

Executive Committee

June 18, 2025 | 3:30 p.m.



Onsite:

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

Remote:

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/84875192800?pwd=xculxzOU3zxOQCXprEUpbfbYSr639.1>

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MEETING AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
1. Call Meeting to Order (3:30)	Ed Suslovic, Board President	N/A
2. Public Comment (3:30-3:35) The Board of Directors welcomes public comments at this time for items <u>not listed</u> on this agenda at this time. For items listed on the agenda, the chair will allow members of the public to comment following the staff presentation. There is a <i>three-minute time limit</i> per speaker. (Comments will be paraphrased in meeting minutes)	Ed Suslovic, Board President	Information
3. Meeting Minutes (3:35-3:35) Review and approve minutes from the May 28, 2025 Executive Committee Meeting.	Ed Suslovic, Board President	ACTION
4. Executive Director's Report (3:35-3:45) The Executive Director will provide updates pertaining to Metro operations, service performance, external affairs and major projects and initiatives.	Glenn Fenton, Executive Director	Information
5. Revised Metro Capital Improvement Plan (3:45-3:55) Review and recommend approval by Metro's Board of Directors, revised Capital Improvement Plan (CIP). Revised CIP includes amounts for pending federal discretionary funding requests.	Glenn Fenton, Executive Director	ACTION
6. Revised Metro Advertisement Policy (3:55-4:05) Review and recommend approval by Metro's Board of Directors changes to Metro's Advertising Policy to authorize the Executive Committee to review and endorse advertising campaigns that do not fit within Metro's Advertising Policy.	Glenn Fenton, Executive Director	ACTION

7. Strategic Plan Goals (4:05-4:20) Committee will review final draft goals as recommended by each of Metro’s committees. After review, goals may be recommended to Metro’s full Board of Directors for adoption.	Glenn Fenton, Executive Director	ACTION
8. Metro Board Meeting Planning (4:20-4:30) Review of agenda and schedule for Metro’s Board of Directors meeting on June 26, 2025.	Glenn Fenton, Executive Director	Discussion
9. Future Agenda Items (4:30--4:35) <ul style="list-style-type: none"> • Updated ADA Complaint Procedure • CIP Local Match Policy • Agency Strategic Planning • PACTS Initiatives and Reforms (Ongoing) 	Ed Suslovic, Board President	Information
10. Upcoming Meetings (4:30-4:35) <ul style="list-style-type: none"> • Board of Directors – June 26, 2025 at 4:00 pm • Marketing & Communications Committee – August 13, 2025 at 3:00 pm • Finance Committee – August 13, 2025 at 4:00 pm • Planning & Operations Committee – August 20, 2025 at 10:30 am • Advocacy Committee – August 20, 2025 at 4:30 pm • Executive Committee – August 27, 2025 at 3:30 pm 	Ed Suslovic, Board President	Information
11. Adjournment (4:35)	Ed Suslovic, Board President	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, May 28, 2025

DRAFT Meeting Minutes

Member:	Municipality:	Role:	Status:
Ed Suslovic	Portland	President	Present
Julie Dubovsky	Yarmouth	Vice President	Present
John Thompson	Westbrook	Secretary	Present
Paul Bradbury	Portland	Treasurer	Present
Hope Cahan	Falmouth	Past President	Present
Lou Simms	Gorham	Non-voting Attendee	Present
Bill Rixon	Freeport	Non-voting Attendee	Present

Staff Present	Identified Members of the Public
Glenn Fenton, Executive Director Mike Tremblay, Director of Transit Development Shelly Brooks, Chief Financial Officer Megan Hannan, Director of Government Affairs and Community Relations	

- I. The meeting was called to order by: Ed Suslovic at: 3:31 pm.**
- II. Public Comment.**
No members of the public were present for this item.
- III. Approval of the April Executive Committee meeting minutes.**
John Thompson moved to approve the April 23, 2025 Executive Committee meeting minutes, seconded by Paul Bradbury. The motion was approved unanimously following a roll call vote.
- IV. Executive Director's Report**
Glenn Fenton presented his Executive Director's Report. He provided updates on various initiatives that Metro staff are working on as well as a brief update on ridership performance over recent months. Ed Suslovic requested that future Executive Director's Reports include updates on initiatives planned or completed to grow ridership.
- V. Committee Reports**
Ed Suslovic requested the committee chairs from Metro's four sub-committees of the Board of Director's to provide a brief update on their work. The committee chairs discussed the various items that they have been working on, all of which highlighted the committee's goals and work plans for the upcoming Strategic Plan revision.

VI. DBE Program and Goal Revision

Shelly Brooks presented a revision to Metro's DBE Program and Goals for FFY 2025-2027 based on updated requirements from FTA and the merger with South Portland Bus Service. Paul Bradbury confirmed that staff utilize the State of Maine DBE listing to calculate the goal %. A motion to approve the revised DBE Program and Goals for FFY 2025-2027 for submission to FTA by June 1, 2025 was made by Paul Bradbury, seconded by Hope Cahan, and approved unanimously following a roll call vote.

