Marketing and Communications Committee

November 4, 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 September 9, 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 marketing initiatives, Metro ridership, pass programs, and other developments.	Megan Hannan, Director of Government Affairs & Community Engagement	Information

5. South Portland Service Improvements (3:50 – 4:00) Staff will provide background on planned 2027 service improvements in South Portland, including the planned public involvement process.	Mike Tremblay, Director of Transit Development	Information
6. Ongoing and New Marketing Initiatives (4:00 – 4:20) Staff will provide an overview of marketing initiatives for the South Portland relaunch, ongoing ridership specific communications, and new opportunities. Staff will introduce a new marketing and communications plan with associated KPIs.	Allie Floyd, Marketing Manager	Information
7. Future Agenda Items (4:20-4:25) Committee members may request future agenda items. ● Marketing KPI's ● Public image marketing campaign (2027) ● Microtransit marketing ● Ridership Development Plan	Steven Riley, Committee Chair	Information
8. Upcoming Meetings (4:25) ● Advocacy Committee – November 12, 2026 at 12:30 pm ● Planning & Ops Committee - Nov. 18, 2026 at 10:30 am ● Executive Committee – November 25, 2026 at 3:30 pm ● Finance Committee – December 2, 2026 at 3:00 pm ● Facility Planning Committee – T.B.D.	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.

Greater Portland Metro Marketing and Communications Committee

September 9, 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	Absent
Ed Suslovic	Portland	Board President	Absent
Hope Cahan	Falmouth	Vice Chair	Absent

Staff Present	Identified Members of the Public
Glenn Fenton, Executive Director Mike Tremblay, Director of Transit Development Megan Hannan, Director of Gov. Affairs and Advocacy Allie Floyd, Marketing Manager Denise Beck, EA	

I. The meeting was called to order by Steven Riley at 3:38 pm.

II. Public Comment

No members of the public were present.

III. August Meeting Minutes Approval

The minutes from the August 12, 2026 meeting were moved for approval by Bill Rixon, seconded by Steve Riley, and approved unanimously.

IV. Staff Report and Updates

Mike Tremblay presented several marketing updates, including

- Introduction of two new employees: Allie Floyd, Marketing Manager (Present) and Nigel Mills, Operations Analyst.
- Ridership trends are up -- a good sign following the August 1 fare increase. (Ridership typically declines a bit following an increase.)
- Tap to Ride marketing efforts continue. Since the July introduction, approximately 4% of riders have used this new fare payment option

- On September 8, 2026, Glenn Fenton and Mike Tremblay presented several service improvement concepts to the South Portland City Council. Members of the public present also offered positive comments. The Council was in favor of improving service and will vote on the concepts at their October meeting. If approved, Metro staff will conduct public outreach in the winter/spring of 2027.

V. Scarborough Launch Update

Mike Tremblay provided an update on new Scarborough bus service. Metro Connect on-demand micro transit service is scheduled to launch on September 20, 2026. Fixed route #25 service will start on October 4, 2025, with a launch event planned for October 2, 2026. He also provided additional details around logistics and marketing.

VI. Route Map and Schedule Overhaul

Mike Tremblay provided background and a proposal for 2027 to overhaul Metro's route maps and schedules. He presented sample concepts from other transit agencies and recommended a design similar to one used by RIPTA in Providence, RI. Next steps, will be to release an RFP this Fall and launch a new design in 2027.

VII. Future Agenda Items

Ed Suslovic suggested adding a Ridership Development plan to future agenda items.

- Marketing KPI's
- Public image marketing campaign (2027)
- Open Fare Payment marketing
- Scarborough Service Launch marketing
- Microtransit marketing

VIII. Upcoming Meetings

- 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

IX. Adjournment:

Bill Rixon moved to adjourn the meeting. Steve Riley seconded the motion and adjourned the meeting at 4:30pm.

DRAFT

Greater Portland Metro

Marketing and Communications Committee

September 9, 2026

Mike Tremblay, P.E.
Director of Transit Development
mtremblay@gpmetro.org

Allie Floyd
Marketing Manager
afloyd@gpmetro.org

Item 4: Marketing Update

Welcome to New Staff

WELCOME



Allie Floyd

Marketing Manager



Nigel Mills

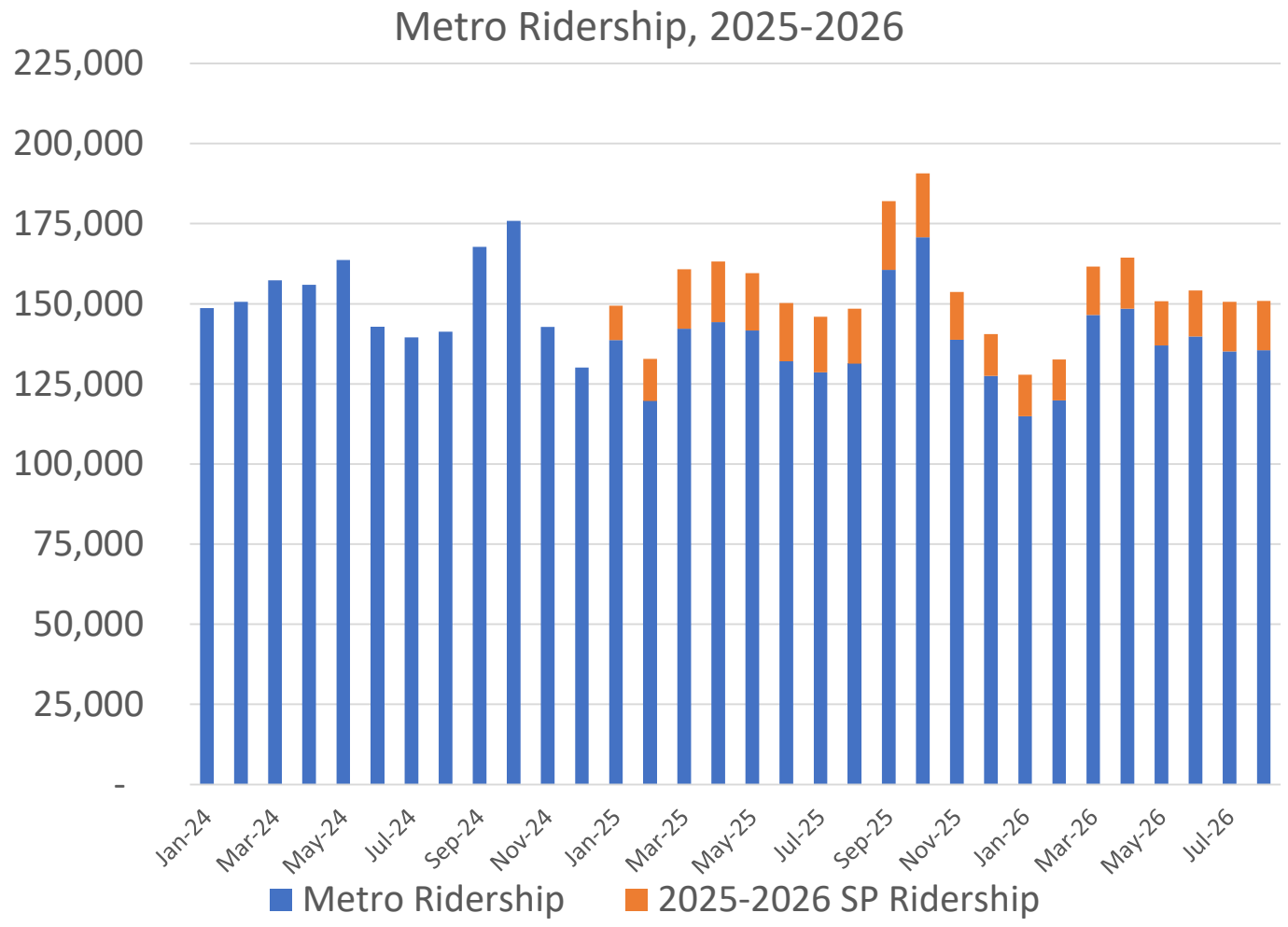
Operations Analyst

Item 4: Marketing Update

Ridership Update

Ridership Trends for 2026 so far

- August ridership up 1.7% vs. 2025
  - Earlier school year start (August 31)
  - First month of fare increase
  - First full month of Tap to Ride
    - 4% of rides are open fare payments



Item 4: Marketing Update

Tap to Ride

- Upcoming Efforts
  - Radio ads
  - Influencer posts
  - Bus ads
  - Shelter signs
  - Permanent metal signage
  - Jetport, Casco Bay Lines, Visit Portland ads
  - Print ads
  - …and more



Bus shelter ad



Permanent bus stop signage at most stops



Sample bus ad

Item 4: Marketing Update

Westbrook High School Partnership

- Westbrook Council passed High School pass policy on August 3
- Approx. 240 rides thru 9/8
- Ridership across all three Westbrook routes and others



