



Marketing and Communications Committee

September 9, 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
1. Call Meeting to Order (3:30)	Steven Riley, Committee Chair	N/A
2. Public Comment (3:30-3:35) 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
3. August Meeting Minutes Approval (3:35-3:40) Review and approve minutes from the August 12, 2026 Marketing and Communications Committee meeting.	Steven Riley, Committee Chair	ACTION
4. Staff Report and Updates (3:40-3:50) Staff will provide information about Metro ridership, pass programs, and staffing.	Mike Tremblay, Director of Transit Development	Information
5. Scarborough Launch Update (3:50-4:05) Staff will provide information about Metro's new Scarborough transit service, including feedback from July's public meeting.	Mike Tremblay, Director of Transit Development	Information

6. Route Map and Schedule Overhaul (4:05-4:20) Staff will provide background on a proposed project for 2027 to overhaul route maps and schedules to transit industry best practices..	Mike Tremblay, Director of Transit Development	Information
7. Future Agenda Items (4:20-4:25) Committee members may request future agenda items. • Marketing KPI's • Public image marketing campaign (2027) • Open Fare Payment marketing • Scarborough Service Launch marketing • Microtransit marketing	Steven Riley, Committee Chair	Information
8. Upcoming Meetings (4:25) • Plan/Ops Committee – September 16, 2026 at 10:30am • Advocacy Committee – Next meeting TBD • Executive Committee – September 23, 2026 at 3:30pm • Finance Committee – October 7, 2026 at 3:00pm • Facilities Committee – Sept. 1, 2026 at 4:00 pm • Market/Coms Committee – Nov. 4, 2026 at 3:30pm* (proposed reschedule from Nov. 11 holiday) • Board of Directors – October 29, 2026, at 4:00pm	Steven Riley, Committee Chair	Information
9. Adjournment (4:30)	Steven Riley, 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.