

Marketing and Communications Committee

November 12, 2025 | 3:00 pm – 4:00 pm



Onsite:

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

Remote:

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/89729117883?pwd=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. Ridership Update (3:10-3:15) Staff will provide updates on Metro's ridership through October 2025.	Mike Tremblay, Director of Transit Development	Information
5. Staff Updates (3:15-3:25) Staff will provide general updates on ongoing topics related to marketing and communications.	Mike Tremblay, Director of Transit Development	Information

6. 2026 Marketing Work Plan (3:25-3:40) Staff will provide an overview of likely 2026 work, including known campaigns, schedule changes, launches of new service areas, etc.	Mike Tremblay, Director of Transit Development	Information
7. Metro Communications Plan (3:40-3:55) Staff will provide an overview of the current Communications Plan, and invite feedback from the Committee.	Mike Tremblay, Director of Transit Development	Information
7. Future Agenda Items (3:55-4:00) Committee members may request future agenda items. • Review Metro’s Communication Plan • Fare Review Marketing and Communications • Goal Setting for 2026	Chrissy Adamowicz, Committee Chair	Information
8. Upcoming Meetings (4:00) • 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 Marketing and Communications Committee

September 10, 2025

DRAFT Meeting Minutes

Member:	Municipality:	Role:	Status:
Christine Adamowicz	Brunswick	Chair	Present
Steven Riley	South Portland	Vice Chair	Present
Bill Rixon	Freeport	Committee Member	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 Steven Riley at 3:01 pm**
- II. Public Comment**
No members of the public were present for this item.
- III. May Meeting Minutes**
Steven Riley motioned to accept the minutes with minor revisions. The motion was seconded by Bill Rixon, and passed unanimously.
- IV. Ridership update**
Staff provided a ridership update through August 2025.
- V. Planning and Marketing Budget Requests for 2026**
Staff provided information on the budget requests for Marketing, Planning, and Customer Service for the 2026 budget cycle. Christine asked about how adding Customer Service may affect our advertising budget; Mike explained that these are already intertwined. John asked for marketing campaigns to be attributable to ridership increases to the extent possible.
- VI. Community Engagement Update**
Staff provided a preview of the public engagement process for South Portland and Scarborough public process.
- VII. Staff Updates**
Staff provided updates on ongoing campaigns, public engagement opportunities, and more.

VIII. Future Agenda Items

- Review Communications Plan
- Marketing Work Plan
- MATI project

IX. Upcoming Meetings

- Finance Committee: September 24, 2025 at 10:00am
- Marketing and Communications Committee: November 12, 2025 at 3:00pm
- Planning and Operations Committee: September 17, 2025 at 10:30am
- Advocacy Committee: September 17, 2025 at 4:30pm (canceled)
- Executive Committee: September 24, 2025 at 3:30 pm
- Board of Directors: October 23, 2025 at 4:00pm

X. Adjournment:

Bill Rixon motioned to adjourn, seconded by Steve Riley.
The meeting was adjourned at 3:42pm