

Final Report

MATBUS 2021-2025 Transit Development Plan

December 3, 2021



Prepared by:



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MATBUS 2021-2025 TRANSIT DEVELOPMENT PLAN

EXECUTIVE SUMMARY

PROJECT PURPOSE

To develop a five-year transit plan to guide MATBUS service, with an emphasis on future needs and sustainable growth

EXISTING CONDITIONS

Data driven analysis of current services to identify strengths and weaknesses

- Service summary
- Community + demographic review
- System performance

Key Takeaways from Outreach & Analysis:

- Many people prefer investing resources in building up frequency and/or span as opposed to providing additional coverage.
- Sunday service is seen as VERY desirable.
- Service and/or service improvements desired/mentioned at several specific locations, including the new Amazon distribution center
- Analysis shows strong ridership along key corridors between major activity centers.
 - Some other areas appear to have lower ridership.
- Need for effective pedestrian infrastructure and land use designs amenable to transit use.

SERVICE PLAN RECOMMENDATIONS

FARGO

Focus on the addition of bi-directional, corridor-based services

New Route 8 – Crosstown service providing direct connection to Moorhead

Most significant investment impacts:

Enhancing transit frequency

Development of Sunday service network

Restructuring service in West Fargo

MOORHEAD

Consolidation and simplification of Routes 1, 2, and 5

Addition of bi-directional, corridor-based services

Adjustment and simplification of Route 4 (North Moorhead/Dilworth Wal-Mart), and Route 6 (Dilworth)

New Route 8 – Crosstown service covering Moorhead and providing direct connection to West Acres

Major investments in frequency and weekend service

ENGAGEMENT ACTIVITIES

- Community Survey: 760 responses
- 3 Stakeholder Meetings: 20 attendees
- 2 Virtual Open Houses: 16 attendees
- GTC Boards
- Wikimap: 43-point specific comments, 25 routes drawn
- Continued outreach and interviews

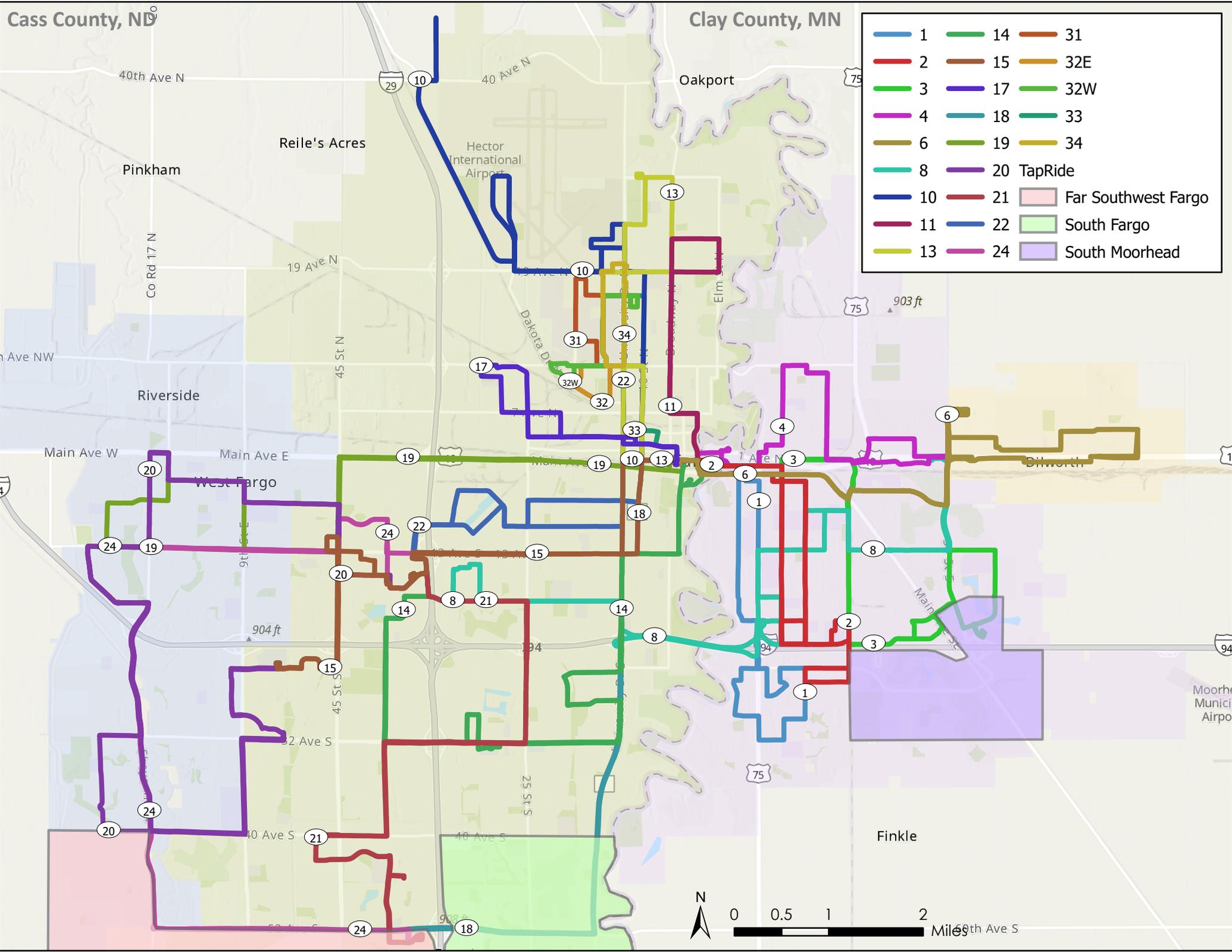
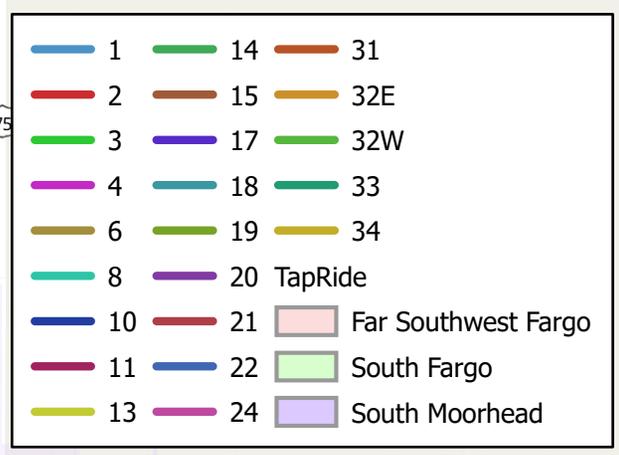
Engagement Findings:



POLICY RECOMMENDATIONS

- Strategic Planning
- Service and Performance Guidelines
- Bus stop GIS Layer
- Metro Consolidated Human Services Transportation Plan (CHSTP)

Phase	Total Peak Vehicles	Annual Revenue Hours	Annual Operating Cost
Current	33	134,021	\$12,061,845
Phase 1	33	134,021	\$12,061,845
Phase 2A	37	149,580	\$13,462,137
Phase 2B	45	178,998	\$16,109,727
Phase 2C	50	201,422	\$18,127,925
Phase 2D	54	218,912	\$19,702,025
Phase 2E	54	234,123	\$21,071,056



TDP RECOMMENDATIONS

Service Recommendations

Route Recommendations are outlined in Chapter 7: Proposed Service Plan on page 179. This chapter includes route alignment changes to current routes, recommendations on service headways, and new routes. Implementation of the service expansion is outlined in a phasing plan on page 234, with capital and operational impacts listed on page 236.

Strategic Recommendations

Policy and strategic recommendations are outlined in Chapter 8 on page 239. These include bus stop spacing and amenity standards, and service performance guidelines. An updated bus stop GIS layer with ridership information and shelter availability was developed and delivered as part of this project.

CHSTP Recommendations

Listed under Chapter 11 on page 260, the Consolidated Human Services Transportation Plan (CHSTP) was a standalone task of the TDP and provides regional recommendations to transit and human service providers on transportation coordination.

The top priority for implementation is the establishment of a coordination and communication forum for transportation providers that meets regularly, to which social and human service providers may be invited as well. The forum could meet quarterly to discuss the identified needs and implementation of further strategies, which are outlined on page 294.

CHAPTER 1: PROJECT BACKGROUND

Metro Area Transit – MATBUS – is a transit provider collectively operated by the Cities of Fargo and Moorhead to provide fixed-route and demand-response transit service in the Fargo- Moorhead Metropolitan Area – specifically Fargo, West Fargo, Moorhead, and Dilworth.

The Cities of West Fargo and Dilworth contract for service from Fargo and Moorhead, respectively. Fargo and Moorhead contract out MATBUS's driver services to First Transit, a private company.

MATBUS is jointly administered by City staff in both Fargo and Moorhead, and revenue and expenses are split based on a cost-allocation agreement that uses data and formulas to ensure fair cost-sharing between jurisdictions in the service area.

Purpose

The purpose of the MATBUS Transit Development Plan (TDP) is to develop a five-year transit plan to guide MATBUS service, with an emphasis on future needs and sustainable growth.

Project Scope

The project scope is to evaluate existing conditions, conduct authentic public engagement, and develop recommendations that are reflective of community needs that can be feasibly implemented within the five-year period. This is accomplished through the following tasks:

- Public engagement (ongoing)
- Analyze existing conditions
 - Bus Stop Analysis – GIS layer, spacing and amenity standards
- Establish goals and objectives
- Understand current and future needs and set priorities
- Develop service recommendations and a funding plan
- Final Report
 - Appendix: Coordinated Human Service Transportation Plan (CHSTP)

While MATBUS provides ADA complementary paratransit service, the focus of this TDP update was on the MATBUS fixed route service. However, the potential impact to the MATBUS paratransit service was considered throughout.

Figure 1. Planning Process



Project Team

A multi-organization, multi-disciplinary project team was established at the beginning of the project to guide decision making and collaboratively shape the plan. The TDP Project Team was led by Metro COG and included staff from MATBUS, and the cities of Fargo, Moorhead, West Fargo, and Dilworth. Staff from SRF Consulting and AECOM provided technical expertise and content creation at the direction of the rest of the Project Team.

Additionally, the TDP update was overseen by the Study Review Committee, who received regular updates throughout the project. Members of the SRC included staff from:

- City of Fargo
- City of Moorhead
- City of West Fargo
- City of Dilworth
- Metro COG
- MATBUS Staff
- MATBUS Riders
- Social Service Agencies
- State and Federal Partners

The SRC members contributed technical expertise, provided guidance, reviewed, and commented on deliverables, and spread the word on engagement activities. SRC meetings were held approximately once every two months.

Adapting to COVID-19

The COVID-19 pandemic has, temporarily, changed public life in Fargo-Moorhead and the nation. The safety of the public and Metro COG, MATBUS, and SRF Team staff was the highest priority during the planning process.

The SRF Team employed a hybrid public engagement approach. Project engagement relied on online and distanced-based engagement, as well as the use of boards at the Ground Transportation Center (GTC) and paper versions of survey materials.

Final Report Overview

This document is a collection of reports, memos, and meeting summaries collected and developed through the course of the project, from March 2020 through June 2021. Each has been assigned a chapter in this document.

CHAPTER 2: PUBLIC ENGAGEMENT PLAN – SUMMER 2020

INTRODUCTION

This Public Engagement Plan outlines the various methods and approaches to engage key stakeholders and the broader public as part of the MATBUS 2021-2025 Transit Development Plan (TDP). The consultant team (SRF and AECOM, herein referred to as the SRF Team) will use the engagement plan as an execution guide for management of community engagement activities throughout the project. Community outreach will occur in West Fargo, Fargo, Moorhead, and Dilworth. This Public Engagement Plan was developed in collaboration between Metro COG, MATBUS, and the SRF Team (herein referred to as the Project Team), with input from project partners.

The Public Engagement Plan is considered a living document and will be updated as needed to reflect input received from project partners, stakeholders, and the public as the project progresses. When updated, the most recent documents will be posted on the project's website and be emailed to project managers' staff.

The purpose of this engagement plan is to:

- Describe how public input will be incorporated in the decision-making process
- Identify the communities and stakeholders whose input will be critical to the project's success
- Detail public engagement methods, techniques, timelines

Approach

Metro COG's Public Participation Plan (PPP), Title VI Plan, and Limited English Proficiency Plan are important policy documents that guide public participation for transportation planning in the Fargo-Moorhead region. The approaches, themes, and strategies from these documents have been incorporated in this Public Engagement Plan for the MATBUS 2021-2025 TDP.

Metro COG believes the public should be an integral part of the planning process; the public should not simply learn about important plans and policies after the fact. **Metro COG strives for a planning process that is transparent, understandable, and allows for two-way communication. Authentic public engagement should occur early and continue through the duration of the project.**

Public participation in the TDP is important for a variety of reasons. The public has the right to participate in transportation decisions that affect their community and way of life, including how they get to and from school, work, medical services, and their ability to participate in community and civic life. Moreover, the public has knowledge and insight into local problems that the SRF Team and staff and decision-makers from Metro COG and MATBUS need to make informed decisions. Robust community engagement results in better plans that are more likely to be implemented.

For the MATBUS TDP, the goals for effective public engagement include:

1. Inform a diverse public about the TDP and how they can shape the future of MATBUS
2. Collect input from a diverse public about the TDP, including MATBUS users and non-users
3. Use public input to shape the project and enable informed decision-making

Engaging Diverse Communities

Recipients of federal funds are required to promote inclusive public participation and provide meaningful access to racial and ethnic minorities, people with low incomes, and those with limited English proficiency. The SRF Team endeavors to reach out to all communities – including racial and ethnic minorities, people with low incomes, newly-arrived immigrants, people with disabilities, and seniors – to understand their transit needs and potential opportunities for improvement.

Ensuring Access

Metro COG ensures that individuals with limited English proficiency (LEP) are able to participate in its programs and planning activities. LEP individuals are those with limited ability to read, write, speak, or understand English. Metro COG's LEP Plan outlines the policies and procedures used to ensure equitable access for LEP populations.

There is a relatively low percentage of LEP individuals in the Metro COG planning area. Just 2.6 percent (5,486) of the Fargo-Moorhead metropolitan statistical area population speak English "less than very well." Moreover, Metro COG has not received requests for language assistance. However, Metro COG offers interpretation and translation services upon request.

The SRF Team will work with Metro COG to ensure LEP individuals are able to participate fully in the project. The following interpretation and translation services are identified in the LEP Plan, and will be used as needed as part of the TDP project:

- Cultural Diversity Resources
- Language Services – Family Health Care Center
- Lutheran Social Services of North Dakota
- Minnesota Translations
- North Dakota Assistive
- North Dakota State Contracted Services

Terminology

As used throughout this document and project, the public refers to the population as a whole. Engagement activities will be structured to inform project decisions and will be inclusive of all members of the public.

As used throughout this document and project, a community is a group of people defined by a shared background. Communities may also be stakeholders; a stakeholder is an individual or entity that would be affected by the project, including businesses, residents, elected officials, local government, and community organizations.

Timing

Outreach to the public and stakeholders will be ongoing throughout the project in partnership between the SRF Team and MATBUS and Metro COG staff. Generally, activities will be concentrated in three different phases in conjunction with major project milestones:

- **Assessment of Needs.** In this first engagement phase, The SRF Team will disseminate project information to the public, while seeking their input on: travel patterns and use of the MATBUS system; present and future transportation needs; and transit service preferences and priorities. Input received during this phase will inform the remainder of the project, including the creation of goals, priorities, and performance measures; draft service concepts; and strategic recommendations.
- **Draft Recommendations.** The public will be asked to review and provide input on all draft service concepts and strategic recommendations prior to their inclusion in the draft TDP. The draft concepts and recommendations will be created based on the first phase of engagement, and then updated pending public feedback collected in this second phase.
- **Draft TDP.** The final engagement phase will focus on receiving feedback related to the completed draft TDP. Such will be important context for decision makers as they review and suggest edits to the draft TDP.

All time-sensitive engagement will be scheduled approximately 30 days in advance to ensure adequate advertisement and participation.

ENGAGEMENT TOPICS & THEMES

The SRF Team will engage the public to provide information about MATBUS and transit service in the Fargo-Moorhead region. Moreover, the public will be asked to provide input on existing conditions and emerging trends, unmet needs, and their vision for the future of transit service in the region, as well as subsequent recommendations made in response. All input relevant to the TDP will be recorded and considered to shape the development of the plan and guide decision-making.

The public and stakeholders will be asked to provide insight and input in the following categories.

Current Use

MATBUS and Metro COG have access to a variety of quantitative data – on ridership, demographics, built form, etc. – that will be used throughout the project. However, these datasets must be accompanied by data collected directly from current MATBUS users and non-users.

The SRF Team will ask the public when, where, why, and how they travel and use transit in the region. The Project Team wants to hear from MATBUS users about their experience, and from non-users about their real or perceived barriers to using transit.

Needs

The Project Team will ask the public about any unmet transportation needs. As the Fargo-Moorhead region continues to grow and change – in economic activity, development patterns, and the size and makeup of its population – so do its transportation needs. Characteristics of the MATBUS service area are constantly changing, and the TDP represents an opportunity to closely examine and address emerging and previously unmet needs.

Preferences, Tradeoffs & Priorities

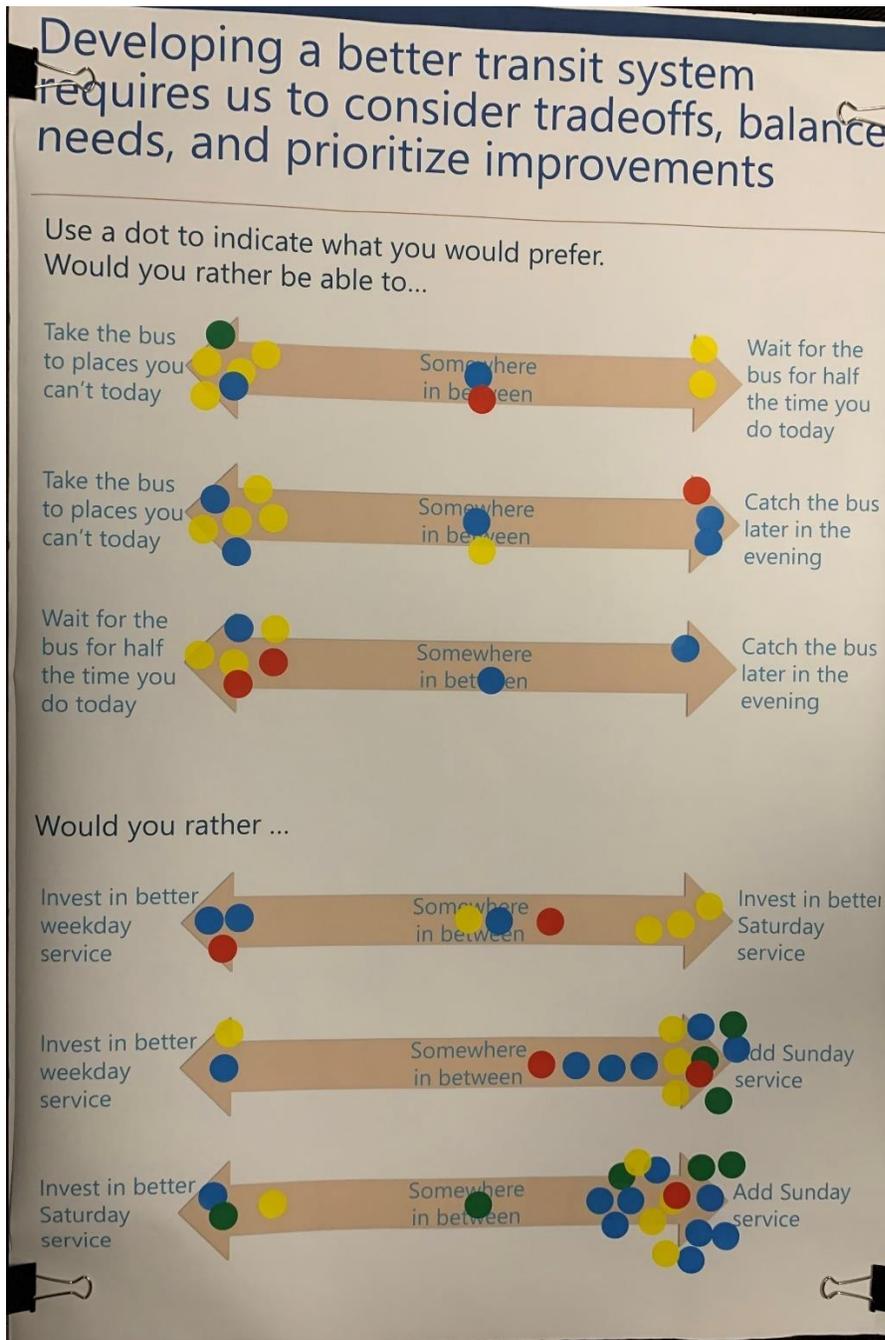
Planning for and operating a transit system will always require a series of tradeoffs given fiscal constraints. While engaging the public, the SRF Team hopes to illuminate these tradeoffs in order to better understand preferences and priorities.

Absent unlimited resources, how should MATBUS prioritize improvements? How should it balance competing interests when designing service? For example:

As a transit passenger, would you rather a “one seat” ride that takes 30 minutes, or one that is 10 minutes faster but also requires a transfer between two buses?

There is no “right” answer to this or other hypothetical questions about tradeoffs. Asking the public to identify their preferences and rank their priorities will enable more informed decision-making within real resource constraints.

Figure 2. Public Engagement Tradeoffs Exercise



DECISION-MAKING PROCESS

Results of the public engagement strategies deployed throughout the TDP will be documented and shared with decision-makers and the general public.

Public Input Documentation

The Project Team will share summaries of engagement efforts and input received with the project committees described below to help make key project decisions. Comments emailed or mailed to MATBUS, Metro COG, or the SRF Team outside of a specific engagement event will also be included in the summaries. Summaries of engagement efforts and input received will be posted on the project website at project milestones and leading up to project decisions.

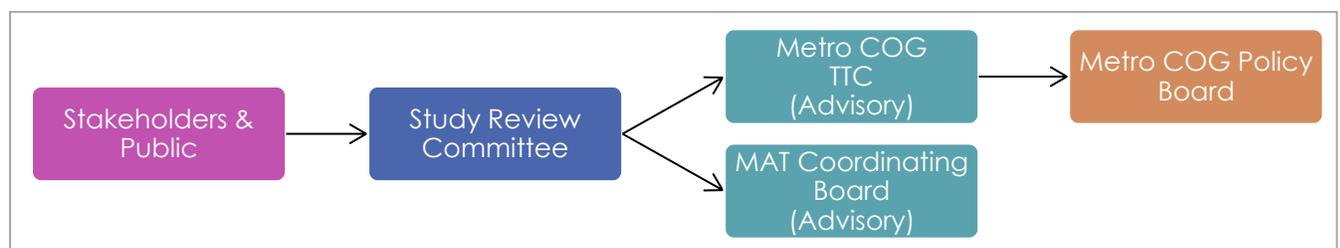
Input received throughout the project will be documented and summarized in a final TDP document. The following materials will be produced by the SRF Team and provided to Metro COG:

- Presentation Materials
- Meeting Handouts and Display Boards
- Draft/Final Survey Instruments
- Social Media Content
- Meeting/Event Summaries (may be incorporated into deliverables as appendices)
- Study Review Committee agendas, slides, and summaries

Decision-Makers

Stakeholder input received throughout the TDP will be weighed by multiple decision-maker groups, including the project's Study Review Committee (SRC), the Metro Area Transit (MAT) Coordinating Board, and Metro COG's Policy Board and Transportation Technical Committee. The relationships between these groups are shown in Figure 3.

Figure 3. Decision-Making Structure



Study Review Committee

Development of the MATBUS 2021-2025 TDP will be guided by the Study Review Committee (SRC), which will provide oversight and input into the development of the Plan. The SRC membership is shown in Table 1.

Table 1: Study Review Committee Members

Organization/Member Type	Member
MATBUS Staff	<ul style="list-style-type: none"> Lori Van Beek, Moorhead Transit Manager Taaren Haak, Moorhead Assistant Transit Planner & Marketing Specialist Julie Bommelman, Fargo Transit Director Matt Peterson, Fargo Assistant Transit Director Jordan Smith, Fargo Transit Fleet & Facility Manager Cole Swingen, Fargo Transit Planner Shaun Crowell, Mobility Manager
Metro COG	<ul style="list-style-type: none"> Michael Maddox, Project Manager Ari Del Rosario, Assistant Planner
Metro Area Transit Coordinating Board	<ul style="list-style-type: none"> Kevin Hanson, Board Chair
First Transit (Contracted Operator)	<ul style="list-style-type: none"> Ed Pearl, General Manager
MATBUS Riders/Representatives	<ul style="list-style-type: none"> John Gilbert, MATBUS rider advocate Thomas Hill, United Way of Cass-Clay
Local Government Partners	<ul style="list-style-type: none"> Peyton Mastera, City of Dilworth Tim Solberg, City of West Fargo Malachi Petersen, City of West Fargo
State Government Partners	<ul style="list-style-type: none"> Becky Hanson, NDDOT Stacey Hanson, NDDOT Michael Johnson, NDDOT Wayne Zacher, NDDOT Voni Vegar, MnDOT
Federal Government Partners	<ul style="list-style-type: none"> Renaee Tunison, Federal Transit Administration

The SRF Team will organize and host up to seven (7) SRC meetings throughout the course of the project. These are expected to occur every 1-2 months over the duration of the project, corresponding with major milestones. The SRF Team will attend up to six (6) of these meetings in person and will plan attendance to coincide with key deliverables.¹

¹ As able, following the most up-to-date guidance from public health officials regarding the COVID-19 pandemic.

The SRF Team will:

- Work in cooperation with Metro COG in scheduling the meetings;
- Develop materials necessary to conduct the SRC meetings (excluding presentation slides), which will be distributed to SRC members at least one (1) week in advance of the meeting date; and
- Create meeting summaries for distribution and review by the SRC, no later than one (1) week following the meeting.

Metro Area Transit Coordinating Board

The Metro Area Transit (MAT) Coordinating Board is responsible for providing a coordinated public transit system within the Fargo-Moorhead Metropolitan Area. The MAT Coordinating Board facilitates and oversees a coordinated decision-making process between the City of Fargo and the City of Moorhead regarding delivery of public transit and ensures that decisions are developed in consultation with other local units of governments, public institutions, stakeholders, and the general public (Table 2).

The SRF Team will present twice to the MAT Coordinating Board. The SRF Team will work with the Metro COG Project Manager and SRC to determine when these presentations will occur in relation to the overall TDP timeline.

Metro COG Policy Board

The Policy Board is Metro COG's executive decision-making body. The Policy Board reviews and approves all of Metro COG's work activities, budgets, bills, etc., and discusses transportation issues affecting the metropolitan area. Metro COG is comprised of 16 voting members who represent the metropolitan planning area and establish overall policy direction for all aspects of the area wide planning program. The Policy Board consists of at least three-quarters elected officials, and each jurisdiction's voting power is based on its approximate share of the area's population (Table 2).

Upon incorporation of feedback received from the SRC and MAT Coordinating Board, the final TDP document(s) will be provided to Metro COG for presentation to and approval from the Policy Board.

Metro COG Transportation Technical Committee

The Transportation Technical Committee (TTC) advises the Policy Board on technical matters associated with Metro COG's work activities, mission, and specific transportation planning issues. The committee is comprised of engineering, planning, and transit staff from local jurisdictions, and representatives from North Dakota Department of Transportation and Minnesota Department of Transportation (Table 2).

Upon incorporation of feedback received from the SRC and MAT Coordinating Board, the final TDP document(s) will be provided to Metro COG for presentation to and approval from the TTC.

Table 2: Representation of Relevant Standing Committees

Type	Representing	Number of Voting Members by Committee		
		MAT Coordinating Board	Metro COG Policy Board	Metro COG TTC
Government	Dilworth City Council (or Staff)	1	1	1
	Fargo City Commission (or Staff)	2	4	3
	Horace City Council		1	1
	Moorhead City Council (or Staff)	2	3	3
	West Fargo City Commission (or Staff)	1	2	2
	Cass County Commission (or Staff)		1	2
	Clay County Commission (or Staff)		1	2
	MnDOT			1
	NDDOT			1
	Fargo Planning Commission		3	
	Horace Planning Commission			1
	Metro COG Executive Director			1
Institution	Concordia College	1		1
	M State	1		
	Minnesota State University – Moorhead	1		
	North Dakota State University	1		1
Stakeholder	Bicycle/Pedestrian			1
	Freight			1
	Greater Fargo-Moorhead Economic Development Corporation			1
	Valley Senior Services	2		
Gen. Public	Jointly Appointed Board Chair	1		
Total Voting Members		13	16	22

STAKEHOLDER IDENTIFICATION

The SRF Team has developed an initial list of stakeholders to engage throughout the project (Table 3). It represents potential stakeholders that should be considered by the Project Team and SRC. This is not an exhaustive list; it will be updated as the project progresses. The universe of strategies that could be used to engage these groups are summarized in the following pages.

Table 3: Stakeholder Groups

Stakeholder Type	Stakeholder Groups and Resources
Higher Education Students, Faculty, and Staff	<ul style="list-style-type: none"> • Concordia College • Minnesota State University – Moorhead (MSUM) • Minnesota State Community and Technical College (M State) • North Dakota State College of Sciences (NDSCS) • North Dakota State University (NDSU)
Middle and High School Students and Parents	<ul style="list-style-type: none"> • Cass County Career & Technical Education Center • Fargo Public Schools • Moorhead Area Public Schools
Newly Arrived Immigrant Communities and LEP Populations	<ul style="list-style-type: none"> • Cultural Diversity Resources • Family Health Care • Lutheran Social Services of North Dakota • New American Consortium • New American Development Agency • Somali Business Center
People with Disabilities	<ul style="list-style-type: none"> • CCRI, Inc. • Connections • Freedom Resource Center for Independent Living • North Dakota Assistive • North Dakota Association for the Disabled
Older Adults	<ul style="list-style-type: none"> • AARP Minnesota • AARP North Dakota • Clay County Age Well • Valley Senior Services
Workforce Development, Economic Development, and Business Community	<ul style="list-style-type: none"> • CareerForce – Moorhead • Downtown Moorhead, Inc. • Fargo Moorhead West Fargo Chamber of Commerce • Greater Fargo Moorhead Economic Development Corp. • Job Service North Dakota • Moorhead Business Association
Health and Human Service Providers and Resources	<ul style="list-style-type: none"> • Great Plains Food Bank • Lakes & Prairies Community Action Partnership (CAPLP) • United Way of Cass-Clay • Village Family Service Center • YMCA of Cass and Clay Counties

Stakeholder Type	Stakeholder Groups and Resources
Healthcare Providers	<ul style="list-style-type: none"> • Essentia Health Fargo • Family Health Care • Prairie St. John's Hospital • Sanford Health
Housing Organizations	<ul style="list-style-type: none"> • Clay County HRA • Fargo Housing & Redevelopment Authority • Fargo-Moorhead Coalition to End Homelessness • Housing Authority of Cass County • Moorhead Public Housing Agency
Community Groups and Advocates	<ul style="list-style-type: none"> • Citizens' Climate Lobby Fargo Moorhead Chapter • Fargo-Moorhead Climate Group • Fargo Neighborhood Coalition • Fargo Public Library • Moorhead Block Clubs • Moorhead Neighborhood Services • Moorhead Public Libraries

PUBLIC ENGAGEMENT STRATEGIES

Adapting to COVID-19

The COVID-19 pandemic has, temporarily, changed public life in Fargo-Moorhead and the nation. The safety of the public and Metro COG, MATBUS, and SRF Team staff is the highest priority. Thus, the approach to engaging the public as part of the TDP must be broadened and re-imagined.

Typically, the SRF Team prefers to engage the public by meeting them where they are at. As much as possible, the Team tries to tap into already-scheduled community events and make ourselves physically present in the community by hosting pop-up meetings at popular locations. This allows for two-way communication and results in better representation of historically marginalized communities. However, COVID-19 may result in few or no in-person engagement opportunities.

The SRF Team will employ a hybrid public engagement approach. Initial project engagement will rely on online and distanced-based engagement. The SRF Team will conduct formal and informal in-person engagement as able, following the most up-to-date guidance from public health officials. The COVID-19 pandemic presents challenges, but the SRF Team is confident that authentic and meaningful public engagement can still take place, using proven online and distance-based engagement methods.

Sharing Information

The following methods will be used by the SRF Team to share project information and promote opportunities for submitting input.

Project Website

The MATBUS TDP project website will be hosted on Metro COG's existing website at <http://fmmetrocog.org/2021TDP>. All public-facing project materials will be hosted on the project website, along with project information and opportunities to provide input. The SRF Team will provide Metro COG with content for the project website. Metro COG staff will be charged with uploading, editing, and managing the project website.

Social Media

The SRF Team will leverage MATBUS and Metro COG's existing social media channels (and those of project partners) to develop social media content that is creative, broad reaching, and cost-effective. Facebook and Twitter will be the primary social media

platforms used as part of the TDP project. The primary focus of social media posts will be information sharing, including directing social media users to the project website for information about MATBUS, the TDP, and engagement opportunities. When a specific event is approaching, social media posts will focus on promoting the event, whether it is online or in-person. At other times, social media posts will be used to raise awareness of the project generally or share recordings or summaries of previously completed engagement activities.

Social media content may include photos and other graphics, text posts, and polls. Visually interesting content tends to engage more users than text-only posts; for this reason, posts will include photographs or other graphics as often as possible. Twitter and Facebook polls may be used as an informal, easily accessible way to gather input for the TDP.

TDP-specific social media posts will be shared once every one (1) to two (2) weeks (or as needed) via existing Metro COG and MATBUS accounts, including:

- facebook.com/fmmetrocog
- facebook.com/matbusfm
- twitter.com/matbus

The SRF Team will work with MATBUS and Metro COG to determine whether there are opportunities for targeted advertisements via existing social media accounts. Doing so would be a cost-effective means of extend the reach of project messaging, including to members of the public who do not currently ride MATBUS.

When appropriate, the SRF team will also collaborate with stakeholder and partner organizations to share these posts through these organizations' social media accounts to broaden their reach. Events targeted toward the general public will be promoted online for the two weeks leading up to their scheduled date and any follow-up items will be communicated via the same channels.

Any social media content developed by the SRF Team will be reviewed by MATBUS staff before being shared through MATBUS and Metro COG social media channels. All social media content developed for the TDP will be posted directly by Metro COG or MATBUS staff.

Email Updates

Email updates will be distributed by the SRF Team and through MATBUS' existing Rider Alerts. Email updates will announce opportunities to get involved and share links to surveys and recent engagement summaries around project milestones. Content for email updates will be coordinated and developed by the SRF Team then reviewed by Metro COG and/or MATBUS staff.

Those interested in receiving TDP project emails can sign up through the project website and other engagement events and opportunities. The SRF Team will develop a contact list from interested individuals who participate in engagement activities. Additionally, the Team will seek opportunities to use the existing mailing lists of stakeholders – elected officials, community organizations, business associations – to broaden our reach.

Traditional Media

Traditional media outlets – including television, radio, and print media – may serve as additional avenues to promote the project. The SRF Team will work with Metro COG staff and the SRC to identify free media opportunities with local television, radio, and print outlets. The SRF Team proposes the distribution of press releases to local news media in the initial and last few months of the project. A preliminary list of potential outlets is listed below.

- Television: Moorhead Community Access Media (MCAM), TV Fargo 56, Fargo Access 68, Prairie Public TV
- Radio: Prairie Public Radio, MPR KCCD 90.3 News, KCCM 91.1 Classical, Radio Free Fargo 95.9, WDAY Radio 93.1, Y94 Radio
- Print: The Forum, West Fargo Pioneer, High Plains Reader, FM Extra

Gathering Input

Surveys

Due to the COVID-19 pandemic, the SRF Team proposes that two separate surveys be conducted: A Community Survey in the spring/summer, and a Passenger Survey in the fall.

Community Survey

A Community survey that is geared toward MATBUS stakeholders (including riders) and the general public will be used to gather information about how the transit system is working for customers, identify areas of need, preferences, priorities, and demographics. Those who don't use MATBUS will be asked about their perceptions of the transit service and which strategies or situations (if any) might cause them to use MATBUS service in the future.

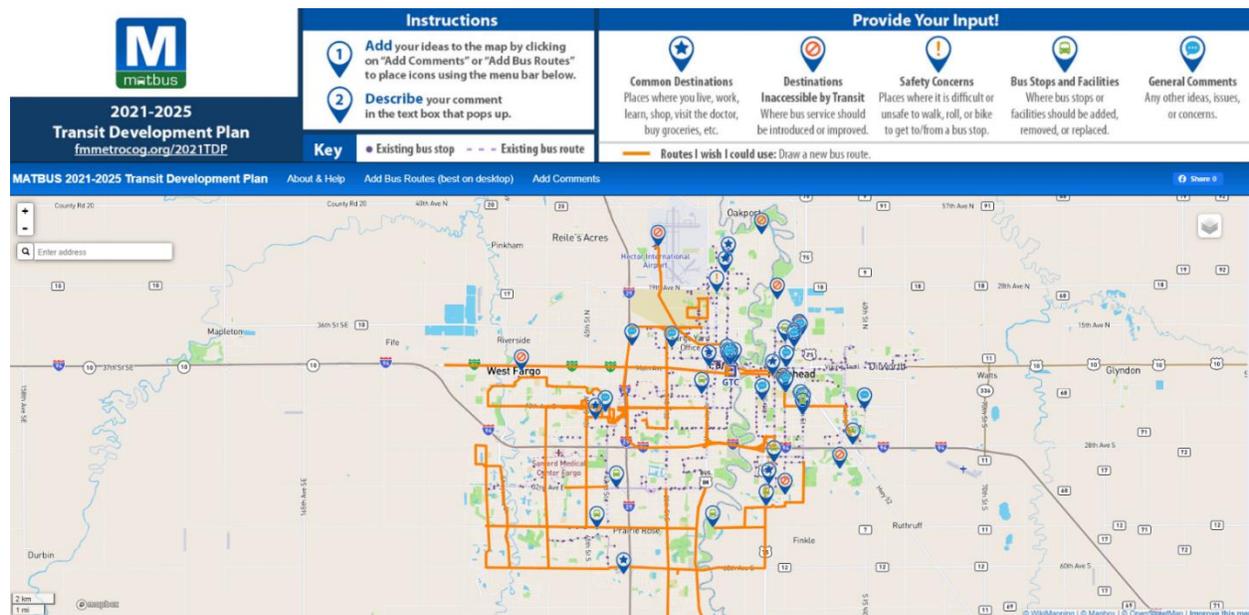
The SRF Team will develop the survey instrument early in the project. Metro COG and the SRC will review the survey tools to ensure that the appropriate data are collected to inform the TDP. The survey will be distributed and completed electronically; however, paper surveys will be available upon request. The survey will be shared in electronic communications (i.e., project website, social media, email updates, etc.), traditional

media, and promoted when engaging stakeholders through other means. Survey completion will be incentivized by holding random giveaways, as allowable; this could include multi-day transit passes and/or gift cards to local businesses.

Interactive Map

An interactive comment map, or “wikimap,” is a customizable online mapping tool that enables the public to provide geographically specific comments on a variety of predetermined topics. The map is available to anyone with access to the Internet. An example of is shown below.

Figure 4. Interactive Wikimap



A comment map for the MATBUS 2021-2025 TDP is being developed to allow users to leave comments regarding frequently-visited origins and destinations, areas where they would like to see new or improved bus service, and areas where improved bus facilities are desired, in addition to general comments. Users will also be able to draw on the map the existing bus route(s) they regularly use and propose brand new bus routes on. Existing MATBUS fixed bus routes and stops will be shown on the map to provide users with geographic context for their comments. Input from the wikimap is listed in the Chapter 5 appendix.

Online Public Workshops

The SRF Team will host online public workshops to present project information and gather input. Two of these workshops will be promoted to the general public and occur early in the project to gain input on needs and priorities and establish a baseline understanding.

A final online public workshop will coincide with the presentation of draft service concepts and strategic recommendations.

The online public workshops will be conducted using Zoom, an online video conference platform that enable interaction and live polling. The workshops could potentially be simultaneously streamed on Facebook Live to increase their reach.

The public workshops will be a mix of presentation, interactive activities, and question and answer session. In the first two workshops, the SRF Team will give a “Transit Planning 101” presentation, outlining the considerations and tradeoffs that MATBUS must weigh when designing transit service. Once a baseline understanding of transit fundamentals has been established, the audience will be asked to participate in a series of activities that include the identification of priorities via live polling. The third workshop will present draft service concepts and strategic recommendations, with live audience feedback and polling.

These online public workshops could be recorded and posted on the project website and social media for those unable to attend live. Audience members would be automatically notified of any recording upon joining the workshop. Recording will be done at the discretion of Metro COG,

Stakeholder Small Group Meetings

In addition to broad-based engagement that is targeted at the public, SRF will facilitate a series of small group meetings and one-on-one interviews at two (2) key points in the project:

- In the fall of 2020 to gain input on needs and priorities early in the plan's development, and
- later again in the summer of 2021 to vet and prioritize draft recommendations.

Approximately three small working groups will be assembled from an agreed upon list of key stakeholders (Table 3); where possible, stakeholders will be organized by likeness of the communities they represent (e.g., employers and workforce development professionals could be within the same meeting). With some flexibility on group composition and scheduling, the SRF Team will complete a total of six (6) small group meetings – two for each group of stakeholders (summer and fall 2020). Meetings will consist of an interactive format to encourage dialog among participants. Route maps and other materials will be available for stakeholders to graphically record their thoughts.

Given the COVID-19 pandemic, the initial round of stakeholder small group meeting will be conducted using Zoom, an online video conference platform that enable interaction and live polling. One-on-one meetings via Zoom will be used to solicit input from key stakeholders unable to participate in the small group interviews.

Following the stakeholder workshops, the SRF Team will assemble responses and prepare summaries. Separately, SRF will hold specific meetings and engagement strategies that address requirements for Task 4, the Consolidated Human Services Transportation Plan (CHSTP).

Pop-Up Meetings (As Able and Necessary)

When public health guidance permits, the SRF Team may host in-person pop-up meetings at popular destinations in the MATBUS service area. The SRF Team expects that any pop-up meetings would be held in fall of 2020, if warranted and possible. Given the COVID-19 pandemic, pop-up meetings may be replaced by other online and distance-based strategies.

Pop-up meetings initiate open dialogue with people by meeting them in places where they are comfortable, such as outside a community gathering place, near a housing development, or in a well-used local park. Engaging stakeholders in places they work, live, and play is an effective method for gaining public input, particularly from those less likely to participate in traditional engagement methods such as formal open houses.

The goal of pop-up meetings is to introduce the project and gather input in an informal setting. Locations for pop-up meetings may include:

- Well-traveled areas such as downtown Fargo and Moorhead
- MATBUS Transit Center
- Parks and community centers
- Farmers markets and grocery stores
- Breweries and coffee shops
- Libraries
- Student centers

Project staff facilitating these meetings may incentivize participation with small giveaways such as individually wrapped granola bars, or entry into a random drawing to win multi-day transit passes and gift cards to local businesses.

At each pop-up meeting, staff will have a range of materials including informational posters and one-page summaries of the project. Posters will address the following topics:

- A map of the service area where respondents can identify the start and end locations of their trips as well as locations in need of service or improved service
- An interactive board that allows people to provide input on their priorities for service, such as frequency, service hour span, or service area

Draft examples of these posters are included in the chapter Appendix. The SRF Team will produce all pop-up meeting materials.

Formal Presentations to Metro COG Committees

The SRF Team will give up to four (4) formal presentations and will be responsible for preparing the presentation materials. The SRF Team will present twice to the MAT Coordinating Board, and two (2) additional presentations at the direction of the SRC. The SRF Team may conduct these presentations using Zoom, an online video conference platform that enable interaction and live polling.

The SRF Team proposes that one of these four presentations serve as the federally required public meeting and be accompanied by the appropriate public meeting notice. Metro COG will be tasked with ensuring the appropriate public meeting notice is issued.

Engagement for the Consolidated Plan

Task 4 of the TDP will develop the Consolidated Human Service Transportation Plan (CHSTP) for the Fargo-Moorhead region. The plan will identify all local human service providers and all rural and regional providers with regular service to the metro area. A survey will be distributed to these providers to indicate the local service needs and gaps for seniors, people with disabilities, and low-income populations.

The results from the survey of providers will be presented and discussed at a stakeholder meeting for all providers, as well as during an open house for the public. During these events, participants will be asked to provide their input on potential coordination strategies to fill the identified gaps in service for transportation disadvantaged populations. Engagement for the CHSTP will be facilitated by the SRF Team using the Zoom video conference platform.

CHAPTER 2 APPENDIX

Below are DRAFT examples of informational posters that could be used at stakeholder small group and pop-up meetings.

Please indicate:

- Where most of your trips start ● Where you would like to have service
- Where most of your trips end ● Where you would like better service

matbus system map
august 2019 edition

NDSU DAYTIME
NDSU EVENING

DOWNTOWN
JEFFERSON LINES
Office Hours:
Monday - Friday:
4:30am to 11:30pm
Call Center:
701.232.7500
jeffersonlines.com

LINKFM
the downtown's
fun, fast and free link!
GetLinkFM.com for more route info.

FARGO/WEST FARGO ROUTE 20

WEST ACRES

FARGO INDUSTRIAL PARK ZONE
TapRide Industrial Park Zone

FARGO/WEST FARGO ROUTE 24

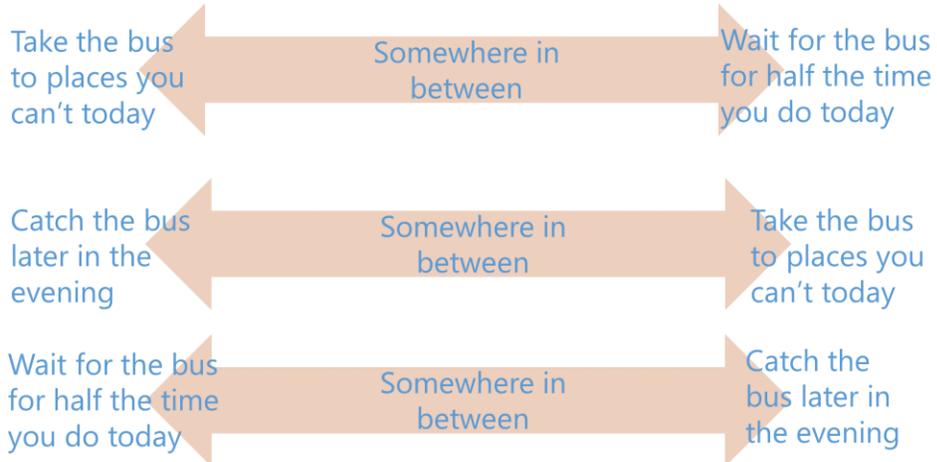
MAP LEGEND

Fargo City Limits	Route 1
Woodland City Limits	Route 2
West Fargo City Limits	Route 3
Shorewood City Limits	Route 4
Higher Education	Route 5
Public Land / Park	Route 6
Transfer Hub	Route 7
Transfer Point	Route 8
Designated Bus Stop	Route 9
TapRide Pickup Location	Route 10
Park & Ride Location	Route 11
Service On Request	Route 12
Transit Alternatives	Route 13
	Route 14
	Route 15
	Route 16
	Route 17
	Route 18
	Route 19
	Route 20
	Route 21
	Route 22
	Route 23
	Route 24
	Route 25
	Route 26
	Route 27
	Route 28
	Route 29
	Route 30

Download your bus schedule at matbus.com.
Call 701.232.7500 for more assistance.

Developing a better transit system requires us to consider tradeoffs, balance needs, and prioritize improvements

Use a dot to indicate what you would prefer.
Would you rather be able to...



Would you rather ...



CHAPTER 3: EXISTING CONDITIONS – SUMMER/FALL 2020

System History and Background

The Fargo-Moorhead Metro Area Transit system – branded as “MATBUS” – operates fixed route and demand response transit service in the Fargo-Moorhead metropolitan area, which includes areas of both North Dakota and Minnesota. Horse-drawn omnibuses had operated in the area as early as the 1870s, and eventually streetcars and buses were the dominant modes of public transit. But – as with many American cities – the emerging post-Second World War dominance of the automobile for almost all trip purposes, coupled with the ongoing sprawl of the metropolitan area’s urban and suburban form into once-rural areas, led to a decline in the transit system’s finances. By 1971 public subsidies were required, and public management of the service began in 1974.

More recently, people have started to look towards walkable urban communities as a desirable place to live and work, and this has led to a resurgence in the value of – and desire for – an effective public transit system. The MATBUS service also benefits from having several large academic institutions in the Fargo-Moorhead area, with an academic community that contributes greatly to the use of public transit. Nonetheless, the MATBUS system still faces challenges like any other public transit service in the United States, ranging from finances to addressing how to serve the portions of the metropolitan area that continue to sprawl away from the urban core (particularly in the North Dakota portions of the service area) to maintaining transit’s attractiveness and competitiveness in an area where the use of the private automobile is relatively unconstrained by parking limitations or severe congestion.

Finally, it should be noted that this Existing Conditions Report presents data and analyses for a time period prior to the outbreak of the COVID-19 pandemic.

Service Area Demographics

This section examines several demographic characteristics that most likely contribute to the demand for transit service in the Fargo-Moorhead area. The examination is useful in reviewing the current services offered to see if there are any gaps in service for specific populations. Table 4 displays several characteristics of the Fargo-Moorhead population relevant to transit. Population information is segmented by key municipality to better understand how transit demand might vary across the metropolitan area.

Table 4. Summary of Transit Propensity Measures in Fargo-Moorhead, 2018 Estimates

Characteristic	Fargo	West Fargo	Moorhead	Dilworth
Zero-vehicle households	6.6%	3.1%	8.2%	8.2%
Individuals in poverty	15,026 12.5%	2,526 7.3%	5,792 13.7%	228 5.2%
Senior population (65+)	13,640 11.3%	2,954 8.6%	5,054 11.9%	645 14.8%
Individuals with a disability	11,729 9.9%	2,831 8.2%	4,236 10.1%	422 9.7%
Population density (population per sq. mile)	2,462	2,338	1,897	1,361

Source: 2014-2018 American Community Survey 5-Year Estimates

Whether people have access to a vehicle contributes greatly to the likelihood that they will use transit service. Additionally, individuals in poverty are sometimes unable to afford to drive while seniors and disabled people are often unable to drive. The portion of Fargo-Moorhead area residents with these characteristics is not insignificant.

Figures 5, 6 and 7 provide an overview of jurisdictions key transit demographic considerations for the Fargo-Moorhead MSA. These maps cover a diverse date/currency range in order to maximize the granularity of available data while giving a high-level understanding of the distribution of key demographics. While some year-to-year changes in the distribution of low-income and minority populations are expected, the basic areas shown are not expected to shift appreciably between major census efforts. The low-income threshold of \$22,560 for the 2017 5-year American Community Survey estimates for census blocks was estimated as follows:

2017 Population Estimate	232,660	persons
Housing Units: 103,482	95,617	housing units (at 92.4% occupancy)
	2.43	persons per household (MSA)
HHS 2017 Poverty Guideline	\$16,240	for a 2-person household
\$4,180 for each additional person	+ \$1,808	at 0.43 additional persons (MSA)
MSA Poverty Guideline	\$18,048	
2017 Low Income Threshold	\$22,560	at 125% of poverty guideline

Population density also plays a large role in people's propensity to use transit. Developmental density, or rather a qualitative assessment of the combined densities of residences, businesses (employment centers), and amenities, reflects how close together trip origins and destinations are to one another and to transit routes. Maps showing a breakdown of employment and population densities based on the 2010 Decennial Census may be found in the Chapter 3 Appendix. An analysis of minimum transit supportive areas based on these maps is found on page 64, Service Coverage.

Figure 5. Fargo - Moorhead Overview and Jurisdictions

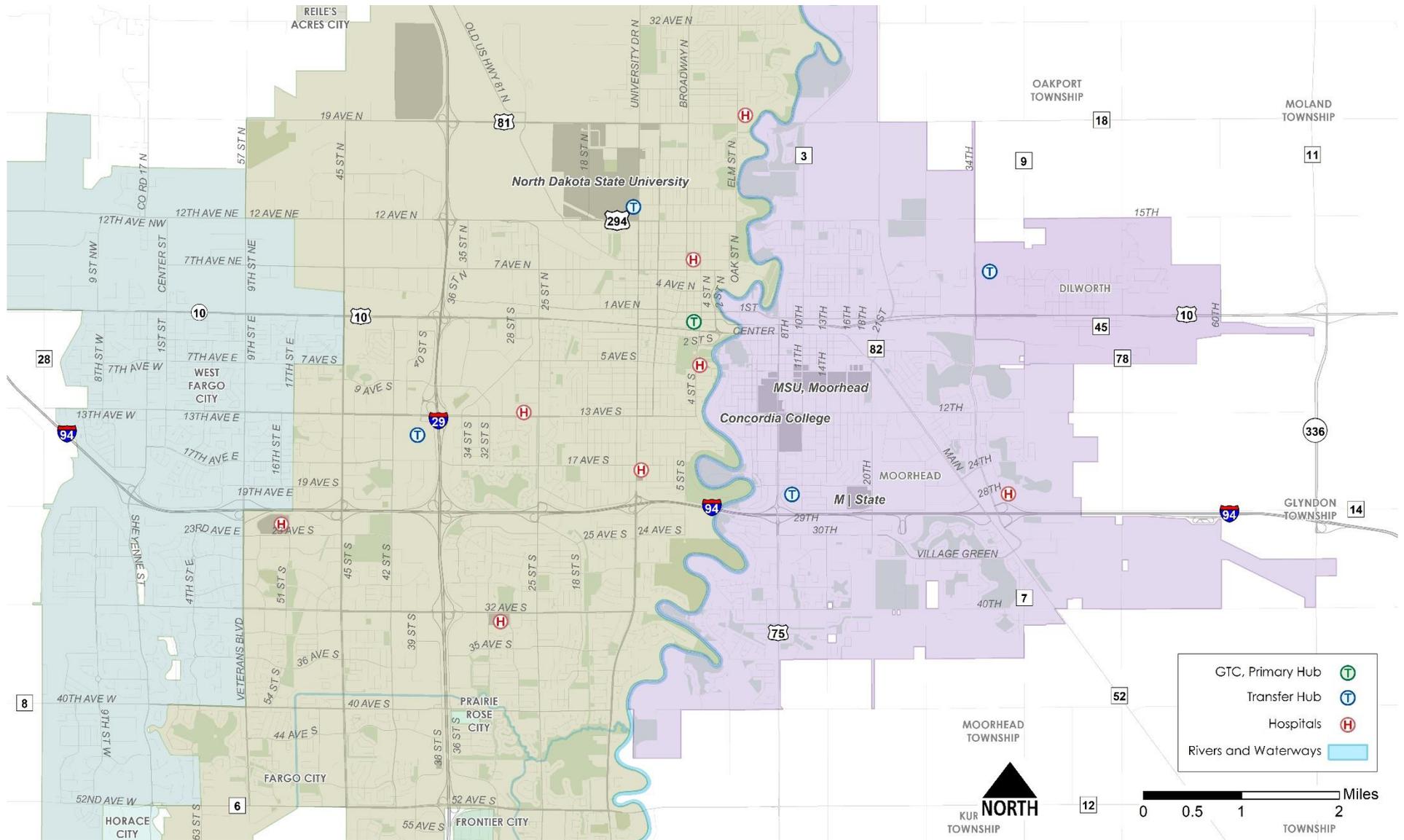
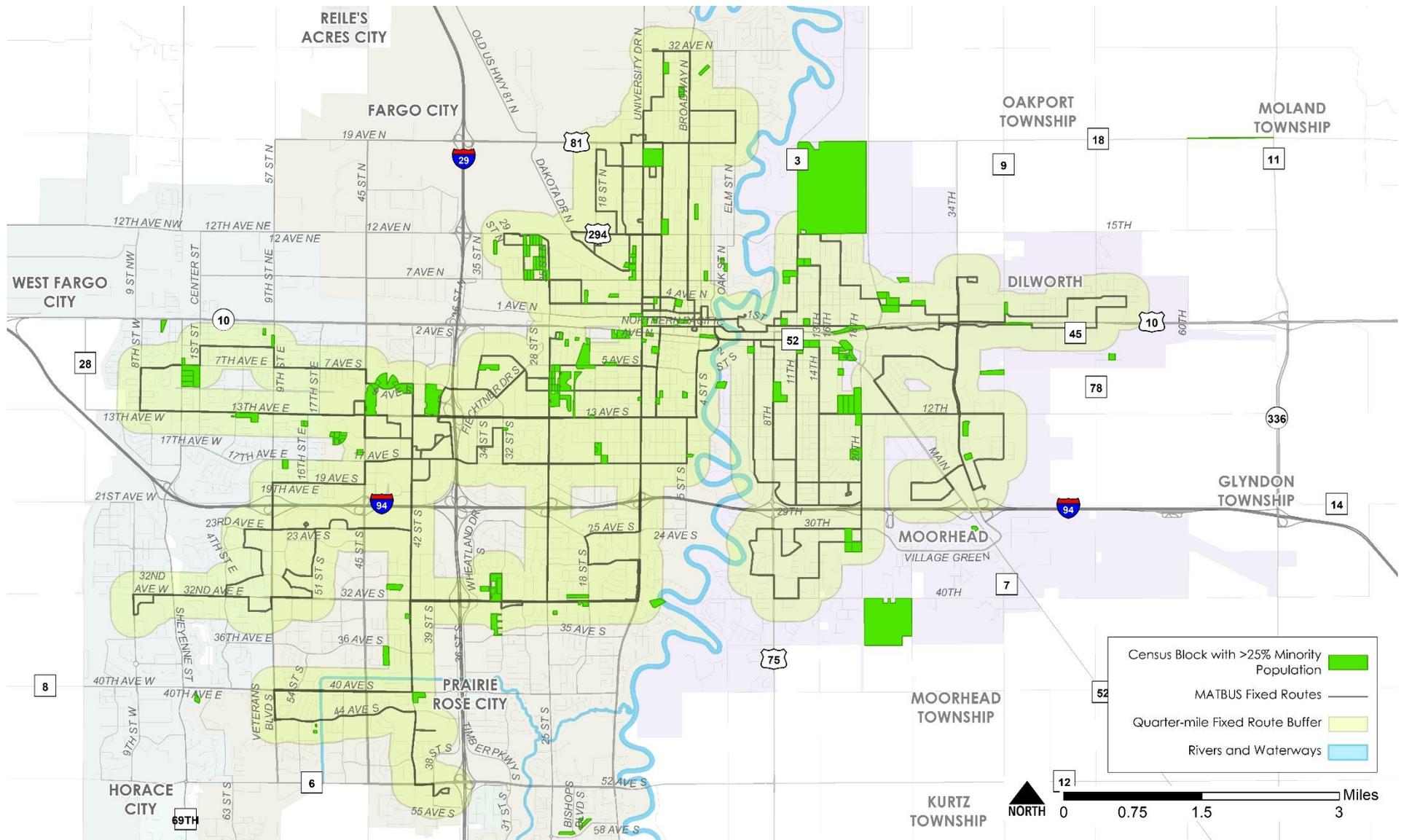


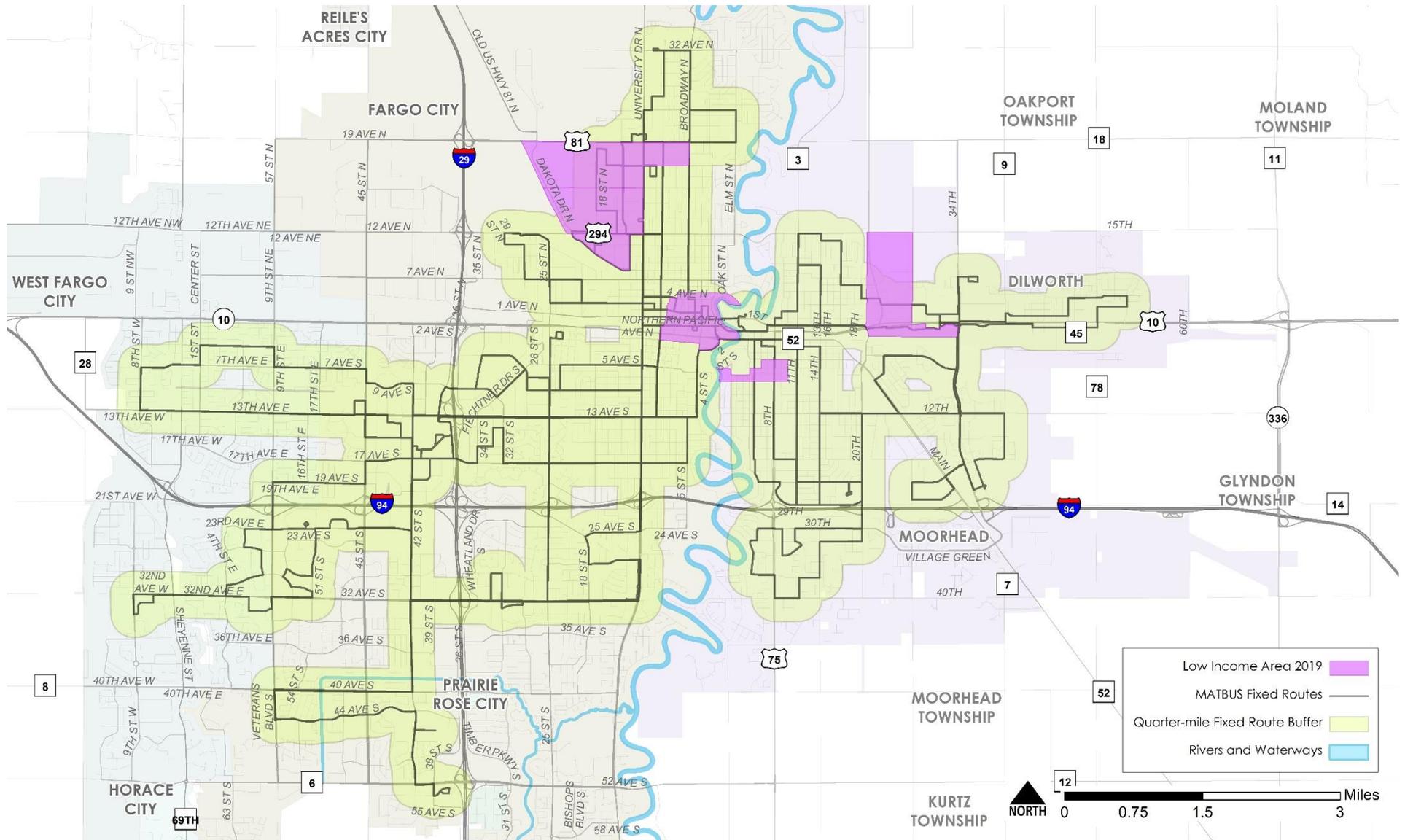
Figure 6. Minority Populations in the Fargo-Moorhead MSA (2010 Decennial Census Data*)



Some census blocks cover large areas but host small populations. This map serves to identify a characteristic by general location and does **not** indicate relative size of the demographic in question.

*While the distribution of minority populations is likely to have changed at least slightly, the analysis above uses 2010 Census Data based on census blocks to provide a granular level-of-detail.

Figure 7. Low Income Areas* (Household Income < \$22,560, 2017 Fargo MSA)



2017 Low-Income Threshold verified based on Metro COG Title VI Non-discrimination Plan, submitted January, 2020 <http://www.fmmetrocog.org/resources/title-vi-plan>, as \$22,560 for 2017

Some census blocks cover large areas but host small populations. This map serves to identify a characteristic by general location and does **not** indicate relative size of the demographic in question.

EXISTING TRANSIT SERVICE

Metro Area Transit – MATBUS – is a transit provider collectively operated by the Cities of Fargo and Moorhead to provide fixed-route and demand-response transit service in the Fargo-Moorhead Metropolitan Area – specifically Fargo, West Fargo, Moorhead, and Dilworth. The partnership was established through a joint powers agreement. The Metro Area Transit Coordinating Board (MAT Board) serves in an advisory role and provides recommendations, made up of the following members:

- Two members of the Fargo City Commission
- Two members of the Moorhead City Council
- One member of the West Fargo City Commission
- One member of the Dilworth City Council
- One representative each from North Dakota State University, Minnesota State University Moorhead, Minnesota State Community and Technical College, and Concordia
- One representative of Valley Senior Services
- One person jointly appointed by Fargo and Moorhead to serve as Chairperson

The Metro Area Transit (MAT) Coordinating Board is responsible for providing a coordinated public transit system within the Fargo-Moorhead Metropolitan Area. The MAT Coordinating Board facilitates and oversees a coordinated decision-making process between the City of Fargo and the City of Moorhead regarding delivery of public transit and ensures that decisions are developed in consultation with other local units of governments, public institutions, stakeholders, and the general public. However, decision-making authority rests with Metropolitan Area elected officials and the Coordinating Board chiefly serves an advisory role.

The Cities of West Fargo and Dilworth contract for service from Fargo and Moorhead, respectively. Fargo and Moorhead contract out MATBUS's operations to First Transit, a private company.

MATBUS is jointly administered by City staff in both Fargo and Moorhead, and revenue and expenses are split based on a cost-allocation agreement that uses data and formulas to ensure fair cost-sharing between jurisdictions in the service area.

Fixed Routes

Currently, the MATBUS system provides fixed route service throughout the metropolitan area, primarily within the cities of Fargo and West Fargo in North Dakota and in Moorhead and Dilworth in Minnesota, with a primary central “hub” at the Ground Transportation Center (GTC) in central Fargo. Connections with intercity bus services operated by Jefferson Lines are also available at the GTC. Other “Transit Hubs” include:

- West Acres Shopping Center Transit Hub
- North Dakota State University (NDSU) Transit Hub (A. Glenn Hill Center²)
- Marriott Transit Hub (Courtyard by Marriott, Moorhead)
- Dilworth Walmart Transit Hub

MATBUS services are timed to meet each other at these various transfer hubs, with connections between the Moorhead and Fargo services occurring at the GTC.

It should be noted that as the aforementioned sprawl of the metropolitan area continues – particularly in the North Dakota portion of the service, towards the southwest – the reliance on additional “satellite” Transfer Hubs such as the West Acres Shopping Center to facilitate timed connections between buses serving suburban areas and those serving more urbanized areas and the GTC becomes a factor in terms of overall trip times.

An overview map of the MATBUS fixed-route system is given in Figure 9. This map is not intended for navigation and may not entirely reflect current service. This is evidenced by the fact that the line shown for Route 3 reflects a long-term detour accommodating ongoing construction and which may remain a permanent fixture of the service.

Frequency, Span

As shown in Table 5, MATBUS routes range in frequency from seven to 60 minutes between vehicles. As is also shown in Table 5, in Fargo and West Fargo the agency operates 15 routes from roughly 6:15 AM to 11:15 PM on Monday through Friday and 7:15 AM to 11:15 PM on Saturday. There is no Sunday Service. Routes 31, 32 (E and W), 33, 34 and a demand-response TapRide³ service directly serve North Dakota State University (NDSU) and operate weekdays only, with Routes 31, 32, 33 operating only during the fall and spring semesters.

In 2017, following the last Transit Development Plan, service was expanded for Routes 1-5 in Moorhead and Dilworth to begin at 6:15 AM Monday through Friday and 7:15 AM Saturday, and to end at 11:15 PM for both periods at 30-minute intervals throughout the day. For Routes 6 and 9 (which are interlined and serve primarily Dilworth), service operates Monday through Saturday

² A. Glenn Hill Center, formerly known as the STEM Transit Hub

³ NDSU TapRide demand-response service replaced Route 35 in 2019 partially as a result of recommendations made in the previous Transit Development Plan

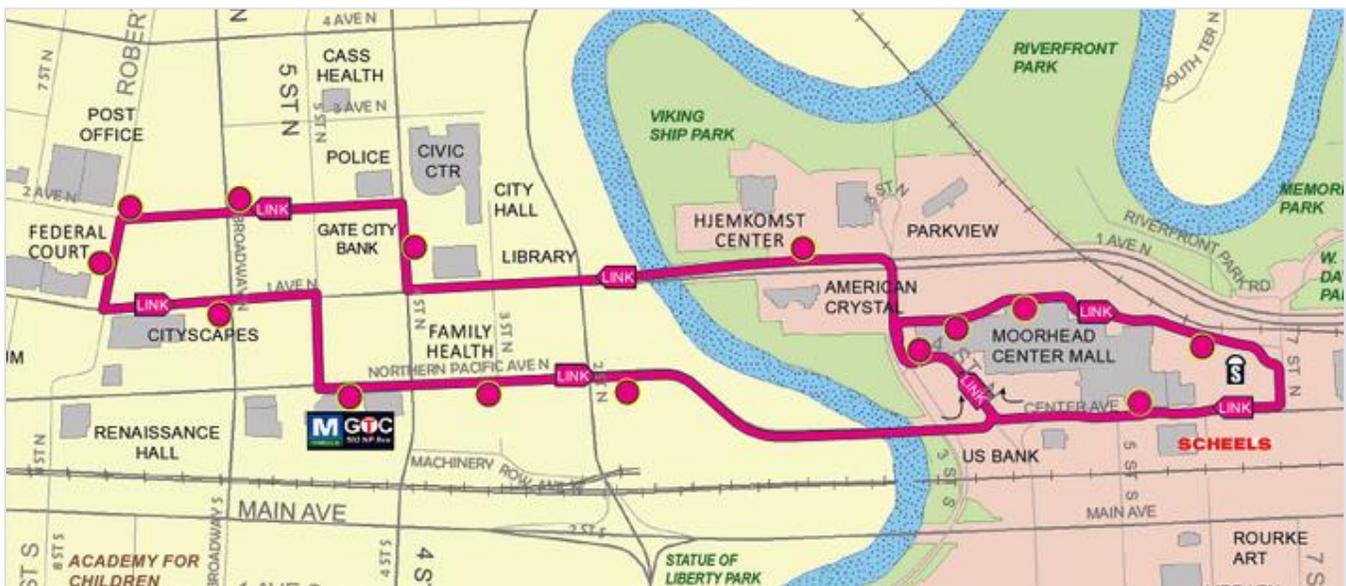
at 60-minute intervals, though Route 6 provides 30-minute service frequency starting at 5:40 PM during the workweek. Table 5 provides more details for service span and key destinations.

The GTC is open Monday through Friday from 6:00 AM to 11:15 PM and Saturdays from 7:00 AM to 11:15 PM.

LinkFM

LinkFM is a free circulator route connecting the downtowns of Fargo and Moorhead. LinkFM previously operated as a daily route; but as of January 1, 2020, it only operates during designated community-sponsored events. A map showing the typical pre-pandemic LinkFM routing is found in Figure 8.

Figure 8. LinkFM Route Map from July 2020



TapRide (Demand Response/Microtransit)

TapRide is an on-demand service offered on the North Dakota State University (NDSU) campus during the academic year Monday through Friday, from 7:30 PM to 11:00 PM, and at the Fargo Industrial Park between the hours of 6:15 AM and 11:15 PM Monday through Friday and 7:15 AM to 11:15 PM on Saturday. TapRide services are linked to the main MATBUS fixed route service at specific hubs allowing passengers to access the main MATBUS system and use the same fare policy as MATBUS service. TapRide service areas are mapped in Figure 12.

Table 5. Fixed Route Service Overview

Route	Note/Description	Monday - Friday		Saturday		
		Frequency (minutes)	Span	Frequency (minutes)	Span	
Moorhead/Dilworth Routes	1	GTC* – Library – Concordia – Marriott <i>Interlined with Route 3**</i>				
	2	GTC – MSUM – Marriott 15 min. freq. for MSUM academic year, 2:30 PM – 6:30 PM <i>Interlined with Route 5**</i>				
	3	Marriott – Moorhead High School – Target <i>Interlined with Route 1**</i>				
	4	GTC – Dilworth Walmart – Parkview Terr.				
	5	Marriott – M State – Hornbacher's Azool <i>Interlined with Route 2**</i>				
	6	Dilworth Walmart – Community Center Two additional weekday trips at 6:10 PM and 6:40 PM <i>Interlined with Route 9**</i>	60	6:40 AM – 7:10 PM	60	7:40 AM – 6:10 PM
9	Dilworth Walmart – Sanford Moorhead <i>Interlined with Route 6**</i>	60	7:10 AM – 5:40 PM	60	7:10 AM – 6:40 PM	
Fargo/West Fargo Routes	11	GTC* – VA Hospital				
	13	GTC – NDSU Hub				
	13U	GTC – NDSU (Academic Year)				
	14	GTC – West Acres – Courthouse				
		30	6:15 AM – 6:15 PM	30	7:15 AM – 6:15 PM	
	60	6:15 PM – 11:21 PM	60	6:15 PM – 11:21 PM		
		15	GTC – West Acres – Courthouse – Fargo 13 th Ave SWalmart			
	15		6:11 AM – 5:45 PM	30	7:11 AM – 5:45 PM	
	30	5:45 PM – 11:11 PM	60	5:45 PM – 11:11 PM		
	16	GTC – West Acres – Public Library				
	17	GTC – Metro Transit Garage (MTG) – University Manor - YWCA				
	18	GTC – Fargo 52 nd Ave S Walmart				
	20	West Acres – Sanford Health Clinic – Somali Business Center				
	24	West Acres – 9 th St W & 32 Ave W				
	31	15 7:40 AM – 6:10 PM				
	32E	30 7:25 AM – 6:05 PM				
	32W	30 7:25 AM – 10:25 AM				
33	NDSU Campus Circulatorst Operate only during the academic year U-Pass Program					
	10	6:55 AM – 10:32 AM 3:08 PM – 6:58 PM	--	--		
7	10:32 AM – 3:08 PM					
	20	7:44 AM – 4:44 PM				
Tap Ride	On-demand, NDSU academic year					
	--	7:30 AM – 11:00 PM		--	--	
Fargo Industrial Park, on-demand service		--	7:30 AM – 11:00 PM		--	7:30 AM – 11:10 PM

*GTC: Ground Transportation Center, Downtown Fargo, ND

**Moorhead routes with interlining switch at the Marriott Transfer Hub

† NDSU Transit Guide, 2019 – 2020, https://www.ndsu.edu/parking/matbus_transit/
2020 – 2021, http://download.matbus.com/0/ndsu_transit_guide_2020_-_2021.pdf

Fares

The basic adult fare is \$1.50 per trip, though discounts are available based on age or disabled status (see Table 6). Discounted unlimited-ride passes are also available. Transfers are free. College students enrolled at Concordia, MSUM, Minnesota State Community and Technical College (M | State), NDSCS, or NDSU pay for service through their student fees as part of the U-Pass program. In addition, the LinkFM circulator route connects the downtowns of Fargo and Moorhead and is free to ride, though LinkFM has only operated during events since January of 2020 and these have been entirely curtailed during the COVID-19 pandemic. Generally, it should be noted that, as part of the Metro COG response to the pandemic, MATBUS temporarily suspended the collection of fares altogether (March 23, 2020 to March 31, 2021).