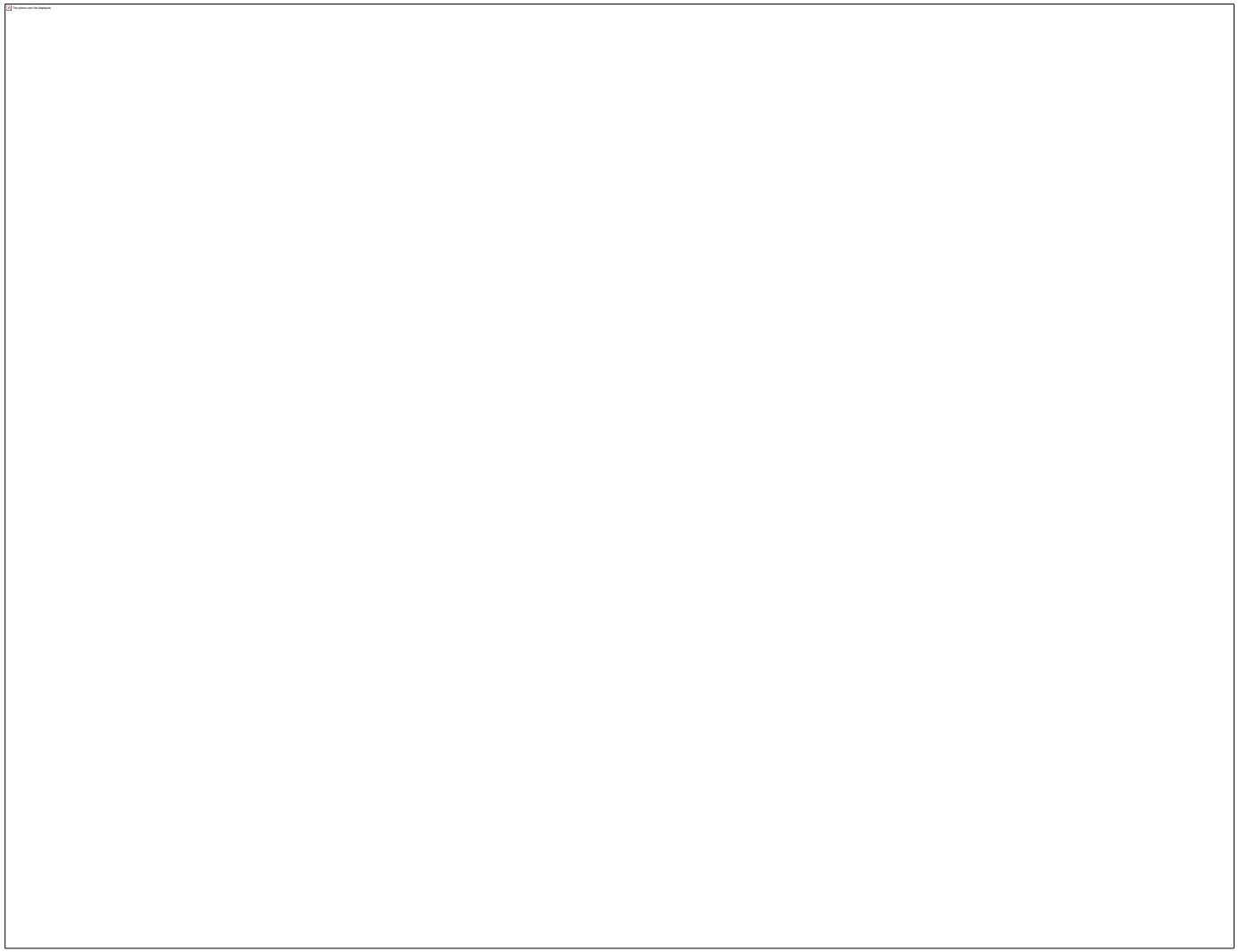




Item 4: Marketing Update

South Portland Service Upgrades

- South Portland City Council Meeting 9/8/26
- Tentative support to increase South Portland service by ~30% beginning in 2027
- Approval in October
- Public outreach winter/spring 2027



Item 4: Marketing Update

Real-time Transit Screens

Thomas St + Millcreek Hub 3:25 pm

24A to Congress & Forest

~~*3:35 pm*~~ → 3:39 pm

4 min late

14 mins

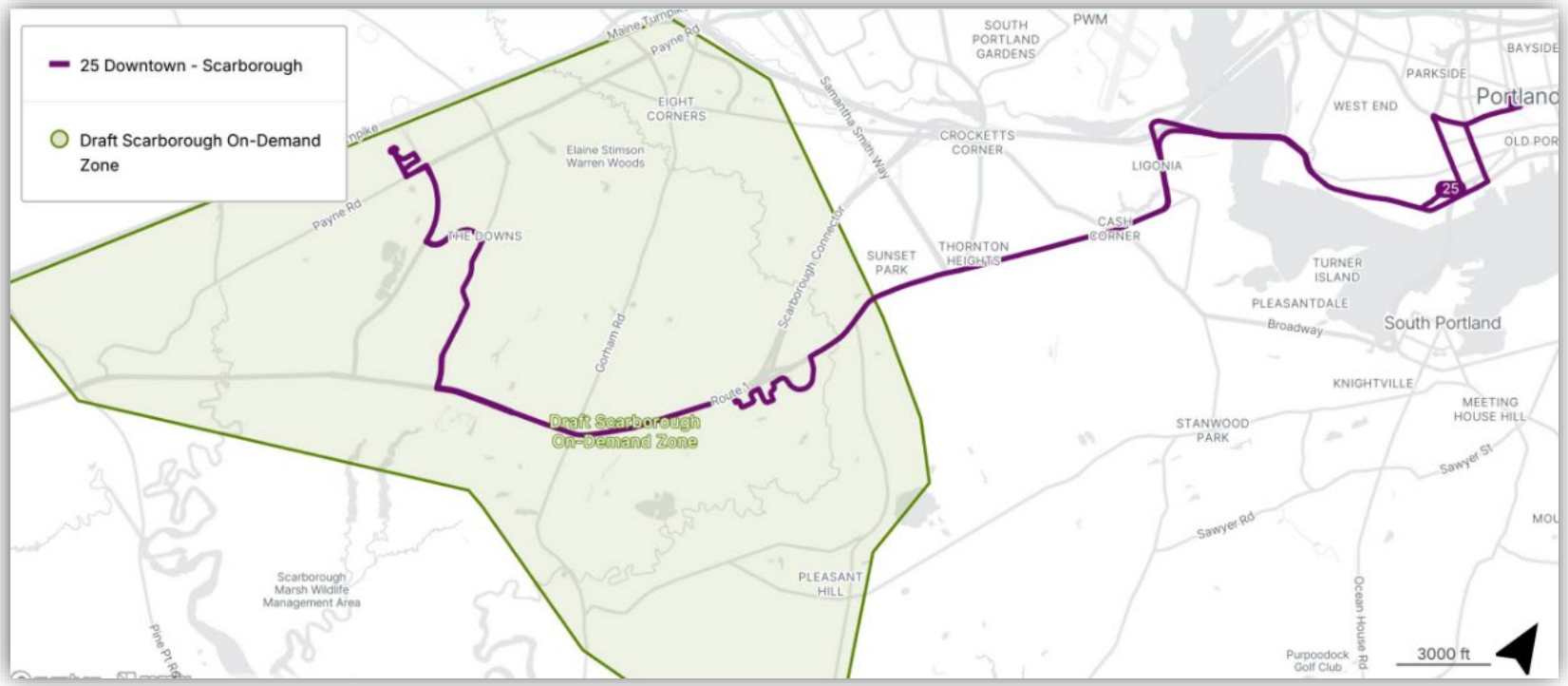
21 to Fort Rd & SMCC	3:52 pm	**27** mins
24A to 295 Gannett Dr	4:05 pm	**40** mins

Item 5: Scarborough Service Launch

Update

Scarborough Service Launch Update

- Microtransit launch: **~September 20**
  - Metro's microtransit app will be changing to Via
- Fixed route launch: October 4



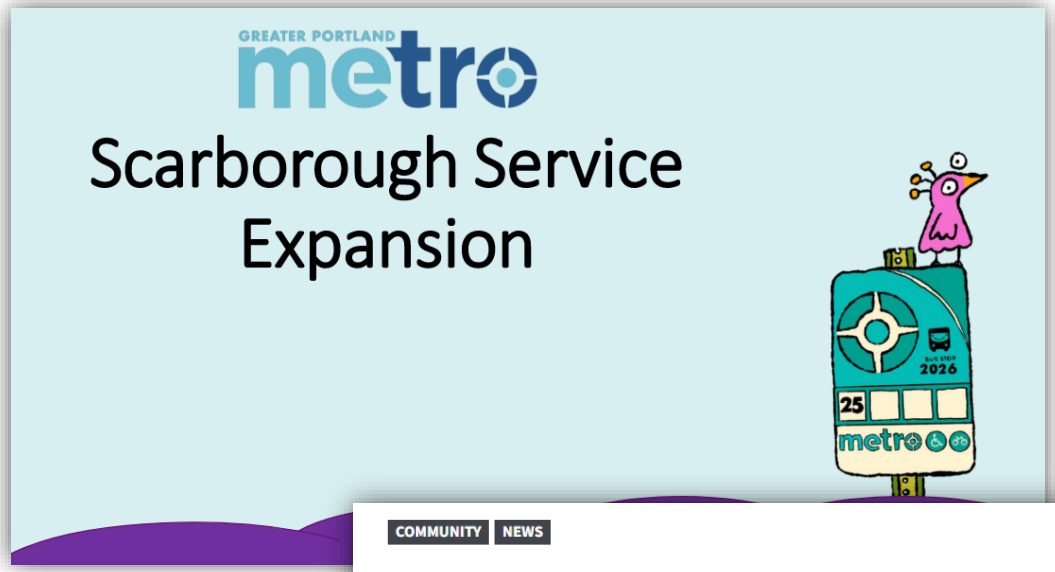
Item 5: Scarborough Service Launch

Update

Post-launch event/ribbon cutting – October 2

- Maine Turnpike, MaineDOT, Town of Scarborough

- Town committees and interested parties



COMMUNITY NEWS

What to know about Greater Portland Metro's expansion into Scarborough

In October, Metro will launch a new bus route and an on-demand microtransit service.

Community: **Scarborough**

Posted July 29
Updated July 29

Salomé Cloteaux
Staff Writer

Item 5: Scarborough Service Launch

Update

Scarborough Service Launch Update – Ongoing efforts

- Install signs (September 2026)
- Pursue Cabela’s stop (ongoing)
- Bus stop improvements (Fall 2026 -> Summer 2027)
- The Downs site buildout (ongoing)
- Ongoing marketing and events
  - Outreach to MaineHealth employees
  - The Downs employees
  - Senior housing
  - Students
  - Public library



Item 6: Map and Schedule Overhaul

Proposed 2027 Project

- Metro requesting MaineDOT funding for map and schedule overhaul in 2027

- Purpose
  - Update how schedule and map information is presented to improve clarity, legibility, and plan for future growth

