



# Fargo-Moorhead Metropolitan Council of Governments

701.232.3242 • FAX 701.232.5043 • Case Plaza Suite 232 • One 2<sup>nd</sup> Street North • Fargo, North Dakota 58102-4807

Email: [metrocof@fmmetrocog.org](mailto:metrocof@fmmetrocog.org)

<http://www.fmmetrocog.org>

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**To:** MAT Coordinating Board Members  
**From:** Fargo-Moorhead Metropolitan Council of Governments (Metro COG)  
Metro Area Transit (MATBUS)  
**Date:** January 15, 2018  
**RE:** MAT Coordinating Board Agenda and Correspondence

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**71st Meeting of the  
Metro Area Transit Coordinating Board  
January 17, 2018 – 8:00am  
Fargo City Commission Chambers – 200 3<sup>rd</sup> Street North, Fargo ND**

## *Meeting Agenda*

1. Call to Order and Introductions –
  2. Action Items:
    - a. Review and Action on August 2, 2017 Meeting Minutes (**Attachment 1**)
    - b. Review and Action on September 20, 2017 Meeting Minutes (**Attachment 2**)
    - c. Review and Action on November 15, 2017 Meeting Minutes (**Attachment 3**)
    - d. Update to MATBUS Procurement Policy – Jennifer Piekarski (**Attachment 4**)
    - e. Moorhead 2018 Title VI 3-year Plan – Shaun Crowell (**Attachment 5**)
    - f. Fargo Draft 2018 FTA 5307 Program of Projects – Julie Bommelman (**Attachment 6**)
  3. Informational Items:
    - a. FTA Triennial Compliance Review – Lori Van Beek & Julie Bommelman (**Attachment 7**)
    - b. 2017 Achievement Report – Lori Van Beek & Julie Bommelman (**Attachment 8**)
    - c. 2018 Marketing Plan – Taaren Haak & Sage Thornburgh (**Attachment 9**)
    - d. Operations & Ridership Reports – Lori Van Beek, Matt Peterson, and Shaun Crowell (**Attachment 10**)
  4. Other Business
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Questions, comments or concerns prior to the meeting can be directed to Michael Maddox (701.232.3242 x33; [maddox@fmmetrocog.org](mailto:maddox@fmmetrocog.org)).

*People with disabilities who plan to attend this meeting and need special arrangements should contact Michael Maddox at Metro COG (701.232.3242 Ext. 33), at least two days before the meeting to make arrangements.*

# Attachment 1

**68<sup>th</sup> Meeting of the  
Metro Area Transit Coordinating Board  
August 2<sup>nd</sup>, 2017  
Fargo Commission Chambers**

**Members Present:**

Jim Aasness, Dilworth City Council  
Melissa Fabian, Moorhead City Council  
Steve Fox, MSUM (alternate for Brenda Amenson-Hill)  
Paul Grindeland, Valley Senior Services  
Kevin Hanson, Chair  
Mark Simmons, West Fargo City Commission  
Brit Stevens, NDSU  
Teresa Stolfus, M|State  
Sara Watson Curry, Moorhead City Council  
Samantha Westrate, Concordia College

**Members Absent:**

Brenda Amenson-Hill, MSUM  
Brian Arett, Valley Senior Services  
Tony Gehrig, Fargo City Commission  
Tony Grindberg, Fargo City Commission

**Others Present:**

Lori Van Beek, City of Moorhead  
Julie Bommelman, City of Fargo  
William Christian, Metro COG  
Michael Maddox, Metro COG  
Jordan Smith, MATBUS

**1. Call to Order and Introductions**

Chair Hanson called the meeting to order at 8:00 AM. A quorum was present.

**2. Review and Action on Minutes from May 17th, 2017.**

A motion to approve the minutes was made by Mr. Aasness, and seconded by Ms. Watson Curry.

Motion was carried unanimously.

**3. 90-Day Youth Pass Analysis**

Mr. Peterson presented information from the 90-Day Youth Pass Analysis. Ridership for youth showed a downward trend, and it has been suggested that a 90-Day annual pass would be more favorable over a 30-day summer pass.

Ms. Watson Curry asked if this type of application is used in other transit systems. Mr. Peterson said that while some have done this, this is more of a local solution.

A motion to Recommend to the Fargo City Commission and Moorhead City Council that they hold a public hearing to consider changing the MATBUS Summer Youth Pass to a 90-Day Youth Pass at a cost of \$26.00 was made by Ms. Fabian, and seconded by Ms. Watson Curry. Motion was carried unanimously.

#### **4. Bike/Bus Joint Pass Program**

Mr. Peterson presented a potential joint Bike/Bus multi-pass. The multi-pass would work for both MATBUS fixed-route and Great Rides Bike Share programs. Both a one-day pass and 30-day passes would be available for purchase at the GTC. The passes would be available from mid-April through mid-September, ensuring bikes are available for anyone utilizing this pass.

Discussion included target market, locations, ticketing, and profits.

A motion to authorize City of Fargo and City of Moorhead Transit staff to advance the proposed multi Bike-Pass to the cities' respective finance committees for review as a promotional fare under a pilot program from August 2017 through September 30, 2018 was made by Mr. Aasness, and seconded by Ms. Watson Curry.  
Motion was carried unanimously.

#### **5. Moorhead U-Pass Agreement Update**

Ms. Van Beek presented the revised Moorhead U-Pass Agreement. A new budgeting amount will be brought forward to the area colleges – an amount higher than previously estimated. Ms. Van Beek will be discussing this with the various entities, and will report back with updated information.

#### **6. Moorhead 2018 Operating Budget & MnDOT Grant (Funding Reduction)**

Ms. Van Beek presented an update on the MnDOT Grant and Moorhead 2018 Operating Budget. The Grant submission date was moved up to July 31<sup>st</sup>, and an extension was granted. Changes to the Operation Budget includes shelter snow removal being contracted out versus the city.

#### **7. Link FM Update & Draft Survey**

Ms. Bommelman presented an update on the Link FM ridership. An analysis was broken down by average monthly basis. Ms. Van Beek presented a draft Link FM survey. They are looking for feedback and hope to release the survey both digitally and physically. Discussion included possible questions to be added.

A motion to recommend staff to conduct a survey of downtown businesses and Link FM passengers, and report back the findings to the MAT Coordinating Board was made by Mr. Aasness, and seconded by Ms. Watson Curry.

#### **8. MATBUS Operations Report**

Ms. Van Beek, Mr. Peterson, and Ms. Bommelman presented ridership numbers. Representatives will be at NDSU during the first week of school, and Bridge Bash in Moorhead, they are more than willing to go to the other colleges in the area as well. The mobile page/app has been seeing positive usage numbers. A new website will be launched mid-August.

#### **9. Other Business**

Mr. Peterson presented an update on the NDSU U-Pass Agreement.

Mr. Maddox presented an update on the ReMix Software purchase.

Mr. Maddox presented an update on the MATBUS Transit Facility Analysis study. KLJ was chosen as the consulting firm.

Ms. Bommelman presented Jordan Smith as the new Transit Facility Maintenance Manager.

# Attachment 2

**70<sup>th</sup> Meeting of the  
Metro Area Transit Coordinating Board  
September 18<sup>th</sup>, 2017  
Fargo Commission Chambers**

**Members Present:**

Jim Aasness, Dilworth City Council  
Melissa Fabian, Moorhead City Council  
Paul Grindeland, Valley Senior Services  
Steve Fox, MSUM  
Brit Stevens, NDSU

**Members Absent:**

Brenda Amenson-Hill, MSUM  
Brian Arett, Valley Senior Services  
Tony Gehrig, Fargo City Commission  
Tony Grindberg, Fargo City Commission  
Kevin Hanson, Chair  
Mark Simmons, West Fargo City Commission  
Teresa Stolfus, M|State  
Samantha Westrate, Concordia College  
Sara Watson Curry, Moorhead City Council

**Others Present:**

Adam Altenburg, Metro COG  
Julie Bommelman, City of Fargo  
William Christian, Metro COG  
Shawn Crowell, MATBUS Mobility Manager  
Matt Peterson, City of Fargo  
Jordan Smith, MATBUS Transit Fleet & Facility Manager  
Lori Van Beek, City of Moorhead

A quorum was not present at the meeting. Non-actionable items were presented as information to the Board and no action was taken on any items.

**1. Call to Order and Introductions**

Mr. Altenburg called the meeting to order and introductions were made. Mr. Altenburg stated that Chair Hanson was absent, and that a temporary chair would need to be elected. Ms. Van Beek suggested that Mr. Altenburg serve as acting chair for the meeting.

**2. Review and Action on Minutes from May 17th, 2017.**

No action was taken.

**3. New MATBUS Website**

Mr. Peterson introduced the new MATBUS website which was rolled out in May 2017. He stated that new features include a Trip Planner, Rider Alerts, Real-Time Bus Tracker, updated Calendar with Current Events and News, and a search feature.

**4. Social Media Changes and Constant Contact**

Mr. Peterson informed the Board of several changes made to MATBUS' social media. He stated that these updates were implemented via HootSuite, MATBUS' social media marketing and management dashboard.

He explained that MATBUS' Constant Contact information was recently updated. He stated that in the past, all interested persons would receive a mass email about detours, classes, routes, etc. He explained that with the update, interested persons could now choose which functions and email notifications they would like to receive.

**5. Bus Contract Award (New Flyer Industries), Fargo Transit Grants Update**

Ms. Van Beek provided an update on the federal grant applications. She explained that two busses will be purchased via state and federal grants. She informed the Board that this information would be presented to the Moorhead City Council meeting in September.

