Greater Portland Metro Marketing and Communications Committee

May 20, 2026

Meeting Minutes (approved August 12, 2026)

Member:	Municipality:	Role:	Status:
Steven Riley	South Portland	Chair	Present
Bill Rixon	Freeport	Committee Member	Present
Ed Suslovic	Portland	Board President	Present
Hope Cahan	Falmouth	Board Member	Present

Staff Present	Identified Members of the Public
Glenn Fenton, Executive Director Mike Tremblay, Director of Transit Development	

I. The meeting was called to order by Steven Riley at 3:31 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 April 2026, along with an update on marketing and communications activities.

V. Fare Policy Review Update

The committee discussed how the proposed fare policy updates were determined, as well as public feedback received at three separate public meetings in April.

VI. Open Fare Payment Marketing

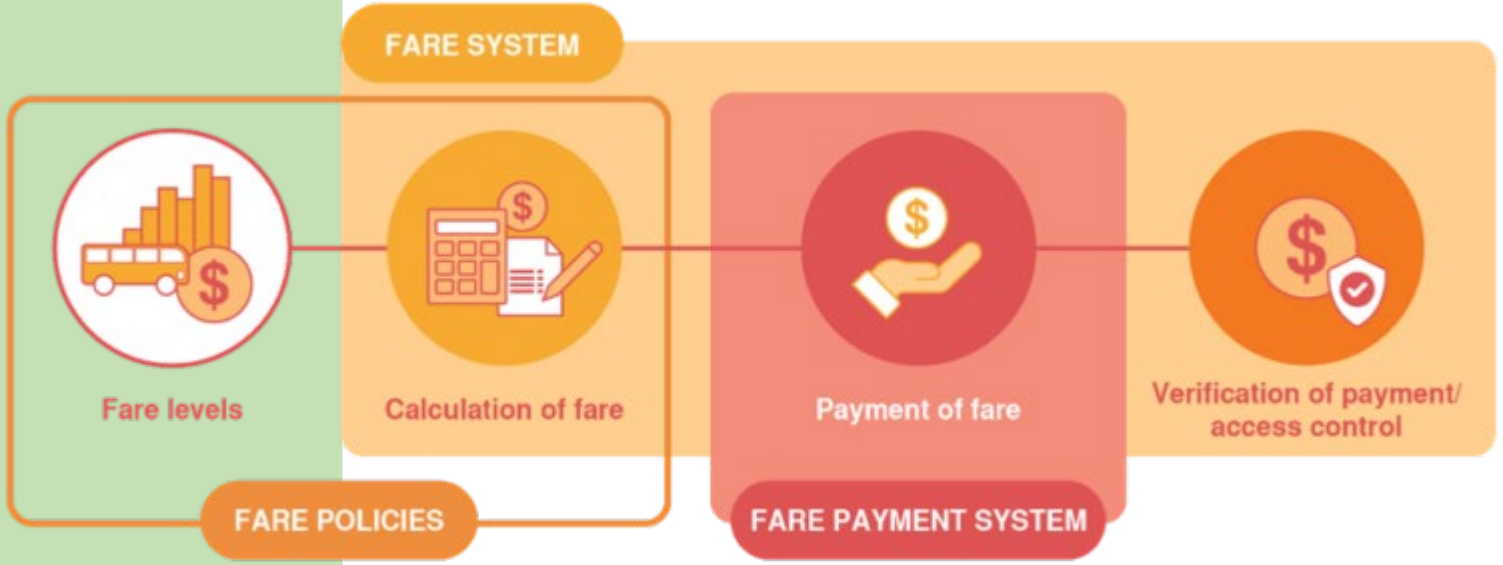
The committee discussed strategies for marketing Open Fare Payment (Tap to Ride). Steve suggests including “debit cards” in any discussion around eligible fare payment methods, as it may not be clear that debit cards are included.

Ed suggests using Metro’s own buses and shelters as a primary way of marketing Tap to Ride.

VII. Future Agenda Items

GREATER PORTLAND METRO

Fare Policy Analysis Update



Fare Policy Analysis

Public Information Events

Public Meetings:

- Portland Public Library - April 9, 2006
- Westbrook Community Center – April 11, 2026
- Saco Transportation Center – April 13, 2026 (BSOOB)
- Virtual Meeting – April 14, 2026
- Online Survey - Ongoing



Fare Policy Analysis

Proposed Fare Policy Changes

Fare Category	Current	Proposed
Base full fare (local)	$2.00	$2.25
Base reduced fare (local)	$1.00	$1.10
Base full fare (Breez)	$4.00	$4.50
Base reduced fare (Breez)	$2.00	$2.20
Fare cap daily (full fare)	$6.00	$6.50
Fare cap daily (reduced fare)	$3.00	$3.00
Fare cap monthly (full fare)	$60.00	$65.00
Fare cap monthly (reduced fare)	$30.00	$30.00
Ten-ride pass	$18.00	Eliminate
Tap and pay	Not available	$2.25

