

# 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.	Metro Staff	Information

<p><b>6. Metro Sustainability Goal Communications (4:10-4:20)</b> Staff will provide an outline of discussion points with regard to recent changes to Metro’s Sustainability Goal.</p>	Metro Staff	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.*



## Greater Portland Metro Marketing and Communications Committee

### January 14, 2026

#### DRAFT - Meeting Minutes

Member:	Municipality:	Role:	Status:
Steven Riley	South Portland	Chair	Present
Bill Rixon	Freeport	Committee Member	Present
Michael Shaughnessy	Westbrook	Committee Member	Present
Hope Cahan	Falmouth	Committee Member	Not Present
Michael Shaughnessy	Westbrook	Committee Member	Not Present
Ed Suslovic	Portland	Board President	Present
John Thompson	Westbrook	Board Member	Present
Wes Pelletier	Portland	Board 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 3:30 pm**
- II. Public Comment**  
No members of the public were present for this item.
- III. January Meeting Minutes Approval**  
The meeting minutes from the January 14, 2026 meeting were moved for approval by Bill Rixon, seconded by Michael Shaughnessy, and approved unanimously.
- IV. Staff Report**  
Mike Tremblay provided an overview of Metro ridership numbers through calendar years 2025, along with an update on marketing and communications activities.
- V. 2026 Marketing and Communications Plan**  
Denise Beck presented a draft Marketing Plan for 2026 that provided strategies, metrics, and a timeline of projects and events planned for the year. She presented a SWOT Analysis, reviewing Metro’s Strengths, Weaknesses, Opportunities, and Challenges. The group noted as a strength that Metro has good service and branding for a service agency of our size. The group discussed current service projects in Falmouth and Bath

(BIW). All agreed that open fare payment (credit cards) will be a great opportunity for Metro.

**VI. Public Participation Plan**

Denise Beck presented an updated version of Metro Public Participation Plan for review and discussion. The plan, last updated in 2016, is used to provide information and gather feedback from the public for fare changes and major schedule and route updates. Staff will implement this plan for Metro's Fare Analysis this spring.

**VII. Future Agenda Items**

- Fare Policy
- Scarborough Service Launch marketing
- Microtransit marketing
- Map and Schedule Overhaul

**VIII. Upcoming Meetings**

- Finance Committee – February 4, 2026 at 3:00 pm
- Advocacy Committee – February 19 at 3:00 pm
- Executive Committee – February 23 at 3:30 pm
- Board of Directors – February 26 at 4:00pm
- Market/Coms Committee – March 11 at 3:30 pm

**IX. Adjournment:**

Bill Rixon motioned to adjourn, seconded by Steve Riley. The meeting was adjourned at 4:28 pm.



## **MARKETING AND COMMUNICATIONS COMMITTEE**

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## **AGENDA ITEM 5**

### **DATE**

March 9, 2026

### **SUBJECT**

Fare Policy Review Public Outreach Plan

### **PURPOSE**

To inform the Committee on plans to inform the public on our upcoming Fare Policy Review, which will likely include a change to Metro's base fare.

### **BACKGROUND/ANALYSIS**

Metro is currently working with a consultant to identify and advance an updated fare policy, which will likely include changes to our base fare, addition of open fare payments ("tap to pay"), and inclusion of a low-income reduced-fare category, and may include changes to numerous aspects of our fare policy, such as transfer windows, fare capping, pass types, and more.

As required by Title VI of the Civil Rights Act, Metro will be conducting a series of public meetings to inform the public of possible changes and to collect feedback. Staff will present the full schedule of public meetings, as well as public notice that has been posted and scheduled to date.

### **FISCAL IMPACT**

None

### **RECOMMENDATION**

This item is for information only.

### **CONTACT**

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

### **ATTACHMENTS**



## **MARKETING AND COMMUNICATIONS COMMITTEE**

## **AGENDA ITEM 6**

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### **DATE**

March 9, 2026

### **SUBJECT**

Metro Sustainability Goal Communications

### **PURPOSE**

To inform the Committee on discussion points and communication strategy around Metro's updated Sustainability Goal, to increase ridership by 25% by 2040.

### **BACKGROUND/ANALYSIS**

In February 2026, Metro's Board of Directors voted to revise Metro's goal to have a zero-emission fleet by 2040 to instead have a 25% increase in ridership by 2040. This change in our "sustainability goal" was driven primarily by the performance of our current Battery Electric Buses (BEB's), the current funding environment for zero-emission buses, similar trends in the transit industry.

Metro staff will review communication strategies around this revised goal, and the means (if any) that may be appropriate to advertise it.

### **FISCAL IMPACT**

None

### **RECOMMENDATION**

This item is for information only.

### **CONTACT**

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

### **ATTACHMENTS**