VII. Advertising Policy

Glenn Fenton provided an overview legal review of the Advertising policy as it relates to the addition of non-profit advertisers, of which the current policy does not allow. Glenn explained legal advised that the policy should not be formally revised for such allowances. However, section IV of the policy could be modified to allow the Metro Board of Directors to approve non-profit advertisements, such as the advertisement presented in item VIII below. Paul Bradbury suggested that staff revise the policy to include the Executive Committee as the approving committee for non-profit advertisements. Staff will modify the policy and bring back to a future meeting for approval by the full Board of Directors.

VIII. Consideration of Non-Profit Advertisement

Glenn Fenton presented the advertisement from non-profit advertiser TruChoice FCU for the Committee's review and approval. A motion to approve the TruChoice FCU advertisement (formal motion included as attachment A) was made by Paul Bradbury, seconded by John Thomason, and approved unanimously following a roll call vote.

IX. Executive Directors Performance Evaluation

A motion for the committee to enter into executive session pursuant to 1 MRSA Section 405 (6) (A) (1) to discuss the Executive Director's performance evaluation was made by Hope Cahan, seconded by John Thomason, and approved unanimously following a roll call vote. The committee entered executive session at 4:10 pm.

The committee exited executive session at 4:17 pm. A motion to amend the Executive Director's employment contract to add a one-time bonus of \$5,000 and a 5% salary increase, effective July 1, 2025, was made by Hope Cahan, seconded by Paul Bradbury, and approved unanimously following a roll call vote.

X. Future Agenda Items

- 2024 Financial Audit
- Updated ADA Complaint Procedures
- CIP Local Match Policy
- Agency Strategic Planning
- PACTS Initiatives and Reforms (Ongoing)

XI. Upcoming Meetings:

- Finance Committee – June 4, 2025 at 4:00 pm
- Executive Committee – June 18, 2025 at 3:30 pm
- Board of Directors – June 26, 2025 at 4:00 pm

XII. Adjournment:

John Thompson motioned to adjourn; Paul Bradbury seconded. Meeting was adjourned at 4:23 pm.

DRAFT

FORM OF MOTION TO ENDORSE A SPECIFIC NONPROFIT ADVERTISEMENT OR PUBLIC SERVICE ANNOUNCEMENT:

I move that the Executive Committee endorse, pursuant to Article II.B of the Metro Advertising Policy, the display of an advertisement on Metro transit facilities or vehicles sponsored by TruChoice Federal Credit Union, and authorize the Executive Director, in consultation with the Advertising Contractor, to approve the advertisement in such form not inconsistent with the advertising concept design and copy presented to this Committee.





EXECUTIVE COMMITTEE

AGENDA ITEM 5

DATE

June 18, 2025

SUBJECT

Revised Capital Improvement Plan

PURPOSE

Update Metro's CIP to reflect amounts in upcoming grant applications.

BACKGROUND/ANALYSIS

On May 14, 2025, the FTA released a joint Notice of Funding Opportunity (NOFO) for FY 2025, offering approximately \$1.1 billion through the LoNo Program and \$398 million through the Bus and Bus Facilities Program. These programs support the purchase, lease, rehabilitation, or construction of buses and related facilities—with the LoNo Program specifically targeting low or no emission buses and infrastructure. Applications for both programs are due by July 14, 2025, with award selections expected within 75 days of the application deadline.

In order to be eligible to be awarded either of these grants, agencies must be able to provide documentation of local match commitment. For Metro this documentation is a copy of Metro's current Capital Improvement Plan (CIP).

The revised plan reflects the addition of six diesel buses for planned service expansions in South Portland/Scarborough and takeover of the existing Lewiston/Auburn/Portland regional transit route. The total funding request for this purchase is \$5,000,000 (\$4,250,000 federal, \$750,000 non-federal).

Metro is also seeking funding for three zero emissions buses and related charging equipment. This funding request is related to scheduled replacement of Metro 2014 CNG buses. This funding request is \$5,000,000 with the same 85% federal share and 15% non-federal share.

The attached update CIP includes both new request amounts combined in FY2027 and also updates to the current year CIP to include discretionary funding awarded earlier this year. Only the "Fleet Replacements" line in the CIP has been updated. No other changes are currently being proposed. Staff will present an updated CIP this fall as part of Metro's regular budget process.

FISCAL IMPACT

Applying for discretionary funding is a key strategy to reduce the amount of formula funding that must be used to cover capital expenses. Should Metro be award one or both of these grants it will have a significant positive effect on Metro's long-term financial sustainability.

RECOMMENDATION

Executive Committee recommend approval of the revised CIP to Metro's Board of Directors.