Table 6. Fixed Route Fare Structure

Fare Category	Cash/Ticket per Ride			Unlimited Ride Pass			
	Single Ride	10-Ride	Pack of 20	30-Day	14-Day	1-Day	Semester Pass**
Adult	\$1.50	\$15.00	\$30.00	\$40.00*	\$21.00	\$5.00	\$45.00
Discount Fares	Single Ride	10-Ride	--	30-Day	90-Day Youth Pass (K-12)		
<ul style="list-style-type: none"> • Elderly (age 60 or older) • Persons with Disabilities • Medicare Card Holders • Youth (K-12th Grade) 	\$0.75	\$7.50	--	\$26.00*	\$26.00		
<ul style="list-style-type: none"> • Children (0 – Preschool) • Service-Connected Veterans • Personal Care Attendants • U-Pass College Students 				FREE			
Transfers				FREE			

*Price excludes a one-time \$5.00 fee for a reloadable card. \$5.00 Replacement

** Non U-Pass Schools; Available in 4-month intervals with valid college ID (January 1-May 15, May 1-August 31, August 1-December 31)

Figure 9. MATBUS Peak Hour System Map (Map)

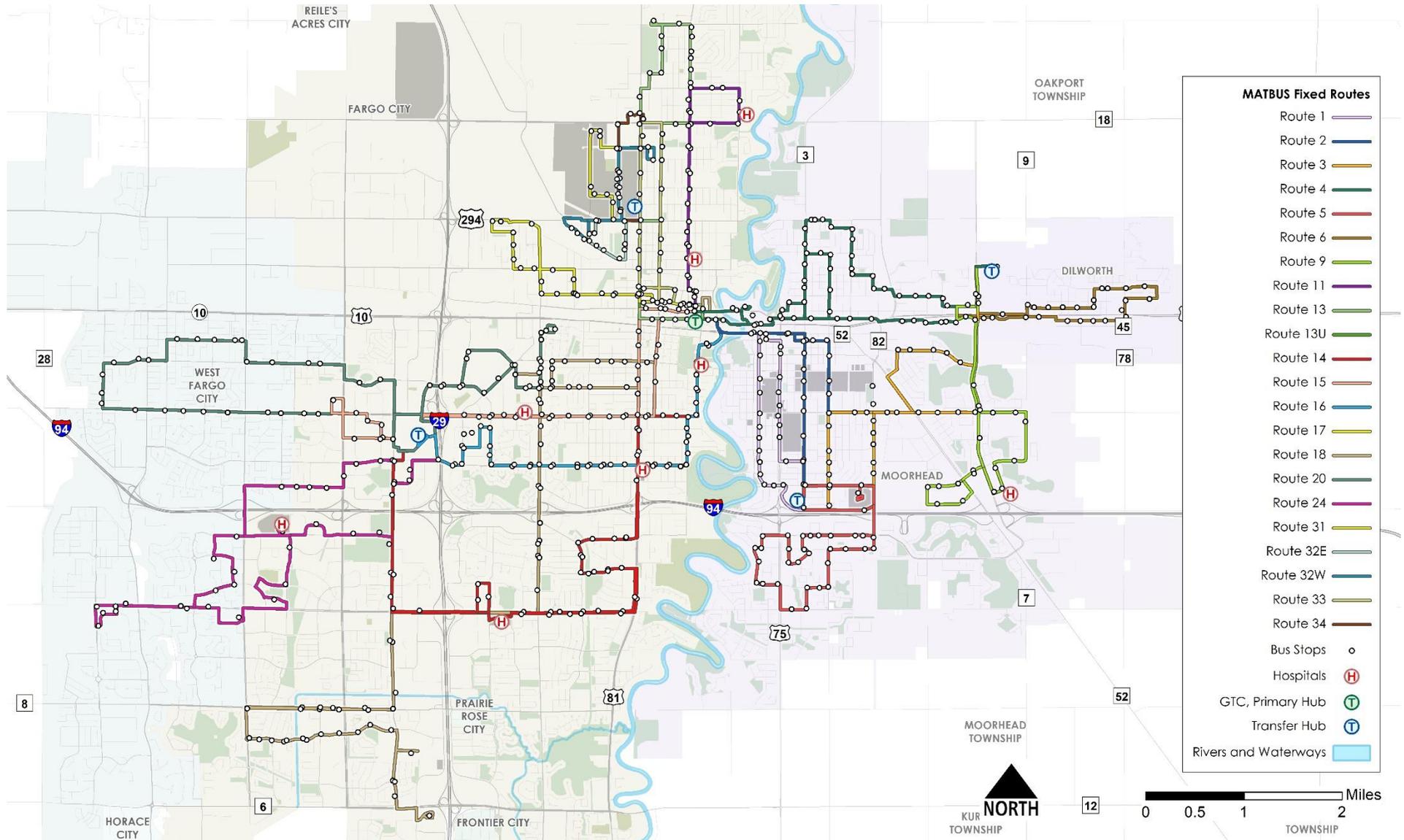


Figure 10. Downtown Inset (Map)

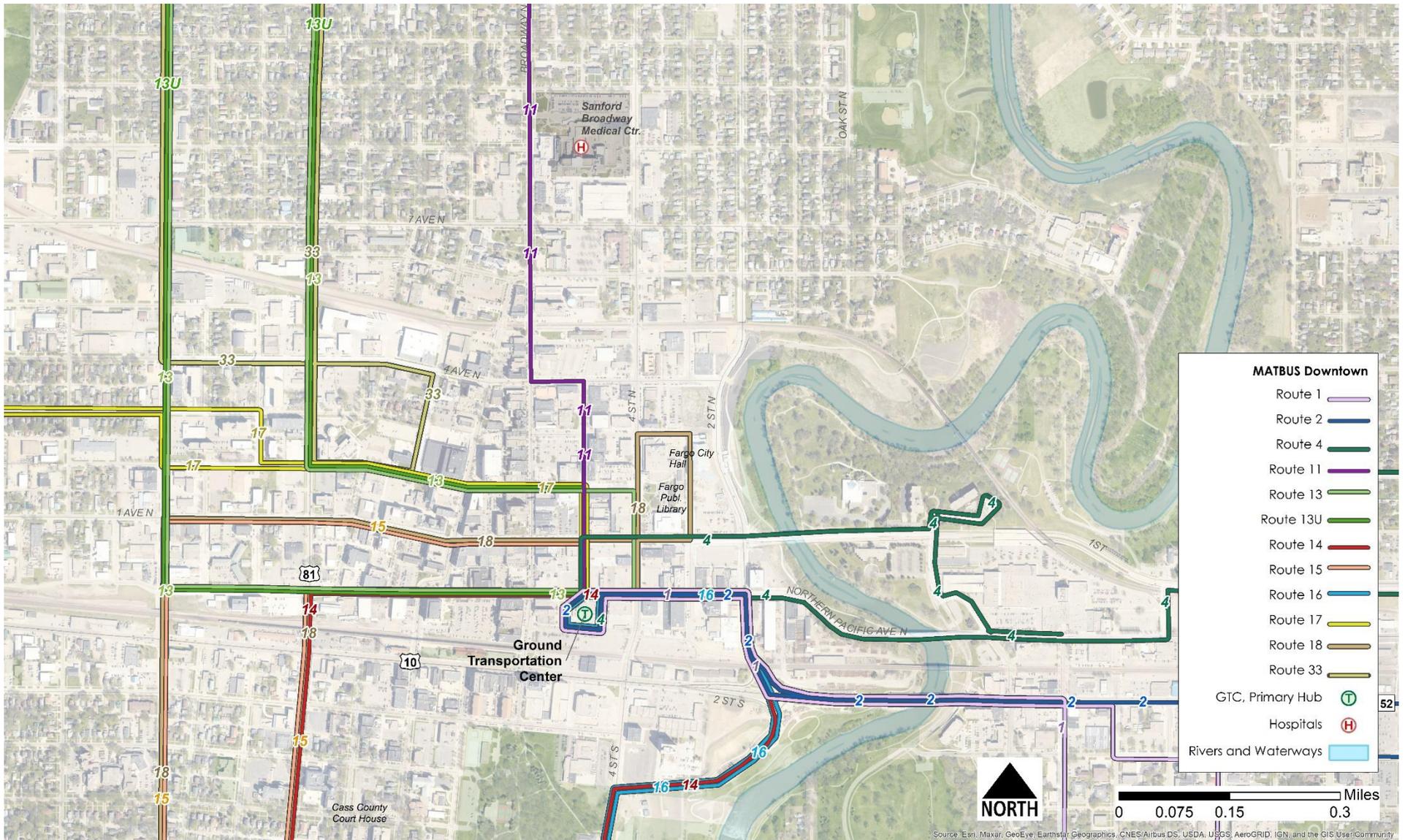


Figure 11. MATBUS NDSU Routes (Map)

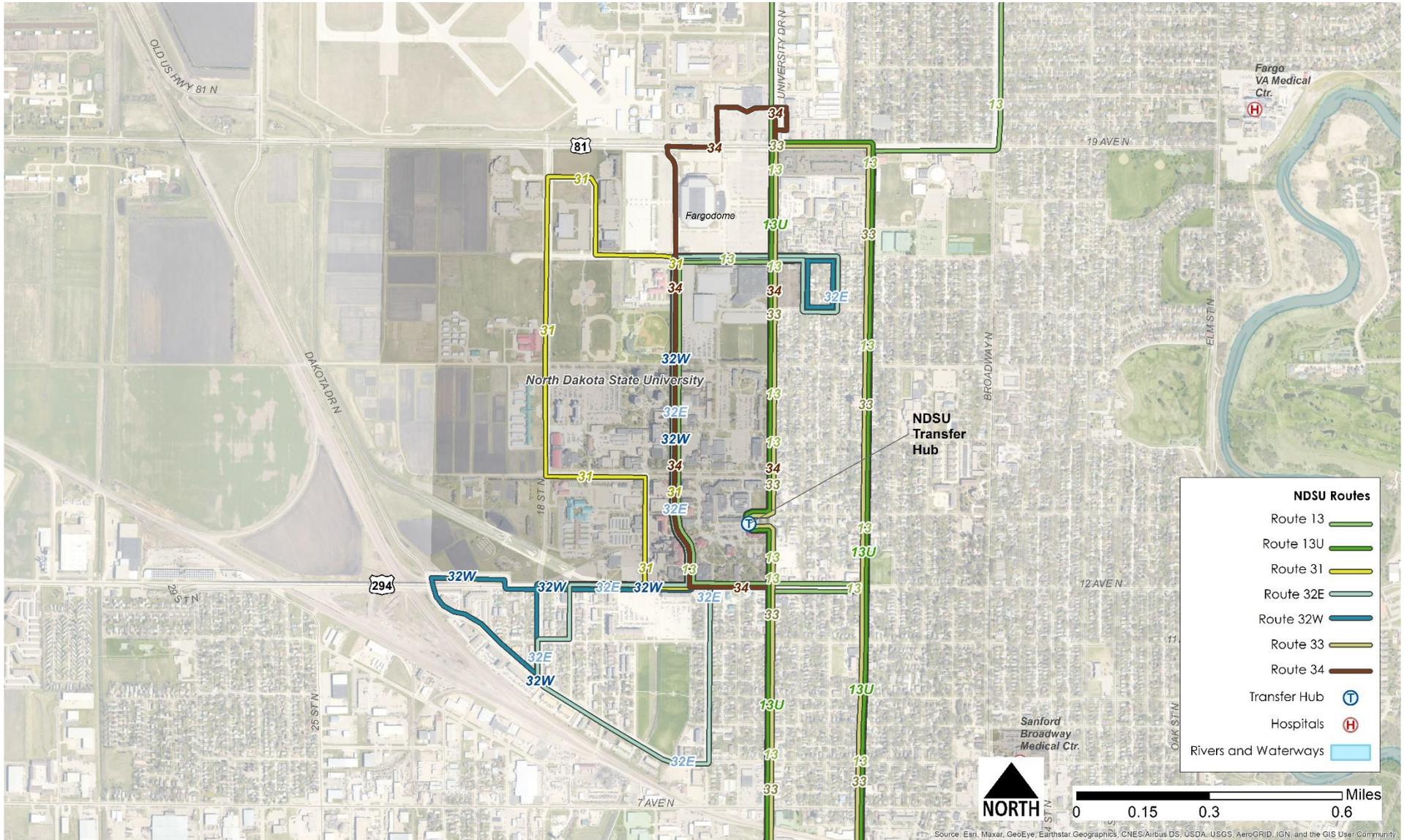
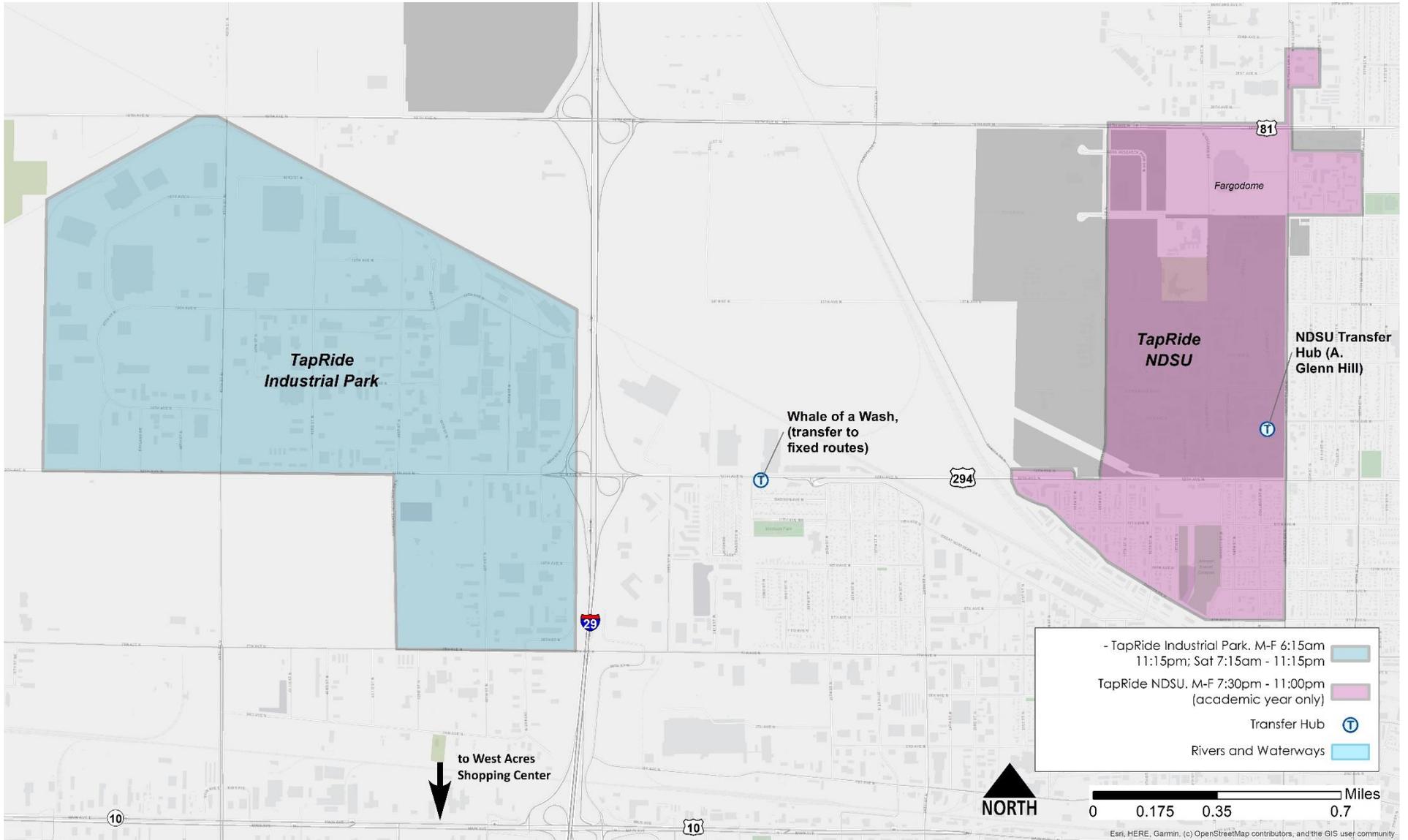


Figure 12. TapRide, Demand-Response Service Areas (Map)



MAT Paratransit

MATBUS offers door-to-door paratransit service to complement its fixed-route service. MAT Paratransit service is available in accordance with the Americans with Disabilities Act (ADA) to people with disabilities who have obtained a Special User Card from the Transit Offices for the Cities of Fargo and Moorhead. While typically the minimum provision for Paratransit requires service within a set distance of fixed-routes service, MAT Paratransit operates within the entire city limits of Moorhead and Dilworth, Minnesota, and Fargo and West Fargo, North Dakota. MAT Paratransit operates as a shared ride service, so vehicles often pick up multiple passengers traveling to different destinations at the same time.

Paratransit service is generally available during the following periods.

- | | |
|-------------------|--------------------|
| • Monday – Friday | 6:15AM – 11:15 PM |
| • Saturday | 7:15 AM – 11:15 PM |
| • Sunday | 7:00 AM – 5:00 PM |

The cost of each ride is \$3.00 per passenger, though personal attendants and children under the age of seven can ride for free if accompanying an eligible passenger; a coupon book of 20 tickets is also available for \$60.00.

Additional Services

FM Ride Source serves as a directory of specialized transportation services in the Fargo-Moorhead metro area produced by the MATBUS Mobility Manager. These are summarized in Table 7, and the following provides further detail for certain key services.

Valley Senior Services

Valley Senior Services, a human services agency focused on assisting people older than 60 years of age, offers demand-response transportation Monday through Friday between 7:30 AM and 4:30 PM in Fargo, West Fargo, Moorhead, and Dilworth as part of its Metro Senior Ride Service. The service is offered for any purpose, though its vehicles do not support wheelchair service. Trip reservations are required. There is a minimum fare of \$3 for seniors plus \$3 for one additional guest, while personal care attendants (PCAs) ride free if the primary rider has a disability. Rides are nominally available to the general public for \$23 and donations are also accepted.

The organization also offers scheduled trips from the smaller communities in Cass County to Fargo along three routes, each running weekly or bi-weekly.

Handi-Wheels Transportation, Inc.

Handi-Wheels Transportation, Inc. is a nonprofit organization that provides door-to-door demand-response service to residents of Fargo and West Fargo. Handi-Wheels operates

wheelchair-accessible vehicles Monday through Friday 6:00 AM to 6:00 PM and Saturday 3:00 PM to 6:00 PM.

Trips are available for medical and non-medical purposes. Fares are \$15 one-way for non-Medicaid medical purposes and \$11 one-way for non-medical trips. Medicaid-funded medical trips are also provided.

Table 7. FM Ride Source Directory Summary (for 2020)

Provider Name	Service Hours	Lift/ Ramp	ND Medicaid	MN Medicaid	Cost in Metro Area
1 Priority Transportation	M-F 6am-6pm Weekends by appt.	Yes	Yes	Yes	WC - One Way: \$40 Round Trip: \$60 Stretcher - One Way: \$90 Round Trip: \$180
CareAVan	24 Hours, 7 Days	Yes	No	No	WC - One Way: \$30 Round Trip: \$60 Stretcher - One Way: \$80 Round Trip: \$160
Doyles Yellow Checker Cab Inc.	24 Hours, 7 Days	No	Yes	No	\$4.50 + \$1.60/mile
FM Mobility Care	24 Hours, 7 Days	Yes	Yes	Yes	WC - One Way: \$25 Stretcher - One Way: \$85
FM Taxi	24 Hours	No	Yes	Yes	\$4.50 + \$1.55/mile
Handi-Wheels	M-F 6am-6pm Sat 3pm-6pm	Yes	Yes	No	Medical One Way: \$20 Round Trip: \$40
Jefferson Lines	Mon-Sun 4:30am-11pm	Yes	No	No	Varies
Lakes Medi-Van	24 Hours, 7 Days	Yes	Stretcher Only	Yes	One Way: \$25 + \$3.10/mile Round Trip: \$25 + \$2.10/mile
Lucky 7 Taxi Service Inc.	24 Hours, 7 Days	No	No	No	\$4.50 + \$1.60/mile + \$.50/additional person
MATBUS Fixed Route	M-F 6:15am-11:15pm Sat 7:15am-11:15pm	Yes	No	No	Single Ride: \$1.50 Discount Single Ride: \$.75
MAT Paratransit	M-F 6:15am-11:15pm Sat 7:15am-11:15pm Sun 7am-5pm	Yes	No	No	One Way: \$3.00
Metro Senior Ride	Fargo, WF, MHD, Dilworth M-F 7:30am-4:30pm	No	No	No	Aged 60+, One Way: \$3.00
Precision Transportation	24 Hours, 7 Days	Yes	Yes	In Process	One Way: \$25 Round Trip: \$50
Ready Wheels	M-Sat 6am-6pm	Yes	No	Yes	One Way: \$25 Round Trip: \$40
Transit Alternatives	M-F 6am-6pm	Yes	No	No	Varies
Uber & Lyft	24 Hours, 7 Days	No	No	No	Uber: Varies Lyft: Varies

FM Ride Source provides printable brochure directories and information at <https://fargond.gov/live/transportation/fm-ride-source>

CURRENT FLEET

The Cities of Fargo and Moorhead respectively owns its own fleet of vehicles for each of fixed route service and paratransit service. In 2018, for fixed routes Fargo owned 24 vehicles and Moorhead owned 12 vehicles. As of 2018, Fargo currently owned 13 vehicles dedicated to demand response service, and Moorhead owned eight (four of which are leased to Fargo and used in MAT Paratransit service, with the other four leased to Fargo Park Board and used for Metro Senior Ride). The paratransit service area stretches into both North Dakota and Minnesota, so vehicles are not confined to a single state.

Table 8. Fleet Distribution, 2018

Characteristic	Fargo-West Fargo		Moorhead-Dilworth		Total
	Fixed Route	Demand Response	Fixed Route	Demand Response	
Peak Vehicles in Daily Operation	24	13	8	8*	53
Number of Spares in Fleet	7	2	4	1	13
Maximum Vehicles Available	31	15	12	9	67

Source: MATBUS and FTA National Transit Database

*In 2019, Moorhead had 4 Paratransit Vehicles and 4 Metro Senior Ride Vehicles (3 peak and 1 spare)

The Federal Transit Administration (FTA) requires that transit vehicles meet minimum service-life standards before vehicles are eligible for replacement without penalty. Table 9 summarizes these requirements. Vehicles used for MATBUS's fixed-route service fall into the "Heavy Duty Large Bus" category, requiring 500,000 miles or 12 years of service before replacement without penalty. Historically, North Dakota (Fargo – West Fargo) follows FTA guidelines, whereas Minnesota (Moorhead – Dilworth) sets its own vehicle replacement standards which also meet FTA standards (see Table 10).

Table 9. FTA Minimum Service-Life Standards for Buses and Vans (NDDOT)

Category	Length	Approx. Gross Vehicle Weight (thousand lbs.)	Seats	Minimum Life*	
				Years	Miles
Heavy-Duty Large Bus	35 to 46 ft, & 60 ft artic.	33 to 40	27 to 40	12	500,000
Heavy-Duty Small Bus	30 ft	26 to 33	26 to 35	10	350,000
Medium-Duty & Purpose-Built Bus	30 ft	16 to 26	22 to 30	7	200,000
Light-Duty Mid- Sized Bus	25 to 35 ft	10 to 16	16 to 25	5	150,000
Light-Duty Small Bus, Cutaways, & Modified Van	16 to 28 ft	6 to 14	10 to 22	4	100,000

Source: Federal Transit Administration – Useful Life of Transit Buses and Vans: Report No. FTA VA-26-7229-07.1 (2007)

*Minimum life standard set at threshold of years or miles, whichever comes first

Table 10. Minnesota DOT Vehicle Replacement Eligibility Guidelines

Category	Length	Approx. Gross Vehicle Weight (thousand lbs.)	Class	Minimum Life*	
				Years	Miles
Heavy-Duty Large, Over-the-road Bus	> 30 ft	> 30	700	12	500,000
Heavy-Duty Medium Transit Bus	25 to 40 ft	21 to 32	600	10	350,000
Medium-Duty Medium Transit Bus	25 to 40 ft	17 to 24	500	7	200,000
Light-Duty Medium Transit Bus	20 to 30 ft	12.3 to 16	400	5	150,000
Light-Duty, Small Transit Bus	16 to 22 ft	< 12.5	300	4	100,000
Van or Support Vehicle	< 16 ft	< 12.5	200	4	100,000

Source: Minnesota DOT Office of Transit and Active Transportation: Transit Fleet Vehicle Replacement Eligibility Policy. Effective 6/21/2019

*Minimum life standard set at threshold of years or miles, whichever comes first

Table 11. Minnesota Sample Vehicle Replacement Costs

Vehicle Class	Vehicle Type and Description			2019 Cost
700	Heavy Duty Large	Purpose Built Transit Bus	CNG (12-year Altoona tested)	\$556,000
700	Heavy Duty Large	Purpose Built Transit Bus	Diesel (12-year Altoona tested)	\$500,000
600	Heavy-Medium Duty	Body on Chassis	Diesel (10-year Altoona tested)	\$241,000
500	Light-Medium Duty	Body on Chassis	CNG (7-year Altoona tested)	\$184,000
500	Light-Medium Duty	Body on Chassis	Gas (7-year Altoona tested)	\$146,000
500	Light-Medium Duty	Body on Chassis	Diesel (7-year Altoona tested)	\$160,000
400	Medium-Light Duty	Body on Chassis Cutaway	Gas (5-year Altoona tested)	\$85,000
400	Medium-Light Duty	Body on Chassis Cutaway	Diesel (5-year Altoona tested)	\$91,000
400	Medium-Light Duty	Body on Chassis Cutaway	CNG (5-year Altoona tested)	\$123,000
400	Medium-Light Duty	Body on Chassis Cutaway, Low-Floor	Gas (5-year Altoona tested)	\$150,000
400	Medium-Light Duty	Body on Chassis Cutaway, Low-Floor	Diesel (5-year Altoona tested)	\$168,000
400	Medium-Light Duty	Body on Chassis Cutaway, Low-Floor	CNG (5-year Altoona tested)	\$218,000
300	Small-Light Duty	Body on Chassis Cutaway	Gas (4-year Altoona tested)	\$72,000

Facilities

MATBUS provides fixed route service to nearly 700 stops. More than 100 of these serve more than 1 route and nearly 300 provide some sort of shelter.

Major hubs and facilities include the following:

Ground Transportation Center (GTC)	Serving as the core of MATBUS operations, the GTC is the main transfer hub between Moorhead and Fargo routes and is in downtown Fargo
Metro Transit Garage (MTG)	Fixed Route and Paratransit buses are stored, maintained and cleaned daily at the MTG, just southwest of NDSU.
Transit Hubs	
West Acres Shopping Center Transit Hub	Located at the Roger Maris Museum entrance, this stop features indoor and outdoor seating, system maps, and an emergency phone.
NDSU Transit Hub	This hub is located by the A. Glenn Hill Center at NDSU in Fargo. It is heated/cooled, with seating, lighting, system maps, and digital arrivals screens.
Marriott Transit Hub	Located off I-94 in Moorhead, south of Concordia College, this stop features a number of amenities including lighting and a large shelter with indoor and outdoor seating.
Dilworth Walmart	This hub links Moorhead and Dilworth routes and is located on the west side of the Dilworth Walmart. It features a shelter and seating.

MATBUS completed a Transit Facility Study in 2018 to address several facility related issues facing the system. These include overcrowding at the MTG, expansion of the West Acres Transit Hub, renovation of the GTC and accommodation to takeover some functions currently housed at the MTG, as well as an evaluation of general stop level and minor hub needs. The evaluation of stop level and minor hub needs used a four-level, tiered-approach to prioritizing investment based on ridership and scope of potential investment.

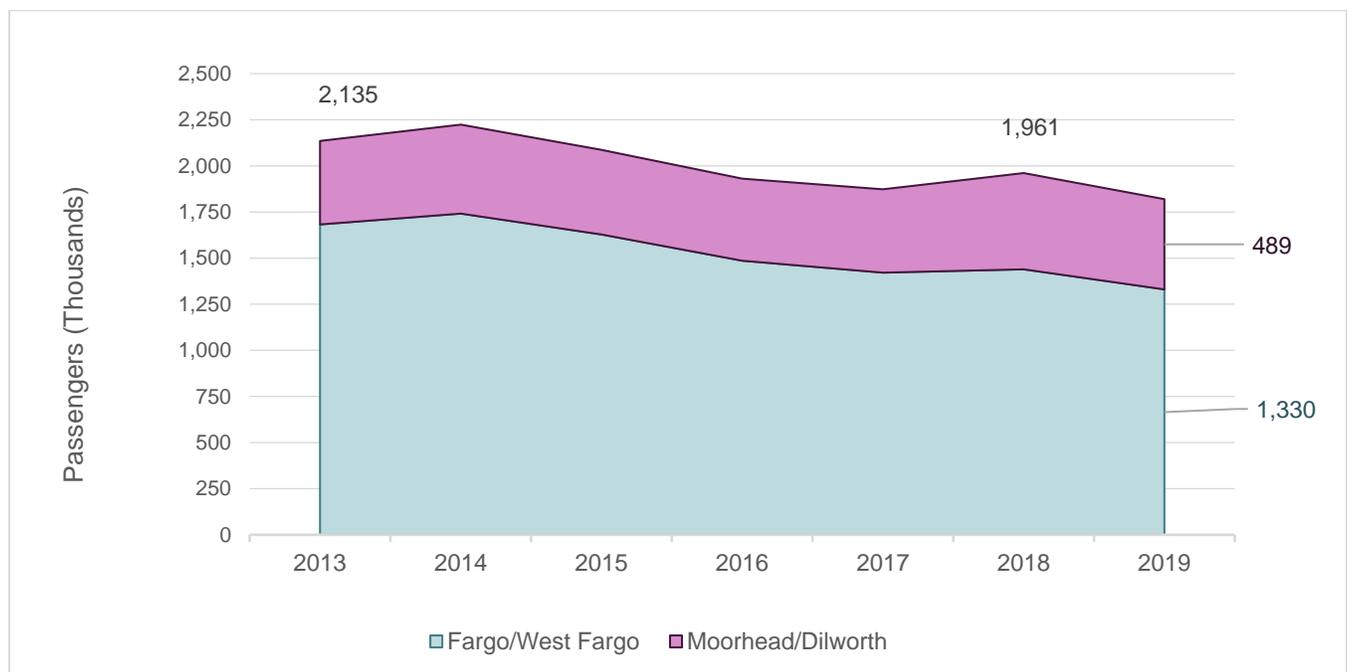
SERVICE PERFORMANCE ANALYSIS

Performance Trends

Fixed Route Analysis

MATBUS logged 1,961,000 fixed-route boardings in 2018 (NTD figures) and 1,819,416 in 2019 (MATBUS figures). Ridership declined in both North Dakota and Minnesota beginning in 2014 until 2017, when ridership began to recover. This recovery was partly due to a major expansion of evening and Saturday service frequency in Moorhead. This trend is illustrated in Figure 13.

Figure 13. F/MATBUS Annual Fixed-Route Ridership: 2013-2019*



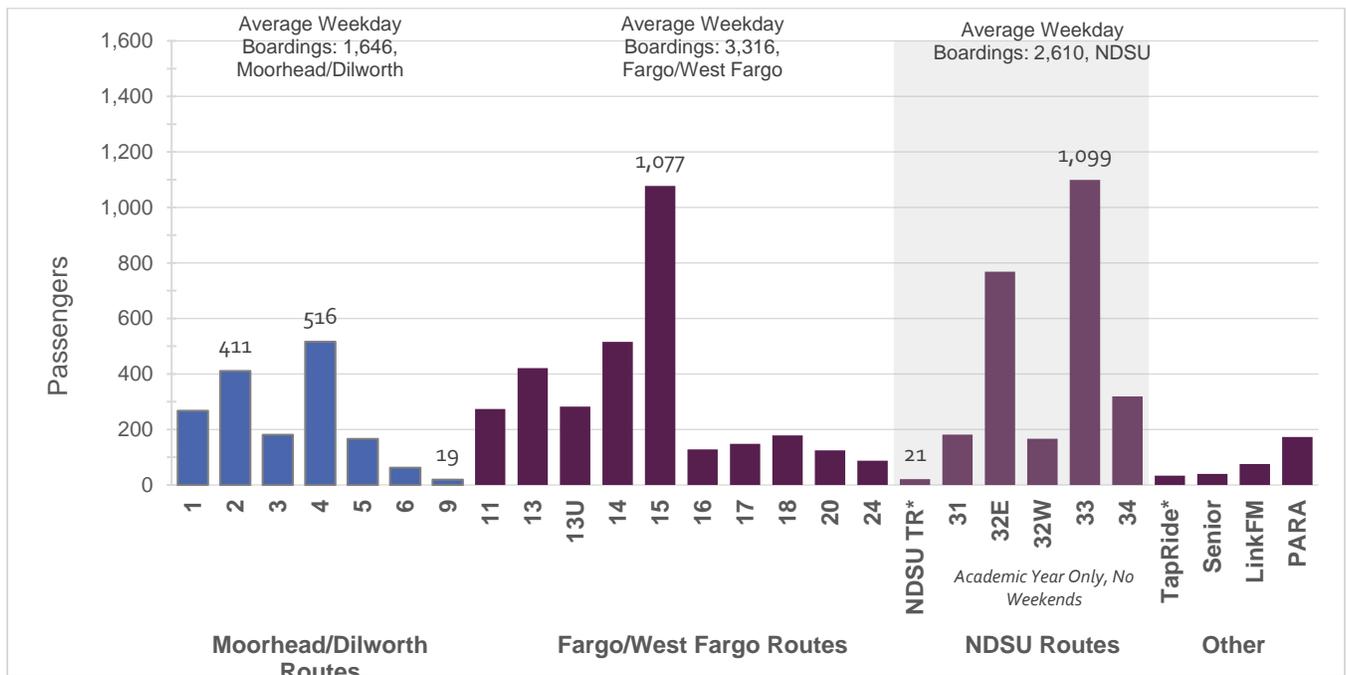
Source: National Transit Database, unlinked passenger trips.

2019 Ridership comes from MATBUS Jan-Dec 2019 Operations report. LinkFM ridership is included in the total with ridership allocated by jurisdictional share of total fixed route ridership. Fixed route service does not include TapRide, Senior Ride, Other, nor Paratransit ridership.

Ridership

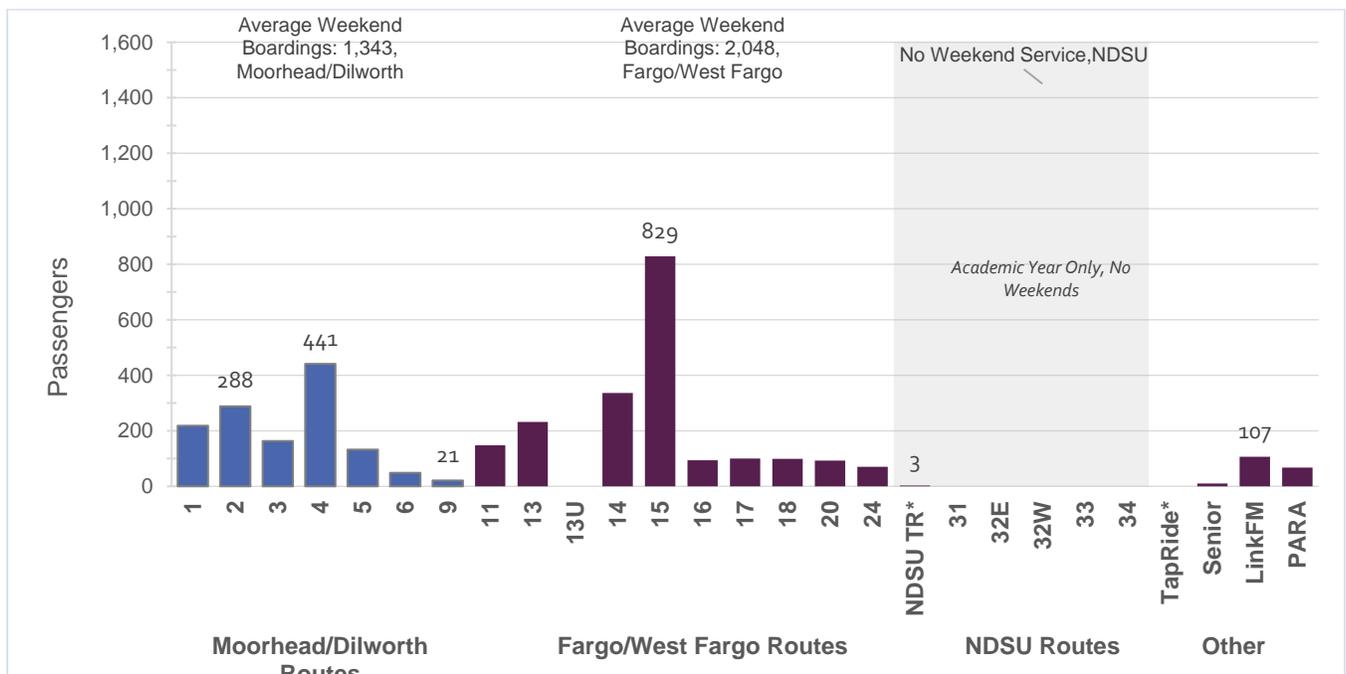
On average, all combined routes in Fargo and West Fargo (not including NDSU routes) had a 2019 average daily ridership of 3,094. Combined routes in Moorhead and Dilworth had a 2019 average daily ridership of 1,595. NDSU routes in Fargo, which operate only on weekdays during the academic year, had a 2019 average daily ridership of 2,610. All combined fixed routes had a 2019 average daily ridership of 6,355. Figures 14 and 15 show the average daily ridership on each of the fixed routes overall, for weekdays, weekends (Saturday only for all but Paratransit), and all operating days respectively.

Figure 14. Average Daily Weekday Ridership by Route: 2019



*NDSU TR represents the NDSU TapRide services and TapRide represents the Industrial Park Services. Senior Ride includes only Moorhead-Dilworth data.

Figure 15. Average Daily Weekend Ridership by Route: 2019



*Senior Ride shows 10 daily weekend riders, but this value represents a single data point of 10 riders on 2/2/2019, which could be a misattribution or data entry error. Generally, Senior Ride does not operate on weekends.

Table 12. MATBUS Ridership Breakdown, Jan-Dec 2019

	Fixed-Routes				Demand Response and Event Service					ALL ^{[1][2]} Routes
	ALL Fixed-Routes	Fargo - West Fargo	NDSU ^[3] (Fargo)	Moorhead - Dilworth	LinkFM Events	TapRide ^[3] NDSU/Industrial	MAT ^[4] Paratransit	Senior Ride ^[5]	Other ^[2]	
Average Daily Boardings^[1]										
Weekday	7,005	3,316	2,610	1,646	106	33	193	40	18	7,380
Weekend ^[4]	3,391	2,048	--	1,343	107	--	46	10	8	1,800
All Days	6,355	3,094	2,610	1,595	106	33	151	40	18	5,696
Total Boardings										
Weekday	1,617,680	795,271	409,236	413,173	26,231	5,167	48,676	10,162	2,425	1,707,916
Weekend ^[4]	171,777	103,901	--	67,876	3,728	--	4,674	10	75	180,189
All Days	1,789,457	899,172	409,236	481,049	29,959	5,167	53,350	10,172	2,500	1,888,105
Average Total Operating Days^[1]										
Weekday	231	240	157	251	248	156	252	251	132	231
Weekend ^[4]	51	51	--	51	35	--	102	1	10	100
All Days	282	291	157	302	283	156	354	252	142	332

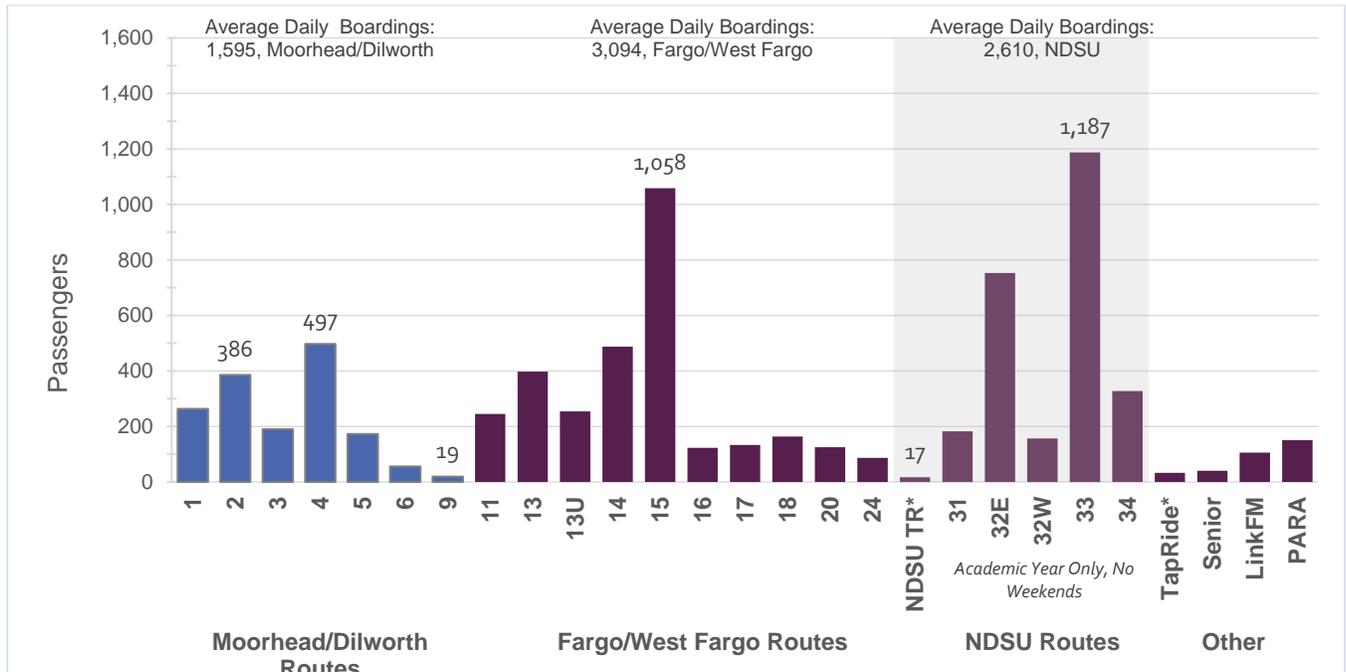
- [1] Based on operating days weighted by line and/or line-groupings, 'ALL' values do not include 'Other'
- [2] Other is unconfirmed service
- [3] NDSU Fixed Routes does not include NDSU TapRide; TapRide includes both NDSU and Industrial Park
- [4] For all services except Paratransit, Weekend refers only to Saturdays
- [5] Senior Ride data shown is for Moorhead-Dilworth only

The best-performing routes in Fargo and West Fargo are Routes 33 and 15, which saw 1,187 and 1,058 boardings per day in 2019, respectively. The lowest ridership route is Route 25, which averages just 17 boardings per day.

Moorhead and Dilworth's best-performing routes are Routes 4 and 2, with 497 and 386 boardings per day, respectively. The lowest ridership route is Route 9, with only 19 boardings per day.

Due to the relatively large influence of student travel patterns, transit ridership fluctuates greatly on routes serving college campuses. Figure 17 shows monthly ridership by route for 2019. Boardings on Routes 2, 13, 13U, and 34 all dip during summer months and at spring and winter breaks. Routes 31, 32 (E and W), 34, and NDSU TapRide do not operate in the summer and see lower ridership in months with breaks in classes.

Figure 16. Average Daily Ridership by Route: 2019



* NDSU TR represents the NDSU TapRide services and TapRide represents the Industrial Park Services. Senior Ride includes only Moorhead-Dilworth data. The data accounts for differences in operating days; average ridership is ridership per route operating day which differs greatly between routes/services.

Figure 17. Monthly Ridership by Route, 2019

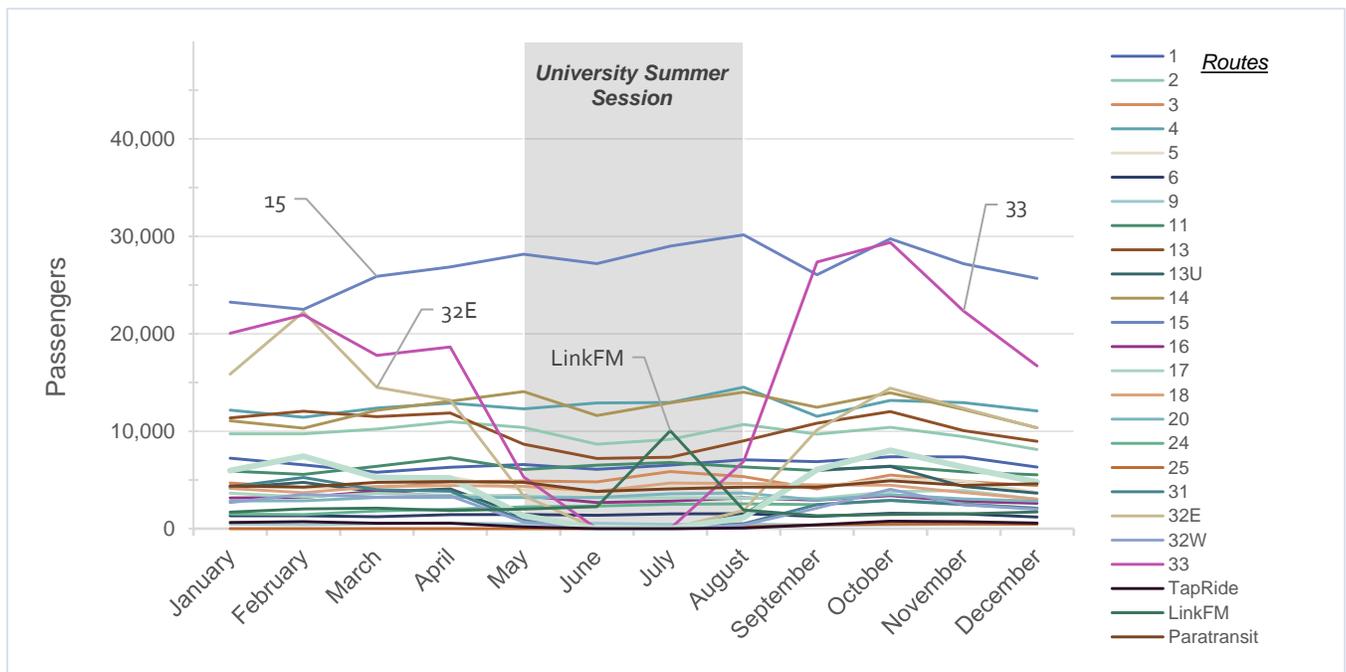


Table 13. Performance Measures for Fixed- and Paratransit Routes by Year

Performance Measure	Fargo/West Fargo					Moorhead/Dilworth				
	2014	2015	2016	2017	2018	2014	2015	2016	2017	2018
Overall										
Passenger Trips	1,795,445	1,679,355	1,538,424	1,473,802	1,544,347	490,478	469,431	455,839	462,761	532,330
Revenue Hours	101,225	101,486	103,627	104,321	105,760	31,885	34,900	35,371	39,190	41,782
Revenue Miles	1,271,323	1,274,246	1,278,318	1,305,656	1,332,888	435,940	470,602	477,665	519,245	555,527
Passenger Trips per Revenue Hour	18	17	15	14	15	15	13	13	12	13
Operating Expense	\$7,132,136	\$7,008,408	\$6,937,256	\$7,296,162	\$7,817,280	\$2,148,778	\$2,348,794	\$2,169,251	\$2,399,530	\$2,590,450
Passenger Revenue	\$863,873	\$804,006	\$769,383	\$708,316	\$767,194	\$362,891	\$357,717	\$361,350	\$374,180	\$405,918
Operating Cost per Passenger	\$4	\$4	\$5	\$5	\$5	\$4	\$5	\$5	\$5	\$5
Operating Expense-to-Revenue Ratio	8.26	8.72	9.02	10.30	10.19	5.92	6.57	6.00	6.41	6.38
Fixed										
Passenger Trips	1,741,524	1,627,916	1,486,051	1,421,294	1,491,682	482,177	459,288	445,074	451,854	521,876
Vehicle Revenue Hours	74,814	77,767	80,173	80,947	82,895	27,614	28,899	29,024	32,649	35,288
Revenue Miles	936,562	957,777	957,320	978,055	1,008,093	378,243	396,894	399,666	443,855	481,671
Passenger Trips per Revenue Hour	23	21	19	18	18	17	16	15	14	15
Operating Expense	\$5,706,256	\$5,748,174	\$5,610,710	\$5,977,998	\$6,407,291	\$1,940,318	\$1,964,125	\$1,923,970	\$2,139,606	\$2,328,370
Passenger Revenue	\$704,887	\$651,648	\$614,530	\$551,776	\$609,385	\$310,456	\$302,441	\$300,455	\$312,938	\$347,079
Operating Cost per Passenger	\$3	\$4	\$4	\$4	\$4	\$4	\$4	\$4	\$5	\$4
Operating Expense-to-Revenue Ratio	8.10	8.82	9.13	10.83	10.51	6.25	6.49	6.40	6.84	6.71
Paratransit										
Passenger Trips	53,921	51,439	52,373	52,508	52,665	8,301	10,143	10,765	10,907	10,454
Vehicle Revenue Hours	26,411	23,719	23,454	23,374	22,865	4,271	6,001	6,347	6,541	6,494
Revenue Miles	334,761	316,469	320,998	327,601	324,795	57,697	73,708	77,999	75,390	73,856
Passenger Trips per Revenue Hour	2	2	2	2	2	2	2	2	2	2
Operating Expense	\$1,425,880	\$1,260,234	\$1,326,546	\$1,318,164	\$1,409,989	\$208,460	\$384,669	\$245,281	\$259,924	\$262,080
Passenger Revenue	\$158,986	\$152,358	\$154,853	\$156,540	\$157,809	\$52,435	\$55,276	\$60,895	\$61,242	\$58,839
Operating Cost per Passenger	\$26	\$24	\$25	\$25	\$27	\$25	\$38	\$23	\$24	\$25
Operating Expense-to-Revenue Ratio	8.97	8.27	8.57	8.42	8.93	3.98	6.96	4.03	4.24	4.45

Source: National Transit Database (NTD), 2014 – 2018 (Data for 2019 had not been released and confirmed as of the drafting of this report)

Fixed-Route Common Destinations

Bus stops associated with the highest number of boardings are shown in Table 14. These top-15 stops and the broader geographic areas they represent are associated with usage ranging from 60 to approximately 1,400 boardings per day. The NDSU main campus is served by several of the highest use stops, with usage ranging from approximately 140 to 680 boardings per day. The highest traffic stop is, not surprisingly, the GTC, and the busiest stop in Moorhead is at the Marriott Transit Hub.

The stop locations with the highest annual boardings are in higher-density transit-supportive areas, which are logical points of higher trip generation due to the proximity of housing, commercial establishments and a supportive pedestrian infrastructure and other amenities. Three of the five stops with highest daily boardings are transfer hubs, so their position on the list does not necessarily indicate a high demand for service to their respective broader geographic areas. The Dilworth Walmart stop is both an important destination and transfer point.

Figure 18 shows average daily boardings by stop location throughout the fixed-route system to provide an overview of utilization. Average daily boarding estimates were calculated based on data collected in 2019. Boardings at stops that are within 200 feet of one another were aggregated to a single point location at the geographic center of the combined stops. Designated stops that had zero pickups during the study period are not included in the map.

Figure 18 also shows the routes that pass through large stretches of low-use stops, primarily at the fringes of the service area: Route 6, Route 9, and portions of Routes 18 and 24. Maps displaying the stop-level boardings for each route can be found in the appendix.

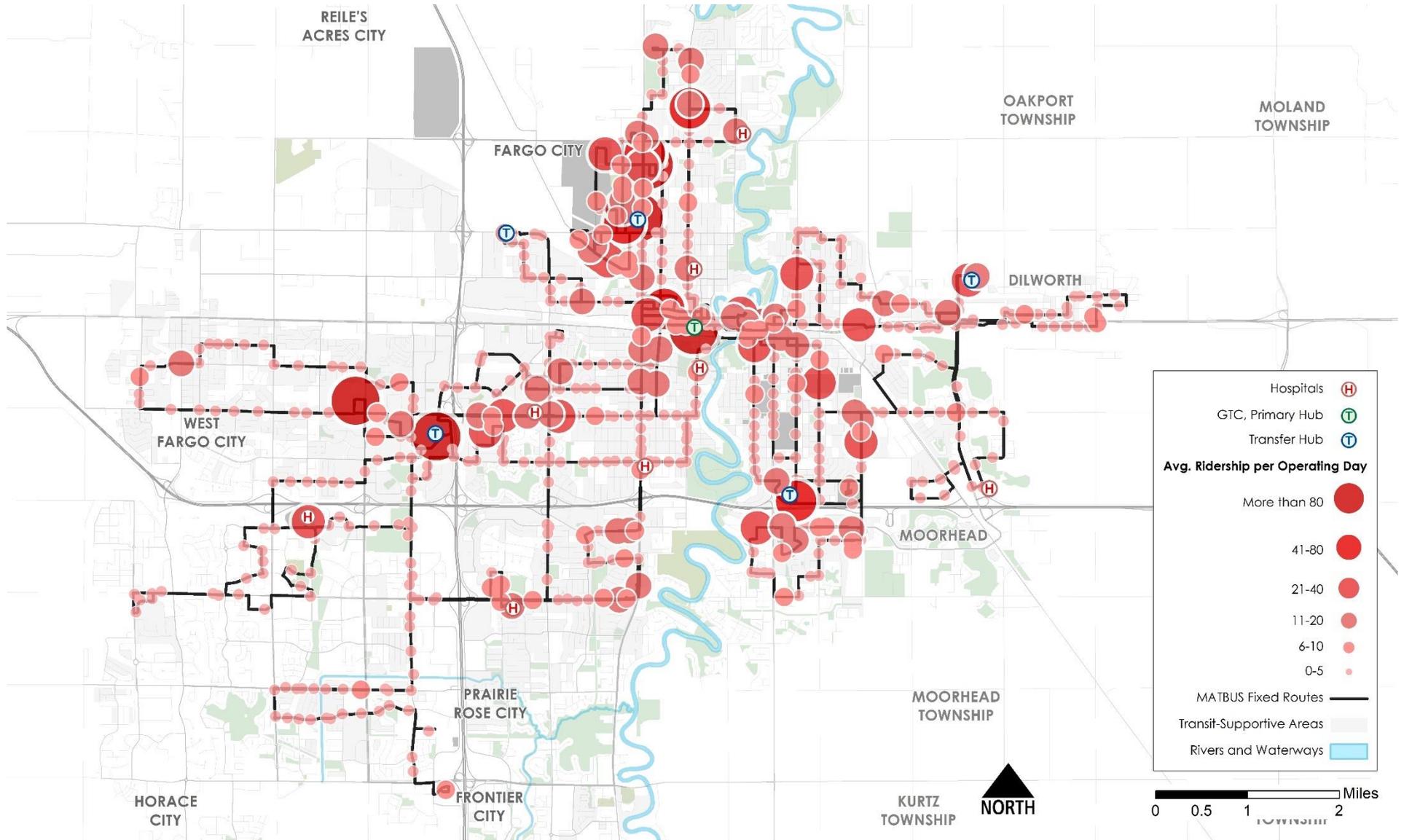
MATBUS operates as a designated stop-system. Figure 18 shows the general distribution of stops in North Dakota and Minnesota and shows that the system currently does not offer revenue service on area freeways.

Table 14. Top Locations for Annual Boardings in 2019

Rank	Stop/Location	Area ^[1]	Passengers Boarded	Passengers per Operating Day	Routes Served
1	GTC (Downtown Fargo)	HUB	425,871	1,418.3	1, 11, 13, 13U, 14, 15, 16, 17, 18, 2, 4, Link
2	WA Ave & West Acres (Shelter 240: West Acres)	F/WF	240,270	790.4	14, 15, 16, 20, 24
3	University Dr N & NDSU Transit Hub (Shelter 220: NDSU Transit Hub)	NDSU	128,493	682.8	13, 13U, 33, 34
4	17th Ave N & University Village (Shelter 252: University Village)	NDSU	72,739	460.4	32E, 32W, 33
5	11th St S & 28th Ave S (Shelter 118 Corner W-Marriott)	M/D	62,834	206.7	1, 2, 3, 5
6	2nd Ave N & NDSU R H Barry Hall (Main Entrance)	NDSU	56,274	332.4	13, 13U, 17, 33
7	47th St S & 11th Ave S (Shelter 270: Walmart)	F/WF	51,502	169.4	15, 20
8	Albrecht Blvd & NDSU Minard Hall (Pullout East)	NDSU	36,710	227.7	13, 32E, 32W, 34
9	University Dr N & 17th Ave N (Shelter 217: SHAC)	NDSU	30,437	145.3	13, 13U, 33, 34
10	University Dr N & Niskanen Apartments (Shelter 256: Niskanen)	NDSU	24,424	154.6	13U, 34
11	Parking Lot & Cash Wise (Shelter 134)	M/D	23,310	76.7	3, 4, 6, 9
12	11th St N & 8th Ave N (Shelter 104 Corner NW-Courthouse)	M/D	22,822	75.1	4
13	Essentia Driveway & Main Entrance (Shelter 227: Essentia Hospital - North)	F/WF	18,882	62.1	14, 18
14	8th Ave NW & near 34th St - Dilworth (Shelter 108 - Walmart Parking Lot)	M/D	18,517	60.9	4, 6, 9
15	1st Ave N & 9th St N (Shelter 245: Holiday C-Store)	F/WF	18,350	60.4	15, 18

- [1] **HUB** : Stops with routes from all jurisdictions serving the Ground Transportation Center in downtown Fargo
F/WF : Stops with routes serving Fargo/West Fargo
NDSU : Stops with routes serving NDSU
M/D : Stops with routes serving Moorhead/Dilworth

Figure 18. Route Utilization Map (Map)



Overview of College Students and U-Pass Program

College student ridership is tracked through the U-Pass program. Students at NDSU, M | State, Concordia, NDSCS Fargo, and MSUM can ride the bus by scanning their student IDs upon boarding. The schools pay MATBUS for service based on a negotiated rate. The three Minnesota schools split payment based on relative enrollment.

Figures 19 and 20 show the student ridership by month for students from each of the four U-Pass schools. Reductions in ridership due to seasonal breaks in classes are clearly evident and key routes serving NDSU particularly only operating during the academic year.

Additionally, NDSU student ridership is typically at least ten times that of any other school. For this reason, the student ridership for NDSU has been shown on a separate figure from the three other schools. Furthermore, NDSU contributes to MATBUS beyond its U-Pass membership which allows NDSU students to ride all MATBUS fixed routes through partially funding the NDSU circulator routes.

Figure 19. Monthly College Student Ridership by, NDSU, 2019

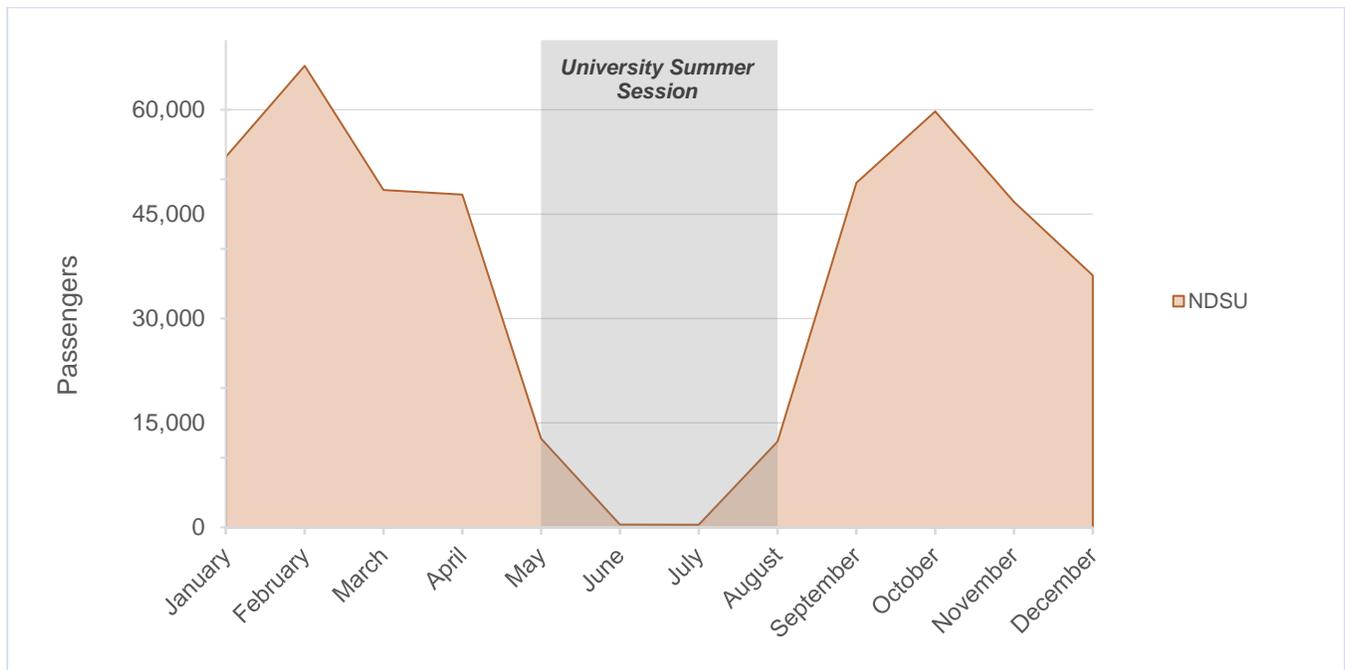
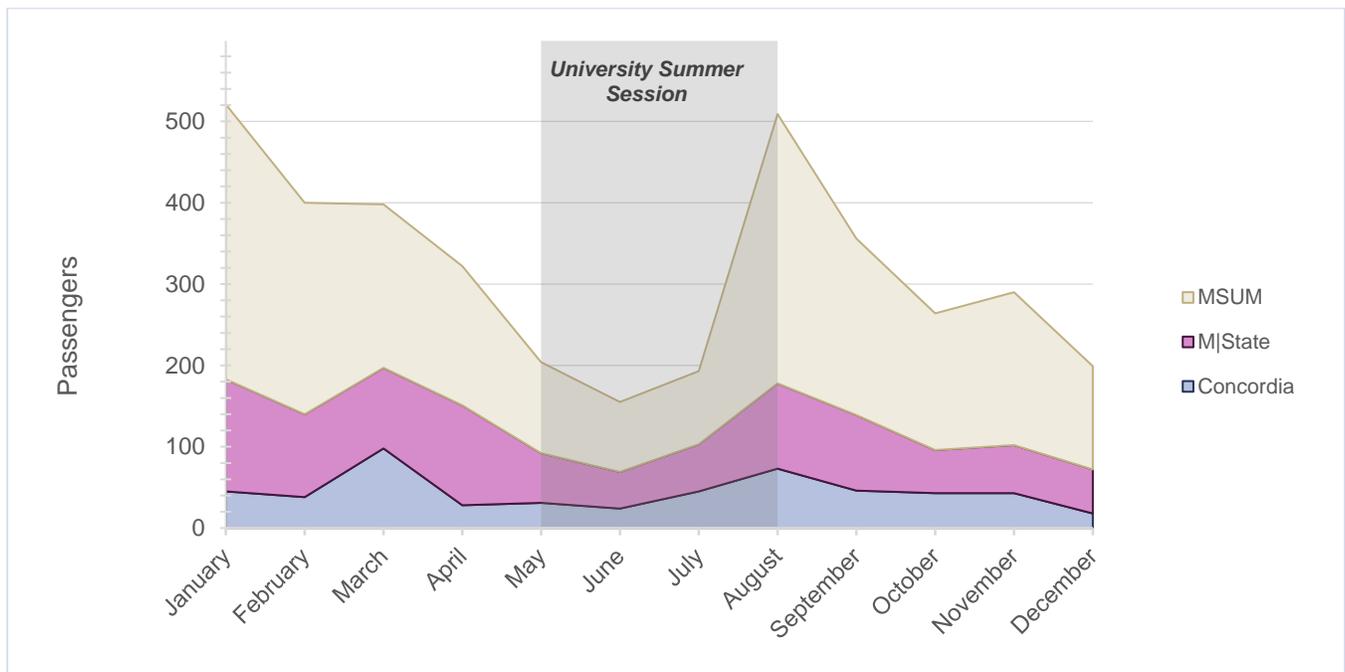


Figure 20. Monthly College Student Ridership by School, 2019



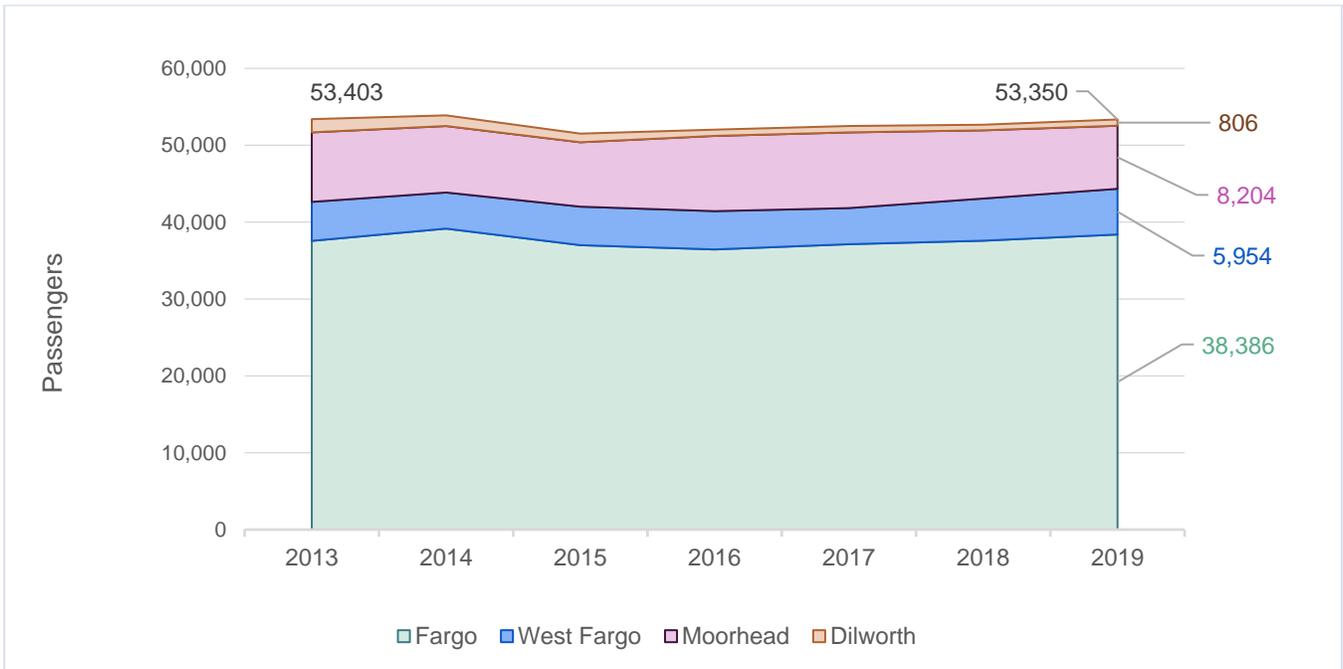
[Paratransit Analysis](#)

[Ridership](#)

Paratransit ridership in Fargo-Moorhead (Operated as MAT Paratransit) has stabilized somewhat since 2013 (as shown in Figure 21) following a prior period of decline from 2008 (then about 60,000 passenger trips). Part of this decline could stem from a continued shift in ridership from paratransit to Metro Senior Ride (see below for annual ridership patterns) or fixed-route service. Following the last Transit Development Plan (2015), MATBUS also added the Mobility Manager Program and the role of the Mobility Manager to improve the effectiveness of its demand response services. The Mobility Manager serves as a liaison with customers, connecting them with the most appropriate demand response service for their particular needs. The Mobility Manager conducts travel training workshops and produces the FM Ride Source directory, summarized and sourced in Table 7.

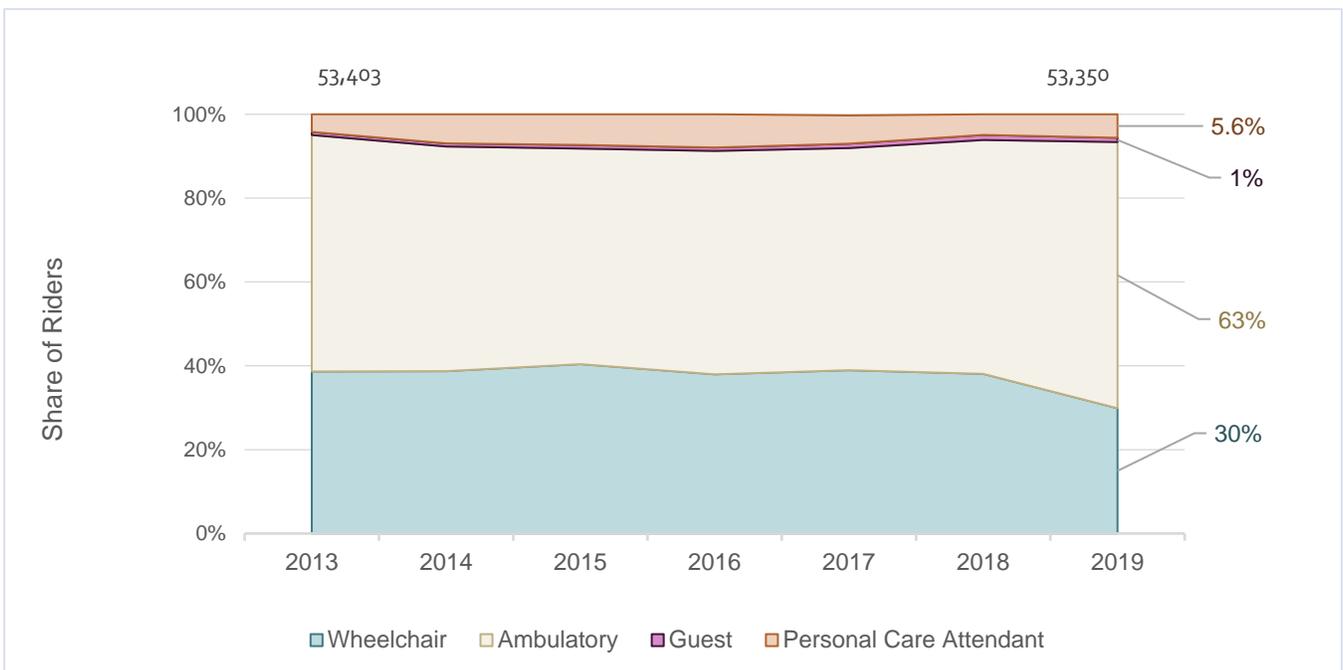
Figure 22 shows how the share or typical makeup of riders has changed over the same period, such that ambulatory ridership has increased from 51 percent in 2015 to more than 63 percent of MAT Paratransit customers in 2019.

Figure 21. Annual MAT Paratransit Ridership, 2013-2019



Source: National Transit Database (NTD), unlinked passenger trips.

Figure 22. Share of MAT Paratransit Ridership by Customer Type, 2013-2019



Paratransit Common Destinations

Specific origin-destination data for MAT Paratransit service has not yet been identified for the period from 2014 to present, therefore the evaluation of common destinations currently relies on earlier data. As part of the assessment of MAT Paratransit service, trip origins and destinations for July and December of 2014 were examined. Figure 23 shows the service analysis for December 2014 (the pattern of trips did not differ appreciably between the July and December study periods). As the figure shows, trip origins, destinations, and direction are distributed throughout the entire paratransit service area. There are, however, several patterns that reveal themselves.

From the 2014 analysis, many trips have a north-south orientation along the County Road 81/University Drive corridor. While the corridor is presently served by several fixed routes (11, 13, 13U, 14, 15, 18, and 33), mobility issues could make them unworkable for some paratransit passengers.

Many of the 2014 trips begin on one side of the Ground Transportation Center (GTC) and end on the other, necessitating a transfer for fixed-route trips. Disabilities could make the transfer unfeasible for some passengers. Other passengers might require the door-to-door service of paratransit and be unable to navigate the fixed routes regardless of how well they serve origins and destinations.

Additionally, while many of the 2014 trips appear to cross the state line, the majority of origins and destinations of interstate trips in Moorhead and Dilworth appear to be in residential areas, suggesting that more people are traveling from Moorhead and Dilworth to access goods and services in Fargo and West Fargo than are traveling from Fargo and West Fargo to access goods and services in Moorhead and Dilworth.

While the data do not lend themselves to calculating the number of trips from each particular origin and to each particular destination, the top activity centers for paratransit trips can be roughly identified.

A selection of some of the most common origins and destinations for paratransit trips in 2014 include the following:

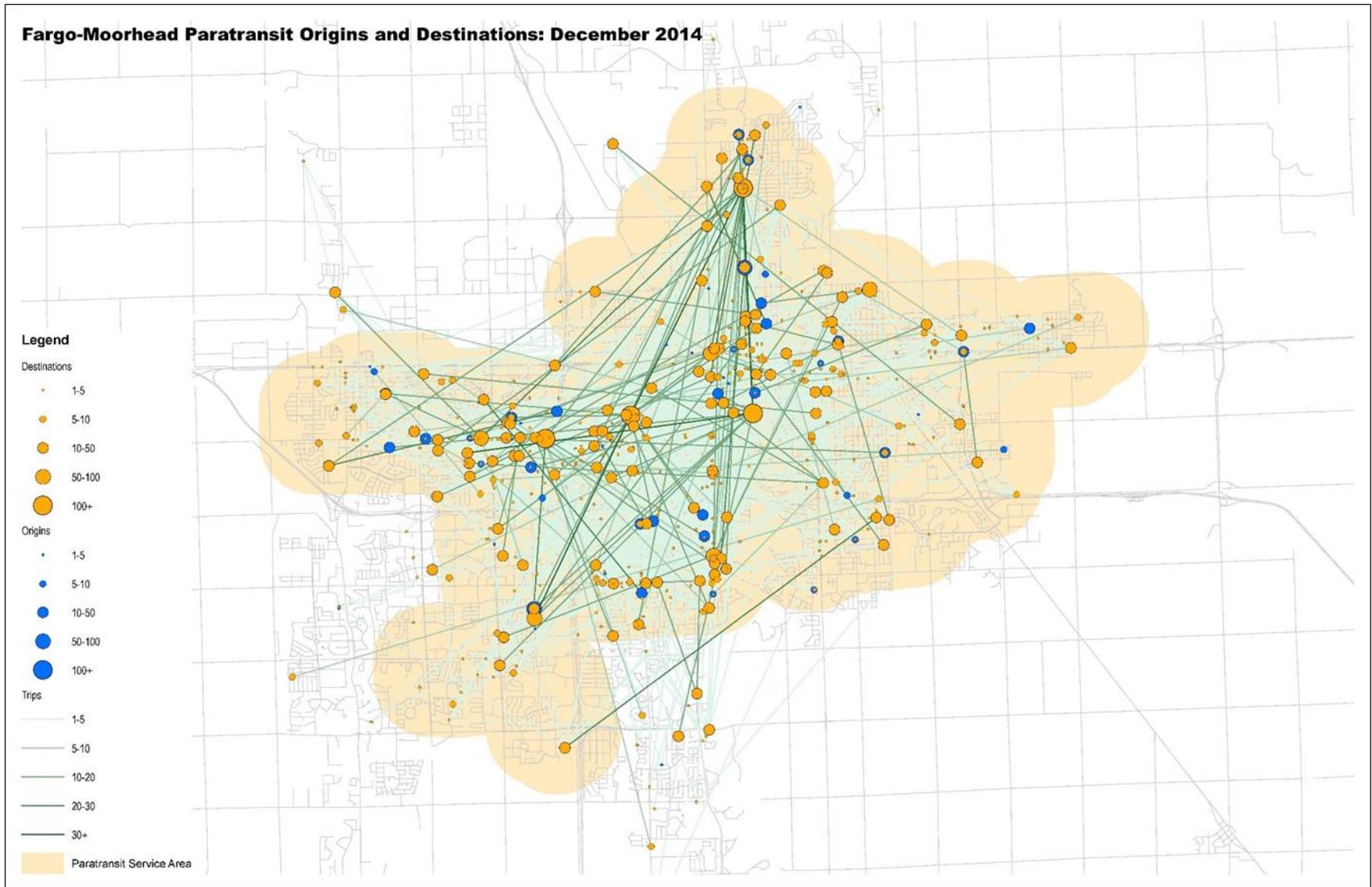
- Sanford North Fargo Clinic (Fargo)
- Sanford Broadway Clinic (Fargo)
- The Vocational Training Center (Fargo)
- Sanford Dialysis/YWCA/Beyond Boundaries Therapy (Fargo)
- West Acres Shopping Center (Fargo)
- Southeast Human Service Center (Fargo)
- West Winds Housing (Fargo)
- Moorhead Manor Senior Housing (Moorhead)
- Concordia College (Moorhead)

- Houge Estates Housing (Dilworth)

The locations listed above represent general areas generating trips and are not necessarily the exact locations of pick-up or drop-off.

While not providing any detail on origins and destinations, general ridership data from 2019 does provide some more current insights that show similar trends to 2014. The majority of paratransit activity continues to be west of the Red River in Fargo and West Fargo (72 percent and 11 percent of 2019 ridership respectively). Furthermore, paratransit continues to often be used by people for medical trips (ambulatory riders constituted roughly 63 percent of MAT Paratransit customers in 2019, Figure 23).

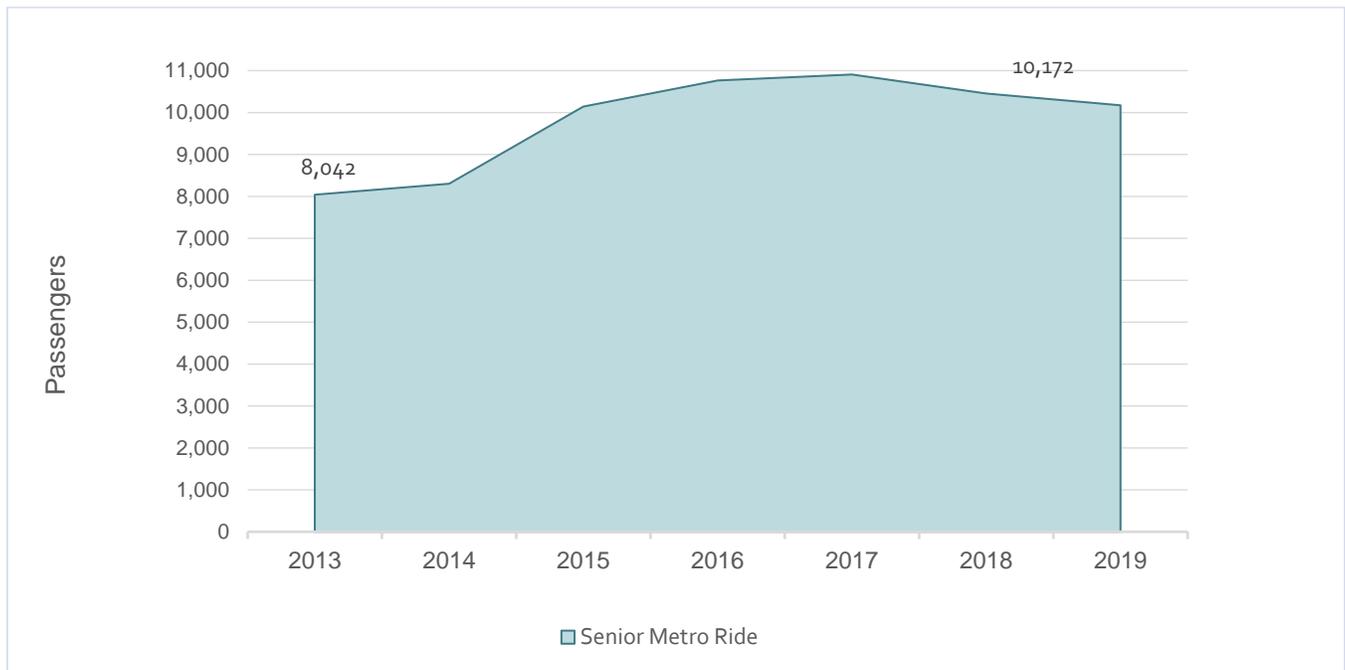
Figure 23. Fargo-Moorhead MAT Paratransit Origins and Destinations: December 2014 (Map)



Metro Senior Ride, Moorhead and Dilworth

Generally, ridership of Valley Senior Services' Metro Senior Ride service has increased over the past several years since 2013. In 2019, it provided just over 10,000 trips as shown in Figure 24. Interestingly, the gains in Senior Ride ridership beginning in 2014 generally trend in the opposite direction to fixed-route ridership over the same period. This may reflect a shift in some riders, who had previously taken fixed routes, to demand response service following changes and updates implemented since the last Transit Development Plan.

Figure 24. Annual Senior Metro Ride Ridership: 2013-2019



Transit Level of Service Assessment

A transit level of service (LOS) assessment was conducted to assess the performance of the MAT fixed-route system relative to national benchmarks. In this assessment, the scoring ranges from A to F from a passenger's point of view, with A representing optimal and F representing undesirable conditions. LOS thresholds are summarized in Table 15 and the analysis is based on methodologies developed in the Transit Capacity and Quality of Service Manual (TCQSM), TCRP Report 100. Service coverage LOS is one measure of how well the area within walking distance to transit overlaps the TSAs. The LOS scoring employed in this analysis is based on three factors: service coverage relative to transit-supportive-areas, service frequency, and service span.

Decision makers should note that LOS is not meant to be a definitive rating of the transit agency's performance. Rather, this LOS assessment is meant to provide a metric to track year-to-year improvements in the service provided. Policy makers would be better served to evaluate the performance of the transit agency using a set of locally determined benchmarks.

Service Coverage

Service coverage measures the portion of the Fargo-Moorhead region served by transit. Since people typically walk to transit, the service area is defined as those areas within ¼ mile of a fixed route. Transit-supportive areas (TSAs) are those areas with a high enough residential or employment population to sustain transit service. The industry standard is a **residential density of three or more households per acre** or an **employment density of four or more jobs per acre**. Figure 25 shows the TSAs in the Fargo-Moorhead urbanized area relative to areas within ¼-mile of fixed-route transit. Similarly, Table 16 gives the calculated size/share of these areas. The analysis used 2010 Census data to achieve a sufficient level-of-detail (additional 2010 demographic mapping may be found in the Chapter 3 Appendix). While area of total population/employment growth after 2010 are not reflected, the **densities** are not expected to change significantly, though decision makers should take this into account.

As the figure and table show, there are significant areas within ¼ mile of transit routes that do not meet the minimum densities for TSAs, particularly in the southwestern and southeastern regions of the Urbanized Area. The Transit Supportive Area is calculated to be 13,976 acres, of which 10,843 acres, or roughly 78 percent, are within ¼ mile of transit routes. Referencing Table 15 the analysis suggests that MAT operates at LOS C for system coverage, with about ¾ of the higher-density areas being served by transit. This likely underestimates the level of service somewhat since MAT operates demand response services which provide additional coverage outside of the fixed-route catchment (TapRide Industrial Park, for example, provides job-connecting service to an additional area of more than 400 acres deemed transit supportive).

Table 15. Fixed-Route Service Coverage LOS Assessment

LOS	% TSA Covered	Comments
A	90%-100%	Virtually all major origins and destinations served
B	80%-90%	Most major origins and destinations served
C	70%-80%	About 3/4 of higher-density areas served
D	60%-70%	About 2/3 of higher-density areas served
E	50%-60%	At least 1/2 of higher-density areas served
F	< 50%	Less than 1/2 of higher density areas served

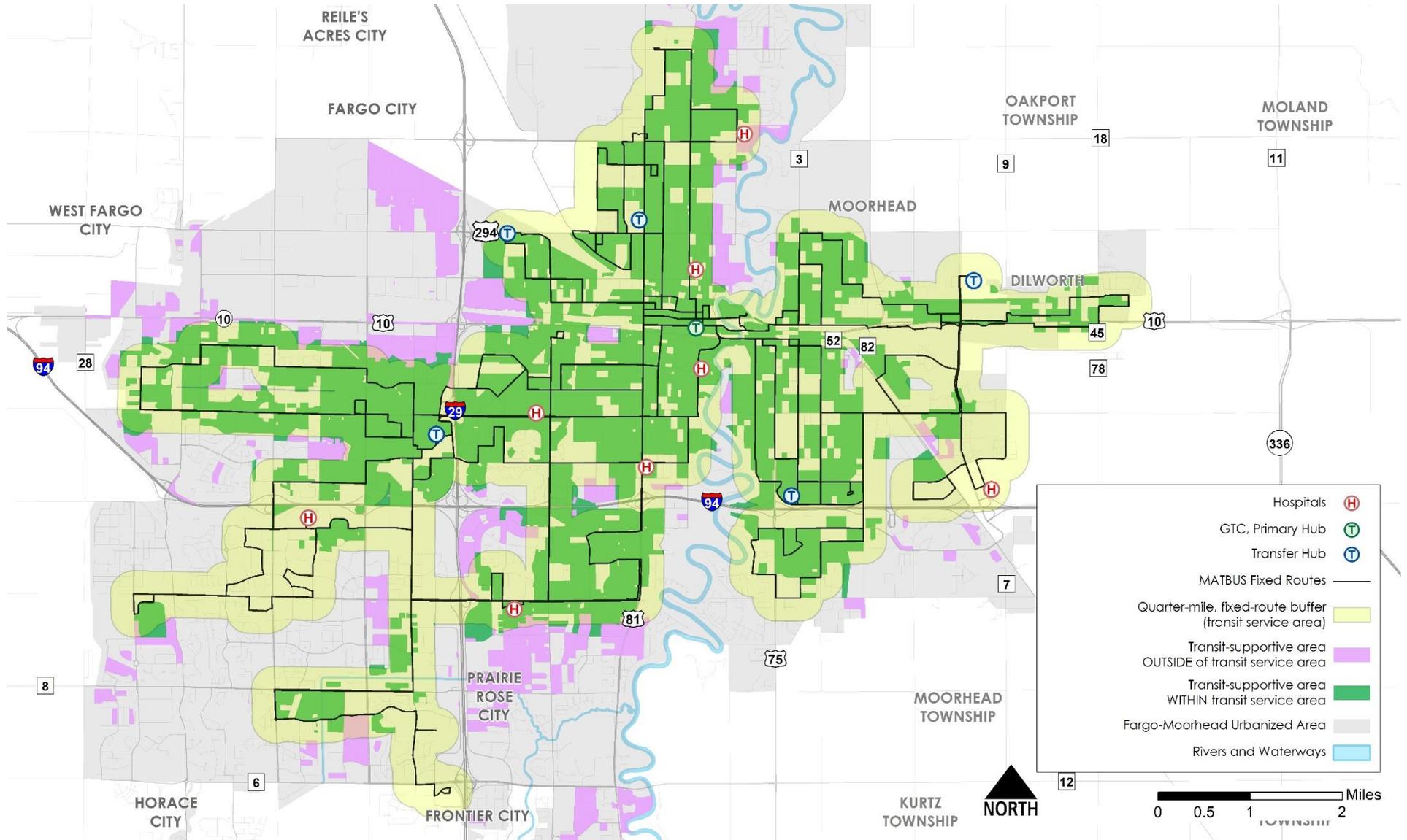
Source: Transit Cooperative Research Program – Transit Capacity and Quality of Service Manual: Report 100 (2003).

Table 16. Transit-Supportive Area Analysis (2010 Census)

Definition of Area	Area (acres)	Percent of Total TSA
Fargo-Moorhead urbanized area (2,926.6 persons per sqmi)	44,993	-
Transit-supportive area (TSA) within urbanized area	13,976	-
Within 1/4 mile of transit route (fixed routes)	10,843	78%
Not within 1/4 mile of transit route	3,133	22%

Sources: MAT, 2011 Census Longitudinal Employer-Household Dynamics Program, 2010 US Census.

Figure 25. Transit Supportive Areas compared to Transit Service Areas (2010 Census Data)



Service Frequency

Service frequency is a measure of how often a user has access to bus service. Transit routes not only need to get people where they need to go, but they need to do so in a timely manner. Table 17 lists the frequencies for each route MAT operates. Most routes have buses that run every 30 minutes or less. However, seven of the 23 routes operate at headways of an hour at all times, while 4 other routes run at 60-minute headways some of the time (particularly evenings). Based on the LOS designations noted in Table 18 and based on a tabulation of average annual hours of available fixed-route service per week noted in Table 19, on average MAT operates at the cusp of LOS E and D, meaning that service is unattractive to choice riders. The average headway is 33 minutes, though six routes run at least some service every 20 minutes or less.