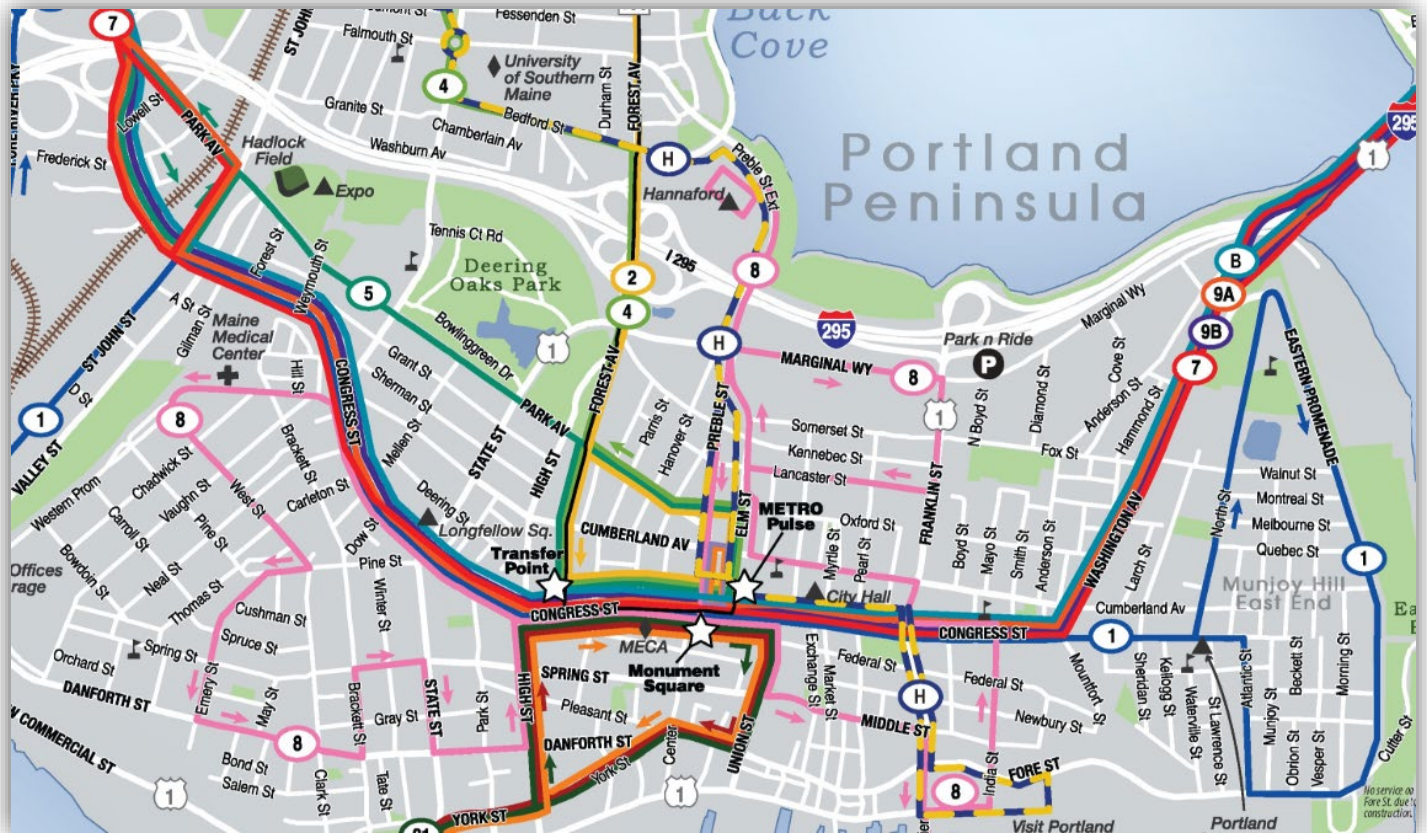


Item 6: Map and Schedule Overhaul

Proposed 2027 Project

Issues with Existing Schedule

- Overcrowding of lines on system maps
  - All but 1 route converge on downtown
- 1 color per route
  - Out of unique distinct colors
  - Accessibility issues
  - Future expansion

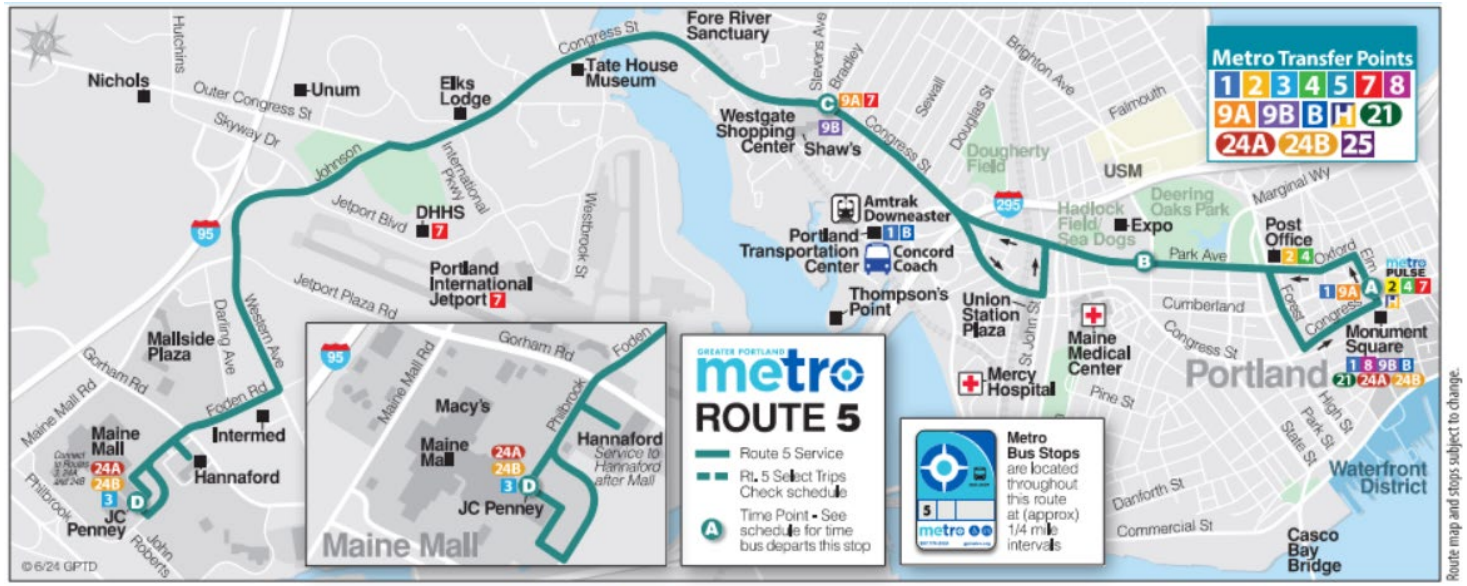


Item 6: Map and Schedule Overhaul

Proposed 2027 Project

Issues with Existing Schedule

- Limited transfer information on individual schedules
  - Transfers are listed, but with little other information



MONDAY THROUGH FRIDAY
OUTBOUND TO MAINE MALL

Metro Pulse Elm St (A)	Park Ave Portland Expo (B)	Westgate (C)	Maine Mall JC Penney (D)	To Route
5:20	5:25	5:28	5:40	5
...	...	...	...	...

MONDAY THROUGH FRIDAY
INBOUND TO DOWNTOWN PORTLAND

Maine Mall JC Penney (D)	Westgate (C)	Park Ave & Weymouth (B)	Metro Pulse Elm St (A)	To Route
5:40	5:54	5:59	6:10	2
6:10	6:24	6:29	6:40	2

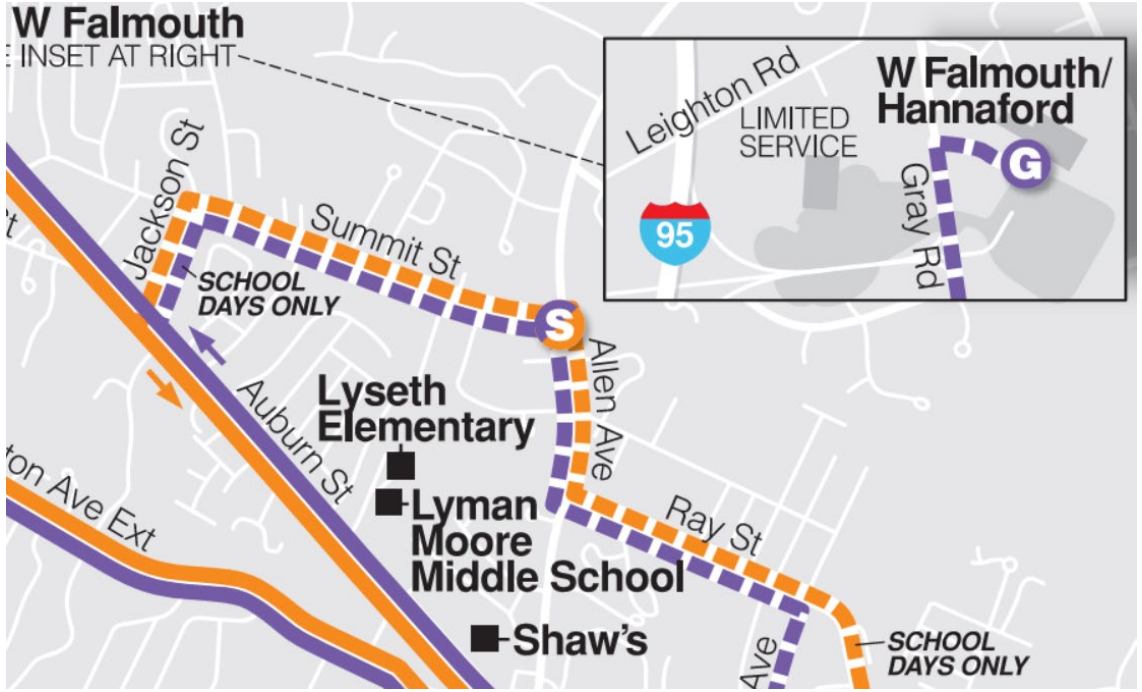
Route 5 has ea
to Fore River S
This network of t
Greater Portland
The hike features
area, where salt a
watching opportu

Item 6: Map and Schedule Overhaul

Proposed 2027 Project

Issues with Existing Schedule

- Difficulty displaying route patterns
- Excessive notations on some timetables



Metro Route 9B

MONDAY THROUGH FRIDAY

NORTH DEERING VIA WASHINGTON AVENUE

Monument Square (A)	Washington & Veranda (F)	Allen's Corner (E)	Summit & Allen (S)	W. Falmouth Hannaford (G)	Morrill's Corner (C)	Westgate (B)	Monument Square (A)
5:40	5:48	5:56	…	…	6:17	6:27	6:40
6:05	6:13	6:20	…	6:28	6:42	6:52	7:05
6:40	6:48	6:56	…	…	7:16	7:26	7:40
7:05	7:13	7:21	…	7:29	7:44	7:55	8:10
7:12*	7:20*	…	7:31*	…	7:50*	8:00*	8:12*
7:40	7:48	7:56	…	…	8:16	8:26	8:40
8:10	8:20	8:27	…	8:34	8:50	9:00	9:15
8:40	8:48	8:56	…	…	9:16	9:26	9:40
9:15	9:25	9:32	…	…	9:54	10:05	10:20
9:40	9:50	9:57	…	10:05	10:20	10:31	10:45
10:20	10:30	10:40	…	…	10:55	11:06	11:20
10:45	10:55	11:02	…	…	11:20	11:31	11:45
11:20	11:30	11:37	…	11:44	**12:00**	**12:11**	**12:25**
11:45	**11:55**	**12:02**	**…**	**12:10**	**12:25**	**12:36**	**12:50**
12:25	**12:35**	**12:45**	**…**	…	**1:03**	**1:14**	**1:30**
12:50	**1:00**	**1:07**	**…**	**1:14**	**1:30**	**1:41**	**1:55**
1:30	**1:40**	**1:47**	**…**	**1:54**	**2:09**	**2:20**	**2:35**
1:55	**2:05**	**2:12**	**…**	**2:20**	**2:35**	**2:50**	**3:05**
…	…	…	…	Trip starts at DHS at 2:55*	**3:00***	**3:10***	**3:25***
…	…	…	Trip starts at CBHS at 2:55*				
2:35	**2:45**	**2:55**	**…**	**…**	**3:14**	**3:25**	**3:40**
2:55*	**3:05***	**…**	**3:16***	**…**	**3:35***	**3:45***	**3:57***
3:05	**3:15**	**3:25**	**…**	**…**	**3:40**	**3:55**	**4:10**
3:15*	**3:23***	**3:30***	**…**	**…**	…	…	…
3:25*	**3:35***	**…**	**3:46***	**…**	**4:05***	**4:15***	**4:27***