CONTACT

Glenn Fenton
Executive Director
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ATTACHMENTS

Attachment A – Revised CIP 06/18/25

REVISED 2025-2029 CAPITAL IMPROVEMENT PROGRAM

PROGRAM SUMMARY			2024	2025	2026	2027	2028	2029
	Total		1,892,089	5,242,800	5,713,668	36,872,818	4,912,122	536,322
	Federal (5307)		1,318,991	2,634,240	2,124,316	13,998,254	4,149,698	429,058
	Federal (CARES)		7,199	1,560,000	2,596,305	8,500,000	-	-
	Federal (ARPA)		-	-	-	-	-	-
	Federal (CRRSAA)							
	Federal (5310)		219,529	-	-	-	-	-
	State		635	300,000	360,831	7,590,000	330,000	-
	Local (Bond)		635	1,040,000	270,831	6,500,000	330,000	-
	Local (Assessment)		345,100	213,560	271,385	224,564	102,424	107,264
	Local Assess (Projects)		345,100	213,560	271,385	224,564	102,424	107,264
	Local Assess (Cap Res.)		-	-	-	35,436	157,576	152,736
	Local (Debt Service)		228,365	366,977	393,303	387,038	685,963	685,964
	Total		573,465	580,537	664,688	647,038	945,963	945,964
100 PLANNING & PROGRAMS			2024	2025	2026	2027	2028	2029
101	Replacement Facility: Planning-Design		Total	-		900,000	900,000	-
	<i>Prior funding and 2023 funding will be used to hire a consultant firm to prepare conceptual design, capital cost estimate, operating cost forecasts, and develop project roadmap. Funding in outer years reflects 8% of a facility's estimated construction cost for planning-design-engineering.</i>		Federal (5307)	-		720,000	720,000	-
			Federal (CARES)					
			Federal (ARPA)					
			Federal (5310)					
			State			90,000	90,000	
			Local (Bond)					-
			Local (Assessment)			120,000	30,000	-
102	Service Planning		Total	-	-	-	-	-
	<i>Remaining funds are from 2016 Operating-Capital Grant.</i>		Federal (5307)	-	-	-	-	-
	<i>Staff propose utilizing these funds to augment Project 401 (General Bus Stop Improvements).</i>		Federal (CARES)	-	-	-	-	-
			Federal (ARPA)	-	-	-	-	-
			Federal (5310)	-	-	-	-	-
			State	-	-	-	-	-
			Local (Bond)	-	-	-	-	-
			Local (Assessment)	-	-	-	-	-
103	GPCOG Mobility Programs		Total	-	-	-	-	-
	<i>Metro has served as a pass-through of federal CARES Act funding in order to allow GPCOG to use federal CARES Act funding to implement a variety of mobility management programs.</i>		Federal (5307)	-	-	-	-	-
			Federal (CARES)	-	-	-	-	-
			Federal (ARPA)					
			Federal (CRRSAA)					
			State					
			Local (Bond)					
			Local (Assessment)					
			Local	-	-	-	-	-
104	Planning Projects		Total	-	-	-	-	-
	<i>Bus Rapid Transit Project.</i>		Federal (5307)	-	-	-	-	-
			Federal (CARES)	-	-	-	-	-
			Federal (ARPA)					
			Federal (5310)					
			State		300,000			
			Maine Turnpike Auth.		96,000			
			Local (Bond)					
			Local (Assessment)	-	85,000	-	-	-
200 FACILITIES: MAINTENANCE-ACQUISITION-CONSTRUCTION			2024	2025	2026	2027	2028	2029
201	Metro Facility Replacement-Expansion		Total	5,200,000	-	25,000,000	-	-
	<i>Phase 1: Acquire 151 St. John's Property - Federal assistance estimated at 50%; State assistance estimated at 30%. Local funding assumed to come from bonding. Bond issuance will be contingent on state-federal funding acquisition.</i>		Federal (5307)	2,600,000	-	12,500,000	-	-
			Federal (CARES)	1,560,000	-	-	-	-
			Federal (ARPA)	-	-	-	-	-
	<i>Phase 2: Construct replacement facility - Federal assistance estimated at 50%; State assistance estimated at 30%. Local funding assumed to come from bonding.</i>		Federal (5310)	-	-	-	-	-
			State	-	-	7,500,000	-	-
			Local (Bond)	1,040,000	-	5,000,000	-	-
			Local (Assessment)	-	-	-	-	-
202	Facility Renovations-Major Component Replacement		Total	300,000	-	-	-	-
	<i>Unspent funding (\$316,580) for facility renovations (\$96,580) and Bus Wash Rehab (\$150,000) and HVAC (\$70,000) - These projects are moving forward.</i>		Federal (5307)	240,000	-	-	-	-
			Federal (CARES)	-	-	-	-	-
	<i>Replacement of back-up generator in 2023</i>		Federal (ARPA)	-	-	-	-	-
	<i>CNG Station rehab/compressor replacement in 2024</i>		Federal (5310)	-	-	-	-	-
			State	-	-	-	-	-
			Local (Bond)	-	-	-	-	-
			Local (Assessment)	60,000	-	-	-	-
202	Safety-Security Maintenance/Upgrades		Total	-	-	-	-	-
	<i>Remaining funds (20,000) from 2016 Op-Cap Grant, and (\$53,000) from 2017 Op-Cap Grant</i>		Federal (5307)	-	-	-	-	-
	<i>These funds will be used to replace/upgrade facility surveillance system, integrate ID badging access to</i>		Federal (CARES)	-	-	-	-	-