**6. Fargo Transit Grants Update**

Ms. Bommelman provided an update transit grants for the City of Fargo. She explained that \$400,000 was awarded for one 35' replacement bus under NDDOT's 5339 Discretionary Capital Bus and Bus Facilities Grant in 2017. She stated that \$846,026 was awarded for two 35' replacement buses as well as computer hardware and mobile surveillance and security equipment under the 5339 grant in 2018. She explained that an additional \$187,128 was awarded for a 35' replacement bus under NDDOT's 5310 Discretionary Capital Grant program in 2018.

She explained that, under the Federal Highway Administration's (FHWA's) transfer to Federal Transit Administration (FTA) Capital – Urban Roads Program (STPU), \$1488,000 was awarded for three or possibly four replacement buses contingent upon final pricing. She stated that this capital allocation has not been finalized.

She informed the Board that the FTA 5307 Capital and Operating programmed full appropriation of \$2,397,121 was not announced until July 2017.

Mr. Smith provided an update on the transit pool. He discussed the cost differences of maintenance and upkeep on the older buses, versus the cost of purchase of a new bus.

**7. Moorhead 2018 Mass Transit Budget Summary**

Ms. Van Beek provided a summary on the Moorhead transit budget for 2018.

**8. MATBUS Operations and Ridership Reports**

Ms. Van Beek and Ms. Bommelman provided an update on operations and monthly ridership reports for July and August.

**9. Paratransit Updates**

Mr. Crowell provided a summary of changes made to the MATBUS Paratransit program in 2017, as well as future goals for the program.

**10. Other Business**

No additional business.

Acting Chair Altenburg adjourned the meeting at 9:00 AM.

**70<sup>th</sup> Meeting of the  
Metro Area Transit Coordinating Board  
November 15<sup>th</sup>, 2017  
Fargo Commission Chambers**

**Members Present:**

Jim Aasness, Dilworth City Council  
Melissa Fabian, Moorhead City Council  
Steve Fox, MSUM  
Kevin Hanson, Chair  
Brit Stevens, NDSU  
Paul Grindeland, Valley Senior Services

**Members Absent:**

Brian Arett, Valley Senior Services  
Tony Gehrig, Fargo City Commission  
Tony Grindberg, Fargo City Commission  
Mark Simmons, West Fargo City Commission  
Teresa Stolfus, M|State  
Sara Watson Curry, Moorhead City Council  
Samantha Westrate, Concordia College

**Others Present:**

Lori Van Beek, City of Moorhead  
Julie Bommelman, City of Fargo  
Michael Maddox, Metro COG  
Matt Peterson, MATBUS

**1. Call to Order and Introductions**

Chair Kevin Hanson called the meeting to order, noting that a quorum was not present. The present board members agreed to discuss all non-voting items on the agenda.

**2. Review and Action on Minutes from September 20, 2017.**

No action was taken on this item due to a lack of quorum.

**3. Proposed Changes to Route 24**

Matt Peterson presented the proposed changes to Route 24. MATBUS received a number of complaints from one neighborhood in West Fargo. MATBUS worked with West Fargo's Larry Weil to work on the proposed change to the route. The small change moves one stop from 6<sup>th</sup> street to 4<sup>th</sup> street. The changes come with use from the ReMix software purchased in 2017. West Fargo City Commission approved the route change, and the Fargo City Commission is slated to vote on it. Due to lack of quorum,

**4. Preliminary Results of LinkFM Survey**

Matt Peterson presented the preliminary results of the LinkFM Survey. The survey was ten questions, via Constant Contact service. Results found that Overall service and Ease-of-Use was rated at above-average, 35% of riders used LinkFM for special events (Unglued Craft Fest, Street Fair, TedX, etc.). The highest number of riders is around the lunch hour. There was also interest in extending hours to 9pm.

## Memorandum

**To:** MAT Coordinating Board

**From:** Lori Van Beek, Moorhead Transit Manager  
Julie Bommelman, Fargo Transit Director

**Date:** January 12, 2018

**RE:** *FTA Triennial Compliance Review*



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Every three years, the Federal Transit Administration (FTA) does a compliance review of each grant recipient. Fargo and Moorhead Transit's pre-site review documentation is due January 31, 2018. The on-site visit is scheduled for July 24-27, 2018.

The review assesses the grant recipient's management practices and program implementation to ensure that the programs are administered in accordance with FTA requirements and are meeting program objectives.

Prior to the on-site portion of the review, the reviewer examines information available from FTA and provided by the recipient. During the on-site portion of the review, FTA representatives and the recipient discuss outstanding issues, examine FTA-funded projects such as facilities and equipment, review additional documents, and visit selected contractors and/or subrecipients.

The review questions and requested documentation cover the following areas:

- RECIPIENT PROFILE
- LEGAL
- FINANCIAL MANAGEMENT AND CAPACITY
- TECHNICAL CAPACITY - AWARD MANAGEMENT
- TECHNICAL CAPACITY - PROGRAM MANAGEMENT
- TECHNICAL CAPACITY - PROJECT MANAGEMENT
- SATISFACTORY CONTINUING CONTROL
- MAINTENANCE
- PROCUREMENT
- DISADVANTAGED BUSINESS ENTERPRISE
- TITLE VI
- AMERICANS WITH DISABILITIES ACT (ADA) - GENERAL
- AMERICANS WITH DISABILITIES ACT (ADA) - COMPLEMENTARY PARATRANSIT
- EQUAL EMPLOYMENT OPPORTUNITY
- SCHOOL BUS
- CHARTER BUS
- DRUG-FREE WORKPLACE ACT
- DRUG AND ALCOHOL PROGRAM
- SECTION 5307 PROGRAM REQUIREMENTS
- SECTION 5310 PROGRAM REQUIREMENTS

**SECTION 5311 PROGRAM REQUIREMENTS**



## Memorandum

**To:** MAT Coordinating Board

**From:** Lori Van Beek, Moorhead Transit Manager  
Julie Bommelman, Fargo Transit Director

**Date:** January 12, 2018

**RE:** *2017 Transit Achievement Report*

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As shown below, 2017 was very busy for transit and included training new employees, replacing equipment, implementing route and service changes recommended by the Transit Development Plan, expanding service under pilot programs, introducing a new web site, refurbishing the GTC and various studies.

### EQUIPMENT

- Received (2) 35-foot diesel fixed route replacement vehicles for Moorhead (ordered in 2017)
- Received (2) 35-foot diesel fixed route replacement vehicles for Fargo (ordered in 2017)
- Purchased (1) 35-foot diesel fixed route replacement vehicle for Moorhead (delivery in 2018)
- Purchased (1) 35-foot diesel fixed route expansion vehicle for Moorhead (delivery in 2018)
- Purchased (7) 35-foot diesel fixed route replacement vehicles for Fargo (delivery in 2018)
- Moorhead purchased replacement Printing & Encoding Machine (PEM)
- Moorhead purchased replacement van for Metro Senior Ride Unit 1209 (delivery in 2018)
- Moorhead purchased replacement Paratransit bus Unit 1218 (delivery in 2018)
- Fargo purchased 3 replacement Paratransit buses

### FARES

- Implemented a new 30-day Downtown Business Pass at a discount price of \$22.50. Pass can be purchased by downtown businesses for their employees.
- Approved new 90-day youth pass at \$26 discount price; replaces 30-day Youth Pass and Summer Youth Pass (effective 1/1/18)

### MARKETING

- New Web Page Design went live on 8/14/17

## **ROUTE & SERVICE CHANGES**

- Approved TapRide program on NDSU campus from 8 PM to 11:15 PM during academic year under 6-month pilot program (to begin 1/8/18) and suspension of Route 35 effective 1/15/18
- Moorhead implemented Transit Development Plan route changes to Routes 4, 7 and 8:
  - Replaced Route 7 evening service to north Moorhead with Route 4 evening service with 30-minute frequency 3/1/17
  - Revised Route 4 to move from 20th Street to 17th Street between 8th Avenue and 13th Avenue North 3/1/17
  - Revised Route 8 to travel by Hornbacher's near campus 3/1/17
- Revised Route 5 near M|State due to road changes and adjusted route between Grand Inn and Hornbachers to avoid traffic on 8th Street 7/1/17
- Implemented various service expansions under a two-year New Service Expansion (NSE) pilot program funded by the State of Minnesota 7/1/17:
  - Added Sunday Paratransit Service in Dilworth & Moorhead
  - Replaced Route 8 evening service to south Moorhead with Routes 1, 2, 3 and 5 evening service
  - Added second bus for 30-minute frequency on Saturday Routes 1, 2, 3 and 5 under New Service Expansion Pilot Program
- Implemented Transit Development Plan route changes to Routes 13, 14, 16, 17, and 18. Added Routes 21, 22, and 24. Removed Route 23 7/1/17
  - Change to Route 13: Route 13 will add the new U32 Apartment complex to its existing route. The route will continue along 32nd Ave N to the east entrance of U32 where it will turn into the parking lot and exit through the west exit, then back to 10th St where it will continue on its regular route.
  - Change to Route 14: The final configuration of the intersection at 32nd Ave S and 33rd St S, will permanently eliminate the left turn at 33rd St, therefore Route 14 only complete the apartment loop (32nd St to 33rd St) on the outbound trip of Route 14. Route 14 will depart Essentia Hospital on 32nd St to 32nd Ave, travel West to 33rd St, travel North to 30th Ave, travel East to 32nd St, travel South to 32nd Ave to 32nd Ave S. Route 14 will then travel along its previous path to West Acres. After departing West Acres, Route 14 will travel along its 32nd Ave S bypassing the apartment loop and entering into Essentia Hospital from 32nd St S.
  - Change to Route 13U: The changes to Route 13U will be to remove year round service from 6:45pm to 10:45pm. Route 13U will still operate during the academic year from 6:15am to 6:45pm.
  - Changes to Route 16: The changes to Route 16 will remove the West Fargo portion of the Route. Route 16 will continue on its current path to West Acres and back to the GTC. Route 16 will go from a 90-minute route to a 60-minute route. Route 16 will remain on hourly frequency.
  - Changes to Route 17: The changes to Route 17 are to extend service hours from 8:15pm to 10:15pm.