Item 6: Map and Schedule Overhaul

Proposed 2027 Project

Case studies: RIPTA

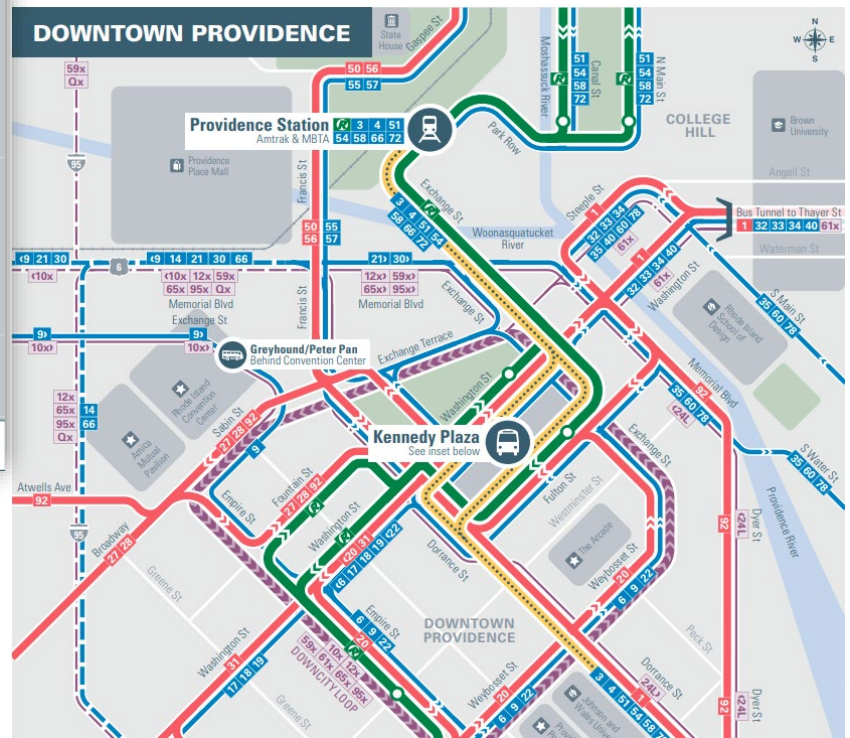


Item 6: Map and Schedule Overhaul

Proposed 2027 Project

Case studies: RIPTA





LEGEND

Rapid Routes
- High-frequency service every 12 minutes or better on weekdays with limited stops.

High-Frequency Routes
- 1 — High-frequency service every 30 minutes or better on weekdays.
- 20 — Less frequent service on route variations.

Local Routes
- 17 19 — Multiple local routes operate together to offer high-frequency service every 30 minutes or better on weekdays.
- 17 — All-day service on weekdays and on some nights and weekends.
- 29 — Limited hours of service.
- Highway operation with no stops.

Express Routes
- 61x — Long distance, limited hours of service, and limited stops.
- Highway operation with no stops.

Flex Zones
- 242 Flex — Reserve rides on demand through the Flex On Demand app or call 24 hours in advance to schedule a trip to and from any locations in the zone.

Rural Ride
- 301 — Travel on the route without a reservation, or call 24 hours in advance for a custom pick up or drop off within 3/4 mile of a bus stop. Friday service only.

Downtown Transit Connector (DTC)
- Multiple routes operate together to offer high-frequency service every 5 minutes or better between Providence Station and the Hospital District.

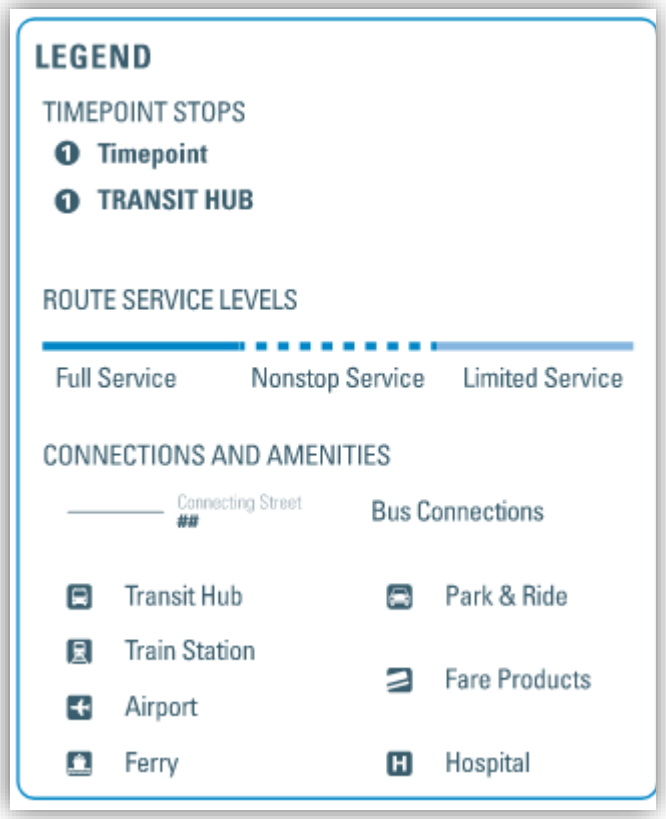
- Park & Ride
- Transit Center
- Transfer Point
- Interstate Highway
- US Highway
- RI Highway

Item 6: Map and Schedule Overhaul

Proposed 2027 Project

Case studies: RIPTA





INBOUND TO CCRI WARWICK
SATURDAYS

TIMEPOINTS	Woodland Manor	Job Lot (Coventry)	South Main & Tiogue	Washington & Sandy Bottom	Arctic Center (Main & Washington)	Phenix Hotel	Providence & Tollgate	Providence & Wakefield	Rhode Island Mall	CCRI WARWICK
	1	2	3	4	5	6	7	8	9	10
AM	7:09	7:11	7:13	7:17	7:25	7:30	7:36	7:39	7:42	7:45
AM	8:37	8:40	8:43	8:47	8:55	9:00	9:06	9:09	9:12	9:15
PM	10:04	10:07	10:10	10:15	10:23	10:28	10:35	10:38	10:42	10:45
PM	11:34	11:37	11:40	11:45	11:53	11:58	12:05	12:08	12:12	12:15
PM	1:04	1:07	1:10	1:15	1:23	1:28	1:35	1:38	1:42	1:45
PM	2:34	2:37	2:40	2:45	2:53	2:58	3:05	3:08	3:12	3:15
PM	4:04	4:07	4:10	4:15	4:23	4:28	4:35	4:38	4:42	4:45
PM	5:35	5:38	5:41	5:45	5:53	5:58	6:05	6:08	6:12	6:15
PM	7:05	7:08	7:11	7:15	7:23	7:28	7:35	7:38	7:42	7:45

SUNDAYS/HOLIDAYS

	1	2	3	4	5	6	7	8	9	10
AM	7:10	7:13	7:15	7:19	7:26	7:31	7:36	7:39	7:42	7:45
AM	8:39	8:42	8:44	8:48	8:55	9:00	9:06	9:09	9:12	9:15
PM	10:08	10:11	10:14	10:18	10:25	10:30	10:36	10:39	10:42	10:45
PM	11:35	11:39	11:42	11:46	11:54	11:59	12:05	12:08	12:12	12:15
PM	1:05	1:09	1:12	1:16	1:24	1:29	1:35	1:38	1:42	1:45
PM	2:35	2:39	2:42	2:46	2:54	2:59	3:05	3:08	3:12	3:15
PM	4:05	4:09	4:12	4:16	4:24	4:29	4:35	4:38	4:42	4:45
PM	5:35	5:39	5:42	5:46	5:54	5:59	6:05	6:08	6:12	6:15
PM	7:05	7:09	7:12	7:16	7:24	7:29	7:35	7:38	7:42	7:45

OUTBOUND TO WOODLAND MANOR
WEEKDAYS

TIMEPOINTS	CCRI WARWICK	Rhode Island Mall	Providence & Wakefield	Providence & Tollgate	Phenix Hotel	Arctic Center (Main & Washington)	Washington & Sandy Bottom	South Main & Tiogue	Job Lot (Coventry)	Woodland Manor
	10	9	8	7	6	5	4	3	2	1
AM	6:30	6:33	6:38	6:41	6:48	6:53	7:00	7:04	7:06	7:08
AM	7:35	7:38	7:43	7:46	7:53	7:58	8:06	8:10	8:12	8:14
AM	8:30	8:33	8:38	8:41	8:48	8:53	9:01	9:05	9:07	9:09
AM	9:30	9:33	9:38	9:41	9:48	9:54	10:02	10:06	10:08	10:10
PM	10:30	10:33	10:38	10:41	10:48	10:54	11:02	11:06	11:08	11:10
PM	11:30	11:33	11:38	11:41	11:48	11:53	12:00	12:04	12:06	12:08
PM	12:30	12:33	12:38	12:41	12:48	12:53	1:00	1:04	1:06	1:08
PM	1:30	1:33	1:38	1:41	1:48	1:53	2:00	2:04	2:06	2:08
PM	2:30	2:33	2:38	2:41	2:48	2:53	3:00	3:04	3:06	3:08
PM	3:30	3:33	3:38	3:41	3:48	3:53	4:00	4:04	4:06	4:08
PM	4:30	4:33	4:38	4:41	4:48	4:53	5:00	5:04	5:06	5:08
PM	5:30	5:33	5:38	5:41	5:48	5:53	6:00	6:04	6:06	6:08
PM	6:30	6:33	6:38	6:41	6:48	6:53	7:00	7:04	7:06	7:08
PM	7:30	7:33	7:38	7:41	7:48	7:53	8:00	8:04	8:06	8:08
PM	8:30	8:33	8:38	8:41	8:48	8:53	9:00	9:04	9:06	9:08
PM	9:30	9:33	9:38	9:41	9:48	9:53	10:00	10:04	10:06	10:08