Table 17. Service Frequency by Route

Scheduled Headways (min)	Vehicles per Hour	Routes	
7	8-9	33*	- Midday 10:32 AM – 3:08 PM
10	6	33*	- Mornings and Evenings, 6:55 AM – 10:32 AM, 3:08 PM – 6:58 PM
15	4	2 15 31*, LinkFM	- 2:30 AM – 6:30 PM during the MSUM academic year, Monday - Friday - 7:25 AM to 10:25 AM, Monday – Friday - All Times
20	3	34*	- All Times
30	2	1, 3, 4, 5 2 15 11, 13, 13U*, 14 32*	- All Times - All times except those outlined above (15 min) - Weekday Evenings 5:45 PM – 11:11 PM, Saturdays 7:11 AM – 5:45 PM - Monday – Saturday until from START to 6:15 PM - All Times
60	1	6, 9, 16, 17, 18, 20, 24 11, 13, 13U*, 14	- All Times - Monday – Saturday from 6:15 PM to END

* U-Pass Academic Year Only

Table 18. Fixed-Route Service Coverage LOS Assessment

LOS	Average Headway (min)	Vehicles per Hour	Comments
A	< 10	> 6	Passengers do not need schedules.
B	10-14	5-6	Frequent service, passengers consult schedules.
C	15-20	3-4	Maximum desirable time to wait if bus/train missed.
D	21-30	2	Service unattractive for choice riders.
E	31-60	1	Service available during the hour.
F	> 60	< 1	Service unattractive to all riders.

Source: Transit Cooperative Research Program – Transit Capacity and Quality of Service Manual: Report 100 (2003).

Table 19. Percentage of Weekly Fixed-Route Service Available by Headway*

Scheduled Headways (min)	% of Average Annual Weekday Hours/ Week	% of Average Annual Saturday Hours/ Week	% of Average Annual Hours/Week
7	1.1%	--	0.9%
10	1.7%	--	1.5%
15	7.3%	--	6.3%
20	2.1%	--	1.8%
30	48.3%	52.9%	49.0%
60	39.5%	47.1%	40.6%

*Assumes a 36-week academic calendar; Routes 31, 32E, 32W, 33, 34, and 13U only operate during the Academic Year

Service Span

Hours of service, or service span, is a quality of service measure based on the number of hours each day when a passenger could potentially access transit service. Generally speaking, transit service runs in the Fargo-Moorhead area from approximately 6:15 AM to 11:15 PM, or up to 17 hours each day Monday – Friday, with service typically starting an hour later for those routes operating on Saturdays. According to the LOS standards, this long service span puts MATUS at LOS B. An overview of service span by route may be found in Table 5.

FUNDING

Table 20 provides an overview of the MATBUS budget for 2019 parsed by area-served (Subdivision, State), while Table 21 provides a summary of operating characteristics in order to give a sense of the scale of MATBUS services. For a more detailed summary of these metrics by year, see Table 13.

Table 20. 2019 Operating Budget Summary

	Fargo – West Fargo (North Dakota)	Moorhead – Dilworth (Minnesota)
REVENUES		
Federal	\$2,777,481	\$355,000
State	\$499,275	\$2,260,711
Local	\$3,018,766	\$591,945
• City of Moorhead		\$149,477
• City of Dilworth		\$22,282
• Farebox and U-Pass	\$853,178	\$396,722
• Other Local	\$1,175,159	\$23,464
TOTAL Operating Revenue	\$8,324,269	\$3,207,657
EXPENDITURES		
Fixed Routes		\$2,707,203
• MATBUS Fixed Routes	\$6,833,334	\$2,158,417
• Link FM	Included	\$106,873
• New Service Expansion (1)		\$206,909
• New Service Expansion (2)		\$235,004
Special Services		\$500,454
• Paratransit & Mobility Management	\$1,490,935	\$350,823
• Metro Senior Ride		\$149,631
TOTAL Operating Expenditure	\$8,324,269	\$3,207,657

Table 21. Summary of MATBUS Operating Characteristics

	Moorhead – Dilworth	Fargo – West Fargo	NDSU	MAT Paratransit	TOTAL
Ridership	962,098 26.4%	1,858,262 50.9%	828,806 22.7%	831,366 22.8%	3,649,166
Vehicle Revenue Hours	35,513 30.4%	71,045 60.7%	10,232 8.7%	12,056 10.3%	116,977
Rider per Hour	27.09	26.16	81.00	68.96	31.20
Vehicle Revenue Mileage	488,236 33.5%	865,064 59.4%	102,174 7.0%	122,166 8.4%	1,455,474

CHAPTER 3 APPENDIX

Figure 26. Population Density (2010 Census Data)

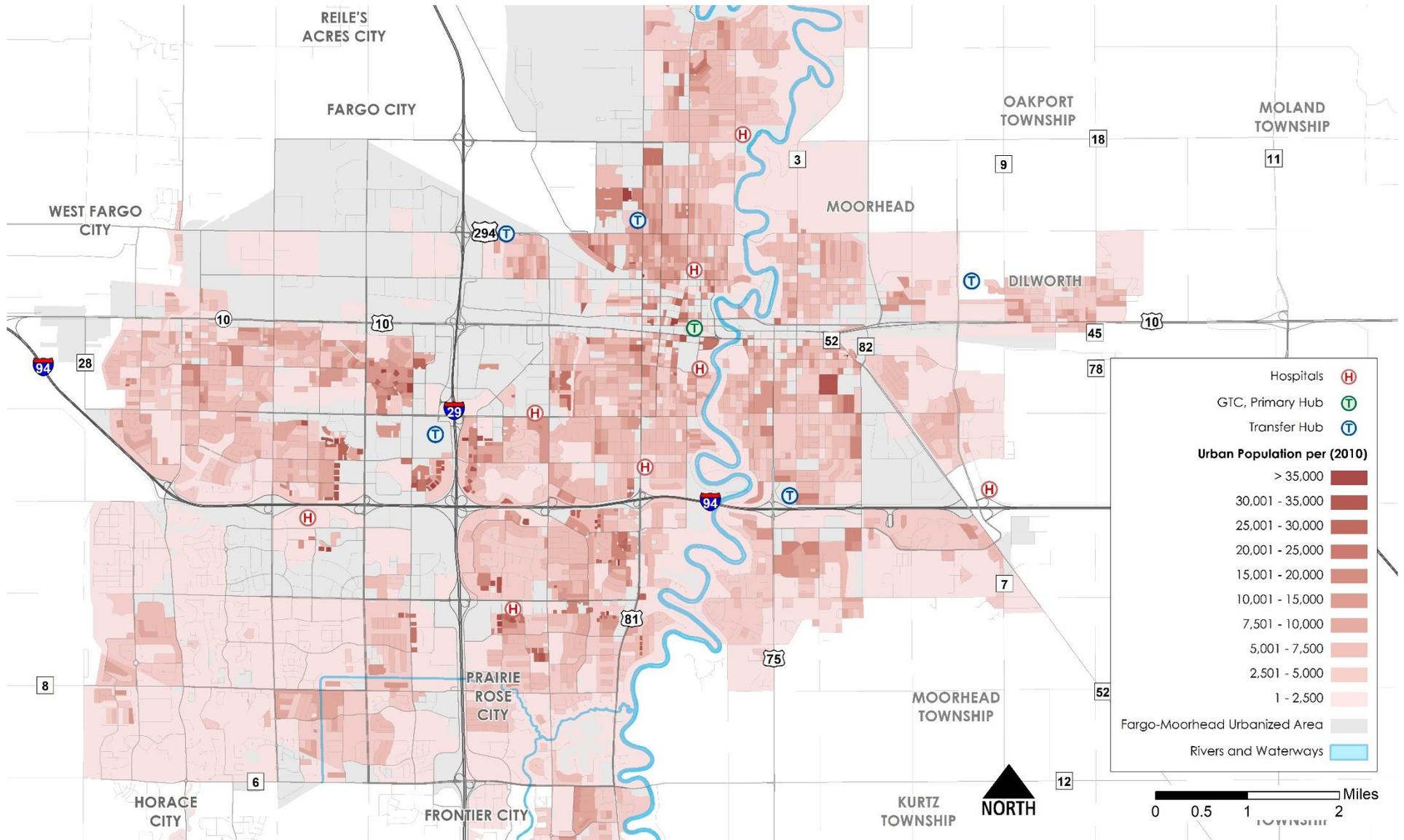
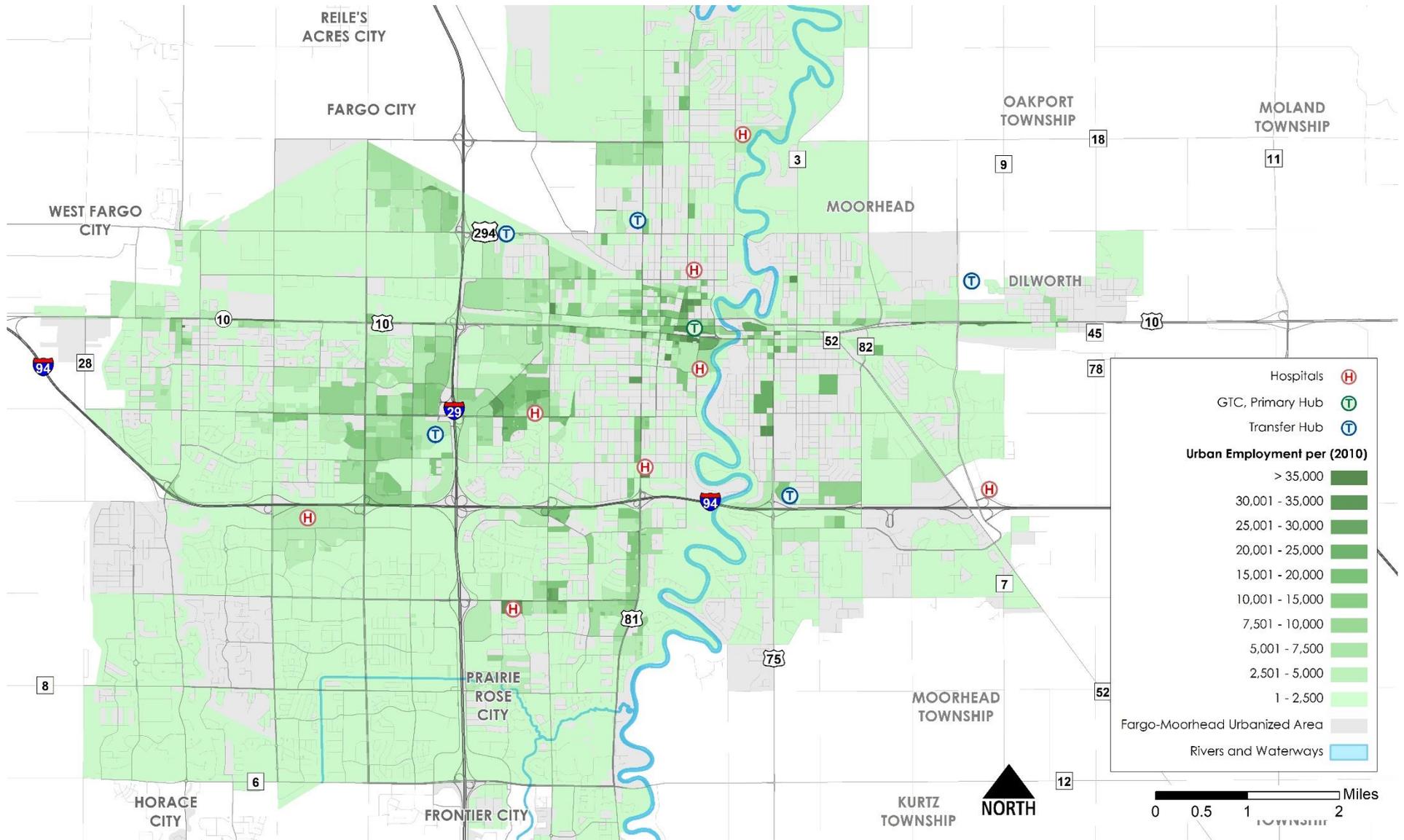
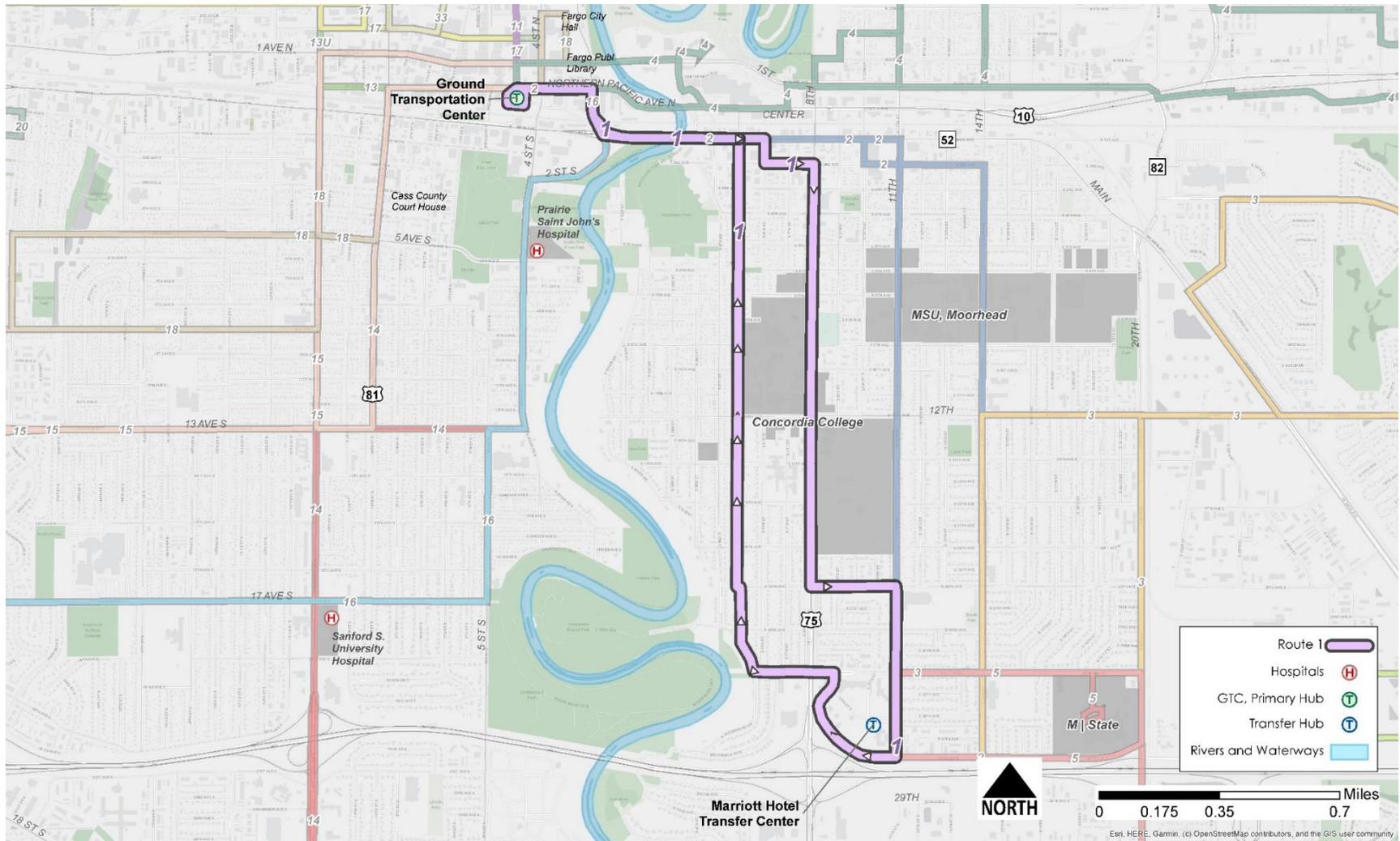


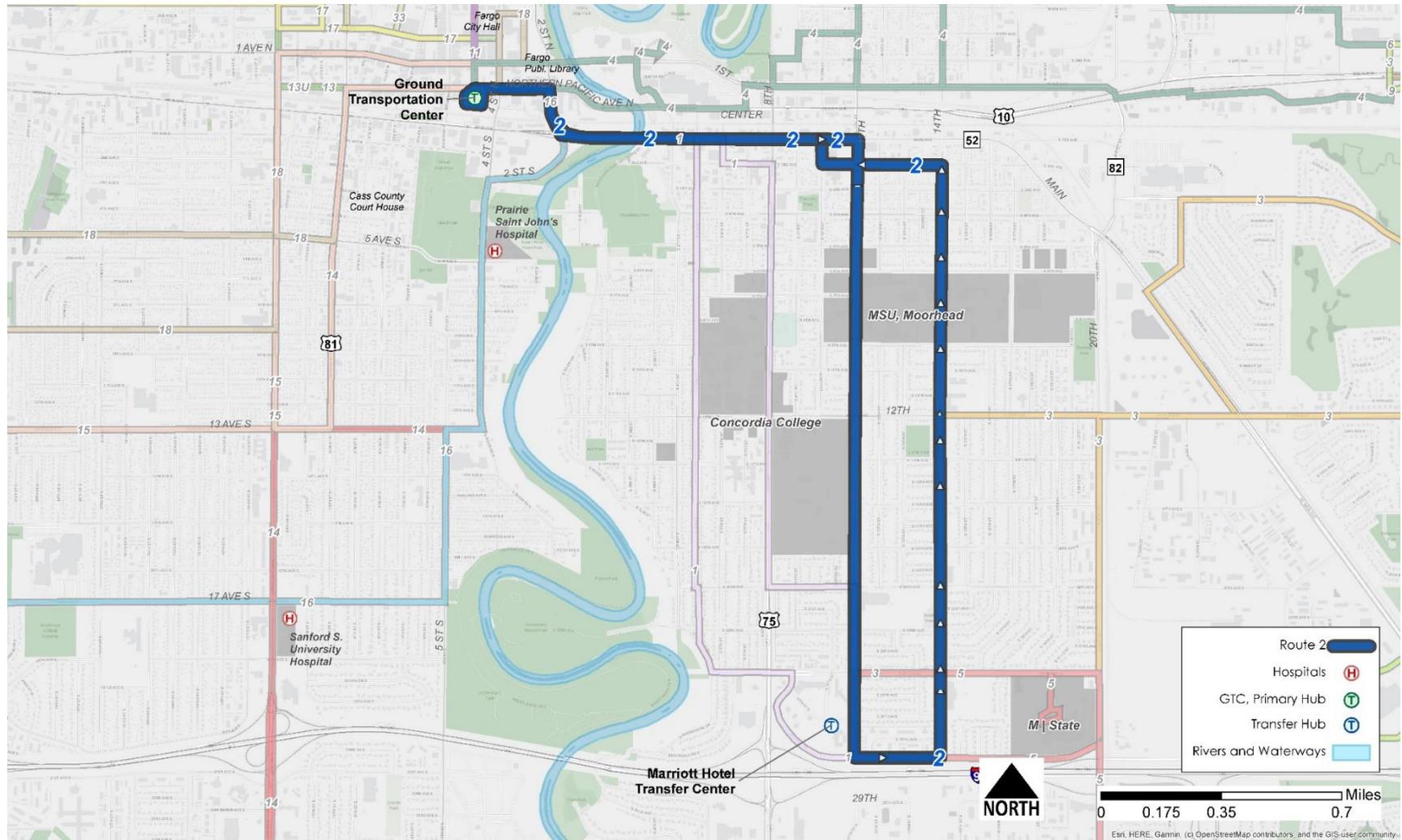
Figure 27. Employment Density (2010 Census Data)



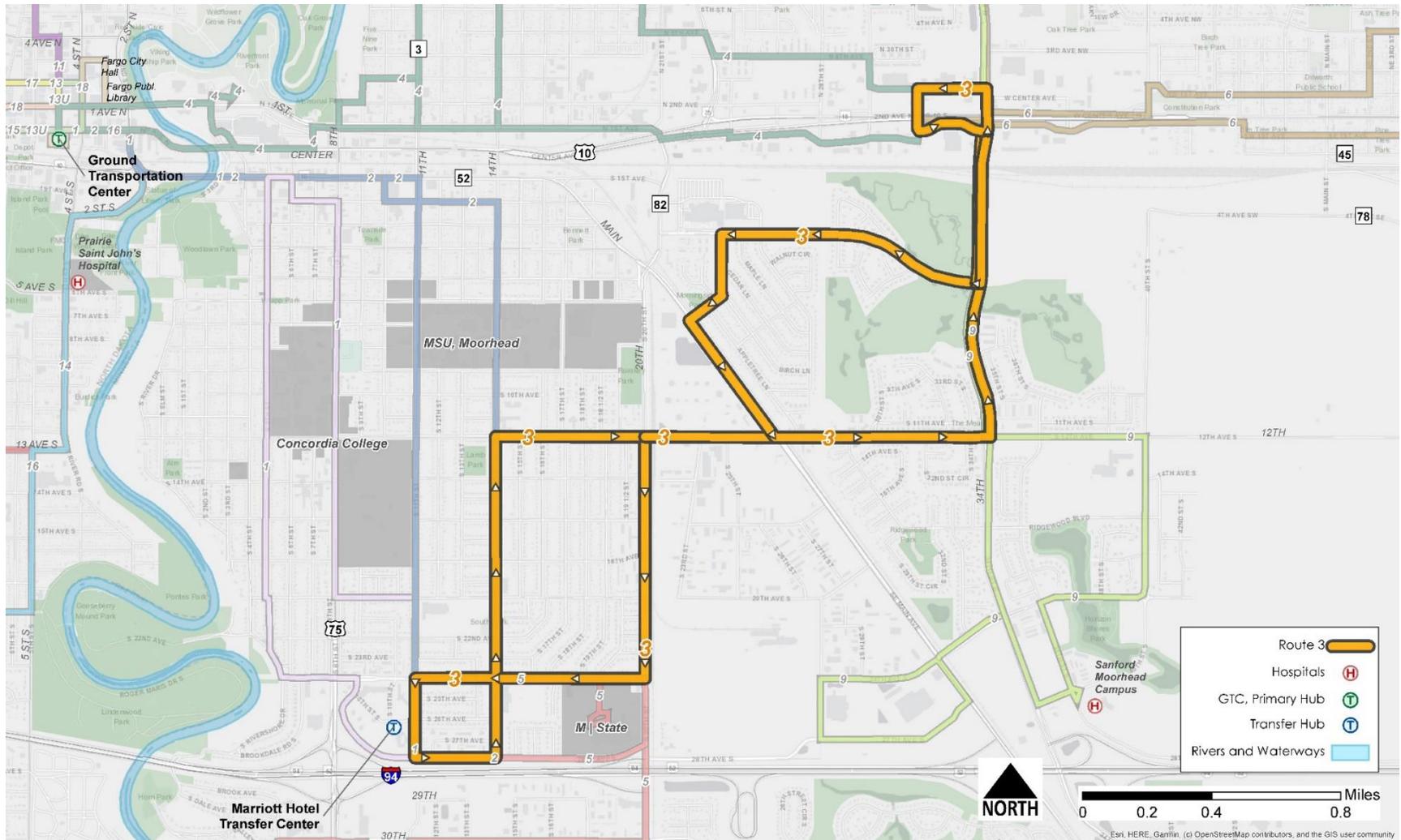
Route Map Figure I: Route 1



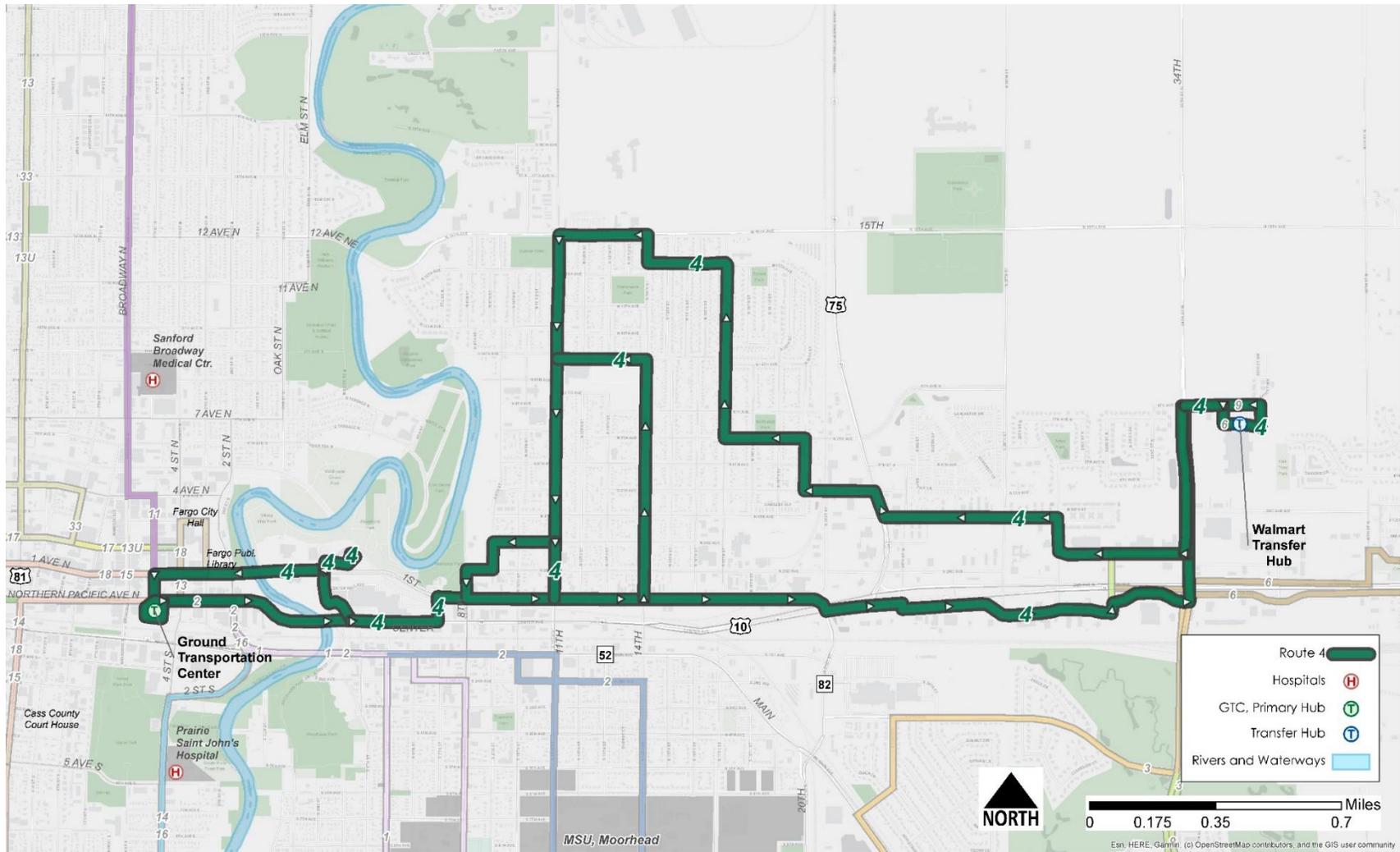
Route Map Figure II: Route 2



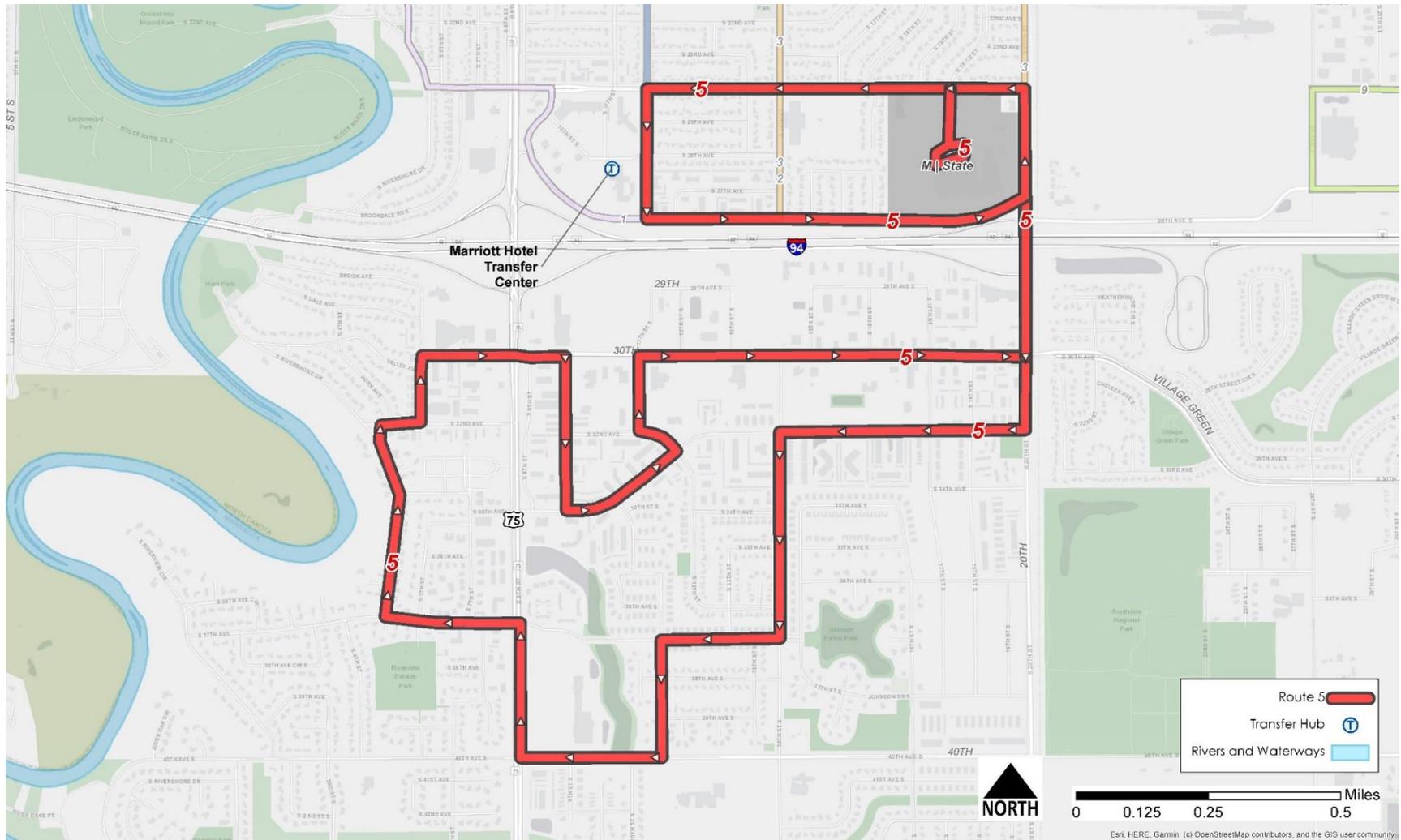
Route Map Figure III: Route 3



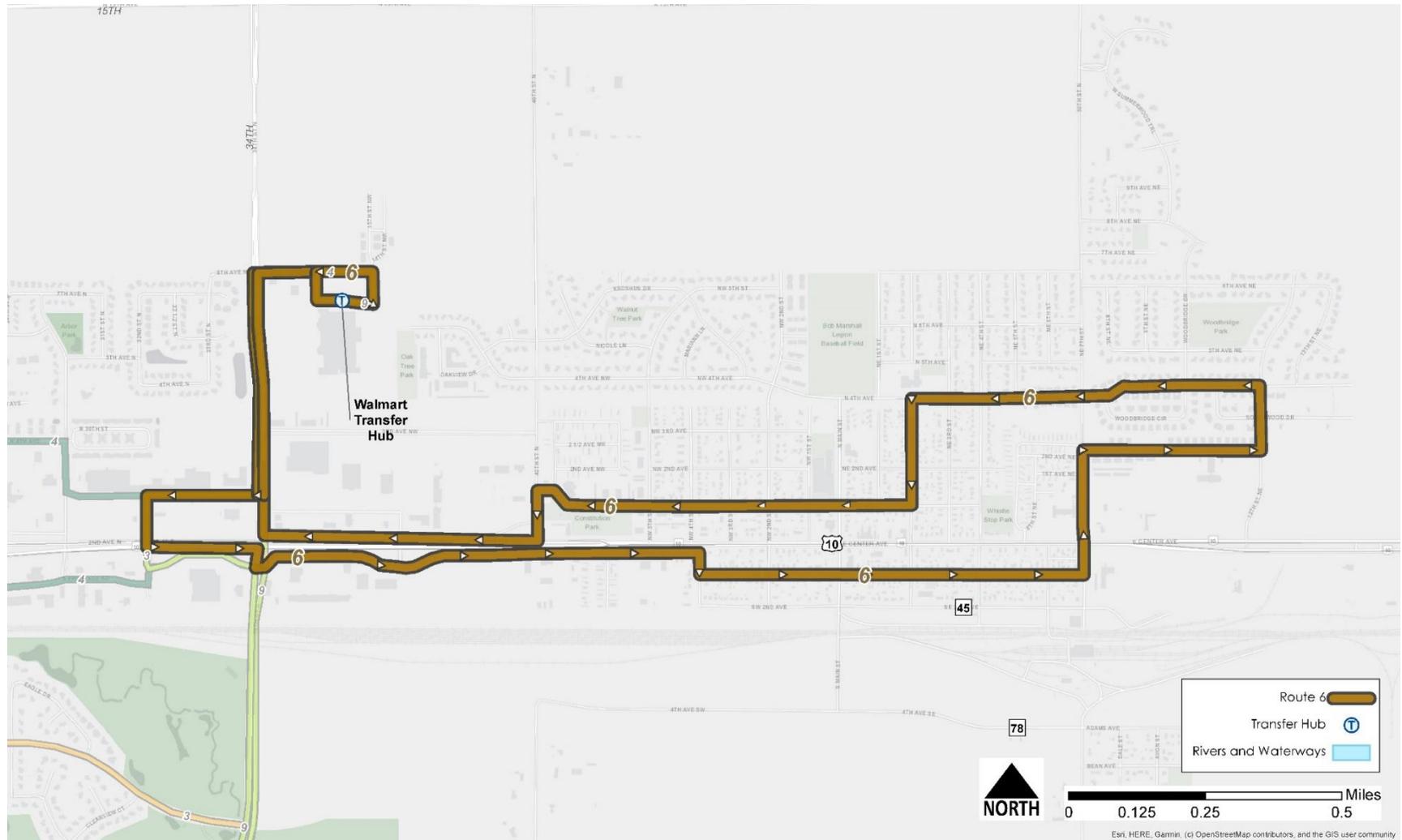
Route Map Figure IV: Route 4



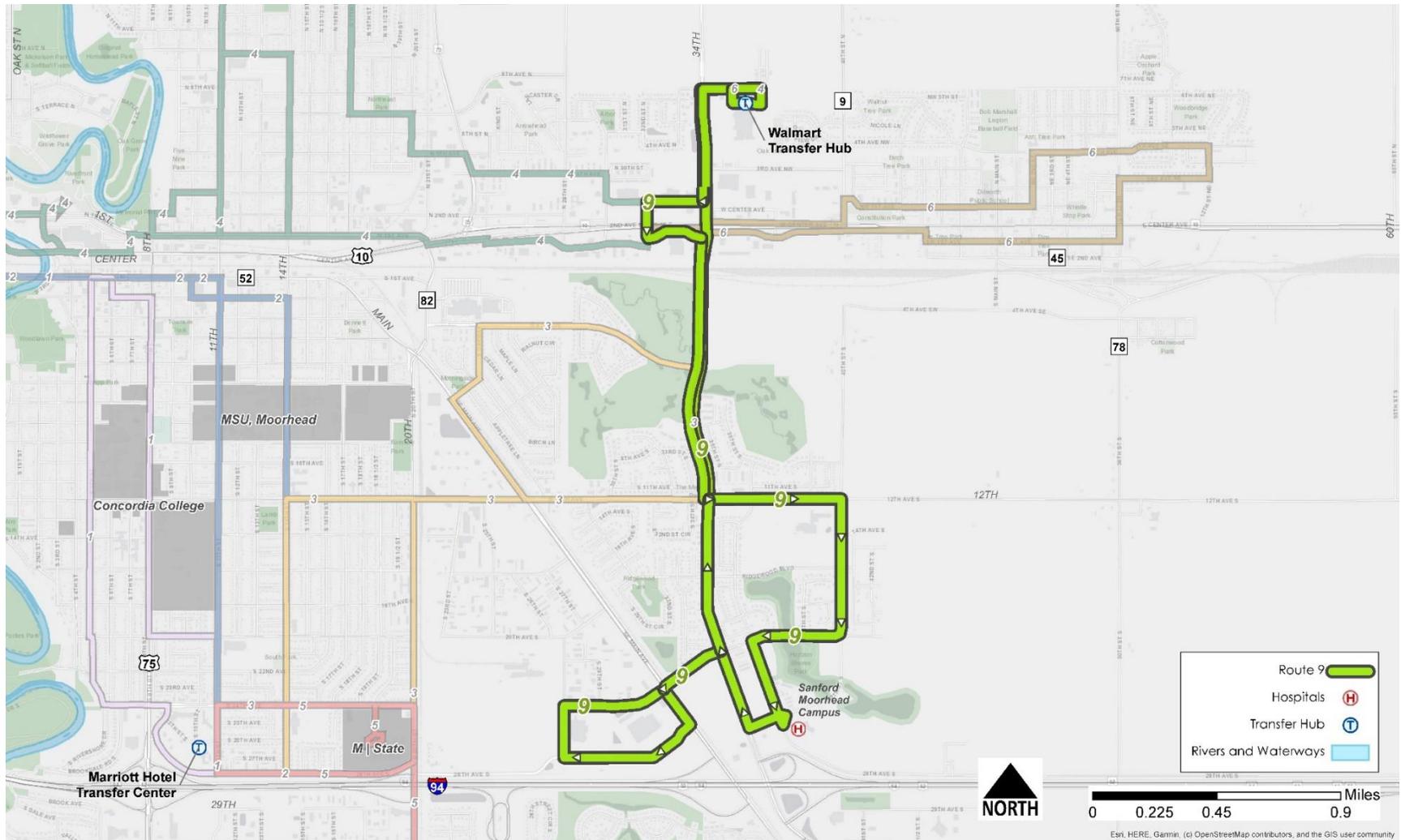
Route Map Figure V: Route 5



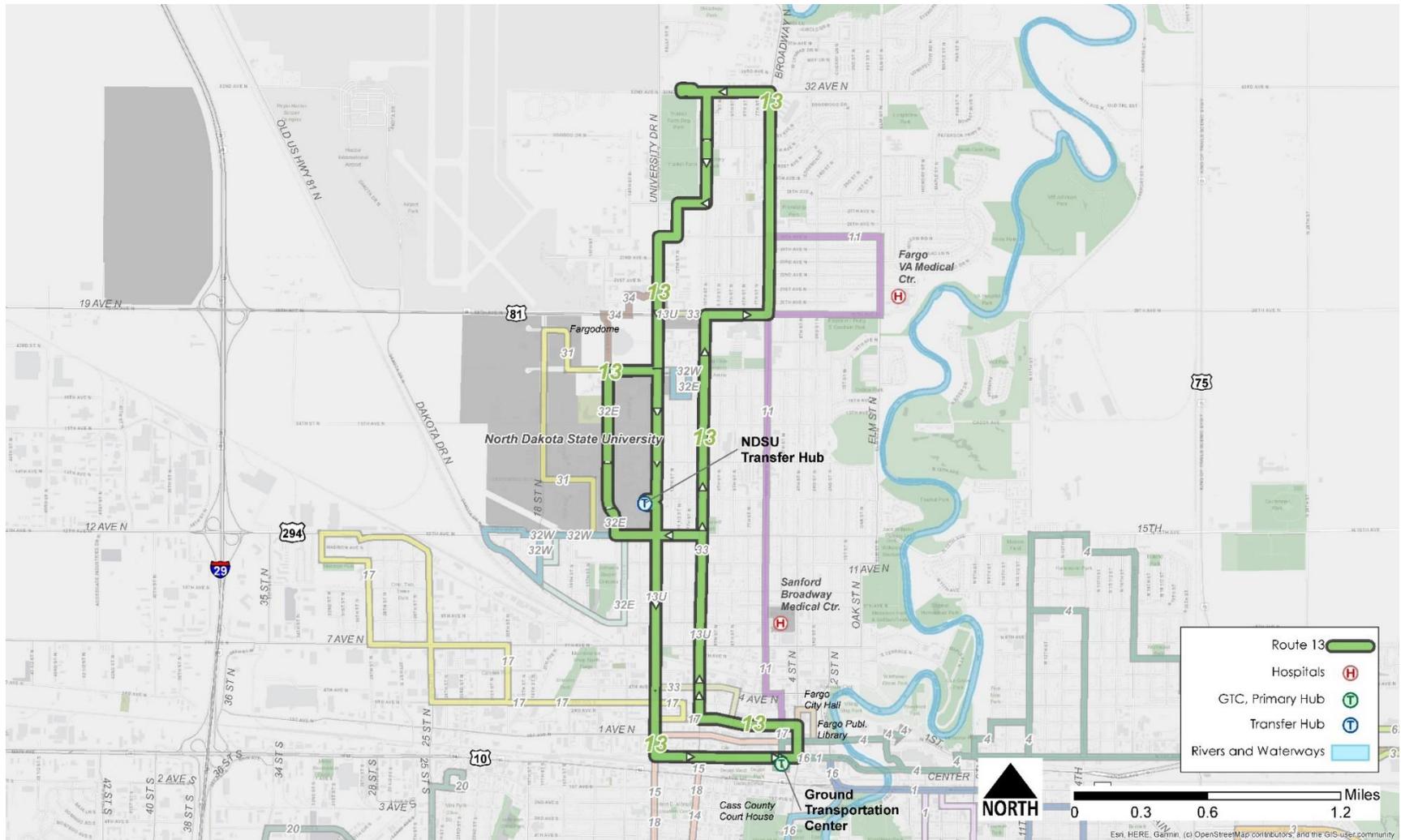
Route Map Figure VI: Route 6



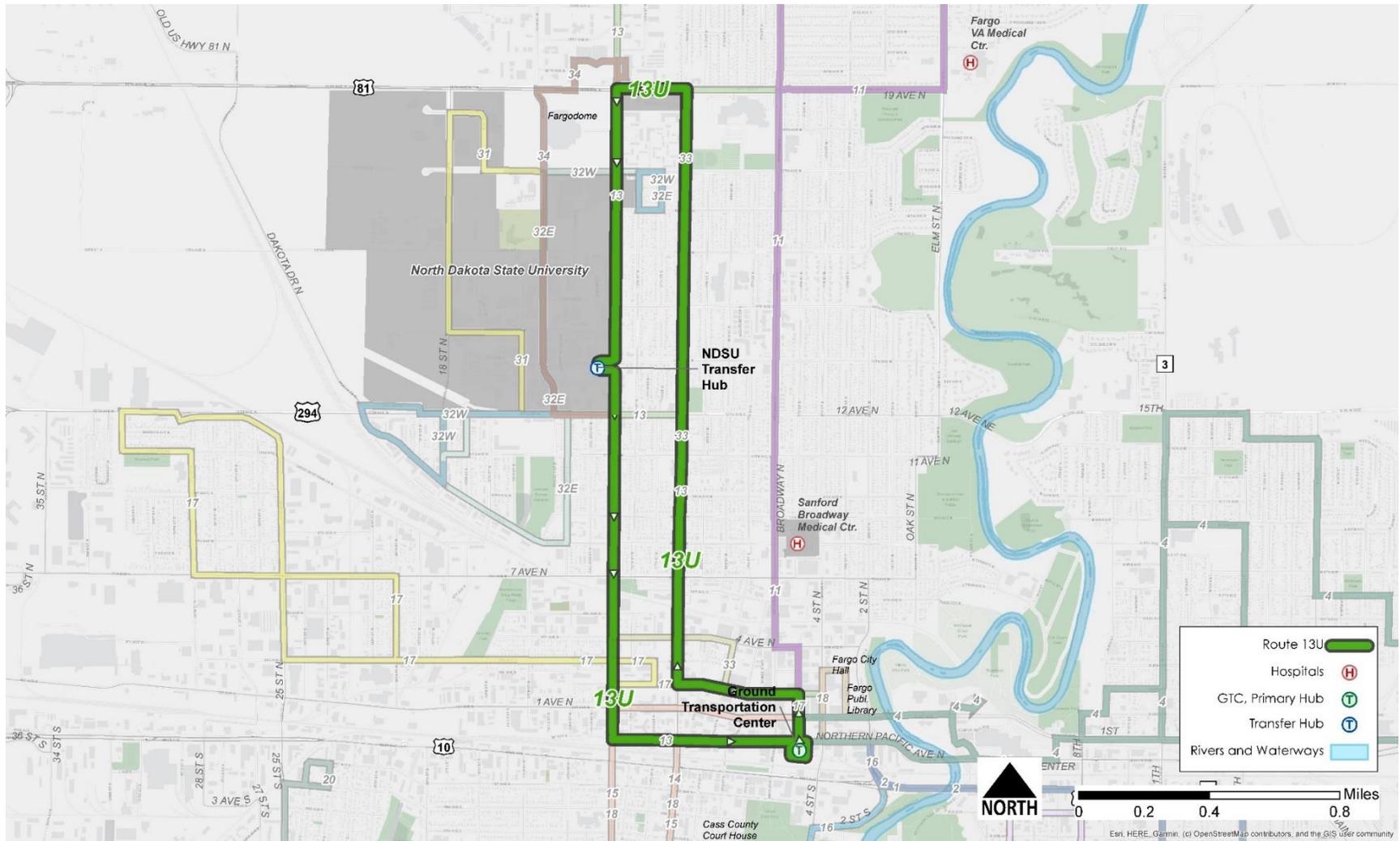
Route Map Figure VII: Route 9



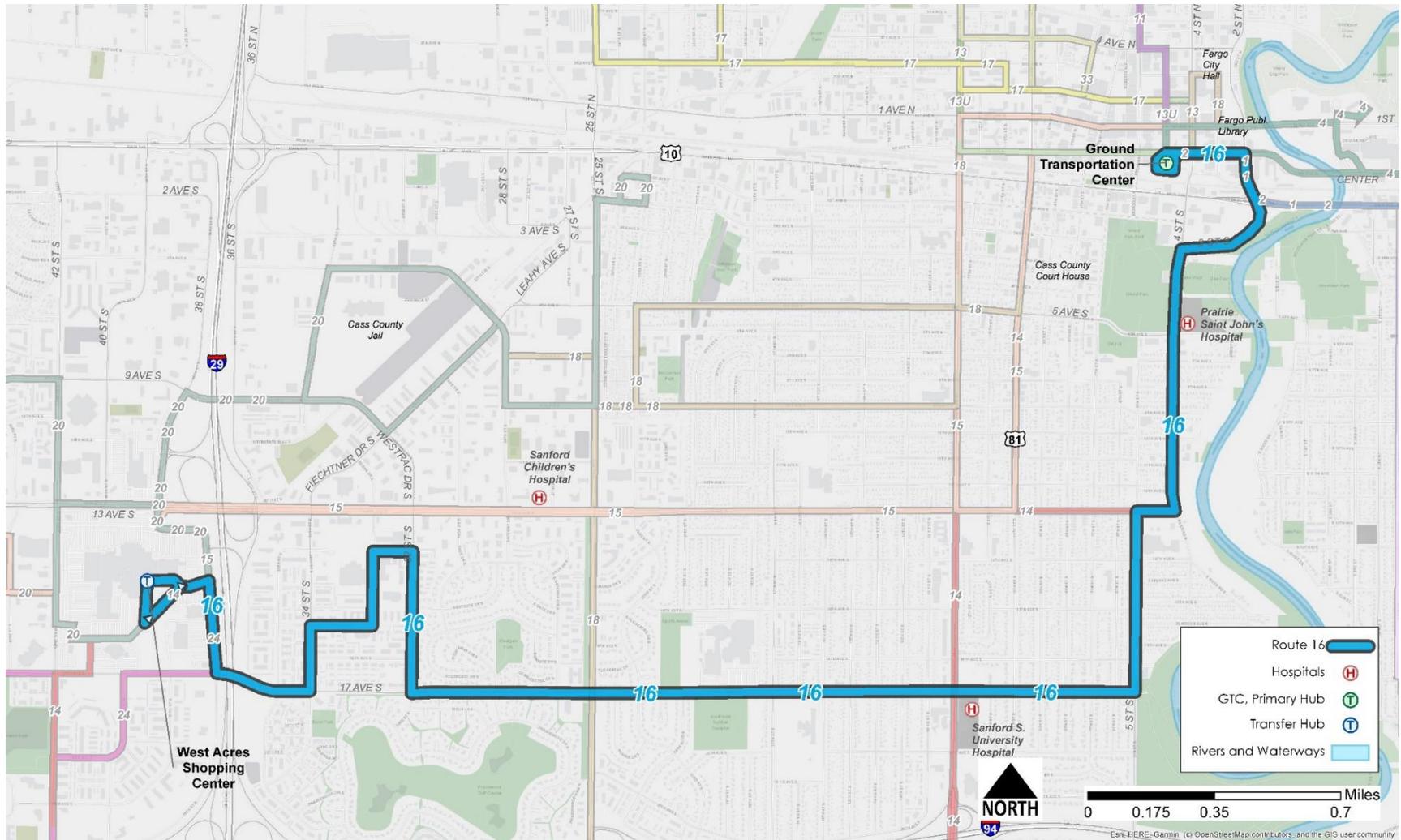
Route Map Figure IX: Route 13



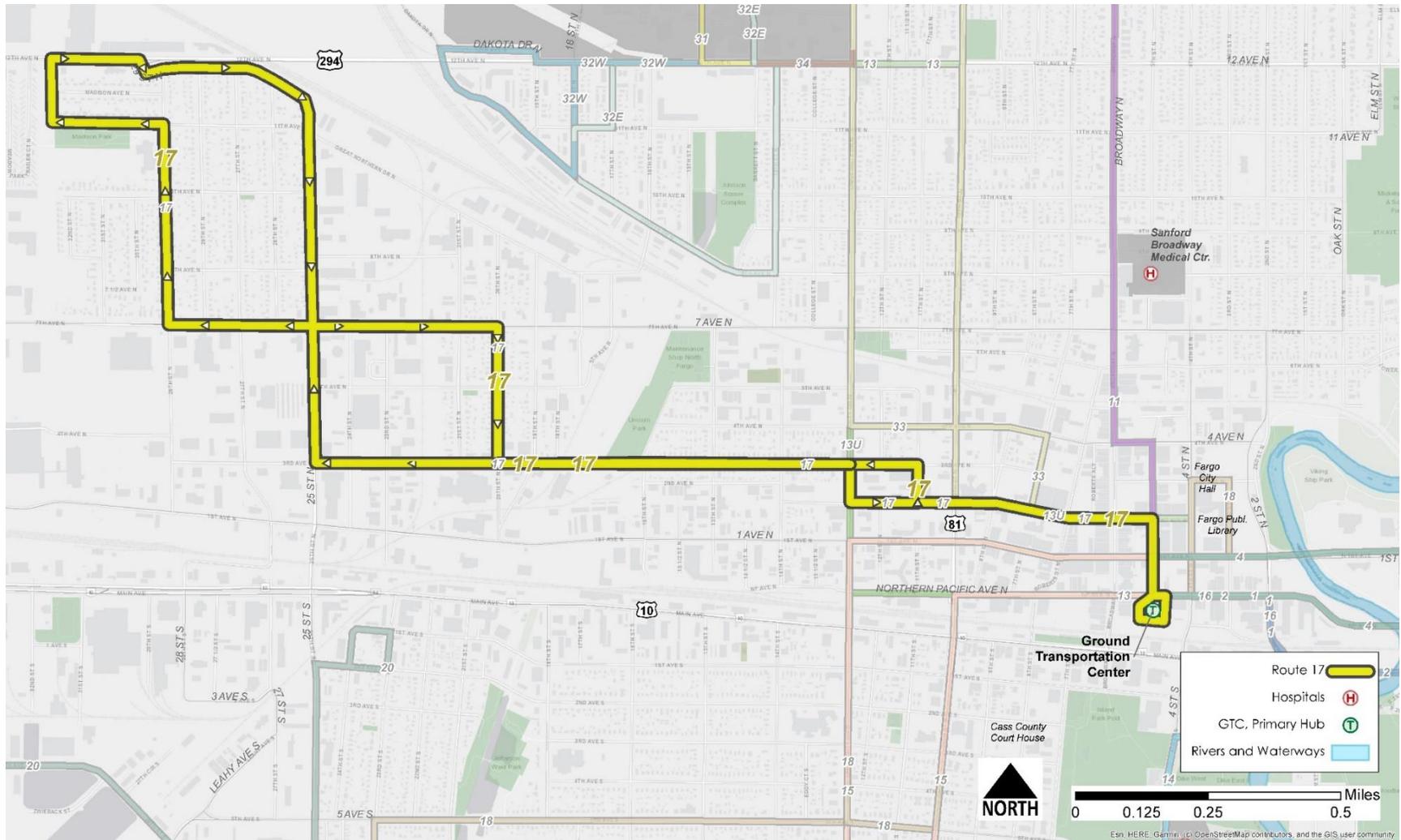
Route Map Figure X: Route 13U



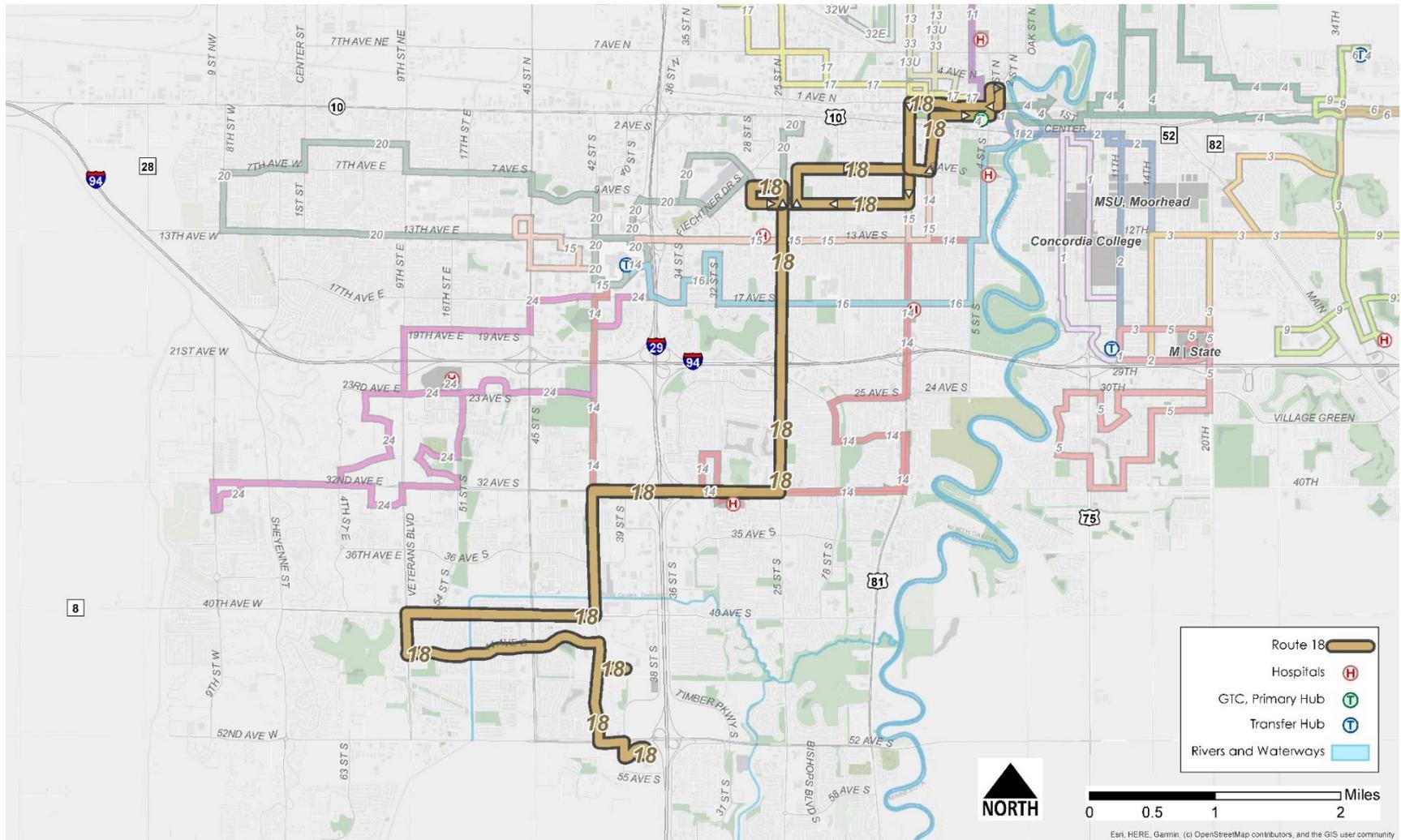
Route Map Figure XIII: Route 16



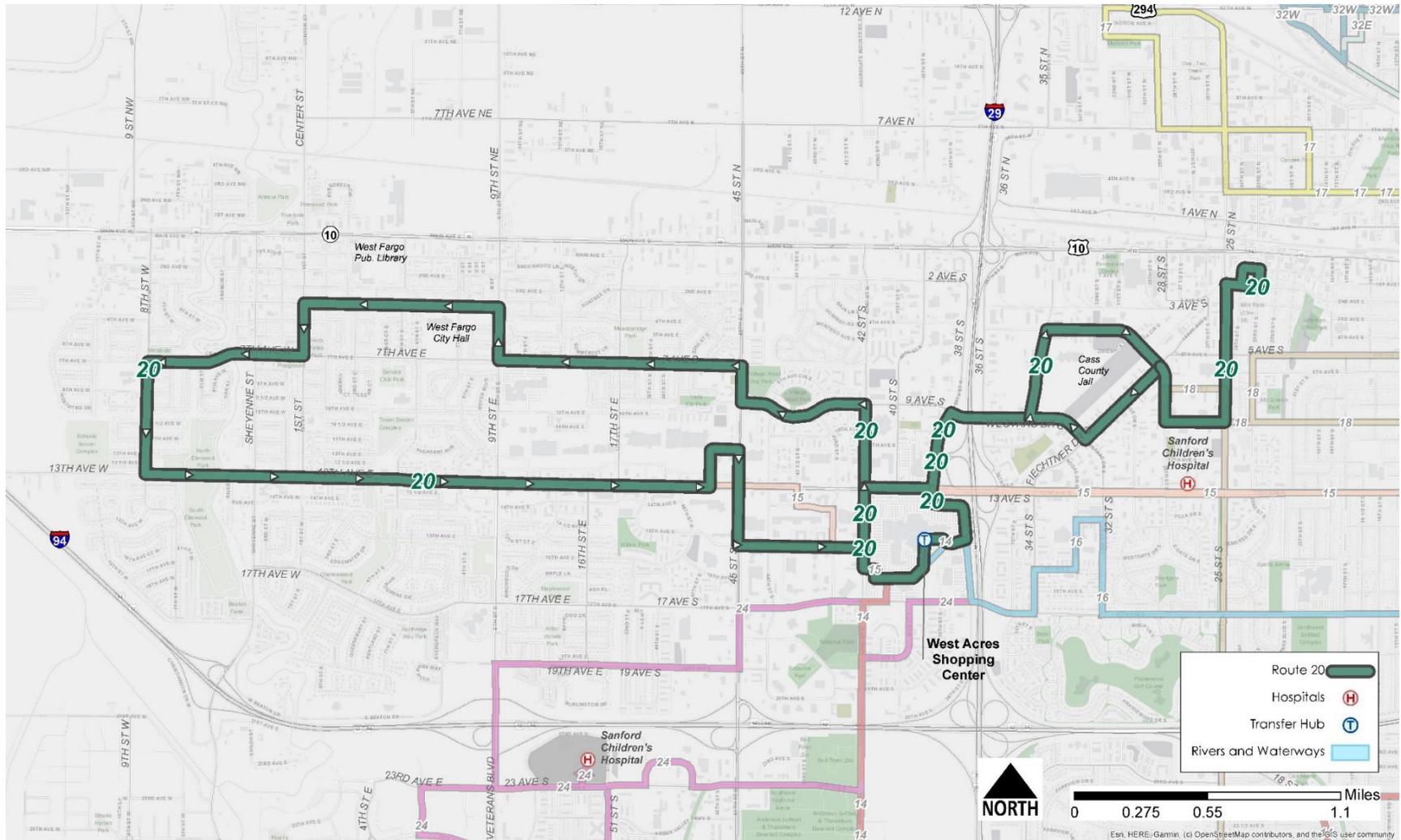
Route Map Figure XIV: Route 17



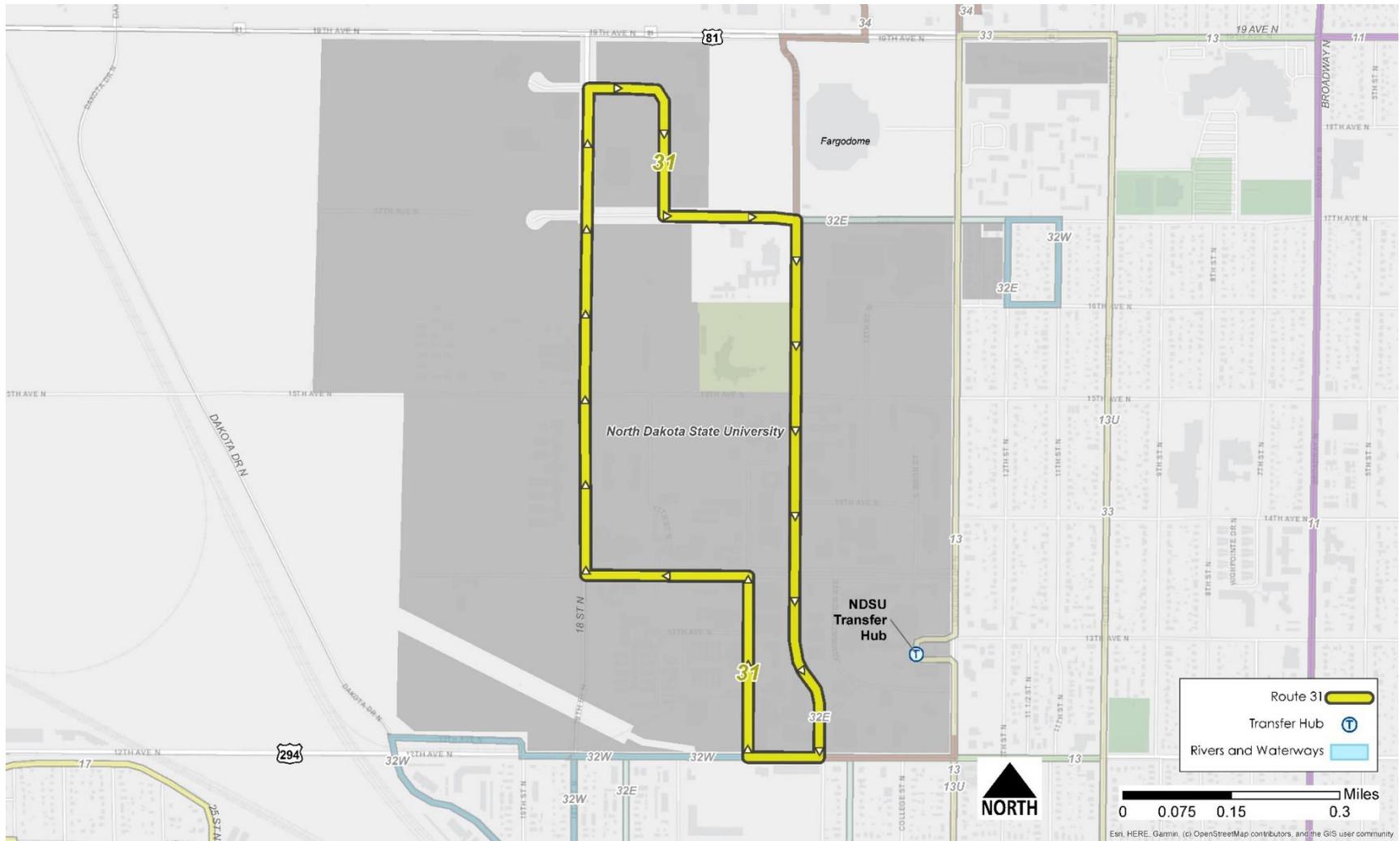
Route Map Figure XV: Route 18



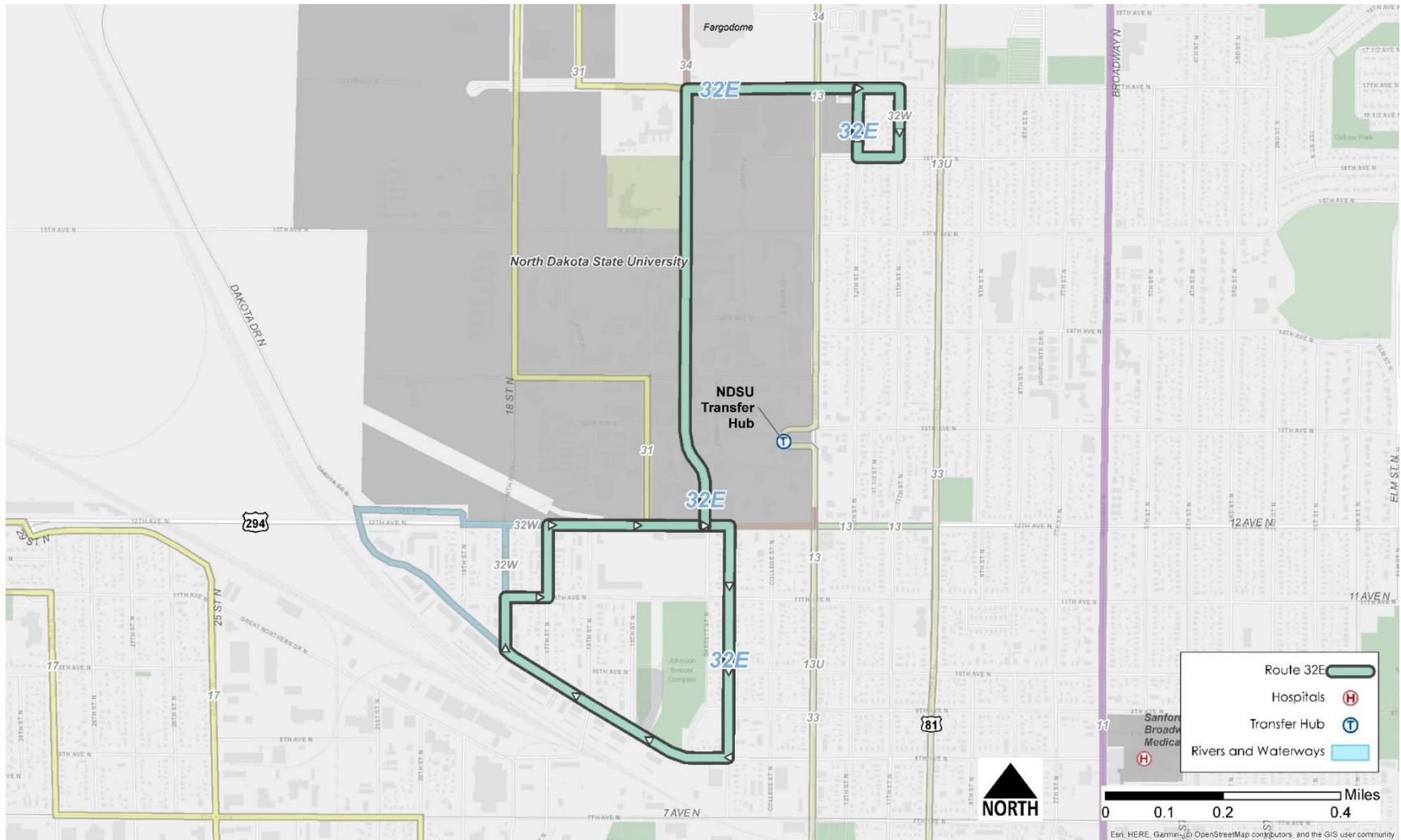
Route Map Figure XVI: Route 20



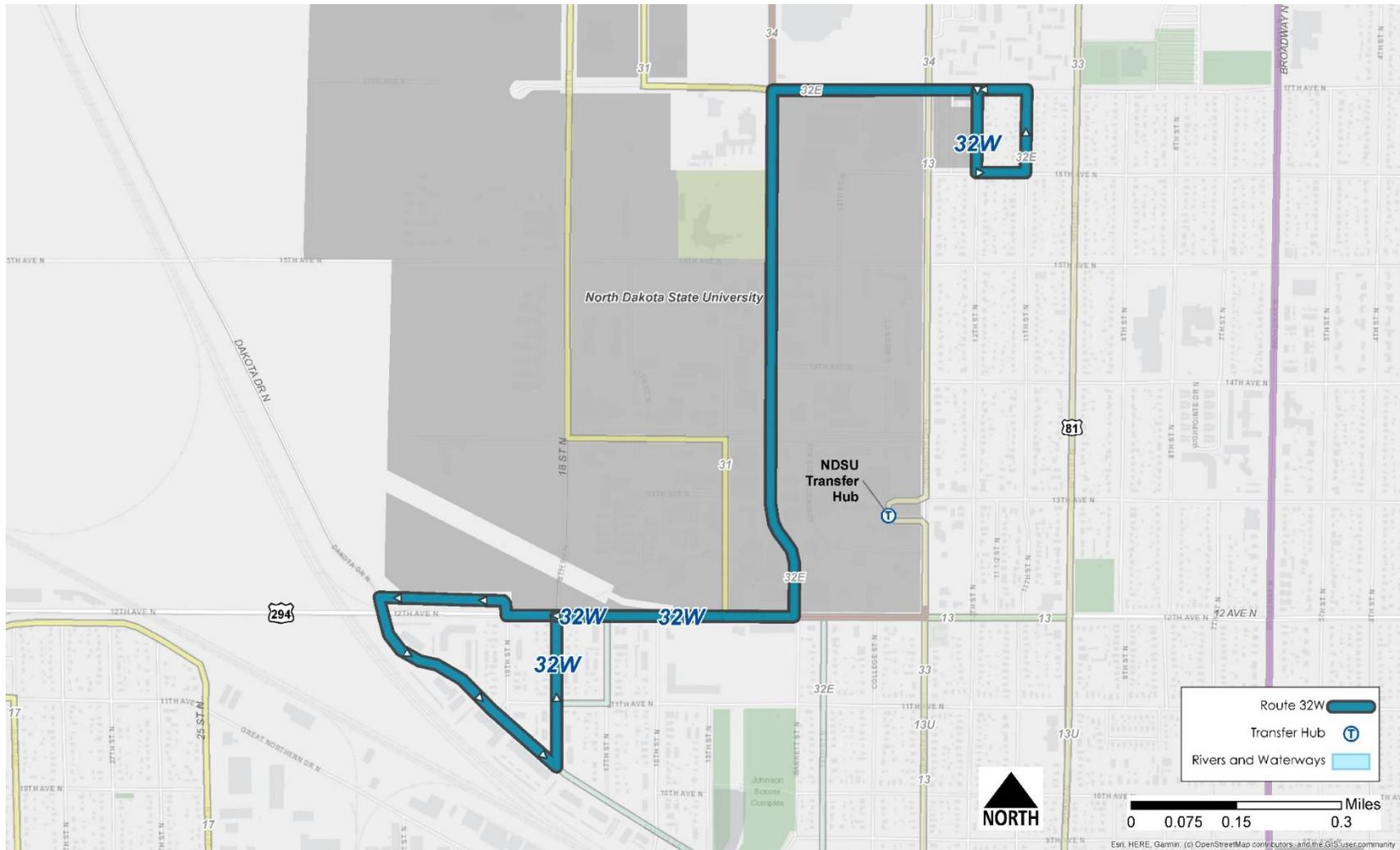
Route Map Figure XVIII: Route 31



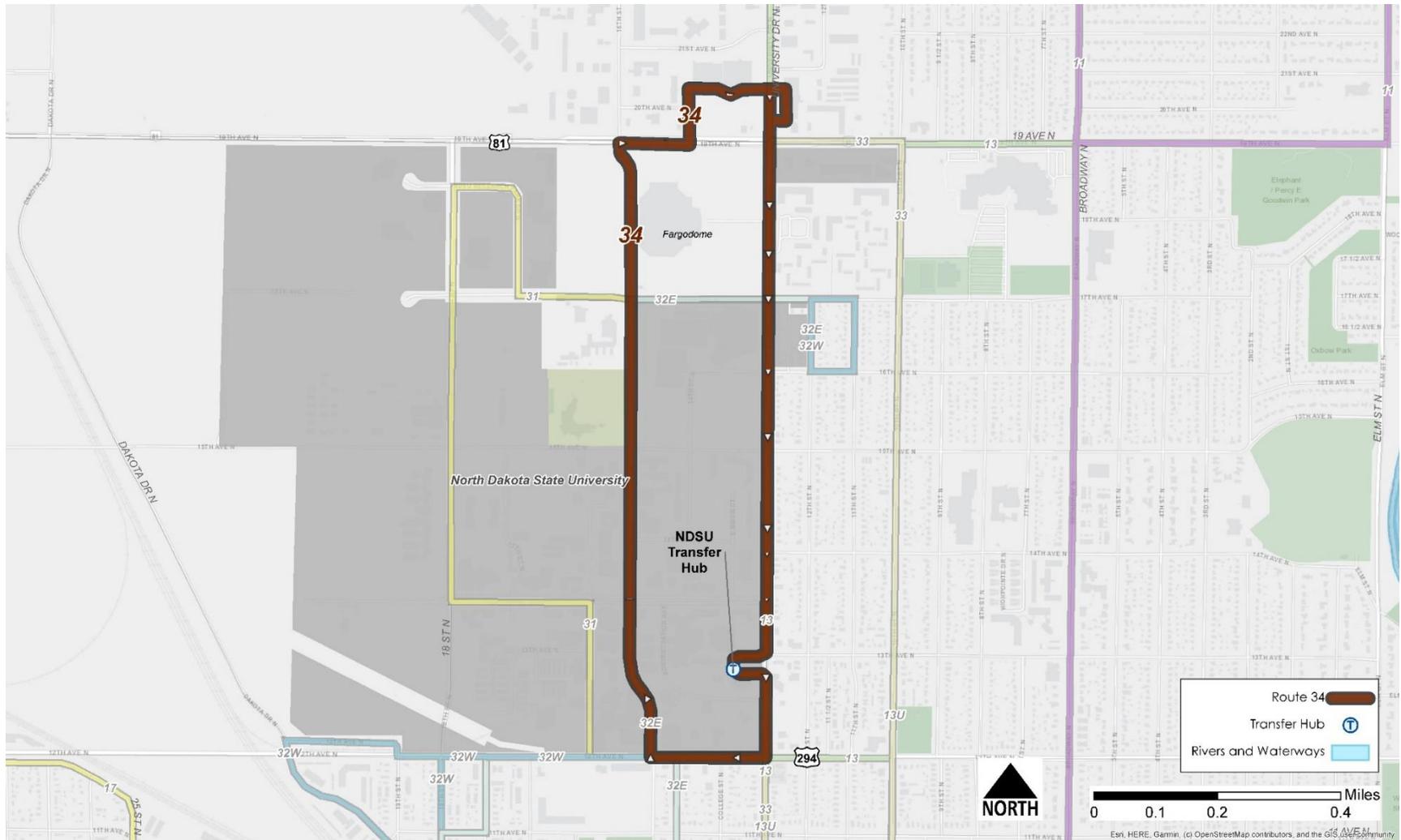
Route Map Figure XIX: Route 32E



Route Map Figure XX: Route 32W



Route Map Figure XXII: Route 34



CHAPTER 4: COMMUNITY SURVEY – FALL 2020

This chapter presents the results of the MATBUS Transit Development Plan (TDP) Community Survey of the fall of 2020. The survey was conducted from September 9, 2020, through October 9, 2020, among residents of the Fargo – Moorhead region, through both an online and paper instrument. The survey collected 760 valid responses and provides MATBUS and Metro COG with information on rider and non-rider preferences, satisfaction, and priorities for improvement.

The survey will help inform the TDP service recommendations and help analyze transit usage and user preferences.

In collaboration with Metro COG, MATBUS and the TDP Study Review Committee (SRC), SRF performed the following tasks:

- Developed the community survey online and paper instruments
- Processed and analyzed the survey data
- Documented the survey methodology
- Presented the survey results through graphs, charts, and tables

METHODOLOGY

Survey Instrument

The survey consisted of 31 questions in simple, easy to understand language. The survey collected information on a respondent's transit use, trip purpose, travel time, passenger experience, and preferences for improvements. Demographic questions asked respondents about the respondents' vehicles in their household, income, age, race/ethnicity, disability status, internet connected device availability, and higher education affiliation.

The survey was designed in both online and paper formats. The online survey instrument user interface is shown in Figure 28 and was accessible through both web browsers and mobile devices via www.surveymonkey.com.

The paper survey instrument, shown in Figure 29, was available upon request at the Metro COG and MATBUS offices, as well as on the buses themselves. The paper survey showed questions on a single, double-sided 8.5x11 sheet of paper.

Figure 28. Online Survey Instrument User Interface

MATBUS Community Survey

Tell us about your experiences, perceptions, and preferences

Help us shape the future of transit in the Fargo-Moorhead area! This 10-minute survey is one part of the MATBUS 2021-2025 Transit Development Plan (TDP), which will provide a vision for transit in the region over the next five years. The project is a collaboration of the Fargo-Moorhead Metropolitan Council of Governments (Metro COG), the Cities of Fargo and Moorhead, their partners, and the public. Visit fmmetrocog.org/2021TDP for more information.

You may also leave specific comments on the map of this [interactive website](#).

* 1. Before the current COVID-19 pandemic, did you or anyone in your household use MATBUS on a regular basis?

Yes

No

Next

Figure 29. Paper Survey Instrument



This survey can be completed online at: www.surveymonkey.com/fr/SurveyMATBUS

Help us shape the future of transit in the Fargo-Moorhead area! This survey is part of the MATBUS 2021-2025 Transit Development Plan (TDP), which will provide a vision for transit in the region over the next five years. Visit metro-cog.org/2021TDP for more information. Please return the completed survey to the container on the bus. Thank you!

1. How often do you ride MATBUS?
 - Daily
 - Occasionally
 - A few times a week
2. Which routes do you use most often?

3. Do you regularly use more than one route to get to your destination?
 - Yes, I transfer between routes: _____
 - No
4. What is your usual trip purpose? (Select all that apply)
 - Work
 - Personal/Recreational/Social Activity
 - Medical
 - Shopping/Errands
 - School (K-12)
 - Government or Social
 - College/Technical School
 - Other
5. How long do you typically spend on the bus during a typical trip?
 - Less than 5 minutes
 - 5 to 10 minutes
 - 10 to 15 minutes
 - 15 to 20 minutes
 - 20 to 30 minutes
 - 30 to 45 minutes
 - 45 to 60 minutes
 - More than 60 minutes
6. Please rank these potential improvements to service, from 1 (most important) to 3 (least important).
 - ___ Design MATBUS routes to serve locations that are currently unserved by transit)
 - ___ Increase frequency of service (e.g., serve my stop every 30 minutes rather than every 60 minutes)
 - ___ Operate my regular bus route later in the evening
7. Please rank these potential improvements to service, from 1 (most important) to 3 (least important).
 - ___ Better weekday service
 - ___ Better Saturday service
 - ___ Add Sunday service
8. Which of these are most important to you? Please rank with 1 being the most important to you and 5 being the least important
 - ___ Benches
 - ___ Shelters
 - ___ Lighting
 - ___ Transit information (route, schedule, map)
 - ___ Other: _____

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
9. Before the current COVID-19 pandemic, do you agree or disagree with the following statements about MATBUS service?					
MATBUS can get me where I need to go					
MATBUS operates early enough on weekday mornings to work with my schedule					
MATBUS operates late enough on weekday evenings to work with my schedule					
MATBUS operates early enough on Saturday mornings to work with my schedule					
MATBUS operates late enough on Saturday evenings to work with my schedule					
Information about MATBUS service and fares is easy to access and understand					
It is easy to get to/from MATBUS bus stops					
It is easy to board MATBUS buses					
MATBUS buses regularly operate on time					
MATBUS stops are cleaned of snow and easily accessible during winter months					
MATBUS stops and shelters are clean and well-maintained					
MATBUS vehicles are clean and well-maintained					
I feel safe riding MATBUS					
MATBUS provides good customer service					
It is important for the community to provide public transit					
Transit contributes to quality of life in the Fargo-Moorhead area					
Transit contributes to the economic health of the Fargo-Moorhead area					
Transit contributes to the environmental sustainability of the Fargo-Moorhead area					
Transit enhances the ability of businesses to attract and maintain adequate workforce					

ADDITIONAL QUESTIONS ON THE BACK SIDE

Passenger Survey

The following two questions compare two potential transit improvements. For each comparison, please let us know which potential improvement you prefer and by how much by marking your choice on the slider scale.

10. How should the bus route network be designed? Would you rather [Place an X on the slider scale line]

Take a new bus route that is scheduled to arrive TWICE an hour but requires a 5-MINUTE TRANSFER to a second bus that takes me to my final destination

No preference

Take a new bus route that is scheduled to arrive ONCE an hour, WITHOUT NEEDING TO TRANSFER to a second bus, that takes me to my final destination

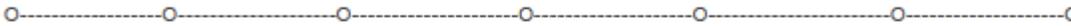


11. How should the bus route network be designed? Would you rather [Place an X on the slider scale line]

Walk or roll for 3 MORE MINUTES than I do today to a faster bus that gets me to my destination 10 MINUTES EARLIER

No preference

Walk or roll for the SAME AMOUNT OF TIME as I do today to a bus that gets me to my destination AT THE SAME TIME AS TODAY



12. Do you consider yourself to have a disability that limits your mobility?

- Yes
- No

13. Do you own a smart phone or other Internet-connected mobile device?

- Yes
- No

14. What is your age?

- 17 or under
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 59
- 60 to 64
- 65 or over

15. What is your race and/or ethnicity? (Select all that apply)

- Black/African American
- White/Caucasian
- Hispanic or Latinx
- Prefer not to answer
- Asian or Pacific Islander
- Native American
- Other: _____

16. Including yourself, how many people live in your household?

- 1 – I live alone
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9 or more

17. How many working vehicles are available in your household?

- 0
- 1
- 2
- 3 or more

18. If you would you like to receive occasional project updates, please provide your email address below

Email: _____

19. What is the combined annual income for your household?

- Less than \$15,000
- \$15,000 to \$29,999
- \$30,000 to \$44,999
- \$45,000 to \$59,999
- Unknown/Prefer not to answer
- \$60,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$150,000 or more

20. What is the primary language spoken in your household?

- English
- Arabic
- Bosnian/Croatian/Serbian
- Chinese
- Other (please list): _____
- Kurdish
- Nepali
- Somali
- Spanish
- Vietnamese

21. Which of the following, if any, do you identify with? (Select all that apply)

- (Tech) College Student
- (Tech) College Faculty/Staff
- Work Commuter
- Student (K-12)
- Parent (K-12)
- None of the above

22. What is your relationship to the university or community/technical college?

- Student living on campus
- Student living off campus
- Faculty
- Staff
- Other

23. What institution do you attend or are employed at/affiliated with?

- NDSU
- Concordia College
- MSUM
- M State
- NDSCS
- None of the above

PLEASE SHARE ADDITIONAL THOUGHT IN THE MARGINS

Survey Distribution

The survey was available from September 9, 2020 through October 9, 2020. The survey was posted on the TDP project website and shared through the Facebook and Twitter social media feeds of Metro COG and MATBUS. Metro COG used \$50 of paid advertising to distribute the survey to Facebook users within 20 miles of Fargo – Moorhead, see Figure 31. Additionally, a rider alert was provided to MATBUS riders.