- Changes to Route 18 (Combine Route 23): The changes to Route 18 include adding the 25th St corridor. Route 18 will continue from 9th Ave. S. to 32nd Ave and then to 42nd St and follow along the previously established route 23 to Walmart. Route 18 will then travel along its same outbound path on the inbound path servicing the same streets and avenues to the GTC. Route 18 will now operate on a 90-minute route instead of its previous 30-minute route. These changes were recommended to serve the 25th St. corridor and increase ridership.
- New Route 21: Route 21 is a new route operating on a 30-minute route and 60-minute frequency starting and ending at West Acres. Route 21 services the Fargo Cass County Jail and Probation, the Center Inc. dormitory for women and the Somali Business Center. Route 21 operates from 6:15am to 8:15pm. (7:15am Saturdays).
- New Route 22: Route 22 is the West Fargo portion of previous Route 16. Route 22 operates on a 30-minute route and 60-minute frequency. The route travels along 42nd St Northbound to 9th Ave and follows its previous route path in the opposite direction as when it was part of Route 16. Route 22 added service to Wal-Mart on 13th Ave, prior to arriving at West Acres.
- Remove Route 23: Route 23 has been discontinued; the 42nd St, Osgood Hornbacher's, Microsoft and Wal-Mart section of the route is now serviced by Route 18.
- New Route 24: Route 24 now operates on a 60-minute route and 60-minute frequency starting and ending at West Acres. Route 24 services the apartment complexes just south of West Acres, the Red River Zoo, Sanford Medical Center, Scheel's Arena, Cashwise on Veterans Blvd., Eagle Run and Costco.

## **SHELTERS & FACILITIES**

- Refinished GTC Deck and filled cracks. Moved and replaced ground air exchanger from parking lot to south curb. Removed slippery overlay in the pedestrian area.
- Moved bus stop by M|State from 24th Avenue to door N2 in parking lot due to road construction resulting in Route 5 changes 1/9/17
- Moved shelter at M|State on 28th Avenue to southside of street and further to the east due to Route 5 changes
- Ordered new shelter for CashWise location (delivery in 2018)
- Moved bus stop by Hornbachers on Main Avenue due to 2016 construction narrowing road (shelter to be relocated in 2018)
- Removed shelter by Safari due to Route 5 changes
- Installed a fall restraint protection system in the Metro Transit Garage for the technicians when working on the taller hybrid vehicles.

## **STUDIES**

- Began ADA Transition Plan for sidewalks, curbcuts, transit facilities through Metro COG & Moorhead Public Works with SRF (to be completed in 2018)

- Purchased Remix Route Planning Software
- Began Transit Hub & Facility Analysis through Metro COG with KLJ (to be completed in 2018)
- Participated in a study by Small Urban and Rural Transit Center (SURTC): Evaluation Study of the Bike Share Program in Fargo, ND. The Great Rides Bike Share bike program launched in 2015 in Fargo, North Dakota, with 11 stations and 101 bikes. This study evaluates the impacts of the program through a series of surveys and statistical analyses. Objectives were to understand user opinions, analyze demand, study impacts on student travel behavior, and analyze livability benefits. Regression analyses were conducted to estimate the impacts of weather and other factors on bike share use in Fargo and to estimate the impacts of bike share use on bus ridership.
- Participated in a study by Small Urban and Rural Transit Center (SURTC): Aging in Place in Small Urban and Rural Communities. The objectives of this study were to determine the current state of aging in place in small urban and rural settings throughout the country and quantify the costs for residents to live at home and ride public transportation versus moving to an assisted living facility. Overall, simulation results showed that the cost of assisted living was almost always higher compared to other alternatives. Homeowners without mortgages had the lowest costs followed by apartment dwellers and homeowners with mortgages. Policy makers should consider the potential cost savings from aging in place found in this study. Seniors and their families can potentially save thousands of dollars annually by remaining at home and utilizing home health and public transportation services.

## **PERSONNEL & TRAINING**

- Approved new full-time position of Fleet and Facilities Manager (replacing Central Garage Fleet Manager working half-time)
- Approved new half-time accountant for Moorhead Transit through New Service Expansion Pilot Program
- Reclassified Paratransit Reservationist position to Lead Reservationsit
- Fargo Assistant Transit Director attended APTA Annual Meeting and EXPO, Procurement for Small and Medium Transit Systems, Safety Management, and Dakota Transit Association Fall Conference
- Fargo Shop Maintenance Staff attended GFI Farebox Maintenance and New Flyer Bus Maintenance Classes
- Fargo Transit Director attended Dakota Transit Association Fall Conference
- Fargo Transit Planner attended the Introduction to Transit Operations Planning, Procurement for Small and Medium Transit Systems, and Safety Management
- Fleet and Facilities Manager attended APTA Annual Meeting & EXPO, Procurement for Small and Medium Transit Systems, MN/DOT Spring Workshop and Safety Management
- Mobility Manager attended the Introduction to Paratransit Management and Procurement for Small and Medium Transit Systems

- Moorhead Asst. Planner and Marketing Specialist attended the APTA Marketing and Communications Workshop and Minnesota Public Transit Conference
- Moorhead Transit Manager attended Transit Summit in Texas under a Scholarship, the MN/DOT Spring Workshop and the Minnesota Public Transit Conference

## Memorandum



**To:** MAT Coordinating Board

**From:** Taaren Haak, Moorhead Asst. Transit Planner and Marketing Specialist  
Sage Thornbrugh, Fargo Transit Planner

**Date:** January 17, 2018

**RE:** *2018 MATBUS Marketing Plan*

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MATBUS will be running the following promotions in 2018.

### **Moorhead Service Expansion**

This promotion is taking place in January to increase awareness of the recent expansions to areas served in the evenings and extra buses on Saturdays.

Features: Radio, social media, bus interior advertising handles, billboards

### **Back to School – Spring Semester**

This promotion will be directed toward college students returning to classes for the spring semester in January. It will focus on the U-Pass program, TapRide, and MATBUS app.

Features: Radio, campus invasions, vehicle on campus for M|State orientation, social media

### **90-Day Youth Pass**

This promotion runs in January to introduce the recently implemented 90-Day Youth Pass. The pass will also be promoted in May to reinforce purchases for the summer months with the theme of “Oh, the Places You’ll Go!”

Features: Radio, social media, Minnesota Twins giveaways – Winter Caravan and Opening Day Game (sponsored by Midwest Radio), online videos, Fargo Monthly ad, pizza gift with purchase (sponsored by Radio FM Media/Deek’s Pizza), Facebook pass/pizza giveaway (sponsored by Radio FM Media/Deek’s Pizza), school newsletters, bus interior advertising handles

### **Winter Promotion**

This promotion will take place in both February and November. It will feature the reasons why MATBUS is a smart choice during the winter months, e.g., less winter driving, warm buses.

Features: Radio, social media, \$500 prize giveaway (sponsored by Midwest Radio), #WorryFreeWinter

## **iGoEco Challenge**

This promotion will take place March 26-April 29 to promote residents to replace solo car trips with a more eco-friendly option. The theme will focus on making smart transportation choices, and the prizes will feature smart technologies.

Features: Radio, social media, prize giveaways (pre-registration and weekly prizes (5) sponsored by Radio FM Media, and a grand prize), video, billboards, business mailings, shelter posters, bus wrap, print ads

## **Get Your Can on the Bus**

This promotion takes place during Earth Week in April, and it focuses on the “green” advantages of riding MATBUS. Passengers can ride fixed routes for free with the donation of an empty aluminum can.

Features: Radio, social media, \$250 prize giveaway (sponsored by Midwest Radio), press conference

## **Street Fair**

This will promote the use of LinkFM for those attending the Street Fair.

Features: Radio, social media, print ads, bus stop giveaways (reusable shopping bags and sunscreen/ice cream sponsored by Midwest Radio), \$250 prize giveaway (sponsored by Midwest Radio)

## **Back to School – Fall Semester**

This promotion will target new freshmen and returning students at U-Pass colleges. It will focus on introducing students to the U-Pass and the financial/environmental benefits of riding MATBUS.

Features: Radio, social media, campus invasions during orientation and the first week of school (NDSU, MSUM, M|State), print ads in campus newspapers, PopSocket giveaway (sponsored by Radio FM Media), Essential Dorm Survival Kit giveaway (sponsored by Radio FM Media)

## **Try MATBUS Week**

During this week (October 15-20), passengers can ride MATBUS for half-fare Monday-Friday and free on Saturday. We will have a booth at the GTC for Customer Appreciation Day and give away popcorn and water. We will also recognize drivers and staff members.

Features: Radio, social media, live remote, \$1,000 prize giveaways (sponsored by Midwest Radio), print ads

## **Quarter Days**

This promotion focuses on the major holiday shopping days after Thanksgiving. Passengers can ride MATBUS for a quarter on Black Friday and the Saturday after Thanksgiving, as well as every Saturday in December.

Features: Radio, social media, print ads, billboards, \$1,000 prize giveaways (sponsored by Midwest Radio)

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## **Current Marketing Trade Agreements**

Radio FM Media: Moorhead trade agreement for a full bus wrap in exchange for \$12,000 worth of radio advertising per year, used as supporting advertising for multiple MATBUS events throughout the year.

MSUM Athletics: Moorhead trade agreement for a full bus wrap in exchange for \$12,000 worth of advertising per year, including game sponsorship, ticketback ads, static signage in Nemzek Fieldhouse, in-game/radio/TV mentions, crowd game and athlete sponsorships

Fargo-Moorhead RedHawks: Fargo trade agreement for a full bus wrap in exchange for \$24,000 worth of advertising per year, including a corner sign, light pole signage, and in-game video PAs.