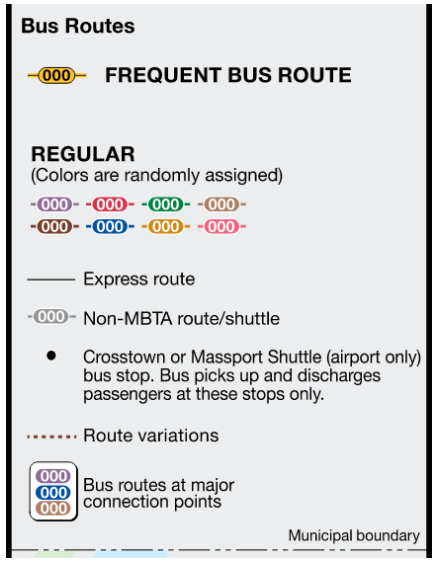
transit

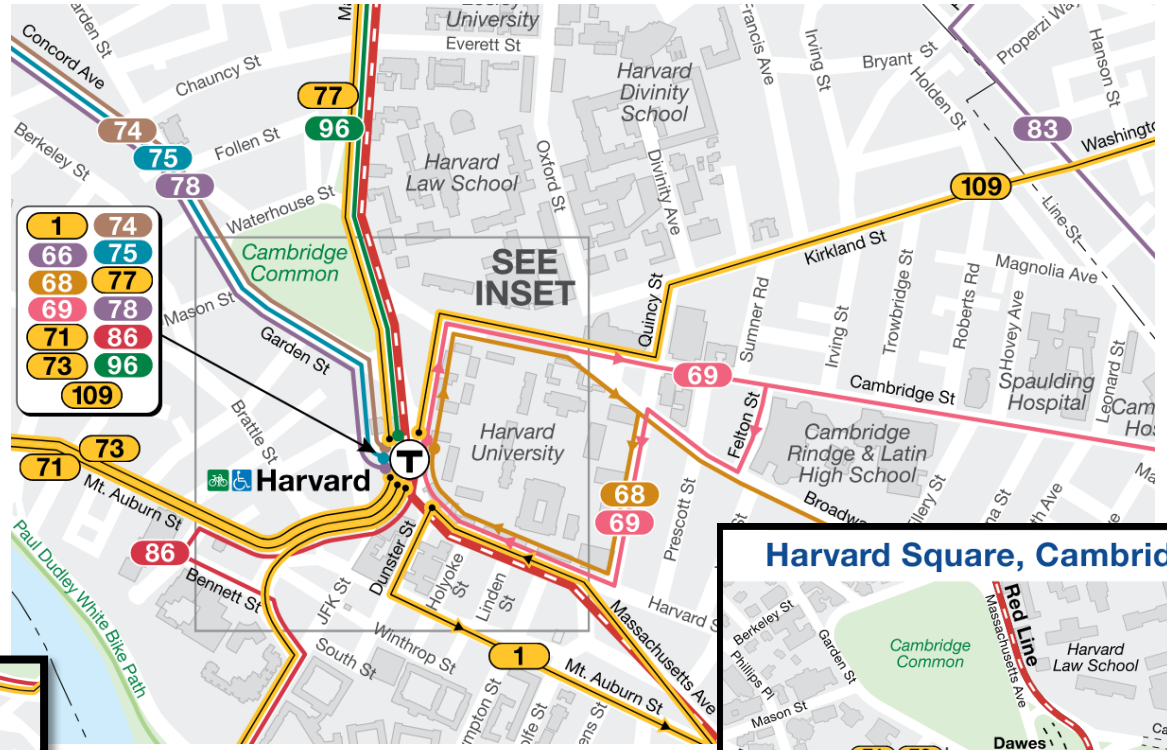
Item 6: Map and Schedule Overhaul

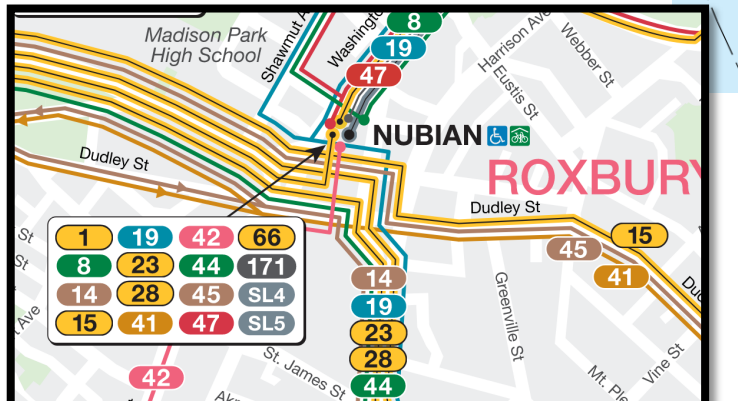
Proposed 2027 Project

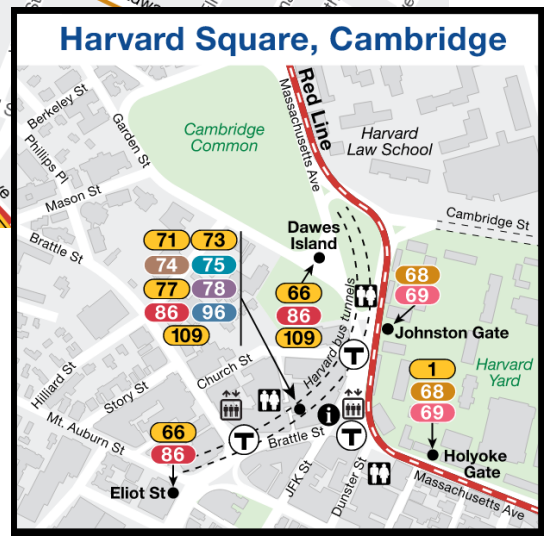
Case studies: MBTA

Route No.	Origin–Destination	AM Rush Hour	Day	PM Rush Hour	Night	Sat.	Sun.
18	Ashmont Station-Andrew Station	86	92	89	—	78	—
19	Fields Corner Station-Kenmore Station or Ruggles Station	16	65	30	—	—	—
21	Ashmont Station-Forest Hills Sta.	10	20	14	20	20	20
22	Ashmont Station-Ruggles Station	9	13	11	14	13	15
23	Ashmont Station-Ruggles Station	8	12	9	15	11	14
24	Wakefield Avenue-Ashmont	30	40	30	60	40	35
26	Ashmont Station-Norfolk & Morton	30	30	30	30	30	30
28	Mattapan Station-Ruggles Station	12	14	12	15	11	14
29	Mattapan Station-Jackson Sq. Sta.	40	82	52	75	L	—
30	Mattapan Station-Forest Hills Sta.	30	55	25	40	55	55
31	Mattapan Station-Forest Hills Sta.	11	15	11	15	15	15
32	Wolcott Square-Forest Hills Station	6	15	6	15	12	12
33	River & Milton-Mattapan Station	30	60	38	—	60	—
34	Dedham Mall-Forest Hills Station	20	30	25	33	33	34
34E	Walpole Center-Forest Hills Station	25	34	27	60	33	34