<div>harden access/exit points.</div> <div>Local funding remains from prior year budgets for which local match was collected but project was not included in PACTS program of projects for federal funding.</div> <div>Original 2024 entries removed as project can completed with existing funding.</div>		Federal (ARPA)	-	-	-	-	-	-
		Federal (5310)	-	-	-	-	-	-
		State	-	-	-	-	-	-
		Local (Bond)	-	-	-	-	-	-
		Local (Assessment)	-	-	-	-	-	-
300 VEHICLE MAINTENANCE & ACQUISITION			2024	2025	2026	2027	2028	2029
301 Mid-Life Fleet Refurbishments <div>Replacement of major components (engines, transmissions) and vehicle refurbishments of 5 2014 Gilligs (\$215,551) followed by 5 2018 New Flyers (2024); 6 2018 New Flyers (2025); 6 2019 New Flyers (2026); 5 2020 New Flyers (2027); 2 2020 New Flyers and 2 2021 New Flyers (2028).</div>	Total	300,000		381,924	327,818	270,122	270,122	
	Federal (5307)	240,000		305,539	262,254	216,098	216,098	
	Federal (CARES)	-		-	-	-	-	
	Federal (ARPA)	-		-	-	-	-	
	Federal (5310)	-		-	-	-	-	
	State	-		-	-	-	-	
	Local (Bond)	-		-	-	-	-	
	Local (Assessment)	60,000		76,385	65,564	54,024	54,024	
302 Fleet Replacements <div>GP Metro adheres manages to the FTA Uesful Life Benchmark (ULB) of 14 years, but aims to replace buses at years 13 and 14 in order to allow flexibility based on individual buses' condition.</div> <div>Replace five (5) 2011 diesel Gillig buses in FY 2026 with diesel New Flyers using existing contract.</div> <div>Service expansion; Add six (6) new diesel buses in FY 2027.</div> <div>Replace three (3) 2014 CNG Gillig buses in FY 2027 with zero emission buses and associated infrastructure.</div> <div>Replace two (2) 2014 CNG Gillig buses in FY 2028 with zero emission buses.</div>	Total	8,469	-	3,606,744	10,000,000	4,400,000		
	Federal (5307)			468,777		3,740,000	-	
	Federal (5339)	7,199		2,596,305	8,500,000			
	Federal (ARPA)							
	Federal (5310)							
	State	635		270,831		330,000	-	
	Local (Bond)	635		270,831	1,500,000	330,000	-	
	Local (Assessment)							
303 Support Vehicle Replacement/Acquistions <div>2023 replacement of operations support vehicle acquired in 2013.</div> <div>2023 addition of employee shuttle to provide transport between base and relief point(s)</div> <div>2024 replacement of maintenance/plow truck</div> <div>2025 acquisition of diesel skid steer for bus stop/sidewalk/facility snow plowing.</div> <div>Remaining funds \$7,400 (from sale of retired vehicle) and \$1,730 (surplus from acquisition of operations shuttle) can be applied to future needs.</div>	Total	65,000		100,000	-	-		
	Federal (5307)	52,000		80,000	-			
	Federal (CARES)							
	Federal (ARPA)							
	Federal (5310)							
	State							
	Local (Bond)	-		-	-			
	Local (Assessment)	13,000		20,000	-	-	-	
308 Fleet Expansion <div>TBD</div>	Total	-	-	-	-	-	-	
	Federal (5307)	-	-	-	-	-	-	
	Federal (CARES)	-	-	-	-	-	-	
	Federal (ARPA)	-	-	-	-	-	-	
	Federal (5310)	-	-	-	-	-	-	
	State	-	-	-	-	-	-	
	Local (Bond)	-	-	-	-	-	-	
	Local (Assessment)	-	-	-	-	-	-	
400 BUS STOP IMPROVEMENTS			2024	2025	2026	2027	2028	2029
401 General Bus Stop Improvements <div>This project is aimed at general bus stop improvements including installation of shelters, seating, signage, and access improvements where needed. GP Metro plans to use consultant assistance to perform a full bus stop inventory and recommend design and amenity standards.</div> <div>Federal-Local funding remains from a 2016 project (\$38,642) which provided acquisition/installation of bus stop shelters and new bus stop signage across the region.</div> <div>Local funding remains from prior year budgets for which local match was collected but project was not included in PACTS program of projects for federal funding (\$70,000).</div>	Total	-		200,000	220,000	242,000	266,200	
	Federal (5307)	-		160,000	176,000	193,600	212,960	
	Federal (CARES)	-		-	-	-	-	
	Federal (ARPA)							
	Federal (5310)							
	State							
	Local (Bond)							
	Local (Assessment)	-		40,000	44,000	48,400	53,240	
402 Transit Stop Access Project <div>Planning-design work completed in prior years. Amounts shown are for construction. Remaining amount includes \$195,468 from prior grant which covers design-engineering as well as \$73,460 in local funding that was collected for construction but tied to federal funding in a future year.</div> <div>Amounts in FY 2023 are programmed for construction. Local match relates to Federal 5310 funding.</div> <div>Amounts in FY 2024 reflect the final allocation of federal formula funding for this project</div> <div>Amounts in FY 2025-26 represent new formula funding awarded to Metro thru PACTS formula set-aside application process.</div>	Total	497,420		425,000	425,000			
	Federal (5307)	210,031		340,000	340,000	-	-	
	Federal (CARES)			-	-			
	Federal (ARPA)			-	-			
	Federal (5310)	219,529		-	-			
	State	-		-	-	-	-	
	Local (Bond)			-	-			
	Local (Assessment)	67,860		85,000	85,000	-	-	
500 TECHNOLOGY INTEGRATIONS			2024	2025	2026	2027	2028	2029
501 Management Information Systems <div>Remaining grant balance (\$97,415) earmarked for inventory tracking software (\$77,715), and Timekeeping software (\$19,700). Additional funding sought in 2024 to acquire and deploy timekeeping software. The timekeeping project previously included under this project series (2024) is moved to Project 503 so it functions with the AVL system.</div>	Total	-	-	100,000	-	-	-	
	Federal (5307)	-	-	50,000	-	-	-	
	Federal (CARES)	-	-	-	-	-	-	
	Federal (ARPA)	-	-	-	-	-	-	
	Federal (5310)	-	-	-	-	-	-	
	State	-	-	-	-	-	-	
	Local (Bond)	-	-	-	-	-	-	
	Local (Assessment)	-	-	20,000	-	-	-	
502 Transit Signal Priority <div>Metro awarded \$500,000 in federal ARPA funding to install transit signal priority technology along Washington Avenue and Forest Avenue in Portland. Additional \$170,000 applied for through PACTS FTA Section 5307 formula set-aside program for transit enhancements (pending approval). Additional award would add TSP to Brighton Ave. and Congress Street.</div>	Total	171,200	42,800	-	-	-	-	
	Federal (5307)	136,960	34,240	-	-	-	-	
	Federal (CARES)	-	-	-	-	-	-	
	Federal (ARPA)	-	-	-	-	-	-	
	Federal (5310)	-	-	-	-	-	-	