Fargo Force Hockey: Fargo trade agreement for a full bus wrap in exchange for \$24,000 worth of advertising per year, including a media dasher, 2 arena bowl fascia, concourse wall sign, corner backlit sign, game night sponsorship, mascot sponsorship, :60 dance cam sponsorship, 30-second in-game commercial, and a 15-second PA announcement.

## **LinkFM Partnership Events**

During these events, MATBUS places additional buses on the LinkFM route and extends hours as necessary for the event times. MATBUS receives additional LinkFM promotion from the event sponsors/organizers when they market it to their attendees.

- Unglued Craft Fest
- Celtic Festival
- Scandinavian & Viking Festival
- Street Fair
- TEDxFargo
- German Kulturfest
- Pangea
- Holiday Lights Parade
- Microsoft Annual Celebration Event



## **Additional Community Partnerships**

Throughout the year, MATBUS partners with community events, usually by setting up a booth at the event to distribute MATBUS information, providing free ride coupons, and bringing a bus to the event.

- Midwest Kid Fest
- Fargo Police Community Picnic
- Streets Alive
- MSUM Earth Day Celebration
- Concordia Wellness Fair
- Stuff the Bus – Midwest Radio
- Bison Block Party
- Red River Market
- Fargo Public Library
- Party for the Planet – Red River Zoo
- Bridge Bash
- Cuts for Kids
- Homeless Veterans' Stand Down
- College Homecoming Parades

# MATBUS Transit Operations Report - Jan - Dec YTD 2017

Moorhead	Ridership			Rev. Hours			Passengers / Hour			On-Time Perf.		
	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change
Route 1	74,264	76,447	2.94%	3,466	4,358	25.74%	21.43	17.54	-18.13%	84.23%	90.58%	7.54%
Route 2	107,842	112,131	3.98%	4,166	5,105	22.52%	25.88	21.97	-15.14%	81.80%	86.85%	6.18%
Route 3	47,393	48,464	2.26%	3,275	4,361	33.15%	14.47	11.11	-23.20%	85.50%	82.20%	-3.86%
Route 4	117,412	133,213	13.46%	7,329	9,967	35.99%	16.02	13.37	-16.57%	81.93%	81.06%	-1.06%
Route 5	50,455	49,088	-2.71%	3,811	4,356	14.31%	13.24	11.27	-14.89%	87.11%	92.24%	5.88%
Route 6	10,411	12,947	24.36%	1,813	1,827	0.74%	5.74	7.09	23.44%	91.49%	96.54%	5.51%
Route 7	12,589	2,125	-83.12%	1,377	223	-83.80%	9.15	9.53	4.19%	72.97%	76.35%	4.63%
Route 8	14,911	8,523	-42.84%	1,369	690	-49.62%	10.90	12.36	13.45%	72.67%	82.43%	13.43%
Route 9	7,707	5,493	-28.73%	1,965	1,983	0.89%	3.92	2.77	-29.36%	88.10%	96.40%	9.42%
<b>Total</b>	<b>442,984</b>	<b>448,431</b>	<b>1.23%</b>	<b>28,569.58</b>	<b>32,867.80</b>	<b>15.04%</b>	<b>15.51</b>	<b>13.64</b>	<b>-12.01%</b>	<b>82.87%</b>	<b>87.18%</b>	<b>5.21%</b>

Fargo	Ridership			Rev. Hours			Passengers / Hour			On-Time Perf.		
	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change
Route 11	75,583	73,342	-2.96%	4,566	4,538	-0.61%	16.55	16.16	-2.37%	85.39%	83.71%	-1.97%
Route 13	132,567	129,499	-2.31%	8,873	8,803	-0.79%	14.94	14.71	-1.54%	84.16%	87.49%	3.96%
Route 13U	51,737	46,876	-9.40%	2,567	2,445	-4.75%	20.15	19.17	-4.88%	84.38%	85.00%	0.73%
Route 14	161,671	165,005	2.06%	13,542	13,515	-0.20%	11.94	12.21	2.27%	85.68%	81.80%	-4.53%
Route 15	335,587	318,055	-5.22%	16,347	16,282	-0.39%	20.53	19.53	-4.85%	83.45%	80.30%	-3.78%
Route 16	71,638	51,887	-27.57%	6,156	5,117	-16.88%	11.64	10.14	-12.86%	82.93%	91.44%	10.25%
Route 17	37,030	36,762	-0.72%	2,284	2,422	6.07%	16.22	15.18	-6.40%	86.56%	84.27%	-2.64%
Route 18	56,090	51,343	-8.46%	4,370	5,711	30.69%	12.84	8.99	-29.96%	85.65%	76.87%	-10.25%
Route 21	0	4,311	#DIV/0!	0	1,134	#DIV/0!		3.80	#DIV/0!		60.35%	#DIV/0!
Route 22	0	10,273	#DIV/0!	0	1,134	#DIV/0!		9.06	#DIV/0!		65.27%	#DIV/0!
Route 23	23,925	12,351	-48.38%	4,775	2,377	-50.22%	5.01	5.20	3.71%	84.81%	83.31%	-1.77%
Route 24	0	7,803	#DIV/0!	0	2,542	#DIV/0!		3.07	#DIV/0!		75.41%	#DIV/0!
<b>Total</b>	<b>945,828</b>	<b>899,704</b>	<b>-4.88%</b>	<b>63,479.07</b>	<b>63,477.33</b>	<b>0.00%</b>	<b>14.90</b>	<b>14.17</b>	<b>-4.87%</b>	<b>84.78%</b>	<b>79.98%</b>	<b>-5.66%</b>

NDSU	Ridership			Rev. Hours			Passengers / Hour			On-Time Perf.		
	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change
Route 31	41,060	33,714	-17.89%	2,202	2,130	-3.24%	18.65	15.83	-15.14%	96.08%	92.27%	-3.97%
Route 32E	119,058	157,544	32.33%	1,804	1,754	-2.75%	66.00	89.80	36.07%	90.45%	73.38%	-18.87%
Route 32W	38,270	37,302	-2.53%	984	960	-2.44%	38.89	38.86	-0.09%	89.21%	83.08%	-6.87%
Route 33	209,693	197,217	-5.95%	5,106	4,977	-2.51%	41.07	39.62	-3.53%	94.23%	90.42%	-4.04%
Route 34	96,290	54,348	-43.56%	2,036	1,473	-27.63%	47.29	36.88	-22.01%	93.10%	82.54%	-11.34%
Route 35	4,841	6,337	30.90%	337	334	-0.98%	14.35	18.97	32.20%	83.62%	91.27%	9.15%
<b>Total</b>	<b>509,212</b>	<b>486,462</b>	<b>-4.47%</b>	<b>12,468.51</b>	<b>11,629.39</b>	<b>-6.73%</b>	<b>40.84</b>	<b>41.83</b>	<b>2.43%</b>	<b>91.11%</b>	<b>85.49%</b>	<b>-6.17%</b>

Other	Ridership			Rev. Hours			Passengers / Hour			On-Time Perf.		
	2016	2017	Change	2016	2017	Change	2016	2017	0.05%	2016	2017	Change
LinkFM	32,321	31,432	-2.75%	3,458	3,428	-0.87%	9.35	9.17	-1.90%	83.02%	76.48%	-7.87%
9000's	1,625	1,469	-9.60%	0	4		#DIV/0!	382.55		100.00%	100.00%	
<b>Total</b>	<b>33,946</b>	<b>32,901</b>	<b>-3.08%</b>	<b>3,458.00</b>	<b>3,431.84</b>	<b>-0.76%</b>	<b>9.82</b>	<b>9.59</b>	<b>-2.34%</b>	<b>83.02%</b>	<b>76.48%</b>	<b>-7.87%</b>

Total MATBUS	Ridership			Rev. Hours			Passengers / Hour			On-Time Perf.		
	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change
	<b>1,931,970</b>	<b>1,867,498</b>	<b>-3.34%</b>	<b>107,975.16</b>	<b>111,406.36</b>	<b>3.18%</b>	<b>17.89</b>	<b>16.76</b>	<b>-6.31%</b>	<b>85.44%</b>	<b>82.28%</b>	<b>-3.70%</b>

# MATBUS Transit Operations Report - Jan - Dec YTD 2017 page 2

Paratransit	Ridership			Rev. Hours			Passengers / Hour			On-Time Perf.		
	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change
Fargo	36,723	37,138	1.13%	16,308.35	15,235.30	-6.58%	2.25	2.44	8.25%	81.80%	83.02%	1.49%
Moorhead	9,883	9,842	-0.41%	4,388.95	4,037.53	-8.01%	2.25	2.44	8.25%	78.64%	83.63%	6.35%
West Fargo	4,995	4,698	-5.95%	2,218.23	1,927.28	-13.12%	2.25	2.44	8.25%	80.94%	85.68%	5.86%
Dilworth	817	831	1.71%	362.82	340.91	-6.04%	2.25	2.44	8.25%	82.46%	80.38%	-2.52%
<b>Total</b>	<b>52,418</b>	<b>52,509</b>	<b>0.17%</b>	<b>23,278</b>	<b>21,541</b>	<b>-7.46%</b>	<b>2.25</b>	<b>2.44</b>	<b>8.25%</b>	<b>80.96%</b>	<b>83.18%</b>	<b>2.80%</b>