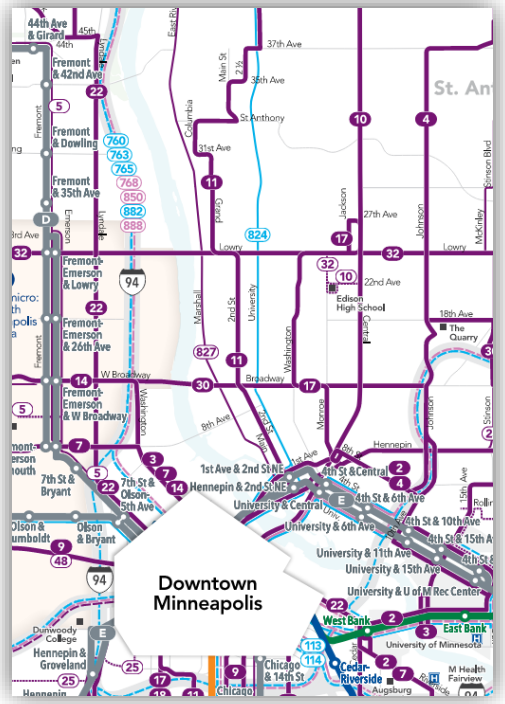




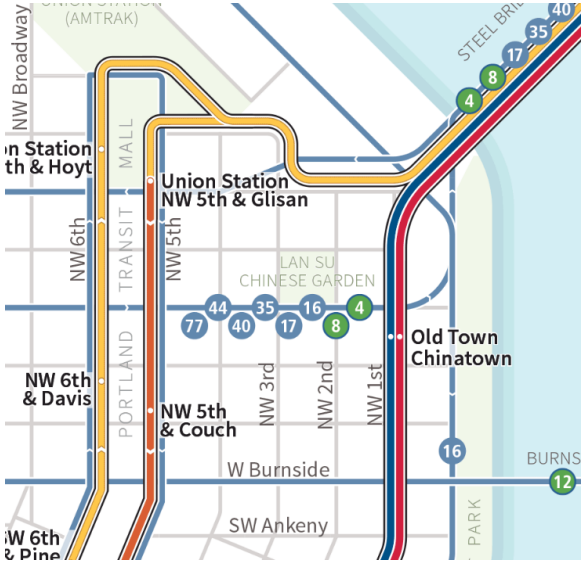


Item 6: Map and Schedule Overhaul

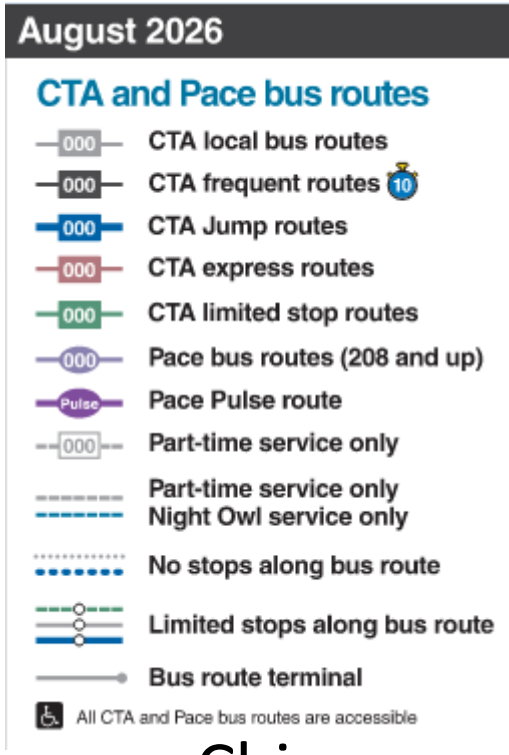
Proposed 2027 Project

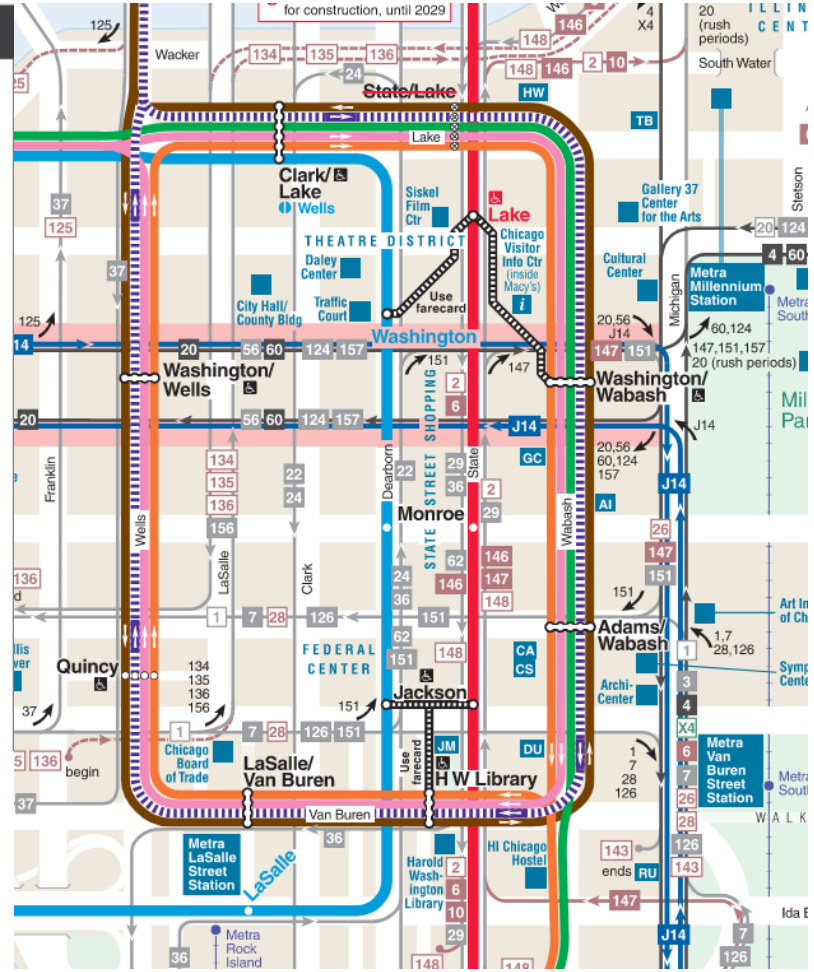


Minneapolis



Portland OR





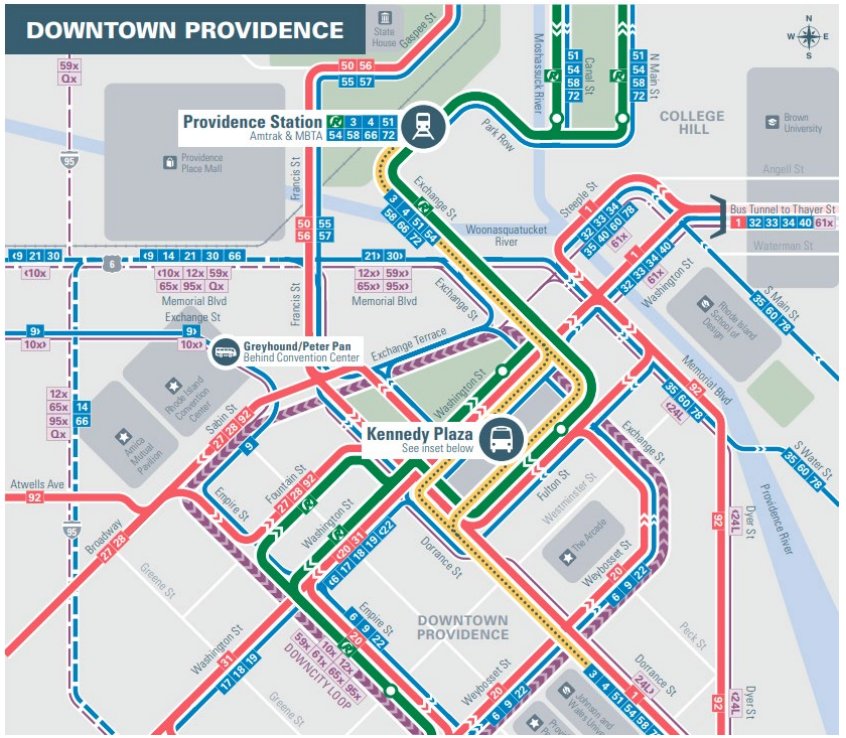
Chicago

Item 6: Map and Schedule Overhaul

Proposed 2027 Project

Next Steps

- Budget for 2027
  - MaineDOT Discretionary
  - Metro operating budget
- RFP in fall 2026
- Implement changes ahead of South Portland service changes (Summer 2027)



MARKETING AND COMMUNICATIONS COMMITTEE

AGENDA ITEM 5

DATE
November 4, 2026

SUBJECT
South Portland service update public process

PURPOSE
To provide the Committee with an update on updates to South Portland service, including a plan for public outreach.

BACKGROUND/ANALYSIS
In October 2026, South Portland City Council unanimously endorsed a plan to provide $125,000 in additional operating funding to Metro for expanded transit service in South Portland in 2027. This additional funding was allocated with the understanding that Metro would implement fundamental changes to the existing service in South Portland. These changes may include significant changes to existing routes serving South Portland (Routes 3, 5, 21, 24A, and 24B); elimination of routes; establishment of new routes, improvements to service span, and other such changes, with the ultimate goal of providing more frequent and more direct service in South Portland, providing a similar level of service coverage, and boosting ridership.

As outlined in our Title VI plan, Metro conducts robust public engagement whenever significant changes to existing service is being considered. While Metro ultimately aims to improve service in South Portland, the service in South Portland is expected to be modified substantially. Service coverage may be eliminated or reduced in some areas, and specific origin-destination pairs may experience a degradation in service, even as overall service is improved.

Metro plans to advance at least three service alternatives for discussion with members of the public and stakeholders. Specific alternatives have not been finalized, but will likely contemplate frequency and span improvements to existing routes, as well as two alternatives that reimagine service in South Portland. Because service will necessarily impact service in Portland, as all five South Portland routes also serve Portland, Metro staff plans to conduct public outreach in Portland as well.

Metro plans to conduct direct outreach to South Portland Age Friendly Committee, South Portland Housing Authority, Avesta Housing, and others. Additionally, Metro is planning public meetings; a draft plan for such meetings is below:

- In-person meeting at Redbank Community Center (weeknight)
- In-person meeting at South Portland Central Branch Library (Saturday)
- In-person meeting at Portland Public Library (weeknight)
- Virtual meeting (weekday, recorded)

In addition to direct public outreach, Metro will prepare a dedicated web page with all alternatives, and a survey for those who are unable or unwilling to attend a public meeting.

Finally, Metro will plan to discuss alternatives at our January 2027 Planning and Operations Committee.

RECOMMENDATION
This item is for information and discussion only.

CONTACT
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mtremblay@gpmetro.org

MARKETING AND COMMUNICATIONS COMMITTEE

AGENDA ITEM 6

DATE
November 4, 2026

SUBJECT
Ongoing + New Marketing Initiatives

PURPOSE
To provide the committee an overview of marketing initiatives for the South Portland relaunch, ongoing ridership specific communications, and new opportunities. Staff will introduce a new marketing and communications plan with associated KPIs.

BACKGROUND/ANALYSIS
Ongoing marketing campaigns (Tap to Ride, MetroConnect, Scarborough), marketing plans have been updated to reflect the updated marketing and communications strategy for the remainder of 2026 as well as looking ahead into 2027. Print and digital media related to ongoing campaigns is in the process of being updated/or already updated to reflect a more modern look and feel for the overall Metro brand adhering to Metro brand guidelines. The Metro Brand/Style guide has been updated (see attachment 6-1) into a new presentation, to be used internally and externally for overall brand consistency. This will be followed up by the creation of a brand asset library within the Shared Drive, so Metro employees can easily access correct logos, letterhead, and branded materials as needed.

2026/2027 Marketing and Communications Plan:
The updated marketing and communications plan's goal is to increase transit ridership and enhance public perception by positioning Greater Portland Metro as a frequent, fast, safe and simple transportation choice across the region. This new drafted plan (see attachment 6-2) aims to achieve that goal by utilizing a unique marketing mix of digital marketing (paid media, website), email marketing, social media (organic), print marketing, and community outreach to reach each primary audience of the campaigns and initiatives for 2027. Each campaign will have its own separate dedicated communications plan (linked in main document), that outlines the objectives, timelines, budget and deliverables for that campaign. Focuses for 2027 included but are not limited to: Tap to Ride, Scarborough Service, Metro Connect, Brand + Route Awareness, Annual Report, BRT, Brand Merchandise, and a Map Overhaul. Included in the overall marketing plan is

an overview of the strategy proposed for social media and digital marketing, community outreach and how reporting for targeted key performance indicators (KPIs) will be tracked going forward.

2026 Holiday Food Drive:
2026 Holiday drive will benefit Wayside Food Programs as its service area is the most similar in coverage to the Metro transit network. This will allow Metro to make the largest impact possible in the most areas of service, to directly impact riders who may be dealing with food insecurities. New this year, there will be a public donation aspect, allowing the general public (riders) the ability to make a donation by dropping donations at the Metro Valley street location or via the Amazon Wish list online. No donation will be accepted on the buses themselves. Metro employees will be able to donate via the donation boxes or by purchasing off the Amazon wishlist. The food drive will run from November 9th through December 11th with a targeted drop off date at Wayside Food on December 14th. The overarching goal is to fill a bus.

A more detailed description of this year's holiday drive can be found in attachment 6-3.

RECOMMENDATION
This item is for information and discussion only.

CONTACT
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DRAFT



GREATER PORTLAND
metro

Brand Guidelines

VERSION 1.0 | 2026

CONTENTS

Orginally Published: November 2026

Name + Terminology

Logo & Identity

Sub-Brands

Typography & Imagery

Voice & editorial style

Documents & accessibility

HOW TO USE THIS GUIDE

This guide provides standards for using the Greater Portland Metro brand consistently across communications, publications, signage, promotional materials, and other applications. It outlines guidelines for logo use, sizing, spacing, color, positioning, typography, and written references to the agency's name to help staff, designers, printers, production teams, and external partners maintain the integrity and visual identity of the brand. Following these guidelines helps prevent unintended distortions or inconsistencies and ensures that Greater Portland Metro is represented clearly, accurately, and consistently across all platforms. When the logo is not used, the agency name should be written as Greater Portland Metro in title case.

BRAND GUARDRAILS

Lead with rider benefit - Don’t just announce a route; explain what it helps people reach.

Be Specific - Include the correct route, destination, fare, effective date, or link whenever relevant.

Be Inclusive - Speak to people who drive, people who don’t, longtime riders, and people trying transit for the first time.

Kepp the Local identity - Greater Portland means Portland, Maine and it’s surrounding communities. Local references should feel authentic, not generic.

Keep the enthusiasm grounded - Be positive without promising that every trip will be effortless or that every destination is served.

Never sacrifice accuracy for engagment - Confrim operational details before publishing, particularly schedules, fares, service disruptions, and launch dates.

Respond to criticism with care - Don’t become defensive, argue with riders or dismiss accessibility and service concerns.