Community partners also helped distribute the survey. The city of Fargo shared the survey through its Facebook page, while the city of Moorhead distributed the survey through an e-alert. North Dakota State University (NDSU) sent a link with the survey to all students, see Figure 30. Minnesota State University – Moorhead (MSUM) included the survey link in the daily news and events email for the week of September 28. Concordia College shared the survey through their social media.

The paper survey was available on buses in both Fargo and Moorhead from September 14 through October 9. The surveys were placed in a box in the front-end of the bus. Bus drivers would remind passengers to take a survey and return them to the box.

Figure 30. NDSU Student Email

From: NDSU Student Official List [REDACTED] > on behalf of Ndsu Parking Staff <[REDACTED]>
Sent: Wednesday, September 30, 2020 2:48 PM
To: [REDACTED] >
Subject: MATBUS Customer Survey - Your Input is Requested

NDSU Students,

MATBUS is embarking on a process to create a Transit Development Plan, and your input is needed! Please take a few minutes to take this MATBUS (Metro COG) sponsored survey,

- Help them shape the future of transit in the Fargo-Moorhead area by taking our survey! This 10-minute survey is one part of the MATBUS Transit Development Plan (TDP), which will provide a vision for transit in the region. The survey will help MATBUS understand existing transit use, guide service and investment decisions, and help them ensure a safe, reliable ride. Please take the survey here: surveymonkey.com/r/SurveyMATBUS
- You may also leave specific comments on the map of this [interactive website](#). Add your ideas to the map by clicking on “Add Comment” or “Add Bus Route.” You can zoom in or out on the map to place points or draw routes in specific locations in the community.
- The project is a collaboration of the Fargo-Moorhead Metropolitan Council of Governments (Metro COG), the Cities of Fargo and Moorhead, their partners, and the public. Visit fmmetrocog.org/2021TDP for more information.

Thank you, for your participation in the MATBUS survey!

NDSU Parking and Transportation Services

Email: ndsu.parking@ndsu.edu

Figure 31. Metro COG Facebook Post

 **Metro COG**
September 9 · 🌐

MATBUS Community Survey – Input Needed!

MATBUS is embarking on a process to create a 5-year Transit Development Plan, and your input is needed!

Help us shape the future of 🚌 transit 🗺️ in the Fargo-Moorhead area by taking our survey!

This 10-minute survey is one part of the MATBUS 2021-2025 Transit Development Plan (TDP), which will provide a vision for transit in the region over the next five years. The survey will help MATBUS understand existing transit use, guide service and investment decisions, and help us ensure a safe, reliable ride.

Please take the survey here: surveymonkey.com/r/SurveyMATBUS

Help us design bus routes 🚌 and transit service! Use the map of this interactive website to draw bus routes and tell us how you want to be served.

Interactive Website: <https://wikimapping.com/MATBUS-2021-2025-Transit...>

matbus
City of Moorhead, Minnesota
City of West Fargo - Government
The City of Fargo - Government
City of Dilworth, Minnesota
City of Horace



 [redacted] and 37 others 7 Comments 21 Shares

DATA PROCESSING

A total of 760 survey responses were submitted. With 727 responses, the online survey instrument constituted the vast majority of the responses, while 33 paper surveys were submitted to MATBUS. All 760 responses were subjected to data processing, which refers to converting the raw survey responses into an electronic database useful for analysis. The steps necessary for data processing were data entry, cleaning survey responses, and creating a database.

Data Entry and Cleaning

The 33 paper surveys were entered into the online survey tool following the conclusion of the survey effort.

As surveys were distributed on the buses, it was assumed the respondents were regular users during the COVID-19 pandemic. Paper survey questions were also shown in a slightly different order than the online instrument to save on space.

Some respondents to the paper surveys showed results incompatible with the survey question intent, i.e. using a rank of "1" for all possible options when asked to rank a top three. The incompatible responses to these questions were not entered into the online survey instrument, while the remainder of the survey was entered.

After data-entry was complete, all responses were extracted from the online survey instrument. All 760 responses were checked for submitting a clean and complete response. One database was created using clean and complete responses for data analysis.

SURVEY RESPONSES

Response Rate

Table 22: Response Rate by Question

Question Number	Question Topic	Valid Responses	Max n Possible	Response Rate
1	Regular transit user?	760	760	100%
2*	Transit use before COVID-19?	363	378	96%
3*	COVID-19 transit user?	367	378	97%
4**	Transit use during COVID-19?	227	231	98%
5*	Which routes?	327	378	87%
6*	Transfers?	300	378	79%
7*	Trip purpose	330	378	87%
8*	Travel time	331	378	88%
9*	Service availability	331	378	88%
10*	Service accessibility	330	378	87%
11*	Customer satisfaction	329	378	87%
12***	Non-user discouraging factors	302	382	79%
13	Network design #1	460	760	61%
14	Network design #2	428	760	56%
15	Service improvements #1	503	760	66%
16	Service improvements #2	503	760	66%
17	Bus stop amenities	507	760	67%
18	Transit importance	524	760	69%
19	Open-ended comments	235	760	31%
20	Disability status	522	760	69%
21	Mobile internet device	523	760	69%
22	Age	521	760	69%
23	Race/ethnicity	521	760	69%
24	Household size	521	760	69%
25	Vehicle availability	520	760	68%
26	Household income	522	760	69%
27	Primary language	521	760	69%
28	Education or commuter relationship	532	760	70%
29****	Higher education relationship	264	285	93%
30****	Higher education institution	256	285	90%
31	Email	55	760	7%

* Questions 2, 3, 5, 6, 7, 8, 9, 10, and 11 were conditional questions, depending on a “yes” response to question 1.

** Question 4 was a conditional question, depending on a “yes” response to question 3

*** Question 12 was a conditional question, depending on a “no” response to question 1

**** Questions 29 and 30 were conditional questions, depending on selecting a higher education relationship for question 28.

Respondent Demographics

This section contains narrative and figures to summarize the overall sample make-up of the survey's respondents, based on questions 20 through 30 covering the demographic and socioeconomic background of participants. All percentages displayed in figures in this section represent the proportion of valid survey responses to a particular response for a question. For some questions, the survey response is compared to the latest U.S. Census American Community Survey (ACS) estimates.⁴

Demographic and Socioeconomic Background

All survey participants were asked the following questions:

- Question 24: Including yourself, how many people live in your household?
- Question 26: What is the combined annual income for your household?
- Question 22: What is your age?
- Question 23: What is your race and/or ethnicity? (Select all that apply)
- Question 27: What is the primary language spoken in your household?

The average household size of survey participants is 2.36, which is close to the average household size of 2.29 for the Fargo – Moorhead Metropolitan Area (MSA) in the ACS. Over 65 percent of survey participants live in one or two person households.

Over 41 percent of participants' household annual incomes are below \$30,000, this is lower than the 24 percent of households at that income threshold in the ACS. The median household income for the metro area is \$62,820 in the latest ACS. Note that 18 percent of survey participants preferred not to answer the income question.

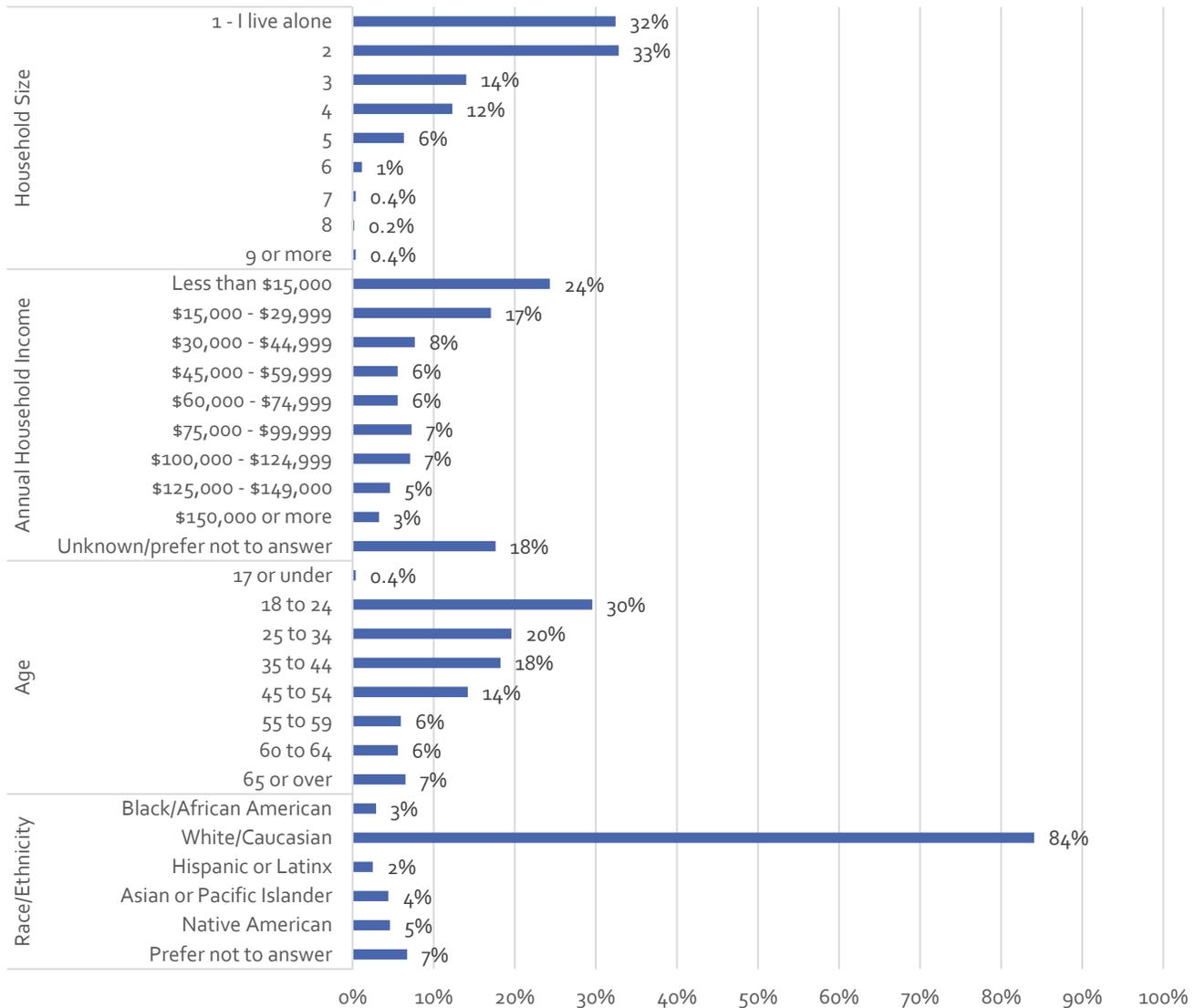
Thirty percent of the survey participants are aged 18 to 24. While the survey contains a large sample from this age group, it is also the largest age group in the Fargo – Moorhead metro area. In the latest ACS, 10 percent of residents are aged 20 to 24 and the median age for the metro area is 33.5. Over seven percent of the survey participants are age 65 or older.

A large majority of 84 percent of survey participants identify as White/Caucasian. Five percent of participants identify as Native American, four percent as Asian or Pacific Islander, three percent as Black/African American, and two percent as Hispanic or Latinx. Note that seven percent of survey participants preferred not to answer the question. In the latest ACS, 87.4 percent of residents in the Fargo – Moorhead MSA identify as White, 5.7 percent as Black or African American, 1.1 percent as American Indian and Alaska Native, 2.2 percent as Asian, and 3.3 percent as Hispanic or Latino.

⁴ U.S. Census Bureau, 2019 American Community Survey, 1-Year Estimates: Fargo – Moorhead Metropolitan Statistical Area.

A vast majority of 97.9 percent of survey participants speak English at home as their primary language, this compares to 93.2 percent of residents in the Fargo – Moorhead MSA, according to the latest ACS. See the full results for the primary language at home question in the appendix.

Figure 32. Demographic and Socioeconomic Background



* For Question 23 on Race/Ethnicity, participants could select more than one option, thus percentages may exceed 100%

Accessibility

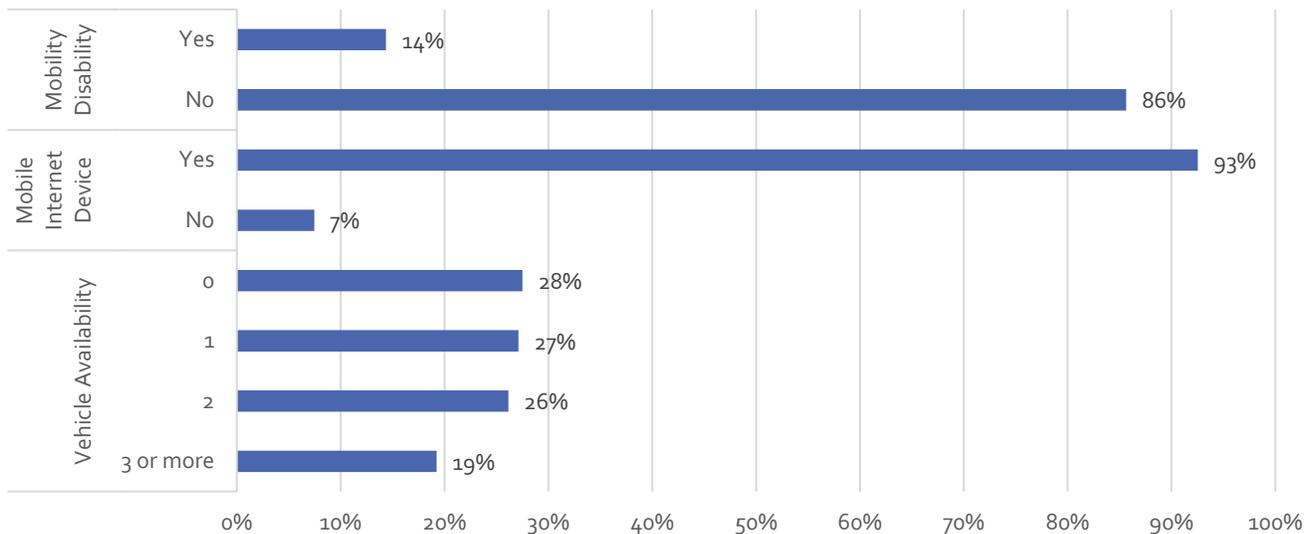
All survey participants were asked the following questions:

- Question 20: Do you consider yourself to have a disability that limits your mobility?
- Question 21: Do you own a smart phone or other internet-connected mobile device?
- Question 25: How many working vehicles are available in your household?

Fourteen percent of survey participants indicate having a disability that limits their mobility. A vast majority of 93 percent of survey participants own a smart phone or other internet-connected mobile device.

Twenty eight percent of respondents do not have a working vehicle available in their household. An additional 27 percent only have a single car available. These percentages are considerably higher than those in the latest ACS, which shows seven percent of households without a vehicle and 31 percent of households with a single vehicle.

Figure 33. Accessibility Background



Education Affiliation and Commuter Status

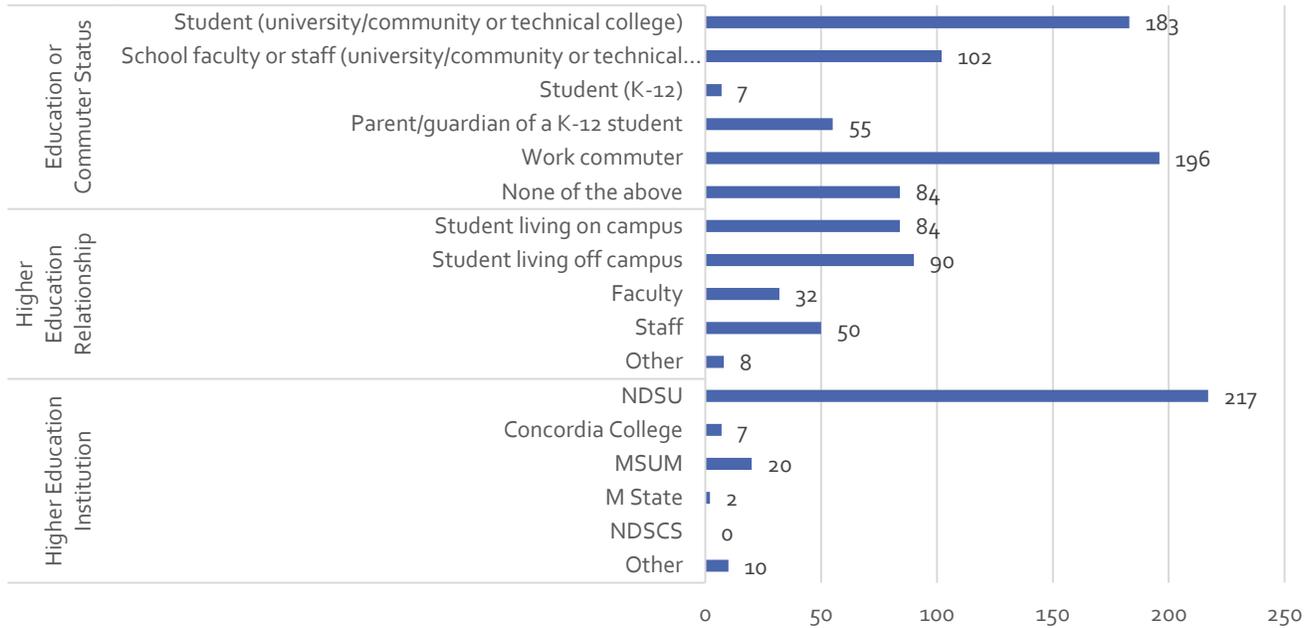
All survey participants were asked the following questions:

- Question 28: Which of the following, if any, do you identify with? (Select all that apply)
- Question 29: What is your relationship to the university or community/technical college?
- Question 30: What institution do you attend or are employed at/affiliated with?

The final demographic questions on the survey asked participants about their higher education or commuter status. Survey participants include 183 students (34 percent) and 102 (19 percent) faculty or staff at a university, community, or technical college. Work commuters constitute 196 participants (37 percent).

Of the higher education affiliated participants, a plurality of 90 students live off campus. The affiliation for the vast majority of higher education affiliated participants is North Dakota State University (NDSU – 217 participants).

Figure 34. Education Affiliation and Commuter Status



* For Question 28 on Education or Commuter Status, participants could select more than one option.

Email

Participants of the survey could voluntarily provide their email address to stay up to date of the Transit Development Plan process and future public engagement events.

- Question 31: If you would you like to receive occasional project updates, please provide your email address below

Fifty-five survey participants provided their email addresses.

SURVEY FINDINGS

This section contains narrative, figures, and tables to summarize the overall findings of the survey's transit related questions. All percentages displayed in figures in this section represent the proportion of valid survey responses corresponding to a particular response for a question.

Regular Transit Use

Survey questions discussed:

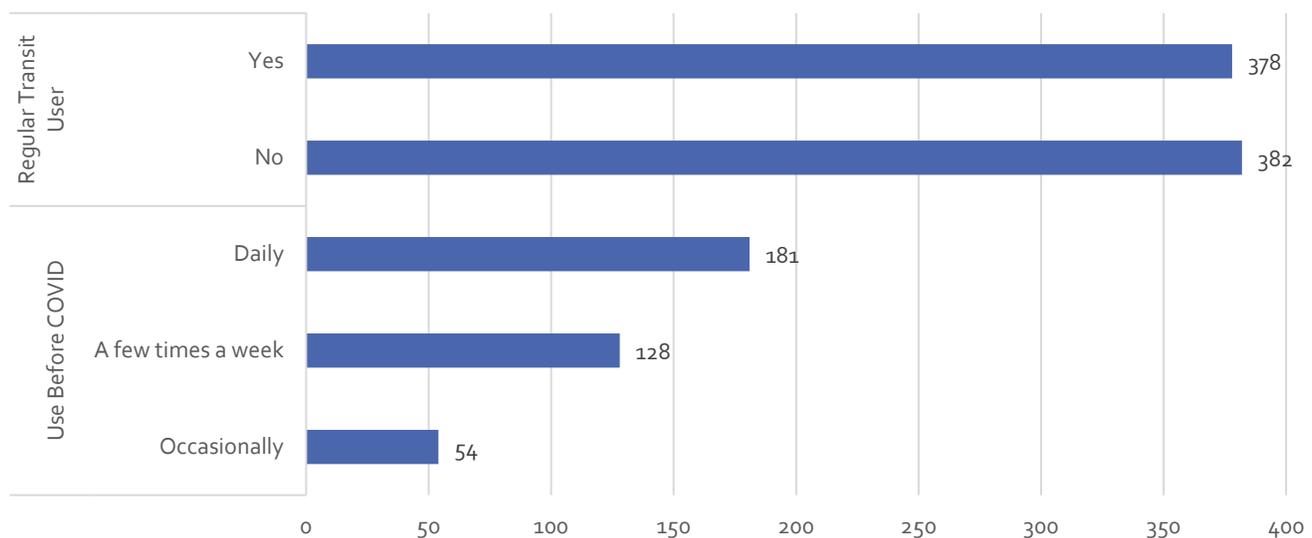
- Question 1: Before the current COVID-19 pandemic, did you or anyone in your household use MATBUS on a regular basis?
- Question 2: How often did you use MATBUS before the current COVID-19 pandemic?
- Question 3: In the last four months, have you or anyone in your household used MATBUS on a regular basis?
- Question 4: How often did you use MATBUS in the last four months?

Before COVID-19

Approximately half of the survey participants rode transit regularly before the COVID-19 pandemic started in March 2020. These participants were asked follow-up questions about their transit experiences in questions two through eleven. Just under half (181) of the regular transit users rode MATBUS service daily before COVID-19.

The 383 participants who did not ride transit regularly before COVID-19 were directed to question 12, which asked about factors discouraging them from using MATBUS.

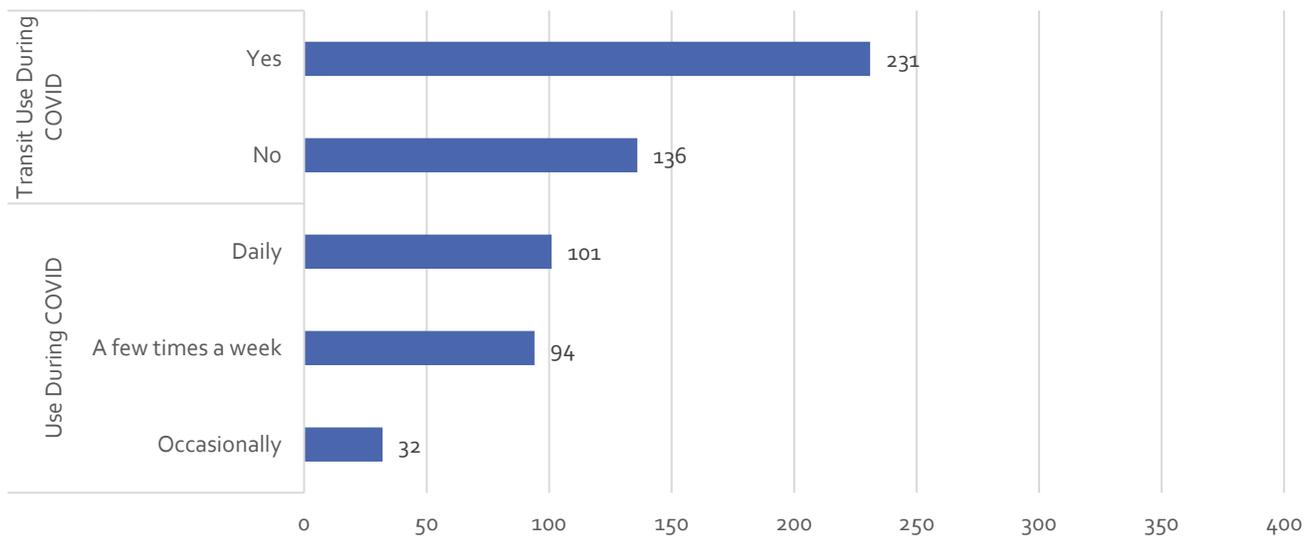
Figure 35. Transit Use Before COVID-19



During COVID-19

Of the riders using transit regularly before COVID-19, 231 (61 percent) continued to use MATBUS regularly in the four months prior to the survey. Just over a hundred survey participants used transit daily in the four months prior to the survey.

Figure 36. Transit Use During COVID-19



Transit Users

Survey participants who answered “yes” to being a regular transit user before COVID-19 (Question one, n = 378) were asked the following survey questions about their transit experience:

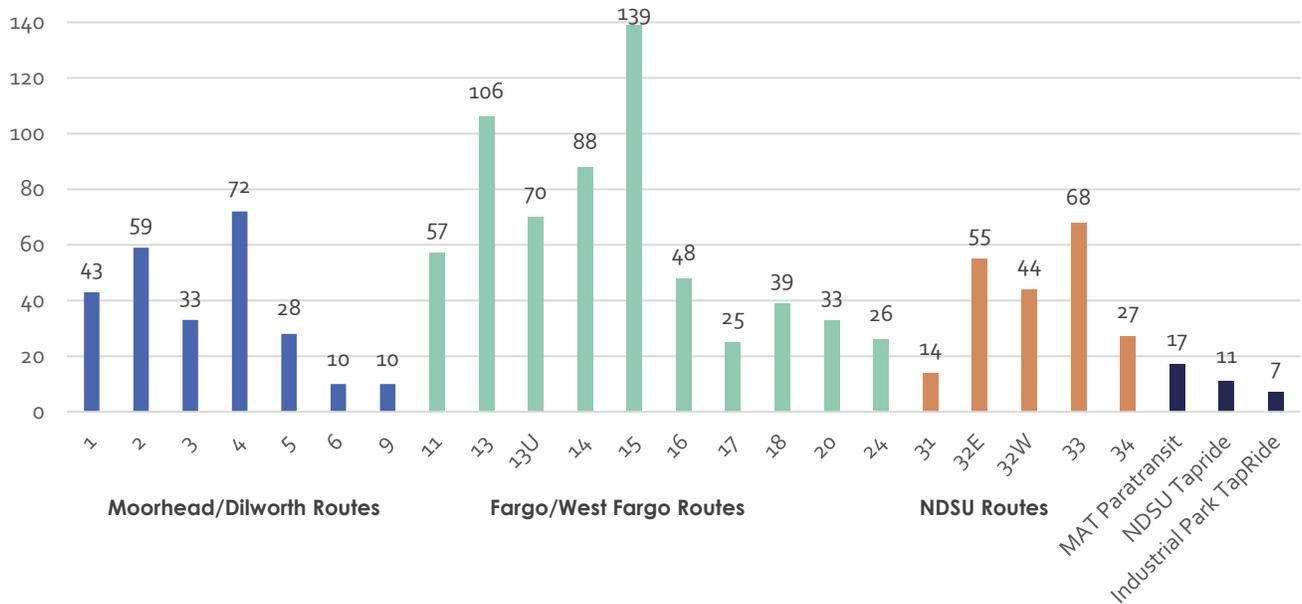
- Question 5: Which bus routes do you use most often? (Select all that apply)
- Question 6: Do you regularly use more than one bus route to get to your destination?
- Question 7: When using MATBUS, what is your usual trip purpose? (Select all that apply)
- Question 8: From the time you get on the bus to the time you get off, how long does your bus trip usually last?
- Question 9: Before the current COVID-19 pandemic, do you agree or disagree with the following statements about MATBUS service? (Question 1 of 3)
- Question 10: Before the current COVID-19 pandemic, do you agree or disagree with the following statements about MATBUS service? (Question 2 of 3)
- Question 11: Before the current COVID-19 pandemic, do you agree or disagree with the following statements about MATBUS service? (Question 3 of 3)

Routes and Transfers

Participants of the survey could indicate the routes they used most frequently, see Figure 37. Participants could select more than one route. Route 15 is used often by 139 of regular transit

riders. Other routes frequently used by survey participants include routes 13, 14, 4, 13U, and 33. These routes correspond with the highest ridership routes in the MATBUS system.

Figure 37. Frequently Used Routes



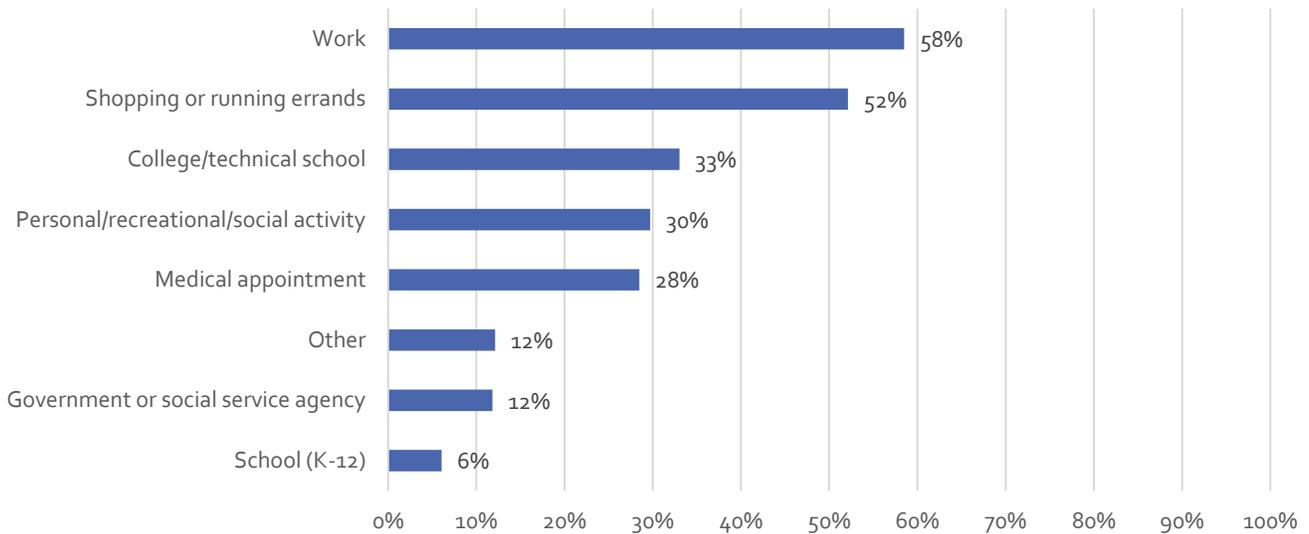
* For Question 5 on frequently used routes, participants could select more than one option

Question 6 asked whether participants regularly need to use more than one bus (transfer) to reach their destination. Forty-four percent of regular transit users indicate that they use a transfer regularly. All open-ended responses to the bus transfer question are listed in the appendix.

Trip Purpose

Regular transit user participants mostly use MATBUS for work trips (58 percent) or for shopping and errands (52 percent). Only six percent of participants indicate using MATBUS for K-12 school trips.

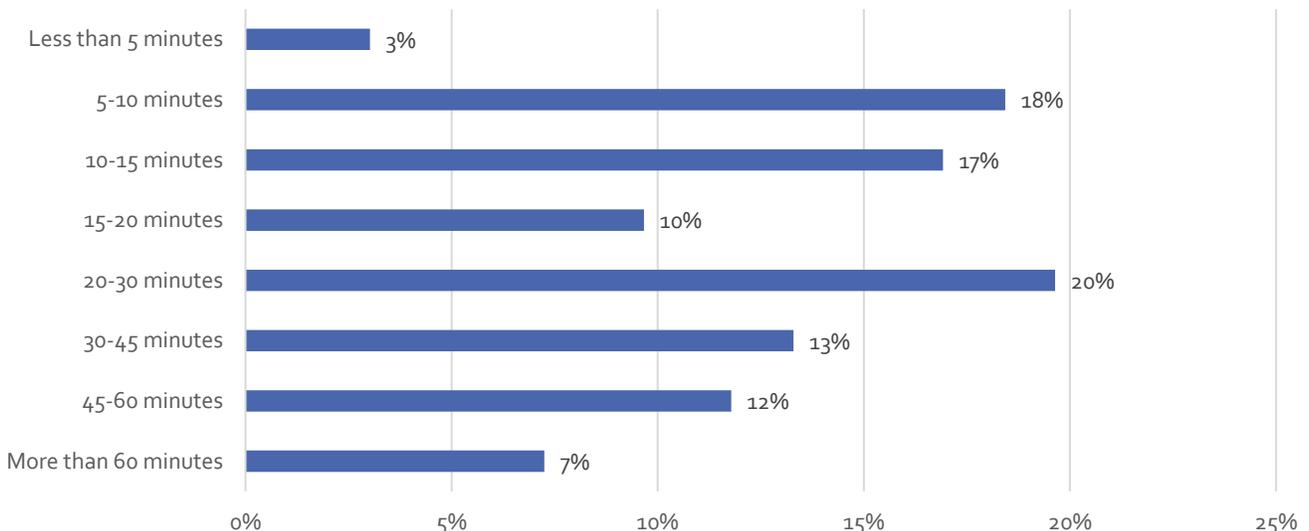
Figure 38. Trip Purpose



Travel Time

Almost half of regular transit users (47 percent) spend between 10 and 30 minutes on the bus to reach their destination. Twenty-one percent of participants spend less than 10 minutes on the bus, while seven percent spend over an hour on their bus trip.

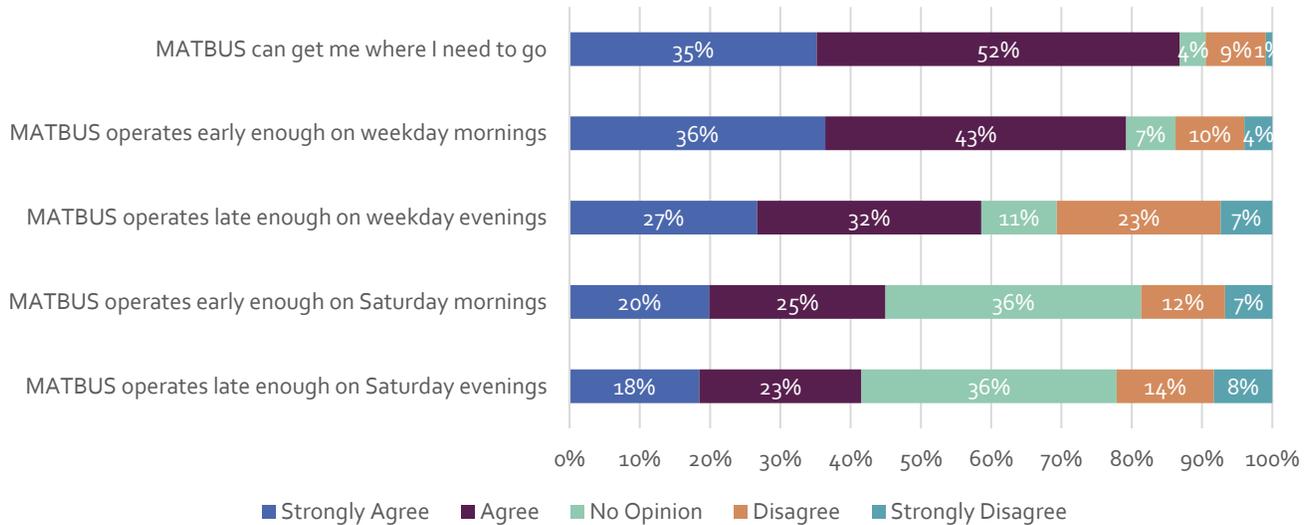
Figure 39. Travel Time



Service Availability

For the service availability questions, participants could indicate whether they agreed or disagreed with the statements. A large majority of current transit users (87 percent) strongly agree or agree that MATBUS can get them where they need to go. While a large majority agree that MATBUS operates early enough in the mornings, participants are less agreeable on whether service operates late enough on weekdays, Saturdays and early enough on Saturday mornings.

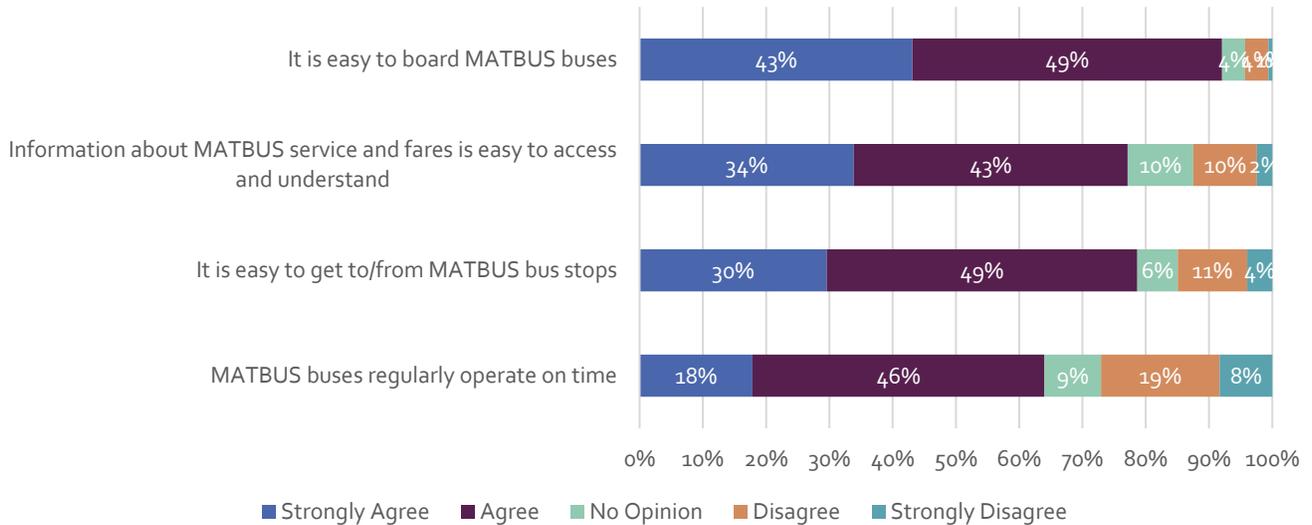
Figure 40. Service Availability



Service Accessibility

Service accessibility questions asked about the ease to use the bus. A large majority of regular MATBUS users (92 percent) either strongly agree or agree that it is easy to board MATBUS buses. Majorities also agree that information on service and fares is easy to access and understand (77 percent), it is easy to get to and from MATBUS bus stops (79 percent), and that buses operate on time (64 percent). Twenty-seven percent of participants disagree that buses run on time.

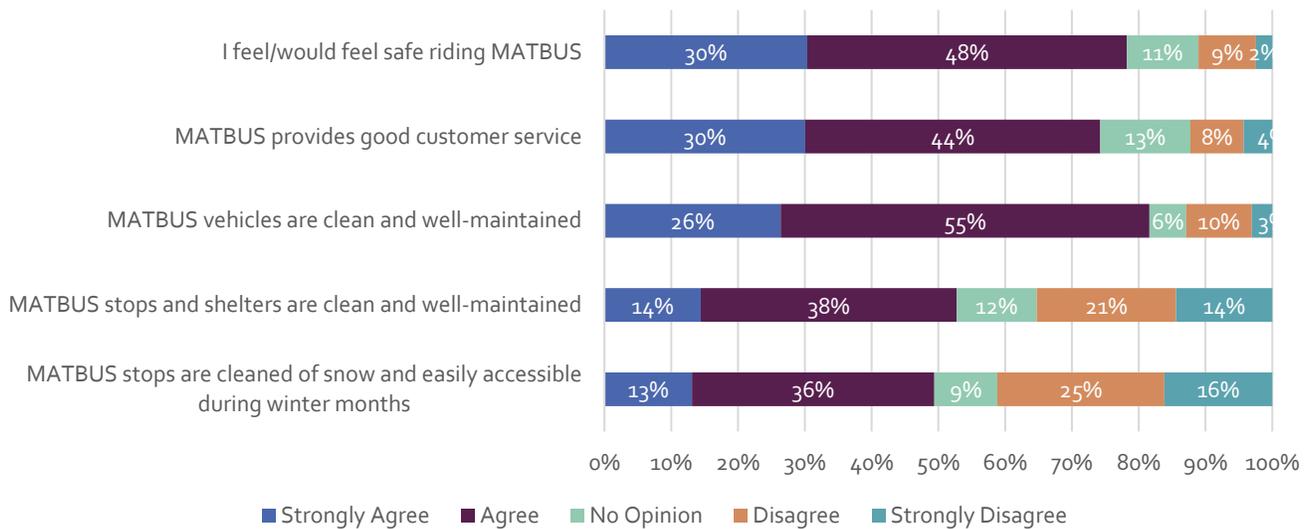
Figure 41. Service Accessibility



Customer Satisfaction

The customer satisfaction questions show large majorities agreeing that they feel safe riding the bus (78 percent), that MATBUS provides good customer service (74 percent), and that MATBUS vehicles are clean and well maintained (81 percent). While majorities agree with the statements, a substantial number of regular transit users disagree that the stops and shelters are clean and well maintained (35 percent) and that stops are cleared of snow and accessible in the winter (41 percent).

Figure 42. Customer Satisfaction



Non-Transit Users

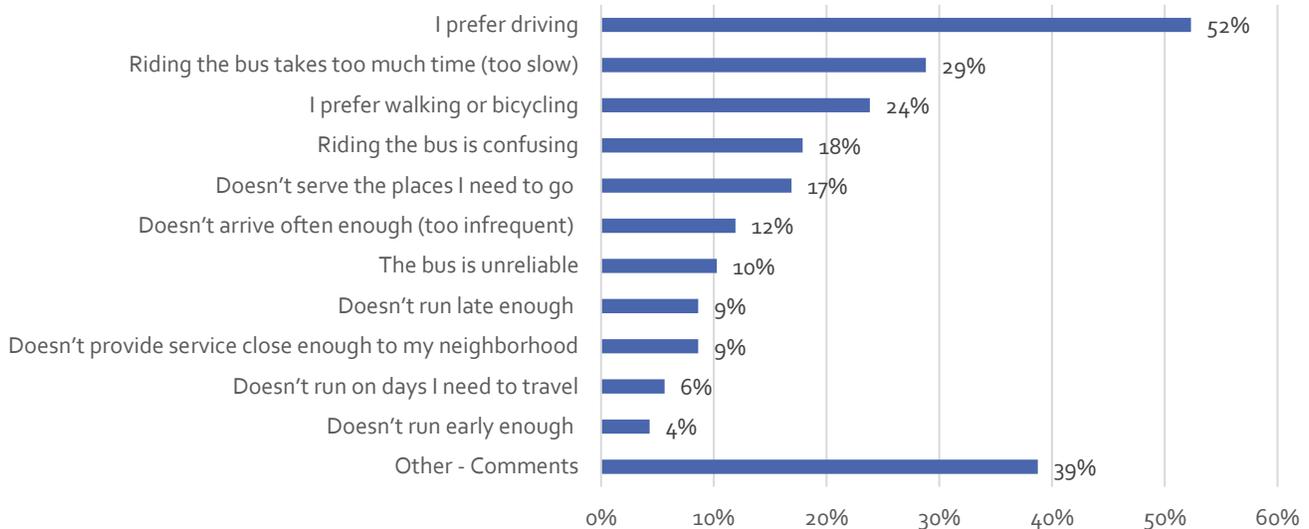
Survey participants who answered “no” to being a regular transit user before COVID-19 (Question one, n = 382) were asked the following survey question about their reasons for not using MATBUS:

- Question 12: If you do not use MATBUS regularly, what are the reasons discouraging you from doing so? (Select all that apply)

Discouraging Factors

A majority of survey participants who do not use MATBUS regularly indicate that they prefer to drive to their destination (52 percent). Other reasons include the long travel time (29 percent), a preference for walking or biking (24 percent), and the bus system being confusing (18 percent). Open-ended comments are listed in the appendix.

Figure 43. Non-users: Discouraging Factors



* For Question 12 on discouraging factors, participants could select more than one option, thus percentages add up to more than 100%

All Users

All survey participants were asked the following questions:

- Question 13: How should the bus route network be designed? Would you rather... (Question 1 of 2)
- Question 14: How should the bus route network be designed? Would you rather... (Question 2 of 2)
- Question 15: Please rank the following potential service improvements, with 1 being the most important to you and 3 being the least important. (Question 1 of 2)
- Question 16: Please rank the following potential service improvements, with 1 being the most important to you and 3 being the least important. (Question 2 of 2)
- Question 17: Which of these are most important to you? Please rank with 1 being the most important to you and 5 being the least important
- Question 18: Do you agree or disagree with the following statements about MATBUS service?

- Question 19: What other changes to MATBUS service would you like to see, if any? Please provide any additional comments here, including those specific to a certain bus route, area in the community, or policy.

Network Design

The following two questions compared two potential transit improvements. For each comparison, participants were asked which potential improvement they prefer and by how much by marking their choice on a slider scale.

A majority of participants indicate a preference for a bus that arrives twice an hour but may require a 5-minute transfer to a second bus to reach their destination. However, participants are more split on whether they were willing to walk or roll a longer distance to the bus stop than they do today to reach their destination earlier.

Figure 44. Frequency and Transfers

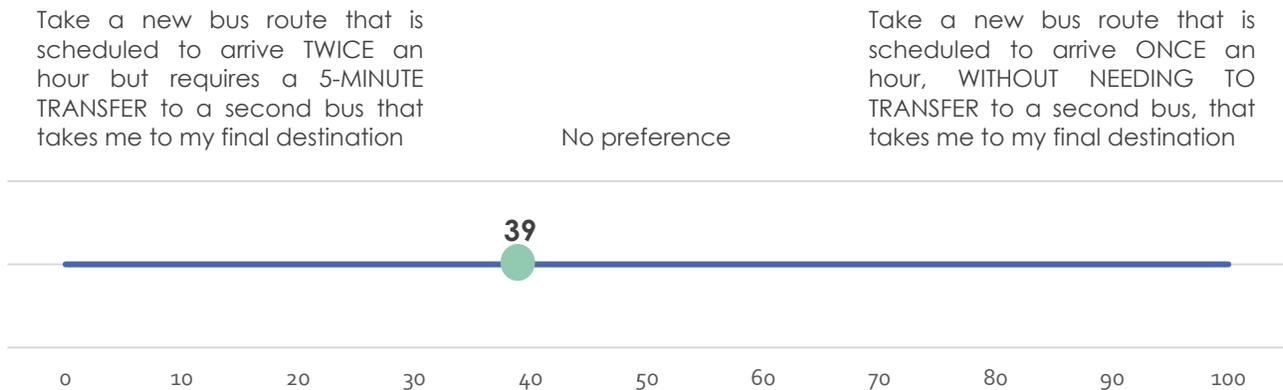
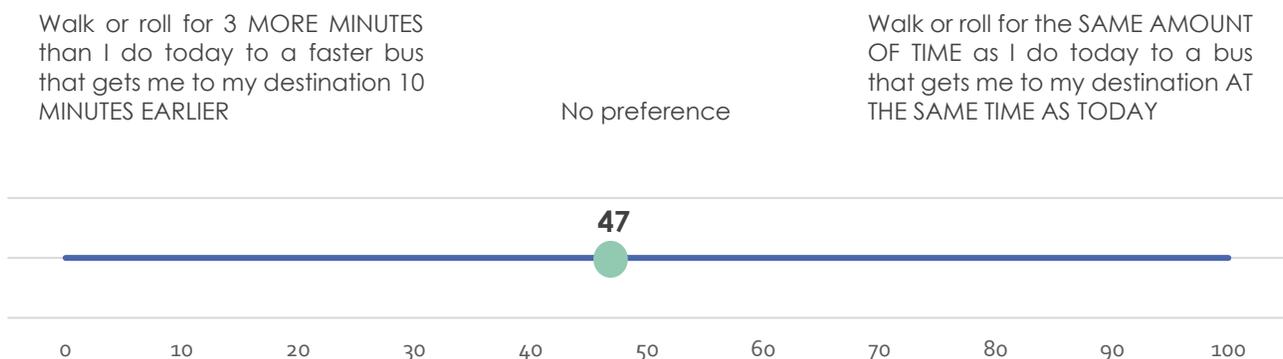


Figure 45. Walk or Roll Distance and Travel time



Service Improvements

All survey participants could indicate their preference for service improvements by ranking them. A plurality of 48 percent rank increased frequency as more important than serving unserved areas or operating service later in the evening. A plurality of 48 percent rank better weekday service over adding Sunday service or improving Saturday service.

Figure 46. Service Improvements #1

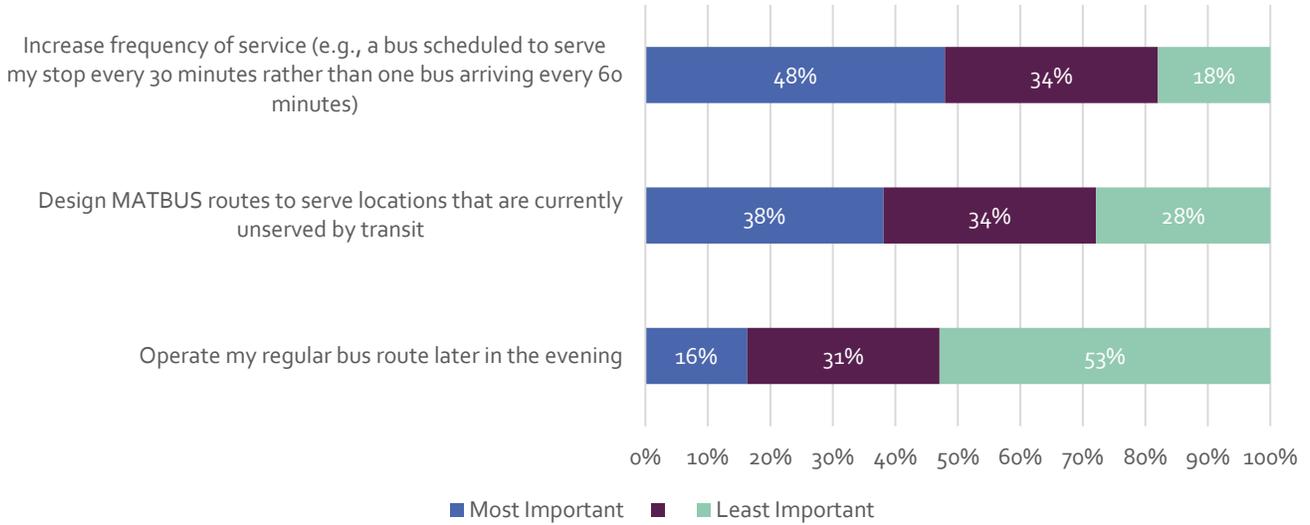
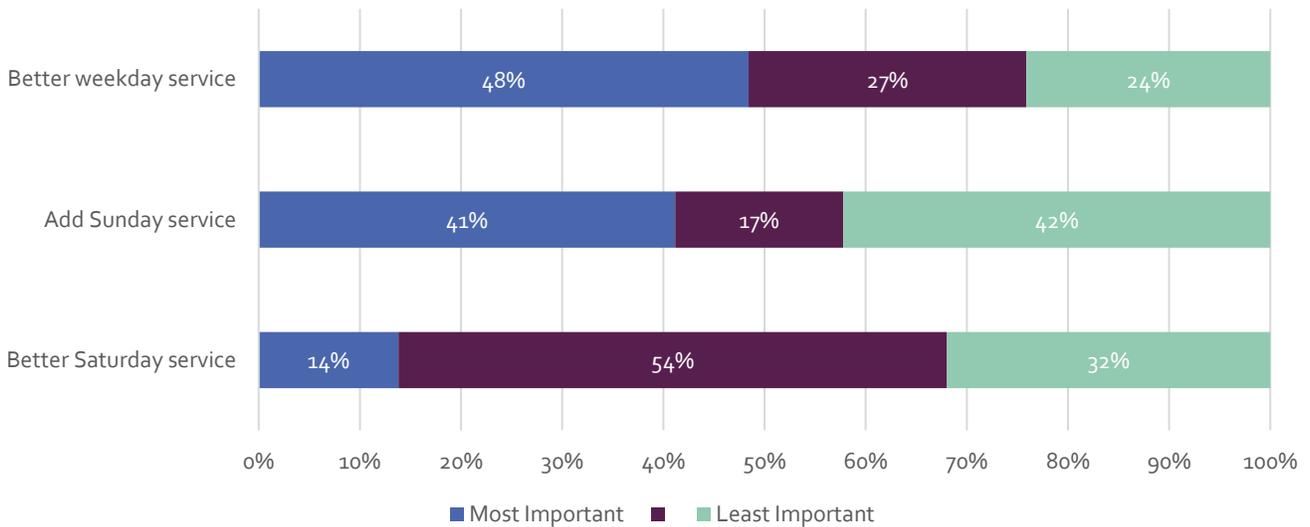


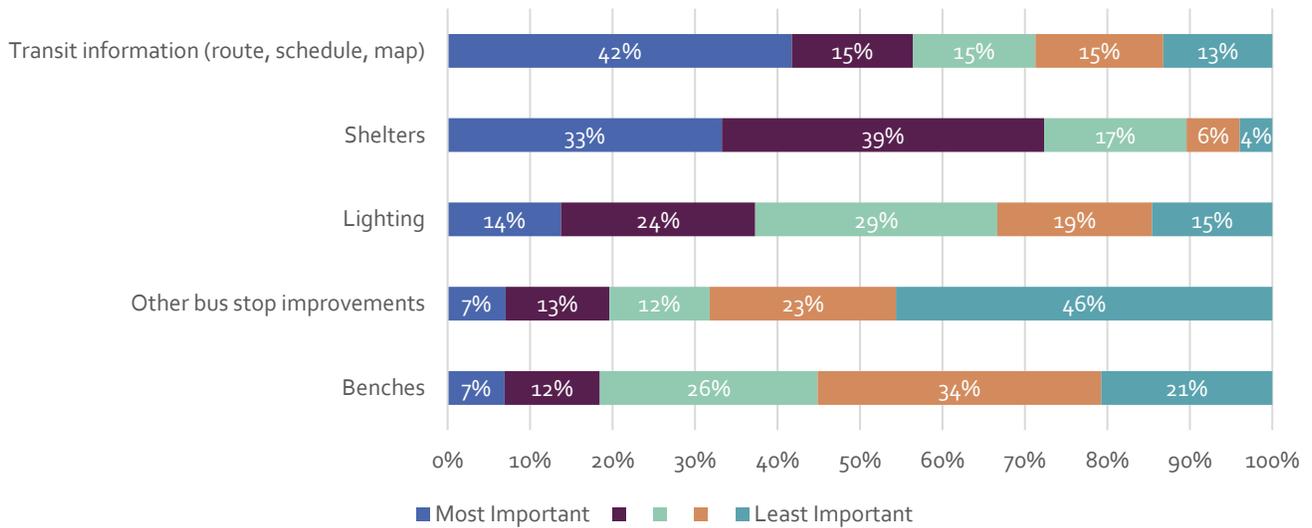
Figure 47. Service Improvements #2



Bus Stop Amenities

A plurality of all survey participants (42 percent) rank providing transit information, such as the route, schedule, and a map as the most important bus stop amenity improvement. This is ranked before providing shelters, lighting or benches.

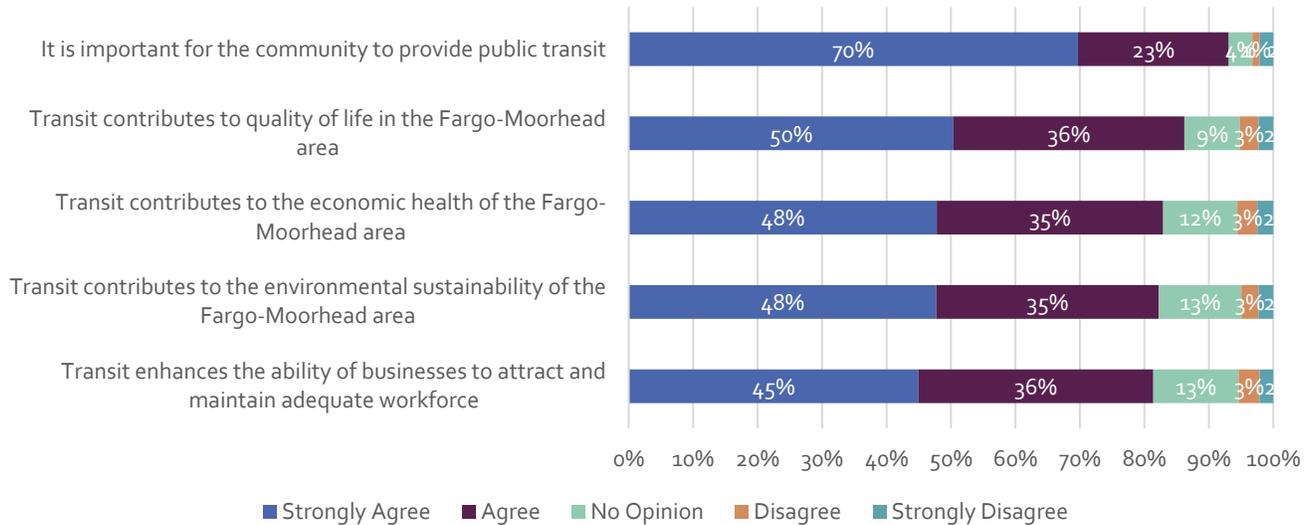
Figure 48. Bus Stop Amenity Preferences



Transit Importance

MATBUS service does not just impact those riding the bus regularly; 70 percent of survey participants strongly agree that it is an important community service. Large majorities also strongly agree or agree that MATBUS contributes to the quality of life, economic health, environmental sustainability, and ability of businesses to attract and maintain an adequate workforce in the Fargo – Moorhead area.

Figure 49. Transit and the Fargo – Moorhead Community



CHAPTER 4 APPENDIX

American Community Survey

U.S. Census Bureau, 2019 American Community Survey, 1-Year Estimates: Fargo – Moorhead Metropolitan Statistical Area (MSA).

Table 23: U.S. Census Bureau, ACS 2019, 1-year Estimates, Fargo – Moorhead MSA

Age			Households	
Under 5 years	16,092	7%	Total households	104,097
5 to 9 years	15,857	6%	Average household size	2.29
10 to 14 years	15,895	7%		
15 to 19 years	16,929	7%	Household Income	
20 to 24 years	23,875	10%	Total	104,097
25 to 29 years	21,580	9%	Less than \$10,000	6%
30 to 34 years	20,164	8%	\$10,000 to \$14,999	5%
35 to 39 years	18,283	7%	\$15,000 to \$24,999	8%
40 to 44 years	14,984	6%	\$25,000 to \$34,999	9%
45 to 49 years	12,345	5%	\$35,000 to \$49,999	13%
50 to 54 years	12,742	5%	\$50,000 to \$74,999	20%
55 to 59 years	13,118	5%	\$75,000 to \$99,999	13%
60 to 64 years	12,582	5%	\$100,000 to \$149,999	16%
65 to 69 years	11,326	5%	\$150,000 to \$199,999	6%
70 to 74 years	6,929	3%	\$200,000 or more	6%
75 to 79 years	5,715	2%	Median income (dollars)	\$ 62,820
80 to 84 years	2,786	1%	Mean income (dollars)	\$ 84,072
85 years and over	4,943	2%		
			Vehicle Availability	
Median age	33.5		No vehicle available	7%
			1 vehicle available	31%
			2 vehicles available	43%
Race and Ethnicity			3 or more vehicles available	19%
White	87.40%			
Black or African American	5.70%			
American Indian and Alaska Native	1.10%		Primary Language at Home	
Asian	2.20%		Speak only English	93.2%
Native Hawaiian and Other Pacific Islander	0.30%			
Some other race	0.40%			
Two or more races	2.90%			
Hispanic or Latino (of any race)	3.30%			

Question 27: Primary Language

Table 24: Primary Language at Home

English	510	97.9%
Arabic	2	0.4%
Bosnian/Croatian/Serbian	0	0.0%
Chinese	3	0.6%
Kurdish	0	0.0%
Nepali	2	0.4%
Somali	2	0.4%
Spanish	2	0.4%
Vietnamese	0	0.0%

Question 6: Transfers

Table 25. Transfers listed in Question 6

Yes, between routes... (describe below)
32E, 13, 15
yes
16, 15
20
Walmart
1, 3, 15
11, 13, 33
yes
4 and different
2, 5
yes
15-4 if I go to Moorhead
13-15, 13-2
4
11-2
2, 15
11, 13, 14, 15, 16
3, 1, 15
15-20, 15-11
14-15, 15-14, 15-14-17
yes
transfer routes 14, 15, 14
transfer between route 11 and 17

transer between routes
I get on five from the azool hornbachers then when i get to the marriott i jump on route three to cashwise.
5 to 2 for school and then to go downtown, then to get to north Fargo on 11 or 13
Yes
1 and 4
11 to 1 or 4
Getting to GTC first then the next route
I take the 14 to get to the GTC, then either the 13 or the 13U to get to the NDSU campus. Alternatively, I take the 14 to the GTC, then the 15 to get to work.
13, 33, 32
20, 15, 13 or 13U
2 to 11. Sometimes 15
4, 15
Vista Center for Education is difficult to get to . I have to cross a 40 mph road with 6 lanes.
Wait at gtc / public health bldg
1 or 2 then 13
14,15, 24
going to work in dilworth
13-15
34 from niskanen to the stem bus stop and then 33 from the stem bus stop to barry hall
32W doesn't run all day long but it comes past my apartment, so once 32W is done for the day, I have to take 32E
13 33
Yeah, when going to from class to home
15 then 13 or 13U depending on which is there first
13 & 16
if I do downtown for class however, I have to use two buses.
32E, 32W, 33
2, 13
13 and 33
33, 32E
I would often use multiple busses when going to Walmart or other areas of Fargo.
1 and 13
14/15 from west acres to downtown then 2 to get to msum
2/15 14/2
Take 2 from MSUM (14th Street) and switch to 1 to get to concordia area. Take 2 from MSUM (14th street) and then 11 to get to sanford. Take 11 from sanford to 2 to get to 14th Street MSUM and sometimes have to ride 5 around because miss connection which makes for a very long bus ride but it is too cold at the shelter in the winter to wait and the bus changes back to 2 once back at the shelter. Take 2 from MSUM (14th Street) to transfer station and then 14 or 18 to sanford on 32nd. Take 2 on (14th) MSUM and transfer to 16 to go to West Acres or Hospice of the RRV.
16,4/ 16,15
16, 4

15 to west acres tapride to industrial park going home reverse route
I take the 11 to the 14 daily (no switching) on the way to work. On the way home from work I take the 16 to the 11 or the 13 to come home. Occasionally, (2 times a week). I have to take the 11 to the 15 to the West Fargo bus for meetings.
Yes to get from south fargo to west fargo
4 & 13
Yes
1 & 15
14/15 2/14 2/15 15/20
13 and 2
2 to 14 to 20 and vice versa
11,14,15,24
West acres
14 to GTC, then whatever route I need to take to get where I'm going
3 to 4 to get to walmart wish that 3 would go to walmart. or the 3 would wait at cashwise for bus from walmart
When I used MATBUS to get to work, I picked it up at the VA Hospital (route 11 I think) in North Fargo. I have to switch to another bus, I am not sure of the route number now, to get to South Fargo, specifically 32nd Avenue.
I hate the temporary transfer place downtown
I most frequently use routes 5 and 3 to get to work.
20 & 15
For transfer
16 to 2. 16 to 11
Usually to downtown Fargo area, sometimes to the West Acres area, sometimes to school in Mhd
Rarely can you travel with one ride. And the buses don't wait for the next bus. Sometimes it takes over 2 hours to get to your destination.
1,2 and others
Yes. Route 20 to 15 and 15 to 14
14, 13 and 13u
14 15 20 24
4 to GTC then 14, 15 or 16 to work at Sanford
Yes
Transfers
2 and 5
3 to 1 to 4
Yes 15 to etc to get on 4
2to4
1 and 4
Because I have to go to the mall first.
bus 20 & bus 14 for Sanford South Pointe & United Blood Service building
4,2,3
take 2 too the Mariot than get on 3 too Cashwise than catch 4 at cashwise

Depending on if they on detour
Service between South Moorhead and Fargo requires multiple transfers.
1 and 4, 1 or 2 to get downtown
Before the pandemic I did all my shopping in dilworth and I did babysit my grandchildren in Moorhead
14 to 15 sometimes to the 24
15 and 1
I take 14 from arrowhead rd/to essential hospital to pick up 18..
13 and 14
in south moorhead it is sometimes necessary
5 to 2 then to 15 if going to west acres. just 5 if going to/from hornbachers
in south moorhead it is sometimes necessary
Yes. 11 and 14 or 11 and 16
5 changes to 2 at Marriott, to get to destination and in reverse 2 changes to 5 to return home
3/6
5, 2
Yes 2,5,14,24,11
11, 15, 13
16 and 2, 2 and 16
I work in dilworth
Bus 2 and then bus 4 or 2 to 15
I transfer from 14 to 15 at West Acres- to get to 15th ave by Scheels.
15,18,24
Connections
Have to transfer to where I need 2 go
I at times have to go to the doctor appointment or psychology/talk therapy appointment, or bank.
For work
Azool to south university
14, 15, 2, 14,16
I live in N Moorhead worked in North Fargo as the head driver and trainer for Handi--Wheels. I'm currently laid off. I usually ride a bike year round. To use the bus I take 4 and depending on the time take 13 or 17 to get to our former bus garage. Now I'll be taking one of the 13s as our busses are being kept back at new horizon manner. I also use 4 then 14 to get to either 32 ave south in fargo or to skiing by the fountain at Lindenwood park. As I get older I'm bailing on riding the Bike on the really cold days.
1/3. 1/4 3/1
15/14/13
Many
Transfer from 4 to 15 at GTC
Yes 15 and 14

Question 12: Discouraging Factors, Comments

Table 26. Discouraging Factor Comments, Question 12

Not to many routes and the routes are very confusing Get creeped out by the older men thinking they can hit on me The bus doesnt follow the times. The drivers make the times when it works for them for stop amd breaks
It's confusing that you can substantially alter routes and NOT POST IT ANYWHERE. Not on the bus, not at the GTC and not online. The public facing people(two women) need to be fired - but they're not working for the riders so no go.
If I could catch a bus from North Fargo (Northport) to get me to Moorhead, 2227 34th St S. Moorhead in half hour I would truly consider riding the bus. The route changes, etc, too confusing.
too many people on the bus on the weekends and I live in the dorms and do not have my car. social distancing is NOT on the buses.
I live in North Moorhead in Oakport and there is no bus service here to NDSU where I work to use it daily, although I prefer to drive. Maybe a shuttle bus service that ran regularity to and from an off-campus lot would be nice to have and I might use that. Then it wouldn't be as confusing to know what bus to take when as well and know all their routes/stops.
Drop location on route #9 is at the Sanford clinic, and it would be so much safer and more helpful to go into the parking lot at the Vista Center for Education to drop students. Also, night classes go until 8:30 pm. It would be nice to not have to leave class so early to catch the bus!
No service south of 32nd except Walmart. Lots and lots of us live south of 32nd in Fargo!
It doesn't run where I live.
30 min - 1 hour frequencies are too long of a gap for riding the bus. At least on the highest ridership routes, I should be able to walk outside and know that a bus will be arriving virtually any moment. Most routes should have a frequency of 15 minutes or less, and the least popular routes, no one should have to wait more than 30 minutes. I frequently have to stay late at work and also play sports, and run errands after work. With the route I live on, I can't use the bus because the last trip of the day for my transfer is shortly after I get done with work. I could still ride but would end up with a 1 - 2 mile walk depending on which route I take if I miss my first bus. While I frequently walk more than a mile and is no issue, if I'm carrying an armload of groceries in bags, that may or may not rip, it's a different story. If I'm playing sports, most of the games are in Fargo, and it would take almost 2 hours to make the trip, when it takes 15 minutes to drive to most places. I would love to ride the bus, but until the schedules change to make it convenient to get around town, its likely not going to happen often. Also, there needs to be a dedicated streetcar/light rail, or bus rapid transit connecting Dilworth, Moorhead, Fargo, and West Fargo, and a line connecting to the colleges.
Twice an hour
Vista Center for Education
NDSU has classes at SGC every night Monday-Thursday until at least 7pm. It would be nice to have the bus pick up at least that late so students can return back to main campus or other student residential areas.
The bus does not service south Moorhead, a trip on the bus would have me walking nearly a mile to the bus stop.
I have no idea how to use the app. So i never know how to tell what bus to take and when
During the winter, I would need to either walk 7 blocks to stop or add a long loop before the bus travels to the GTC.
Was always late, or sometimes too early. The ride was very long and usually required me to wait at the terminal for a long time. I had to leave two hours before my class if I wanted any chance of making it on time. The time schedule was also very confusing to figure out initially. Some things on the map were not named properly and it was very convoluted. Was better to risk the icy roads than to bother using the bus.
I have children that I have to pick up/run various locations, so it's not ideal for my needs.

I don't go anywhere that the bus goes, other than the wellness center. But the bus stop is just as far as the wellness center is to my dorm so its not worth it.
Information about the routes is hard to find and read
I don't know whether it costs something. I don't know how the matbus system works.
As long as I'm able, we prefer to drive so we can come & go from home to our destination without having to change buses, etc. + are able to load our car full of groceries.
because we live in Moorhead and work at NDSU, we need a fast, reliable service that doesn't involve changing buses at the transit station.
It is difficult to plan a weekend trip because the times for routes are usually in the mid morning through the middle of the day, meaning you lose a day in travel. Riding the bus can be confusing because the app is not user friendly and sometimes does not load, or show where the busses are on their routes. It is also difficult to pinpoint where the shelter locations are for specific routes and to coordinate transfers between them
I have trouble understanding the schedule/I'm afraid of getting lost
I use the bus regularly
I'm not sure what the routes are or where to find them. I also don't know what times the busses come around.
It feels like it either comes too early for my need to leave or too late for the thing I need to make it to. I also just rode the bus for the first time this semester and I had no idea if I could just walk on and sit and how to get off at the stop I wanted.
Used to ride the Link bus to work sometimes. Was often off schedule so it was unreliable. Also, if I wanted to take it anywhere else in town, it's faster to drive.
Bus routes are not frequent enough, nor dense enough. It takes 3x as long to travel by bus (minimum) and costs just as much, and the bus Congress by only admit every 40 minutes. Quite simply, you need 4x the routes, 4x the buses on each route, and 20x the passengers to make it work.
Usually run several errands after work, would not get to all places before closing if had to wait for busses.
Can't get the app for it for some reason and sometimes the bus wouldn't be on time or sometimes it would leave the stop before it was supposed to and I would miss it
I live on 52nd and University, and I don't see a service line that runs near my house. I would definitely take the bus if there were!
In Horace ND
I live on the edge or the rural portion of the City that is not serviced like the business and busy corridors.
Would love to use in the winter but don't want to walk that far (in work clothes) to get on the bus and the drop off spot also isn't very close to my office
the app was very confusing to use and it didnt seem accurate
My three kids are ages six and under. Walking to and from a bus stop with all of them in the winter is not ideal. Additionally, it would take four times as long (with at least one bus transfer) to get where we're going.
Unfortunately, I live out of town, so riding MAT bus to town will not work. When I am in town, I have used MAT bus to transit around NDSU campus (where I work), especially in the winter, but I find that when I have other errands in town to run, I find it more convenient to drive because I already have my vehicle on campus.
It used to stop on the corner of 19th Avenue North and Elm Street North and bench was removed. I do see that it stops at the next VA corner though.
Clientele is dangerous
I don't know how to read the bus route map and don't know when the bus gets to the stops.
Out of town - Davenport, Kindred, Barnesville, Casselton, Glynton, Hawley
I prefer driving and have the ability to do so but realize the service is essential for many students. An important aspect to consider is the ease of understanding where it can take you. Most importantly, to

clearly articulate how/when passengers 'transfer' to different bus if needed.
Live in WF so to get downtown or campus is 1-1 1/2 hour
The bus stop is too far away and I would have to change busses twice to get to where I work.
I ride matbus a lot more in winter
In addition to walking or biking, my family just moved here. But we are interested in riding the bus during the winter months (with proper coronavirus precautions).
We don't use it, but I know of several people that could use it on Sundays
It is hard to get outside of NDSU campus in a reasonable time. Buses to other parts of Fargo other than downtown takes an hour or more. Buses to area outside of campus also seem to run infrequently, sometimes only every hour
Lived in Eagle Run and taking the bus would require a few transfers and almost 2 hours each way.
once I just needed a ride to Ndsu but we went to the mall, Target and Walmart before getting there I was over an hour late for work. I could of walked to work faster than this mess
I have talk half mile to catch the bus and transfer 3 times to get to work. I start at 5am at work so that means i would need to start on the bus at 4am? Or go in 8 am instead my early hours. the bus use to go around more neighborhoods and were packed then they quit going to the neighborhoods and you had to walk to main stop which is alway 1/2 mile away. Some of the bus stop are scary waiting at because of the homeless people
The bus is unreliable because I don't where bus stops even are. There should be a defined stop e.g. shelter where I can go and should've have to wait a long period of time for the bus to arrive. In fact, I've seen people waiting for buses that just pass by.
Live in Maple Valley. The nearest stop is Walmart but that's easily 2 miles from my house. Can't walk two miles in the winter just to sit in a cold bus shelter
I feel like I'd get in the wrong bus and get lost
There is no service on Sundays. People without transportation still need to travel on Sundays.
The website and maps are confusing
I don't understand how to figure out the stops and the times
the matbus app is unreliable and there is not enough helpful access to the normal map
I only use the bus when the weather is not ideal for walking where I need to go.
Choosing the correct bus and time in order to reach a destination on time is a skill I have yet to practice.
I don't know how any of it works
I just don't know how too
The MATBUS app does not offer any help to me whatsoever, and I instead rely on Google Maps for assistance when having to use the bus. There are multiple things that confuse me about the bus system, but mainly bus stops and routes. When taking route 2 into Moorhead, they suddenly went on a completely different route going through all the neighborhoods. This of course makes sense, but when looking at the route on the app it only shows that loop. I am new to the bus system, so I could be mistaken and read things wrong. However, one question I do have is, what is the difference between 13 and 13E? Is 13E the one that goes through the university, and 13 is just the regular route? One other thing that confuses me are bus times. Are buses supposed to come around a certain time? Like every 15 minutes or so?
Commute into town from Barnesville
I have a late class that is downtown, and I rely on the bus to be timely. The bus has passed me a couple times because the driver was not paying attention, so I had to pay for a Lyft back to my dorm out of my own pocket.
The routes that I would take don't run late enough on weekdays through the NDSU campus.
The Bus schedule and route, dates, times, and etas are unknown. If there is an app for it which does this, it is not advertised but it would be of great advantage as I would prefer not to walk or drive.

No bus goes from 32nd Ave s to 52nd Ave s
I live south by Davies High School. But most importantly, I have seen how your bus drivers drive, and I feel safer in my own vehicle.
Route 34 doesn't run late enough
From my house it takes me 15 minutes to drive to work. If I took the bus it would take an hour and twenty minutes and I'd have to change busses twice
Main ave service needed. Or 45th st from main to 13th
The map gets a little confusing when going from Dilworth to Moorhead to Fargo. It took some time to get use to, now I understand it but for my two jobs and little kids it is easier for me to drive. But this is a greatly needed transportation in our community.
Need bus on Sunday Bus comes early and leaves or comes late and weather is. bad. Physically painful to ride do to poor springs and shocks and hard seats
Southwest West Fargo
Neighborhoods in West Fargo do not have access to the bus.
Bus driver ers are not enforcing g the mask-wearing requirement. I do not feel SAFE.
Would like to see a bus stop by Catholic Charities North Dakota which is near the corner of 52nd Ave South, by 25th St South
I live in a small town South of Fargo.
The current bus system works well if you live and work close to the bus routes and have plenty of time. I live in north Fargo and work on 45th st s. I haven't checked the current routes and time for awhile, but know that it would involve walking several blocks and over an hour of bus time each way. I start work at 8 am and don't know if there is a route that would get me there on time.
I have to connect with Route 17 which only runs hourly. It takes me an hour to get to work compared to 15 minute driving.
I feel like the bus system is unreliable because it's arbitrary and doesn't go to where I need to go E.G. south of 52nd. Also, the bus stops are hard to find.
I have tried to use Matbus in the past, especially for things like the Holiday Parade in downtown, and it's just flat out unreliable. It would take me longer to ride the bus than it would for me to take an uber or walk.
I've tried to rise the bus, and it is just too unreliable, and last I checked your mobile app is a disaster. At my old university, you could track the bus like an Uber, and you got notifications it was going to be late.
Does not go out to my house
I live in Horace. However, the bus does drive right by my place of work.
Major employment centers outside of downtown arent served well enough or frequently enough
Used to ride regularly long time ago - moved very close to work as travel time and getting to stops was difficult. Still sometimes use for other needs and grateful for the option; travel time and sometimes lack of closeness to destinations can be challenging. Would love to see westside, West Fargo, and very south Fargo expand options, most specifically around 16th/17th Ave area West of 45th St S/Scheels, the area route 24 covers to have more expansion, directness, or frequency, and the area of 18 near South Walmart to extend closer to the Shanley/church/Bishop's Boulevard area. It'll be great to see what other expansions and times may open up elsewhere, too!
I observe the MAT bus speeding (usually empty) along 1st ave SE. These streets have been repaired. The buses are way to heavy to be driven on . Their route 2nd ave is built and maintained for semis and buses.
[Comment redacted due to use of profanity]
It would take too long to get from my home (Bus 20 in Fargo) to my job (Bus 1 in Moorhead) and I wouldn't be able to get there in time to work at 8 am. Express services that bypassed stopping at every stop and just took you back and forth across the river would be much appreciated.
I'm a Paratransit user
Routes are extremely confusing online

The routes in the cities are pretty good but as soon as you have to go from one to the other and transfer there is often a large time added.
In spite of corvo 19 and the availability present it seemed w/o medical security the presence of infection being brought to the Family having employment.by myself is not worth mobility.
The closest the bus comes to my residence in SW Fargo is 1.1 miles away. To get from my residence to my job in West Fargo I need to walk a mile, then take a bus to downtown, stay on that bus to the mall, transfer to another bus, then walk 4 blocks to work. Plus, there is no services on Sunday - I work sunday's
[Comment redacted due to offensive content]
62nd Avenue south in Fargo
I use it regularly now. I moved to Fargo during the pandemic.
Live in Green Valley. No bus stops
I don't know if it is confusing, but i need to work at becoming more familiar with the route/schedule and how to pay for it. If it was free, I would be more inclined to use it.
It requires extra planning, I really like the google maps has the route information. I just need more reminders that it is an option when I am thinking about my day. I did use the Link regularly and wish that it still ran, especially for events downtown like Red River Market and other gatherings.
I need to go to E Beaton Drive; driving takes 8 minutes compared to over an hour by bus; one other person in my household uses the bus on an irregular basis, but it doesn't run early enough to get to work downtown on time (5:30 a.m.)
More direct routes, stops, and music available when I'm alone.
12th Ave , 19th ave, 7th ave all industrial areas where I work . You probably would have quite the ridership if it was offered. More jobs would get filled by those who right now can't get up there to go so they don't apply
I work on 40th street between 7th and 12th Ave. So do several others. At 330 am I see many that walk to and from work because no service in that area. Many businesses short staff because most people can't get up their to work other than to walk.
Need to run 24/7 most people work overnight shifts
Not always sure when the bus will be around or what route to take
I live by the 9 and have frequently thought of taking the bus for work and everyday travel, but the fact that it only runs hourly, I'd have to transfer, and the last trip of the day from the transfer hub at Walmart is at 5:10 leaves me no room for error if I miss my 1st bus after work, or if it's late. On top of that, I usually run errands after work, and while I have no issue with walking home from the 3 at the 12th Ave/34th St shelter, depending on how many groceries I'm carrying, I don't know if I trust the bags to make it that far. I would use it on the weekends, but again, being an hourly route makes it difficult, plus theres no service on Sundays. I also travel to Fargo and West Fargo a few times each week, and to get to the places I go would take 2+ hours compared to my 15 min drive. If the trip took 30 min or less to get to those parts of town (excluding walking) I'd take it in a heartbeat. The other issue I have is that I could take the 1/2 and transfer to the 3, but if I get groceries at hombachers, since the 2 is the only 15 min route, I really dont want to get stuck at the Marriott for an extra 15 min.
I never carry cash. I found out you have to purchase a pass at the hub in downtown fargo. Also, the headways are too infrequent. This mode of transportation would be my last option in a dystopian end of the world scenario. [Edited] Also, there is no simplified route information and there are no heated shelters during winter weather months. I have relied on bus transportation when I had lived on 3 different continents in the past. I don't mind the bus, but the management of this service is abysmal.
I haven't sat down to plan accordingly. With a child in daycare and various household needs to come up, I end up relying on the ease of having and using my car. I wish I took the bus at least periodically, but I just don't, unfortunately.
Beaton Drive Industries in West Fargo
The bus doesn't arrive near my house nor my daycare for my children. It just doesn't serve my needs. I work remotely from home, but can't even take it to the grocery store because that's the closest location I can

get on the bus. This is approximately 1.5 miles from my house.
I work in the industrial park in North West Fargo, sometimes I have to be at work by 5:30am and sometimes work until 6:30 pm. I do have a docking hub by my house 23rd st and 13th ave but quite honest I don't feel safe there.
Too much emphasis on coverage versus frequency. The system should focus on providing coverage like currently do, but transit needs to have a much greater focus on high frequency in the core areas of the metro where a person is most likely to start/end their bus ride walking or biking.
Would be ideal if there were more pronounced "hubs" for intersecting routes to use for passengers to transfer. For example, ride the bus up 25th Street to 13th Avenue and have a visible shelter (i.e. more than just a regular bus stop) so that riders could then transfer. It seems that the system is geared towards transfers taking place at the "major hubs" of downtown Fargo or at West Acres at the detriment to the more "medium" hubs in between like the 25th/13th intersection I mentioned above.