Senior Ride	Ridership			Rev. Hours			Passengers / Hour			On-Time Perf.		
	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change
Dilworth	745	659	-11.54%	436	394	-9.77%	1.71	1.67	-1.96%			N/A
Moorhead	10,020	10,248	2.28%	5,911	6,148	4.01%	1.70	1.67	-1.67%			N/A
<b>Total</b>	<b>10,765</b>	<b>10,907</b>	<b>1.32%</b>	<b>6,347</b>	<b>6,541</b>	<b>3.06%</b>	<b>1.70</b>	<b>1.67</b>	<b>-1.69%</b>			N/A

	Call Volume			Operating Days			Average Calls / Day			Average Calls Duration		
	2016	2017	Change	2016	2017	Change	2016	2017	Change	2016	2017	Change
GTC	46,746	47,020	0.59%	310	308	-0.65%	151	153	1.24%	1:47	1:48	1.01%
Paratransit	38,840	39,392	1.42%	257	255	-0.78%	151	154	2.22%	3:05	5:11	68.45%
<b>Total</b>	<b>85,586</b>	<b>86,412</b>	<b>0.97%</b>	<b>567</b>	<b>563</b>	<b>-0.71%</b>	<b>302</b>	<b>307</b>	<b>1.73%</b>	<b>4:52</b>	<b>7:00</b>	<b>43.68%</b>

Social Media	2016	2017	Change
matbus.com	296,216.00	161,779.00	-45.38%
matbusmobile.com	34,905.00	68,431.00	96.05%
igoecochallenge.com	0.00	8,810.00	N/A
Rider Alert Subscribers	28,829.00	23,853.00	-17.26%
Facebook Likes	31,536.00	31,464.00	-0.23%
Twitter Followers	7,503.00	8,965.00	19.49%
YouTube Views	259,392.00	300,560.00	15.87%
MATBUS App	13,801.00	93,729.00	579.15%

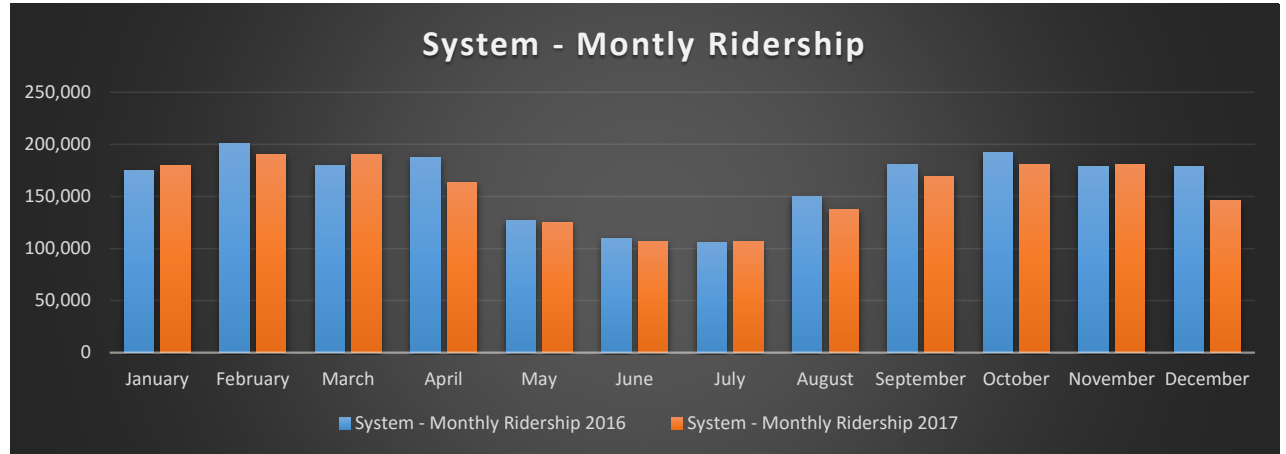
MATBUS Overview	2016	2017	Change
Collisions	31	56	25
Collisions / 100K Miles	1.81	3.15	1.34
Complaints	159	228	69
Complaints / 1,000 Passengers	0.08	0.12	0.04
Incidents	138	323	185
Incidents / 1,000 Passengers	0.07	0.17	0.10
Missed Trips	223	207	-16

## MATBUS Comments / Notes / Upcoming Events

March 1, 2017, evening Route 7 was eliminated and replaced with Route 4 (operating two buses every 30-minutes until 11:15 p.m., Monday-Saturday).
July 1, 2017, Moorhead began New Service Expansion (NSE) in South Moorhead: Evening service on Routes 1, 2, 3 and 5; Saturday frequency of 30 minutes rather than 60 minutes
July 1, 2017, Paratransit service began on Sundays in Moorhead and Dilworth with the New Service Expansion (NSE) Grant from Mn/DOT.
<b>July 1, 2017, Fargo had significant route changes:</b>
New Route 24 servicing new Sanford Hospital, Costco, Cash Wise, Family Wellness, and the Scheels Arena
New Route 21 servicing the Cass County Jail, Centre, Inc., and Somali Business Center
New Route 22 servicing the West Fargo portion of the old Route 16
Route 13 addition of U32 Apartment loop
Route 16 removed West Fargo loop, became hour-long route instead of 90-minute
Route 18 combined with old Route 23, added 25th St corridor
Route 13U removed 2.5 revenue hours at night

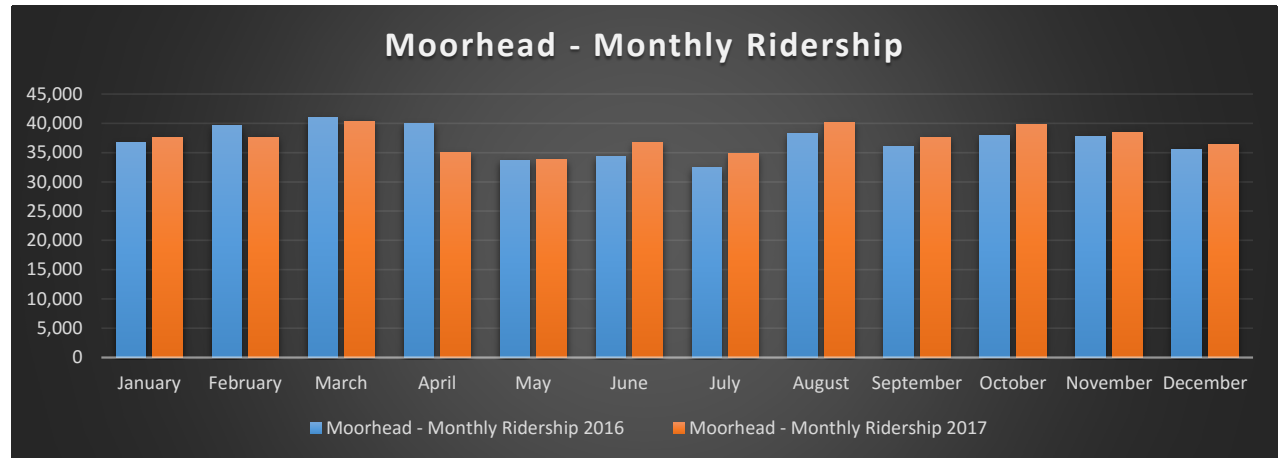
**System - Monthly Ridership**

Month	2016	2017
January	174,523	179,740
February	200,408	190,053
March	179,994	190,525
April	187,507	163,208
May	126,879	125,287
June	110,057	106,700
July	105,634	106,411
August	149,712	137,416
September	180,603	169,081
October	191,893	180,533
November	179,051	180,395
December	179,051	145,952



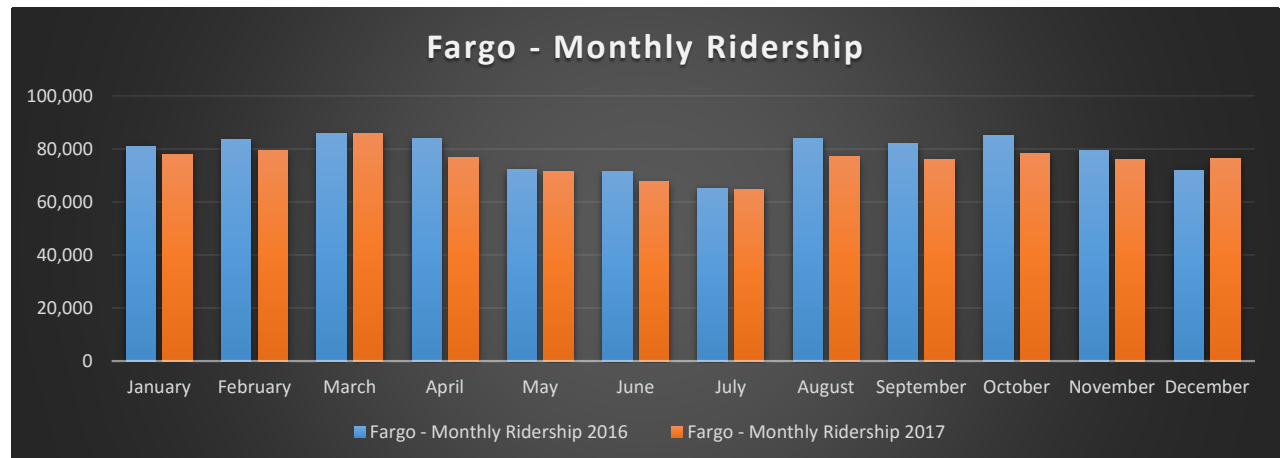
**Moorhead - Monthly Ridership**

Month	2016	2017
January	36,690	37,571
February	39,577	37,643
March	40,949	40,348
April	39,897	35,065
May	33,656	33,802
June	34,340	36,736
July	32,390	34,830
August	38,203	40,097
September	35,971	37,544
October	37,897	39,848
November	37,804	38,484
December	35,610	36,463
<b>Total</b>		<b>448,431</b>