	State	-	-	-	-	-	-
	Local (Bond)	-	-	-	-	-	-
	Local (Assessment)	34,240	8,560	-	-	-	-
503 CAD/AVL System Replacement <i>Approximately \$1.0 million needed to replace the existing system to include AVL, CAD, APC, AVA</i> <i>Unspent funding (\$168,000) from CARES Act funding allocated to AVA System/UV Lighting</i> <i>CARES Act funding recently allocated by PACTS for CAD/AVL replacement (\$242k).</i> <i>Local funding remains from prior year budgets for which local match was collected but project was not</i> <i>included in PACTS program of projects for federal funding (\$42,958- Electronic Signs).</i>	Total	550,000	-	-	-	-	-
	Federal (5307)	440,000	-	-	-	-	-
	Federal (CARES)	-	-	-	-	-	-
	Federal (ARPA)	-	-	-	-	-	-
	Federal (5310)	-	-	-	-	-	-
	State	-	-	-	-	-	-
	Local (Bond)	-	-	-	-	-	-
	Local (Assessment)	110,000	-	-	-	-	-



EXECUTIVE COMMITTEE

AGENDA ITEM 6

DATE

June 18, 2025

SUBJECT

Revised Advertising Policy

PURPOSE

Update Metro's Advertising Policy to authorize the Executive Committee to act on behalf of the Board of Directors when approving non-compliant advertising campaigns.

BACKGROUND/ANALYSIS

Metro's Advertising Policy currently states that allowable advertising must fit into one of three categories:

1. Commercial Advertising. The advertisement promotes or solicits a commercial transaction concerning the sale, distribution, or availability of goods, services, or events for an advertiser's commercial or proprietary interest.
2. Governmental Advertising. The advertiser is the United States government, the State of Maine, or any of the member municipalities of Metro and the advertisement furthers or supports a specific governmental purpose.
3. Metro-Endorsed Advertising. The advertisement is endorsed by the Metro Board of Directors pursuant to Article II.B.