Question 19: Open-Ended Responses

Table 27. Open-ended Responses provided in Question 19

Open until midnight or 1 am?
Access of communication like pagers
I would like the bus to go to Fleet Farm
I would like to see heated bus shelters during the winter and then air conditioned shelters for summer
A new stop in parking lot of the Vista Center for Education in Moorhead on 34th St. S.
Make the shelters warm in the winter
Bus drivers are sometimes speeding
[Omitted due to offensive content]
I wish that there was a way for para transit to keep closer to their scheduled pick up times
I work at CI Apparel and I take the bus to work. We employ a lot of people and a lot of people don't have transportation. In the winter it is really hard to get to work via route 14 because of lack of snow removal. Bus 24 comes closer to our job (located in what used to be Gander Mountain) but we will get fired if we take that bus because we work from 7 AM until 5 no exceptions. Bus 24 only comes every hour. I would like a bus that helps people get closer to our job. I know we employ at least 100 people and a quarter of those people do not have their own transportation. They may not take the bus everyday but people will use the bus if it is convenient. I take bus 14 to the zoo and walk about half a mile to get to work and after work every day. In the winter it sucks. They don't plow which isn't Mat Bus's fault but I'd like to not have to freeze to death walking in the winter as well.
A route to the Moorhead Planned Parenthood would be very well appreciated!
N/A
Since you can't depend on the drivers to be communicative, don't lay the problems on them, solve with technology that works.
The google map app is trash. I am from the Twin Cities and I understand the moving creates new challenges but I was waiting at a stop that supposedly could pick me up. The app left me a college student alone in a not safe area. In the Twin Cities this would never happen due to safety concerns. I plan to never download the google maps app again due to the fact the app does not work with matbus. Why provide an app for people if it's doesn't even work. Also this probably dose not help the Moorhead/Fargo economy because people might miss their plans. I think this is also important during the current covid 19 crisis. I could have avoid the nursing home/ assisted living home I went to with the vulnerable population if the google map app was updated. Also a man did try to approach me while I was waiting at that bus stop and I did feel unsafe. Also sorry for the person who is reading this survey because I know its not your fault this app does not work. I also appreciate the bus drivers willing to help the elderly and people with bikes.

Generally, I have unnotable experiences while riding the bus and that is okay with me. I'm not looking for any sort of fancy experience out of public transit but I do wish things ran a little faster. I'm lucky though because after moving, I don't have to take multiple routes to get around so it's not bad now.
Just dpn't cut it out
Route #9 To drop and pick up at the Vista Center for Education. Where the bus stops now (across the street at Sanford/Holiday gas station) is not a safe to cross 34th street, especially with the high speeds of traffic, with NO crosswalk or light for pedestrians and in the winter conditions!
I have read of certain cities providing bus service on a demand basis. No fixed routes, you call - they pick up.
I would like to see a route that would service the Southfield area in Moorhead. My son would use the bus if it came out here.
Include more south fargo route
I would like to see a bus stop at the Moorhead Vista school on West side of 34th right in front of Vista. I am a teacher at Vista and many of my students do not have adequate access to transportation and I feel that a bus stop here would be very helpful to my students and would be used by many in the Moorhead community.
One bus that goes all the way down/ up University and 10th so you wouldn't have to transfer so often
Streetcar/light rail or bus rapid transit connecting to the downtown areas and the college campuses. A line with stations along 94 rapidly connecting people to places along the interstate to the local routes would also be beneficial. Again, routes need to be operated at frequencies that are conducive to ridership, not the bare bones structure it currently operates at.
Better/updated schedule maps. It is difficult to read the current schedule maps, because the resolution is so low.
Add a stop to the Vista Building, 2777 34th Street South
Including sunday service to all locations
better live bus tracker website
Route to airport
Vista Center for Education has Adult Basic Education classes and Alternative High School classes both which serve a population with high transportation needs. Would really like to have a regular stop on the West side of the street in front of the building. 34th is not a safe road for pedestrians to cross.
Bus route 34 later in the evening. NDSU students have classes at Stop and Go Center until at least 7pm.
Service to Bluestem Center for the Arts
The app needs to be better
Quicker and more reliable routes for students. Common locations for students should be much quicker, more frequent, and available at more campus terminals. Improve the app, it always crashes, takes 10 minutes to load, and is very glitchy.
Add heating if not already present
Expanded service would allow us to use the bus more often. Currently we chose to walk about a mile to and from a bus stop rather than taking three buses to get closer.
I use 33 all the time, but it would be nice if they could be closer to the schedule. There have been many times that I see one right behind the other for the whole route. Also, especially in the winter, I have thought about ways to make the generic shelters more protective from the elements. There might be a way to attach a temporary/seasonal flap to the door and the base of the shelter that would keep the snow out. If the flaps were connected from the outside and were flexible, that would allow snow to be pushed out under it. For the door, I would picture the thick plastic flaps as they might have in a butterfly garden entrance. This is just a possible solution, but I believe it could help a lot in the winter months. Thanks!
N/A
Better app! Takes forever to use and glitches a lot

Include NDSU's West Building (Archives) in the Madison School Route.
I would like to see them run on time. They discontinued stopping at every corner so they would be one time, it didn't work & now you have to walk further for no benefit.
A guy who works for you guys always stops at renaissance hall for about 10 minutes and goes into the building and it is a hassle for people who have to be on their way soon.
Please be stronger about enforcing mask policy. I work at a clinic with very sick kids (like cancer sick) and these fools not wearing masks makes me worried I'll bring something because of them, (that includes the bus drivers even though I know that's a stressful job).
I love the busses and the drivers, I do not own a car and they are quite convenient.
There is a considerable population not served in Moorhead. The Village Green Manor low income housing does not have access to the bus route. Many of these people are unable to drive or unable to afford their own transportation. Several of them have told me over the years they would try to get a job if they had a way to get to one. The closest bus access for this community is Minnesota State Community & Technical College (which is across I-94 from them), or 20th Str and 30th Ave S, which is over a mile away. Some of these people have health or disabilities that they are not able to walk this far to catch the bus. Additionally, the Carriage House apartments and condos in that same area have elderly that are no longer driving but are unable to go shopping or to appointments on their own as there is no bus route there. I was previously a property manager for these 2 housing units and I am very familiar and knowledgeable of the struggles these 2 populations face with transportation. I have previously sent emails and left voicemails to discuss this information with a previous manager at MAT but never received a response. I am currently working at a different job but I am still in contact with many people in each of these communities and they still face the same problems. Thank you.
I was very pleased with the service when I used MATBUS before COVID-19.
I would like to see a more easy to use website that is straightforward about where the route goes and provides ample transfer information and hours/times of routes
I think the bus routes now are really good. I'm not sure how much use a weekend bus would get but maybe an hour or 2 later during the weekdays wouldn't be bad.
I work in the Healthcare industry and it is very important for matbus to maintain transportation in Moorhead. Low income and the homeless population utilize your services to get to very important appointments.
Trash cans by more shelters would be appreciated! The one at mine doesn't have one. (University Village stop) Having drivers wait at main shelters, such as Minard and UV, to stay on schedule and not be running 10 minutes early constantly.
I work at NDSU and live in the Roosevelt neighborhood, so only use the bus in the winter and ride my bike the rest of the year. The winter service is excellent, but if you could somehow improve the MATbus app, that would be nice, sometimes it seems difficult to zoom into the area your want to find and it just seems like the app could be refined. Thanks for trying to strengthen this service for the public; it is important.
The stops on NDSU campus need to have better lighting and the shelters should block wind and snow better
Sunday service
Newer Buses for 13 and 13u routes
Poorer people have odd Work hours that are required to be maintained. In all the years I've lived in Fargo the bus only serves one direction either they don't start early enough or don't go late enough. And no holiday and Sunday service. Working people work these odd hours and need the buss system the most.
I have used public transport in other cities. However it is not feasible in Fargo/Moorhead. Buses are less convenient in winter, and there is not enough city density to effectively support public transport.
Digital signs at all stops with the incoming busses updated in real time.
please, please, please quit cutting corners so sharp that you drive over corner and cause HUGE ruts in my lawn!
I would like route 9 to go the opposite direction to get me to Vista Center for Education without crossing the busy road. I would like bus service to Village Green low income housing restored.

Again, please service 52nd and University!
Later bus services in the weekday evenings for college students who have evening classes, especially downtown
I live along 40th st in an apartment zone with lots of other college students (not just roomies. Lots of the other apartment buildings and rooms are also full of students). To have a direct route from there to school would be very helpful! Route 24 already drives along 40th St. S, but goes no where near the school or to the main transit.
N/A
No charge for use.
I would like for 32W all day M-F.
more bus services in the dakota drive area and also saturday and sunday services
The app needs better interactivity and information, also should update more regularly and correctly (quite inaccurate at the moment)
1) Service to the airport. 2) Route 33 to serve Renaissance Hall.
Smaller vehicles, drivers get cleaned up, combine routes...there aren't enough riders to justify service now.
Payment options, routes info that is easy and intuitive, 10 minute wait times
It would be great if the 17 went further down 7th to 3551 7th Ave N Fargo.
Transit is well needed for plenty of people and would make life extremely difficult without it.
Better service to the Industrial park for people who, for whatever reason, don't have access to a car but do have a manufacturing job. Also bus system for people who work shift work, late at night.
to allow wagons my wagon fits where wheelchair would go it is my only mode of transportation when i bring food home
It would be nice for me if the bus route 32W would run throughout the entire day on Monday thru Friday.
Provide Security Alerts in the buses that alert the driver to issues occurring
MATBUS is a waste of tax dollars. Millions of dollars are spent each year for busses to drive around with a handful of people riding.
Free to all riders
A Broadway only bus, or a rapid bus line downtown.
MATBUS service was my lifeline when I moved here before I was able to get a car, and I continued to use it (particularly in bad weather) when I didn't want to deal with parking. I don't want to see service reduced for the people who need it the most.
Put shelters at all bus stops.
Some improvements to the bus tracker would be nice. Specifically, sometime buses aren't even shown on the tracker. Also, sometimes buses are very early (>15 minutes) early to stops. That causes people to miss the bus. Buses should wait at a stop if they're more than 5 minutes early to it.
I would like to see all the stops for a particular bus and the order put inside the bus rather than just the upcoming stop
I would love it if the 16 ran twice an hour, but I understand if demand doesn't call for it.
Its very difficult to get off the bus on 10th St N as there is a lot of ice and also there are places where we cannot get down at all.
Need to be able track where the buses are so you will know if they are running late or early. Need to know about the new routes. The new routes cannot replace the ones that already running. That is why I cannot ride much anymore.
The APP SUCKS. NEEDS TO BE UPDATED.
I feel that there should be "linking" bus stops. For example, there are 12-14 routes, so there should be a bus stop linking routes 1 to 2 and another stop linking routes 2 to 3 etc.

You do not service enough areas and it takes too long to get to places. A car trip that would take me 15 minutes would take me 50+ minutes by bus. I love public transit, but everything in Fargo is too spread out.
A better app because the one now is unstable and confusing
Adding park and ride lots.
32E route: Busses are usually late and cause me to be late more than half the time. Drivers get out and chat with each other at Menard west/east pullouts, wasting time and causing the bus to be late picking up students from the next stops by 5-7 minutes.
Include bus service on Sundays
Please no more incredibly long unscheduled breaks at NDSU dropoff. Sometimes the drivers will drive off again 5-10 minutes late
It'd be nice if a bus that stops at either Niskanen or UV ran until 10pm since the library and gym are open until 11pm and I think people would use that service
Later pick up times in weekdays to coincide with late classes and after parking becomes free on campus (4:30) so that there is another option of travel at these later hours
Fix the mobile app! It is difficult to use, and doesnt always provide accurate bus locations
More heated bus stops, Please provide later transit Friday and Saturday nights, it is very important that those out on the weekned drinking can get home safe
An app or online tracker for Bus ETA's routes, route changes, and estimated capacity.
32W used to operate late in the afternoon, now it keeps going till 10 am
Train your bus drivers better.
[Omitted due to offensive content and profanity]
Getting on the rear of the bus door is very hard for some riders. They might have a medical issue? A accident is going to happen!!!!!! (Yet) So why can't we get on the front of the bus then ?
Train the bus drivers to let the passengers know that there is no eating and drinking on the bus. Also to remind passengers to plug in headsets it's annoying to sit on the bus and having to listen to music. Also to remind passengers that there is absolutely no swearing. Get tired of hearing those words on the bus and want a good ride.
I would really like the issue with buses changing their route when they get to the Marriot being addressed. I take route 2 from the transfer station but want to get off at MSUM 14th Street Shelter so ride down to the Marriot and want to transfer onto the new route 2 there. I do not know how many times I have had to ride around on route 5 because the route 2 bus had already left the shelter(it was too freezing cold to wait at the shelter plus route 2 changes to 5 changes to route 2) even when I have told the driver I need to transfer onto the new route 2 at the Marriot. This adds a whole half hour onto my bus ride and is very disheartening because that is another half hour of work I miss. I have to call work in route and say I will be late getting back. Yes I could get off at the MSUM 11th Street shelter and walk to 17th Street but clearly negates the reason I take the bus plus most of the time it is so cold in the winter I do not want to walk six plus blocks if I can help it.
Only one or two drivers do not show the proper respect to customers. These are new.
Keep tapride to industrial park or make a separate route to serve area if I walk from Walmart 13 Ave 1 hr to get to work sometimes 2 hours to get home
It would be nice if there were a direct bus (without stops) to get to the West Fargo transfer buses. It takes an hour and a half (or longer) for a 20 minute car ride. It would also be nice if there was a way to communicate when areas need to be plowed in winter. It seemed like there were steep mountains in some areas. The bus stop near my house was never shoveled and compacted to the point it was solid ice and very slippery. Yet that was where we were dropped off every day instead of the clear driveway by Gatecity Bank that was 5 feet away. (Broadway N and 25th Ave.).
Better rule enforcement Better customer service
Sunday service would be helpful
Pick up and drop off where riders designate not only where signs indicate. More routes to areas not

serviced now. Cleaner buses and inside GTC building.
Some more bus routes close to other Fargo-Moorhead Schools that don't have a bus route near them
#15 should run every 15 minutes on Saturday (10:15-6:15); new Aldi grocery store going up on 51st--possible stop for #18; [edited for offensive content] designated bus stops working well; low floor buses are grreaaaat; more/better marketing of bus system throughout community--there is NONE now- --- bus shelters poorly maintained/cleaned during winter; better enforcement of front of bus for seniors/disabled/wheelchairs for whom it is intended; make it a POLICY and enforce; strollers need to be folded up b4 boarding bus; just enforce the policies in the bus and on MAT website--right now NOTHING is enforced; less emphasis on NDSU--too much time is wasted on NDSU; make students pay full adult price to ride the bus; MAT bus is not what it should be for this FM area--way behind in outreach and expansion; tired of offensive attitude of Fargo Administrative MAT staff who look down on bus riders, no empathy, don't connect the dots between riders and routes and needs; add some limited Sunday Service--start conservative with a few major routes and gradually expand if necessary.
I would really advocate for allowing Matbus riders to renew their passes online should they have a card and/or be able to purchase their monthly passes online as that is the piece that I dislike the most about using MATBUS during regular service.
To keep all buses all clean
All employees, especially drivers, need lessons in customer service.
Please hire drivers who aren't jerks
An update on the bus tracking system so that during the winter it doesn't go out near as often as it usually does. Many times I have to wait outside for long periods of time at my stop because the bus isn't consistent on timing and the tracker isn't working.
None at this time
Customer service and driver reliability
The most important improvement to me is to get benches put back at bus stops. Most bus riders don't walk because they want to but because they have to and the shorter the walk the better. Routes should be set up so they get to apartment complexes where you are going to get the most riders. Routes also need to go where people work and shop. A circulator route from West Acres to the bigger stores around the area maybe getting closer to the stores doors would be nice.
Expanded hours of service, Sunday service, more routes covering a larger percentage of the metro area including West Fargo
like to see the number 3 bus wait for the 4,6,9 bus at cashwise. many times the 3 bus is pulling away seconds before the bus from walmart gets there.. and the buss sit at walmart. were they could leave walmart that couple of minutes sooner to connect with the 3 bus.
Better training for fixed route drivers on securing mobility devices.
Just keep up the good work. Public transport is a benefit to any city. It helped me when my car was totalled. My only problem is that you don't have Sunday service. You must realize that MANY retail workers have to work on Sundays, just because it's 'sacred' to Christianity doesn't change the fact that we need a way to get to work.
Bus need to run to Dilworth longer and more frequently
Having Sunday service would help for hiring, at the mall we have a hard time when people depend on the bus but it doesn't run on Sundays to get them to their shift.
The Matbus service is a great asset to our community. Thank you for all the work you do.
I have written many notes to GTC. I never get a comment back. Bus #4 is terrible. Intoxicated riders let on the bus and it's up to other riders to maintain safety. Riders are eating food on buses and tossing it on the floor or seat of bus. Driver letting people on bus that are fighting outside. The shelters are a disgrace. Food and packages inside, people vomiting , at Lakeland health for the past two winters, you can't get to the shelter. The snow and ice packed around is impossible to walk there. It's up to my waist. So I stand on the road to catch bus. Drivers don't care about riders. They drive and that's it. Face masks are manditory on buses. The #4 drivers don't wear them and let riders on without one on. Drivers need to follow and riders need to be told rules posted inside bus. I agree the bus driver has a terrible working conditions BUT ...they

<p>have to keep the rest of us feeling safe and secure. I do not feel safe riding the bus or waiting in the shelters. I would never ride matbus in the dark. [Content Edited] She is little but she is mighty! She inforces the rules and everyone listens.</p>
<p>MATBUS should stand up to West Acres, which seems to think that bus passengers are garbage, and has been treating us like that recently.</p>
<p>Eliminate the 30 minutes wait times for paratransit k</p>
<p>Better treatment of mat paratransit. Just because I am disbled I shouldn't have to deal with a thirty minute window</p>
<p>When you have schedules keep to them. Don't leave early. When you have rules stick to them. No mask? NO RIDE. Train your bus drivers to do more than drive. They need to BE AWARE of what's going on in their bus. Swearing & fighting should be stopped IMMEDIATELY. People who ride all day without a destination need to be KICKED OFF. Drivers need to get a backbone and be TRAINED in people skills. They are professionals in charge of our safety. What's the point of wearing a mask onto the bus & then they take 'em off while riding?</p>
<p>Add extra bus in 17 ,so don't have to wait 1 hour every 30 minutes</p>
<p>Please Open the GTC Building and monitor for violence! I take bus daily and always wish there were buses on Sunday. And also I really, really, Really wish that bus number 16 will have late routes, when it stops at 6-7pm I can't make it to home from school. Otherwise, Thank you for operating and helping people live a quality life! I do support buses because they are environmental friendly!</p>
<p>Expand further into South Fargo, especially by 52nd Ave South and 25th St South!</p>
<p>Concerns with bag size/limitations on buses with routes that are typically used by households accessing food pantries. Consider working with local pantries to figure out solution that will work to get families the food they need and allow for safety and customer service of riders. Also, could see need for bus stops better suited for winter and against the wind. Finally, there are still a number of high employment areas that are not included on the bus routes.</p>
<p>More ridership. I often see a bus with only a few people and am concerned we will lose our routes. At the same time, my family uses it less than a few years ago , now that they are older and have more access to cars. Yet, I still encourage them to use the bus a little more.</p>
<p>Better facilities during winter. Heat or at least shelters to keep people out of the cold wind. Also, offer more door service to major employers like US Bank Service Center like you do for the Microsoft Campus. Also, wait longer at GTC or connection points so winter roads don't make people late for transfers</p>
<p>More bus routes and more frequency</p>
<p>All buses at least every 30 minutes 1 hour is to long. Drivers able to speak and understand English to answer questions. It is very hard to communicate with your drivers. They don't understand what you ask and can't help with an address because of the language barrier. Stop allowing drivers to stop the bus and pray when driving. This should be done in their work area indoors. SUNDAY SERVICE. Routes early enough where you can arrive at work in Fargo or West Fargo by 7:00 am if you live in Moorhead.</p>
<p>improve timeliness and transfers</p>
<p>I think there should be transition stops. There are 18 routes in the FM are, so there should be stops linking the routes together. E.G. a stop linking route 5 to route 6 etc.</p>
<p>DRIVERS SMILE 😊 MORE</p>
<p>Map bus needs more communication to their employees on how to do their job if me as a customer have to wear a mask then all bus drivers should have to wear masks too it doesn't look good when the bus drivers are telling passengers they have to wear a mask but they don't have one on there is a strong lack of communication with GTC and their bus driver I get tired of every time there is a detour the bus drivers don't follow the detour and you end up missing the bus because they're on a whole nother route in the fact that it makes no sense did they send some of these bus drivers with no training on the bus to do a bus route drive and they don't know where they're going too many times I've had to stand in front of the bus and give the bus driver directions and way to go because this is his first day on the job and it shouldn't be like that I'm tired of having to tell the bus drivers how to do their job and where to go I think it's embarrassing for GTC the customers have to stand in front of the bus and give the bus driver directions on where to go and I also think it's very dangerous because the times where I've had to stand in front of the bus to give</p>

the bus driver direction she's too busy looking at a piece of paper that they gave him they told him where to go and he's not paying attention to the road you can't beat reading a map to tell you where to go and drive at the same time map bus really needs to change and step it up cuz it's a mess
Clean cloth seating on certain bus models, do not get new buses with cloth seats, get plastic covered.
As to question 3 where you ask if a transfer is acceptable, sure, it is, if you stick to the 5 minutes. I have been in cities where they are frequently late, so you might as well just not transfer and stick to a longer ride time. Unless you have a strong plan for how you are going to ensure a smooth transition, without screwing over people who should have been arriving, but that bus is late, so now they are going to have to wait even longer, the. It's not worth it. Also, I don't understand why you don't have more heaters in your bus stops. The buses are unreliable and late, and you want me to wait outside in dangerous temperatures? Absolutely not. Idk who you need to convince to give you a larger budget so you can actually offer a service people WANT to use instead of having to use, but you folks need to bring your A game and crush the opposition. I like riding the bus, it takes stress off me if done well, but right now it is just easier and more reliable for me to transport myself.
For route 20 should be twice every hour
add Sunday service
I would love to see more shelters/heated shelters in the winter. Even if you could put them on a timer of sorts it would make riding the bus even more appealing in the winter months. Keep pushing for better technology whether its improving the bus tracker on the mobile app or adding live trackers at busy bus stops.
add sunday route
To go out to castco
Moorhead walmart stop needs bigger shelter; Aldi is building a store on 51st in Fargo--another stop for #20; Moorhead shuttle from WA to Marriott during riot was well liked by many--possible new service; limited Sunday service; #18 too long and goes where there are no riders; Low floor buses are wonderful! Foreign bus drivers cannot speak English or understand English nor do they enforce bus policies; Why so much turnover in bus drivers? Strollers are a pain in the ass and need to be folded up when coming on bus; strollers need to be kept out of front of buses which area is needed for seniors, wheelchairs and disabled; too much panhandling on buses and around bus shelters; why was so much resources wasted on that Link? glad it is gone as it did NOTHING for anybody! Aisles of buses need to be kept CLEAR; attitude of Fargo administration is snotty, unprofessional and uncaring towards riders; like the one-seat ride; drivers fail to enforce policies on buses which creates unsafe situations; need to do a better job of throwing off individuals who swear, block aisles, bring on animals and refuse to move from the front; no marketing of bus system, public has distorted and wrong view of transit and what it does;
I would support a (property or otherwise) tax increase for 15 min service
the mat bus app needs MAJOR improvement
Enforce noise rules on buses, particularly people who play audio devices that disturb other passengers.
Stop hiring inexperienced drivers
Shovel bus stops provide more Bench at stops
Please see previous comments. :) And thanks for being part of our community!
More shelters at the bus stops. So you can get out of the rain and cold.
bus 20 should run till 10p like all Fargo Buses do folks & have bus shelters like Fargo/Moorhead area does folks
none
I wish the apple cellphone worked better and remembered what route I use
Competent safe drivers. I followed a bus that did not stop or slow on 12th Ave s Moorhead eastbound for two two railroad crossings. Not even a brake light. Sound like the driver put the accelerator pedal to the floor when the light changed green. Called Matbus, but would have called police had I known There's been so many reports that seem to have been ignored
Add more cameras on the buses for better safety & protection of the drivers & passangers. The last time I

rode the bus the driver was attacked in the back of the head. By a passanger because he was mad.
Expand hours of route 17, and tap ride, to the industrial park most shifts start between 11:30pm and 12:30am
I just want route 14 to continue to come to 27th Ave 15th st S in Fargo both going to and coming from downtown.
Sunday service, more direct service options between cities rather than taking every single stop on every single line to get to your destination.
Better ability to put in locations and ti.es and have it reverse figure my route.
Make sure the busses give the riders enough time to transfer between routes. Too many times, when my bus pulls up the transfer hub, the other busses are pulling away.
Bus shelters with some type of heater for when waiting for a bus in the winter, like the bus shelter at Concordia college has a timer heater. That would be great for all shelters, and Sunday service would be great, especially for people that need to work Sundays.
Better protection on the buses. By not allowing [people who are behaving in an unsafe manner] and people carrying on the buses
Have the city mandate it for 90% of it's residents, as over 90% of those morons have no clue how to drive.
Please pay more attention to being on time
There are a few of us, that rely on only public transport to get around. I think that theres a need to have buses running on sundays so that people can get to relious services of thier choice.
It would be helpful if route 13 left the NDSU transfer hub on the hour. This would make it easier for students to catch the bus after classes. I would like buses to run every half hour in the evenings.
Provide Heat in the shelters....extremely cold in the winter months....most other cities in this weather area have a button you push and a heat lamp turns on for 5 minutes
I retired recently. I loved that 5 and 2 combined to one route on one bus. I was very tired after work, I rode it the last several years daily. Waiting in sub zero temps before for a bus that didn't show sometimes so outside for almost an hour was not nice.
[Omitted due to offensive content]
Heat in the outdoor bus shelters...very cold here in the winter months
Later service during the week and weekends
Smaller, easier to maneuver, more efficient buses capable of carrying 15 to 20 passengers.
It would be nice if there were more shelters since we live in a colder climate. In addition, it would be nice if snow removal were at all stops or if it is a private business job, then a way for citizens to easily report snow removal issues. I have seen countless times snow banks blocking sidewalk paths. People with medical conditions or pushing strollers have a difficult getting over the snow and ice buildup.
Better scrutiny of passengers ie; awareness of [people who are visibly intoxicated and behaving in an unsafe manner] and not allowing them on the public transit system for the well being of other passengers.
Don't allow intoxicated people on the bus. Drivers need more training in regards to being assertive vs passive with passengers who are violating the bus policies.
Full weekend service - including Sunday. Utilizing TAP Ride is difficult due to limited options to get to either West Acres or to Whale of a Wash.
SUNDAY SERVICE. The last time it was offered, it was only one bus running the entire city a couple of times, then done. It didn't follow any of the regular routes, so it was hard to understand, plus it would strand someone on the wrong side of town every week because it wouldn't start until 12 noon, and it would end at 5 PM. Not long enough! Needs to start much earlier so people can get to their work, which some now start at normal weekend hours that the blue law of noon has been revoked, and go later so people can leave work. Currently I can't do any shopping on Sundays because no transport. Saturdays are horrible because everybody who works weekdays and has no car must ride the bus to do errands and grocery shopping. Route 15 runs fewer routes on Saturday, and is already running late late by noon. It gets worse as the day goes, with hour-long waits by evening. Some new locations for bus stops don't make ANY

<p>sense. Middle of the block? In the winter, this doesn't work! How can you get to it with a 4-foot pile of snow? If you have a stop there, you MUST find a way to clear it EVERY DAY, even when there is no snow event. Stops along busy streets are always a big mess in winter. Wish there was a 30-minute service on Route 18 in general, or at least during rush hours (morning half hour earlier than current and especially evening, like 4 PM-6 PM).</p>
<p>All bus drivers should go through extra training every so often so they keep up to date on the bus.</p>
<p>Adding a Sunday service even if it's just the busier routes. Having lighting in the shelters would make someone feel safer at night. Also having heaters in the shelters for the winter. More training for the drivers on what their route is. have been on buses where the drivers have no idea when the next bus is coming or where they're even going they're just driving. Drivers need to help passengers stand up for themselves especially when it comes to seating with strollers and asking someone to move so that they the strollers can be accommodated. The accuracy of time needs to be addressed. I'm tired of waiting for buses or missing buses because the drivers are more than 10 minutes late or early. This is especially important during the winter. Getting bus stops cleared out so during the winter so that boarding is easier. Also alternative bus stops if the road is inaccessible during the winter.</p>
<p>Every single bus sign should have numbers on them indicating what routes are served at that stop. Also more frequent call outs of stops would be nice for newer riders. Model the transit system after Baltimore's, perhaps one day add light rail but for now add more buses and improve the signs. Frequency increases is the most critical thing especially with free riders in winter in a pandemic. Frequency could help save lives.</p>
<p>Routes expanded to the South to Davies High School. Better snow removal in the winter. Sunday service.</p>
<p>Insure that drivers know how to work in csnowy conditions instead of causing accidents. Also getting crosswalks and sidewalks cleared by the cities.</p>
<p>Changes I'd like to see: transit routes on Sundays, transit routes to industrial work areas, pass prices and pay conveniences, transit timing, and overcrowded buses over limit in regards to the college population is a safety hazard; I witnessed this before covid. Comments: I believe Matbus is necessary and has been a great experience every time. Improvements in the right direction should hopefully only make experiences better. Thank you and your drivers for your services!</p>
<p>Bus routes that are near Davies High school area and extend to Red River Recovery Center in Dilworth. Then people can go to meetings and appointments on their own.</p>
<p>Get rid of it</p>
<p>Drivers need to be more courteous. They act very rude. They have a chip on their shoulder.</p>
<p>Later bus hours for ALL transit.</p>
<p>Route 18 to run every half hour. Also really need Sunday service for churches, and for people who work sundays, and later day shopping dining etc. And in the winter need to make sure bus stops are plowed and benches not buried in snow from street plows. Drivers need protection around them while in driver seat, from any unhappy rider.</p>
<p>The bus not to run on 5th Ave S.</p>
<p>Heated or at least closed shelters. More shelters in general. Routes should operate no less than twice an hour, more frequently if possible. Online renewal of bus passes.</p>
<p>Add Sunday service</p>
<p>I'd like it if were more clear what stops will be utilized when there are detours along a route. Right now I've had some issues with the 12th Ave N detour on route 13. Depending on who is driving, I've been dropped off at different spots each time, since my usual spot is on 12th Ave N.</p>
<p>Scheels is relocating their corporate offices to Gold Drive S in Fargo over the next few months (just off I94 by Doolittles)... please consider creating a bus shelter in this area that transfers to the mall/route 15? Also please consider a downtown Fargo shuttle that services Main Ave (soma district), plains Art museum, Broadway, FMCT, Island Park...Something for the downtown visitors who don't/can't walk long distances. One more idea- I think an express shuttle from Marriott in Moorhead to West Acres in Fargo would be really amazing- You could take the interstate for maximum quickness, and I would even pay a tiny bit more for the extra convenience of saving so much time... LASTLY but not least- please please consider adding on Sunday service- early morning through 5pm at least? Especially routes 14& 15 in Fargo, and routes 2,3,&5</p>

in Moorhead. Thank you so much for hearing my ideas!
The bus stops have more strict restrictions. Cleaning up after self, not letting [people who are visibly intoxicated] on the bus. They can walk the booze off.
Make sure drivers know the stops and stop. I have had continual problems not being let out at my stop and some of the drivers were really snotty. Update website if there are interruptions such as the marches this spring. Have dispatchers give correct information. Many times I have called and was told 30 minutes for the next bus and one came flying by. It is difficult to wait when it is 30 below with 30mph winds so we need correct information. Have trackers that work. I know a lot of people that rely on the bus and don't drive and bus transportation seems an afterthought. The town I come from is half the size of Fargo/Moorhead and has way better service and even Sunday service. And fix the 2 minute connection issue. It is impossible to stay on route if one has to stop and pick up/drop off passengers and heaven forbid there is a wheelchair. I am tired of missing connections and being forced to sit outside GTC because the bus gets there near release time. Fix the routes so there is time to make up if there is a train or a lot of passengers or wheelchairs. We should not be punished and it is ridiculous I have to allow an extra hour each way to allow for this nonsense. Lengthen the route times if necessary ie 40 min with 5 minutes at each end if needed. Hire drivers that can speak and understand English.
1) Replace the third party company MABTUS uses to hire/employ it's employees. 2) Full-day Sunday service that is no different than Mon-Sat.
Not complaining it gets you from point A to B
The route 15 needs attention, the cleanliness of busses and shelters needs to be addressed. The staffing of drivers and supervisors needs to increase to meet the needs of the community and company.
Sunday service, especially for those who would like to go to church. Earlier start times for weekdays.
free fare, at least for kids no smoking around the stops
having more security guards at the gtc
a vastly improved signange and experience design. It makes me sad when I see a bus stop that is just a sign in a snowbank, on one wants to take the bus. London is obviously a very high level of public transit, but there are things we can learn - As routes are colored the bus stop would also have a large color to single to people that it is tied to the route. People are driving by bus stops all the time and have no idea what it is a bus stop or that that might even been driving the same route that a bus does. In my mind there is no "chicken or the egg" when it comes to transit, if there is GREAT transit people will use it, the demand will now grow with OK transit (bus stops and signage particular, I know MATBUS has some great buses)
Better public information on schedules and routing. Maybe signs posted at the bus stops.
Starting earlier weekdays; limited Sunday Service; run longer on community events at Dome, etc; require strollers to be folded up before they can come on bus; better enforcement of front of bus being for Seniors, disabled and wheelchairs; better enforcement of all policies; tired of hearing swearing, loud conversations, music; keep aisles clear; tired of panhandlers and joy riders; make those who are "fffff****" swearing etc OFF the bus immediately; clean shelters better
Increased services on weekends are crucial, PLEASE! Buses every 15 minutes would be so nice — I live near the Route 4 bus in North Moorhead
Routes should start earlier during weekday; Limited Sunday Service for fixed routes; needed to require strollers be folded up before coming on bus; better enforcement of the front of bus be for seniors and disabled and wheelchairs--tired of finding strollers in front of bus; better enforcement of all policies; tired of hearing swearing, loud music, "fffff****ing";
I don't use it enough or think about it enough to have specific recommendations in mind. In general, I think substantial increases in service levels wherever transit is now provided would probably result in a disproportionately greater increase in community benefits and in ridership. But the cost to get to that service level threshold is probably not acceptable to local governments.
An easier method to determine the fastest route/which route to use by inputting pickup and drop-off locations (not necessarily bus stops) - and time you'd need to be there.
Have 2 Route 20 buses one going east and one going west at all times
Services to industrial areas, 7th,12th,19th, county road 20. 2-4 times a day to accommodate employee

and employers
24/7 bus and maybe to the airport would be great
A second route 9 leaving from Marriott to go around to Sanford clinic area. Currently it takes me 3 routes to get there takes alot of time out of my day to get to and from an appointment I have to catch 1 and then get on 4 and then 9 Since 9.only leaves walmart.every 30 minutes sometimes I have to get to my appointment an hour early.
More info for childcare centers better bus stops in Dilworth!
Have the senior drivers write a manual on what and how to treat customers and ride the bus properly to new bus riders. Stop training bus ride drivers in the middle of rush hour and then having to cancel bus routes train them in the morning or late at night. Heated bus shelters would be really really good. Like they have in the twin cities more advanced notice when detours are going to take place instead of just detouring the bus and not telling anybody about it. Not having drivers who don't speak English driving the bus. Have someone from the bus service ride the bus randomly every hour half hour on a different bus to make sure the service is provided on a daily basis this could be a supervisor. You can also do what they do in Illinois where if a bus is running late you have a shuttle van down at the GTC or somewhere else along the route so they could pick up the stranded passengers that they don't have to wait for other buses like if you have a bus that got shorted at Walmart well then you could drive a van over to Walmart pick up the six or seven people there drop them off at the mall or the GTC.it is ridiculous in this day and age and this century that we do not have Sunday service the last time you had Sunday service and the reason why it failed was because you did not have senior drivers on the Sunday service and that is wrong and people stop taking the Sunday service because of the simple fact that they never got where they were going and the bus ran sporadically period if the Sunday service basically ran from like say New Life center to Walmart in dilworth I think that would be a greater emphasis on the route with stopping in and at Churches United. More access to food pantries currently there is not a bus that goes to Dorothy day there is not a bus that goes to the emergency food pantry downtown and those are the two big ones. Drivers must start respecting the passengers instead of just lollygagging and I'm referring to the new drivers not the senior drivers the driver named Chris is should be named and be the employee of the year cuz he's been there for so long and he has done a wonderful job there are many drivers I could say that just don't understand the need for bus drivers. Finally another bus to Cash Wise and Fargo alternate route 15 with one bus going to Cash Wise which would turn down and do a loop around Cash Wise and I think that would work out really well
[Edited] Give the buses priority at traffic signals. 15 doesn't need to go to West Acres twice and take it off 15th Ave. Take 20 out of Walmart and have it on 5th Ave instead of 9th on the east loop. Get tapride for 6/9 and do something about route 2, it's always late.
I only have experience with riding route 4, and generally only to work. It seems like if I was using it for more of my daily needs like many individuals do, it must be frustrating that Route 4 is a loop route instead of 2-way service. I like the real time information on the website, but it is a little unfriendly on the mobile app. It would also be nice for MATbus to explore stored-value cards. I never rode with frequency to make the passes worth it, so I always had to pay the fare in cash and it was annoying to make extra trips to the bank to make sure I had exact change. Maybe it isn't cost-effective for them and that's why it hasn't been done.
Bus shelter across from South High School
Service to Target on Rt 4. Buses are constantly late, Matbus should go back to holding transfers for 2 minutes. Buses are often filthy, even at 6:15 am. Shelters are often dirty and need repair. Many new drivers are poorly trained and rely on passengers to tell them which way to go. Sunday service and expanded services to new areas is a neccesity. Bus tracker doesn't always work. Stops and shelters are rarely cleaned of snow, passengers have to stand in the street, some stops are completely inaccessible during winter. Most buses don't have working heat.
All core routes should operate with a frequency of at least every 15 minutes. BRT or lightrail/streetcar routes also need to be implemented ASAP to ensure better and faster connections between the metro.
Enforcement of current rules. I.e loud music, foul language, eating from open containers, panhandling, Masks-Over TheNose
Sunday service is still the most important need. Many people rely on the buses for work, and have to work on Sunday. Also, the Saturday Route 15 is often so packed, it seems like it run at weekday frequency.

More routes in West Fargo
Additional service in south Moorhead. Additional connections across the river. Another hub in south metro area, such as the 52nd Ave S Walmart or new Aldi's location. Don't force us to go up to downtown Fargo to transfer to other lines.
I use the bus in Winter to get to work and my route happens to be very convenient to get to work on time. (pick up 7:51 arrive just after 8). However, with buses arriving every half hour if my on/off time were shifted so that if I arrived 15 minutes before or after 8am, I would have been far less likely to choose the bus to commute. Increasing more routes to 15 minute arrival intervals would make me more likely to use the bus for more activities than I already do, and would likely make using the bus more appealing to people who don't currently consider transit. I also think more east-west connections across the river would potentially increase ridership. A Shuttle between West Acres and the Moorhead Marriot would increase connectivity between the southern areas of Fargo and Moorhead. Driving between these locations takes about 10 minutes, but taking transit takes an hour or longer. I would also be personally interested in a buss route along 12th ave/15th ave N maybe between NDSU and Dilworth Walmart/Cashwise.
Safety very important
Bus rapid transit should be explored. Greater frequency (<15min) of route in the key walkable areas

CHAPTER 5: PUBLIC ENGAGEMENT – FALL 2020

This chapter presents the results of the MATBUS Transit Development Plan (TDP) stakeholder engagement meetings and virtual open house of November 2020, which included an initial needs assessment discussion and tradeoff prioritization exercise for the TDP. It also includes the results from the online wikimap tool and feedback from boards placed at the Ground Transportation Center in Fargo.

STAKEHOLDER MEETINGS

Fifty transportation-needs stakeholders in the Fargo Moorhead metro were invited to participate in one of three stakeholder meetings. Stakeholders could join one of the three meetings in an “office hour” setting through Zoom videoconferencing calls, scheduled for various timeslots in the week of November 9, 2020. Stakeholders of the following groups and industries were invited:

- Higher Education
- K-12 Students and their Parents
- Workforce + Economic Development, and Business Community
- Community Groups
- Newly Arrived Immigrant Communities and LEP Populations
- Social Service Providers
- Health and Human Service Providers and Resources
- Housing Organizations

Participants

There were eight attendees during the first meeting and 12 attendees for the third meeting. No stakeholders attended the second stakeholder meeting. There was at least one meeting participant from each identified stakeholder group.

Staff present during the meetings included Michael Maddox and Ari Del Rosario (Metro COG), Julie Bommelman, Lori Van Beek, and Jordan Smith (MATBUS), Menno Schukking and Jo Ann Olsen (SRF), and Will Calves (AECOM).

Table 28. MATBUS TDP – Fall 2020 Stakeholder Meetings Attendees

Meeting #1	Meeting #2	Meeting #3
Tuesday, November 10, 1-2:30pm	Thursday, November 12, 5-6:30pm	Friday, November 13, 11am-12:30pm
Robin Christianson, Clay County Age Well	No Stakeholder attendees	Dawn Bacon, Moorhead Public Housing Agency
Rupak Gandhi, Fargo Public Schools		Yoke-Sim Gunaratne, Cultural Diversity Resources
Thomas Hill, United Way of Cass-Clay		Destiny Holoday, Pastor, Birthing of a Diamond
Megan Krueger, Moorhead Public Libraries		Joshua Huffman, Moorhead Neighborhood Services
Brandon Lunak, Moorhead Public Schools		Tanya Kunza, Moorhead Public Housing Agency
Liz Lynch, Moorhead Public Libraries		Jaclynn Maahs, Concordia College
Jason Nelson, Sanford Health		Ashley McVay, Metropolitan Bicycle and Pedestrian Committee
Joe Raso, Greater Fargo Moorhead Economic Development Corp.		Quinne Meslow, CCHRA
		Teresa Solfus, Minnesota State Community and Technical College (M State)
		Steve Smith, YMCA of Cass and Clay Counties
		Brit Stevens, NDSU
		Leann Wallin, Moorhead Block Clubs

Project Overview

The stakeholder meetings started with the introduction of the presenters, Metro COG and MATBUS staff, and all attendees. Menno Schukking (SRF) then provided an overview of the project and the public engagement activities. Will Calves (AECOM) gave a brief overview of the findings of the existing conditions summary.

The initial project overview, existing conditions summary, and initial community survey results sparked the following comments from meeting participants:

- Yoke-Sim Gunaratne (Cultural Diversity Resources) wanted to know the percentage of ethnically diverse clients in the community survey.
 - Menno Schukking explained that 84 percent of the survey participant identified as non-Hispanic, White. Five percent of participants identify as Native American, four percent as Asian or Pacific Islander, three percent as Black/African American, and two percent as Hispanic or Latinx. Note that seven percent of survey participants preferred not to answer the question. In the latest ACS, 87.4 percent of residents in the Fargo – Moorhead MSA identify as White, 5.7 percent as Black or African

American, 1.1 percent as American Indian and Alaska Native, 2.2 percent as Asian, and 3.3 percent as Hispanic or Latino.

- Yoke-Sim Gunaratne saw the percentage of transit riders using the bus to get to work (58 percent) and noted that it is important for a bus to serve the industrial areas on the north side of Fargo. Amazon will be building a new distribution center in this area. This will be an area with many jobs that people will need access to.
- Teresa Solfus (M State) saw the low percentage of people taking over 60 minutes to reach their destination (seven percent), but thought many non-riders may not ride because their trip would take more than 60 minutes with the current system.

Discussion

Jo Ann Olsen (SRF) led the stakeholder discussion on transportation needs and tradeoffs. Developing a better transit system requires the planning team to consider tradeoffs, balance needs, and prioritize improvements. Providing an overview of the current system and initial study results set the stage for a discussion on future transit improvements.

Questions asked to participants included:

- Does existing transit service meet the needs of your customers/clients/constituents? If not, what could be improved?
- Why do employees, customers, etc. use, or do not use, transit?
- What are the most important current/future transit destinations?
 - Are they served by transit well, or at all?
 - During what times of the day and days of the week are transportation to these places most critical?
 - How will COVID affect future travel patterns?
- Would you consider walking/rolling a longer distance to a faster/more frequent bus?
- How should the system be oriented?
 - Service between NDSU and Downtown?
 - Service between Moorhead and West Acres area?
 - Service between NDSU and West Acres area?
- What outcomes of good transit would you like to see?

During the first meeting, stakeholders provided the following responses to the questions:

- Jason Nelson (Sanford Health) would like to keep stops well served at its three locations. The hospital is running low on parking and will purchase monthly bus passes for staff. Due to COVID, fewer bus passes were purchased this year as some staff work from home. It is anticipated that the parking shortage will return after the pandemic. More frequent stops at the hospitals would be appreciated.
- Joe Raso (Greater Fargo Moorhead Economic Development Corp.) asked about the unit cost per traveler (cost per trip). He wanted to understand the value of going to an on-

demand system versus a fixed route system, given the responses in the community survey of non-users.

- Will Calves explained that the costs are in line with similar systems and that fixed route is the most efficient on a per-hour basis in corridors with a high number of destinations.
- Joe Raso asked about whether technological innovations would increase the use of on-demand and autonomous operations and whether it would make them more cost effective as the market moves in that direction. He found TapRide a good approach to provide service in areas without current fixed route service.
 - Thomas Hill (United Way of Cass-Clay) also wondered if a service like TapRide could be expanded to more areas instead of the entire service area.
 - Will explained that on-demand services are less cost effective on a per-hour basis and may not be able to meet the demand in highly traveled corridors. It could be a good approach for more difficult to reach areas and that this study can investigate areas to expand TapRide service.
 - Michael Maddox (Metro COG) would like to know the areas where on-demand might be a better option.
- Thomas Hill found the walk distance to be dependent on the built environment. Some areas are more pedestrian friendly than others, and thus may make it more appropriate to walk a longer distance to a bus stop than others.
- Brandon Lunak (Moorhead Public Schools) noted the difficulty to reach adult basic education services. Many of these students are newly arrived immigrants who may have difficulties navigating the routes and schedules. The bus schedules do not always line up with the class schedules. The Vista Center on 34th street on the southeast side of Moorhead has a bus stop on the east side of a busy road without a crosswalk or stop sign. He did not ask to change the bus schedule to match the class schedule, but if it could be a consideration moving forward.
- Rupak Gandhi (Fargo Public Schools) also noted that the adult education program would have a large need, especially reaching the Agassiz building. The school board has asked to decommission that building in the next five years. The adult education program and United Way childcare services are priority destinations that need convenient transit access.
 - He also noted that transit will be one of the considerations when selecting a new site for the adult education services.

During the second meeting, stakeholders provided the following responses to the questions:

- Destiny Holoday (Pastor) would like improved service for the north side of Moorhead. She said there are many low-income families in this area (across from the beet factory) and that they must walk a long distance to catch the bus at the courthouse. A lot of people do not take the bus because they do not have access to the bus route. The routes should be serving underserved communities and some people do not understand the bus

routes. She would also like to see Sunday service, as a lot of people do work on the weekends and need to get to their jobs, or it is the one day they have off but then can't get anywhere.

- Specifically, at the north end of 11th street by the city limit, there are families in need living in apartment buildings that must walk a long distance to reach transit.
- Jaclynn Maahs (Concordia College) stated that students have difficulty accessing grocery stores since the Family Fare closed a few years ago. It is a 20-minute walk to Hornbachers, which is a long distance to carry grocery bags. The bus route loops in a single direction, so it takes a long time to make a trip. It takes too long to transfer to another bus and one student mentioned it took them the entire afternoon to go grocery shopping.
- Teresa Solfus said many students live in the West Fargo/West Acres area. A direct trip from West Acres to Moorhead would be beneficial, as it currently takes too long to travel through downtown to transfer.
- Leann Wallin (Moorhead Block Clubs) appreciates the bus stop on North 11th Street in Moorhead that serves the Moorhead Police Department, Clay County Courthouse, Clay County Family Service Center and Robert Asp Elementary School.
- Tanya Kunza (Moorhead Public Housing Agency) noted that Sharp View, Moorhead Public Housing senior housing has 47 tenants and their only option is to walk to Doernbecher's to catch the bus. Many are unable to walk that distance, especially in the winter. Most of the tenants do not qualify for the paratransit option due to not having a diagnosed disability.
- Brit Stevens (NDSU) receives the most requests for service from NDSU to West Acres.
- Yoke-Sim Gunaratne hopes that the free bus service during COVID will continue, as there is an increase in unemployment.
 - Destiny Holoday agreed that people need the COVID relief right now.
- Yoke-Sim Gunaratne was also worried that the bus rides take too long. People are ok walking further if it comes more often (frequent, at least every 30 minutes). She herself gave up on riding the bus long ago due to the long travel times. Fargo is a cold city, so shelters need to be added that have good protection from the wind and weather. Waiting downtown can take a long time. She hoped the planning effort would consult with the bus drivers, as they know the areas of improvement and which heavily used bus stops need shelters for protection. She was unfamiliar with TapRide service but said people will use it if its affordable. In Moorhead, Cash Wise and Walmart are important destinations, but service needs to extend beyond there. For any route or service changes, she hoped there would be a good marketing effort. She would be willing to share flyers with her clients.

Tradeoff Polls

Following the discussion, the stakeholders had a better understanding of the transportation needs in the community. To help prioritize addressing the needs, participants were asked a series of tradeoff questions. The results of these tradeoff polls are shown below.

Table 29. Stakeholder Tradeoff Poll Results

Hypothetically, would you rather be able to...	
Response	Tradeoff Statements
14	Wait for the bus for half the time you do today
3	Take the bus to places you cannot today
10	Catch the bus later in the evening
7	Take the bus to places you cannot today
11	Wait for the bus for half the time you do today
3	Catch the bus later in the evening
8	Invest in better weekday service
7	Invest in better Saturday service
9	Add Sunday service
8	Invest in better weekday service
10	Add Sunday service
4	Invest in better Saturday service

After the poll questions, participants of the first meeting had the following comments when asked if the poll questions inspired any further thoughts:

- Brandon Lunak mentioned that he is not the one directly benefiting from transit improvements or changes, so he was not sure how to answer the poll questions on students' behalf.
- Rupak Gandhi stated a preference for adding service that currently does not exist, as current users are already using the current service.

Participants of the second meeting had the following comments after the poll questions:

- Yoke-Sim Gunaratne thought it was good to consider Saturday and Sunday service. Some low-income folks may not have a car, and it will be helpful for them to have access to a bus on the weekends. She appreciated the polls showing the challenges and tradeoffs to consider.
 - Will Calves noted that many service and retail sector jobs have moved to the weekend and that employees need to get to work.

- Yoke-Sim Gunaratne noted that there used to be a bus for low income housing, but it stopped service and was infrequent. She hoped this effort would reach out to businesses and workers that use the bus.
- Destiny Holoday noted that there needs to be big structural changes in the community. Outreach must be done with people who really need the transportation services. Underserved communities need to be in the conversations through grassroots inclusion. She understands this is a five-year process, but people need assistance now.
 - Yoke-Sim Gunaratne hoped the effort would ask social service providers about their clients and services, elderly people, people experiencing disabilities, and homeless populations.
 - Menno Schukking noted that the Wikimap engagement tool allows people to provide comments to specific areas of the city and specific routes. Additionally, project information and tradeoffs will be provided through boards at a pop-up at the Ground Transportation Center (GTC).

VIRTUAL OPEN HOUSE

The project team hosted a virtual open house on Thursday, November 19 at 5pm through a Zoom webinar. The virtual open house covered the same topics as the stakeholder meetings, plus a few additional poll questions on COVID related travel patterns.

Advertising

Advertising for the open house included newspaper ads (both online and in print), social media, and email listservs. The Inforum ran a news brief on the public open house on November 10, running the article both online and in the print edition. A paid ad was also placed in the November 12 print edition FM Extra.

On social media, Metro COG ran a Facebook ad promoting the open house. The event was also shared on the Facebook pages of MATBUS and the City of Fargo. Listserv emails distributed the open house information to the Metro COG list serv, SRC members, the MATBUS TDP stakeholder list, and people who submitted their contact information in the TDP community survey.

Figure 51. Metro COG Facebook Ad

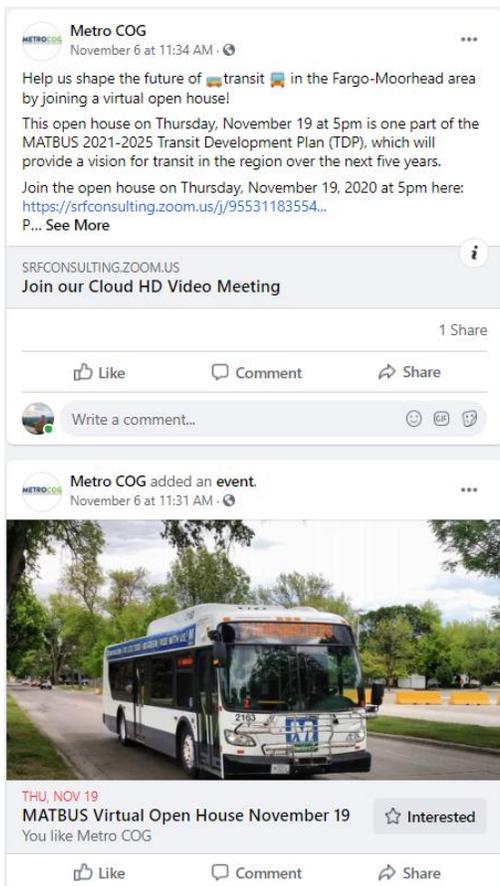


Figure 52. FM Extra Ad

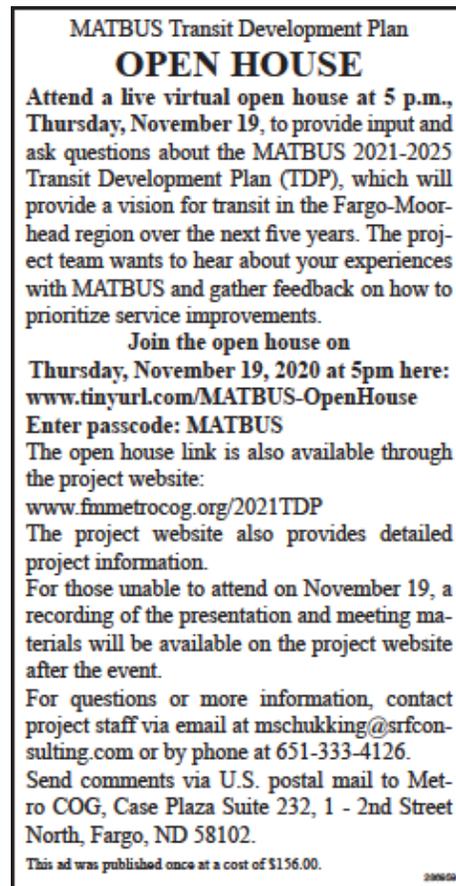


Figure 53. Inforum News Brief

The screenshot shows a web browser displaying the Inforum News Brief website. The browser's address bar shows the URL: inforum.com/news/government-and-politics/6754688-MATBUS-hosting-virtual-open-house-for-new-develop.... The website header includes the Inforum logo, a search bar, and buttons for 'E-PAPER', 'LOG IN', and 'SUBSCRIBE'. Below the header, there are 'Trending Articles' with categories like 'CRIME AND COURTS', 'FOOTBALL', 'ON THE MINDS OF MOMS', and 'OPINION'. The main article is titled 'MATBUS hosting virtual open house for new development plan' under the 'GOVERNMENT AND POLITICS' category. It includes a sub-headline 'NEWS BRIEF' and a photo of a person speaking into a microphone. To the right of the article are several advertisements: a WDAY abc live stream ad, a 'GET EMAIL NEWS ALERTS' button, a jobsHQ ad listing various job openings (Foamer, Construction Laborers, Contract Assistant Public Defender, Administrative Assistant, Board-Certified Behavioral Analyst), and an Adobe Acrobat DC ad for creating PDFs.

GOVERNMENT AND POLITICS

MATBUS hosting virtual open house for new development plan

Written By: News staff | Nov 10th 2020 - 10am.

NEWS BRIEF

FARGO — MATBUS is hosting a live virtual open house at 5 p.m., Thursday, Nov. 19, to provide input and ask questions regarding the MATBUS 2021-2025 Transit Development Plan.

TDP will provide a vision for transit in the Fargo-Moorhead region over the next five years. The project team wants to hear about residents' experiences with MATBUS and gather feedback on how to prioritize service improvements.

To join the open house, visit: www.tinyurl.com/MATBUS-OpenHouse, passcode MATBUS. The open house link is also available through the project website: www.fmmetrocog.org/2021TDP.

For those unable to attend on Nov. 19, a recording of the presentation and meeting materials will be available on the project website after the event.

Presentation

The open house started with the introduction of the presenters and an overview on how to use Zoom. Attendees could post questions in the chat or Q&A function or use the “raise your hand” function to indicate they would like to speak on a topic. Attendees would then be unmuted and allowed to speak.

Fourteen members of the public attended the virtual open house, as well as eight staff members of Metro COG, MATBUS, SRF and AECOM.

Table 30. Open House Attendees

Kelly Shipman	Jonathan Atkins	Lindsey Greenleaf
Don Bachmeier	Wade Kline	Cani Adan
Melissa Rush	Gregg Schildberger	Cynthia Charlton
Jill Hough	Shelly Iesl	Cassie McNames
Joseph Engel	Tammy Schatz	

Project Overview

Menno Schukking (SRF) provided an overview of the project and the public engagement activities. Will Calves (AECOM) gave a brief overview of the findings of the existing conditions summary. The initial project overview, existing conditions summary, and initial community survey results sparked the following comments from meeting participants:

- One resident who lives near Family Fair in south Moorhead would like a faster connection directly to the Sanford clinic in Fargo from the Marriot in Moorhead, without having to transfer at the Walmart in Fargo.
- A participant lives south of 32nd Avenue in Fargo, and the bus does not serve that area.
- One participant would like expanded fixed route service to the industrial park area on the north side of Fargo, where the new Amazon facility will be developed.
- Outreach through social media was the best way to get people aware of future events, one attendee stated.
- A participant wanted to know if the community survey results would be made available to the public
 - Yes, the results will be published along with the draft report on the project website.

During the project overview, a series of poll questions asked participants about their background and transportation habits during COVID. The results of these polls are shown in Table 31.

Table 31. Open House Attendees Poll Questions

1. Before the current COVID-19 pandemic, did you use MATBUS on a regular basis?	
4	Yes
7	No
2. Where do you live?	
4	Fargo (north of I-94)
4	Fargo (south of I-94)
2	Moorhead
2	West Fargo
0	Dilworth
1	Somewhere else
3. Did you work/attend school from home since the start of the COVID pandemic?	
6	Yes
4	No
3	Not Applicable
4. If working/attending school from home, do you anticipate this will continue after the COVID pandemic?	
0	Yes, full-time from home
3	Yes, part-time from home
2	No, return to work/school fulltime
4	Not applicable

Discussion

Jo Ann Olsen (SRF) led the open house discussion on transportation needs and tradeoffs. Developing a better transit system requires the planning team to consider tradeoffs, balance needs, and prioritize improvements. Providing an overview of the current system and initial study results set the stage for a discussion on future transit improvements.

Questions asked to participants included:

- Does existing transit service meet your needs?
- What are the most important current/future transit destinations?
 - Are they served by transit well, or at all?
 - During what times of the day and days of the week are transportation to these places most critical?
 - How will COVID affect future travel patterns?
- Would you consider walking/rolling a longer distance to a faster/more frequent bus?
- How should the system be oriented?
 - Service between NDSU and Downtown?
 - Service between Moorhead and West Acres area?
 - Service between NDSU and West Acres area?
- What outcomes of good transit would you like to see?

During the discussion, participants provided the following responses to the questions:

- A participant would like expanded service, as a disability limits him from driving. Additional service to West Fargo would be appreciated. He would also like to see a route that travels both directions on Main Avenue to access the businesses. This area is difficult to reach in winter, as the closest bus stops are multiple blocks away.
- A participant wondered if Route 9 in Moorhead could be expanded to include the low-income housing in Village Green. Also, this attendee hoped the route could serve the Vista Center better, possibly through reversing the route loop direction. It was also noted that people must cross the several lanes on 34th street from Hardees to the Vista Center, and this is a very dangerous crossing.
- One attendee would like to see 30-minute service to Sanford in Moorhead, as she does not drive a car and needs frequent bus service to get around the city.
- One participant asked about the COVID related cleaning procedures.
 - MATBUS staff explained that the buses get disinfected every night with specialized equipment.
- A participant would welcome more sales taxes and bus fares to pay for increased bus service and expanded coverage in different parts of town.
- When asked what destinations late night service should serve, a participant stated employment and medical facilities.

Tradeoff Polls

Following the discussion, open house attendees could help prioritize addressing the needs through answering a series of tradeoff questions. The results of these tradeoff polls are shown below.

Table 32. Open House Tradeoff Poll Results

Hypothetically, would you rather be able to...	
Response	Tradeoff Statements
3	Wait for the bus for half the time you do today
2	Take the bus to places you cannot today
3	Catch the bus later in the evening
2	Take the bus to places you cannot today
4	Wait for the bus for half the time you do today
2	Catch the bus later in the evening
5	Invest in better weekday service
0	Invest in better Saturday service
3	Add Sunday service
2	Invest in better weekday service
4	Add Sunday service
1	Invest in better Saturday service

GROUND TRANSPORTATION CENTER BOARDS

Four interactive boards were placed at the Ground Transportation Center (GTC) in Fargo from Tuesday, December 1 through Friday December 4. The boards provided information on the TDP planning process and asked visitors to place stickers on the boards in response to various questions and tradeoffs proposed. Visitors could also provide more elaborate comments on a form.

The boards were placed in the lobby of the GTC but were not staffed continuously to minimize exposure to COVID-19. It allowed participants to provide input for the TDP without the need to have access to an internet-connected device.

Figure 54. GTC Board #1

MATBUS Transit Development Plan

Purpose Help us shape the future of Fargo - Moorhead Transit!

- A plan to guide the transit system over the next five years
- Understand community transportation needs and opportunities for improvement
- Review and evaluate the existing route network
- Develop priorities and recommendations that address community goals and needs

Process

Stay Involved

Project website:
<http://fmmetrocog.org/2021TDP>

Provide comments on route improvements:
wikimapping.com/MATBUS-2021-2025-Transit-Development-Plan.html

Want More Info?

Michael Maddox Metro COG maddox@fmmetrocog.org	Joe Kapper SRF Consulting Group, Inc. jkapper@srfconsulting.com
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Responses

Participants provided the following preferences:

- There was a strong preference for adding Sunday service

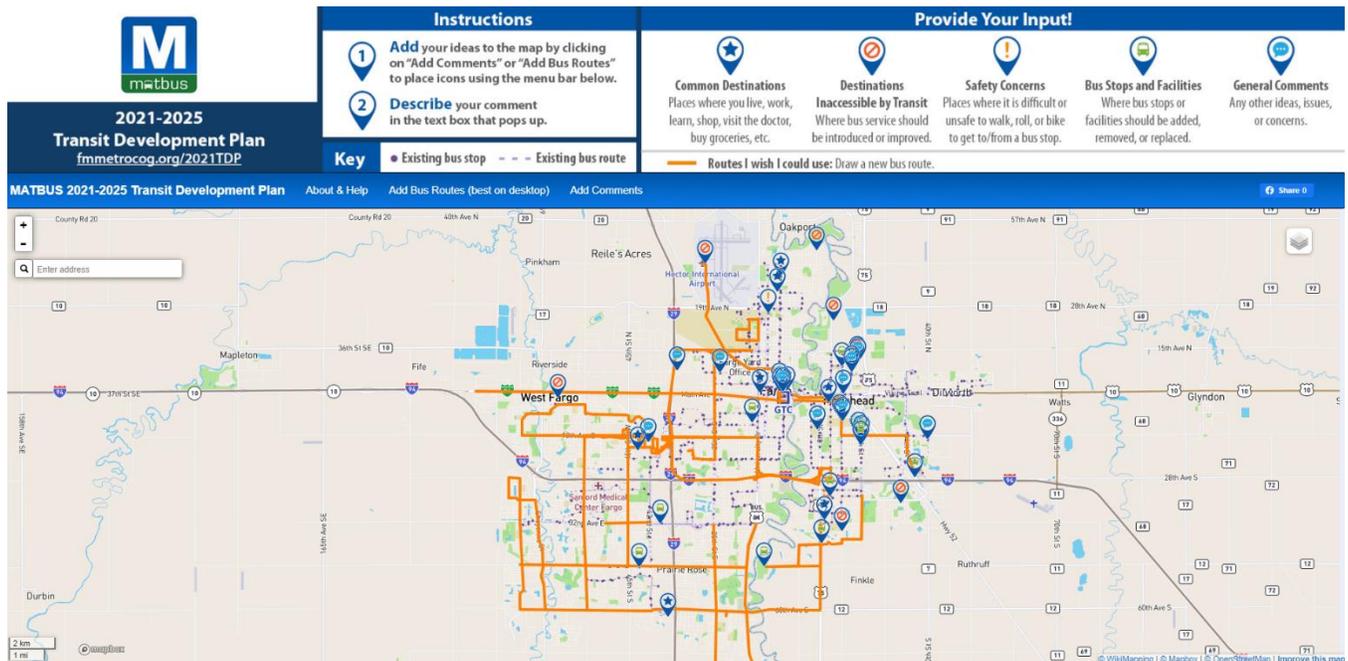
- Slightly more people preferred the bus serving places it does not serve today over shorter wait times or service later in the evening
 - Participants did prefer shorter wait times over service later in the evening
- Shorter wait times and better reliability received more support than improving evening or Saturday service
- For the customer satisfaction questions, participants
 - Agreed that service and fares are easy to access and understand, and that buses operate on time
 - Disagreed that buses and shelters are clean and well-maintained, and that MATBUS provides good customer service

Full results of the GTC boards are shown in the appendix.

WIKIMAP ONLINE TOOL

An interactive wikimap provided the opportunity to leave specific comments on a map of the Fargo-Moorhead metro area. People could leave comments or draw routes on the map and had the ability to zoom in or out on the map to place points or draw routes in specific locations in the community. The wikimap was advertised along with the community survey and open house, posted on one of the GTC boards, and promoted during these events as well as during stakeholder and SRC meetings.

Figure 55. Wikimap Tool



Location Specific Responses

There were 43 location specific (point) comments placed on the map. All responses are listed in the appendix.

Fargo/West Fargo

Comments within the current MATBUS service area, Fargo/West Fargo:

- Snow removal is a concern at Fargo North High School stop along 10th St N & 19th Ave N
- Add frequency to area near 23rd St N & 7th Ave N (Route 17)
- Add shelter and benches to stops on both sides of the street at 9th Ave S & University Dr S, and 15th Ave S & University Dr S

- Improve the bus stop amenities and pedestrian access at 39th St SW & 32nd Ave SW (Routes 14 and 18) and 34th St & 40th Ave S (Route 18)
- A desire to add more heated shelters
- Offering door service to US Bank Center at 4325 17th Ave S
- Improve service to the Walmart and Aldi at 52nd Ave S
- Rerouting service in West Fargo to the Lodoen Center at 3rd St E and 2nd Ave E
- Multiple comments displayed an interest in a streetcar/trolley in the downtown Fargo area and removing on-street parking to do so

Comments outside the current MATBUS service area, Fargo:

- Providing service to the NDSU archives at the West Building, 3551 7th Avenue N and nearby industrial park
- Service to the airport from downtown
- Service northeast of Elm St & 32nd Ave NE
- Add service to Catholic Charities North Dakota, 5201 Bishops Blvd

Moorhead

Comments within the current MATBUS service area, Moorhead:

- The walk distance is too long from 18 ½ St N to bus stops along 17th St N
- Add significantly more benches and shelters at many stops throughout Moorhead
- Buses speed on 17th St N
- Due to the closing of Family Fare, Concordia College students are left without easy access to a grocery store via public transit
- Adding a heated shelter and bus information at 20th St S & 12th Ave S (Route 3). Unfamiliarity with where the bus is going.
- Adding bus stop signs with pictures to explain where the bus is going. Especially a need for people who do not read English.
- Desire to keep service to 40th St S & 14th Ave S (Route 9)
- Add a bus stop at the Vista Center
- Add a bus at on the side of the Lakeland Mental Health Center (1010 32nd Ave S), it can get slick trying to cross 10th Street.
- Desire to pay for tickets with a smartphone

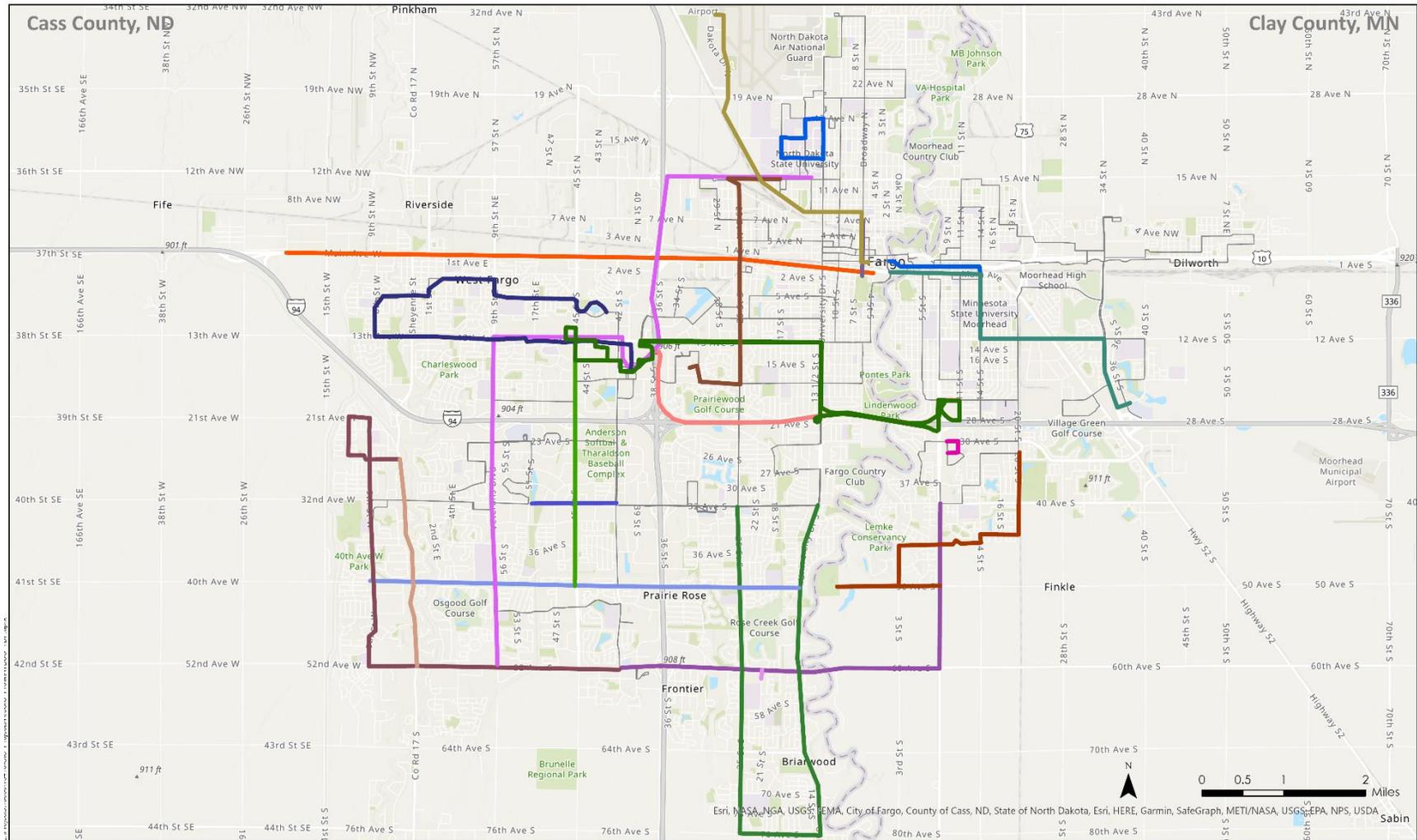
Comments outside the current MATBUS service area, Moorhead:

- Service for employees to the American Crystal Sugar factory north of Moorhead
- Add service to the Village Green area
- Add service south of Reinertsen Elementary school
- Add service to the Bluestem Amphitheater
- Add a south connection across the river from Moorhead to Fargo

Routes Drawn

There were 25 routes (lines) drawn on the map by the public. All comments are listed in the appendix.

Figure 56. Wikimap Routes Drawn



ONE-ON-ONE MEETINGS

The project team met individually with the following groups and organizations:

- Lutheran Social Services of North Dakota – Fargo Refugee Resettlement (December 15, 2020)
- Valley Senior Services – Metro Senior Ride (December 22, 2020)

Notes for these meetings are located in the appendix.

ADDITIONAL COMMENTS

Additional comments on the transit development plan were provided via email or by letter directly to MATBUS or Metro COG staff. These comments included:

- Providing service to the industrial park on the west side of West Fargo (north of the fairgrounds), including the post office distribution center.
- Providing 15-minute service on route 15
- Restructuring Route 18 to serve the Aldi and Walmart at 52nd Ave in Fargo more directly.
- Direct service from Moorhead to West Acres
- Shelter improvements at the Moorhead Walmart and 32nd Ave Hornbacher's in Fargo.

FALL ENGAGEMENT TAKEAWAYS

The key takeaways from the community survey, stakeholder meetings, virtual open house, wikimap, and GTC boards are summarized below.

