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Subject: GoMaine Proposal



Throughout the past 4 months I've spoken with hundreds of people from all walks of life whose drivers' licenses have been suspended for various reasons. Some customers are afflicted with full-blown alcoholism or drug addiction and some simply are not, but regardless of the reason for their suspension they are still without

the legal right to operate a motor vehicle. As a result of this mandatory suspension they are now required to find other ways to live their lives, within our very rural and scattered communities, without any right to transport themselves or support their families.

When my customers ask me, "how am I supposed to get to work now??" Reluctantly, my answer is, "I really don't know..." Personally and professionally, I find this answer to be inferior and less than acceptable when customer service is truly the paramount focus. Additionally, sometimes losing drivers' licenses in our state of Maine is tantamount to drivers' impending unemployment and possible homelessness. Many of these suspensions are a result of an OAS or OAR offense, after being convicted of an OUI, but the OAS or OAR could possibly have been avoided if the driver was aware of alternative methods of transportation.

Additionally, as a result of their OAS or OAR offense they are now isolated to their homes which naturally invites depression and which naturally invites increased drinking habits for our particular variety of customers. This begins a spiral of negativity that can be avoided if this person is assisted with maintaining his/her autonomy, or at the very least, employment and basic consequential benefits. Moreover, I believe alternative methods of transportation being offered to our customers will decrease the number of drivers who hold a Habitual Offender status.

In an effort to offer our customers the assistance they require and also to improve the quality of Dept. of Motor Vehicle's customer service, I propose that we include promotional material soliciting government-sponsored commuter options, particularly the GoMaine program, with all motor vehicle suspension notices in an effort to support, maintain and grow commuter options within Maine and to decrease the recidivism rate of OWL, OAS and OAR (and quite possibly OUI) offenders. I also propose, if this program is endorsed, to send an initial mass mailing to all Active, Suspended and Revoked drivers in the BMV driver system to introduce them to the program.

Listed below is a list of only a few of the potential benefits that will result from actively soliciting the GoMaine and other commuter programs:

1. Increase government revenue from revenue-producing programs
  - a) GoMaine's Vanpool service
    1. [GO MAINE 'in race' to launch new vanpool routes \(October 17, 2006 Press Release\)](#)
  - b) GoMaine's Bus/Ferry/Rail services (i.e. KVCAP, Portland's Metro bus, Amtrak Downeaster and other similar transportation programs)
    1. [Bus/Ferry/Rail General Information](#)
2. Increase transportation options for financially deprived drivers through GoMaine Carpool service
3. Improve public opinion about DMV and its overall concern for the driver
4. Decrease recidivism rate for OWL, OAS, and OAR (and quite possibly OUI) offenders
5. Decrease number of drivers with Habitual Offender status
6. Increase self-worth of customers who choose alternative transportation instead of choosing to OAS
7. Decrease vehicle emissions and related expenses
8. Decrease individual expenditures
9. Increase community connectedness
10. Increase opportunities for general networking, creating friendships and professional relationships...
11. Provide transportation for employees lacking transportation, regardless of reason (i.e. motor vehicle suspension, car disabled, driver not comfortable driving in bad weather, wanting to not travel alone)
12. Improve overall community attitude

A list of possible negative results is listed below:

1. Increase in document production, handling, expenditure
2. Increase in postage expenses
3. Promotional material will elicit questions about non-DMV programs
4. Resistance from DMV staff to promote programs
5. Customers may come to believe that DMV staff are a "complaint department" for their GoMaine experiences

I propose DMV's role in this project be limited as follows:

1. Obtain from the GoMaine administrative office, or create our own printed solicitation material (triple-folded 8 1/2" x 11" flyer or 7" x 3" postcard, possibly printed double-sided determined by amount of information offered) of government-sponsored commuter options ([GoMaine](#), [NHRideShare](#), [MassRides](#), general program information, website address, telephone number, etc)
2. Deliver solicitation material via postal mail with all future motor vehicle suspension notices
3. Upon endorsement of program, initiate mass mailing to all drivers with Active, Suspended and Revoked driving status'

11/26/2016

4. Inform future suspension customers who ask for transportation options about basic GoMaine commuter information (i.e. basic purpose, telephone number, website, etc)
5. Give general affirmation and support when a customer chooses GoMaine instead of OAS.

GoMaine's program specifications:

1. Commuter options
  - a. Carpool database matching service (driver, rider, or share) (free to enroll)
    - i. Unlimited locales determined only by drivers/riders who enroll in database
      1. A customer would simply enter home and work information into an online application form. Upon submission of that application an immediate list of potential carpool resources who drive the same general route will appear, if any exist, along with any contact information.
      2. The drivers and riders agree between themselves on a reasonable financial share and who will drive
  - b. Vanpool service (Revenue-producing)
    - i. Van routes currently servicing Portland, Falmouth, Yarmouth/Freeport, Brunswick/Topsham, Brunswick, Bowdoinham, Richmond, Lewiston, and Winthrop destined for various Augusta points
    - ii. Monthly fees currently vary around \$115 per rider
  - c. Bus/Ferry/Rail services (Revenue-producing)
    - i. Many cities and towns have extensive bus systems, and several bus companies operate between the larger urban areas of Maine to points throughout New England. Amtrak passenger rail service makes daily runs between Portland and Boston. An extensive ferry system connects islands to the mainland up and down the Maine coast.
    - ii. Fees vary by service
  - d. Bike/Walk
    - i. If a commuter works within 2 to 10 miles of their home, bicycling or walking is an excellent alternative commuting option. It's free, it's healthy and sometimes it can even be faster than sitting in a car on congested roadways.
    - ii. They'll also be eligible for all of GoMaine's commuter benefits, including the Emergency Ride Home Guarantee
  - e. Park & Ride
    - i. Park & Ride lots are an important element of the carpool and vanpool network in Maine, providing a safe and convenient location for commuters to meet and leave their cars.
  - f. Emergency Ride Home
    - i. If qualifications are met, GoMaine will pay (or reimburse) for a taxi ride or rental car home
  - g. Other Commuter Options
    - i. ExploreMaine
    - ii. Maine Dept. of Transportation
    - iii. Maine Turnpike Authority
  - h. Employer Services
    - i. The Commuter Choice program, a provision in the IRS tax code allows employers to get tax breaks for subsidizing their employees commute to work. Through the Commuter Choice program, employees also may use pre-tax dollars to pay for a portion or all of their vanpool or transit commute.
  - i. State Employee Trip Planner
    - i. The State Employee Trip Planner is designed to help state employees find carpool matches for sharing rides to meetings, conferences and events