Metro's Pass Programs

PURPOSE

To introduce Committee members to Metro's pass programs and discuss ongoing efforts to expand.

BACKGROUND/ANALYSIS

Metro administers numerous pass programs, allowing students and some employees to ride transit for free. These pass programs are vital to Metro's fare revenue budget, as these passengers face no cost barrier to ride and often utilize transit on a regular basis.

Expanding our pass programs is a key strategy to growing ridership overall. Metro has several ongoing discussions with interested parties about pass programs, including Portland Downtown, the City of Portland, and Vertical Harvest.

FISCAL IMPACT

None.

RECOMMENDATION

This item is for discussion only.

CONTACT

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

ATTACHMENTS