AGENCY NAMING + ROUTE STANDARDS

GREATER PORTLAND TRANSIT DISTRICT

Where to Use: Official/legal documents

GREATER PORTLAND METRO

Where to Use: Public facing materials
examples: Social Media, Press Releases, digital media, printed marketing

METRO

Subsequent reference
Never bold or italicize, unless in a title
Always captialize “M” followed by lowercase “etro”

GP METRO

Shorthand
can be used where appropriate, after the first reference.

ROUTE NAMING

Bus routes should be identified by route number, when addressed in general writing (social post, email, press release, website)
example: “Metro Route 2”

On bus schedules the following formate should be adhered to:
Number | Destination/Major Corridor
Example: 1 | Munjoy Hill/THompson’s Point via Congress Street

COLOR PALETTE

Color Usage:
Blue (primary/light backgrounds), Gray (grayscale/print), Black (clashing backgrounds), White (dark backgrounds).

Negative Space & Proportions:
Maintain spacing equal to the width of the compass center circle. Never stretch, warp, compress, or place logos on white rectangular boxes over dark backgrounds.

Water Blue RGB 0 , 100, 182 HEX # 006EB6 Spot: PMS 300 4C: 100 35 0 0	**Black** RBG 0 0 0 HEX # 000000
Sky Blue RGB 78 195 224 HEX # 4EC3E0 Spot: PMS 637 4C: 57.25 11.37 0 12.6	**White** RGB 255 255 255 HEX# FFFFFF
Gray (Black 50%) RGB 147 149 152 HEX # 939598 4C: 0 0 0 50	**Gray (Black 80%)** RGB 88 89 91 HEX# 58595B 4C: 0 0 0 80

LOGOS

Use the primary logos whenever possible. There will be times when the demsions of a layout and available space require the use of one of the secondary logos. Use the secondary logo that best fits the available space in such layouts and do not create a logo variation.

Logo Guidelines:

- **Types: Wordmark and Compass.**
- **Color Usage: Blue (primary/light backgrounds), Gray (grayscale/print), Black (clashing backgrounds), White (dark backgrounds).**
- **Negative Space & Proportions: Maintain spacing equal to the width of the compass center circle. Never stretch, warp, compress, or place logos on white rectangular boxes over dark backgrounds.**
- **Partial Compass: Must show at least two compass points and 25% of the center circle.**

PRIMARY LOGO



Color usage: On white, light or screened image background

SECONDARY (COMPASS)



Color usage: On white, light or screened image background

GRAYSCALE LOGOS



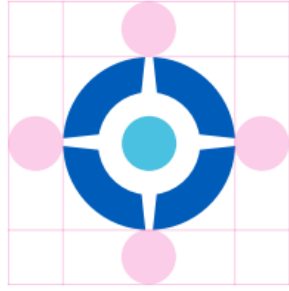
INVERSE



LOGO CLEAR SPACE

Specific spacing has been developed to maximize the readability of the logo. Nothing should intrude this space.

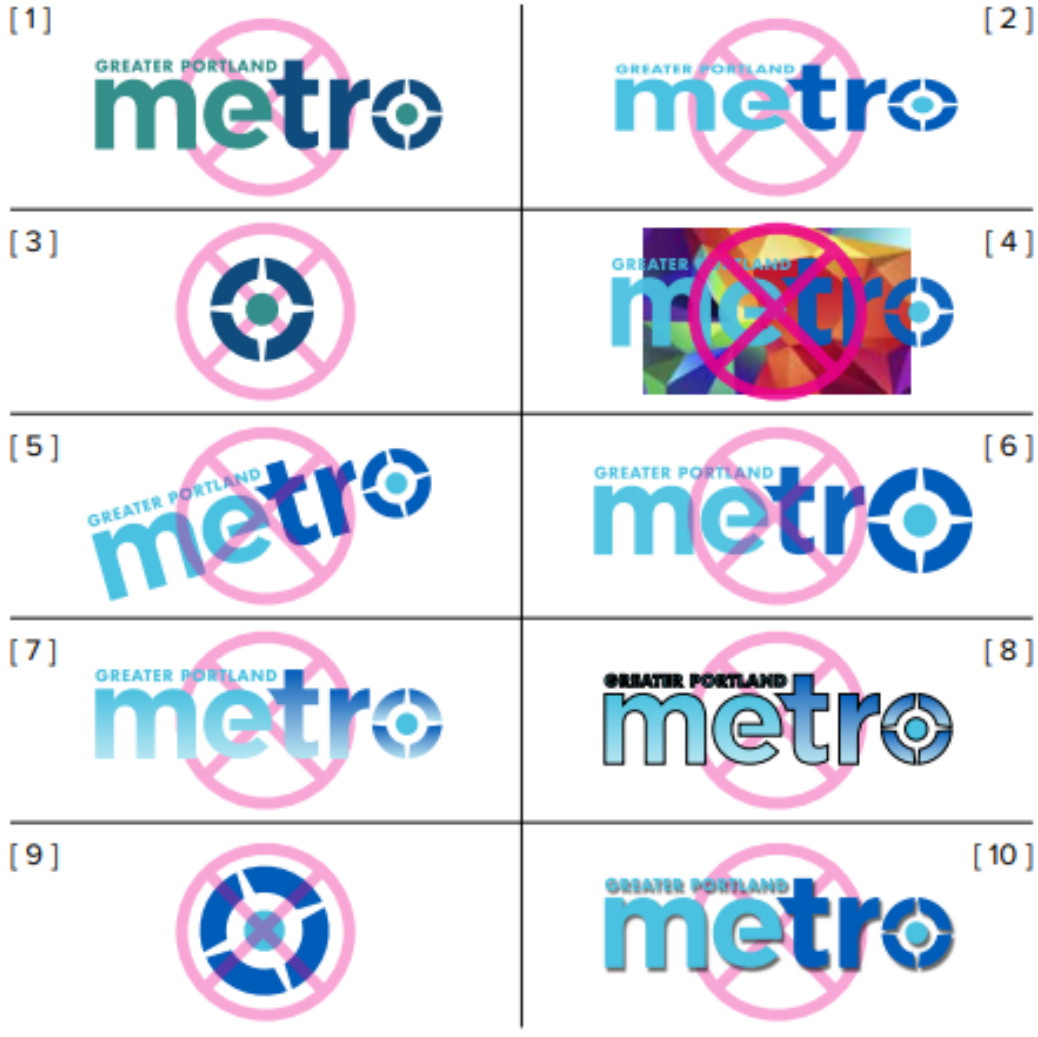




UNAPPROVED LOGO USAGE

Logo No-No's
Do not under any circumstances, alter the established Greater Portland Metro Logo or logo marks.

Examples of such alterations include but are not limted to:
{1} Never use unpproved colors on the logo
{2} Never stretch or condense the logo to fit
{3} Never use unapproved colors on the logomark
{4} Never place the logo on backgrounds, colors or patterns that may distract from the logos impact
{5} Never set the logo on an angle
{6} Never adjust the scale or position of the logo's elements
{7} Never use gradients
{8} Never outline the logo
{9} Never rotate the logomark in the logo
{10} Never use any effects of filters on the logo



SUB-BRAND GUIDELINES

BREEZ: Always capitalized in all-caps ("BREEZ"). Initial references must be "Metro BREEZ" or "Metro's BREEZ". Logos are restricted to BREEZ-specific communications.

Husky Line: Initial references should identify it as a Metro route ("Metro's Husky Line"). Logos used exclusively for Husky-related announcements.

Metro Connect: On-demand microtransit service (e.g., Scarborough, Falmouth). Logo formats include Horizontal, Vertical, Primary Full Color, Reversed White, Grayscale 1-color print, and App Icon.

BREEZ

Metro Connect Color Palette:

Dark Blue HEX 215EAC RGB 33 94 0 0 CMKY 91 68 0 0	Light Blue HEX 48C1E1 RGB 72 193 225 CMKY 62 2 8 0
Green HEX 9FCC3C RGB 159 204 60 CMKY 43 0 99 0	Yellow HEX FFD534 RGB 255 213 60 CMKY 0 15 89 0

metro CONNECT
GREATER PORTLAND ON-DEMAND TRANSIT

TYPOGRAPHY

Typography is one of the most expressive, if not unappreciated, elements of the brand. Typography helps to center our brand idenity and should be **USED CONSISTENLY** across our mulitude of touchpoints.

Primary Official Font: Calibri (official agency font for all documents, memos, and publications).
Alternate / Digital Fallback: Arial (used for digital newsletters, web templates, or external email communications).
Formatting Rules: Sans-serif body text with clear weight hierarchy for titles, headings, and subheadings.

PRIMARY

Calibri (MS)

Calibri ABCDFEGHIJKLM
abcdefghiklmopqrz 0123456789

SECONDARY

Gotham

Gotham ABCDFEGHIJKLM
abcdefghiklmopqrz 0123456789

SECONDARY

Arial

Arial ABCDFEGHIJKLM
abcdefghiklmopqrz 0123456789

BRAND VOICE, STYLE + TONE

Core Positioning: Positioned as a frequent, fast, and simple transportation choice across the region.

Brand Voice + Tone:
Voice: Active voice, clear, direct, professional, accessible, and community-focused.
Tone: Welcoming, helpful, reliable, informative, modern, and stress free.
Gender-Neutral Pronouns: Use “they/them/their” across all documents when referencing employees, contractors, passengers and the public

Friendly and community-minded

GP Metro sounds like a welcoming neighbor, not a faceless government agency. It celebrates riders, local communities, seasonal traditions, and connections across Greater Portland and southern Maine.

Helpful, practical, and approachable

The brand makes public transit feel easy to use. It explains routes, fares, service changes, payment options and trip-planning tools in straightforward language, with clear next step for riders.

Upbeat and Optimistic

Emjois, exclamation points, seasonal references, question and short hooks make social media and digital communication feel social rather than institutional. The energy is enthusiastic without needing to be overly clever.

Locally rooted and inclusive

Connecting tranist to real life: getting to work, school, community events, medical appointments, shopping etc. The message is that transit helps people participate in their communities.

IMAGERY

Photography and visual content should feel modern, local and authentic to the region and people that ride GP Metro. Showcasing the places a rider can go, and the buses they will ride during their daily commute.

Where applicable, always use a strong visual related to the message.

