**Memorandum**

*October 28, 2021*

To: All Drivers, Customer Service Staff

From: Craig A. Pendleton

Subject: Enhanced Customer Service by Adding New Stops to Green Line

**Background:** Customers have been requesting that we add more stop locations in Old Orchard Beach for the Green Line. Historically, we have been reluctant to add stops because Green is an inter-city express bus and is already a long route. The COVID-19 pandemic has reduced ridership but the Green Line is seeing decent growth and we want to find ways to further increase ridership and provide excellent customer service.

**Next Steps: Additional Stops:** As of Sunday, October 31st, The Green Line will add a stop near Jimmy The Greeks Restaurant (Outbound), Pleasantwood Drive (Outbound) and another at Cascade Plaza (Outbound). On the return trip, Green Line will stop at Cascade Plaza (Inbound), the bus shelter on Saco Ave and at Oregon Ave (Inbound). The existing stops at Walgreen’s (Outbound) and School St. (Inbound) will remain in place as well. We will get proper signage up as soon as possible.

**Enhanced Customer Service:** It is important to accommodate customers when they give us good reason to add stops. Research shows that we lost customers to UBER and LYFT because it simply was too far for people to walk to the single bus stop (Walgreen’s). We also have reports of elderly customers in the Old Orchard Beach area who have given up trying to make our bus service work for them.

I will be promoting this service on social media and through Constant Contact which is a service that customers can sign up for to get direct messages from us based on what Line they take most frequently. I encourage you all to explain to passengers that we are expanding the service to these stops. We do not believe that these stops will add any significant delays to your run.

It will become even more important to check in with passengers on your Inbound return trip from Portland to see if any of them need to be brought into Old Orchard Beach.

Thank you and I look forward to any further feedback you might have and any you receive from customers.