

# Penquis C.A.P. Northern Penobscot and Piscataquis County, Maine

Expanding General Public Transportation – A community informed approach

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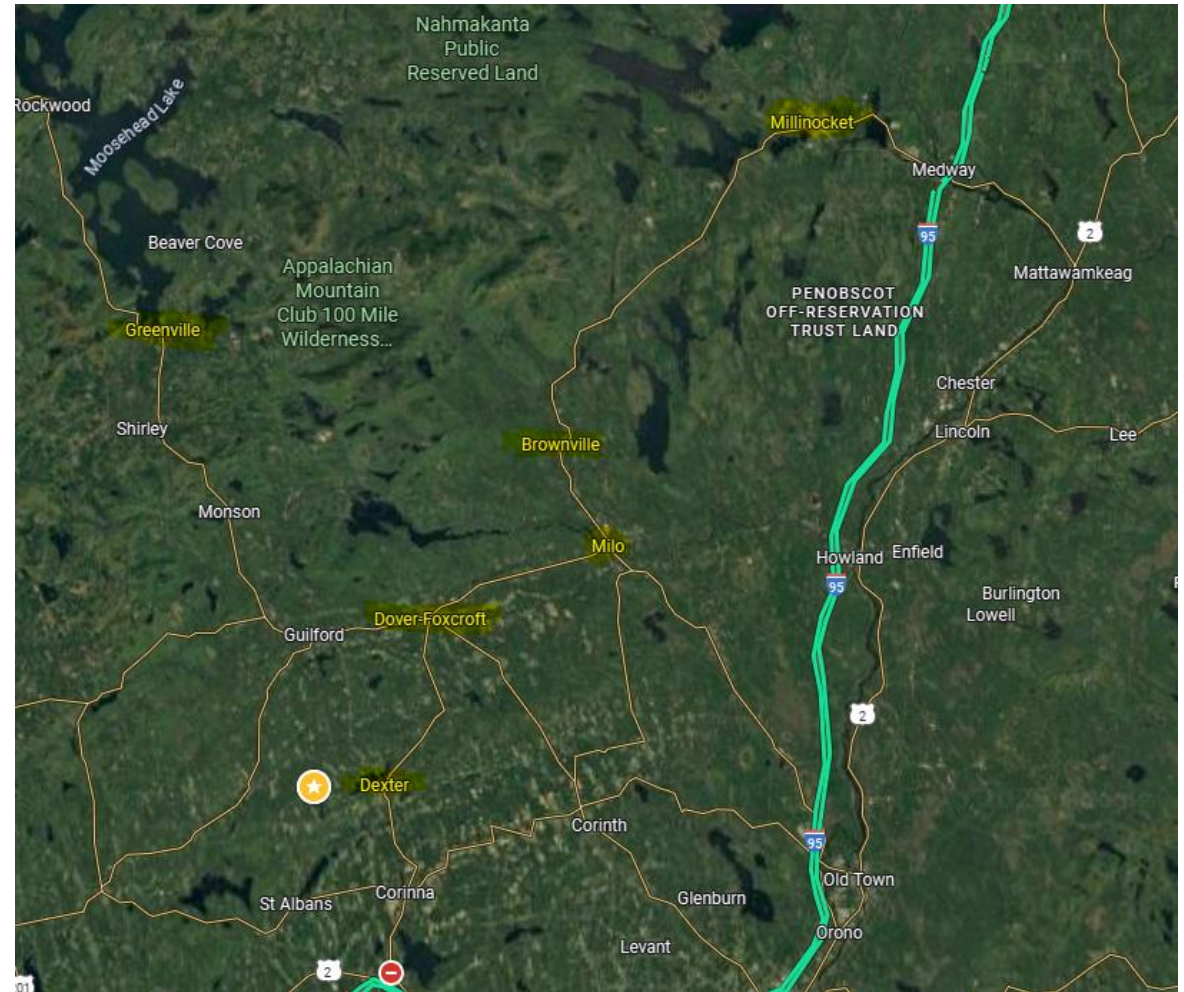
# Piscataquis and Penobscot Counties

## Landmarks:

Mt Katahdin: 5,271 Ft (Northern Appalachian Trail Terminus)

Moosehead Lake

100 Mile Wilderness



# Our Approach to Inclusive Planning

- Advisory Committee
  - Targeted a familiar person as local lead
  - Built out advisory from outspoken attendees in local meetings
  - This promoted geographical diversity across the target region
- Local focus – each town is unique
  - Greenville wanted transportation to other hubs
  - Dover and Milo wanted to get transportation throughout the county for work

# Local Advisors and their Roles

Name	Role(s)	Town of Residence
Joy Russell	Rider	Brownville
Karen Cloherty	Rider	Dexter
Liz Breault	Librarian / Community Leader	St. Albans
Paul Bligh	Rider with multiple perspectives	Greenville
Ron Dobz	Potential Rider – Leader	Greenville
Jane Danforth	Community Leader	Millinocket
Mary Kaplan	Rider	Millinocket
John Marden	Librarian Resource Center	Millinocket
Sue Mackey Andrews	Community Leader	Dover-Foxcroft
Teresa Hall	Local AAA Case Mgr.	Milo
Randy Burton	Rider	Milo
Laurie Carver-Estes	Rider	Milo
Margaret Pinette	Rider	Milo

# What Worked and What Didn't

- Social media works in some towns but not in others (internet access)
- Paper flyers work in some towns but not in others
- Incentives were not persuasive
- Surveys were effective for our ridership but less so for outside community members
- Comfort in sharing experiences required rapport building
- Smaller groups supported more meaningful conversations



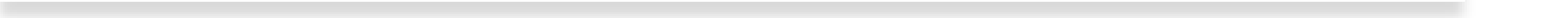
# Data Collection and Outreach

- Sent surveys to current riders and shared at community meetings
    - 34% return rate for surveys out of 388 sent
    - 92% of them fell in at least one of the target demographics
    - 71% of them have transportation needs Monday-Friday
  - Additional Data learned through meetings:
    - Peoples stories, concerns and questions
  - What next:
    - Continue surveying
    - More community meetings
    - More permanent advisory meetings
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# What we Learned



We need:

- Better communication for after hours transportation
  - To do more community engagement to build trust
  - Rework all of our documents, brochures, policies to be more accessible
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# Implementation Activities Underway

- New General Public Brochure Developed
  - Soft release to see interest and concerns
  - Press release to our service area
  - Email and mailing sent to partners and advisory members
- Continued planning for community meetings in the future
- Reworked all documents for Lynx transportation
- Hired four more agency vehicle operators





# Wrap Up:

- Our goal was to reduce transportation barriers for people to stay healthy and connected to their communities
  - Increased accessibility for everyone to stay connected to their communities in our coverage area
  - Created lasting relationships with community members & agencies throughout our region (EAAA, Thrive Penobscot, Helping Hands with Heart)
  - 5311 funding will grow along with our ridership
  - Additional work is needed to shore up sustainable funding
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