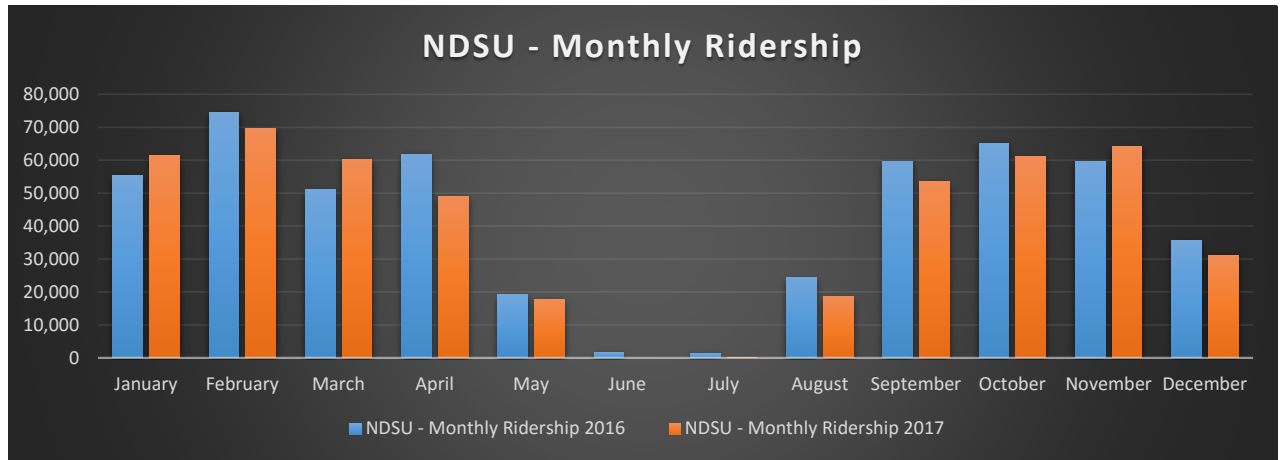
**Fargo - Monthly Ridership**

Month	2016	2017
January	80,978	77,957
February	83,607	79,360
March	85,821	85,955
April	83,863	76,728
May	72,349	71,363
June	71,594	67,670
July	65,253	64,650
August	84,022	77,048
September	82,000	76,075
October	85,229	78,249
November	79,251	76,043
December	71,861	76,409
<b>Total</b>		<b>907,507</b>



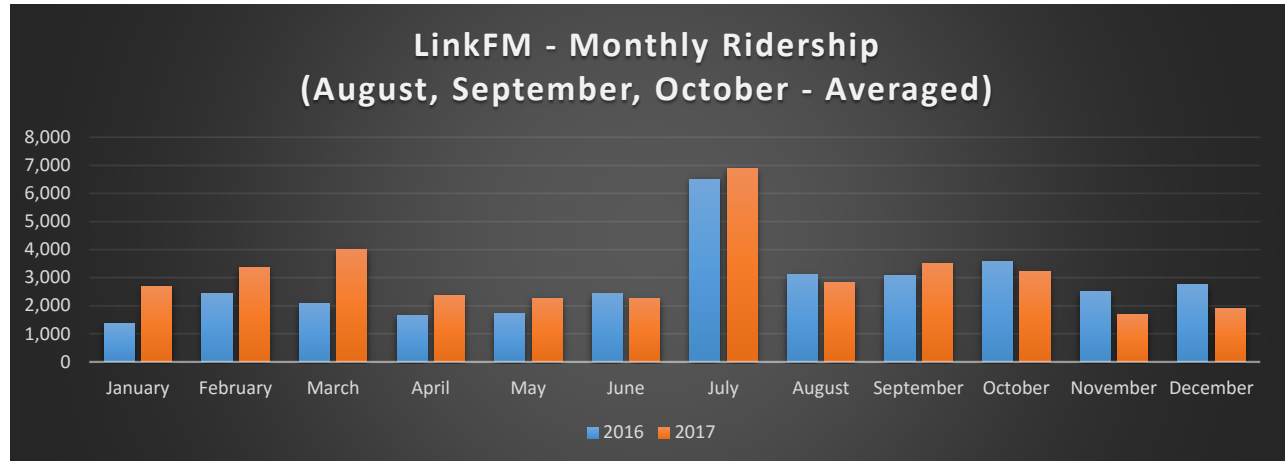
### NDSU - Monthly Ridership

Month	2016	2017
January	55,319	61,462
February	74,572	69,573
March	51,063	60,113
April	61,840	48,994
May	19,144	17,800
June	1,694	0
July	1,480	35
August	24,379	18,621
September	59,549	53,462
October	65,180	61,038
November	59,499	64,181
December	35,493	31,183
		<u>486,462</u>



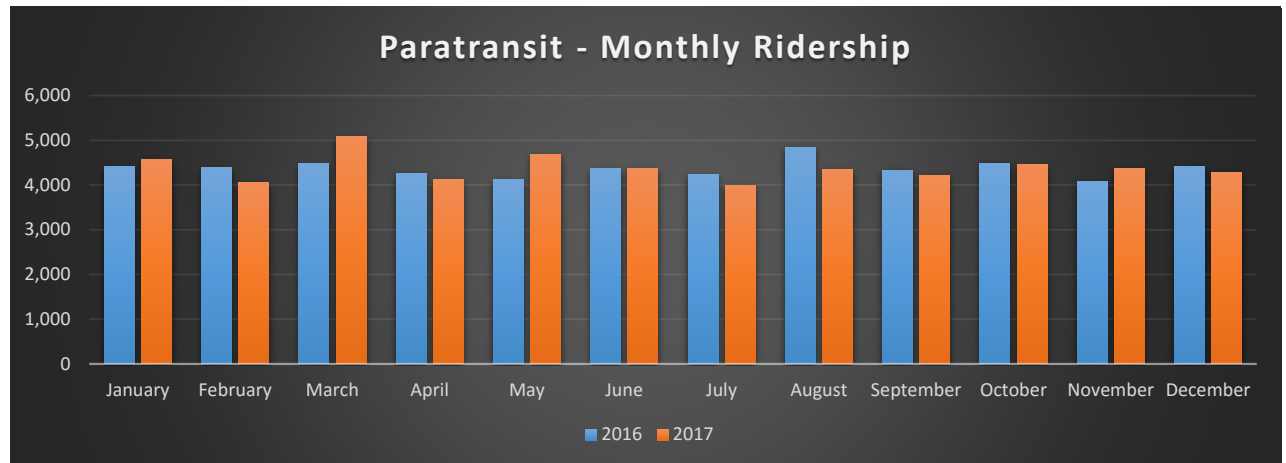
### LinkFM - Monthly Ridership

Month	2016	2017
January	1,351	2,703
February	2,434	3,357
March	2,087	3,989
April	1,644	2,349
May	1,730	2,275
June	2,429	2,267
July	6,511	6,896
August	3,108	2,823
September	3,083	3,522
October	3,587	3,223
November	2,497	1,687
December	2,745	1,890



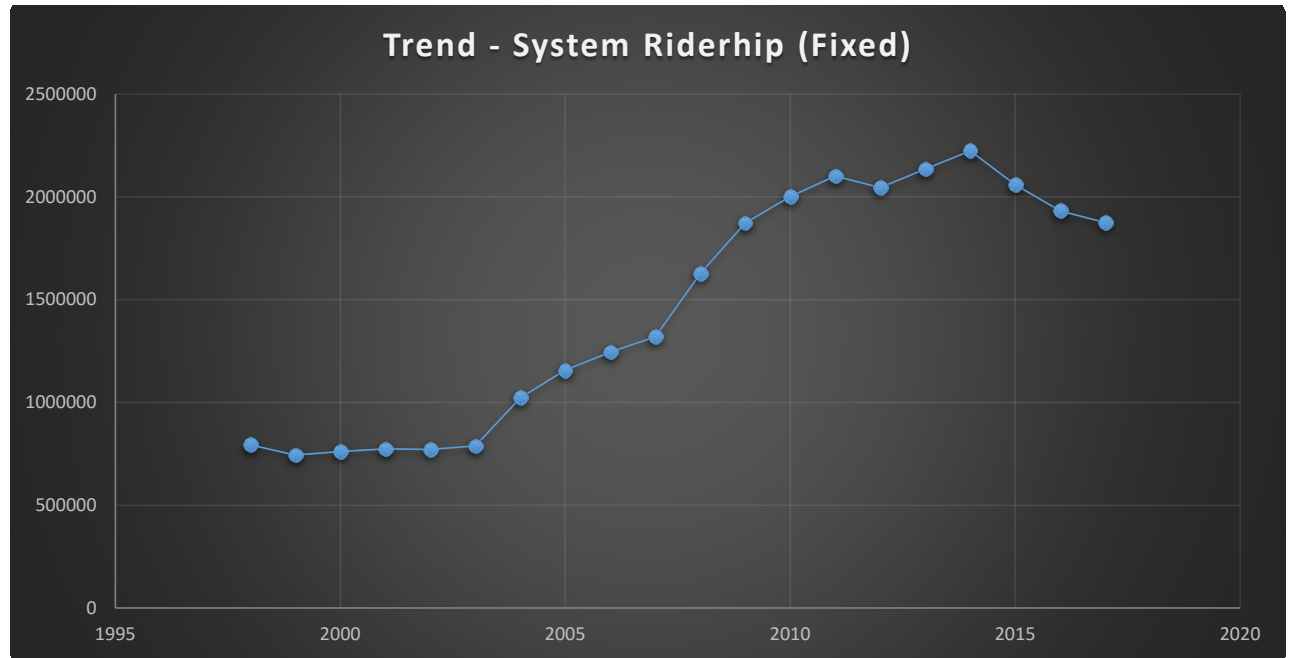
### Paratransit - Monthly Ridership

Month	2016	2017
January	4,412	4,566
February	4,396	4,045
March	4,481	5,080
April	4,262	4,123
May	4,126	4,671
June	4,360	4,375
July	4,231	3,999
August	4,830	4,349
September	4,334	4,222
October	4,491	4,451
November	4,088	4,359
December	4,407	4,269