- A majority of trips for are for work or shopping purposes, with one-third of riders spending more than 30 minutes on the bus
- Many people prefer investing resources in building up frequency and/or span as opposed to providing additional coverage.
- Sunday service is seen as desirable.
- There is a perception of poor on-time performance, and people would like to see additional time at the transfer pulse points to make their connections.
 - Service is stretched too thin, impacting reliability and safety (speeding, quick starts/stops, running yellows)
 - Paratransit users would like to see shorter pick-up windows
- Service and/or service improvements desired/mentioned at the following locations:
 - New Amazon distribution center
 - Near Hector Airport/40th Avenue North – need to confirm the exact location and access driveway area
 - Northern Moorhead
 - Near American Crystal Sugar offices
 - Area served by Route 4 currently
 - River View High Rise
 - Area served by Route 4 currently
 - Be sure grocery stores are served
 - Mentioned especially by university/college stakeholders
 - Maintain frequent service to the Sanford hospital locations
 - Direct service along Main Avenue in Fargo, and University Drive in Fargo.
 - Service south of 32nd Ave in Fargo, plus more direct service to the Walmart and Aldi at 52nd Ave (Route 18)
 - Direct service between NDSU and West Acres, and Moorhead and West Acres
 - Reile's Acres
 - Initial observation appears to show an area with single family detached housing, garages, and no sidewalks
- Route 9 and its service near Sanford Health (in Moorhead) and Vista Center for Education are viewed as problematic
 - Pedestrian access to the Vista Center is a concern
- An overarching theme (reflected by area near Vista Center and Sanford Health) is need for effective pedestrian infrastructure and land use designs amenable to transit use.
- Destinations important for newly arrived immigrants
- Explore and identify areas to expand TapRide service

CHAPTER 5 APPENDIX

Ground Transportation Center Boards

Figure 57. GTC Board #2

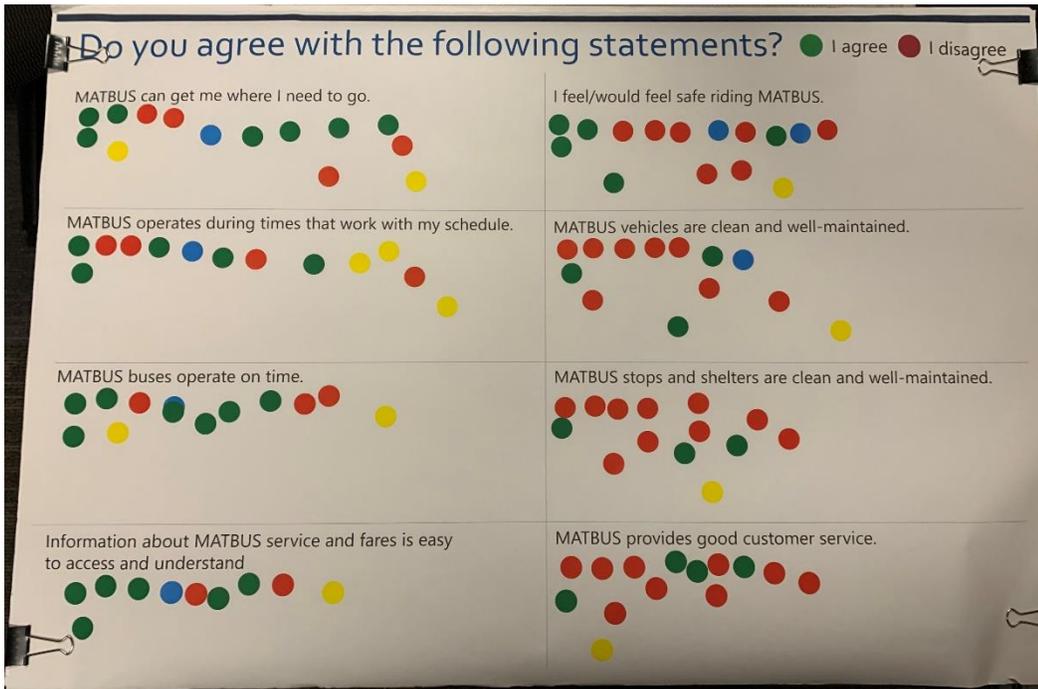


Figure 58. GTC Board #3

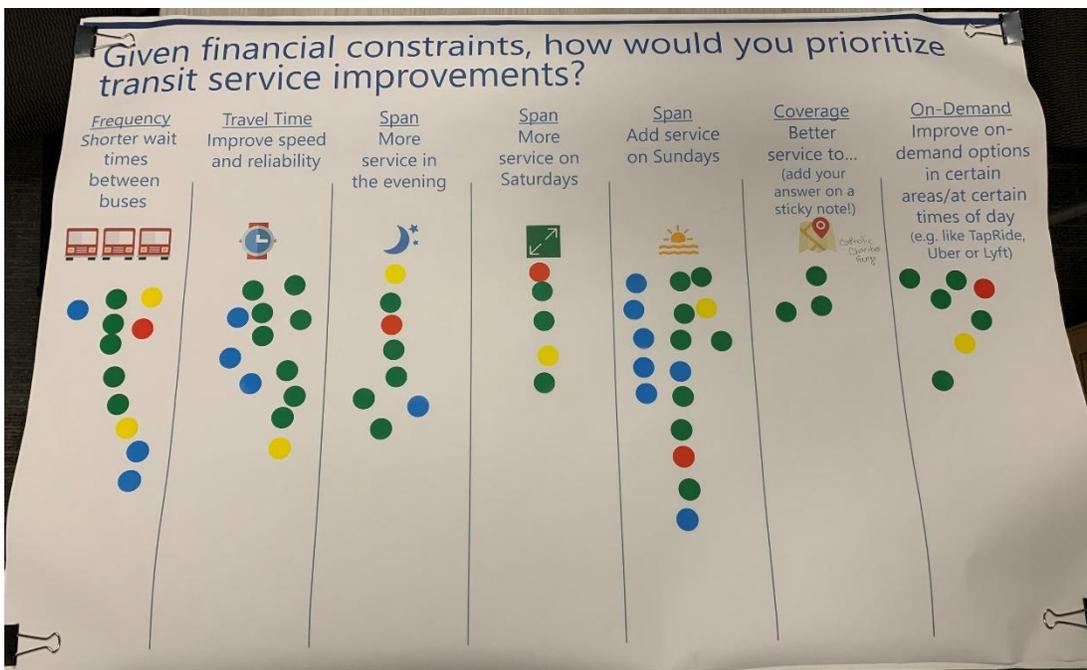


Figure 59. GTC Board #4

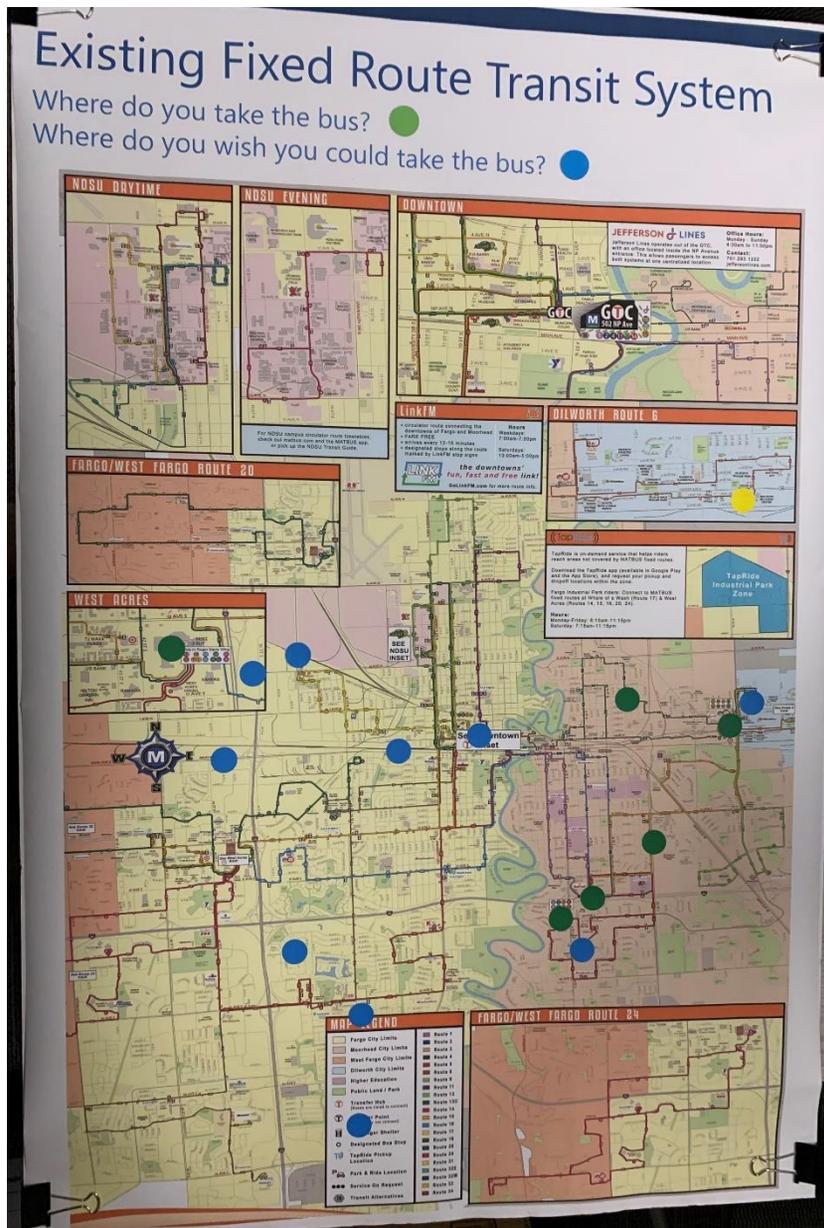
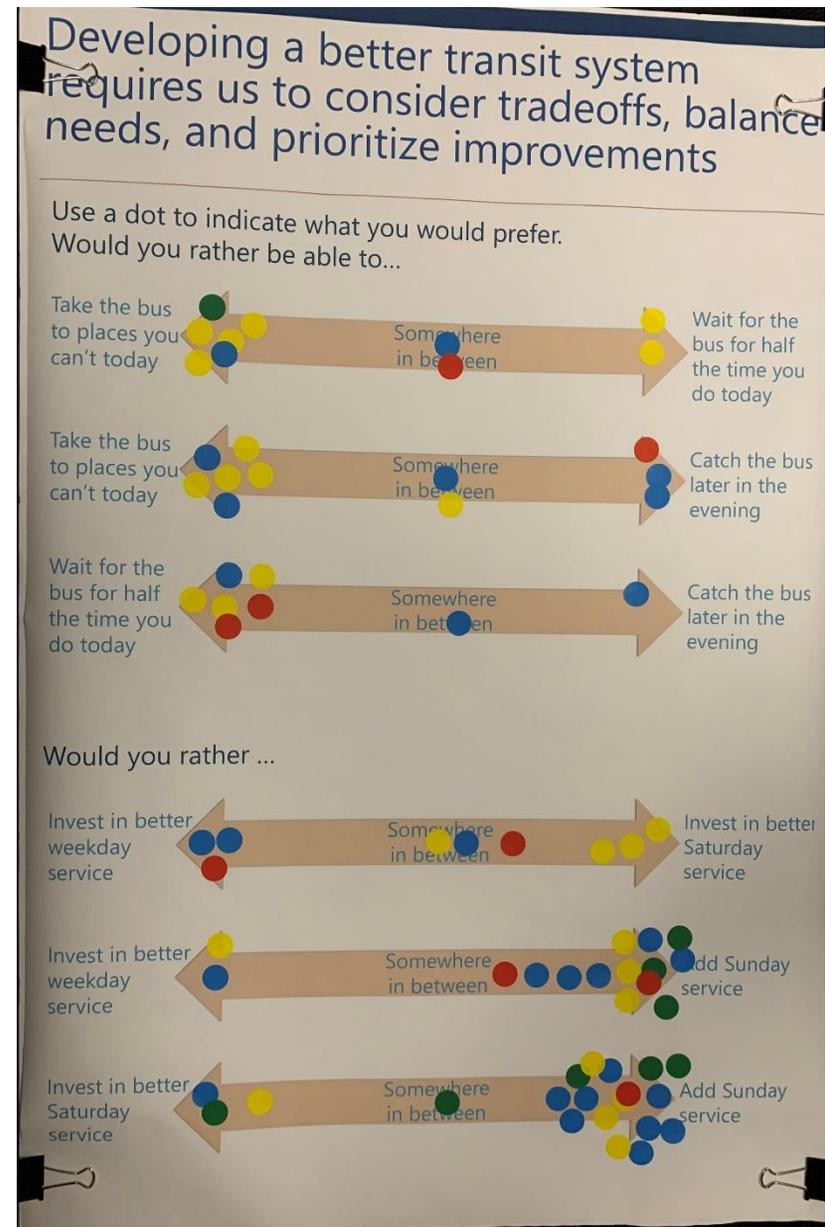


Figure 60. GTC Board #5



Wikimap Comments

Table 33. Wikimap Comments

Category	Comment
General Comment	I wish there would be high frequency bus service within one-quarter of a mile of this location so I can access Moorhead's nightlife options.
General Comment	I think having a trolley car on Broadway would be nice to shuttle people around instead of having onstreet parking where people move block to block for frontdoor parking spots
Inaccessible by Transit	Nobody from this neighborhood is going to use transit due to the distance to a bus route. But then, maybe the fact that bus service was pulled away from Elm and 32nd Avenue N is due to the lack of ridership to/from this area.
Inaccessible by Transit	This area isn't accessible by Transit. There are no current facilities within a mile of residents.
Common Destination	52nd Ave S Walmart - Aldis is being built on north side of 52nd Ave.
Common Destination	Hornbacher's grocery store.
Bus Stop/Facility	Bluestem Amphitheater
Bus Stop/Facility	This bus stop is embarrassing - It is just a sign in a ditch - no sidewalk, right on a super busy intersection. If we want more people to ride the bus we need to have the bus stop facilities that represent the quality of system we have, and the desire for the system to get better.
Inaccessible by Transit	I am elderly as are many of my neighbors. We are unable to walk to 17th Street where there are very few bus stops.
General Comment	Unable to draw a route. The map won't let me.
Safety Concern	Buses speed way too fast down 17th Street
General Comment	There should be benches at every bus stop not just 17th Street but everywhere in the city
Bus Stop/Facility	There is supposedly a bus stop here, but it's just a sign. There should be a defined stop like a shelter.
General Comment	The bus needs to be more frequent in this area.
Common Destination	I wish the bus would offer door service to US Bank Center like they do for Microsoft. Just as many people if not more take the bus daily to this US Bank location to work. Our only options are to get off the bus behind Target by an open lot and walk on down the block and across a huge icy parking lot to get to work from the first closest stop. And if you're dressed in office attire it's very difficult. I actually got the beginnings of frostbite one winter waiting for the bus down the street (fingers began to swell, etc.).
General Comment	We need heated bus shelters in the FM area. Cities with warmer winters have them. If not heated at least more shelters to keep people out of the wind during the winter. Right now West Acres is the only warm area to wait for the bus. Even the temporary MAT bus depot downtown is an outside only wait option right now.
General Comment	<p>If you are able, I would recommend contacting Jarrett Walker. He consults cities on the ridership and general operation of their transit systems (especially busses). You can check out what he does here.</p> <p>A good start to understanding what he believes is here.</p> <p>https://humantransit.org/basics/the-transit-ridership-recipe</p>

Inaccessible by Transit	I would recommend looking into the efficacy of connecting the airport to GTC
General Comment	I have been thinking about the possibility of a streetcar line in Fargo/Moorhead for a long time. The initial line would start at the Moorhead Center Mall and be double-tracked down NP. It would then split and have a northbound track going up 4th St? and the southbound going down Broadway. They would re-meet somewhere around the railroad tracks. It would be double-tracked basically the rest of the way (not sure how this could work) and continue up Broadway and turn west on 12th Avenue and continue to NDSU. It could potentially continue up Albrecht to the FargoDome. This line would have a double purpose. Connecting NDSU to downtown and using the FargoDome and Moorhead Center Mall as parking reserves so there is less of an excuse for people to be complaining about parking. It could be useful for events like RedHawks games, Bison games, any large downtown festival/fair, etc... It would be a very big project, but depending on the political climate, TIGER grant money might be available. It could also be a novel attraction giving Fargo more 'quirk', you could also play into the history of streetcars in Fargo and frame it as a "revival". It could also be a case study of the efficacy of modern streetcars in smaller (>250,000) town.
General Comment	Due to the closing of Family Fare, Concordia College students are left without easy access to a grocery store via public transit. This has been a concern to many students who do not have access to a vehicle.
Inaccessible by Transit	I could use a bus stop here. I work at the Lodoen Center.
Safety Concern	This spot is always filled with snow making getting off the bus and on to the sidewalk extremely hard. A person getting off the bus should not have to climb over a 5 foot tall snow bank to get to the sidewalk.
General Comment	please keep this stop/route
Bus Stop/Facility	Would like to see bus stop on same side as Lakeland Mental Health Center. It can get slick trying to cross 10th Street.
Bus Stop/Facility	This stop needs a shelter with heat. Better bus route info needed. Where the hell is the bus going? I don't feel like researching online. Sounds risky, guess I'm never going to use the bus.
Bus Stop/Facility	Benches and/or bus shelters are desperately needed on EVERY stop for the disabled and handicapped community members that are part of our city.
Inaccessible by Transit	This is a dead zone for bus routes!
General Comment	We need a bus route that can make a stop here at NDSU's West Building, 3551 7th Avenue N. The building is home to the NDSU Archives, and there is no option for students without a car to get here. It could be tied into a route that services Fargo's industrial park area and Case. I would think there would be a need out here for a route.
Bus Stop/Facility	Need a stop at Vista Center for Education
Bus Stop/Facility	RETURN BUS TOPS REMOVED AT 9TH AVE + 10TH ST S AND 9TH AVE + UNIVERSITY S ALSO BRING BACK CHAIRS REMOVED FROM BUS STOPS 15 AVE + UNIVERSITY S. ON BOTH SIDES OF ST.
Bus Stop/Facility	Bus shelter needs heat. Better signage needed to tell me where bus is going. First month of riding bus was extremely frustrating. Worst bus commute experience ever!
Bus Stop/Facility	My mom has a hard time riding the bus because she doesn't read English. Maybe a route sign can be provided that lists the stops and uses pictures to show what places are at each stop
General Comment	When can I start to pay by phone?
General Comment	Can I open a booth and sell beverages and magazines here?
Inaccessible by Transit	American Crystal Sugar should have a destination stop at least once an hour for

	employees
Routes I wish I could use	I would like to go to Harold's for a nice cocktail!
Routes I wish I could use	A south connection across the river from Moorhead to Fargo.
Routes I wish I could use	Connection to south Moorhead neighborhoods.
Routes I wish I could use	south Fargo loop
Routes I wish I could use	40th Avenue S connection. This passes many schools where staff and students could ride the bus (middle and elementary schools). Also it crosses many commercial centers and residential areas.
Routes I wish I could use	52nd Ave S connection and a West Fargo Developments connection.
Routes I wish I could use	connection from university dr to 9th street all along 32nd Avenue. Current gap.
Routes I wish I could use	connection across Main throughout the Metro. Provide access for the industrial areas along Main throughout the corridor.
Routes I wish I could use	Shuttle between South Moorhead Marriott Transfer Hub and West Acres Transfer Hub. Increase connectivity between southern areas of both Fargo and Moorhead, eliminates long trip times when transferring between cities through Downtown Hub.
Routes I wish I could use	This area is no longer frequently served. Route 24 crosses it, but doesn't go down this way. Great number of businesses who need workers and shoppers can't get to/from this corridor easily. (Too long of a ride presently.)
Routes I wish I could use	Faster and more convenient access from E Moorhead to the downtown areas.
Routes I wish I could use	I would like to have the bus stop at share house instead of going straight turn right and and a stop on 9th Ave circle s and the keep going like the normal route from there
Routes I wish I could use	Would like to add bus service for clients and staff to Catholic Charities North Dakota at 5201 Bishops Blvd, Ste B, Fargo ND 58104
Routes I wish I could use	Route from south Moorhead to West Acres area via I-94, S. University & 13th Ave. Could possibly use existing resources by diverting route 15 busses that leave GTC at :00 & :30 past the hour to this route. Would create a timed connection at Marriott with routes 1, 2, 3 & 5. Would keep existing frequency along 13th Ave part of route 15, while adding direct service from Moorhead to Sanford Health, 13th Ave corridor, West Acres shopping area.
Routes I wish I could use	A North-South circulator, I would park my bike or walk and use it daily.
Routes I wish I could use	Route straight from 12 Ave N near NDSU that goes down 25th St to the mall for transfer instead of having to go from NDSU to downtown to the mall for transfer.
Routes I wish I could use	Change Route 5 to where it has Lakeland Mental Health Center stop on it's Northwest corner where the building is located. I have had trouble in the past trying to cross 10th Street during the winter due to slick conditions.
Routes I wish I could use	The buses running North to the Fargodome seem to always go from the Memorial Union and take longer to use than to walk the route (I can only imagine how disabled students manage this, as it's not very ADA-compliant or friendly), when the majority of classes that I take are located along Centennial Blvd or directly off of it. It would be nice if more frequent routes ran along Centennial and the clusters of academic buildings located along it and back up to the Fargodome. As a commuter, I feel that I'm not able to utilize the MATBUS resource because the routes back to the lot are not convenient or reliable from my location. It's great exercise, but it's VERY cold in the winter along the University Drive corridor where the wind is unrelenting.
Routes I wish I could use	A Downtown-To-Airport Connector/Shuttle.

Lutheran Social Services of North Dakota Meeting Summary

Fargo Refugee Resettlement Program MATBUS 2021-2025 Transit Development Plan

Tuesday, December 15, 2020, 1:00-2:00pm
Zoom Meeting – Conference Call

Attendees

Name	Organization/Role	Name	Organization/Role
Michael Maddox	Metro COG	Yasmeen Frost	LSS
Ari Del Rosario	Metro COG	Kawa Hawari	LSS
Jo Ann Olsen	SRF	Hasta Basnet	LSS
Menno Schukking	SRF	Buddha Adhikari	LSS
Will Calves	AECOM	Kul Basnet	LSS
		Mashihullah Fnu	LSS
		Shawan Al Selim	LSS
		Raj Magar	LSS
		Dan Hannaher	LSS

Introduction

Menno Schukking (SRF) led an introduction of the project team and gave an overview of the MATBUS Transit Development Plan (TDP) process. The slideshow used for the November 2020 stakeholder meetings was used as a discussion guide.

Yasmeen Frost introduced the Lutheran Social Services (LSS) refugee resettlement case managers. Case managers provide travel training to newly arrived immigrant refugees.

Discussion

The case managers brought up the following concerns with transit service in the Fargo – Moorhead region.

Service & Destinations

- No bus service on Sundays
 - Need to access employment and shopping on Sundays.
 - But frequency is more important than Sunday service (in West Fargo)
- Growth in employment and housing in West Fargo and South Fargo
 - Costco and Sanford Medical Center along 23rd Ave South
 - Route 18 in West Fargo only comes once an hour and takes a long windy path
 - New Walmart at 52nd Ave South

- Access to Horace – new high-density development at 52nd Ave South & Sheyenne Street (170 Ave S)
- Goldmark housing
- Park Avenue Apartments (42nd St South)
- Bus 15 is the most used route, connecting to the English learning center
- West Fargo service is substandard from demand.
- Most need daytime service. On Sundays, people like to go shopping. Ninety five percent of refugees shop at Walmart on Sunday.
- Apartments at 3363 33 Ave South
 - Along Route 14, north of Fleet Farm
 - Affordable housing section 42
- Fargo Assembly 7th Ave North & 29th St North
 - Industrial area
- Unfamiliar with TapRide
 - May indicate additional marketing is needed/smartphone access
- Some case managers and clients attended M State in Moorhead, but little travel to Moorhead
 - Do not have many families that travel to Moorhead.
- What could improve the transit service:
 - Trips are too long and 1-hour frequency results in waiting a long time to get to work on time
 - Every 30 minutes would be nice
 - Prefer frequent service over Sunday service

Policy

- Grocery bag policy – limits to what items you can bring on the bus and how much
 - May require multiple trips in winter
- Not too enthusiastic about walking longer distances to bus stops, especially without shelters, as people need to carry their groceries in the cold winter
- Fare changes will not be considered as part of the TDP
- Case managers help with a basic cellphone (not smartphone)
 - If smartphone, not always with a data plan

Valley Senior Services Meeting Summary

Metro Senior Ride

MATBUS 2021-2025 Transit Development Plan

Tuesday, December 22, 2020, 1:00-2:00pm

Zoom Meeting – Conference Call

Attendees

Name	Organization/Role	Name	Organization/Role
Michael Maddox	Metro COG	Paul Grindeland	Fargo Parks – Valley Senior Services
Ari Del Rosario	Metro COG	Cindy Girdner	Fargo Parks – Valley Senior Services
Joe Kapper	SRF		
Jo Ann Olsen	SRF		
Menno Schukking	SRF		
Will Calves	AECOM		

Introduction

Menno Schukking (SRF) led an introduction of the project team and gave an overview of the MATBUS Transit Development Plan (TDP) process. The slideshow used for the November 2020 stakeholder meetings was used as a discussion guide.

Cindy Girdner (Valley Senior Services) gave an overview of the Metro Senior Ride program and the rural public transportation program (FTA 5311). Paul Grindeland (Valley Senior Services) provided the agency history and budget background.

Discussion

Metro Senior Ride has 13 vans on that cover the metro area. It is a curb-to-curb service for people aged 60 and over who do not have mobility limitations. Staff is not medically trained, and the vans do not have wheelchair lifts. Fares are \$3 per ride. Service is available on Monday through Friday, 7:30 AM-4:00 PM and customers should make a reservation three to five days in advance. There is no weekend service.

Separately, Valley Senior Services (VSS) operates the rural public transit program (FTA 5311) in Cass County and three surrounding counties with vehicles that are wheelchair accessible. Since it is public transportation, people of any age can ride as long as they take a trip on the North Dakota side. There is no Sunday service.

Michael Maddox (Metro COG) asked about the relationship with MATBUS. Cindy Girdner explained that they work closely with paratransit to allow passengers to go back and forth. They take passengers to the West Acres area and then take MATBUS home. It is not frequent service,

but the passengers know MATBUS provides service later in the evening and can utilize MATBUS to get home.

Michael Maddox asked about the coordination with MATBUS and if there is a contact point for riders? Cindy explained that the riders make the trip reservations themselves separately.

Paul Grindeland (VSS) explained that Moorhead riders can use their paratransit coupons for our service. On occasion, passengers get off Senior ride and get on the county vehicles (rural 5311). Lori Van Beek (MATBUS – City of Moorhead) works with VSS to purchase senior vehicles (state/local and some federal funding). Senior ride in Moorhead is completely covered by Lori. VSS is a division of the Fargo park district. Ridership is reported to the National Transit Database (NTD).

VSS values its relationship with MATBUS. VSS will celebrate its 50th anniversary next year. Vehicles are owned by VSS but get fuel at the city of Fargo.

Michael Maddox asked about future growth plans. Paul Grindeland replied that it is the goal to keep seniors independent and in their home. The metro senior population will continue to grow. VSS expects another vehicle in next 3-5 years to meet increased demand. VSS has a lot of support from local entities (cities) and is confident it will find the funding. The city of Fargo likes working with us, as Metro Senior Ride is half the cost of paratransit to provide a ride. VSS would like to coordinate with MATBUS at major transfer hubs, but not much demand for that currently.

Cindy Girdner explained that there are a lot of regular trips (dialysis, medical) but also a lot of basic needs trips to the grocery store, beauty appointments, etc.

Menno Schukking (SRF) asked about the growth in the city and if mileage is increasing. Pre-COVID, all vans were in used and stretched in service at time. Cindy Girdner would try to get people home 15-20 minutes from the time they call. Due to the stretched service, planning now assumes one ride every 30 minutes whereas it was 20 minutes previously three years ago. This decreased total ridership slightly. During COVID, only one passenger is allowed on the van at a time.

Riders both live in their own homes or apartments, or at assistant living facilities. Assisted living facilities often will only provide medical trips. Customers will call VSS when they are done with their appointments or errands and Metro Senior Ride will pick them back up, unless the return is after service hours. There is not enough funding to provide weekend service. Most of the customers will then use MATBUS or taxi services. VSS has not noticed a change in ridership since Transportation Network Companies (TNCs) started operating in the metro. The cost factor is a major reason people ride with VSS.

For mileage, from July 2018 through June 2019, VSS covered 417,000 miles, of which 230,000 was for the urban Metro Senior Ride and 180,000 for the rural public transit program. There were 55,380 rides total, with 35,097 in for the urban Metro Senior Ride program and 20,084 for the rural

public transit program. They would like to raise fares but want to stay consistent with MATBUS paratransit fares. VSS welcomes efforts to improve coordination with MATBUS, potentially at the Ground Transportation Center (GTC) and West Acres hubs. Jefferson Lines also offers potential at the GTC.

The city of Fargo asked in the past to extend hours to get people home from paratransit or those that work longer hours. After an initial trial, this was not continued.

Paul suggested talking with Lori in Moorhead about senior ride. VSS will be invited and involved in the Coordinated Human Services Transportation Plan (CHSTP) process.

Comments and Emails Received

Email #1

Question/Comment: 1907 4th Avenue NW, West Fargo. Hi Julie-currently there are no busses serving we workers in West Fargo's Annex Post Office location who does not drive. Our downtown Fargo's post office will be relocating next door to the annex, 1907 4th Avenue NW West Fargo, so many more of us around the community will be needing rides to and from work. The downtown Fargo's post office is scheduled to move next door to the annex later this year. Can the board consider giving us public transportation to this location?

Thank you for considering my request.

Email #2

I would like to see 15 minute service restored to Route 15 weekdays--bus is getting too crowded.

Would like to see 15 minute service on Route 15 Saturdays--perhaps starting at 10:15 am to 6:15 p.m.

Route 18 is a disaster and needs an entire new re-routing. Currently, it is going around residential where NOBODY is picked up and one trip takes 3 hours--1 hour to get to Walmart, 1 hour till the bus comes again; 1 hour to get back to GTC--TOO LONG!! There is a new Aldi on 51st out by the 52nd Walmart that needs servicing; also, I believe there is a large "sandwich shop" that is supposed to open up soon in that area also.

45th street should be looked at for more frequent bus service--growing area with lots of new businesses.

During the riot, many people expressed satisfaction with the Moorhead shuttle that ran that one day from West Acres to the Marriott--possible new service?

Moorhead Route 4 having an extra bus--20 minute service--was NICE! Kept bus from getting too crowded.

Moorhead needs a larger bus shelter at Walmart.

Fargo 14 needs a bus shelter on 32nd across from Hornbacher bench.

College Comment Form

COLLEGE SURVEY



MATBUS 2021-2025 Transit Development Plan

The project is a collaboration of the Fargo-Moorhead Metropolitan Council of Governments (Metro COG), the Cities of Fargo and Moorhead, their partners, and the public. Visit fmmetrocog.org/2021TDP for more information

Tell us about your experiences, perceptions, and preferences

1. What are some common destinations in Fargo and Moorhead that Concordia students frequently visit? (most popular grocery stores, coffee shops, entertainment, medical facilities, etc.)

West Acres Mall, Horn Bachus, Moorhead, Walmart

Dilworth

2. In what areas of Fargo-Moorhead do most students live off-campus? Please provide the names of the cross streets/neighborhood/apartment complex

South Fargo ND, 8th Street Moorhead.

3. If you use MATBUS, how well are you able to reach the destinations you listed in questions 1 and 2 to and from campus by bus? Please describe how service could be improved (more direct service, longer hours, weekend service, etc.)

Personally, I rate my travelling process with Matbus to and from these destinations as 6/10. This is because there is

less direct service for customers, too much wait time between the arrivals of boarding buses and the routes do not include neighborhoods within the streets.

4. Would you consider walking/rolling a longer distance to a faster/more frequent bus?

I would prefer using a faster/more frequent bus.

5. How could customer service and bus stops/shelters be improved?

Bus drivers should be more attentive to onboarding customers who wait on the streets so that they do not misinterpret their intentions.

For example, once I was about to cross the street to board a bus, however, the bus moved past me even when I signaled the bus driver to wait. I was only across the road to the bus.

6. What other changes to MATBUS service would you like to see, if any? Please provide any additional comments here, including those specific to a certain bus route, area in the community, or policy.

More efficient ways of relaying rules and policies to customers should be improved and implemented. One important policy is standing directly next to the matbus pole in order to ^{board} bus. ~~the~~ Once, in the heat of winter (which I have not acclimated to yet), I had to wait for 2 hours on a major road because the bus driver did not stop for me. Apparently, I was 4 ft away from the matbus pole and the driver did not still stop when I waved at him. It was my worst experience because I almost froze to death.

• The bus stops and shelters should be improved to have electrical outlets and heat just like the one in West Aox Fargo. They should also be kept clean. Once I had a bad phone that ran out of battery unusually. I was at the bus shelter but couldn't get help because there were no outlets to charge my phone. Catastrophic.

• More ^{bus} ~~routes~~ routes to destinations such as 33rd Ave South Moorhead should be made available.

CHAPTER 6: STRATEGIC PLANNING

Following the examination of existing conditions, the study review committee crafted the values, vision, and mission of the MATBUS Transit Development Plan at the September and November SRC meetings. The values, vision, and mission inform the goals and strategies, which aid in the decision making and prioritization of an organization.

Values are beliefs that guide an organization's culture, decisions, and actions. Examples include integrity, convenience, efficiency, resilience, customer service, and transportation choices.

A vision reflects what an organization believes are the ideal conditions for a community. For example: People can get where and when they want to go in the Fargo Moorhead region.

A mission serves as an organization's action-oriented statement of purpose. For example: MATBUS provides safe, customer-focused transportation options that connect our communities to enhance quality of life.

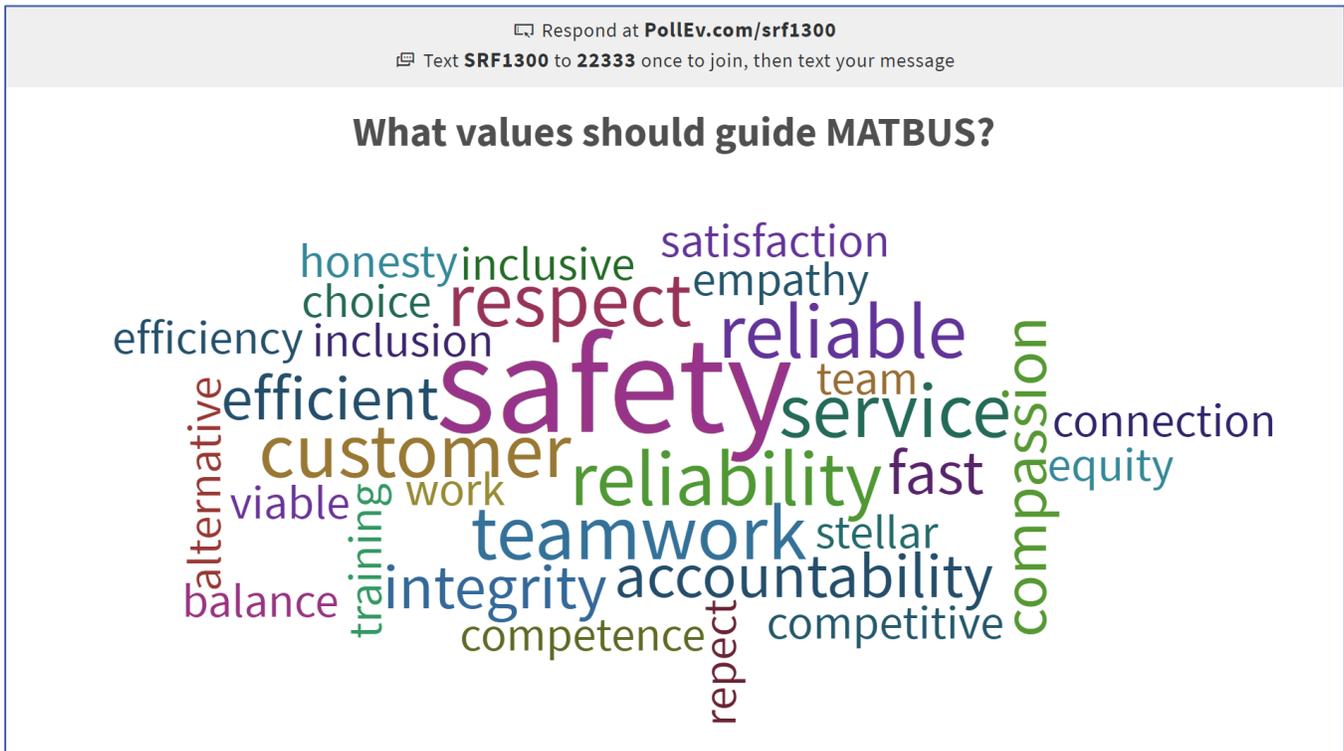
Figure 61. Values, Vision, Mission, Goals, Strategies Pyramid



Values

SRC members submitted the following when asked, "What values should guide MATBUS?"

Figure 62. SRC Values Input



The current nine core values of MATBUS include:

Safety - As MATBUS employees we will conduct ourselves in a manner to reduce the risk of personal injury and property damage to our employees, customers, and the general public.

Integrity – As MATBUS employees we will consistently conduct ourselves honestly, truthfully, ethically, and respectfully, professionally, and take responsibilities for actions to support the activities of the org.

Teamwork – As MATBUS employees we will agree to work together to accomplish organizational goals through open, effective communication, respect others' roles, opinions and diverse talents, and support the consensus of the group and/or objective of those in authority.

Respect – As MATBUS employees we will treat each other and customers in a manner in which the individual wishes to be treated showing regard or consideration for everyone's beliefs and values.

Honesty – As MATBUS employees we will be open, truthful, sincere, straightforward and fair in all interactions with fellow employees and customers.

Accountability – As MATBUS employees we will take responsibility for our decisions and actions following the rules and doing our job to the best of our ability and report opportunities and problems when they occur.

Balance – As MATBUS employees we will achieve job satisfaction and personal health and wellness by effectively managing the demands of our personal and professional lives.

Competence – As MATBUS employees we will accept responsibility and seek out continuing education to apply and develop our skills and abilities in the most effective manner to fulfill the requirements of our position.

Customer Satisfaction – As MATBUS employees we will strive to meet or exceed the needs and expectations of anyone who benefits from our services by providing consistent and reliable service, and continually adapting and improving to meet changing needs.

Vision

SRC members submitted the following when asked to “share your vision for MATBUS – what does success look like in 5 years?”

Increased frequency allows for more reliability and usage
Recognition by public officials and others that public transportation can be a choice
Regional in nature
Long lasting growth
Reliable choice of transportation
MATBUS is a convenient and effective option for any member of the community.
TOD, Integration [between land use and transit]
Success is smart growth, sustainable and realistic
Build long-lasting relationships, founded on safe, fast and reliable transportation serving the greater metro area.
Resources
Ridership
The Fargo-Moorhead-West Fargo Metro will be connected via a reliable, safe, and equitable public transportation system.
Confidence
User friendly
Effective use of resources to assist majority of residents
Coverage, New Services, Ridership, Satisfaction, Meet Needs
Success is also about reality - what can actually be provided and done well within the confines of resources

The new proposed Vision for MATBUS is:

“MATBUS enables people in the Fargo Moorhead region to get where they want to go, when they want go, through a safe, equitable, reliable, efficient and sustainable transit system”

Mission

SRC members submitted the following when asked to “develop a mission statement for MATBUS.”

Our mission is to be a community partner by providing safe, convenient, environmentally-friendly and reliable transportation for our residents and visitors

We offer safe, reliable transportation to citizens and visitors to the metro community, connecting everyone to transportation regardless of socio-economic status.

Cost effective and reliable.

Providing a safe and reliable transportation option that serves every member of the community.

Build long lasting relationships founded on safe, reliable and fast transportation servicing the greater metro area while utilizing cutting edge technology and sustainability efforts.

MATBUS service is integrated into the fabric of our community, meeting the needs of residents, and providing safe, fast, and reliable connections for all citizens .

Safe and reliable ride free from drugs and alcohol.

MATBUS is the public transportation system serving the communities of Fargo and West Fargo, ND, and Moorhead and Dilworth, MN. MATBUS provides convenient, cost-effective city transportation throughout the metro area with 24 fixed routes, linking riders to employment, education, healthcare, entertainment, and more.

The new proposed Mission for MATBUS is:

“MATBUS provides safe, reliable, customer-focused transit options that equitably connect our communities to enhance the quality of life in the Fargo Moorhead region”

CHAPTER 7: PROPOSED SERVICE PLAN – SPRING 2021

This chapter of the Transit Development Plan (TDP) presents the proposed service plan for the Fargo-Moorhead MATBUS system. This service plan is presented in two phases – Phase One and Phase Two. However, Phase Two is intended to be implemented in several “sub-phases”, which are anticipated to potentially require an implementation timeframe that goes beyond 2025. These phases – and the overall system plan – are described in this chapter of the TDP in greater detail.

SERVICE DESIGN PRINCIPLES AND PROCESS

The MATBUS 2021-2025 Transit Development Plan (TDP) was undertaken with the intent to develop a system plan that would allow MATBUS to redesign and reimagine its transit system to allow transit service to grow along with the still-growing Fargo-Moorhead metropolitan area. As such, the plan described here presents a significant increase in the overall level of service provided throughout the region and presents new routes and direct connections throughout the metropolitan area. However, the service plan is grounded in existing key service connections and transit riding patterns that have developed over the past few years, and allows for MATBUS to build off of and strengthen these connections, while still developing services that can serve new ridership markets.

Therefore, although the service plan attempts to “redesign” and “reimagine” the MATBUS system, it nonetheless retains those elements and connections that have proven successful over time.

Finally, it should be noted that the guiding philosophy behind the service plan developed for this TDP is that the ridership losses related to the COVID-19 pandemic in 2020 will – eventually – be regained and that system ridership will continue to grow along with the metropolitan area.

Scenario and Phase Planning

In order to transition from the existing MATBUS system to a redesigned and more robust MATBUS network, service planning was undertaken by first developing differing “scenarios” that represented varying degrees of modifications to the existing MATBUS system.

Scenario A presented minor modifications primarily intended to relieve current running time/on-time performance concerns;

Scenario B presented additional modifications that included some frequency of service changes and the modification of existing services to connect with new generators; and

Scenario C presented new approaches to existing and potential future services that was intended to provide a redesigned and reimagined MATBUS system, along with additional frequency of service and span of service modifications.

Workshop Process

Over the course of several planning workshop sessions held with MATBUS and Fargo-Moorhead Metro COG staff, various elements from all three potential scenarios were selected or rejected depending on a variety of factors, including implementability, the ability to address concerns elicited during the outreach process, the ability to serve certain key generators, and other similar

elements. Next, the remaining concepts were further refined into a two-phase implementation plan, as follows:

Phase One

Phase One is intended to address relatively small-scale elements – primarily, utilizing bus stop spacing and placement standards to address on-time performance concerns.

Phase Two

Phase Two introduces Sunday service and higher frequency of service on some routes, entails a “redesign” of the existing system (i.e., with several routes having their route alignments modified, as well as new routes being proposed), and presents new TapRide (i.e., on-demand transit) service areas.

As was previously mentioned, the modifications in Phase 2 will be further broken down into various sub-phases and will be described subsequently.

ROUTE RECOMMENDATIONS

In this portion of the Transit Development Plan (TDP), the various route recommendations are presented. The overall system is described, as are the routes individually, and as they would appear at the end of Phase 2 (i.e., the “full build-out” of the TDP). Any differences attributable to the phased implementation plan are described in a subsequent section of the TDP.

Addressing Outreach/Analysis Findings

As part of the development of the proposed service plan for the TDP, the study team relied upon the input received as part of the public outreach process, as well as a review and analysis of the existing services, to inform the planning process.

The “key takeaways” from these processes were as follows:

- Many people prefer investing resources in building up frequency and/or span as opposed to providing additional coverage.
- Sunday service is seen as **VERY** desirable.
- Service and/or service improvements were desired/mentioned at several specific locations, including the new Amazon distribution center.
- Analysis shows strong ridership along key corridors between major activity centers, while some other areas appear to have lower ridership.
- There is a need for effective pedestrian infrastructure and land use designs amenable to transit use.

Overall System

The ultimate MATBUS transit network is depicted in the following figures. Figure 25 presents the overall proposed MATBUS fixed route system, while Figures 26 and 27 present “close-ups” of the Fargo/West Fargo and Moorhead/Dilworth areas, respectively. Figure 28 shows the routes serving North Dakota State University (NDSU).

Figure 1: Proposed MATBUS Fixed Route System Map

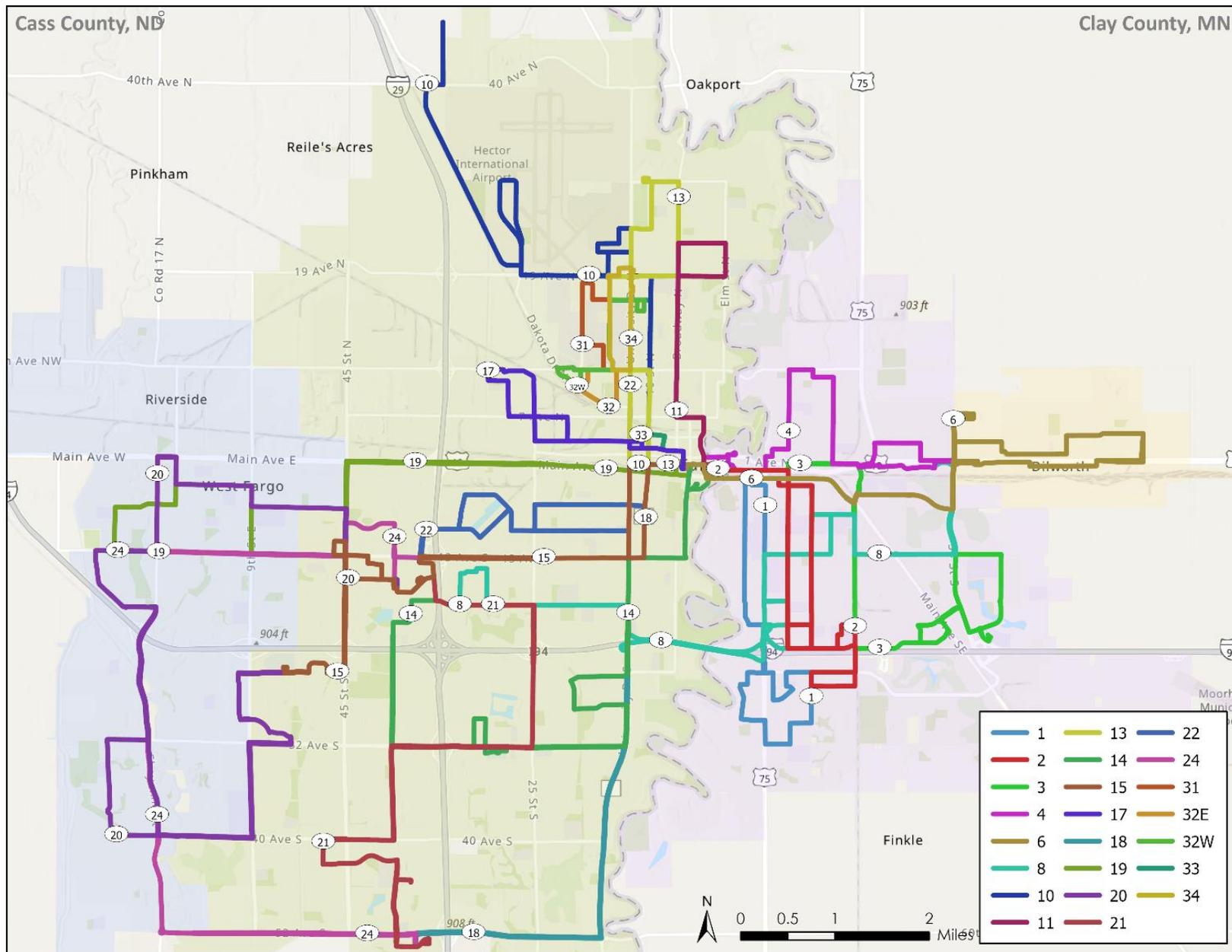


Figure 2: Fargo System Map

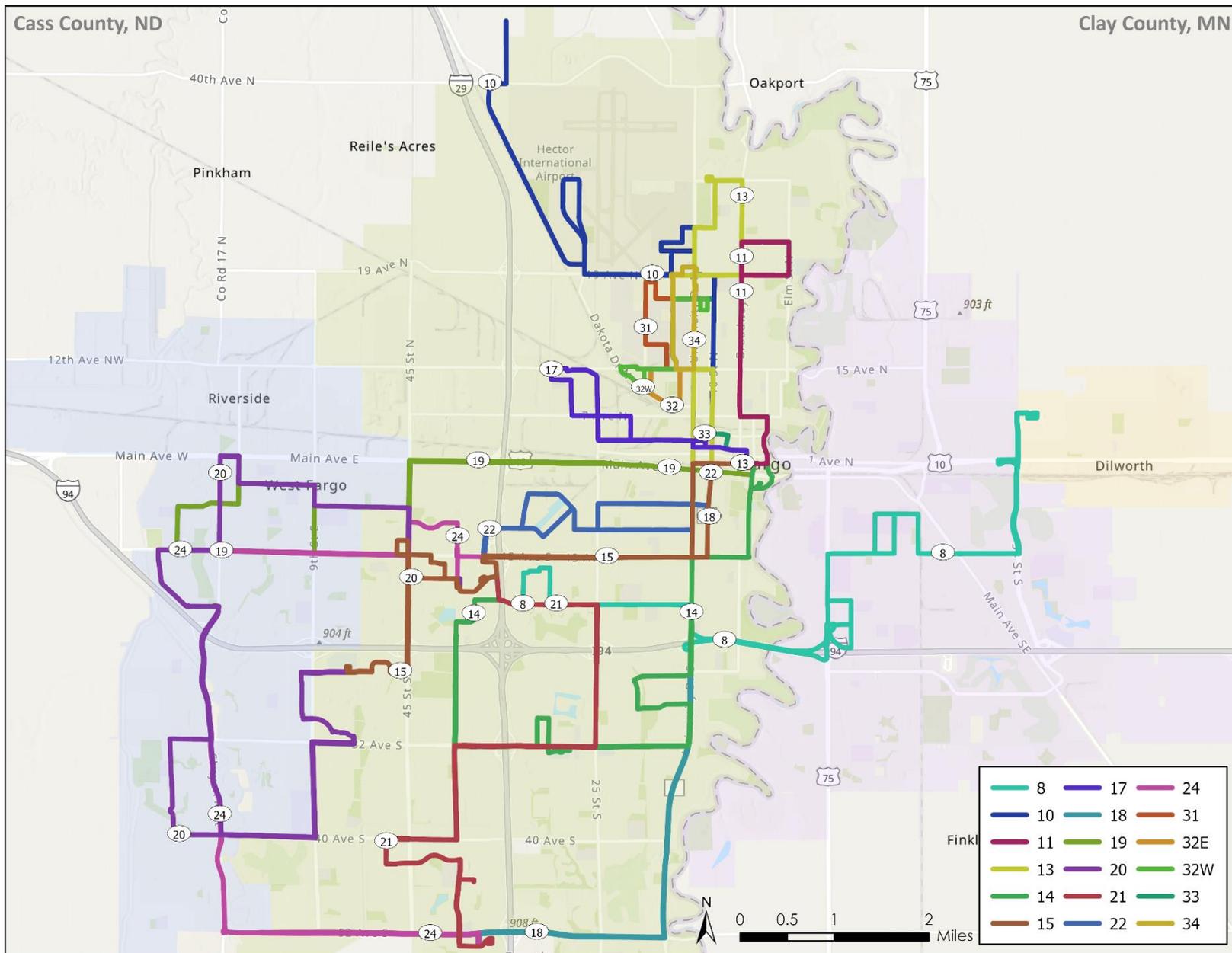


Figure 3: Moorhead System Map

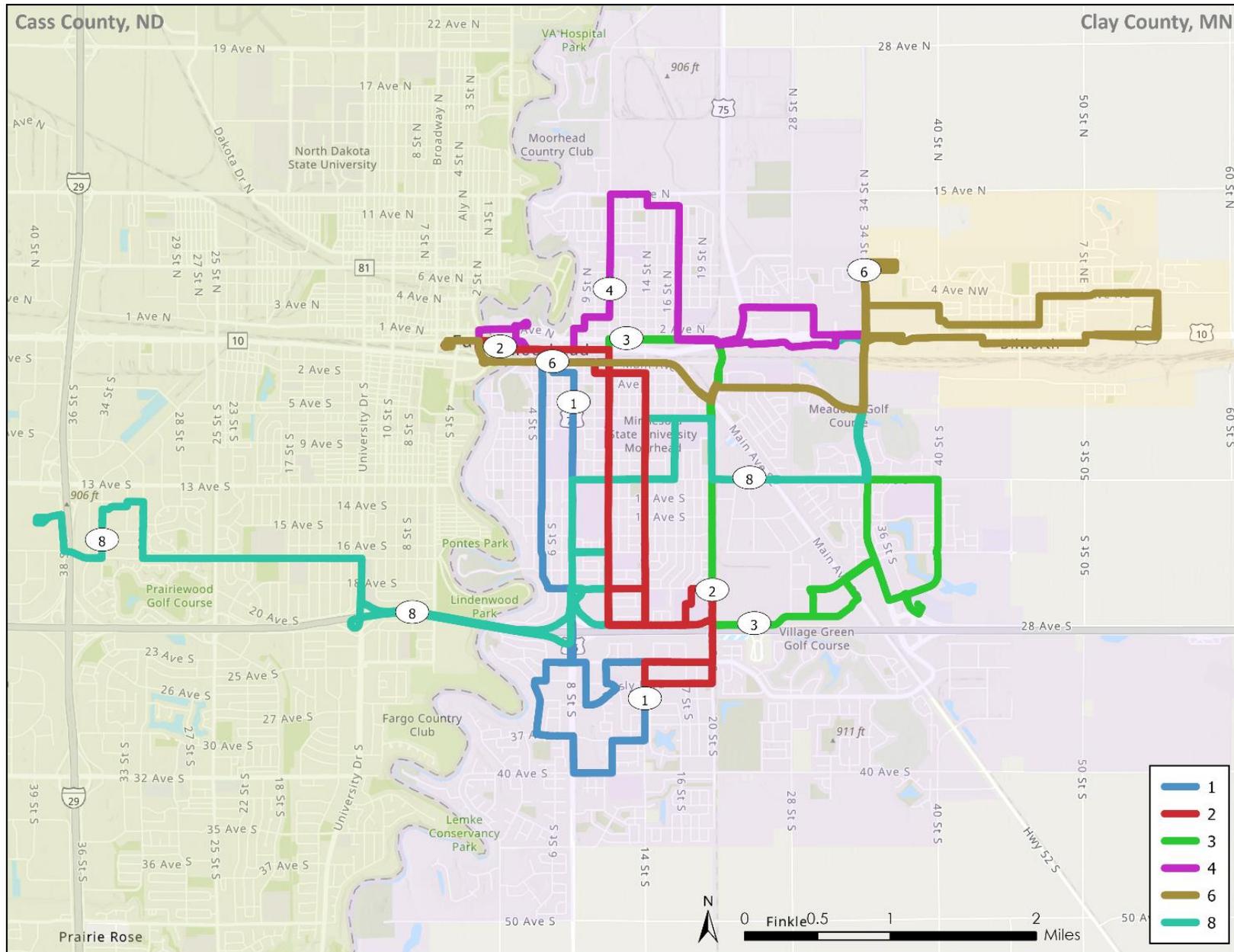
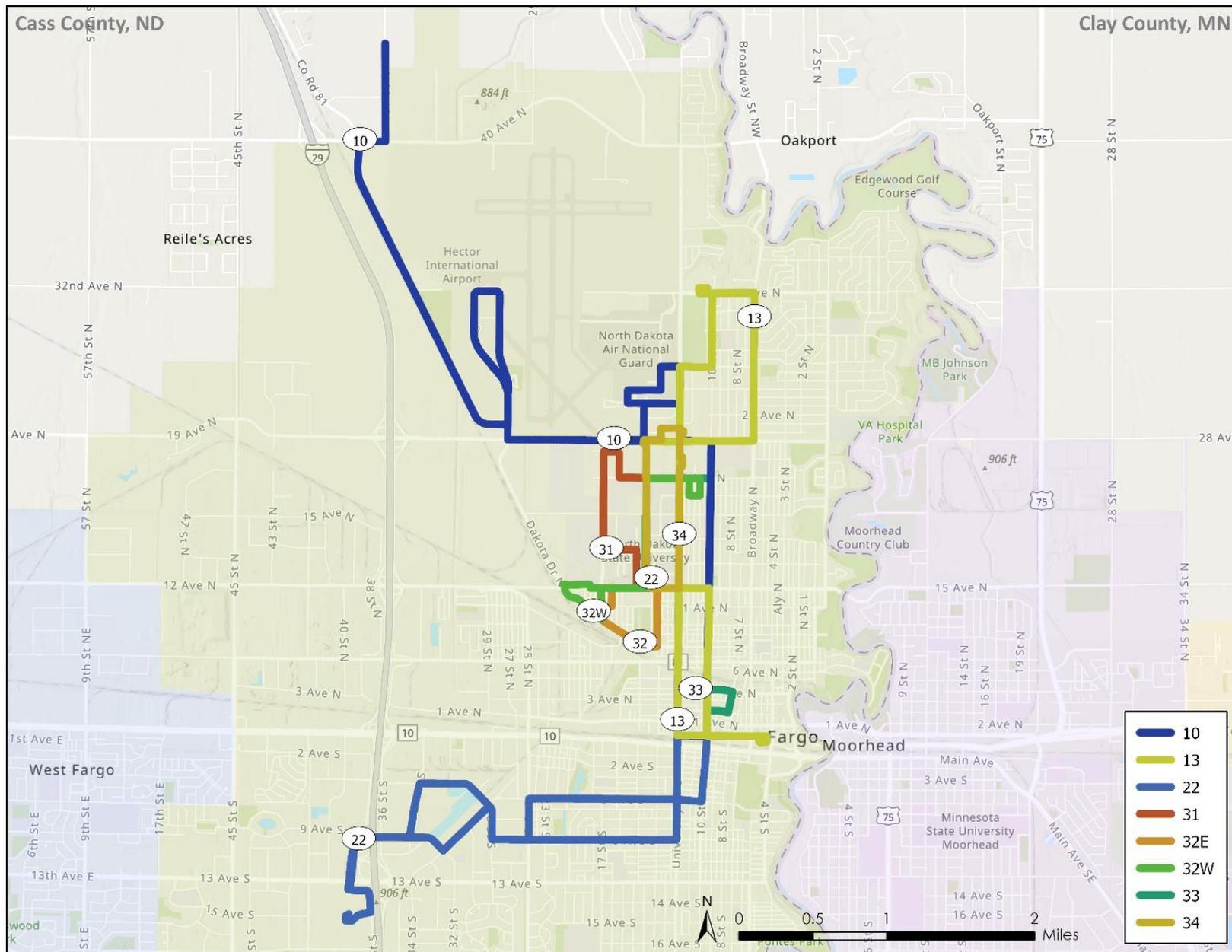


Figure 4: North Dakota State University (NDSU) System Map



Proposed Route 1 – Concordia College

Route 1 will continue to connect Concordia College with downtown Fargo and will be extended to serve a portion of the area currently served by Route 5, which will now be incorporated into Route 1 and Route 2. In addition, Route 1 will operate more frequently and operate on Sundays, which were key elements improvements mentioned throughout the outreach process. Route 1 would be modified to incorporate elements from the current Routes 1 and 5 to provide a more consistent, direct, and less confusing “one seat ride” between the GTC and the areas in Moorhead located south of Interstate 94.

Route 1 would operate every 20 minutes throughout most of the day on weekdays throughout the entire year; on weekday evenings and on Saturdays it would operate every 30 minutes. Currently, Routes 1 and 5 operate every 30 minutes on weekdays and Saturdays.

Route 1 would now also operate hourly on Sundays.

The proposed route would connect the GTC with Concordia College, the Marriott Transfer Center, Rasmussen College and the Azool Shopping Center, using Main Avenue in central Moorhead.

The Hornbacher’s at the Azool Shopping Center would be served.

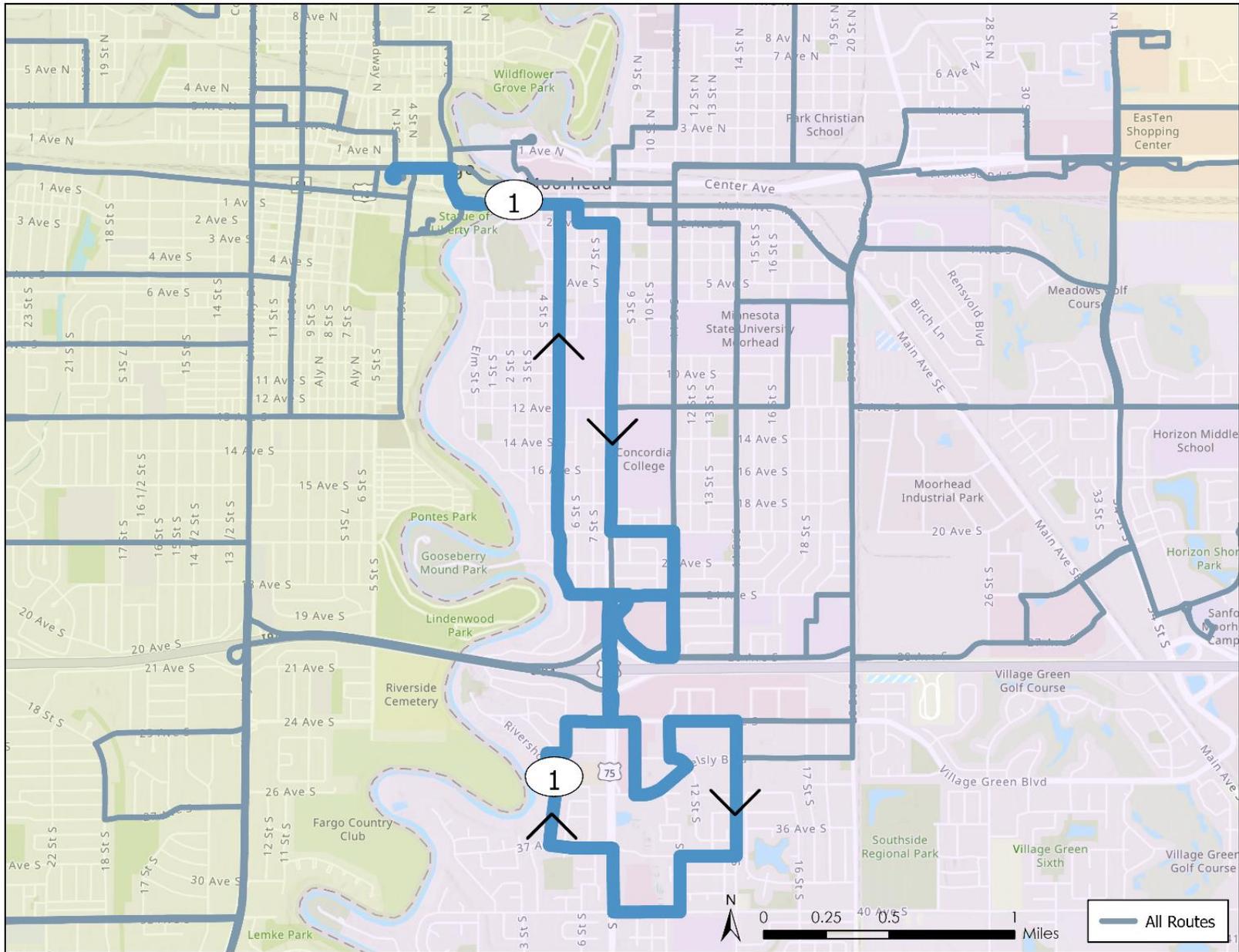
Table 34. Proposed Route 1 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-11:15PM	20	20	20	30
Saturday	7:15AM-11:15PM	30	30	30	30
Sunday	7:15AM-8:15PM	60	60	60	60

Table 35. Proposed Route 1 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	1	5,215	\$469,350
Proposed	3	14,825	\$1,334,250
Difference	2	9,610	\$864,900

Figure 63. Proposed Route 1



Proposed Route 2 – MSU Moorhead

Route 2 will continue to connect MSU Moorhead with downtown Fargo and – similar to Route 1 – will be extended to serve a portion of the area currently served by Route 5, which will now be incorporated into Routes 1 and 2. In addition, Route 2 will operate more frequently and operate on Sundays, which were key elements improvements mentioned throughout the outreach process. Route 2 would be modified to incorporate elements from the current Routes 2 and 5 to provide a more consistent, direct and less confusing “one seat ride” between the GTC and the areas in Moorhead located south of Interstate 94.

Route 2 would operate every 15 minutes throughout most of the day on weekdays throughout the entire year; on weekday evenings and on Saturdays it would operate every 30 minutes. Currently, Routes 2 and 5 operate every 30 minutes on weekdays and Saturdays, with Route 2 providing service every 15 minutes only during the afternoon and only during the MSU Moorhead academic year.

Route 2 would now also operate hourly on Sundays.

The proposed route would connect the GTC with Moorhead Center Mall, the Marriott Transfer Center, Rasmussen College, M State and MSU Moorhead, using Center Avenue in central Moorhead.

The Hornbacher’s on Main Avenue also would be served.

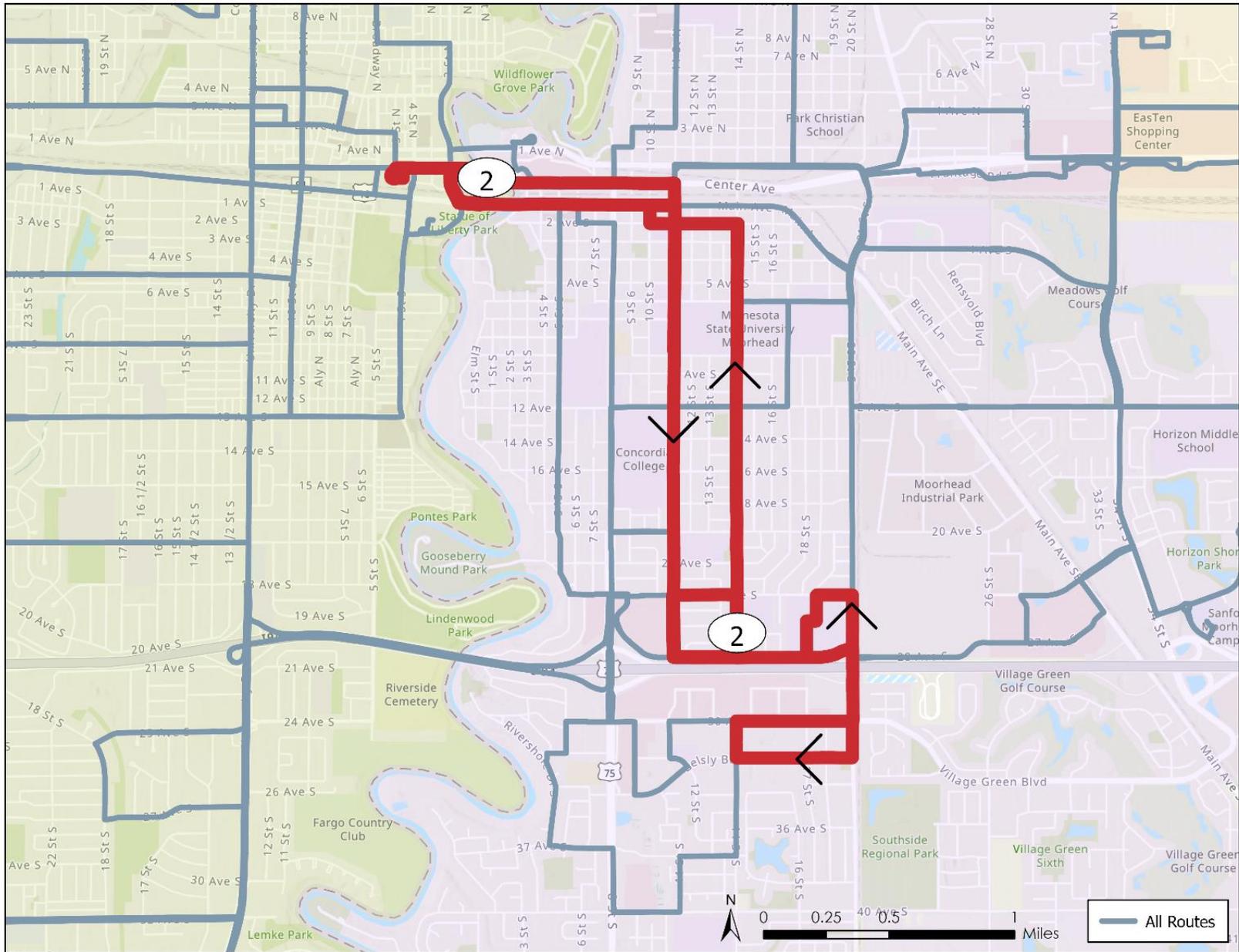
Table 36. Proposed Route 2 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:30AM-11:15PM	15	15	15	30
Saturday	7:30AM-11:15PM	30	30	30	30
Sunday	7:15AM-8:15PM	60	60	60	60

Table 37. Proposed Route 2 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current (includes Route 5)	3	11,450	\$1,030,500
Proposed	4	15,970	\$1,437,255
Difference	1	4,520	\$406,755

Figure 64. Proposed Route 2



Proposed Route 3 – Sanford Moorhead

Route 3 will connect the southeastern area of Moorhead – where the Sanford Health facility is located, as well as the Vista Center – with downtown Fargo. The modifications to Route 3 also allow for continuous bi-directional service along 20th Street South. In addition, Route 3 will operate on Sundays, which was a key element of improvement mentioned throughout the outreach process. To accomplish this, Route 3 would be modified to incorporate elements from the current Routes 3 and 9 and allow for a direct connection between the GTC, downtown Moorhead and the southeastern portion of Moorhead.

Route 3 would operate every 30 minutes on weekdays and hourly on Saturdays. Currently, Route 3 operates every 30 minutes on weekdays and Saturdays, and Route 9 operates hourly on weekdays and Saturdays.

Route 3 would now also operate hourly on Sundays.

The proposed route would connect the GTC with Moorhead High School, M State, Menard’s, the Vista Center and Sanford Health, using Main Avenue and 1st Avenue North in central Moorhead.

Both the Hornbacher’s on Main Avenue and Churches United for the Homeless would be served.

Table 38. Proposed Route 3 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-11:15PM	30	30	30	30
Saturday	7:15AM-11:15PM	60	60	60	60
Sunday	7:15AM-8:15PM	60	60	60	60

Table 39. Proposed Route 3 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current (includes Route 9)	1.5	7,048	\$634,320
Proposed	2	10,453	\$940,755
Difference	0.5	3,405	\$306,435

Proposed Route 4 – North Moorhead

The primary modification to Route 4 is to make it essentially a bi-directional route (with some allowances for limitations imposed by street patterns) in Moorhead, thus making it simpler and easier to comprehend and use for riders. In addition, Route 4 will operate on Sundays, which was a key element of improvement mentioned throughout the outreach process.

Route 4 would operate every 30 minutes throughout the day on weekdays and Saturdays, as it presently does.

In addition, Route 4 would now also operate hourly on Sundays.

The proposed route would connect the GTC with Moorhead Center Mall, the Clay County Court House, Clay County Family Services, the Park View Terrace Apartments and the Dilworth Walmart Transfer Center, using Center Avenue in central Moorhead.

Both the Dilworth Walmart and Churches United for the Homeless would be served.

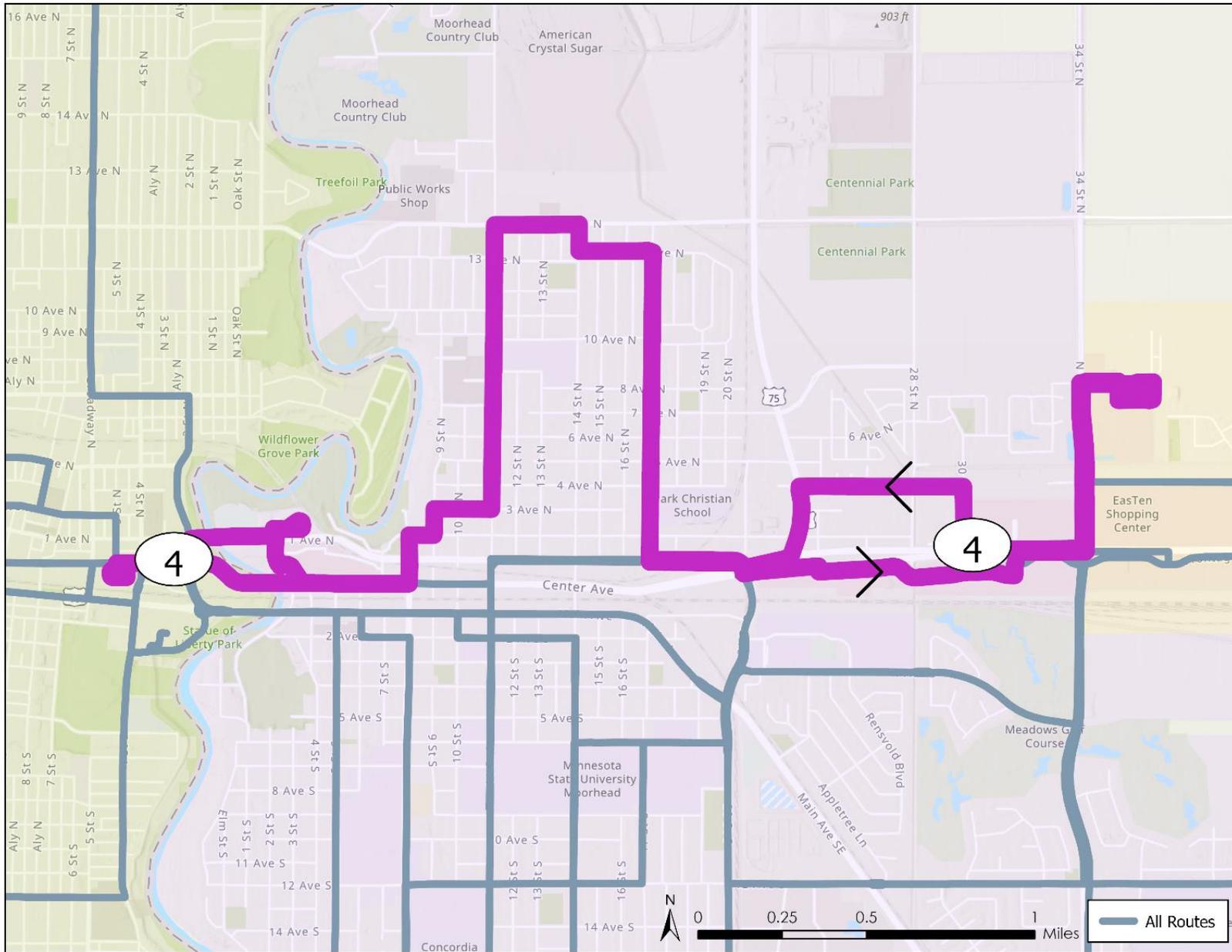
Table 40. Proposed Route 4 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-11:15PM	30	30	30	30
Saturday	7:15AM-11:15PM	30	30	30	30
Sunday	7:15AM-8:15PM	60	60	60	60

Table 41. Proposed Route Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	2	10,430	\$938,700
Proposed	2	11,510	\$1,035,900
Difference	0	1,080	\$97,200

Figure 66. Proposed Route 4



Proposed Route 6 - Dilworth

Route 6 would be modified to provide the bi-directional service in Dilworth (along a collector/distributor loop) and be extended to connect with the GTC in downtown Fargo; this provides for a more convenient and easier-to-use transit service in the Dilworth area. In addition, Route 6 will operate more frequently and operate on Sundays, which were key elements improvements mentioned throughout the outreach process. On Sundays, the route alignment in Dilworth would only be operated in the clockwise direction.

Route 6 would operate every 30 minutes throughout the day on weekdays and Saturdays. Currently, Route 6 operates hourly on weekdays and Saturdays.

Route 6 would now also operate hourly on Sundays.

On weekdays and Saturdays, Route 6 would operate every 30 minutes between the GTC and the Dilworth Walmart Transfer Center; beyond the Dilworth Walmart Transfer Center, every other trip will operate the collector/distributor loop in Dilworth in opposite directions (i.e., clockwise or counter-clockwise), thus providing bi-directional half-hourly service on the collector/distributor loop in Dilworth. However, on Sundays, service will be operated hourly and only in the clockwise direction on the collector/distributor loop.

The proposed route would connect the GTC with Moorhead High School, the Dilworth Walmart Transfer Center and Dilworth, using Main Avenue in central Moorhead.

Both the Dilworth Walmart and the Hornbacher's on Main Avenue would be served.

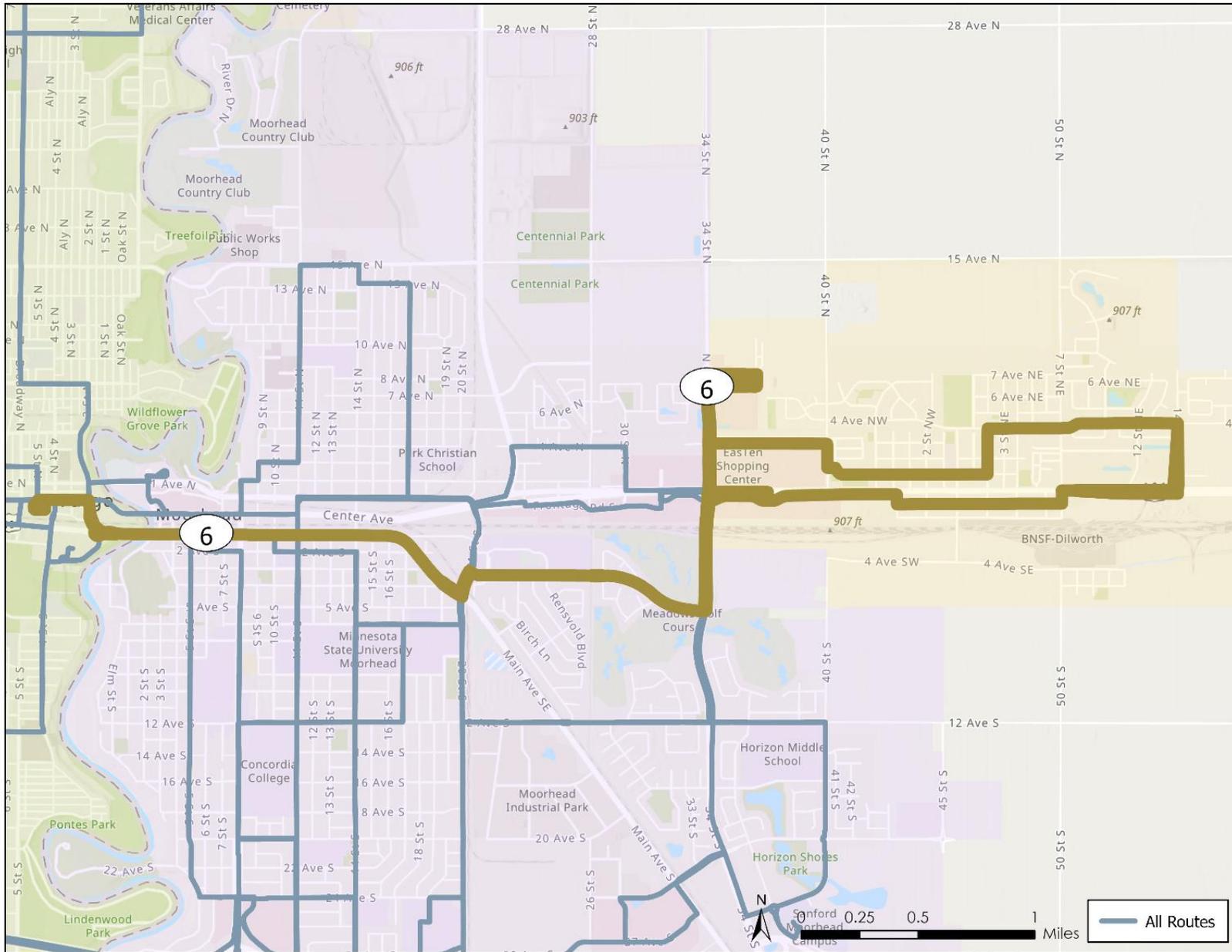
Table 42. Proposed Route 6 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:45AM-8:45PM	30	30	30	30
Saturday	7:45AM-6:45PM	30	30	30	30
Sunday	7:45AM-6:45PM	60	60	60	60

Table 43. Proposed Route 6 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	0.5	5,215	\$469,350
Proposed	2	9,544	\$858,983
Difference	1.5	4,329	\$389,633

Figure 67. Proposed Route 6



Proposed Route 8 – West Acres-Dilworth via Marriott Transfer Center

Route 8 is a “new” route that is a significantly modified version of the current Route 16 and would serve to provide a new connection between the Dilworth Walmart Transfer Center, the Marriott Transfer Center and the West Acres Mall Transfer Center without serving the GTC in downtown Fargo. This new service would increase the convenience of the MATBUS system by allowing for travel between the West Acres area and Moorhead that does not require travel through downtown Fargo.

Route 8 would operate hourly throughout the day on weekdays and Saturdays. Currently, Route 16 operates hourly on weekdays and Saturdays.

The proposed route would connect the West Acres Transfer Center with the Dilworth Walmart Transfer Center via the Marriott Transfer Center, Concordia College, the 12th Avenue South corridor and MSU Moorhead.

The Dilworth Walmart and Cash Wise foods in Fargo would be served.

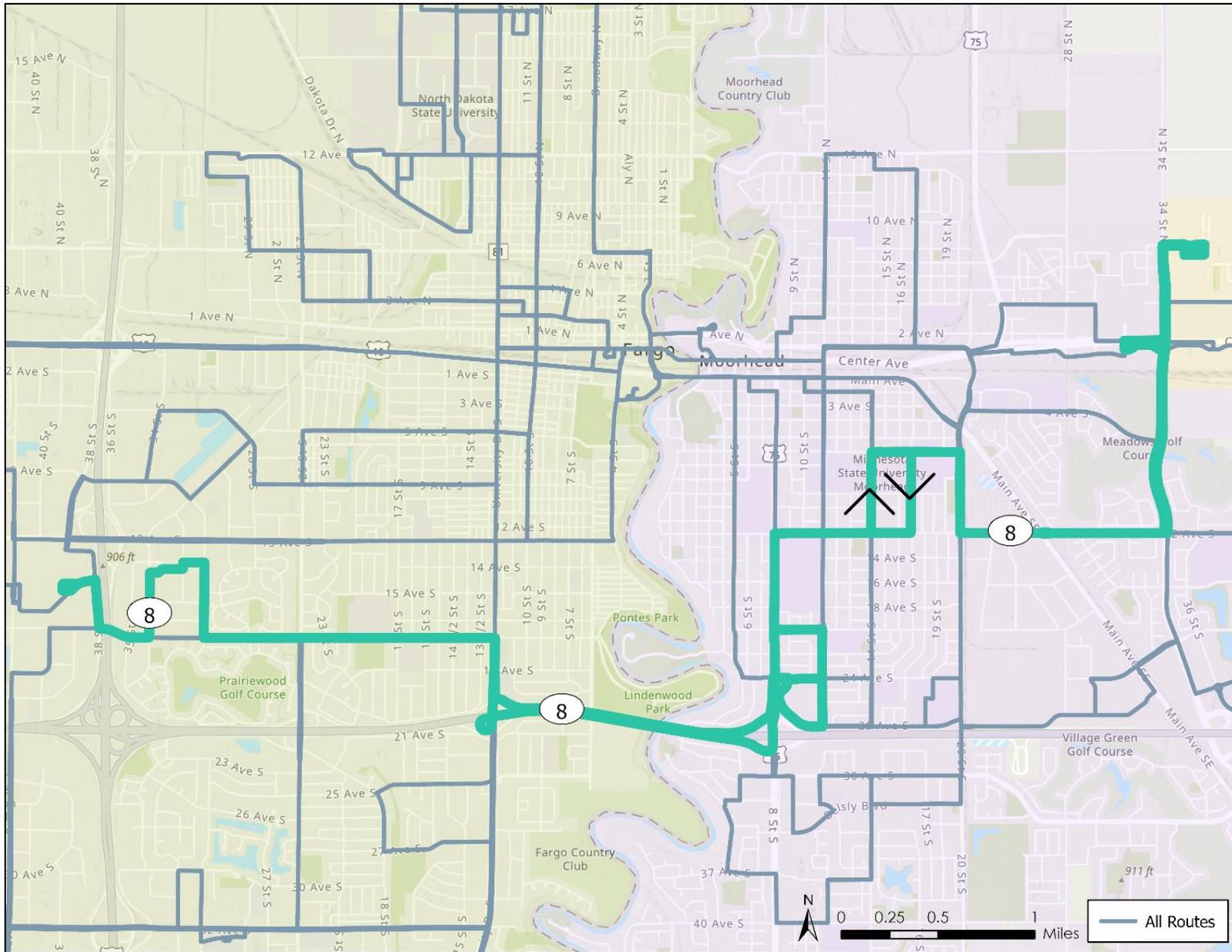
Table 44. Proposed Route 8 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-6:45PM	60	60	60	60
Saturday	7:15AM-6:45PM	60	60	60	60
Sunday	--	--	--	--	--

Table 45. Proposed Route 8 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current (includes Route 16)	1	4,130	\$371,700
Proposed	2	7,717	\$694,512
Difference	1	3,587	\$322,812

Figure 68. Proposed Route 8



Proposed Route 10 – Amazon via NDSU/Hector Airport

Route 10 is a new route that would serve to provide a new connection between the GTC in downtown Fargo, the North Dakota State University (NDSU) campus area, Hector International Airport and the new Amazon Distribution Center. Service to specific traffic generators – and anticipated new ones, such as the Amazon facility – was specifically cited during the outreach process, as was service on Sundays. Route 10 also would serve to provide a connection between the NDSU area, Hector International Airport and downtown Fargo.

Route 10 would provide hourly service on weekdays, Saturdays and Sundays.

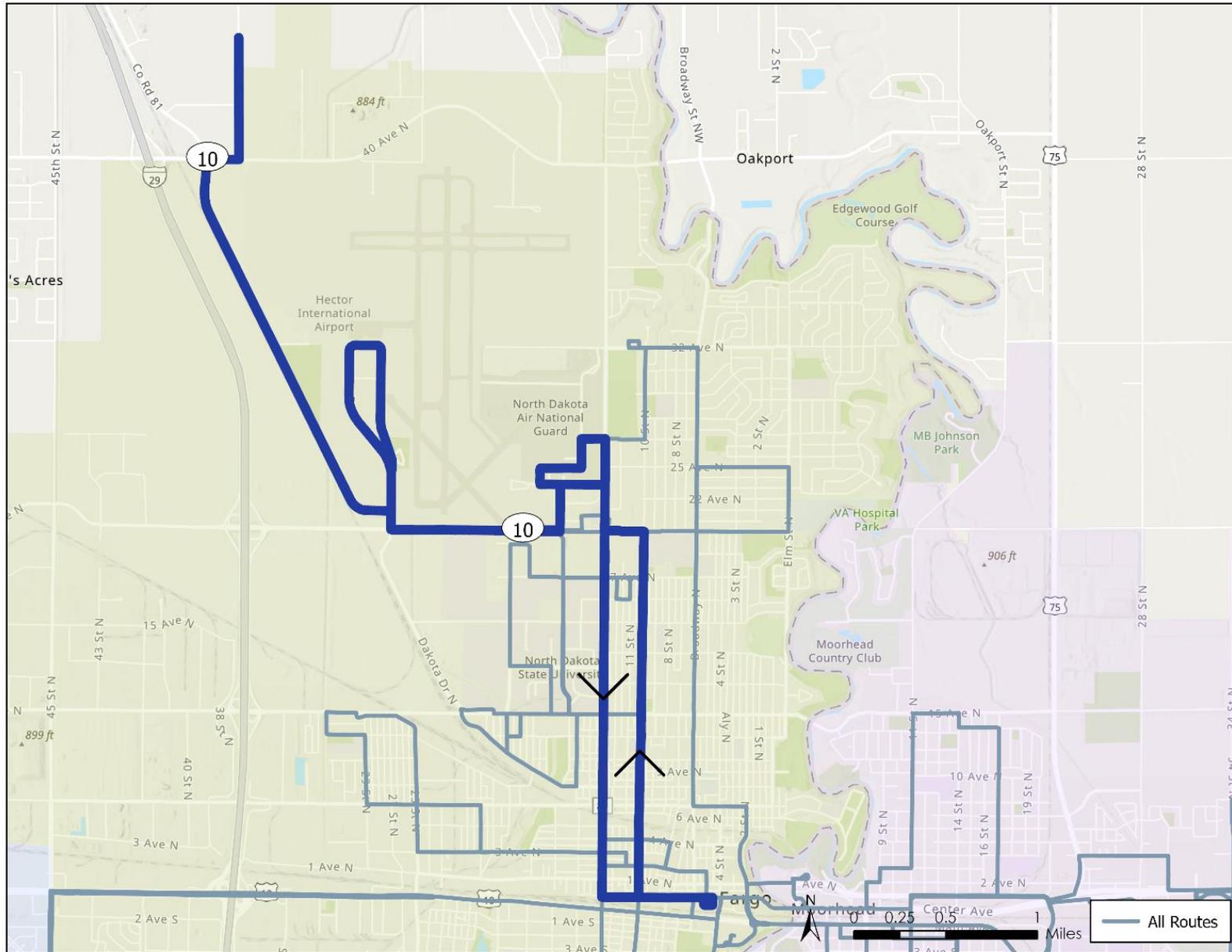
Table 46. Proposed Route 10 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-8:15PM	60	60	60	60
Saturday	7:15AM-6:45PM	60	60	60	60
Sunday	7:15AM-6:45PM	60	60	60	60

Table 47. Proposed Route 10 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	0	0	\$0
Proposed	1	4,802	\$432,180
Difference	1	4,802	\$432,180

Figure 69. Proposed Route 10



Proposed Route 11 – Broadway

Route 11 serves a direct and well-defined corridor in Fargo, and therefore the proposed alignment modifications are relatively limited to a minor change that will help improve reliability. In addition, Route 11 will operate more frequently and operate on Sundays, which were key elements improvements mentioned throughout the outreach process. The downtown Fargo route alignment of Route 11 would be modified to use 2nd Street North and 7th Avenue North to/from Broadway, in order to improve route reliability (as was mentioned previously).

