

# Public Transit Advisory Council

## December 14, 2017

Welcome!

<http://maine.gov/mdot/planning/passenger/>

MaineDOT Transit Web Site (including PTAC) URL  
(or search for passenger transportation)

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## Veterans Study and Pilot Project

# Veterans Transportation Pilot Project

- Proposed for Transit Region 7 (Oxford, Franklin, Androscoggin)
- 30 month timeframe with 24 months actually providing rides
- Experimentation with careful data collection and periodic evaluation by diverse Steering Committee
- Extensive outreach via Maine Military Community Network
- Understand rider perspective and address barriers
- Administered by Western Maine Transportation Services
- Legislative Funding Request of \$150,000

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### VW Settlement

# VW Settlement Beneficiary Plan

- Comments due January 15, 2018 via [www.maine.gov/mdot/vw](http://www.maine.gov/mdot/vw)

## Proposal:

\$21 Million for Maine

- 15% for Electric Vehicle Charging Infrastructure (key arteries)
- 20% for Diesel Emission Reduction Act Program (DEP)
- 40% MaineDOT Multimodal Division, ports prioritized
- 25% D-2 Eligible Mitigation Actions, including transit buses

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Statewide Marketing Technical Assistance

# Project Purpose

## ***Advance General Public Transportation***

- MSTP (page 114) Recommendation 1-B: Elevate and Clarify the Message that MaineDOT's Focus is on General Public Transportation.
- MSTP (page 118) Recommendation 2-A: Support General Public Transportation Systems.

## ***Support more than one method of service delivery***

- MSTP (page 118) Recommendation 2-B: Support a Mix of Transit.

## ***Get the word out about transit services***

- MSTP (page 120) Recommendation 3-B: Expand Education, Outreach, and Marketing.



# Image and 30 year history of...

Focus on social service and MaineCare

“Transit is for those people.”

# Overarching

- Our customers are people not things (buses)
- Show people riding the bus in advertisements
- Feature more “slice of life” stories in print and online
- Involve riders in policy and oversight boards
- Get more local people involved and to feel like owners of the service

# Three Areas of Recommendations

- I. Define Public Transit and Implications
- II. Prepare Implementation Plan with Maine Transit Association
- III. Fund Individual User Aide and Image Improvements for 5311 Sub-Grantees

# Focus of Campaigns: Crack through the clutter...with sticky messages

Thousands of distractions and pre-conceived notions and ideas about public transit and buses so the campaign themes have to be memorable.

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*Your turn –  
What should we be doing?*