

**Joint Meeting of the PACTS Transit and Planning Committees**  
**March 12, 2009**  
**8:30 a.m. at GPCOG**

**Members Present:** Ed Clifford, Transit Com. Chair, ShuttleBus/ZOOM; Greg Tansley, Planning Committee Chair, Biddeford; Sara Behr, MaineDOT; Sara Devlin, MTA; Marina Douglas, NNEPRA; Connie Garber, YCCAC; Tom Gorrill, Transit Committee; Alex Jaegerman, Planning and Transit Com., Portland; Robert Kahn, TrainRiders; Tom Meyers, SPBS; Sara Trafton, RTP

**Staff and Guests:** Maddy Adams, GPCOG; Susan Davis, MNGRR; Carl Eppich, PACTS; Matti Gurney, GPCOG; Art Handman; Bruce Hyman, GrowSmart; Steve Linnell, GPCOG; John Peverada, Portland; Tom Reinauer, SMRPC; Chris Small, MNGRR; Robert Wagner

1. **Call to Order.** Ed Clifford called the meeting to order at 8:33 a.m. Introductions were made.
2. **Approval of minutes from the January 8, 2009 Joint Meeting.** *Connie Garber made a motion to approve the minutes. The motion was seconded and passed.*
3. **TOD-TIF Legislation: Economic Development urban/rural challenge.** There was a phone conversation about the TIF legislation with Maggie Drummond of GrowSmart, Steve Landry, Sara Trafton, Carl Eppich, Tex Haeuser, Evan Richert and others. Carl provided an update. The agenda packet for this item included a number of questions that need to be answered. Senator Nass of York County had some concerns about TIFs and was generally against them. The focus needs to be kept on the economic development aspect of the TIF. It needs to be shown how TIFs are necessary for developments like Saco Island, and how the rural areas benefit. It would be important to show him examples of how it can work or is working in rural areas. Regarding question 2, we should try to find a Sanford example. Evan Richert, who was involved in the phone conversation, is working to get more people from the rural towns (outside of this region) interested in a transit-oriented corridor.

This TOD-TIF would just be used as a tool; it would not be mandatory. They are shooting for early April to get this moving so if you have information or input, please send it along.

4. **Website concepts: Transit-TOD-TIF Education Campaign.** Carl provided some background. Perhaps Maine Transit Association might want to take over the web site that this information would be on since they don't have a web site yet. Carl showed a PowerPoint displaying the different formats. Concept 1 had kind of a book layout with slides moving horizontally. Five images would rotate on the home page. In concept 2, the picture in the center would rotate through a number of pictures. There would be links to the web sites of all of the transit providers. At the next Transit Committee meeting, more of the site will be presented.

Many questions were raised regarding the intent of the site as well as who would be owning it. It needs to be clear what the purpose is and how this is different from what already exists. It needs to have universal applicability (urban and rural); rural areas don't have buses. It should include TDM options such as ridesharing, GO Maine, and car sharing. Perhaps include a tab so that a person could plan their ride. Bruce H. pointed out that PACTS is missing from this concept. It should be more of a toolbox for how PACTS could achieve its mission. We need to look at transportation system management. He was very concerned about the PACTS concept being lost. It was felt that there would be a way to blend that in. This is a public education process; there are

ways to create a resource within the site. The general public really needs the education so that we can gain the support for ordinance development. There are a lot of different audiences that we hope to reach with this site. It needs to be broad and appealing. It was also mentioned that we don't want to scare people away with too much technical information. Greg thought it made a leap from transit to land use. TOD is only one small part of how transit is tied to land use. If you want to capture more of the land use piece, you need to have more information than just the TOD piece. There appears to be a little bit of a disconnect.

More time needs to be put into the purpose of the site. We also need to look ahead to determine who will maintain the site and who will provide information. The broader the site, the harder it will be to keep it current. Sara Trafton said that she has asked providers throughout Maine and she thinks there will be input from throughout the state. It was asked why this information couldn't be added to the PACTS or MaineDOT site if its purpose is to educate people about TOD. Carl responded that PACTS cannot lobby and there isn't a site dealing with education of TOD and transit financing, etc.

Regarding the layout, it was the general consensus of the group to use of the layout of the first concept and the color scheme of the second. However, this project needs more time and more focus.

5. **Update: Regional TOD effort.** Carl provided an update. The current thought is to make the Regional TOD analysis and preferred modes that support TOD a major component of the *Destination Tomorrow* update, guided by Sustainable Development and Transit Readiness.
6. **Other Business.** Connie mentioned that the collaboration between the Planning and Transit Committees has been very helpful.
7. **Next Meeting Date.** The next joint meeting was scheduled for June 4<sup>th</sup>. It was mentioned that there is a CTA expo the first week of June so there may be a conflict.
8. **Adjourn.** The meeting adjourned at 9:40 a.m.