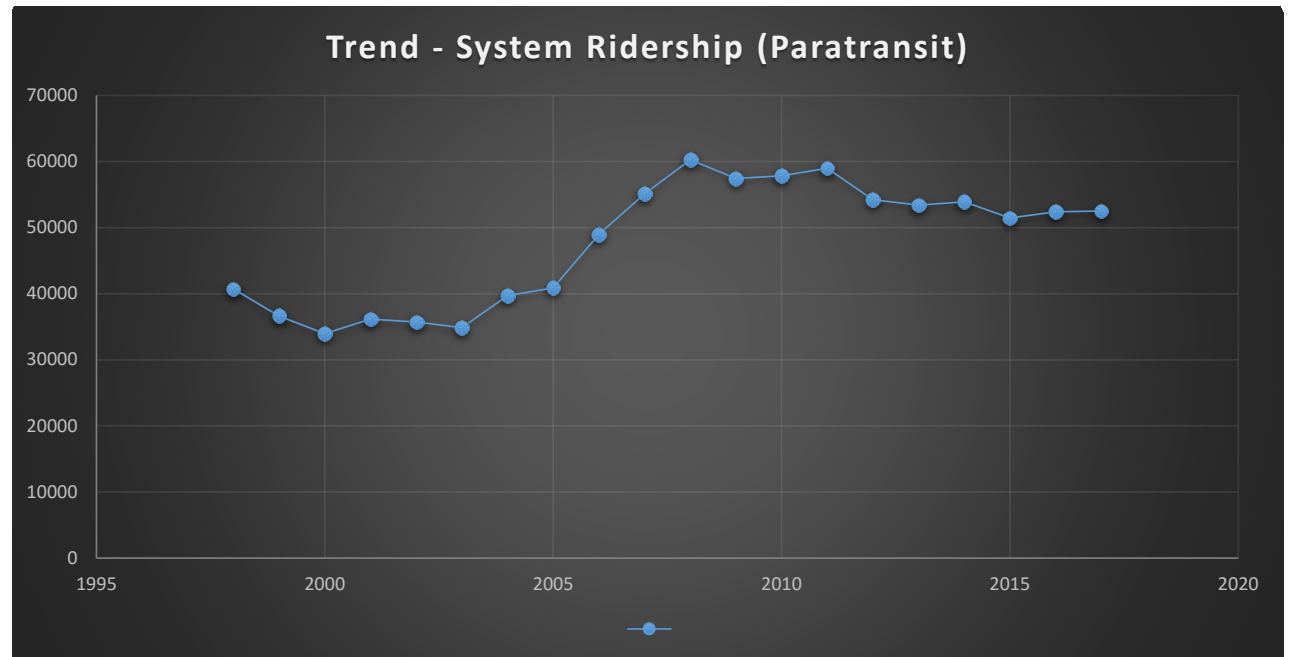
**Trend - System Ridership (Fixed)**

1998	793228
1999	743996
2000	761327
2001	773557
2002	771237
2003	787847
2004	1021995
2005	1157397
2006	1244396
2007	1319084
2008	1626909
2009	1872630
2010	2001334
2011	2100705
2012	2044932
2013	2134891
2014	2223701
2015	2059585
2016	1931252
2017	1875301



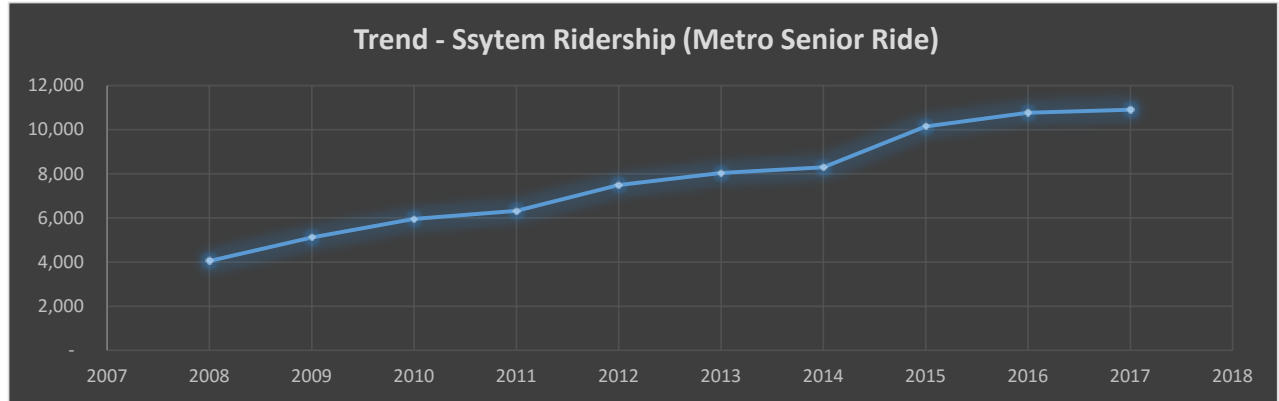
**Trend - System Ridership (Paratransit)**

1998	40736
1999	36593
2000	33961
2001	36179
2002	35696
2003	34850
2004	39705
2005	40868
2006	48989
2007	55133
2008	60255
2009	57428
2010	57850
2011	58992
2012	54217
2013	53403
2014	53893
2015	51462
2016	52394
2017	52,509



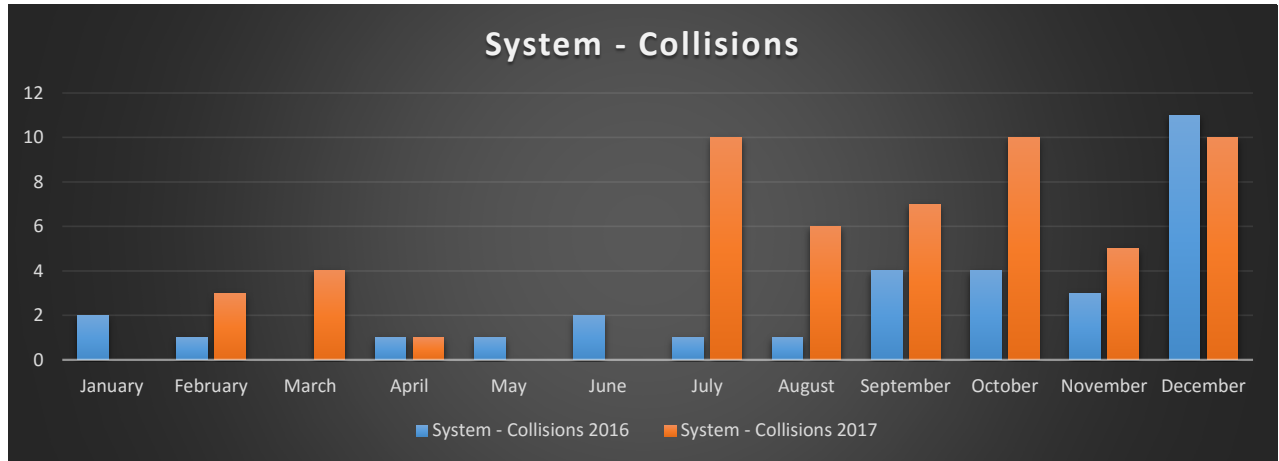
**Trend - System Ridership (Metro Senior Ride - MN)**

2008	4,050
2009	5,111
2010	5,961
2011	6,323
2012	7,492
2013	8,042
2014	8,301
2015	10,143
2016	10,765
2017	10,907



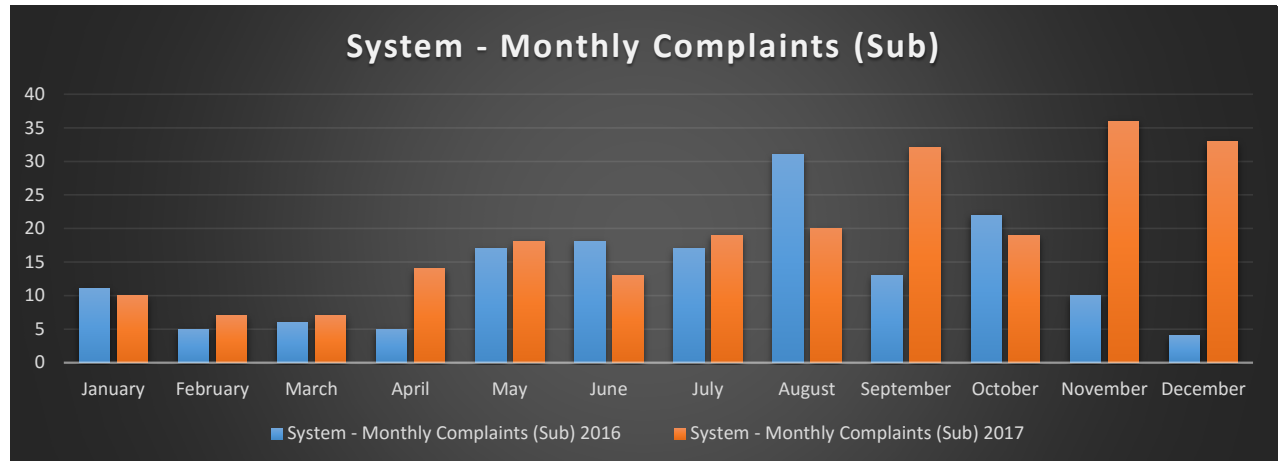
**System - Collisions**

Month	2016	2017
January	2	0
February	1	3
March	0	4
April	1	1
May	1	0
June	2	0
July	1	10
August	1	6
September	4	7
October	4	10
November	3	5
December	11	10