At its May 2025 meeting, the Executive Committee recommended a change to the policy based on its review and discussion. The recommendation is to replace the Board of Directors with the Executive Committee as the body responsible for reviewing and approving advertisements that do not comply with Metro's advertising policy.

FISCAL IMPACT

Not applicable

RECOMMENDATION

Executive Committee recommend approval of the revised Advertising Policy to Metro's Board of Directors.

CONTACT

Glenn Fenton

Executive Director

(207) 517-3025

gfenton@gpmetro.org

ATTACHMENTS

Attachment A – Revised Advertising Policy 06/18/25



METRO ADVERTISING POLICY

Article I. Applicability; Purpose

This Advertising Policy applies to all advertisements proposed to be displayed in or on any METRO buses, vans, shelters, bus stops, and other transit facilities (collectively, "METRO Transit Facilities") on or after the Effective Date.

The operations of Greater Portland Transit District (METRO) are funded by a combination of federal, state, and local funds, including fare revenues. Advertising revenues are an important supplemental source of revenue that is a part of METRO's operating budget and supports its transit operations. Revenues derived from advertising also reduce the local assessments for its member municipalities. METRO's purpose in allowing paid advertising to be displayed on or in METRO Transit Facilities is to maximize such supplemental revenue to support its operations without adversely affecting its ridership numbers or quality.

The purpose of this Advertising Policy is to establish uniform, reasonable, and viewpoint-neutral standards and procedures that are consistently applied in determining the acceptability of proposed advertising on or in METRO Transit Facilities.

Article II. Nonpublic Forum; METRO as Proprietor; METRO's Speech Not Restricted

A. Nonpublic Forum; METRO as Proprietor.

METRO Transit Facilities constitute nonpublic forums that are subject to the viewpoint-neutral restrictions set forth in this Advertising Policy. Nothing contained in this Advertising Policy or its implementation by METRO, its employees, officers, or agents (including without limitation its Advertising Contractor) is intended or shall be construed to create, designate, or use METRO Transit Facilities as a public forum for expressive activities or general discourse.

By accepting advertising for display in or on METRO Transit Facilities, METRO is acting in a proprietary capacity as a provider of public transportation seeking to maximize advertising revenue to support its operations. In furtherance thereof, METRO limits the advertisements it will accept for display in or on METRO Transit Facilities in accordance with the provisions of this Advertising Policy.

B. METRO's Speech Not Restricted.

Notwithstanding the Advertising Standards in Article III, METRO has the unqualified right to display in or on METRO Transit Facilities, and to prioritize the display of, (i) informational notices concerning METRO operations, services, or promotions; (ii) cross-promotional material;¹ and (iii) any advertisement that is procured or endorsed by the METRO ~~Executive Committee~~Board of Directors, including without limitation commercial advertising, governmental advertising, and public service announcements. For purposes of this Advertising Policy, a vote by a majority of the METRO ~~Executive Committee Members~~Board

¹ "Cross-promotional material" means an advertisement that concerns a cooperative partnership in which one or more entities works together with METRO with the goal of jointly promoting their respective goods, services, events, or messages.

~~of Directors~~ present and voting to approve or support an advertisement constitutes an endorsement.

Article III. Advertising Standards

- A. Permitted Advertising. METRO will accept for display on or in any METRO Transit Facilities paid or unpaid advertisement that falls within one or more of the following categories:
1. Commercial Advertising. The advertisement promotes or solicits a commercial transaction concerning the sale, distribution, or availability of goods, services, or events for an advertiser's commercial or proprietary interest.
 2. Governmental Advertising. The advertiser is the United States government, the State of Maine, or any of the member municipalities of METRO and the advertisement furthers or supports a specific governmental purpose.
 3. METRO-Endorsed Advertising. The advertisement is endorsed by the METRO ~~Executive Committee~~Board of Directors pursuant to Article II.B.
- B. Prohibited Advertising. Notwithstanding Article III.A, METRO will not accept for display on or in any METRO Transit Facilities any advertisement that falls within one or more of the following categories, unless such advertisement is endorsed by the METRO ~~Executive Committee~~Board of Directors pursuant to Article II.B:
1. Non-Commercial Matter. The advertisement does not promote or solicit a commercial transaction concerning the sale, distribution, or availability of goods, services, or events for an advertiser's commercial or proprietary interest.
 2. Adult Entertainment. The advertisement promotes or contains images, copy, or concepts associated with adult entertainment establishments or sexually oriented goods or services, including but not limited to adult book stores, video stores, dance clubs, telephone services, internet sites, films (including X-rated or NC-17 rated films), video games, and escort services.
 3. Alcohol, Tobacco, and Cannabis. The advertisement (i) depicts alcohol, tobacco or tobacco-related products, or cannabis or cannabis-related products; (ii) simulates drinking, smoking, vaping, or ingesting of alcohol, tobacco or tobacco-related products, or cannabis or cannabis-related products; (iii) promotes events related to alcohol, tobacco or tobacco-related products, or cannabis or cannabis-related products; or (iv) otherwise promotes the use or sale of alcohol, tobacco or tobacco-related products, or cannabis or cannabis-related products.
 4. Demeaning, Defamatory, or Disparaging Content. The advertisement contains images, copy, or concepts that demean or disparage any individual or group or is libelous.
 5. False, Misleading, or Deceptive Content. The advertisement is false, misleading, or deceptive.
 6. Firearms. The advertisement contains images, copy, or concepts of guns or firearms.
 7. Unlawful or Illegal Conduct, Goods, or Services. The advertisement contains images, copy, or concepts that promote or encourage, or appear to promote or encourage, unlawful or