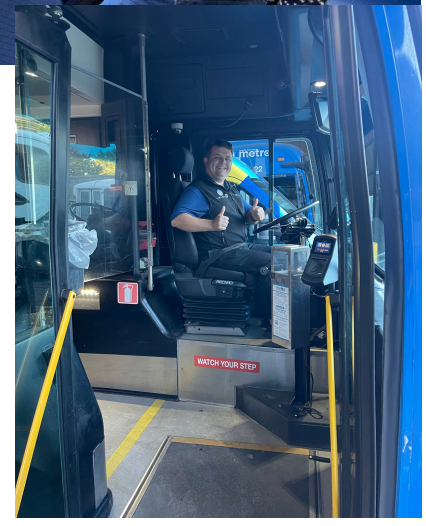
























GREATER PORTLAND metro

Brand Guidelines

VERSION 1.0 | 2026

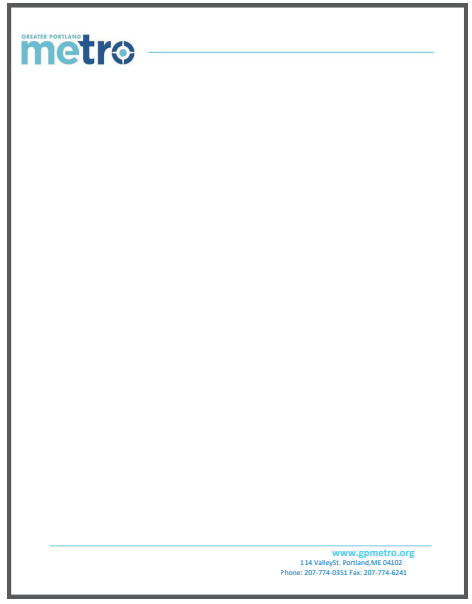
CORPORATE COMMUNICATIONS

Memos, reports, presentations and letters should include Greater Portland Metro logo, and colors whenever possible.

Multipage documents should feature a logo in the header of the first page or on the cover page. Documents should feaure page numbers in the footer along with its version number. Where applicable include a table of contents.

Single page documents should inlcude a logo in the header on the first page as part of the title.

Letterhead



Envelopes

Large Envelopes

Greater Portland Metro: 2026/2027 Marketing & Communications Plan

Core Goal: Increase transit ridership and enhance public perception by positioning Greater Portland Metro as a frequent, fast, safe, and simple transportation choice across the region.

Target Audiences	Key Challenges	Strategic Opportunities
Primary: Daily commuters, students, social service clients, reduced-fare riders **Secondary:** Tourists, occasional riders, downtown workers, eco-conscious residents	• Low or declining ridership • Negative public perception of bus transit • Competition from alternative modes • Low awareness of route enhancements • Staffing and budget constraints	• Growing demand for sustainable transit • Upcoming service expansions • Rising fuel costs driving transit interest • Digital passenger tools & tracking • Targeted community partnerships

Execution: Utilize a unique marketing mix of digital marketing (paid media, website), email marketing, social media (organic), print marketing, and community outreach to reach each primary audience and secondary audience to tackle the declining ridership, competition, awareness and overall public perception.

Campaigns + Major initiatives

Each major campaign and initiative shall have its own detailed marketing plan related to the goals of that campaign and how it fits into the overall goals, and objectives to meet established department key performance indicators (KPIs).

Campaign Marketing plan template

Campaign/Initiative	2026 Remaining Budget	2027 proposed budget
Tap to Ride		
Scarborough Service		

Draft

MetroConnect		
Brand + Route Awareness		
Annual Report		
BRT		
Brand Merchandise		
Map Overhaul		

Budget + Resources Summary

The marketing budget and resource plan outlines the financial, staffing, and external support needed to implement Greater Portland Metro's marketing and communications priorities. Resources will be allocated across campaigns, advertising, digital communications, creative development, community outreach, and other initiatives based on organizational goals, projected costs, and available funding. Budget performance will be monitored throughout the year to track spending, evaluate campaign costs, and guide resource allocation as priorities evolve.

Key Performance Indicators (KPIs)

Greater Portland Metro will use key performance indicators (KPIs) to measure the effectiveness of its marketing and communications efforts and evaluate progress toward organizational goals. Performance will be monitored across areas including ridership, brand awareness, digital engagement, website traffic, community outreach, and campaign delivery. Established targets and regular reporting will help identify successful strategies, highlight opportunities for improvement, and guide future marketing priorities and resource allocation.

Performance Area	Subcategory	Measures/KPI	Target	Data Sources	Reporting Frequency
Ridership Growth	Fixed Route Service	Total passenger trips;year over year change	TBD	Ridership reports	monthly

Draft

	Metro Connect	Total trips;change in usage	TBD	Via reporting	monthly
Brand Awareness + Media	Public Relations	Relevant media placements;target placements achieved.	1 relevant placement per month	Media tracking	monthly
	Service Awareness	Engagement with service announcements and campaign content	TBD	Social and Campaign Analytics	Monthly + Yearly
Digital Performance	Website	Website visitors, visits to service pages, referral traffic	Target 13k or above for monthly visits to the GPMetro Website	Google Analytics	Monthly + Yearly
	Digital Advertising	Click-through rate (CTR), cost per click (CPC), conversions rate	Target 1% CTR Target CPC under $2 Target Conversion Rate 1%	Social Media analytics	Monthly per campaign
	App adoption	App downloads or registrations	TBD	App analytics or provider reports.	Monthly
Social Media	Audience Growth	Follower Growth by Platform	10-15% over six months	Platform analytics	Monthly
	Engagement	Engagement Rate	2%	Platform analytics	Monthly
	Content Reach	Views,reach profile visits, link clicks	Maintaining positive growth month over month	Platform analytics	Monthly
Rider	Customer	Satisfaction	80%	Rider	Annually

Draft

Experience	Satisfaction	score from rider survey		survey	
	Rider Feedback	Common concerns, feedback themes, recurring questions.	Establish baseline and track trends.	Customer feedback records	annually
Campaign Delivery	Timeliness	Percentage of planned deliverables completed by deadline	Completing 80% of deliverables on time.	Marketing content calendar	Monthly
	Budget	Actual spend compared with approved budget	Within approved budget	Budget tracker	Monthly

Social Media & Digital Communications

Greater Portland Metro will use a multi-platform digital communications strategy to increase brand awareness, strengthen community engagement, improve rider communication, and direct audiences to relevant service information. Facebook will remain the primary social media channel, while Instagram will be a key growth priority. LinkedIn will support recruitment, employee engagement, organizational storytelling, and professional partnerships. YouTube and emerging text-based platforms will expand video visibility, support rider education, and provide additional opportunities for timely, community-focused communication.

Search optimization will be integrated into digital content to improve discoverability across social platforms, search engines, and AI-powered search tools. Website referrals, audience engagement, content reach, and other relevant performance measures will be monitored to evaluate effectiveness and guide ongoing improvements.

Platform-specific publishing schedules, content standards, engagement practices, optimization tactics, and performance measures are outlined in the separate Social Media & Digital Strategy.

Community Engagement and Outreach/Business Development

Draft

Actively seeking opportunities to promote GP Metro in a 1:1 face to face setting with the general public, target audiences and local businesses.

Working with local organizations to be our stewards and promote GP Metro as a transit option, when staffing does not allow Metro team members to attend. Deepening our relationships with the following organizations, to be our ambassadors and provide GP Metro with opportunities to speak, table or attend Events.

Community engagement outreach will be a collaboration with the marketing department and customer service manager, to actively seek out new organizations and build relationships. The core goal of this aspect of the marketing plan will be to build brand awareness, reduce rider stigma, educate riders and potential riders.

Transit Partners

Working in partnership with our transit partners (Casco Bay Lines, Amtrak Downeaster, Jetport), to promote using public transit over driving. Crosspromoting where applicable and making sure GP Metro Marketing is well displayed at each of their locations.

Implementation, Reporting and Content Calendar

Campaigns and initiatives will be monitored against established deliverables, timelines, and objectives outlined in their respective marketing plans. The **monthly content calendar** provides an overview of when and where content is distributed across marketing channels, while the **campaign tracker monitors** the progress of individual tasks and deliverables.

Monthly performance reports will evaluate results against established KPIs, assessing progress toward monthly targets and annual marketing goals. Findings will inform ongoing decisions about campaign priorities, resource allocation, content strategy, and future activities. Priorities and tactics will be adjusted as needed based on performance data, emerging opportunities, and changing organizational needs to ensure marketing efforts remain effective and aligned with Metro's broader goals.

Draft

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Holiday Food Drive: Benefiting Wayside Food Program

Start: Monday, November 9, 2026
End: Friday, December 11, 2026
Donation Drop off date: Monday, December 14, 2026

Greater Portland Metro has chosen to give back to Wayside this holiday season. Wayside strives to use food to reduce waste, fight hunger and strengthen community through their volunteer-driven programming and collaborative, cross-industry network of partners in Southern Maine. In 2025, Wayside shared food with ninety partner agencies, and shared enough groceries to make over forty-one thousand meals through mobile food pantries. It is this widespread distribution in the effort to end hunger in Maine that led GP Metro to choose them for this year's holiday drive. We aim to reach the most people in the areas that we serve to make a larger impact on our community.

How it works:
Bring in non-perishible food items (see list below) and place them into the labeled donation boxes located around the office (drivers lobby, admin buildings).

Tell your family and friends! Our goal is to fill a bus, so let your community know you are collecting donations or that they can drop-off a donation to 114 Valley Street during the hours listed below.

Donations will not be accepted on the bus, riders can donate at 114 Valley Street or via the GP Metro Food Drive Amazon Wish list. **All wish list donations will be shipped directly to the Valley Street location.**

114 Valley Street Donation Hours:
Tuesday + Thursday 9am - 3pm | November 9 - December 10,2026

Items needed/requested:
- Kids' snacks
- Peanut Butter
- Cereal
- Flour
- Sugar
- Cooking oil
- Rice
- Dried black, kidney or pinto beans
- Canned Veggies
- Soup
- Pasta

- Macaroni + Cheese

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207.774.0351 gpmetro.org

Holiday Food Drive: Communication Plan

Internal Communication:

- [ ] Email
- [ ] Drivers Lobby Screens
- [ ] Posters/flyers
- [ ] Donation boxes
- [ ] Media kit for employees to share externally
    - [ ] Social media, flyers etc.

External Communication:

- [ ] PR
- [ ] Email- ridership
- [ ] Local community calendars + chambers
- [ ] Social Media
- [ ] Posters- Community Bulletin Boards
- [ ] Amazon Wish List

Timeline:

November 2, 2026 - General information with dates etc.

- [ ] Email
- [ ] Driver Lobby Screens
- [ ] Posters:

November 9, 2026

- [ ] Donations boxes out- accepting donations
- [ ] Email- Location of boxes, media kit links, details on items needed
- [ ] Posters updated with items needed
- [ ] External Social Media
    - [ ] Carousel- Drive dates, drop-off locations - items needed

November 13, 2026

- [ ] PR Sends

November 16th

- [ ] Social Media reminders
- [ ] Adding to local community calendars
- [ ] Chamber and partner outreach

November 23rd

- [ ] Thanksgiving week- internal push

- [ ] Email

December 1, 2026

- [ ] External Push - Giving Tuesday
- [ ] Social, Email, PR

December 7, 2026

- [ ] Last week to donate

December 14th- Donation Drop off day

- [ ] Fill bus with all donations
- [ ] Drive and drop off at Wayside
    - [ ] Capture photo and video of process
- [ ] December 19,2026
    - [ ] Post impact internally and externally
    - [ ] PR