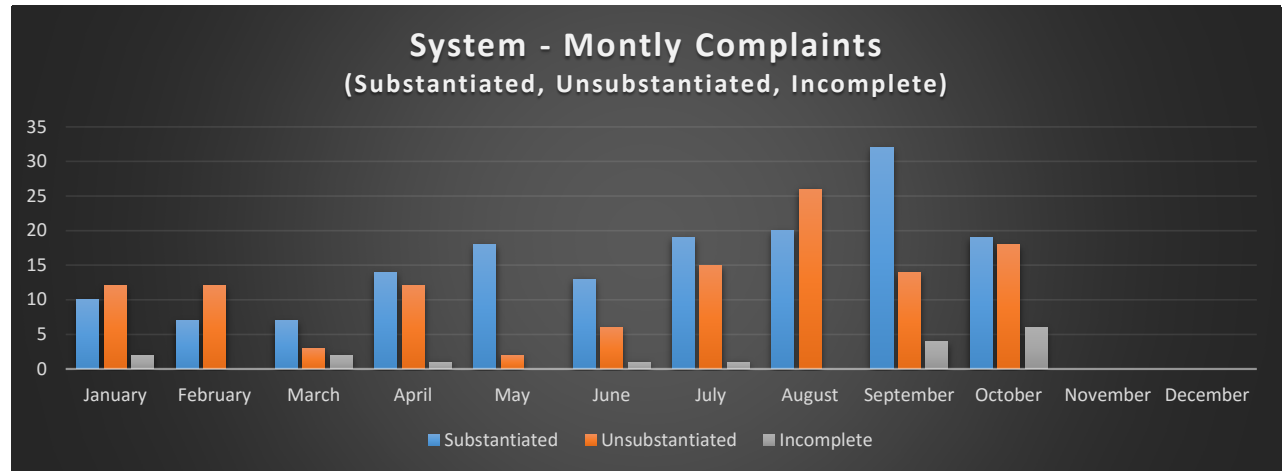
**System - Monthly Complaints (Sub)**

Month	2016	2017
January	11	10
February	5	7
March	6	7
April	5	14
May	17	18
June	18	13
July	17	19
August	31	20
September	13	32
October	22	19
November	10	36
December	4	33



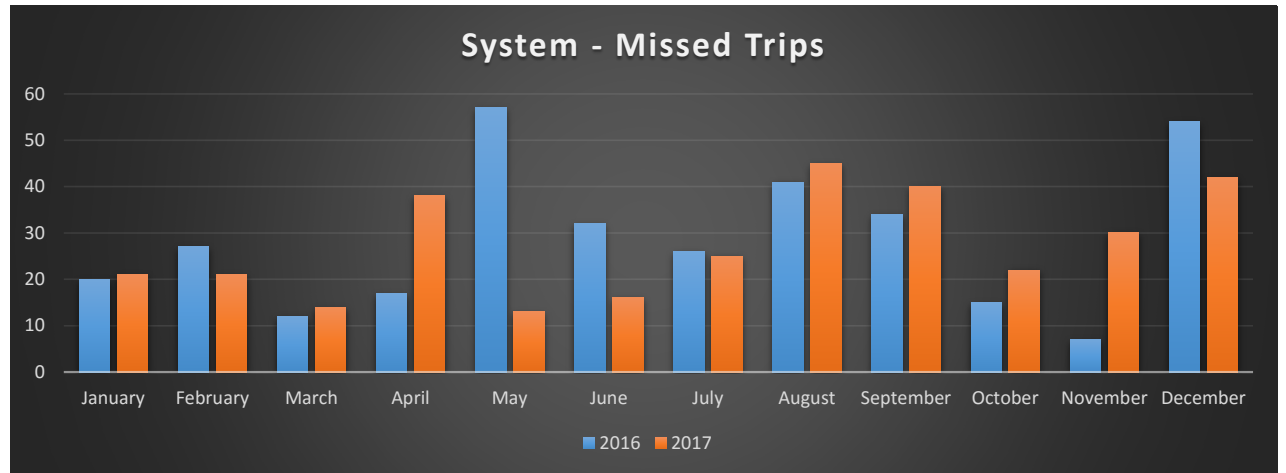
### Monthly Complaints

Month	Substantiated	Unsubstantiated	Incomplete
January	10	12	2
February	7	12	0
March	7	3	2
April	14	12	1
May	18	2	0
June	13	6	1
July	19	15	1
August	20	26	0
September	32	14	4
October	19	18	6
November			
December			



### System - Missed Trips

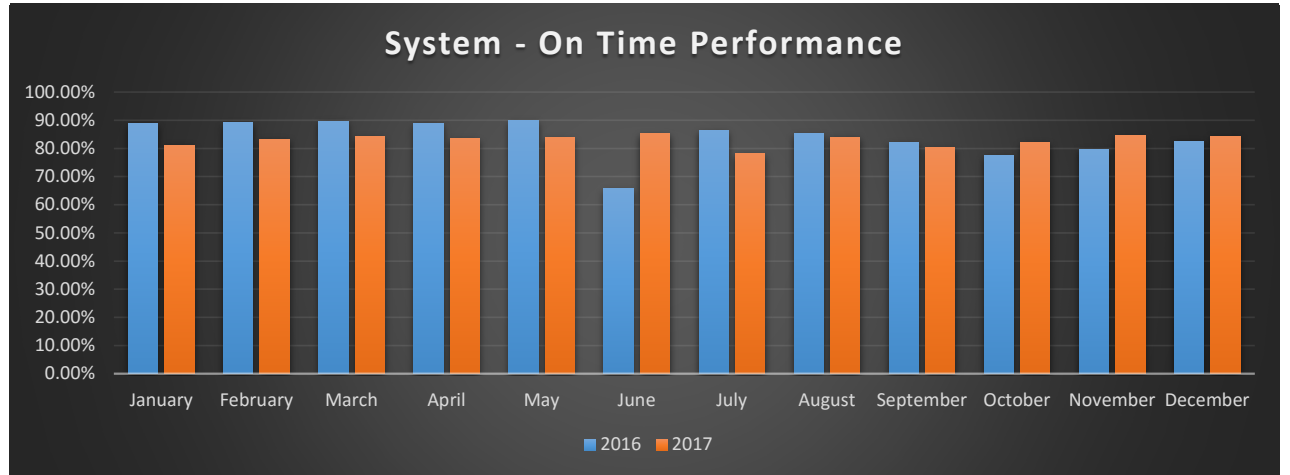
Month	2016	2017
January	20	21
February	27	21
March	12	14
April	17	38
May	57	13
June	32	16
July	26	25
August	41	45
September	34	40
October	15	22
November	7	30
December	54	42





**System - On Time Performance**

<b>Month</b>	<b>2016</b>	<b>2017</b>
January	88.86%	81.19%
February	89.18%	83.32%
March	89.67%	84.24%
April	88.92%	83.59%
May	89.80%	83.76%
June	65.81%	85.18%
July	86.19%	78.16%
August	85.12%	83.97%
September	81.95%	80.39%
October	77.45%	82.21%
November	79.79%	84.56%
December	82.60%	84.34%



## COLLEGE RIDERSHIP ON MATBUS

### 2016-17

Fare Count		Customer Type					Grand Total
Year	Month	Concordia	M State	MSUM	NDSU	NDSCS	
2016	August	941	2,423	8,755	37,404	112	49,635
	September	1,054	3,152	8,187	79,884	239	92,516
	October	1,242	2,686	8,291	83,803	277	96,299
	November	1,124	2,595	7,164	76,205	263	87,351
	December	816	2,250	5,363	48,360	177	56,966
2016 Total		5,177	13,106	37,760	325,656	1,068	382,767
2017	January	883	3,375	5,973	80,190	250	90,671
	February	885	2,902	6,086	87,062	312	97,247
	March	1,094	2,736	6,914	76,545	232	87,521
	April	911	2,757	6,110	62,802	255	72,835
	May	825	1,901	4,773	26,885	183	34,567
	June	817	1,690	3,727	6,663	216	13,113
	July	892	1,453	2,931	6,111	144	11,531
2017 Total		6,307	16,814	36,514	346,258	1,592	407,485
Grand Total 2016-17		11,484	29,920	74,274	671,914	1,592	790,252

### 2017-18

Fare Count		Customer Type					Grand Total
Year	Month	Concordia	M State	MSUM	NDSU	NDSCS	
2017	August	1,095	2,506	6,328	32,788	274	42,991
	September	1,093	3,069	6,520	64,369	459	75,510
	October	1,029	2,785	5,898	78,430	361	88,503
	November	915	2,327	5,701	78,909	283	88,135
	December	633	1,670	4,511	40,538	287	47,639
2017 Total		4,765	12,357	28,958	295,034	1,664	342,778
2018	January	-	-	-	-	-	-
	February	-	-	-	-	-	-
	March	-	-	-	-	-	-
	April	-	-	-	-	-	-
	May	-	-	-	-	-	-
	June	-	-	-	-	-	-
	July	-	-	-	-	-	-
2018 Total		-	-	-	-	-	-
Grand Total 2017-18		4,765	12,357	28,958	295,034	1,664	342,778

### % CHANGE

Year	Month	Concordia	M State	MSUM	NDSU	NDSCS	Grand Total
2016-17	August	16%	3%	-28%	-12%	145%	-13%
	September	4%	-3%	-20%	-19%	92%	-18%
	October	-17%	4%	-29%	-6%	30%	-8%
	November	-19%	-10%	-20%	4%	8%	1%
	December	-22%	-26%	-16%	-16%	62%	-16%
2016-17 Total							
2017-18	January						
	February						
	March						
	April						
	May						
	June						
	July						
2017-18 Total							
Grand Total							

#### NOTES:

Includes NDSU Circulator Routes