illegal conduct (including without limitation infringement of copyright) or the use or possession of unlawful or illegal goods or services.

8. METRO's Endorsement. The advertisement contains images, copy, or concepts that inaccurately state or imply METRO's endorsement of the subject of the advertisement.
 9. METRO's Interests. The advertisement contains images, copy, or concepts that (i) encourage or depict unsafe behavior with respect to METRO's transit operations; (ii) are directly adverse to the commercial, administrative, or proprietary interests of METRO; or (iii) METRO reasonably foresees would incite or provoke violence or would otherwise result in harm to, disruption of, or interference with METRO's transit systems or services.
 10. Prurient Sexual Suggestiveness. The advertisement contains images, copy, or concepts that describe, depict, or simulate sexual activities, or aspects of the human anatomy in a way that the average adult, applying contemporary community standards, would find appeals to the prurient interest of minors or adults in sex.
 11. Violence. The advertisement contains images, copy, or concepts of graphic violence, including without limitation: (i) the depiction of human or animal bodies or body parts, or fetuses, in states of mutilation, dismemberment, decomposition, or disfigurement; or (ii) the depiction of weapons or other implements or devices used in the advertisement in an act of violence or harm on a person or animal.
 12. Vulgarity or Obscenity. The advertisement contains images, copy, or concepts that are obscene, vulgar, crude, sexually suggestive, indecent, profane, or scatological.
- C. Sponsorship Disclaimer. METRO reserves the right to require that any advertisement accepted for display on or in METRO Transit Facilities include a statement of sponsorship ("This message is sponsored by _____") and/or a disclaimer indicating that the advertisement is not sponsored by METRO and does not constitute an express or implied endorsement of its content, viewpoint, or the advertising sponsor.

Article IV. Review of Proposed Advertisement

For purposes of this Article IV, "Advertising Contractor" means the advertising agency or firm retained by METRO to solicit, review, and publish approved commercial advertising on METRO Transit Facility. "Contract Administrator" means the METRO ~~Executive Director~~General Manager or designee.

- A. Initial Review by Advertising Contractor. The Advertising Contractor will initially review each advertisement submitted for display on or in METRO Transit Facilities to determine whether the advertisement complies with the Advertising Standards in Article III. If the Advertising Contractor determines that advertisement complies with the Advertising Standards, the Advertising Contractor may display the advertisement pursuant to the separate terms of its agreement with METRO. If the Advertising Contractor determines that advertisement does not, or may not, comply with the Advertising Standards, the Advertising Contractor will promptly forward to the Contract Administrator the proposed advertisement, name of the advertiser, size and number of proposed advertisements, proposed dates and locations of displays, and the reason for the Advertising Contractor's determination that the proposed advertisement does not, or may not, comply with the Advertising Standards.

- B. Review by Contract Administrator. Upon the Contract Administrator's receipt of the advertisement and supporting information, the Contract Administrator will review the advertisement and supporting information to determine whether the advertisement complies with the Advertising Standards. In reaching this determination, the Contract Administrator may consider any materials submitted by the advertiser and may consult with the advertiser, Advertising Contractor, and METRO's general counsel. If the Contract Administrator determines that the advertisement does not comply with the Advertising Standards, the Contract Administrator will so advise the Advertising Contractor of the determination in writing, who will in turn notify the advertiser. The determination of the METRO Contract Administrator is final.
- C. Opportunity for Revision by Advertiser. If the Contract Administrator determines that the advertisement does not comply with the Advertising Standards, the Advertising Contractor may, in consultation with the Contract Administrator, discuss with the advertiser revisions to the advertisement to try to bring the advertisement into conformity with the Advertising Standards, and the advertiser may submit a revised advertisement for review.
- D. Removal of Non-Complying Advertisements. Notwithstanding the foregoing Sections A, B, and C, if the Contract Administrator determines at any time that an advertisement accepted for display by the Advertising Contractor does not comply with the Advertising Standards, the Contract Administrator will notify the advertiser in writing of the determination and direct the Advertising Contractor to remove the advertisement. Upon such instruction, the Advertising Contractor will promptly remove the advertisement, will provide the advertiser with a copy of this Advertising Policy, and may, with the Contract Administrator, discuss with the advertiser revisions to the advertisement which, if undertaken, would bring the advertisement into conformity with the Advertising Standards. The advertiser will then have the option of submitting a revised advertisement for review. If METRO and the advertiser do not reach agreement with regard to a revision of the advertisement, the METRO Contract Administrator will issue a final written notice of its decision, which will then be relayed to the advertiser. The determination of the Contract Administrator is final.

