

# Marketing and Communications Committee

March 11, 2026 | 3:30 pm – 4:30 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/86595032479?pwd=osVQcjhTJlma7Y5dY1PiMWaaluv9fk.1>  
 Passcode: 414334 | Webinar ID: 865 9503 2479  
 Phone: (646) 931-3860 | Telephone participants: \*9 to raise hand, \*6 to unmute

## MEETING AGENDA

AGENDA ITEM	PRESENTER	ACTION or INFORMATION
<b>1. Call Meeting to Order (3:30)</b>	Steven Riley, Committee Chair	N/A
<b>2. Public Comment (3:30-3:35)</b> The Marketing and Communications Committee welcomes public comment. For items NOT listed on this agenda, the chair will recognize speakers at this point on the agenda. For items on the agenda, the chair will recognize public comment following the staff presentation. There is a 3-minute time limit per speaker.	Steven Riley, Committee Chair	Information
<b>3. March Meeting Minutes Approval (3:35-3:40)</b> Review and approve minutes from the January 14, 2026 Marketing and Communications Committee meeting.	Steven Riley, Committee Chair	<b>ACTION</b>
<b>4. Staff report (3:40-3:50)</b> Staff will provide updates on Metro’s ridership through February 2026, and provide an update of ongoing marketing and communications activities.	Mike Tremblay, Director of Transit Development	Information
<b>5. Fare Policy Review Public Outreach Plan (3:50-4:10)</b> Staff will provide a draft Marketing Plan for 2026, with strategies, performance metrics, and timelines, for the Committee to review.	Denise Beck, Marketing Manager	Information

<p><b>6. Metro Sustainability Goal Communications (4:10-4:20)</b> Staff will provide an overview of the draft changes to the Public Participation Plan for the Committee’s review.</p>	Denise Beck, Marketing Manager	Information
<p><b>7. Future Agenda Items (4:20-4:25)</b> Committee members may request future agenda items.</p> <ul style="list-style-type: none"> <li>• Fare Policy</li> <li>• Scarborough Service Launch marketing</li> <li>• Microtransit marketing</li> <li>• Map and Schedule Overhaul</li> </ul>	Steven Riley, Committee Chair	Information
<p><b>8. Upcoming Meetings (4:25)</b></p> <ul style="list-style-type: none"> <li>• Plan/Ops Committee – March 16, 2026 at 2:00 pm</li> <li>• Advocacy Committee – March 19, 2026 at 3:00 pm</li> <li>• Executive Committee – March 26, 2026, at 3:30 pm</li> <li>• Finance Committee – April 1, 2026 at 3:00 pm</li> <li>• Market/Coms Committee – April 8, 2026 at 3:30 pm</li> <li>• Board of Directors – June 25 2026, at 4pm</li> </ul>	Steven Riley, Committee Chair	Information
<p><b>9. Adjournment (4:30)</b></p>	Steven Riley, Committee Chair	<b>ACTION</b>

*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.*