In addition to this alignment modification in downtown Fargo, Route 11 would now operate every 20 minutes throughout most of the day on weekdays, and every 30 minutes in the evenings. Route 11 would operate every 30 minutes throughout the entire service day on Saturdays as well. Currently, Route 11 operates every 30 minutes throughout most of the day on weekdays and Saturdays, and hourly on weekday and Saturday evenings.

Route 11 would now also operate hourly on Sundays.

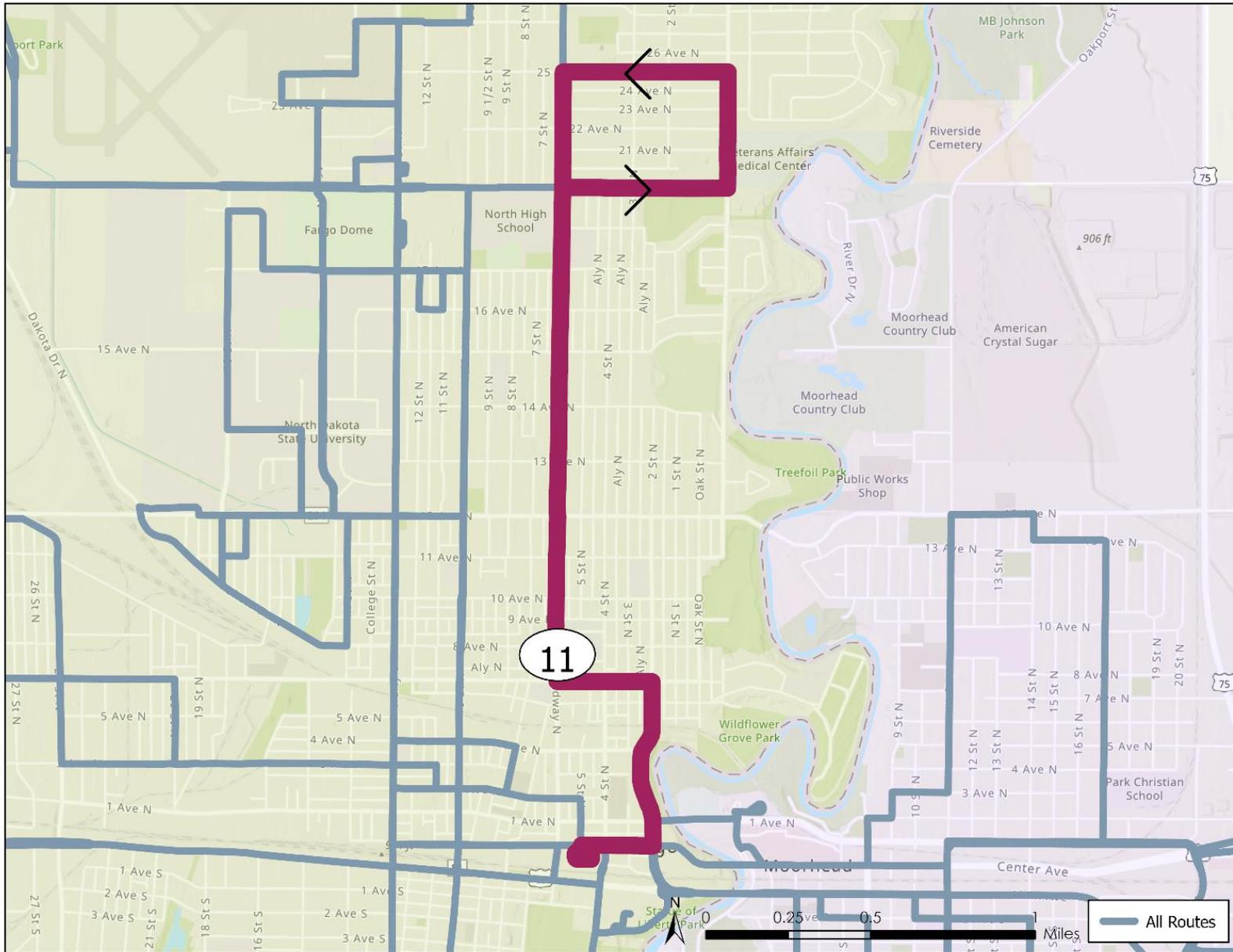
Table 48. Proposed Route 11 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-11:45PM	20	20	20	30
Saturday	7:15AM-11:15PM	30	30	30	30
Sunday	7:15AM-8:15PM	60	60	60	60

Table 49. Proposed Route 11 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	1	4,595	\$413,550
Proposed	2	9,028	\$812,475
Difference	1	4,433	\$398,925

Figure 70. Proposed Route 11



Proposed Route 13 – NDSU

Similar to Route 11, Route 13 serves a well-defined corridor in Fargo and is the primary link between downtown Fargo and the North Dakota State University (NDSU) campus; therefore, the proposed alignment modifications are relatively limited to a minor alignment change that would allow Route 13 to not “double back” on itself through the NDSU campus, so that the route is less confusing and slightly more direct. In addition, Route 13 will operate more frequently and operate on Sundays, which were key elements improvements mentioned throughout the outreach process.

In addition to this slight alignment modification in the NDSU area, Route 13 would now operate every 15 minutes throughout most of the day on weekdays, and every 20 minutes in the evenings. Route 13 would operate every 20 minutes throughout most of the service day on Saturdays as well, with hourly service on Saturday evenings. (Weekday and Saturday service would end an hour earlier than it presently ends, to help fund Sunday service.) Currently, Routes 13 and 13U operate every 30 minutes throughout most of the day on weekdays and Saturdays, and hourly on weekday and Saturday evenings.

Route 13 would now also operate hourly on Sundays.

Route 13 would utilize resources previously allocated to Route 13U but would operate throughout the entire year.

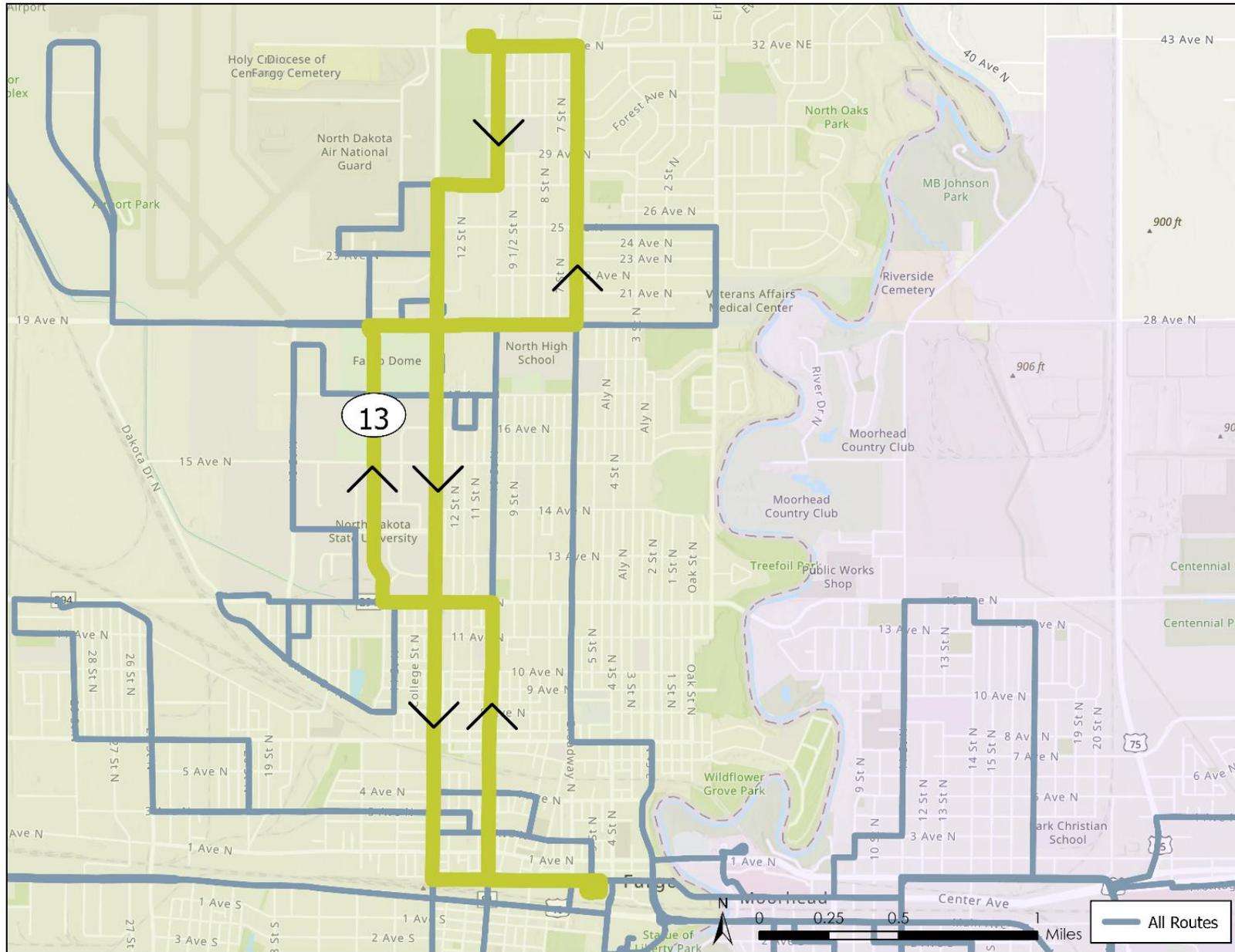
Table 50. Proposed Route 13 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-10:15PM	15	15	15	20
Saturday	7:15AM-10:15PM	20	20	20	60
Sunday	7:15AM-10:15PM	60	60	60	60

Table 51. Proposed Route 13 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current (includes Route 13U)	3	11,940	\$1,074,600
Proposed	3	13,408	\$1,206,720
Difference	0	1,468	\$132,120

Figure 71. Proposed Route 13



Proposed Route 14 – 32nd Avenue via 4th Street & University Drive

Route 14 would be modified to provide service in areas no longer served by the modified Route 8 (formerly Route 16) near downtown Fargo, thus allowing the heavily modified Route 8 to provide for its new connection between Moorhead and the West Acres area. In addition, Route 14 will operate on Sundays, which was a key element of improvement mentioned throughout the outreach process.

Additionally, Route 14 would continue to operate between the Chestnut Ridge Apartments, the GTC in downtown Fargo, the 32nd Avenue South area and the West Acres Transfer Center. A slight modification to Route 14's alignment near the West Acres Transfer Center would allow for service to the various apartment complexes located immediately south of the West Acres Mall (along 40th Street SW and 18th Avenue SW).

Route 14 would operate every 30 minutes throughout most of the day on weekdays and Saturdays, and hourly in the evenings on weekdays and Saturdays, as it currently does. (Weekday and Saturday service would end an hour earlier than it presently ends.)

Route 14 would now also operate hourly on Sundays.

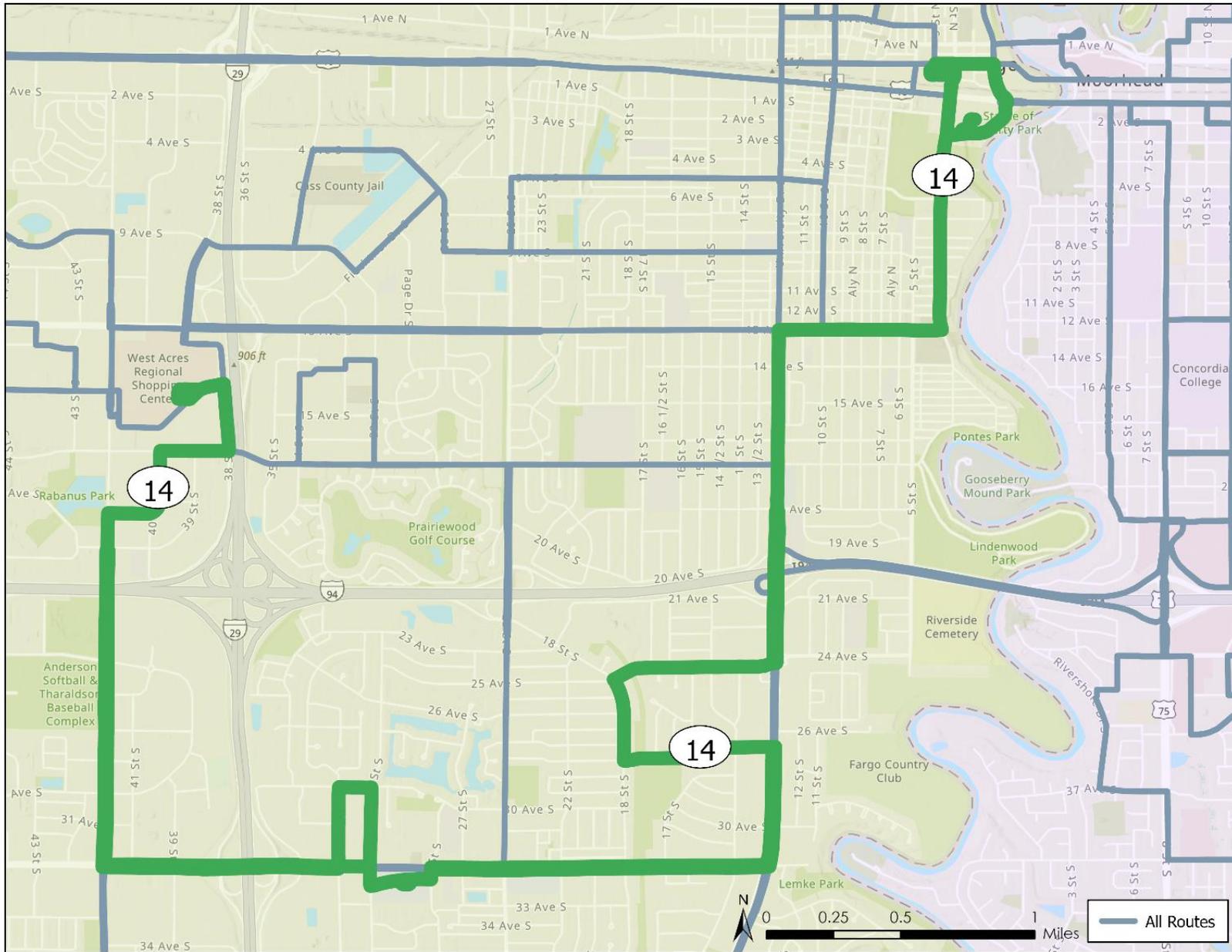
Table 52. Proposed Route 14 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-10:15PM	30	30	30	60
Saturday	7:15AM-10:15PM	30	30	30	60
Sunday	8:00AM-7:00PM	60	60	60	--

Table 53. Proposed Route 14 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	3	13,976	\$1,257,840
Proposed	3	14,310	\$1,287,900
Difference	-1	334	\$30,060

Figure 72. Proposed Route 14



Proposed Route 15 – Sanford Fargo via West Acres

Route 15 is one of the best-performing routes in the MATBUS system, as it provides a direct and key connection between downtown Fargo and the West Acres area. Therefore, the modifications to Route 15 are intended to strengthen it and to anchor it and key traffic generators mentioned throughout the outreach process. In addition, Route 15 will operate more frequently on Saturday evenings and operate on Sundays, which were key elements improvements mentioned throughout the outreach process.

Route 15 would be modified with an extension to the Sanford Medical Center in Fargo, thus creating a key “spine” corridor between the GTC, the West Acres Transfer Center, the 13th Avenue South Walmart and the Sanford Medical Center. Service would operate every 15 minutes throughout most of the day on weekdays, with service every 30 minutes on weekday evenings, as Route 15 presently does. On Saturdays, service would operate every 30 minutes throughout the entire service day. Currently, Route 15 operates every 30 minutes most of the day on Saturdays, but hourly on Saturday evenings.

Route 15 would now also operate hourly on Sundays.

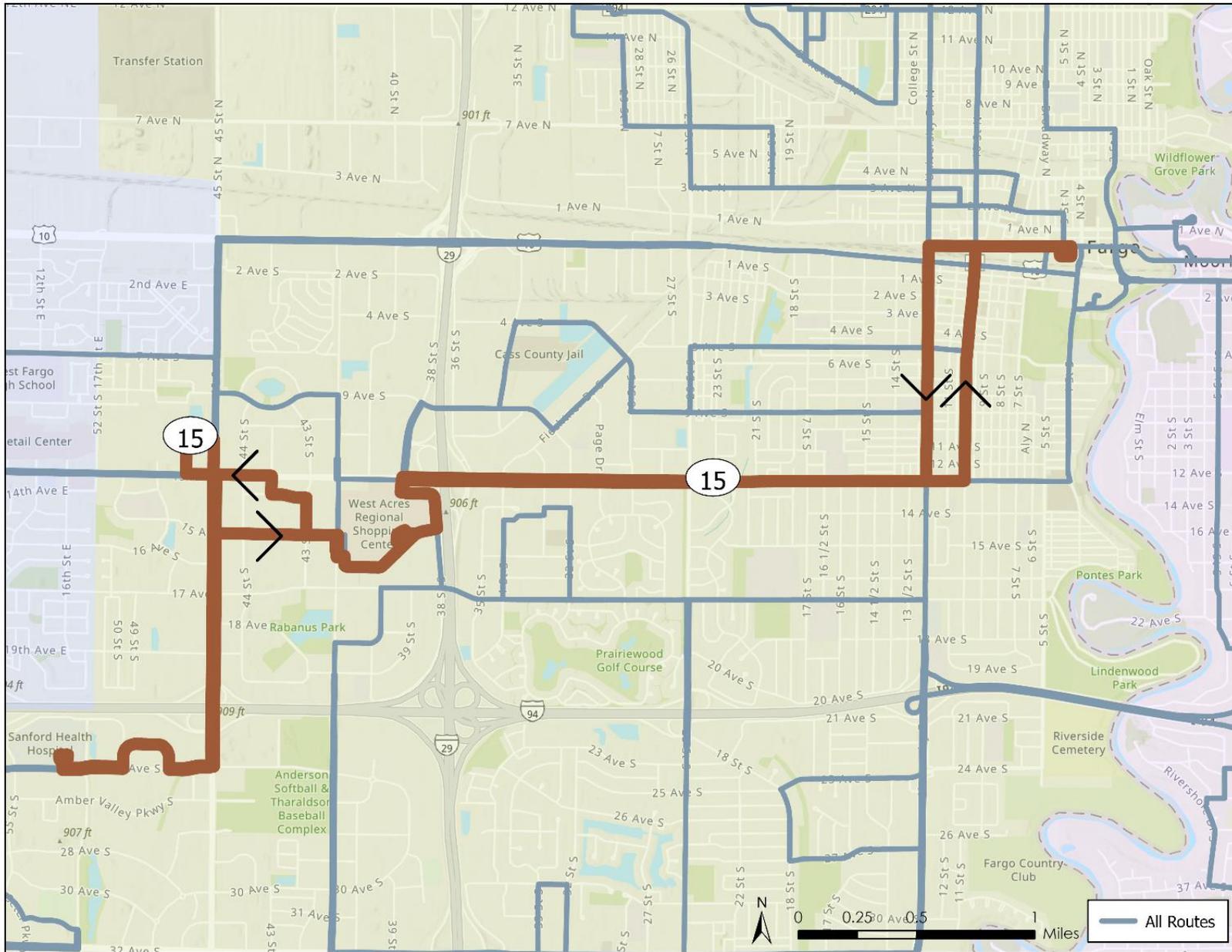
Table 54. Proposed Route 15 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-11:15PM	15	15	15	30
Saturday	7:15AM-11:15PM	30	30	30	30
Sunday	7:15AM-8:15PM	60	60	60	60

Table 55. Proposed Route 15 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	4	16,578	\$1,492,020
Proposed	6	25,483	\$2,293,500
Difference	2	8,905	\$801,480

Figure 73. Proposed Route 15



Route 17 – 12th Avenue North

Route 17 remains unchanged, and continues to serve the Madison Park area, as well as the MATBUS maintenance base.

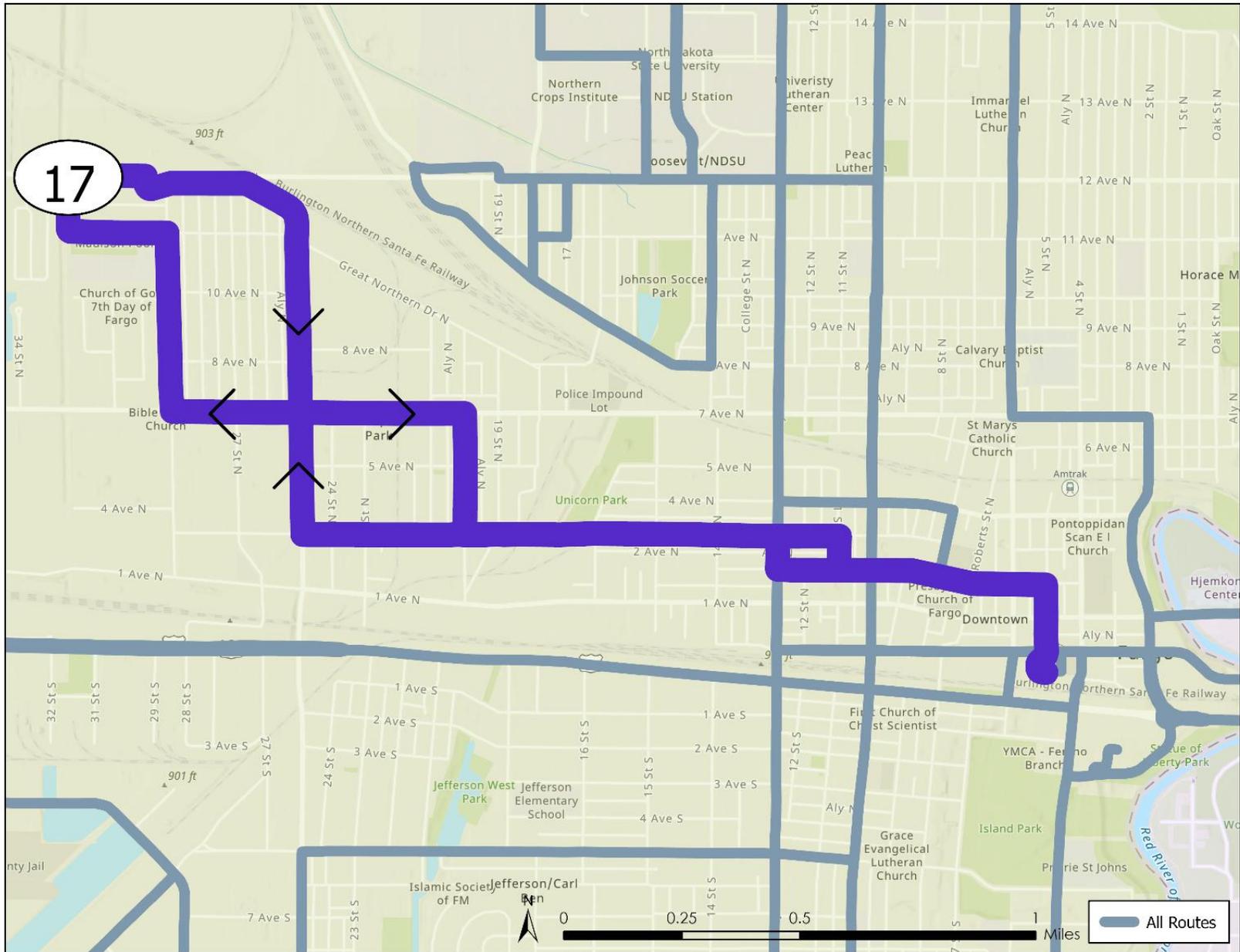
Table 56. Proposed Route 17 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-10:15PM	60	60	60	60
Saturday	7:15AM-10:15PM	60	60	60	60
Sunday	--	--	--	--	--

Table 57. Proposed Route 17 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	0.5	2,608	\$234,675
Proposed	1	2,608	\$234,675
Difference	0.5	0	\$0

Figure 74. Route 17



Proposed Route 18 – Walmart via 52nd Avenue & University Drive

Route 18 would be modified to provide continuous bi-directional service along South University Drive and 52nd Avenue South. To accomplish this, Route 18 would be significantly modified in its alignment between the GTC and the Fargo Walmart; other route proposals will serve areas no longer served by Route 18.

Route 18 would operate hourly throughout the day on weekdays and Saturdays, as it currently does.

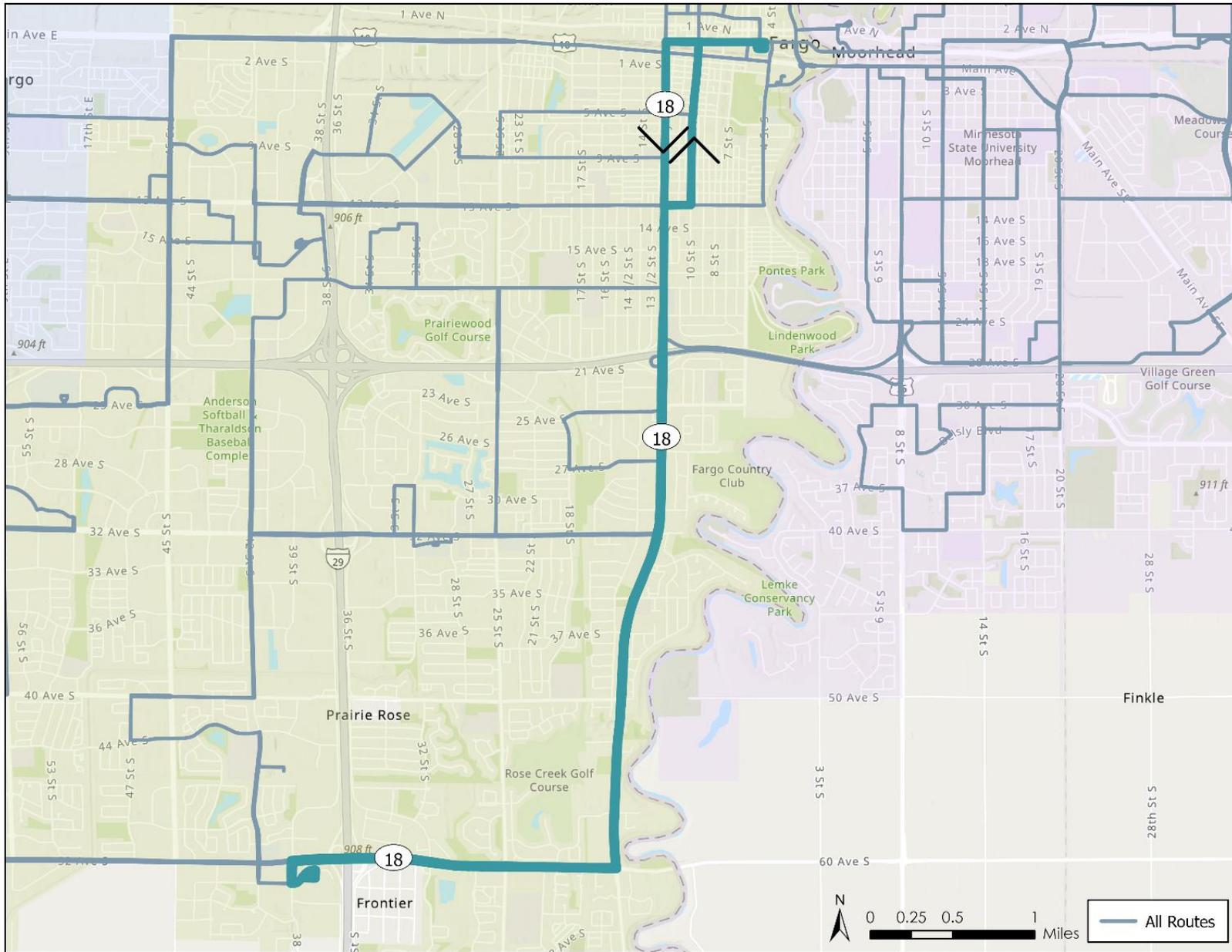
Table 58. Proposed Route 18 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:12AM-10:15PM	60	60	60	60
Saturday	7:23AM-10:15PM	60	60	60	60
Sunday	--	--	--	--	--

Table 59. Proposed Route 18 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	1.5	7,125	\$641,250
Proposed	1	5,160	\$464,400
Difference	-0.5	-1,965	-\$176,850

Figure 75. Proposed Route 18



Proposed Route 19 – West Fargo via Main Avenue

Route 19 is a new route that would serve to provide a new, direct connection between the GTC in downtown Fargo and the West Fargo area. Route 19 would provide continuous bi-directional service along the Main Avenue corridor, which was specifically cited during the outreach process. It is also anticipated that the Main Avenue corridor will be redeveloped over time to allow for more “transit friendly” land uses along its length.

Route 19 would provide hourly service on weekdays and Saturdays.

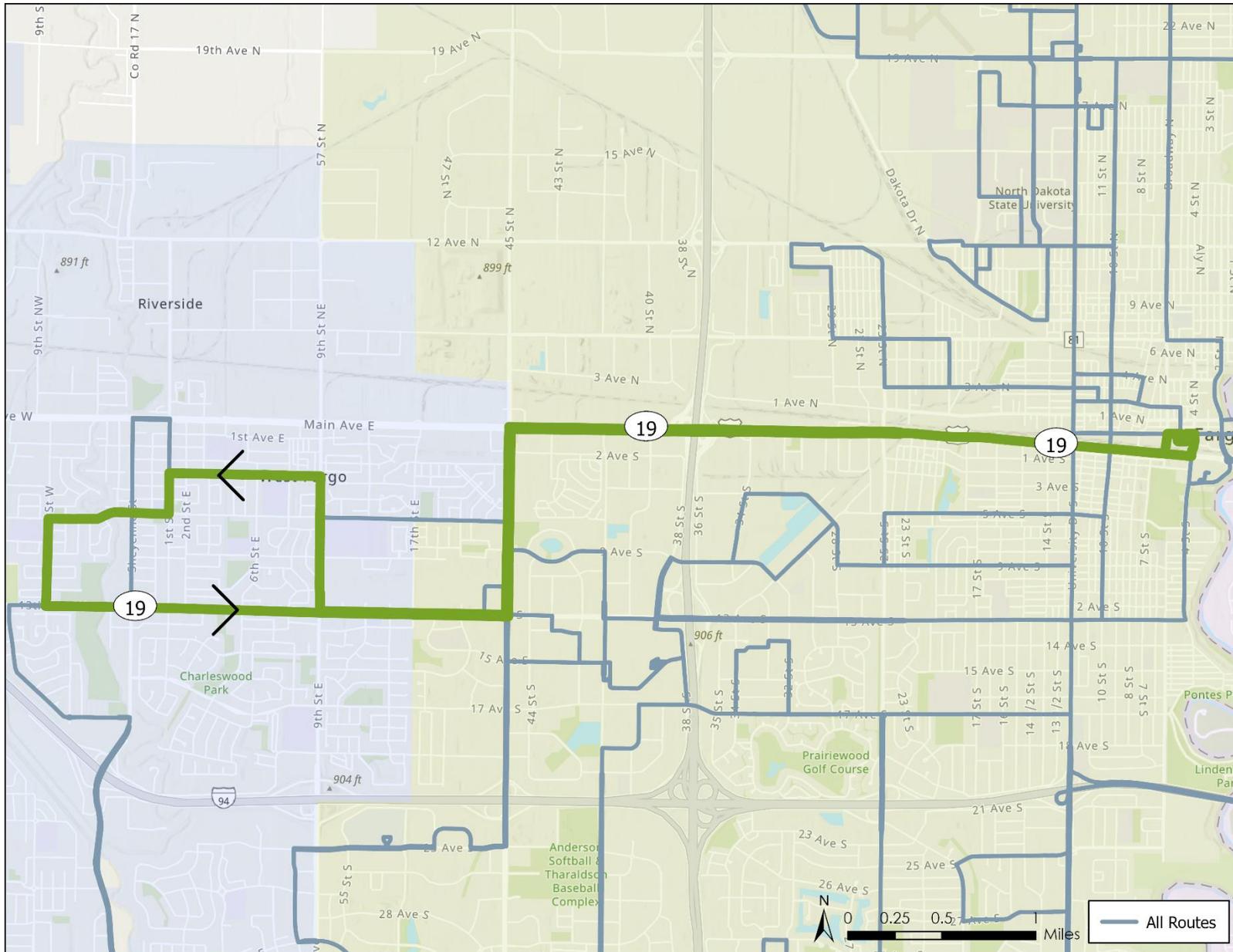
Table 60. Proposed Route 19 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-9:15PM	60	60	60	60
Saturday	7:15AM-9:15PM	60	60	60	60
Sunday	--	--	--	--	--

Table 61. Proposed Route 19 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	0	0	\$0
Proposed	1	4,905	\$441,450
Difference	1	4,905	\$441,450

Figure 76. Proposed Route 19



Proposed Route 20 – West Fargo

Route 20 would be significantly modified to operate bi-directionally in West Fargo, connecting the West Acres Transfer Center with the Sanford Medical Center via downtown West Fargo using portions of Sheyenne Street, 40th Avenue South and Veterans Boulevard. This would allow for a more convenient service within West Fargo than the current route alignment. In addition, Route 20 will operate on Sundays, which was a key element of improvement mentioned throughout the outreach process.

Route 20 would operate hourly on weekdays and Saturdays, as it currently does. (Weekday and Saturday service would end an hour earlier than it presently ends, to help fund Sunday service.)

Route 20 would now also operate hourly on Sundays.

The proposed route would also serve the Gateway West Shopping Center Hornbacher's, downtown West Fargo and the 13th Avenue South Walmart.

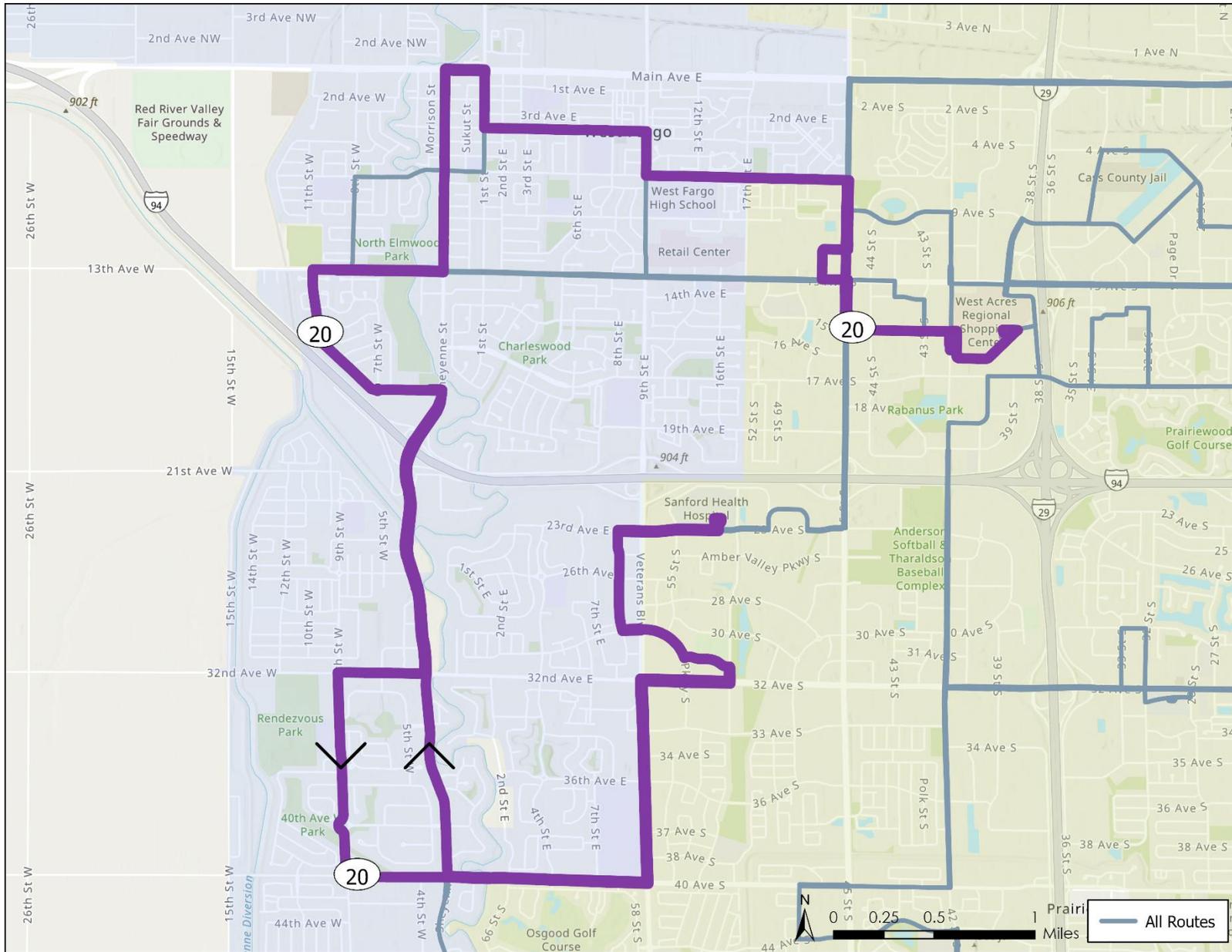
Table 62. Proposed Route 20 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-8:15PM	60	60	60	60
Saturday	7:15AM-8:15PM	60	60	60	60
Sunday	7:15AM-8:15PM	60	60	60	60

Table 63. Proposed Route 20 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	1	4,595	\$413,550
Proposed	2	10,716	\$964,412
Difference	1	6,121	\$550,862

Figure 77. Proposed Route 20



Proposed Route 21 – West Acres-Walmart

Route 21 is a new route that would serve to provide a new connection between the Fargo Walmart and the West Acres Transfer Center, while also providing service in areas of southern Fargo no longer served by Route 18. In addition, Route 21 will operate on Sundays, which was a key element of improvement mentioned throughout the outreach process.

Route 21 would provide service every 30 minutes throughout most of the day on weekdays, with hourly service on weekday evenings and Saturdays.

Hourly service would now also be provided on Sundays.

Route 21 also serves the Microsoft campus.

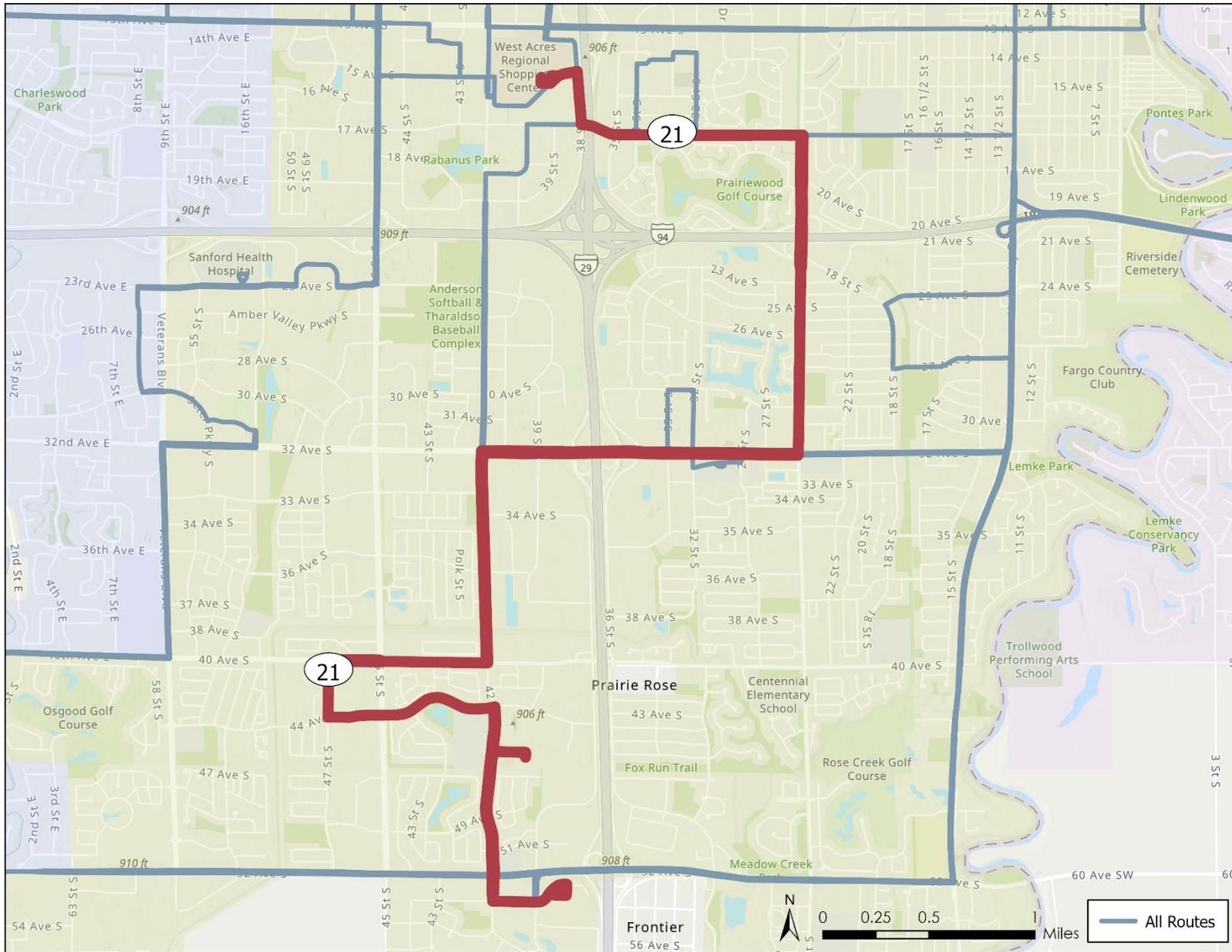
Table 64. Proposed Route 21 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-10:15PM	30	30	30	60
Saturday	7:15AM-10:15PM	60	60	60	60
Sunday	7:15AM-8:15PM	60	60	60	60

Table 65. Proposed Route 21 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	0	0	\$0
Proposed	3	13,224	\$1,190,183
Difference	3	13,224	\$1,190,183

Figure 78. Proposed Route 21



Proposed Route 22 – West Acres-NDSU

Route 22 is a new route that would serve to provide a new, direct connection between the NDSU campus area and the West Acres Transfer Center, without requiring a transfer at the GTC. This ability to travel directly between these two significant generators will make the MATBUS system easier to use. In addition, Route 22 will operate on Sundays, which was a key element of improvement mentioned throughout the outreach process.

Route 22 would provide service every 30 minutes throughout most of the day on weekdays, with hourly service on weekday evenings, Saturdays and Sundays.

Route 22 also provides service to the Cass County Jail, the Islamic Center and the Southeast Human Service Center, which would no longer be served by the modifications made to Route 20.

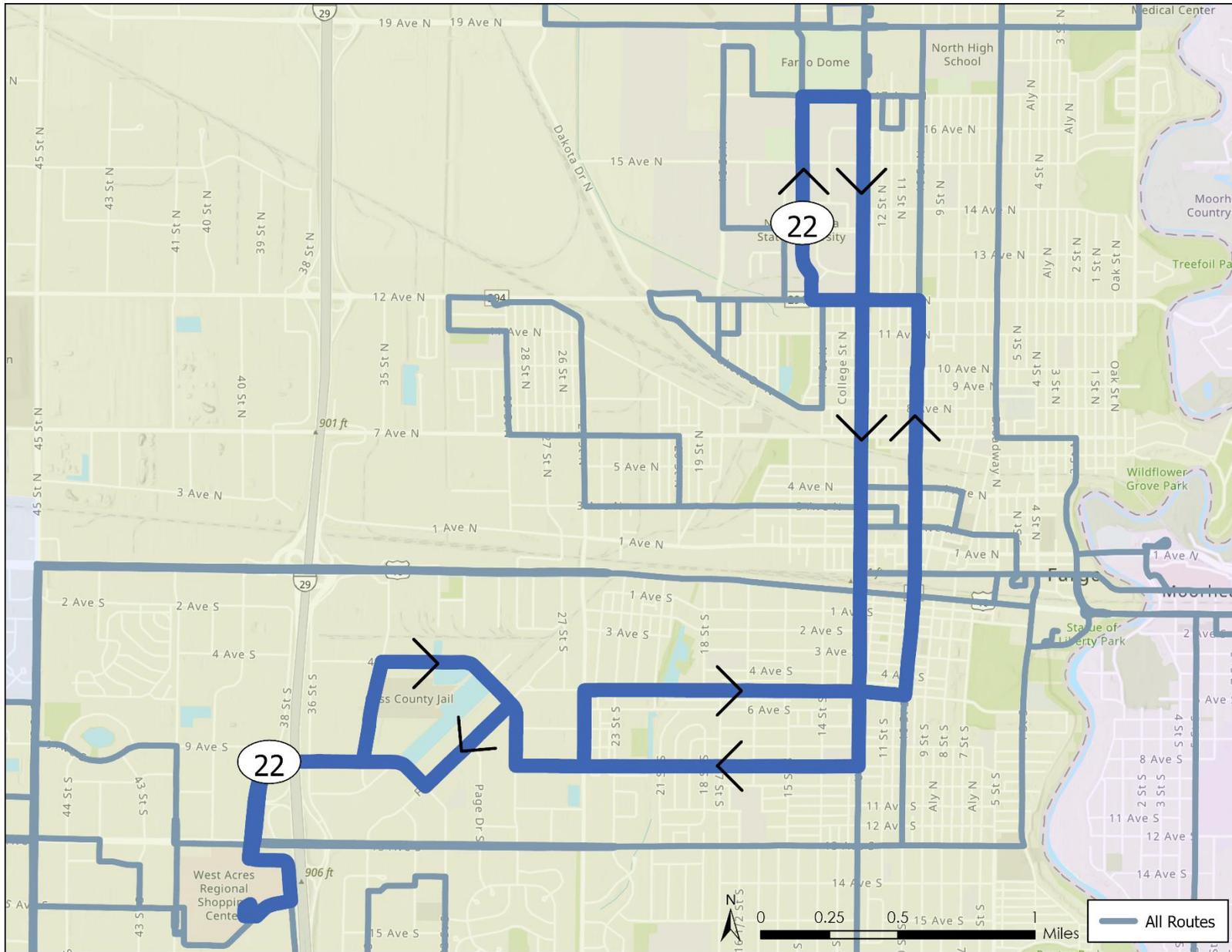
Table 66. Proposed Route 22 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:18AM-10:15PM	30	30	30	60
Saturday	7:15AM-10:15PM	60	60	60	60
Sunday	7:15AM-8:15PM	60	60	60	60

Table 67. Proposed Route 22 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	0	0	\$0
Proposed	2	8,790	\$791,100
Difference	2	8,790	\$791,100

Figure 79. Proposed Route 22



Proposed Route 24 – West Acres-Walmart via 13th Avenue & Sheyenne Street

Route 24 would be significantly modified to provide a new, direct connection between the West Acres Transfer Center and the Fargo Walmart while providing bi-directional service along 52nd Avenue South, Sheyenne Street and 13th Avenue. These modifications will make Route 24 more direct and easier to use, as well as provide continuous bi-directional service along specific corridors mentioned during the outreach process as being anticipated to grow in the near future or in need of MATBUS service. In addition, Route 24 will operate on Sundays, which was a key element of improvement mentioned throughout the outreach process.

Route 24 would provide hourly service on weekdays and Saturdays, as it presently does. (Weekday and Saturday service would end earlier than it presently does, to help fund Sunday service.)

Route 24 would now also provide hourly service on Sundays.

Table 68. Proposed Route 24 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-10:15PM	60	60	60	60
Saturday	8:00AM-7:00PM	60	60	60	60
Sunday	8:00AM-7:00PM	60	60	60	60

Table 69. Proposed Route 24 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	1	5,060	\$455,400
Proposed	2	10,873	\$978,541
Difference	1	5,813	\$523,141

Proposed Route 31 – NDSU Campus

Route 31 has no alignment changes; however, Saturday and Sunday service has been added during the NDSU academic year to address the needs of the academic community for mobility throughout the week.

Table 70. Proposed Route 31 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	7:40AM-6:10PM	15	15	15	--
Saturday	7:45AM-6:00PM	20	20	20	--
Sunday	7:45AM-6:00PM	20	20	20	--

Table 71. Proposed Route 31 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	1	2,678	\$241,020
Proposed	1	3,530	\$317,700
Difference	0	852	\$76,680

Proposed Route 32E – NDSU Campus

Route 32E has no alignment changes; however, Saturday and Sunday service has been added during the NDSU academic year to address the needs of the academic community for mobility throughout the week.

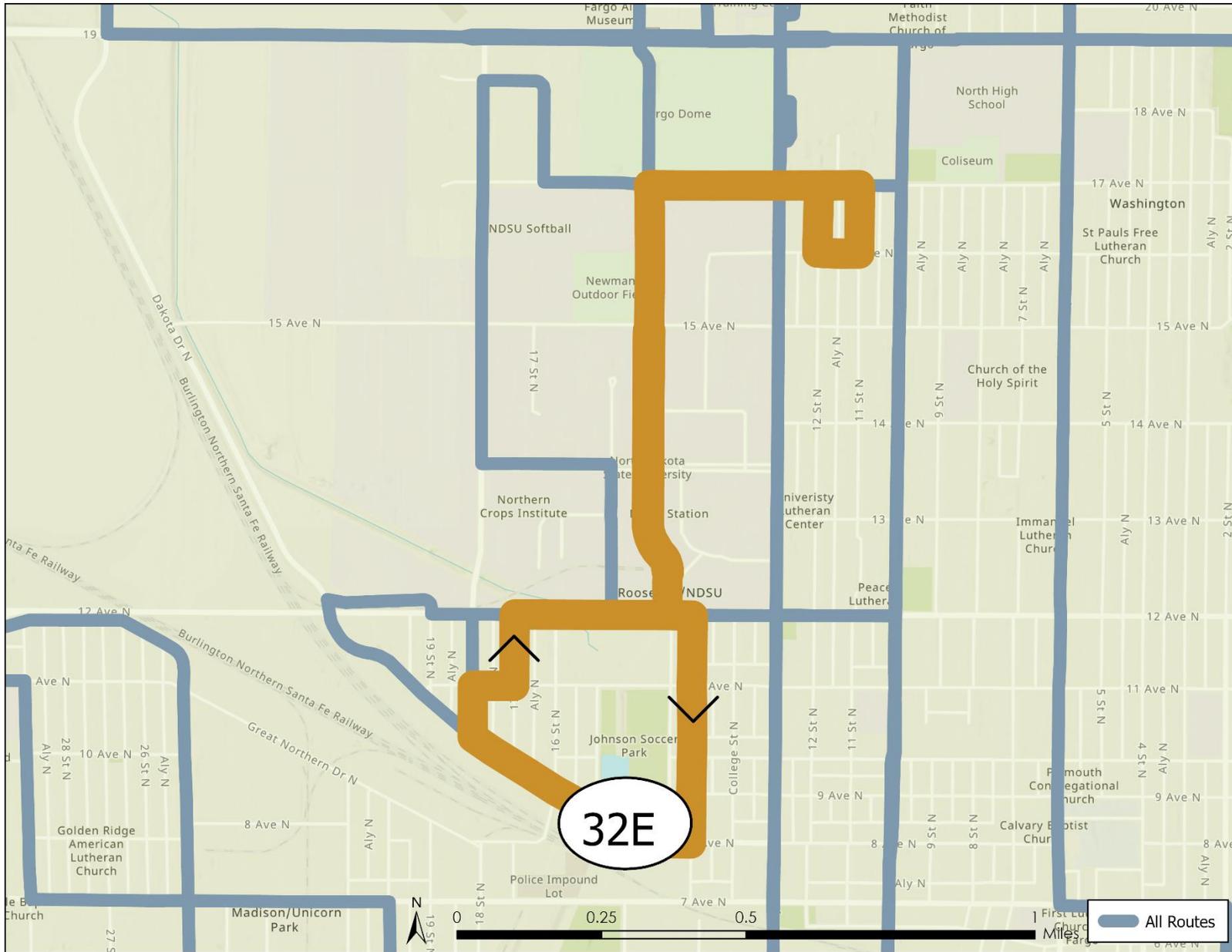
Table 72. Proposed Route 32E Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	7:25AM-6:05PM	30	30	30	--
Saturday	7:30AM-6:00PM	30	30	30	--
Sunday	7:30AM-6:00PM	30	30	30	--

Table 73. Proposed Route 32E Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	1	2,678	\$241,020
Proposed	1	4,015	\$361,350
Difference	0	1,337	\$120,330

Figure 82. Proposed Route 32E



Route 32W – NDSU Campus

Route 32W remains unchanged.

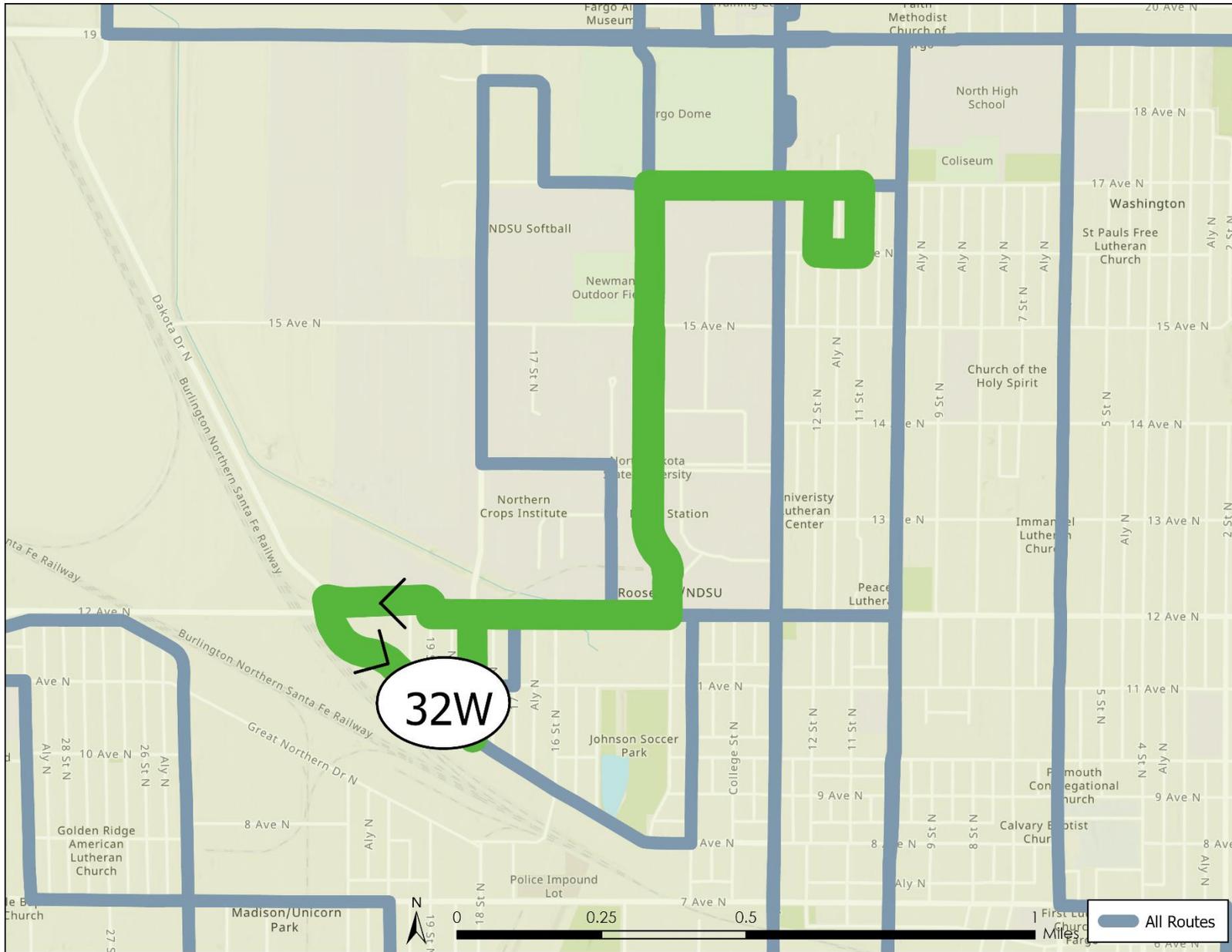
Table 74. Proposed Route 32W Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	7:25AM-10:25AM	30	--	--	--
Saturday	--	--	--	--	--
Sunday	--	--	--	--	--

Table 75. Proposed Route 32W Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	1	765	\$68,850
Proposed	1	765	\$68,850
Difference	0	0	\$0

Figure 83. Route 32W



Proposed Route 33 – NDSU Campus

Route 33 has no alignment changes; however, Saturday and Sunday service has been added during the NDSU academic year to address the needs of the academic community for mobility throughout the week.

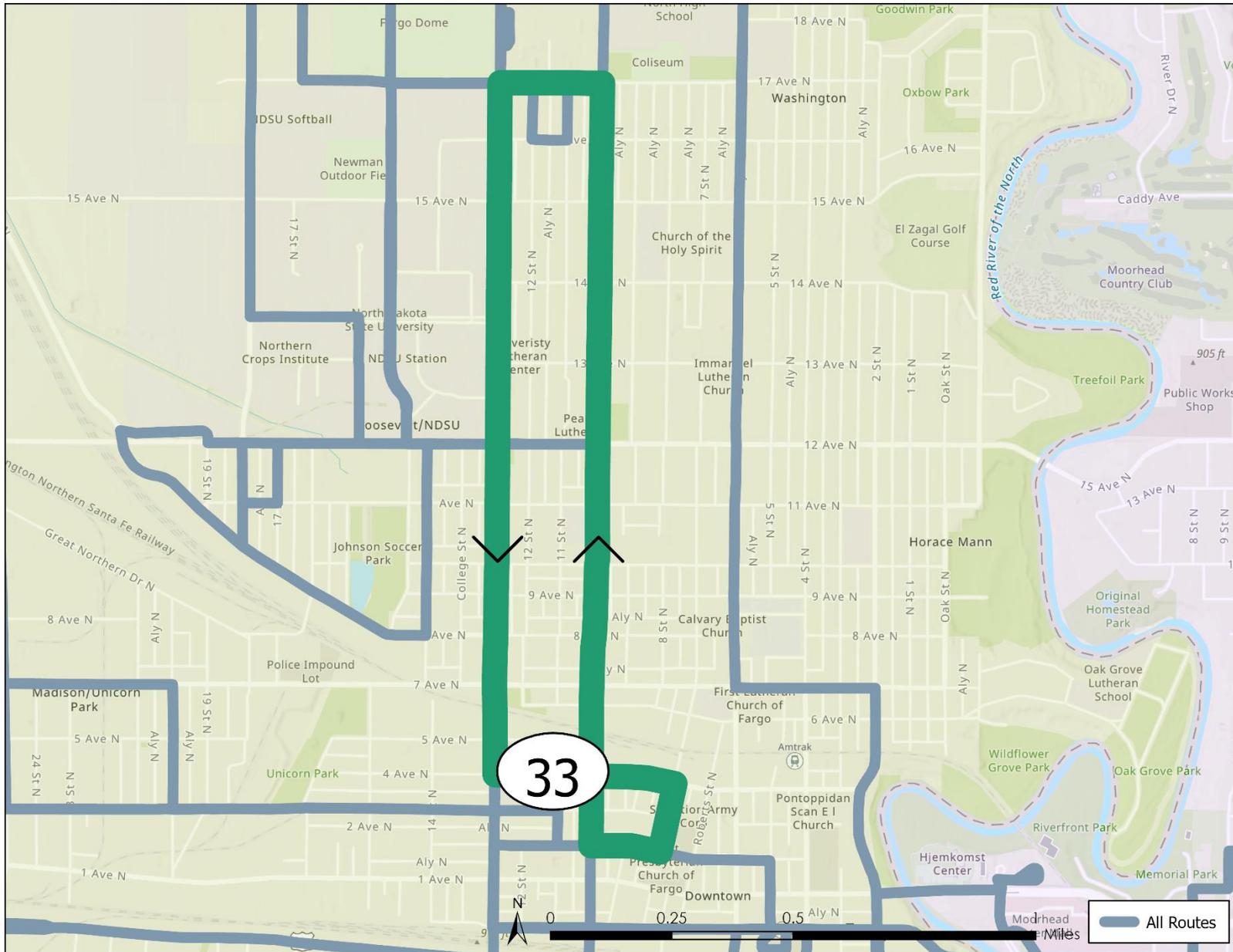
Table 76. Proposed Route 33 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	7:00AM-6:45PM	12	7	12	--
Saturday	7:00AM-6:45PM	30	30	30	--
Sunday	7:30AM-6:45PM	30	30	30	--

Table 77. Proposed Route 33 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	3	6,970	\$627,300
Proposed	3	7,529	\$677,565
Difference	0	559	\$50,265

Figure 84. Proposed Route 33



Proposed Route 34 – NDSU Campus

Route 33 has no alignment changes; however, Saturday and Sunday service has been added during the NDSU academic year to address the needs of the academic community for mobility throughout the week.

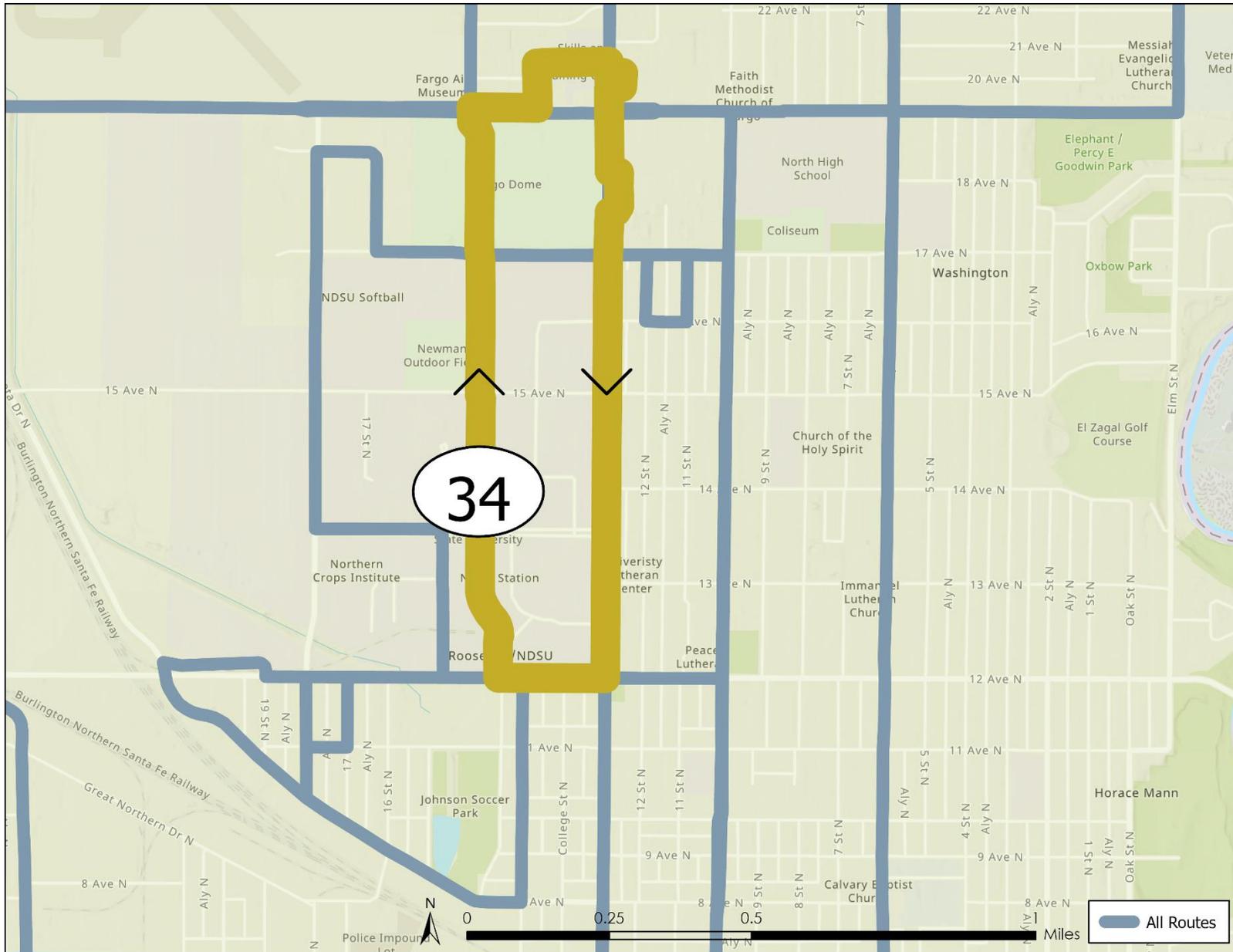
Table 78. Proposed Route 34 Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	7:45AM-4:30PM	20	20	20	--
Saturday	7:45AM-4:30PM	20	20	20	--
Sunday	7:45AM-4:30PM	20	20	20	--

Table 79. Proposed Route 34 Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	1	2,295	\$206,550
Proposed	1	3,285	\$295,650
Difference	0	990	\$89,100

Figure 85. Proposed Route 34



Proposed TapRide Service Expansions

There are two existing TapRide service areas:

- NDSU campus (NDSU academic year only; Monday-Friday, from 7:30PM to 11:00PM; transfer at NDSU Transit Hub)
- Fargo Industrial Park (6:15AM-11:15PM, Monday through Friday and 7:15AM-11:15PM on Saturday; transfer at West Acres or Whale-of-a-Wash)

These would be supplemented by three additional TapRide service areas:

- South Fargo (transfer at Walmart)
- “Far Southwest” Fargo (transfer at Walmart)
- South Moorhead (transfer at the Marriott Transfer Center)

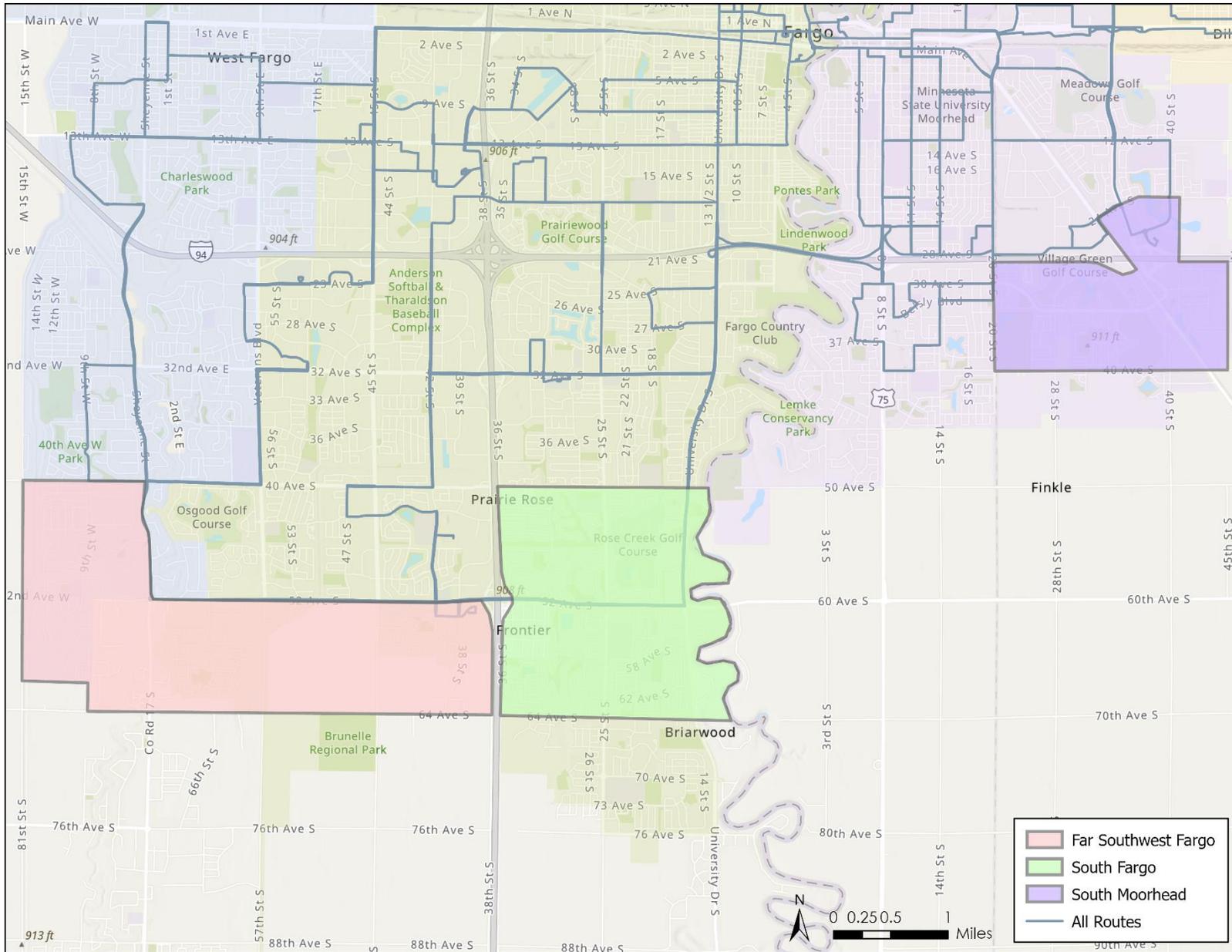
Table 80. Proposed TapRide Service Parameters

Day	Span of Service	AM Peak Headway	Midday Headway	PM Peak Headway	Evening Headway
Weekday	6:15AM-11:15PM	On demand	On demand	On demand	On demand
Saturday	7:15AM-11:15PM	On demand	On demand	On demand	On demand
Sunday	--	--	--	--	--

Table 81. Proposed TapRide Service Statistics

	Peak Buses	Revenue Hours	Operating Cost
Current	2	8,670	\$780,300
Proposed	5	21,675	\$1,950,750
Difference	3	13,005	\$1,170,450

Figure 86. Proposed NEW TapRide Service Areas



PHASING PLAN

As was previously discussed, the implementation plan for the MATBUS Transit Development Plan (TDP) consists of two main phases, but with the latter phase being subdivided into five sub-phases.

Because of this, it is possible (depending on funding) that the implementation timeframe will exceed the five-year planning horizon of the TDP. Nonetheless, the TDP should be viewed holistically as an integrated plan, and as such this phasing plan allows for each phase to be implemented independently of any subsequent phases. However, prior phases may have dependencies that may need to be implemented before subsequent phases can be commenced.

Phase 1

Phase 1 is a “cost neutral” phase and consists of the following elements:

- Route alignment modifications *only* on:
 - Route 11
 - Route 13

Phase 2A

Phase 2A consists of the following elements:

- All route alignment and frequency of service/span of service modifications – *except for Sunday service* – on:
 - Route 1
 - Route 2
 - Route 8
 - Route 14

Phase 2B

Phase 2B consists of the following elements:

- All route alignment and frequency of service/span of service modifications – *except for Sunday service* – on:
 - Route 3
 - Route 4
 - Route 6
 - Route 11

- Route 13
- Route 15
- Route 18
- Route 21

Phase 2C

Phase 2C consists of the following elements:

- All route alignment and frequency of service/span of service modifications – *except for Sunday service* – on:
 - Route 19
 - Route 20
 - Route 22
 - Route 24

Phase 2D

Phase 2D consists of the following elements:

- All route alignment and frequency of service/span of service modifications – *except for Sunday service* – on:
 - Route 10
- Implementation of additional TapRide services.

Phase 2E

Phase 2E consists of the following elements:

- Implementation of all Sunday services.
- Implementation of additional weekend (i.e., Saturday and Sunday) services on the NDSU services:
 - Route 31
 - Route 32E
 - Route 33
 - Route 34

IMPACTS OF NEW SERVICES

The estimated impacts of the proposed phasing plan are presented in this section of the TDP, as follows:

Peak Vehicles Required

The number of peak vehicles required by phase is presented below.

Table 82. Peak Vehicles by Phase

Phase	Total Peak Vehicles	North Dakota	Minnesota
Current	33		
Phase 1	33		
Phase 2A	37	-1	+4
Phase 2B	45	+6	+2
Phase 2C	50	+5	
Phase 2D	54	+3	+1
Phase 2E	54		

Annual Revenue Hours of Service

The estimated annual revenue hours of service by phase is presented below.

Table 83. Annual Revenue Hours by Phase

Phase	Annual Revenue Hours	North Dakota	Minnesota
Current	134,021		
Phase 1	134,021		
Phase 2A	149,580	+334	+15,225
Phase 2B	178,998	+22,380	+7,038
Phase 2C	201,422	+22,424	
Phase 2D	218,912	+13,263	+4,227
Phase 2E	234,123	+10,943	+4,268

Annual Operating Cost

The estimated annual operating cost by phase is presented below.

Table 84. Estimated Annual Operating Cost

Phase	Annual Operating Cost	North Dakota	Minnesota
Current	\$12,061,845		
Phase 1	\$12,061,845		
Phase 2A	\$13,462,137	+ \$30,042	+ \$1,370,250
Phase 2B	\$16,109,727	+ \$2,014,214	+ \$633,376
Phase 2C	\$18,127,925	+ \$2,018,198	\$0
Phase 2D	\$19,702,025	+ \$1,193,640	+ \$380,460
Phase 2E	\$21,071,056	+ \$984,867	+ \$384,164

Facilities Impacts

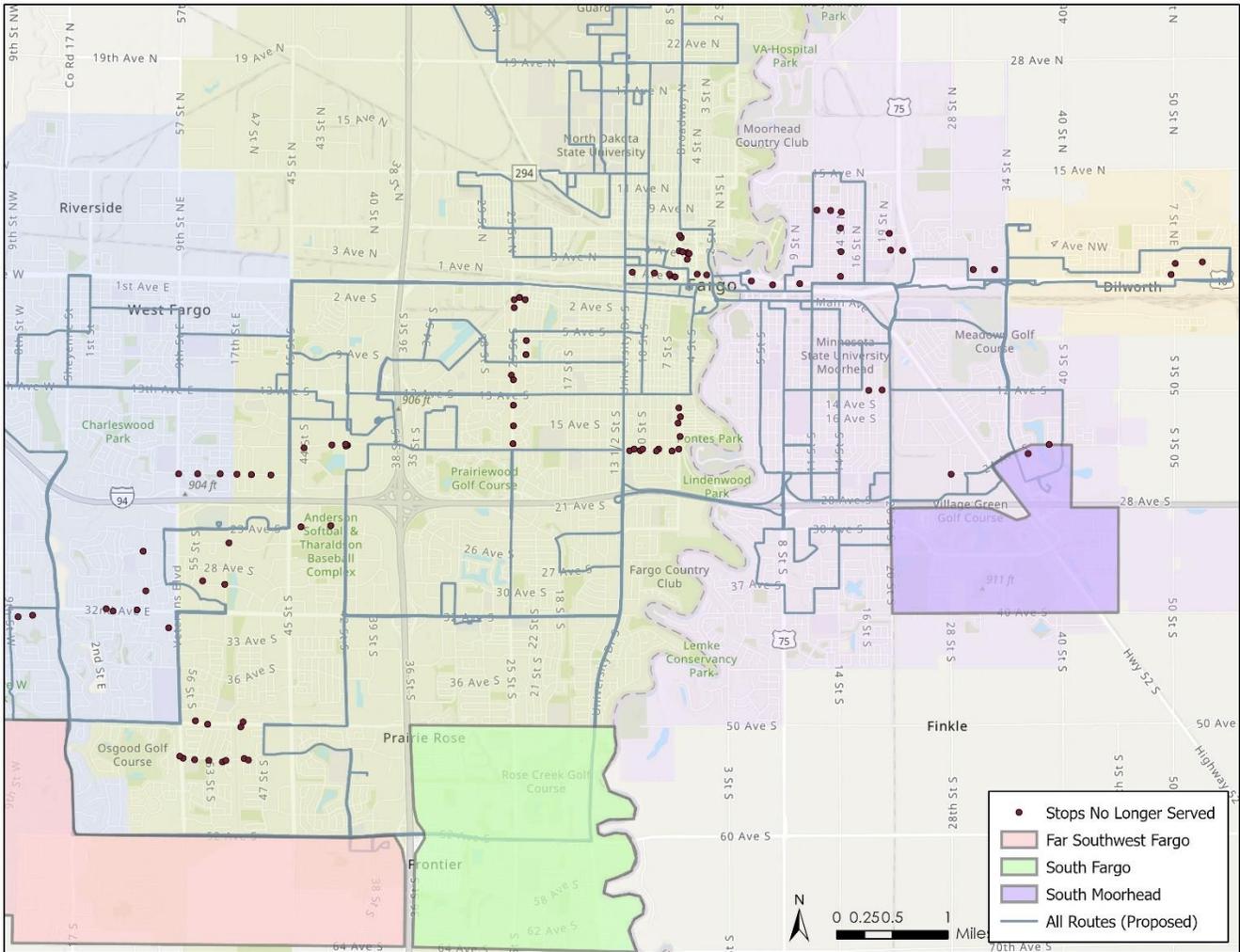
Bus stop locations no longer served by current routes with new alignments will need to be removed, while new bus stop locations will need to be added along streets with new realigned service and new routes. The stops no longer served are shown in Figure 87.

The transfer centers will require the following number of berths:

Table 85. Transfer Center Berth Needs

Facility	Number of Berths
GTC	13
West Acres Transfer Center	7
Marriott Transfer Center	3
Dilworth Walmart	3
South Fargo Walmart	3

Figure 87. Stops No Longer To Be Served



CHAPTER 8: POLICY & STRATEGIC RECOMMENDATIONS

BUS STOP STANDARDS

Bus Stop GIS Layer

Previous data on bus stops, ridership by stops, and the location of bus shelters was incomplete and not stored with a single agency. This TDP process developed a bus stop layer in geographic information systems (GIS) with 2019 average daily ridership by stop and shelter information. This data layer will be hosted and maintained by Metro COG to be used for future bus stop analyses. Currently there are 111 shelters along MATBUS routes, with 33 in Moorhead and 78 Fargo.

Previous Studies and References

The Fargo Moorhead region conducted multiple studies on the placement and standards of bus stops and shelters. These studies include:

- Moorhead Bus Shelter Study, 2009
 - Set amenity standards and criteria for placement, based on original standards from 1994.
- MATBUS Facilities Study, 2018
 - Set more specific amenity standards based on stop level ridership and environmental justice considerations.
- Moorhead ADA Transition Plan, 2018
 - Plan details the city's compliance with the ADA in future capital projects and retrofitting current infrastructure. Also includes a section on MATBUS winter maintenance policies for clearing snow from bus stops and shelters.
- Fargo and Moorhead COA Contracts – Benches and Amenities
 - Both Fargo and Moorhead have five-year contracts with third-party vendors to place bus benches throughout the city. The vendors are allowed to place advertising on the benches.

References for future bus stop assessments include:

- Federal Transportation ADA standards <https://www.access-board.gov/ada/guides/>
- National Aging and Disability Transportation Center - Toolkit for the Assessment of Bus Stop Accessibility and Safety <https://www.nadtc.org/resources-publications/resource/toolkit-for-the-assessment-of-bus-stop-accessibility-and-safety/>

Currently, Moorhead's Capital Improvement Plan replaces at least one shelter per year, but does not increase the overall number of shelters. All shelters currently have benches, and some have direct electricity or use solar power for lighting.

Bus Stop Placement Context

Access to bus stops and the bus stop waiting environment is an important element for transit riders. Without a safe and accessible path to a bus stop, existing, and potential, riders will not be able to access MATBUS fixed route services. Bus stops should be easily accessible on foot and with mobility devices, such as walkers and wheelchairs. It is critical bus routes and bus stops serve places with well-established sidewalk networks that connect to locations passengers are coming from or going to. Pedestrian safety elements for traffic engineers to consider include bumpouts, bus island, and crosswalks.

Highly used stops should have extra amenities, such as shelters, benches, maps, and schedules, as outlined in the 2018 MATBUS Facilities Study. With the integration of AVL, electronic displays should be installed with real time information at the most used stops in the system. For routes with high ridership and busy stops, smartcards fare readers should be placed at both doors of the bus to allow for all-door boarding, speeding up the boarding process.

MATBUS should work with the cities it serves to make sure the streets it serves are in a state of good repair. Bus pullouts should be discouraged, as they make it difficult to merge back into traffic. Bus stop locations should be placed on the far side of intersections, minimizing delays for operations. In the City of Fargo, signs should be installed by bus stops to ban parking in front of them.

Shelters

It is recommended MATBUS identifies ten stops per year for improvements in each North Dakota and Minnesota, focusing on ADA accessibility improvements and installation of shelters. For future bus shelter placement on private property, formal easement agreements should be secured.

Besides providing access to bus stops, the waiting environment at the bus stop is also important. These include the need for bus stops to have signage that conveys information regarding the bus system such as phone numbers and web addresses. Lighting at the most used stop will enhance the perception of safety for passengers as they wait for the bus in the evening. Placement of shelters and amenities should be based on the guidelines presented in the 2018 MATBUS Facilities Study guidelines, and priority bus stop enhancements should be based on ridership and environmental justice considerations.

ADA Field Guide for Transit

Ongoing analysis of ADA accessibility and safe connections to a sidewalk network is a key component of determining a bus stop improvement strategy. The TDP process has gathered feedback from community members on some priority locations, however this will be an ongoing process undertaken by the transit agency. In general, bus stops are improved at the highest boarding or alighting location and where private sector involvement is available to pay the local share of capital improvements.

A ten-year plan to make bus stops ADA-compliant is consistent with industry standards, with one-tenth of all stops (re-)constructed each year. The other option is to budget a fixed dollar amount each year (typically \$75,000 to \$100,000) until all stops are compliant. Current stops with no passengers or very low passenger counts would be last to be improved. However, they should be surveyed each year to determine if the ridership has increased. If there continues to be a long-term trend with no passengers, the stops should be eliminated.