Article V. Miscellaneous

- A. Severability. If any portion of this Advertising Policy is declared invalid by a court of competent jurisdiction, such portion shall be deemed severable and shall not affect the validity of the remaining portions of this Advertising Policy, which shall continue in full force and effect.
- B. Effective Date. This Advertising Policy is effective as of ~~December 18, 2020~~June 26, 2025 in accordance with approval by the Board of Directors.



EXECUTIVE COMMITTEE

AGENDA ITEM 7

DATE

June 18, 2025

SUBJECT

Updated Goals for Strategic Plan

PURPOSE

Review goals provided by each committee for inclusion in Metro's updated strategic plan.

BACKGROUND/ANALYSIS

Each of Metro's committees has been tasked with developing goals for the agency related to the committee's mission. Staff have consolidated the goals from the committees into Metro's strategic plan (attached). For reference Metro's 2016 goals are included as well.

Along with the goals, committees provided input on key performance indicators and specific tasks related to achieving each goal. For brevity the KPI's and tasks are not included in the draft strategic plan. These items will be included in committee workplans as they are developed.

FISCAL IMPACT

Not applicable

RECOMMENDATION

Executive Committee provide feedback on committee goals for presentation to Metro's Board of Directors.

CONTACT

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Executive Director

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ATTACHMENTS

Attachment A – Updated Strategic Plan 2025 (draft)



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.

COMMITTEE GOALS (2025)

Marketing and Communications

1. Capitalize on and improve Metro's public image and brand
2. Provide outstanding public communications
3. Provide excellent customer service

Advocacy Committee

1. Influence Policy Change to Support and Expand Public Transit
2. Build and Maintain Strategic Relationships Across Government
3. Position Metro as Maine's Leading Authority on Public Transit

Planning and Operations Committee

1. Increase ridership and service utilization
2. Meet or exceed standards for service reliability
3. Prioritize safety by reducing preventable accidents
4. Increase customer satisfaction and accessibility

Finance Committee

1. Plan for and achieve long-term financial sustainability
2. Diversify revenue sources
3. Ensure assets are replaced on a coordinated, properly funded schedule

MAJOR GOALS AND OBJECTIVES (2016)

Provide High Quality Operations

1. Develop and implement performance and asset management systems.

Achieve Long-term Financial Sustainability

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

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.
2. Develop and implement plans to extend Metro's capacity through effective partnerships with member communities, partner agencies, and private/non-profit sector organizations.
3. Develop capacity to assist communities in prioritizing transit supportive policies through the community planning and property development processes.

Improve Transit Network Performance

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

Build Ridership

1. Optimize bus routes and service levels based on smart transit planning principles balanced with local needs.
2. Seek funding and local commitments for improvements to route frequencies, span of service and expansions where it makes sense.
3. Procure and install an electronic fare payment/collection system.
4. Advance transit pass program initiative with University of Southern Maine.
5. Develop plans and secure funding to improve bus stops and overall transit accessibility.
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.

EXECUTIVE COMMITTEE

AGENDA ITEM 8

DATE

June 18, 2025

SUBJECT

Board Meeting Preparation

PURPOSE

Review the agenda for Metro's June 26, 2025 Board of Directors Meeting.

BACKGROUND/ANALYSIS

Metro's full Board of Directors now meets four times a year to conduct Metro business. Below is a draft list of agenda items for the Board of Directors Meeting.

- Proposed Agenda Items:
- Public Comment
- Approval of Minutes for February Meeting
- Consent Agenda
 - Title VI Program (March 2025)
 - Interagency Equipment Transfer (April 2025)
 - Revised Executive Director Contract Timeline (April 2025)
 - Revised DBE Goals (May 2025)
 - Endorsement of TruChoice CU Ad Campaign (May 2025)
- Executive Director's Report
- Advertising Policy Update
- CIP Update
- Financial Audit
- Executive Director Performance Evaluation
- Strategic Plan/Committee Goals
- Future Agenda Items

FISCAL IMPACT

Not applicable

RECOMMENDATION

Advance proposed agenda for use in Metro's Board of Directors Meeting on June 26, 2025.

CONTACT

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ATTACHMENTS