Fare Policy Analysis

Projected Impacts

2025 Actual fare revenue: $2,497,500

Projected 2026 fare revenue: $2,654,967

Budgeted 2026 fare revenue: $2,818,319

6.3% higher than 2025 actual fare revenue

5.8% lower than 2026 budget

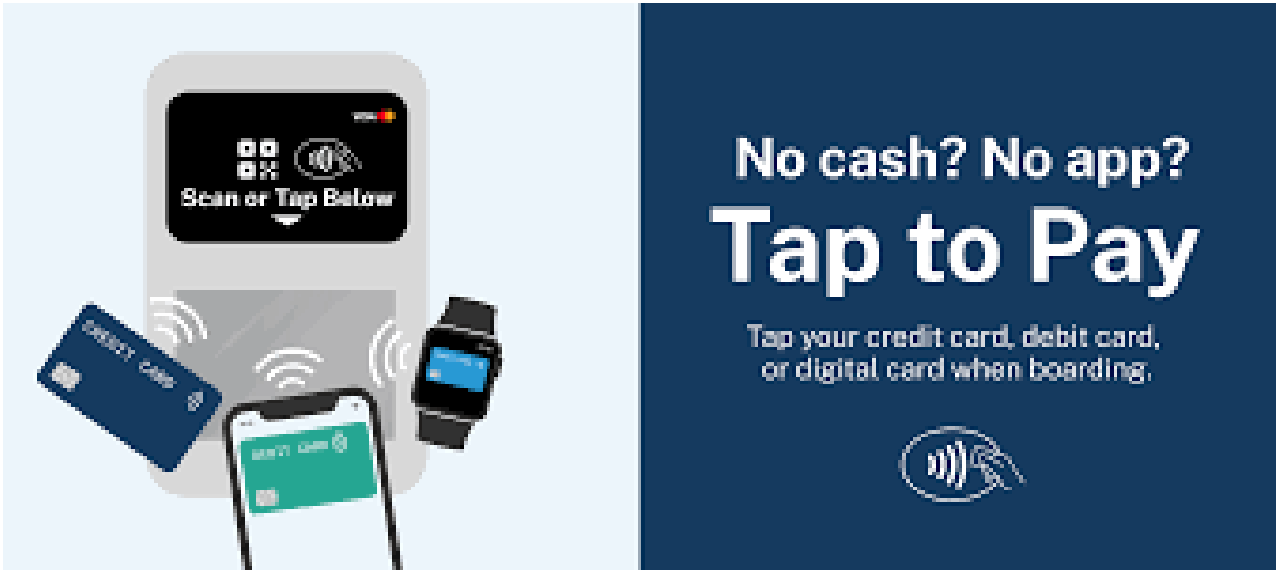
Projected revenue shortfall: ($163,352)

Projection includes anticipated -0.76% reduction in ridership (13k rides)

Fare Policy Analysis

Tap to Pay

- 3.5% increase in ridership (cash payers only)
- Potential for up to 5% increase
- 2026 prorated based on undefined launch date



Fare Policy Analysis

Next Steps

- Revised Revenue Projection to Finance Committee (May 6)
- Public Comment Period Ends (May 20)
- Final Recommended Fare Policy to Executive Committee (May 28)
- BSOOB Transit Committee Approval (June 2026)
- Board Final Approval (June 25)
- Implementation (August 1, 2026)

In addition to discussing ongoing marketing tasks, Ed suggests improving our understanding of marketing KPI's and reporting to this committee, including more marketing of our delivery on key projects, and the fact that Metro is on time, safe, convenient, and easy to pay.

Ed and Hope suggest a renewed focus on improving Metro's image to the general public, and notes that Metro's image is worsened by perceptions of antisocial behavior in Metro's shelters.

- Open Fare Payment marketing
- Scarborough Service Launch marketing
- Microtransit marketing
- Map and Schedule Overhaul

VIII. Upcoming Meetings

- Finance Committee – August 5, 2026 at 3:00 pm (canceled)
- Advocacy Committee – May 21, 2026 at 3:00 pm
- Board of Directors – June 25, 2026 at 4:00pm
- Market/Coms Committee – August 12, 2026 at 3:30 pm
- Executive Committee – May 27, 2026 at 3:30pm

IX. Adjournment:

Steve Riley motioned to adjourn, seconded by Hope Cahan.
The meeting was adjourned at 4:22 pm.