Below is a list of items to consider when surveying bus stop locations:

- Is there signage?
- Documenting amenities: benches, lighting, waste receptacles, etc.
- Is there paved pedestrian access?
- Is it possible to cross the street safely to get to/from the bus stop (if necessary)
- Are shelters ADA compliant?
- Confirm that if a bus stop ID exists in Google transit or GIS files that it exists in the field

Spacing Standard

General bus stop spacing guidelines are shown in Table 86. These guidelines are general, and the local context must be taken into consideration, especially near major destinations and the walkability of the area. The spacing can be lengthier in walkable areas, but must serve close to major destinations.

Table 86. Stop Spacing Guideline

Stop Spacing	<ul style="list-style-type: none">• Local Routes: 2 to 4 Blocks
--------------	---

Shelter Placement Priorities

Based on the amenity standards, ridership, and public engagement, the bus stop locations listed in Table 87 should be considered for the placement of shelters in addition to the current shelter locations.

Table 87. Shelter Placement Priority Locations

Fargo	NDSU Minard Hall (Pullout East)
Fargo	Albrecht Blvd & Centennial Blvd (Corner NW)
Fargo	Dakota Dr & 18th St N
Fargo	2nd Ave N & NDSU Klai Hall (Main Entrance)
Fargo	Renaissance Hall
Fargo	25th Ave S & 15th St S (Corner NE)
Fargo	13th Ave S & 23rd St S (Corner NE)
Fargo	2nd Ave N & NDSU R H Barry Hall (Main Entrance)
Fargo	Bison Center & 33rd St S
Moorhead	Main Ave & 9th St S (T intersection by Walgreens)
Fargo	Dakota Dr & 17th St N
Fargo	Albrecht Blvd & USDA
Fargo	13th Ave S & Fiechtner Dr (Corner NE)
Fargo	Sanford Medical Center
Moorhead	100 3rd St N (Park View Entrance)

Requested stop enhancements in in public engagement:

Fargo

- Hornbacher's - 32nd Ave S & 15th St S (Corner SW)
- University Dr S & 15th Ave S (Midblock East - By Crosswalk)
- 32nd Ave S & 39th St S (Corner SW)
- 42nd St S & 34th Ave S (Corner SE)

Moorhead

- Adding a heated shelter and bus information at 20th St S & 12th Ave S (Route 3).
- Shelter improvements at the Moorhead Walmart

On-Time Performance

Bus stop placement and spacing may impact a route's on-time performance. Table 88 shows the on-time performance by route in 2019. A bus is considered on-time if it arrives at timepoints along a route between one minute early and five minutes late. Routes that show consistent difficulty reaching on-time performance may need adjusted schedules, alignments, or timepoints to improve performance. Additionally, for highly utilized routes, increasing the stop spacing in heavily used segments with good pedestrian infrastructure would improve the efficiency of boarding and alighting by concentrating riders at fewer highly used locations.

The overall MATBUS system on-time performance was 84 percent in 2019. Routes 3, 15, 18, 20, and LinkFM had on-time performance below 80 percent. Bus stop consolidations and alignment changes may need to be considered to improve the reliability of these routes for the customer.

Table 88. On-Time Performance by Route, 2019

Route	Percent On Time	Percent Late	Percent Early
1	85.35	13.7	0.9
2	85.97	16.1	0.9
3	67.52	31.9	0.6
4	82.64	15.8	1.5
5	87.39	9.5	3.1
6	91.66	7.7	0.6
9	92.94	6.5	0.6
11	87.44	10.9	1.7
13	86.50	9.9	3.6
13U	87.87	10.0	2.1
14	86.34	11.5	2.1
15	78.08	20.1	1.9
16	91.45	7.4	1.1
17	82.46	16.1	1.5
18	78.08	20.2	1.7
20	65.91	32.3	1.7
24	87.07	10.9	2.0
31	96.79	2.0	1.2
32E	95.44	3.9	0.7
32W	93.03	4.7	2.3
33	96.05	2.6	1.4
34	95.37	3.5	1.1
Link FM	63.84	34.5	1.7
System Wide	84.0%	14.4%	1.7%

Threshold = 1 Min Early and Arrive 5 Min Late

SERVICE AND PERFORMANCE STANDARDS

Though the development of study goals and objectives, and engagement with MATBUS staff this TDP is set to adopt several guidelines and standards for providing service and monitoring service performance. Performance measures can be used to monitor existing service and evaluate the success of new service. Beyond the systemwide performance, these can aid in decision making and service development changes. Performance measures should be based on the values, vision, mission, and goals of the agency discussed in chapter 6.

Performance measures that relate to service planning decisions include the following:

- Subsidy per passenger
- Service Productivity/Effectiveness
- Capital facility coordination
- Benefits to people with disabilities
- Benefits to minority and low-income populations
- Population and employment density
- Local funding support

We also include standards and performance measures that relate to MATBUS' internal operations. These are for senior staff and department managers to evaluate the functional areas of training, marketing, and customer service to ensure trends are positive and within industry standards. Subjects related to internal performance measures include:

- Preventive maintenance schedule
- Miles between road calls
- Fuel economy – diesel miles per gallon
- Safety – total/preventive accident rate
- Customer satisfaction – continued surveys, market research, etc.
- Progress toward strategic goals

Systemwide Service Development Guidelines

As MATBUS pursues the service plan outlined in this document, there are certain milestones that must be reached to ensure a project is ready for development. These standards and guidelines can be used to evaluate new service projects and determine whether it is viable. Table 89 below outlines a propose set of service development guidelines:

Table 89. Service Development Guidelines

Service Criteria	Description
<p>Subsidy per Passenger (Annual Operating Cost – Annual Revenue) ÷ Annual Ridership</p>	<p>As the recipient of numerous sources of public investment, MATBUS must ensure that any new service project is cost-effective. While cost-effectiveness is not the only measure to evaluate transit service (sometimes the benefits of providing meaningful transit access outweigh the costs), it is one important factor in the decision-making process.</p> <p>Subsidy per passenger measures the local, state, and federal funding that is used to support each ride. Service projects should be rated on how well they minimize reliance on public subsidy:</p> <p>Projects that have a lower-than-average subsidy per passenger on a systemwide basis: High Rating</p> <p>If the project does not have a high rating, this measure can be refined by taking the average subsidy for different service types:</p> <ul style="list-style-type: none"> • High frequency fixed route (< 30 min freq.) • Regular fixed route service • Neighborhood circulators • Commuter express routes • Demand response services (TAP Ride)
<p>Passengers per Revenue Hour (Productivity) Annual Ridership ÷ Annual Revenue Hours</p>	<p>Productivity is a way of measuring how well MATBUS serves the proposed market and how effective the proposed service will be.</p> <p>Productivity should be above the regional average. In the third year of operation a fixed-route service should carry at least 10 passengers per hour on weekdays (with at least 15 being ideal), and demand response service should carry at least three passengers per hour. ADA complementary paratransit service should carry two passengers per hour. This is a standard for small and midsized urban areas. Some routes serve critical need destinations that offer benefits beyond ridership.</p>
<p>Capital Facility Coordination</p>	<p>Prior to making service changes or expansion, MATBUS will make sure all capital facilities are funded, acquired, and/or constructed in coordination with the service change. This includes bus stops and shelters, station and transfer centers, and maintenance and storage facility capacity. If capital funding is not available on a long-term basis to support the continuity of operations, then service expansion should be delayed.</p>
<p>Equity: Benefits to People with Disabilities</p>	<p>New transit service should have a benefit to people with disabilities. This should be verified by reviewing demographics via the US Census, and conducting outreach to regional human service agencies to periodically evaluate progress toward addressing unmet needs.</p>
<p>Equity: Benefits to Minority and Low Income Populations</p>	<p>Service modifications should benefit minority (Black, Indigenous, People of Color) and low-income communities. Service changes will be compliant with Title VI of the Civil Rights Act and ensure access and consideration to benefits for those populations that have been historically disadvantaged.</p>
<p>Population and Employment Density</p>	<p>The type of service that an area can support should be determined by the level of population and employment density.</p> <p>High frequency service (15-30 minutes) complemented by local connecting and circulator routes requires areas with densities of at least 18 people per acre and or 20 jobs per acre on multiple locations on the route.</p>

	Lower density areas, or areas with few pockets of density, can support high frequency or express service during peak periods, and hourly circulator service.
Local Funding Support	MATBUS should seek out sponsorship of service from local government, businesses, non-profit agencies, etc. Projects that provide “overmatch” will be prioritized. Pilot projects should be analyzed before permanent implementation.
Sidewalk Score	This measure is calculated by determining the ratio of sidewalk length to street centerline length for each block group. A higher ratio means the block group has a better sidewalk network.
Transit-Supportive Land Use	This measure is calculated by determining the percent of block group acreage of land use codes that include: medium to high density residential, commercial, and institutional. These land use types have a higher propensity to use transit.
Intersection Density	This measure can be calculated using GIS and Census data to determine the ratio of roadway intersections per block group and dividing it by the total block group acreage. A higher density implies greater transportation connectivity and the opportunity for better walkability.

Fixed Route Service

Service guidelines are divided into four categories: route design, service level, service performance, and customer service. Route design guidelines describe strategies to make bus routes as effective as possible. These include attributes such as coverage, stop spacing, sidewalk and bus connectivity, and roadway and corridor characteristics. Route design guidelines can also be shared with city partners and developers to inform them about MATBUS’ considerations for service warrants.

Service level guidelines include frequency, span of service, and recovery goals. These attributes affect the success of transit performance along corridors the route serves, and establish thresholds necessary to consider transit expansion beyond the current service area.

To assess the performance and adequacy of the public transportation system and guide the formulation of route improvement proposals, it is necessary to establish a set of transit service performance criteria. Performance guidelines evaluate fixed route service productivity based on passengers per revenue hour, maximum loading capacity, on-time performance, and dependability. It allows a route to be evaluated against other routes in the system and to be held up to industry standards. As a system, MATBUS can use performance guidelines to test its performance against those of its peers. Dependability measures ensure quality of service by tracking the percentage of service executed by MATBUS to the scheduled service, keeping track of missed trips.

Customer service guidelines improve the customer experience and satisfaction by outlining amenities at bus stops, providing rider alerts, setting marketing targets, providing travel training, and expanding pass programs with major employers and institutions.

These guidelines help shape the recommended service alternatives and will help service planners determine the nature and extent of potential service improvements. These guidelines subsequently become the basis for formulating route improvement proposals to “close the gap” between actual and desired performance.

Considerations

The recommended service guidelines for MATBUS fixed route service were developed by considering several key factors, including:

- Suitability to the characteristics of development and land uses in the MATBUS service area.
- Recognition of the cost implications that certain guidelines may entail and the availability of funding.
- Benchmarks set by existing service levels and performance.
- “Ease of use” in that the parameters defined in each guideline can be measured utilizing data MATBUS can easily gather and track.
- Prevailing practice in the transit industry.

Several points should be made with respect to the development and subsequent application of the service guidelines:

- Reasonable judgment must be utilized in applying the service guidelines to assess current MATBUS service. In applying the guidelines, it should be kept in mind that although they are quantitative for the most part, they nonetheless do not represent absolute conditions that must be met in all cases. The guidelines should be viewed as providing technical guidance for MATBUS service planners and should not be viewed as rigorous “standards” or “warrants”. The guidelines are designed to be used in combination with the best judgment and experience of MATBUS service planners and operations personnel.
- The recommended guidelines may sometimes appear to conflict with one another since some relate to the benefits derived from transit service while others relate to the costs. Nonetheless, the guidelines permit the tradeoffs to be delineated and an informed decision made to resolve differences.
- The guidelines have been developed to reflect the current MATBUS funding conditions. This does not preclude revisions to respond to new policy guidelines and prospective changes in operating and funding conditions.
- The comparison of actual performance with the guidelines should not be made on a strict “pass/fail” basis. Instead, results should be viewed in terms of the proportion of the time that the guideline is met or the level of attainment. Put simply, it should be recognized that there are times when the “intent of the guideline” is being satisfied.

Table 90 outlines key service design guidelines considered.

Table 90. Transit Service Design Guidelines

Theme	Factor	Target
Route Design	Serve Areas with Appropriate Density	Employment – 5 Employees per Acre (for Census Block) Residential – 4 Households per Acre (for Census Block)
		Unique Employers of 400 in Single Location (Adjacent TSA >50%)
		Following Uses (Require Pre-Location Coordination): <ul style="list-style-type: none"> Hospitals (Regional) Shopping Centers (>100,000 Ft²) Social Service & Government Centers Colleges & High Schools
	Straightforward & Direct	Direct Paths Between generators (Minimize Deviation) <ul style="list-style-type: none"> Deviation from Direct Path < ¼ of Route Length
		Symmetrical Routes (Same Path in both Directions) – Exception for One-way Pair Streets
	Maximize Ridership Potential of Corridor	Only One Route in Any Corridor <ul style="list-style-type: none"> If Multiple Routes, Schedule to Avoid Bunching
Transit Route Roadway Characteristics	Sidewalk Connectivity Between Bus Stops and Adjacent Uses	
	Surface Type – Prefer Concrete or Asphalt Overlay on Concrete	
Stop Spacing	<ul style="list-style-type: none"> Enhanced Bus/BRT: ½ to 1 Mile Express: ¼ to ½ Mile Local: 2 to 4 Blocks 	
Service Level	Span of Service	<ul style="list-style-type: none"> Enhanced Bus & Core: 4:15 AM – 11 PM Weekday, 6 AM – 10 PM Saturday, 7 AM – 7 PM Sunday Regular: 6 AM – 7 PM Weekday, 6 AM – 7 PM Saturday, 7 AM – 7 PM Sunday Express: 4 Morning, 4 Afternoon Trips
	Service Frequency	<ul style="list-style-type: none"> Enhanced Bus/BRT: 10 Minutes Core: 15 Peak/30 Off-Peak – 15 All Day Preferred Regular: 30 Minutes Express: Arrive DT Every 30 Minutes 6:45 – 8:15 AM, Depart DT Every 30 Minutes 4 PM – 5:30 PM
	Provide Adequate Run Time	Recovery Goal of 10 Percent on route
Service Performance	Productivity	<p>Passengers per Revenue Hour:</p> <ul style="list-style-type: none"> Enhanced Bus/BRT: 25 Regular: 15 <p>Route Below 50% of System Average Productivity, Consider Adjustments to Improve or document critical need that supports the service OR consider deploying different mode of transportation. Conduct targeted outreach to understand any decline in ridership or productivity.</p> <p>Route Above 150% of System Average, Consider Adding More Frequency.</p>

Theme	Factor	Target
	Maximum Loading	Percent of Seating Capacity: 125% for 2+ Miles
	On-Time Performance	Over 85% within 1 Minute Early to 5 Minutes Late
	Scheduled Service Executed	99.5% of Scheduled Service Executed (199 of 200 trips be executed)
Customer Service	Amenities	By Daily Stop Level Activity <ul style="list-style-type: none"> Real Time Information – 30 + passenger boardings Shelter & Lighting, maps – 20 + passenger boardings Wayfinding, informative signage -- All
	Rider Alerts	Phone, App, Website, Detour Maps
	Marketing	1% of Operating Budget Target Outreach for Underperforming Routes
	Travel Training	Provide Travel Training at Social Service Agencies and Schools
	Expand Pass Programs	Contact Large Employers within Service Area

Additional Performance Measures

In addition to measures related to transit service, MATBUS should institute various performance measures that relate to safe and reliable operations. Safety measures are addressed more at length in the Agency Safety Plan (ASP). Table 91 below summarizes these measures:

Table 91. Additional Performance Measures

Theme	Factor	Target
Safety and Reliability		Revenue miles between road calls/breakdowns: <ul style="list-style-type: none"> 9,000 miles for fixed route 12,000 miles for demand response/paratransit
		On-time performance: Measured in percentage of trips no later than 5 minutes after scheduled timepoint, and no earlier than 1 minute before a scheduled timepoint. Goal: 100% Minimum: 90%
	Safety and Training	Revenue miles between preventable accidents: Goal: 120,000 miles
		Monitor insurance claim rates to ensure positive trends
		Ride checks and professional development <ul style="list-style-type: none"> Bus operators should have a minimum of two ride checks per year to ensure safe/defensive driving practices and this should be incorporated into an ongoing training program. Bus operators should be offered opportunities for professional development and passenger sensitivity training on a regular (annual or better) basis.

Theme	Factor	Target
		<ul style="list-style-type: none"> • Training and personnel files should be audited and spot checked at a reasonable frequency.
Capital Planning and Maintenance	State of Good Repair	Vehicles and equipment should be within FTA guidelines for maximum useful life and meet the requisite replacement schedule.
		MATBUS should meet facility expansion and renovation benchmarks set forth in the Transit Facility Plan
		Vehicle fuel economy trends should be monitored and alternative fuels should be explored if service models would benefit from hybrid or battery electric vehicle deployment

CHAPTER 9: PUBLIC ENGAGEMENT – SUMMER 2021

STAKEHOLDER MEETINGS

Fifty transportation-needs stakeholders in the Fargo Moorhead metro were invited to participate in one of two stakeholder meetings. Stakeholders could join either one of the two meetings in an “office hour” setting through Zoom video conferencing calls, scheduled for various timeslots in the week of July 6, 2021. Stakeholders of the following groups and industries were invited:

- Higher Education
- K-12 Students and their Parents
- Workforce + Economic Development, and Business Community
- Community Groups
- Newly Arrived Immigrant Communities and LEP Populations
- Social Service Providers
- Health and Human Service Providers and Resources
- Housing Organizations

These were the same stakeholders and invitees as the stakeholder meetings of November 2020.

Participants

There were seven attendees during the first meeting and seven attendees for the second meeting.

Staff present during the meetings included Michael Maddox and Ari Del Rosario (Metro COG), Julie Bommelman and Lori Van Beek (MATBUS), Joe Kapper and Menno Schukking (SRF), and Will Calves (AECOM).

Table 92. MATBUS TDP – Summer 2021 Stakeholder Meetings Attendees

Meeting #1	Meeting #2
Tuesday, July 6, 12 (noon) – 1:30pm	Wednesday, July 7, 9-10:30am
Brit Stevens, NDSU	David Kelm, Concordia College
Rupak Gandhi, Fargo Public Schools	Maegin Elshaug, City of West Fargo
Sheri Larson, Moorhead Business Association	Cale Dunwoody, Fargo Chamber of Commerce
Tifanie Gelinke, Greater Fargo Moorhead Economic Development Corporation	Teresa Solfus, Minnesota State Community and Technical College (M State)
Paul Grindelund, Valley Senior Services	Peyton Mastera, City of Dilworth
Thomas Hill, United Way of Cass-Clay	Katie Mastel, Chamber of Commerce
Amanda Even, Lakes & Prairies Community Action Partnership (CAPL)	Brandon Lunak, Moorhead Public Schools

Project Overview

The stakeholder meetings started with the introduction of the presenters, Metro COG and MATBUS staff, and all attendees. Joe Kapper or Menno Schukking (SRF) then provided an overview of the project and the public engagement findings.

Service Plan Development

Will Calves (AECOM) presented the updated drafts of two implementation phases of bus route alignment and service levels proposals, addressing themes from the public outreach. Phase one makes minor adjustments to the system within the current budget, as well as implementation of the bus stop spacing guidelines.

Phase two is divided into subphases A through E. it introduces Sunday service on most routes, higher frequency service, and new routes – entailing a “redesign” of the existing system. Three new TapRide service areas are introduced as well.

Phase 2A mainly covers Moorhead service changes and a route crossing the Red River on I-94. Phase 2B includes corridor frequency enhancements in both Fargo and Moorhead. Phase 2C shows service expansions in south Fargo and West Fargo. Phase 2D introduces service to the airport and the new Amazon distribution center, as well as two new TapRide service areas in south Fargo and one in the Village Green area of Moorhead. Phase 2E represents the Sunday service expansion but this could be implemented earlier.

The phased approach offers a significant increase to capital and operating cost over ten years, but this could improve with a new or enhanced dedicated funding source for transit. This could be part of the transit authority implementation steps Metro COG is undertaking. Factors that affect the cost include the increased frequency and weekend service that add usability to the system, but represent more revenue hours of service, and the low-density development patterns of Fargo Moorhead that create efficiency challenges for the transit system.

The initial project overview and proposed service plan sparked the following comments from meeting participants:

- Sheri Larson (Moorhead Business Association) wanted to know the current service hours in Moorhead and asked if there was an opportunity to expand the service hours.
 - Lori Van Been (MATBUS) responded that they currently run service 6:15 a.m. to 11:15 p.m., Monday-Friday and 7:15 a.m. to 11:15 p.m. Saturday. Dilworth service ends earlier.
 - Will Calves explained that the current proposal does not include an expansion of service hours, just increased frequencies and new service areas. However, the proposal does include Sunday service, which is currently not offered.

- Joe Kapper (SRF) explained that service on Main Avenue in Fargo is dependent on future development along the corridor and pedestrian improvements. It does provide a fast connection between downtown Fargo and West Fargo.
- Tifanie Gelinske (Greater Fargo Moorhead Economic Development Corporation) asked about the possibility to extend the current TapRide service in the industrial park further west to some new businesses.
- Rupak Gandhi (Fargo Public Schools) would advocate for extending the southern border of the route in Phase 2D to include Davies High School as we have seen transportation be a barrier for some of our more vulnerable populations at Davies. Primarily, this has impacted participation in student activities and the ability for our Special Education program students to access other work-based opportunities.
- David Kelm (Concordia College) would strongly advocate for the proposed Route 1 in Moorhead.

Policy & Strategic Recommendations

Menno Schukking (SRF) gave a quick overview of the bus stop analysis, which encountered difficulties due to incomplete and conflicting data. The project team developed a Geographic Information Systems (GIS) layer of all stops, with information on 2019 average daily ridership and whether a shelter is present or not. The TDP also complements past bus stop and shelter studies by setting a bus stop spacing guideline. Additionally, the TDP document includes service development standards and performance measures for MATBUS staff to monitor.

Coordinated Plan

Menno Schukking (SRF) gave an overview of the Consolidated Human Services Transportation Plan (CHSTP). A report was prepared and distributed to special needs transportation providers and a second meeting was held with these providers to confirm the goals and strategies of the plan.

The main need for strategy implementation in the Fargo – Moorhead region is the establishment of a group of transportation providers that met regularly to work towards the implementation of strategies. This group could also include social and human service providers and agencies. Many coordination activities fall under mobility management, an eligible expense for federal operational support for both rural and urban transit programs.

Final TDP Report

The final TDP report is currently under staff review and includes all memos and draft deliverables. Public engagement activities include the two stakeholder meetings on July 6 and July 7, as well as a virtual open house on July 7. Stakeholders were encouraged to share the open house registration link with the clients and customers.

Next Steps

The project team will present to the city councils of Fargo and Moorhead in July, as well as the Metro COG TTC and policy Board in August. A brownbag presentation will be presented to the West Fargo City Council.

VIRTUAL OPEN HOUSE

The project team hosted a virtual open house on Wednesday, July 7 at 5pm through a Zoom webinar. The virtual open house covered the same topics as the summer 2021 stakeholder meetings.

Advertising

Advertising for the open house included two printed newspaper ads in The Forum, social media, and email listservs. A legal ad in The Forum ran on June 30 and July 7. On social media, Metro COG ran a Facebook ad promoting the open house. The event was also shared on the Facebook page of MATBUS. Listserv emails distributed the open house information to the Metro COG list serv, SRC members, the MATBUS TDP stakeholder list, and people who submitted their contact information in the TDP community survey.

Figure 88. Summer 2021 Virtual Open House Promotion



MATBUS Transit Development Plan Open House

Attend a live virtual open house at 5 p.m., Wednesday, July 7, to provide input and ask questions about the MATBUS 2021-2025 Transit Development Plan (TDP), which will provide a vision for transit in the Fargo-Moorhead region over the next five years. The project team wants to hear your thoughts about proposed service and policy changes.

Register for the open house on Wednesday, July 7, 2021 at 5pm here: tinyurl.com/MATBUS-TDP

The open house link is also available through the project website: www.fmmetrocog.org/2021TDP

The project website also provides detailed project information.

For those unable to attend on July 7, a recording of the presentation and meeting materials will be available on the project website after the event.

For questions or more information, contact project staff via email at mschukking@srfconsulting.com or by phone at 651-333-4126.

Send comments via U.S. postal mail to Metro COG, Case Plaza Suite 232, 1 - 2nd Street North, Fargo, ND 58102.

This ad was published twice at a cost of \$56.16. (June 30; July 7, 2021) 2894108

Presentation

The open house started with the introduction of the presenters and an overview on how to use Zoom. Attendees could post questions in the chat or Q&A function or use the “raise your hand” function to indicate they would like to speak on a topic. Attendees would then be unmuted and allowed to speak.

Two members of the public attended the virtual open house, as well as six staff members of Metro COG, MATBUS, SRF and AECOM.

Project Overview

Will Calves (AECOM) presented the updated drafts of two implementation phases of bus route alignment and service levels proposals, addressing themes from the public outreach. Phase one makes minor adjustments to the system within the current budget, as well as implementation of the bus stop spacing guidelines.

Phase two is divided into subphases A through E. it introduces Sunday service on most routes, higher frequency service, and new routes – entailing a “redesign” of the existing system. Three new TapRide service areas are introduced as well.

Menno Schukking (SRF) then presented on the bus stop analysis, for which the project team developed a Geographic Information Systems (GIS) layer of all stops, with information on 2019 average daily ridership and whether a shelter is present or not. The TDP also complements past bus stop and shelter studies by setting a bus stop spacing guideline. Additionally, the TDP document includes service development standards and performance measures for MATBUS staff to monitor.

Discussion

Participants in the virtual open house had the following comments and questions:

- Question on whether routes 11 and 14 would continue to be interlined.
 - Since they will have different frequencies in the future, they likely will not be interlined, but that could change when scheduling gets refined.
- One participant would like the Route 14 connection between the former Kmart (S University Drive & 25th Ave S) and West Acres to remain the same.
 - Once Sunday services get introduced, this participant would also like route 14 to have Sunday service.
 - Removing the south loop by the apartments on Route 14 is fine, then take 42nd Street or 45th Street to West Acres.

- One participant would like to see a connection between the Cheney Middle School area and the Sheyenne High School area in West Fargo.
- There was a discussion about the need to extend the high frequency route 15 to the Sanford Medical Center south of I-94.
- Some questions arose about the geographic equity of service distribution between north and south Fargo. The NDSU area has the most service today.
- There was a question about the implementation of all phases at once.
 - Will clarified that the phases would take a decade to implement.
- One participant wondered if it would be better to offer TapRide to the airport and the new Amazon facility, as they are 24-hour operations.

CHAPTER 10: PLAN ADOPTION

The draft service plan and this final TDP document were presented during meetings with elected officials and board members on the following dates:

- City of Moorhead, City Council, July 12, 2021
- City of Fargo, City Commission, August 12, 2021
- City of West Fargo, City Commission, August 18, 2021
- City of Dilworth, City Council, September 27, 2021

The TDP was formally adopted by the Metro COG Policy Board during their meeting on August 19, 2021.

CHAPTER 11: CONSOLIDATED HUMAN SERVICES TRANSPORTATION PLAN (CHSTP)

Established under the provisions of the federal Fixing America's Surface Transportation Act (FAST Act), the coordination of public transit and human service transportation aims to improve transportation services for people experiencing disabilities, low income, and senior populations by ensuring transportation services supported through a variety of federal programs gain mutual efficiencies where possible. The intent of coordination is to enhance transportation access, minimize duplication of services, and facilitate cost effective transportation, while maximizing the available resources. The coordination plan must be locally scoped, developed, and adopted.

The Consolidated Human Services Transportation Plan (CHSTP) planning initiative is being led by Metro COG, the Metropolitan Planning Organization (MPO) of Fargo – Moorhead. It is an update to the CHSTP completed in 2016. The CHSTP is intended to identify needs and gaps in human service transportation services for people experiencing disabilities, low income, and senior populations in the Fargo-Moorhead region. The CHSTP can be used to guide the use of funds from the Section 5310 Enhanced Mobility for Seniors and Individuals with Disabilities Program.

While there are several transportation providers and human service agencies to support transit dependent and vulnerable populations, there are substantial service gaps due to constrained resources and limitations in fixed-route and demand response services. Given the scarcity of available funding, coordination can help reduce the strain on resources by more effectively applying the assets of multiple agencies to common problems

A questionnaire was distributed to 28 transportation providers that serve within or to the Fargo Moorhead area to identify current services, transportation needs and gaps, and levels of coordination. On January 13, 2021, a virtual planning workshop held through Zoom included representatives from local governments and transportation providers. During this meeting, providers discussed changes in local services since 2016 and transportation needs in the region. The needs assessment was combined with results from the MATBUS fall 2020 community survey and a demographic analysis of the region based on U.S. Census Bureau data to establish draft goals and strategies. The goals were refined and confirmed during a February 26 virtual meeting, which also served as a forum to prioritize the draft strategies and identify local champions to lead implementation.

The needs and gaps identified in the outreach process included:

- Assistance in securing capital funding and bus procurement
- Day in advance reservation requirement – explore same day reservations?
- Changing travel patterns due to Covid-19

- Access destinations outside the service area – expand scheduled regional trips?
 - Longer trip resources; expensive to provide – takes vehicle out of local service for rural providers
 - Specialized transportation and door-to-door service is costly in urban areas
- Increase the awareness of transit service; lack of understanding of available transit services (marketing)
 - Limited customer and travel data available
- Explore shared travel training, marketing, and maintenance
- Establish / continue regular communication between stakeholders in region
- Growing population with special needs; transportation for ongoing medical treatment such as dialysis
- Income based ride programs and/or reduced fare programs
- Lack of a volunteer driver program in Fargo – Moorhead and shortage of drivers in rural areas

The five goals of the CHSTP are to:

- **Goal #1:** Provide accurate information to inform the public about all public transportation options and how they can access them.
- **Goal #2:** Public transit should have a span of service that meets user needs, including early morning, evening, and weekend service if a market exists.
- **Goal #3:** Service should be regionally coordinated to minimize geographic gaps in coverage.
- **Goal #4:** The available modes of transportation should grow with the community and be appropriate for demand from all user groups.
- **Goal #5:** MATBUS should continue to have the institutional capacity and staffing to position it well to coordinate transit in the metro.

The top priority for CHSTP strategy implementation is the establishment of a coordination and communication forum for transportation providers that meets regularly, to which social and human service providers may be invited as well. The forum could meet quarterly to discuss the identified needs and implementation of strategies. The state DOTs and Metro COG could facilitate speakers and connect providers with grant and resource opportunities at the state and federal level. The forum will establish the local champions of the strategies and identify the need for organizational capacity to regional and state transportation planning agencies.

This CHSTP was a stand-alone task within the 2021 - 2025 MATBUS Transit Development Plan (TDP) project.

Planning Process

The objectives of the CHSTP planning process are to provide an understanding of:

- Strengths and weaknesses of the transportation services available in the Fargo Moorhead region
- Unmet needs and future transit service changes
- How to improve coordination among providers and best deploy resources to increase ridership and usage across providers by providing a better customer experience

The CHSTP gives transportation providers and planning staff a fiscally responsible framework to work with local government officials, local planning agencies, board members and other stakeholders to build local support for improving their transportation system. The planning process is outlined in Figure 1. The process included the discovery of facts, an analysis of current services, demographics, and current coordination efforts. This was accomplished through:

- A demographic overview of people experiencing disabilities, low income, and senior populations in Fargo Moorhead
- Crosstabs from the MATBUS TDP Fall 2020 Community Survey to gauge ridership and travel information from people experiencing disabilities, low income, and senior populations
- A transportation questionnaire distributed to 28 providers in December 2020 that serve within or to the Fargo Moorhead area, which identified current services, transportation needs and gaps, and levels of coordination
- An initial virtual meeting in January 2021 with transportation providers which identified the needs and gaps of the current services in the region, as well as identifying changes since 2016, including the response to the COVID-19 pandemic
- A second virtual meeting with transportation providers in February 2021 confirmed the CHSTP goals for coordination opportunities. The meeting prioritized draft strategies and identified local champions to lead implementation.

This final document encompasses these efforts and includes the actions needed for strategy implementation and identifies the local champions to lead the efforts. The CHSTP provides Metro COG with a clear definition of transit needs, and a basis from which to request long-term commitment of local funds and leveraging state and federal funding.

Figure 89. CHSTP Planning Process



TRANSPORTATION PROGRAMS & POLICY

Coordinated plans help identify regional priorities, improve service delivery, and work toward overall goals such as:

- Improving coordination of services to meet transportation needs
- Increasing ridership and usage across the network
- Ensuring fiscal responsibility for transportation services
- Articulating and communicating a vision for transportation systems and the benefits transportation for people experiencing disabilities, low income, and senior populations provides to the community.

With a well-defined coordinated plan, goals and ideas for improving transit service can be put into action with a blueprint for services to add or expand, specific hours of service to adjust, and funding to pursue to cover additional operating and capital expenses. The plan also facilitates communication with the public which will raise awareness of how and where transit and taxi services are provided.

Federal Transportation Programs

The following is an overview of federal transportation programs serving within and to the Fargo – Moorhead Area. Transit services are subject to many federal and state guidelines, which may impact how improvements, expansion, and coordination is implemented.

Additional federal programs with transportation benefits are listed in the appendix.

Federal Transit Administration

Federal Transit Administration (FTA) Section 5307, 5310, and 5311 provides formula-based grants to support capital, planning, and operating assistance. This section includes a description of these transit funding programs. As Fargo Moorhead and rural areas are below 200,000 in population as of the 2010 Census, FTA funds are distributed through the state departments of transportation to transit providers as sub recipients. This will change in FY 2023 as the 2020 Census showed the metro population crossing the 200,000 mark.

The North Dakota Department of Transportation (NDDOT) and the Minnesota Department of Transportation (MnDOT) assists in compliance with FTA regulations such as: training, safety, maintenance, service, and procurement. Any contracted service by transit agencies, including taxi services, must also comply with FTA requirements. FTA also requires compliance with the American's with Disabilities Act (ADA) and Title VI, described in more detail further in this section.

All local match (non-federal) funds for sections 5307, 5310 and 5311 programs must be provided from sources other than those provided by the U.S. Department of Transportation. Such sources may include:

- State or local appropriations
- Other non-transportation federal funds that are eligible to be used for transportation, i.e.:
 - Temporary Assistance for Needy Families (TANF)
 - Medicaid
 - Employment training programs
 - Rehabilitation services
 - Administration on Aging
- Tax revenues
- Private donations
- Revenues for human service contracts
- Net income generated by social service agencies.

In North Dakota, most matching funds are provided by local funds, while in Minnesota the state department of transportation provides the majority if not all local match funding. MnDOT provides 85-90 percent of operating expenses, and covers most of the capital expenditures. MnDOT also offer a competitive grant program for service expansions that address gaps found in the Greater Minnesota Transit Plan.

It may be beneficial for transportation providers to find a diverse range of local match funding providers, as it is likely to improve the resiliency of the transportation providers facing limited budgets. Additionally, having multiple local match funding partners can expand the geographic reach of providers by no longer being confined to the jurisdiction or service area of a single local match funding provider, such as a city or county.

[FTA Section 5307](#)

The FTA Section 5307 funding program makes federal resources available to urbanized areas and states for transit capital and operating assistance in urbanized areas and for transportation related planning. The activities eligible for funding under section 5307 include:

- Planning, engineering, design and evaluation of transit projects and other technical transportation-related studies
- Capital investments in bus and bus-related activities such as replacement, overhaul and rebuilding of buses, crime prevention and security equipment and construction of maintenance and passenger facilities

- Capital investments in new and existing fixed guideway systems including rolling stock, overhaul and rebuilding of vehicles, track, signals, communications, and computer hardware and software.
- Operations: For metro areas below 200,000 in population or with less than 100 buses in service, 5307 funds can be used for operations.

In addition, associated transit improvements and certain expenses associated with mobility management programs are eligible under the program. All preventive maintenance and some Americans with Disabilities Act complementary paratransit service costs are considered capital costs.

The state departments of transportation apply for, receive, and dispense funds for urbanized areas with populations between 50,000 and 200,000. For urbanized areas with a population of 200,000 or more, funds are apportioned directly to the locally determined designated recipient.

As the Fargo Moorhead area is expected to exceed the 200,000-population threshold following the 2020 census, it will be reclassified as a transportation management area by the US Department of Transportation (USDOT) and become a direct recipient of FTA funding for the metro area. The MATBUS Transit Authority Study of 2020 examined the effects of this classification and funding change for MATBUS operations.

[FTA Section 5310 – Enhanced Mobility of Seniors and Individuals with Disabilities](#)

The FTA Section 5310 program is intended to enhance mobility for seniors and persons with disabilities. It does so by providing funds for programs to serve the special needs of transit dependent populations beyond traditional public transportation services and Americans with Disabilities Act (ADA) complementary paratransit services. Eligible recipients of this funding are nonprofit agencies serving older individuals and persons with disabilities, public entities approved by NDDOT or MnDOT to coordinate transportation services for older individuals and persons with disabilities, and public entities providing public and specialized transit services.

At least 55 percent of program allocations must be used on public transportation capital projects planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable. The remaining 45 percent of the program allocations may be used for:

- Public transportation projects exceeding the requirements of ADA
- Public transit projects improving access to fixed route services and decreasing the demand of individuals with disabilities for complementary paratransit

- Assisting alternatives to public transportation for seniors and individuals with disabilities.

FTA Section 5311 – Public Transportation Assistance for Rural Areas

The FTA Section 5311 program authorizes capital, administrative, operating assistance and training grants to state agencies, local governments, Native American tribes, and nonprofit organizations providing rural public transportation services. All projects must benefit residents in non-urbanized areas (under 50,000 in population). Section 5311 provides up to 80 percent federal share of the costs for administrative expenses, up to 80 percent for capital costs and up to 50 percent of the net operating cost for rural transit operations.

The state departments of transportation have oversight authority on this funding program and manage the solicitation process for Section 5311 recipients. The Rural Transportation Assistance Program (RTAP) is a subset of Section 5311 funding providing grants for training and technical assistance at 100 percent federal share. Additionally, 15 percent of Section 5311 funding, allocated as Section 5311(f), must be set aside to support intercity bus service unless a state can certify that all intercity bus needs are met.

Title VI

The FTA requires all recipients and sub recipients to comply with U.S. Department of Transportation Title VI regulations, based on the Title VI of the Civil Rights Act of 1964. Title VI requirements for transit services are generally related to supplying language access to persons with limited English proficiency (LEP).⁵ The state departments of transportation are the primary recipient of these identified FTA funds; thus, all the Section 5311 transit service providers are sub recipients. The state departments of transportation have the primary responsibility for Title VI compliance. Recipient of 5307 funding must have their own Title VI program.

ADA

The Americans with Disabilities Act (ADA) of 1990 is designed to prohibit discrimination based on disability. In terms of FTA and the provision of transit service, the ADA is structured to ensure equal opportunity and access for persons with disabilities.⁶ ADA requirements apply to facilities, vehicles, equipment, bus stops, level of service, fares, and provision of service.

⁵ https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/FTA_Title_VI_FINAL.pdf

⁶ https://www.transit.dot.gov/sites/fta.dot.gov/files/docs/Final_FTA_ADA_Circular_C_4710.1.pdf

All public transit vehicles are required to be ADA compliant. Any new facilities or bus stops must be constructed to be ADA compliant. All transit service providers must complete required ADA training.

Service provision-related equivalencies include the following for demand response service:

- The response time, fares, geographic area of service, hours and days of service, trip purpose restrictions, and availability of information and reservation capabilities must be the same for all riders, including those with disabilities
- Regarding capacity denials (denials within the existing service parameters in the above bullet); denials are allowed for demand response service, if the frequency of denials is the same as the frequency for riders without disabilities
- Any priority given to persons with disabilities or higher levels of service is a local decision
- Requirements for demand response service are different than those required for ADA complementary paratransit associated with fixed route service

Non-Emergency Medical Transportation

Non-Emergency Medical Transportation (NEMT) is a passenger transportation benefit of the Medicaid program. States are required in their Title XIX state plans to ensure necessary transportation of Medicaid beneficiaries to and from health care providers. Expenditures for transportation may be claimed as administrative costs of the state plan. Alternatively, the state may elect to include transportation as medical assistance under its state Medicaid plan, but use a direct vendor payment system consistent with applicable regulations. There are various ways in which a state can construct the network by which these rides are provided to the users. Statewide, regional, or local provider networks are typical.

Older Americans Act

Various programs through the Older Americans Act support transportation of seniors. Grants can be made to social service agencies and transit providers to ensure older adults can reach necessary services such as nutrition, adult day services, and civil services such as government benefits, legal aid, and regular tasks that require presence at public agencies. Older Americans Act funding covers fare subsidy on behalf of the passenger if program funds are used to provide a transportation benefit.

Veteran Transportation Programs

The Veterans Affairs (VA) contracts with medical and paratransit providers to provide transportation services for veterans who need access to health care. Social workers assist clients to refer them to public transit providers, or more specialized transport.

State of Minnesota

The State of Minnesota requires fixed route systems to offer free rides to veterans with disabilities. MATBUS allows veterans with disabilities (requires Veterans ID with “services connected”) to ride free on the entire system.

Head Start

The Head Start program supports early childhood education for low-income families. Head Start programs are not required to provide transportation services. However, when they do provide those services, there are key regulations in Transportation, 45 CFR § 1303.70 (2016) with which grantee and delegate agencies are required to comply.⁷

Coordinated Human Service Transportation Plan Requirements

Federal regulations require metropolitan areas to update their coordinated public transit human services transportation plans at least every five years. FTA has provided specific guidance for the preparation of the CHSTP. The required elements of the CHSTP include:

- An assessment of transportation needs for seniors and individuals with disabilities. This assessment includes data collection and analysis of gaps and barriers in existing transportation services.
- An inventory of known transportation services in the region. These services include public fixed-route, Americans with Disabilities Act of 1990 (ADA) complementary paratransit, demand response, and other transportation services.
- Strategies, activities, and/or projects that address the identified gaps between current services and needs, as well as opportunities to achieve efficiencies in service delivery.
- Priorities for implementation of the strategies identified based on resources, time, and feasibility

Olmstead Plan – Minnesota

In 1999, the Supreme Court affirmed that mental illness is a type of disability, that individuals with disabilities, including those with mental illness, have a right to live in their

⁷ <https://eclkc.ohs.acf.hhs.gov/transportation/article/requirements-program-transportation-services>

communities as opposed to forcing institutionalization, and are covered by the Americans Disabilities Act of 1990 (ADA) in *Olmstead vs. L.C and E.W.*⁸ The State of Minnesota is one of the more progressive states in instituting a specific Olmstead Plan. Minnesota's Olmstead Plan was updated most recently in March 2018.⁹

For transit providers in Greater Minnesota, outside the Twin Cities metro, the Olmstead Plan requires that people with disabilities, including those with mental illness, are covered by the same requirements of the Americans with Disabilities Act. It means that the level of transit service available to the general public (the span of service, frequency of service, and service area coverage) is also available to people with disabilities, including mental illness. It also means that social and human service agencies and public transit agencies should coordinate as much as possible to provide service to individuals with disabilities.

⁸ <https://supreme.justia.com/cases/federal/us/527/581/>

⁹ <https://www.dhs.state.mn.us/olmstead/>

TRANSPORTATION DISADVANTAGED POPULATIONS & SERVICES

Transportation-disadvantaged people, also known as individuals with special transportation needs, are those who are unable to transport themselves due to their age, income, or health condition. Travel needs of transportation-disadvantaged populations are as diverse of the travel accomplished by persons with adequate access to transportation. Needs may include an elderly person trying to get to a specialized health center or to the grocery store; or a homeless trying to get to a job interview; or a single mom without a reliable car who works a second shift; or a visually impaired individual with a guide dog traveling to visit her parents after working all day. Essentially, local residents with the same daily need to get from one place to another for a broad range of necessity and social trips.

Regional Demographic and Socio-Economic Characteristics

Demographic and socio-economic measures can offer inferences on how many people in a community rely on transit. A transit dependent population may consist of those with low incomes, older adults, or those who by choice or necessity do not have access to personal automobiles. Areas with aging populations and high percentages of people with disabilities and/or lower incomes are likely to have high demand for transit service as a lifeline connection to medical treatment and other services found in urban areas such as Fargo – Moorhead. Some of these standard measures include:

- Population Growth and Decline
 - Changes in total population can affect an area's overall demand for transit. Growing regions often generate increased travel demand, including demand for transit travel to and from areas previously unserved by transit. Areas with declining populations can also see increasing transit demand, as a reduced number of residents must travel further to accomplish their daily needs.
- Youth Population
 - Youth (individuals under 18) often do not have a driver's license or access to a vehicle and exhibit a higher overall need for transit than the general population. Rural transit serves a higher proportion of young and school-age children than would typically be found in urban areas, in part due to Head Start and other childcare-oriented services.

- Senior Population
 - Seniors (adults over the age of 65) typically use public transportation more frequently than the general population. Older adults often exhibit higher demand for transit as they become less capable or willing to drive themselves or can no longer afford to own a car on a fixed income.
- Poverty Status
 - Low-income households earn up to 150 percent of the federal poverty threshold. Low-income populations may not own a car or may temporarily not be able to afford to use their car due to deferred maintenance or the cost of gas.
- Disability Status
 - Persons with disabilities are often heavily dependent on public transit service.
- Vehicle Ownership
 - One of the most influential factors in transit need is whether a household has access to a car. Zero-vehicle households may include households that do not have the economic means of owning a vehicle, households that choose not to own a car, and/or individuals who are unable to drive, such as senior citizens and persons experiencing disabilities. Households with just one vehicle may need transit if the vehicle is used by one household member for commuting purposes, leaving remaining household members without a vehicle.
- Unemployment
 - A high unemployment rate may indicate a higher need for social services, while a low unemployment rate may indicate a need for commuter transit. A low unemployment rate may also negatively affect the transit agency's efforts to attract and retain staff.

This is not to say transit is used exclusively by these individuals, however these user groups do stand to establish a market base for transit service. Figures from the most recent 2018 American Community Survey are shown in Table 93. The transit indicators are shown for the cities of Fargo and Moorhead for comparison to each other and the states of North Dakota and Minnesota.

Table 93. Fargo Moorhead Transit Propensity Indicators

	Fargo	Moorhead	North Dakota	Minnesota
Population, 2010	105,549	38,065	672,591	5,303,925
Population, 2018	120,209 (+14%)	42,395 (+11%)	752,201 (+12%)	5,527,358 (+4%)
Youth <18	24,288 (20%)	9,582 (23%)	173,718 (23%)	1,291,607 (23%)
Senior >65	13,640 (11%)	5,054 (12%)	109,910 (15%)	830,112 (15%)
Median Age	30.4	29.9	35.1	37.9
Poverty	13.0%	15.0%	10.9%	10.1%
Disability	9.9%	10.1%	10.8%	10.8%
Zero Vehicle Households	6.6%	8.2%	5.1%	6.9%
One-Vehicle Households	37.0%	31.4%	29.1%	29.5%
Unemployment, December 2020	3.1% (Metropolitan Area)		4.1%	4.4%

U.S. Census Bureau: ACS 2018, 5-Year Estimates. Bureau of Labor Statistics: Local Area Unemployment Statistics <https://www.bls.gov/lau/home.htm>

Special Needs Transportation

Special needs transportation is any mode of transportation used by those defined as transportation-disadvantaged or with a special transportation need. This includes buses that have regular stops (i.e., fixed-route transit for the general public, and schools), specialized services such as agency vans; demand response (dial-a-ride) and taxis that pick-up people at the curb or door; or rideshare programs; or volunteer driver services.

The different agencies providing these special transportation services largely fit into two categories, namely human service transportation and public transit.

Regional and Special Services Provider Inventory

An inventory of known transportation services in the region is provided below. These services include public fixed-route, Americans with Disabilities Act of 1990 (ADA) complementary paratransit, demand response, and other transportation services. These providers offer services either within Fargo – Moorhead, or regularly provide services to Fargo – Moorhead from outside the metro. A majority of these providers are also listed in the FM Ride Source directory published by the City of Fargo.¹⁰

¹⁰ <https://fargond.gov/live/transportation/fm-ride-source>

Table 94. Regional and Special Services Providers

Provider	Local, Regional, Intercity Geography	Lift or Ramp Equipped
1 Priority Transportation	Local	Yes
Ashtown Taxi	Local	No
CarAVan	Local	Yes
Community of Care Cass County	Regional – ND Rural Cass County North Dakota	
Doyle Yellow Checker Cab, Inc.	Local	No
FM Mobility Care	Local	Yes
FM Taxi & Limousine	Local	No
GoCab Transportation Company	Local	No
Handi-Wheels Transportation	Local	Yes
James River Community Center - Public Transit (Jamestown)	Regional – ND Stutsman, Wells and Sheridan Counties	Yes
Jefferson Lines	Intercity	Yes
Lakes Medi-Van	Local	Yes
Lucky 7 Taxi Service, Inc.	Local	No
Lyft	Local	No
MATBUS Fixed Route	Local	Yes
MAT (Metro Area Transit) Paratransit	Local	Yes
Maxime & Co	Local	Yes
Precision Transportation Inc.	Local	
Ready Wheels - FM Ambulance	Local	Yes
Reeyu Cab	Local	No
Ridey Taxi	Local	
South Central Adult Services	Regional – ND Barnes, LaMoure, Foster, Logan, McIntosh, Griggs, and Emmons counties	
Transit Alternatives	Local, Regional – MN Clay, Otter Tail and Wilken Counties as well as Fargo-Moorhead	Yes
Tri-Valley Opportunity Council, T.H.E Bus	Regional – MN Mahnomen, Red Lake, Norman, Polk, Marshall, Pennington, Kittson, and Clearwater counties	
Twin Town Taxi	Local - Wahpeton	No
Uber	Local	No
Valley Senior Services - Metro Senior Ride	Local, Regional – ND Fargo, Moorhead, West Fargo, Dilworth area for individuals age 60 and older. Rural transit in Cass Traill, Steele, Richland, Ransom, Sargent, and rural Grand Forks counties	No

Provider	Local, Regional, Intercity Geography	Lift or Ramp Equipped
Rural Providers with Regular or Occasional Trips to the Fargo – Moorhead Area		
Benson County Transportation	Regional - ND	
Pembina County Meals and Transportation	Regional - ND	
Walsh County Public Transit	Regional - ND	
Northlink Mobility	Regional – MN (Rochester)	
Paul Bunyan Transit	Regional – MN Beltrami, Lake of the Woods, and Roseau counties	Yes
Rainbow Rider Transit	Regional – MN Douglas, Grant, Pope, Stevens, Todd, and Traverse counties	Yes

Community Resources for Information, Outreach and Advocacy

In addition to the transportation service providers listed above, the following agencies provide resources to connect customer with transportation providers.

- FirstLink: Dial 2-1-1 for information on Fargo-Moorhead human and social services, listening and support and veteran and military family support
- Freedom Resource Center for Independent Living: Call (701) 478-0459 for regional resources for people with disabilities. Information for home ramp building programs and other resources in the metro area
- Lakes and Prairies Community Action Agency: Moorhead and Dilworth senior citizens can find resources by calling (218) 291-5857
- Valley Senior Services: Fargo and West Fargo senior citizens can find resources by calling (701) 293-1440
- NDAD (North Dakota Association for the Disabled): Fargo, West Fargo, Moorhead individuals of all ages. Financial assistance for individuals with physical disabilities needing accessible transportation. Call (701) 281-8215 for a financial assistance application.
- Region 4 – Regional Transportation Coordinating Council: Coordinates transportation and human service provider services in west central Minnesota, specifically in Becker, Clay, Douglas, Grant, Otter Tail, Pope, Stevens, Traverse and Wilkin Counties. <https://wcmca.org/program/region-4-regional-transportation-coordinating-council>

NEEDS ASSESSMENT

An assessment of transportation needs for people experiencing disabilities, low income, and senior populations can identify areas of improvement for transportation services and coordination. This assessment includes data collection and analysis of gaps and barriers in existing transportation services. This chapter includes an overview of the coordinated plan engagement activities and summarizes the identified needs.

Operating Environment

In the Fargo-Moorhead region, and similar Midwestern areas where there is a higher density metropolitan center surrounded by very low-density areas, there is a limited practicality to how much actual service coordination outside the city limits can be accomplished. Rural density development with smaller communities located miles apart creates an environment where agencies can justify/support only a small number of vehicles and a limited number of drivers. Within rural areas limited capital and personnel resources are controlling factors to the extent that coordination can be promoted.

Trips can be coordinated if agencies can pick up riders along the way to larger urban centers, but the large distances between providers could make that too long of a deviation from the direct route. Rural providers do not want to lengthen the travel time further for their customers.

Coordinated Plan Engagement

The coordinated plan engagement consisted of questions on the MATBUS TDP community survey, a transportation provider questionnaire, and two virtual meetings with transportation providers and planners.

Community Survey: Coordinated Plan Transit User Questions

The MATBUS Transit Development Plan (TDP) Community Survey was conducted from September 9, 2020 through October 9, 2020 among residents of the Fargo – Moorhead region, through both an online and paper instrument. The survey collected 760 valid responses and provides MATBUS and Metro COG with information on rider and non-rider preferences, satisfaction, and priorities for improvement. Approximately half of the survey participants rode transit regularly before the COVID-19 pandemic started in March 2020. These participants were asked follow-up questions about their transit experiences.

Please see the Community Survey Results Memo for the full survey methodology.

Discussed below are the responses of regular transit riders who are experiencing disabilities, low income, and senior populations to the survey questions regarding trip length and service improvements, and how they compare to the overall rider sample.

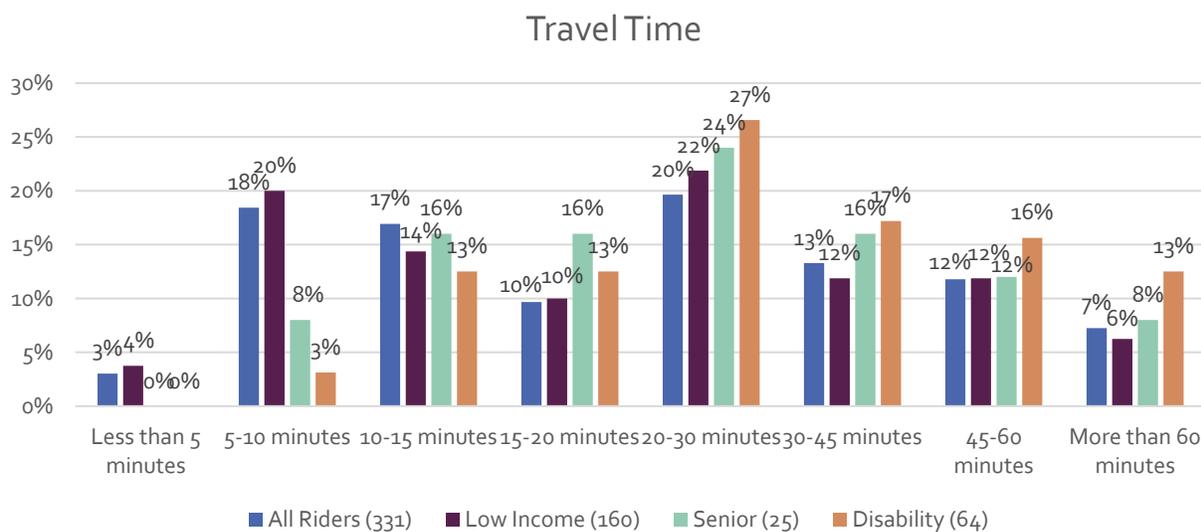
Table 95. Community Survey: Coordinated Plan Population Sample

Category	Total	Percentage
Regular Riders (pre-Covid)	378	
<i>Regular riders who are:</i>		
Low-income (Household annual income below \$30,000)	161	43%
Seniors (Age 65 or above)	26	7%
Experiencing disabilities that limit their mobility	65	17%

Travel Time

Almost half of regular transit users spend between 10 and 30 minutes on the bus to reach their destination. Compared to all regular MATBUS riders, people experiencing disabilities have slightly longer travel times.

Figure 90. Travel Times Among Different Populations



Service Improvements

All survey participants could indicate their preference for hypothetical service improvements by ranking them. Seniors and low-income populations had the following preference, in order:

1. Increase frequency of service (e.g., a bus scheduled to serve my stop every 30 minutes rather than one bus arriving every 60 minutes)
2. Design MATBUS routes to serve locations that are currently unserved by transit

3. Operate my regular bus route later in the evening (expand evening service)

Seniors and low-income populations showed the same order of preferences as all survey participants. People experiencing disabilities preferred serving locations currently unserved over increasing frequency.

Low-income populations and people experiencing disabilities had the following preference for another set of hypothetical service improvements, in order:

1. Better weekday service
2. Add Sunday service
3. Better Saturday service

Low-income populations and people experiencing disabilities showed the same order as all survey participants. Seniors preferred better Saturday service over adding Sunday service, and listed better weekday service last.

Service Provider Questionnaire

Each of the local providers listed in the FM Ride Source Directory and the previous CHSTP were asked to complete a survey of questions designed to gather information on:

- Transportation agency background
- Hours of service, regular routes, and reservations procedures
- Customers/clients the organization supports or serves
- Equipment/fleet used to transport clients/customers
- Key trip origins and destinations in the metro area
- Trip purposes supported by the organization
- Regional transportation needs and barriers
- Levels of coordination with other transportation or human service providers
- Barriers to enhanced coordination between providers in the region

These questions helped identify the types of services available, transportation needs, and helped assess current levels of coordination among providers.

The questionnaire was sent out to 28 transportation providers, listed in the previous chapter, and responses were received from 11 regional service providers. The questionnaire was distributed through an introductory email in early December 2020, plus multiple reminder emails for the questionnaire and the provider meetings. Calls were placed to agencies that did not provide a response by Mid-January of 2021.

Table 96 documents the information gathered from each of the organizations responding to the survey inquiry. Of the 11 respondents, four are from lower population counties traveling 90 or more one-way miles to get to the Fargo-Moorhead metro area. One

response was from the Freedom Resource Center for Independent Living in Fargo, a social service agency that does not provide its own transportation services.

Rainbow Rider Transit (Alexandria/Elbow lake, MN) indicated that they just provide occasional trips to Fargo – Moorhead using volunteer drivers. Three taxi companies were unavailable through either phone or email.

Table 96. Service Provider Questionnaire Responses

Question	1 Priority Transportation	Community of Care ND	Freedom Resource Center for Independent Living	Handi-Wheels Transportation	James River Senior Center & Public Transit	Lakes Medi-Van	Metro Senior Ride (Valley Senior Services)	Paul Bunyan Transit	Pembina County Meals & Transportation	South Central Adult Services	Walsh County Senior Citizens Council
Other than transportation, what types of services does your agency provide?	None, transportation only	Other	Other	None, transportation only	Senior center Nutrition site/food service	None, transportation only	Senior center Nutrition site/food service	None, transportation only in a 10 to 4 mile radius of each city in our services area and limited service between Roseau/ Warroad, and Baudette/Williams	Nutrition site/food service Other	Senior center Nutrition site/food service	Senior center Nutrition site/food service
Who uses your transportation services?	We focus only on non-emergency medical transportation via wheelchair or stretcher. We serve local nursing homes, hospitals and Fargo VA for transportation to appointments or transfers to other facilities. We do some private pay as well.	Seniors, 65 and older	We do not provide transportation services	People with disabilities, elderly, new Americans, lower income people, and people without other transportation options	General public in Stutsman, Wells, Sheridan Counties	Special needs	Metro Senior Ride Service (urban) – people 60 years old and older Public Service (rural) – people of any age	Residents of Bemidji, Roseau, Warroad, and Baudette	Pembina County residents of all ages	General Public	General public, elderly, disabled
How do your customers/clients receive transportation services?	We operate our own vehicles	We use volunteers with their own vehicles	Our consumers purchase their own transportation services	We operate our own vehicles	We operate our own vehicles	We operate our own vehicles	We operate our own vehicles	We operate our own vehicles We use volunteers with their own vehicles	We operate our own vehicles	We operate our own vehicles	We operate our own vehicles
If you operate your own vehicles, how many vehicles does your agency operate?	Small capacity (Fewer than 15 passengers) Our vehicles are designed to not take more than 1 or 2 wheelchairs. They are specialized vans, not buses			4 small capacity (Fewer than 15 passengers)	13 small capacity (Fewer than 15 passengers)	15 small capacity (Fewer than 15 passengers)	25 small capacity (Fewer than 15 passengers)	20 medium capacity (15 to 30 passengers) 1 small capacity (Fewer than 15 passengers)	6 small capacity (Fewer than 15 passengers)	40 small capacity (Fewer than 15 passengers)	2 medium capacity (15 to 30 passengers) 2 small capacity (Fewer than 15 passengers)
Are there restrictions on who your agency can carry as a passenger?	Our focus is on wheelchair/stretcher transportation by appointment	They need to fill out paperwork and sign a release of liability and are 65 or older	NA	No	No	No	Metro Senior Ride Service – only ambulatory riders	We do not transport medical transportation	No	No	No

Question	1 Priority Transportation	Community of Care ND	Freedom Resource Center for Independent Living	Handi-Wheels Transportation	James River Senior Center & Public Transit	Lakes Medi-Van	Metro Senior Ride (Valley Senior Services)	Paul Bunyan Transit	Pembina County Meals & Transportation	South Central Adult Services	Walsh County Senior Citizens Council
Does your agency provide a low-income fare program?	No	No	No	No	No, but we keep our fares very reasonable for everyone.	No	Yes	No	No	No	No
For what purposes does your agency provide trips?	Medical	Medical	We rarely provide trips for our consumers	No limitations	No limitations	Medical	No limitations	No limitations	Medical Employment Social service/ government Congregate dinner Court appointments School Shopping Recreational/social	No limitations	No limitations
Do you participate in any coordination activities with nearby agencies or providers? (transportation related or otherwise) If so, which organizations do you coordinate with and in what capacity?	Yes, only with nursing homes, hospitals. We do in-town service and out of town across ND and MN. We are approved for NDDHS for transportation but only for out of town.	Yes, Valley Senior Services Express Van – During Covid we are not giving rides – we are giving our clients this phone number as a resource and when someone needs handicapped access.	Yes, Multiple Human Services related agencies.	Yes, Lutheran Social Services, VTC, Family Healthcare, Fargo Parks	Yes, we will and have worked with several agencies to get people where they need to be.	No	Yes	Yes, we provide contract transportation services for DAC, grocery run contracted by a grocery store in our area	Yes, Walsh County Transportation	No	Yes, Pembina County Transit offering rides
What interest do you have in possible coordination activities?	None	None	Travel training - Via our Peer Mentoring program we provide training to use the MAT system	Providing trips to others for a fare, Shared training, Shared maintenance , Travel training, Marketing, Coordinate with other agencies to transport their	Contracting trips to other agencies for service outside our service area, Providing trips to others for a fare Working with another agency to transport your clients Coordinating	None	Contracting trips to other agencies for service outside our service area Working with another agency to transport your clients Coordinating with the local public transit agency to	None	None	Shared training	Contracting trips to other agencies for service outside our service area, Providing trips to others for a fare Working with another agency to transport your clients Coordinating with the local public transit agency to transport your clients Shared training Shared maintenance

Question	1 Priority Transportation	Community of Care ND	Freedom Resource Center for Independent Living	Handi-Wheels Transportation	James River Senior Center & Public Transit	Lakes Medi-Van	Metro Senior Ride (Valley Senior Services)	Paul Bunyan Transit	Pembina County Meals & Transportation	South Central Adult Services	Walsh County Senior Citizens Council
				clients	with the local public transit agency to transport your clients Shared training Travel training Marketing		transport your clients Travel training				Travel training Marketing
Does your agency work with the MATBUS Mobility Manager, Shaun Crowell?	No, other than being listed in FM Ride Source	No	Yes	No but have worked with the MATBUS Mobility Manager in the past	No	No	Yes	No	No	No	No
Does your agency work with the West Central Minnesota Regional Transportation Coordinating Council (RTCC)?	Yes, we are listed as a provider but have had no business through them	No	Yes	No	No	No	No	No	No	No	No
Are there any transportation needs in your local area not currently being met by local agencies?	We often get calls for rides in-town, however people cannot afford our specialized transportation rates. And ND Med pays too little for us to take these rides – we actually lose money so do not do in-town	Access to destinations outside service area Ongoing treatments such as dialysis, or radiation treatments, lack of volunteers in some areas of the county	Limited service hours	Access to destinations outside service area Limited service hours	No	No	Access to destinations outside service area	HRDC & NWRDC in our areas are working on the RTCC, our organization meetings with them quarterly or bi-monthly	Access to destinations outside service area	Limited service hours	No
What are the barriers to meeting the needs of providing transportation?	Service funding, Paperwork/cost/abilities of clients, Availability/reliability	Lack of volunteers in some areas of the county	Routes/schedule, Availability/reliability	Service funding		Service funding Paperwork/cost/abilities of clients, Availability/reliability, Political support	Service funding	Providing safe service during covid-19, limiting service due to social distancing		Service funding	Paperwork/cost/abilities of clients, Routes/schedule
Rate your opinion on each of the following	Agree - the cost of insurance will have a significant impact on	Agree - I am confident that my	Agree - Our clients/riders will need to travel more	Strongly Agree - I am confident	Strongly Agree - I am confident	Disagree - I am confident that my organization will be	Agree - I am confident that my	Disagree - I am confident that my organization	Agree - I am confident that my organization will	Agree - I am confident that my organization	Agree to all statements

Question	1 Priority Transportation	Community of Care ND	Freedom Resource Center for Independent Living	Handi-Wheels Transportation	James River Senior Center & Public Transit	Lakes Medi-Van	Metro Senior Ride (Valley Senior Services)	Paul Bunyan Transit	Pembina County Meals & Transportation	South Central Adult Services	Walsh County Senior Citizens Council
transportation need statements	our operations	organization will be able to meet all my customers' transit needs No Opinion - My organization would be willing to consider partnering with another organization or entity to meet our clients' needs Not Applicable - One of our biggest challenges will be to get local match funds for equipment and buses Strong Agree - One of our biggest challenges will be meeting medical transportation demand Strong Disagree - The cost of insurance will have a significant impact on our operations Agree - Our clients/riders will need to travel more often in the	often in the future Agree - Our clients/riders will need to travel to more location than they do today Agree - The number of clients/riders our organization serves will increase	that my organization will be able to meet all my customers' transit needs No Opinion - My organization would be willing to consider partnering with another organization or entity to meet our clients' needs Agree - One of our biggest challenges will be to get local match funds for equipment and buses Disagree - One of our biggest challenges will be meeting medical transportation demand Agree - The cost of insurance will have a significant impact on our operations No Opinion - Our clients/riders will need to travel more often in the future	that my organization will be able to meet all my customers' transit needs Strongly Agree - My organization would be willing to consider partnering with another organization or entity to meet our clients' needs Agree - One of our biggest challenges will be to get local match funds for equipment and buses Disagree - One of our biggest challenges will be meeting medical transportation demand Disagree - The cost of insurance will have a significant impact on our operations Agree - Our clients/riders will need to travel more often in the future	able to meet all my customers' transit needs Agree - My organization would be willing to consider partnering with another organization or entity to meet our clients' needs Strongly Disagree - One of our biggest challenges will be to get local match funds for equipment and buses Disagree - One of our biggest challenges will be meeting medical transportation demand Strongly Agree - The cost of insurance will have a significant impact on our operations Agree - Our clients/riders will need to travel more often in the future Strongly Agree - Our clients/riders will need to travel to more location than they do today Strongly Agree - The number of clients/riders our organization serves will increase	organization will be able to meet all my customers' transit needs Strongly Agree - My organization would be willing to consider partnering with another organization or entity to meet our clients' needs Disagree - One of our biggest challenges will be to get local match funds for equipment and buses Agree - One of our biggest challenges will be meeting medical transportation demand Disagree - The cost of insurance will have a significant impact on our operations Agree - Our clients/riders will need to travel more often in the future Agree - Our	will be able to meet all my customers' transit needs No Opinion - My organization would be willing to consider partnering with another organization or entity to meet our clients' needs No Opinion - One of our biggest challenges will be to get local match funds for equipment and buses Disagree - One of our biggest challenges will be meeting medical transportation demand Disagree - The cost of insurance will have a significant impact on our operations No Opinion - Our clients/riders will need to travel to more location than they do today Agree - The number of clients/riders our organization serves will increase	be able to meet all my customers' transit needs Agree - My organization would be willing to consider partnering with another organization or entity to meet our clients' needs No Opinion - One of our biggest challenges will be to get local match funds for equipment and buses Agree - One of our biggest challenges will be meeting medical transportation demand No opinion - The cost of insurance will have a significant impact on our operations No Opinion - Our clients/riders will need to travel to more location than they do today Agree - The number of clients/riders our organization serves will increase	will be able to meet all my customers' transit needs No Opinion - My organization would be willing to consider partnering with another organization or entity to meet our clients' needs Agree - One of our biggest challenges will be to get local match funds for equipment and buses Disagree - One of our biggest challenges will be meeting medical transportation demand Disagree - The cost of insurance will have a significant impact on our operations Agree - Our clients/riders will need to travel more often in the future No Opinion - Our clients/riders will need to travel to more location than they do today Agree - The number of clients/riders our organization serves will increase	

Question	1 Priority Transportation	Community of Care ND	Freedom Resource Center for Independent Living	Handi-Wheels Transportation	James River Senior Center & Public Transit	Lakes Medi-Van	Metro Senior Ride (Valley Senior Services)	Paul Bunyan Transit	Pembina County Meals & Transportation	South Central Adult Services	Walsh County Senior Citizens Council
		future Disagree - Our clients/riders will need to travel to more location than they do today Agree - The number of clients/riders our organization serves will increase		No Opinion - Our clients/riders will need to travel to more location than they do today Agree - The number of clients/riders our organization serves will increase	Agree - Our clients/riders will need to travel to more location than they do today Agree - The number of clients/riders our organization serves will increase		clients/riders will need to travel to more location than they do today Agree - The number of clients/riders our organization serves will increase				
Describe any steps your agency is taking to plan for future transportation needs	As a small business, our growth will come from out-of-town transportation needs, not from in-town. The costs/insurance are too high for us therefore not a market we will focus on. Our insurance went up 30% last year because of our business type, we can only survive on a diversified market.	Looking to increase the number of volunteers in some areas of the county		Looking to acquire smaller vehicles such as wheelchair accessible minivans for better fuel efficiency	We are doing our best to improve our fleet as we are able	Trying to survive Covid-19	Our agency has been working on securing more local funding for capital and operational needs; wanting to depend less on Federal Funding and associated requirements				
Please provide any additional comments on transportation coordination and needs in the Fargo – Moorhead region	Seniors and disabled people need ride programs that are affordable based on their income if they are home based, that are convenient (so they do not have to wait many hours for rides), can accommodate their short term notice needs (Scheduling is difficult with ride share Paratransit), and need a safe environment for transport (buses during COVID are a big concern for them).			Better balanced funding between the city and other transit agencies in town	No one understands the difficulties in providing transportation because the transit systems charge such a low rate we cannot compete with them and clients do not understand that		Due to an aging population and more older adults moving to our metro area, we believe that the senior ride part of our transit service will continue to experience growth. The Metro Senior Ride Service is unique in			We only provide service from the rural areas into Fargo/Moorhead	

Question	1 Priority Transportation	Community of Care ND	Freedom Resource Center for Independent Living	Handi-Wheels Transportation	James River Senior Center & Public Transit	Lakes Medi-Van	Metro Senior Ride (Valley Senior Services)	Paul Bunyan Transit	Pembina County Meals & Transportation	South Central Adult Services	Walsh County Senior Citizens Council
							that we have partnership agreements with the City of Moorhead and Dilworth to provide this metro-wide service.				

Questionnaire Findings

There is a strong interest in exploring coordination opportunities, but communication between providers is limited currently. Providers are also adjusting to providing services during the COVID-19 pandemic.

Barriers:

- Funding, administrative costs, and service availability
- Lack of volunteer drivers
- Specialized transportation is costly for customers, insurance does not cover trip costs

Needs:

- Income based ride programs
- Transportation options for special needs riders who need trips on short notice
- Ongoing medical treatment such as dialysis
- Access to destinations outside the service area
- Assistance in securing capital funding and bus procurement

Service Provider Meeting #1

On January 13, 2021, an initial needs assessment meeting with transportation providers was held virtually through Zoom. The same 28 transportation providers identified for the questionnaire were invited for this meeting. Seven transportation provider representatives, plus staff attended the meeting to discuss the following items among key stakeholders in the community's transportation network:

- Background to the CHSTP
- Current service summary and demographics
- Identifying unmet transportation needs, gaps in service, and duplication in service
- The market for transit in the Fargo Moorhead area and beyond

Rather than repeating the process employed to prepare a list of potential coordination opportunities, those developed for the 2012-2016 plan update were reviewed relative to what has and has not been implemented in the region. Attendees were asked about changes in the region regarding transportation. The transportation providers identified in the region are listed in the previous chapter.

Table 97. Service Provider Meeting #1 Attendees

Name	Organization/Role	Name	Organization/Role
Michael Maddox	Metro COG	Jerry Christiansen	Freedom Resource Center
Ari Del Rosario	Metro COG	Alli Ward	Private Transportation Provider
Julie Bommelman	MATBUS	Paul Grindeland	Valley Senior Services – Metro Senior Ride
Lori Van Beek	MATBUS	Kerri Spiering	Handi-Wheels Transportation
Shaun Crowell	MATBUS – Mobility Manager	Tom Gottfried	MnDOT
Amanda Hermann	Jefferson Lines	Joe Kapper	SRF
Nick Zelle	Jefferson Lines	Menno Schukking	SRF

The following is a summary of discussions during the meeting.

Providers

- Region 4 Regional Transportation Coordination Council (RTCC) completed a provider inventory and survey
 - RTCC Provider directory: <https://wcmca.org/wp-content/uploads/2020/10/RTCC-Directory-10.8.2020.pdf>
- Add Twin Town Taxi in Wahpeton, provides long distance rides
- Add Care-a-Van, see the Region 4 directory
- Anytime Transportation is listed in FM Ride Source but may have gone out of business

Changes since 2016

- MATBUS added paratransit in Moorhead on Sundays in 2017, as well as expanded evening coverage during the week.
- FM Ride Source updated in 2019, should list all 5310 providers
- The new Sanford hospital opened in 2017 south of the interstate (level 1 trauma center). MATBUS had to add service to this area
- MATBUS added TapRide service in 2016 in the western industrial park area and by NDSU, this has been a success
 - Explore possibility to add this service in areas with low performing fixed route service
- Minnesota established an RTCC in Region 4 of Minnesota, based out of Alexandria.
 - Incorporate RTCC strategies in the process and ensure there is consistency among each effort.

COVID-19 Response

- Transit Alternatives (rural Minnesota provider) no longer provides commuter service to Moorhead due to Covid-19
 - Increases need for grocery service in Moorhead
- Metro Senior Ride limited to one passenger at a time
- Metro Senior Ride is adding plexiglass to its vans in Moorhead
- Metro Senior Ride will be monitoring its passenger's health more closely, also once the pandemic subsides, to protect its drivers and other riders
- MATBUS paratransit ridership is down to 110 daily riders in Moorhead, from 150-175 daily riders before the pandemic
- MATBUS added plexiglass barriers to protect drivers, will keep them in the future to protect drivers from sickness and violence
- Travel patterns must be monitored for changes after COVID. Those with the ability to work from home will likely keep the desire and ability to do so
 - Ridership is likely slow to recover among vulnerable population who may be more cautious

Volunteer Driver Programs

- There is no metro wide volunteer driver program
- Check on the Clay County volunteer driver program
- Casselton community care volunteer driver program – check on current status

Transportation Needs

- Public housing facilities want more curb-to-curb service, explore if rural providers can provide this service during the 3-4 hour downtime while they are in Fargo – Moorhead
- There is no data on customers using multiple providers to reach their destinations, difficult to track connectivity across services
 - Some riders do transfer between MATBUS service and Jefferson Lines intercity service at the Ground Transportation Center in downtown Fargo
 - Jefferson Lines serves many NDSU students who connect to MATBUS in Fargo
- Lower income populations and elderly not qualifying for any assistance programs have difficulties accessing transportation services. They may own a car but would rather not drive due to reliability issues or fear of driving in urban environments
- Providing travel training for MATBUS is a need for people experiencing disabilities
- MATBUS receives paratransit applications from people living too far from the fixed route service area, mainly on the urban fringe of the metro
- Since Covid-19, there are no regular transportation/transit coordination meetings for the Fargo – Moorhead area or in North Dakota
 - North Dakota DOT used to organize transit meetings (urban + rural) in Bismarck on a quarterly basis, which providers could call into. The last meeting was before COVID.
 - Unclear if NDDOT organized these meetings for 5310 providers

- There is a need for day-of transportation options for people with mobility challenges, without the need of a (multiday) advance reservation. There are no wheelchair accessible taxis
 - These rides are expensive to provide

Region 4 RTCC (Minnesota)

- The West Central Community Action is the host agency for the Region 4 RTCC (Alexandria/Elbow Lake)
- Provides a forum for transportation providers in West Central Minnesota, area surrounding Moorhead
- A common unmet need in Western Minnesota is travel to and from Fargo – Moorhead
- RTCC Website: <https://wcmca.org/program/region-4-regional-transportation-coordinating-council>

MATBUS Mobility Manager

- Shaun Crowell oversees MATBUS paratransit applications, Title VI, and the disadvantaged business enterprise program at MATBUS.
- He also provides outreach to other transportation providers and community groups

Metro Senior Ride

- Works with both Fargo and West Fargo to secure local funding to expand service
- Trying to not rely on federal funding and its requirements going forward
- In Moorhead, State of Minnesota operating funds and Federal 5307 capital funds are used for the Senior Ride service, with the local match coming from the city

Main Themes

- Since 2016:
 - MATBUS added paratransit on Sundays in Moorhead, and TapRide in Fargo
 - Moorhead expanded service coverage and hours in the evenings in 2017.
 - New Sanford hospital in Fargo
- COVID-19 response and lasting impacts
- Desire for more accessible curb-to-curb service. There are paratransit requests from areas too far from fixed route service.
- Need for travel training for people experiencing disabilities
- Coordination efforts in rural Minnesota through Region 4 RTCC
- No regular transit coordination meetings in the metro or in ND since the start of Covid-19, previously held quarterly
- Vehicle purchasing and federal funding requirements

Unmet Needs: Barriers and Gaps to Transit Use and Coordination

The demographic analysis and CHSTP engagement defined gaps in mobility that impact the quality of life for seniors, low-income populations, or people experiencing disabilities. Gaps that were identified across the range of input opportunities were identified to focus coordination efforts. The following is a list of gaps and barriers condensed into needs statements.

- Assistance in securing capital funding and bus procurement
- Day in advance reservation requirement – explore same day reservations?
- Changing travel patterns due to Covid-19
- Access destinations outside the service area – expand scheduled regional trips?
 - Longer trip resources; expensive to provide – takes vehicle out of local service for rural providers
 - Specialized transportation and door-to-door service is costly in urban areas
 - Distance between origins and destinations of travelers makes coordination difficult
- Increase the awareness of transit service; lack of understanding of available transit services (marketing)
 - Limited customer and travel data available
- Staff have responsibilities beyond transportation, limited time to coordinate
 - Interest in shared travel training, marketing, and maintenance
- No common communication platform to share schedules
- Establish / continue regular communication between stakeholders in region
- Growing population with special needs; transportation for ongoing medical treatment such as dialysis
- Income based ride programs and/or reduced fare programs
- Lack of a volunteer driver program in Fargo – Moorhead and shortage of volunteer drivers in rural areas
- Winter travel – desire to limit travel exposure

Agency Communication

Coordination is based almost entirely on developing and maintaining a high level of interagency/intercommunity communication. While there is an interest in coordinating activities, there is currently little agency-to-agency communication occurring between transportation providers. Assistance with shared training, marketing and maintenance can only happen after regular and consistent communication channels have been established. Staff at many agencies have responsibilities beyond transportation and have limited time to coordinate with other providers.

Growing Populations with Special Needs

While many agencies believe they are or can reach most potential customers today, there is a concern regarding their capacity in the future to meet demand as elderly and special needs populations grow. This includes increased demand for transportation services to regular medical appointments, such as dialysis. Persons with disabilities and seniors many times require more driver interaction/assistance getting on and off vehicles and to/from their destination. As overall demand increases (as is expected), the added time required to address the needs of enhanced care riders may add strain to capacity.

Securing Capital Funds

Some agencies indicated difficulty securing capital funds for new vehicles and working with the local match compliance requirements for federal funds.

Advance Trip Reservations

The special needs transportation services often require a reservation one or more days in advance to make a trip. While this is useful for many regular trips such as scheduled medical appointments, clients have difficulty finding affordable transportation options on a short-term notice, especially if it requires a wheelchair accessible vehicle. There currently is no shared communication platform to easily share schedules.

Post Covid-19 Travel Patterns

The Covid-19 pandemic reduced the demand for transit services as more people worked from home and at-risk passengers avoided crowds to reduce the risk of exposure. The working from home trend may become permanent for those with the ability to do so, while vulnerable populations may be hesitant to return to public transportation or take fewer trips going forward.

Access Destinations Outside Service Area

There are currently several obstacles precluding providers from meeting these regional travel needs, including:

- Long travel times
- High number of miles driven for non-passenger trips (deadhead miles)
- Inadequate vehicle capacity – long distance trip takes vehicle(s) out of local service.
- Decentralized dispatch
- Operating cost of high-mileage trips and increased mileage on vehicles
- Taking an out-of-town trip removes the vehicle for in-town use
- Jurisdictional boundaries of local match funding partners
- Distance between origins and destinations of travelers makes coordination difficult, as a customer's ability to be in a vehicle for a longer period of time might be limited

Marketing, Branding and Economic Benefits

Since not all transportation providers and programs are available to the general public or for all trip purposes, it may create a perception services are only available to target demographics. New customers may not know they are eligible for transportation programs or how to connect to programs they are eligible for. There is a limited understanding by the general public of what public and agency transportation services are available. Whether the focus was on rural areas or Fargo – Moorhead, there is the perception of a lack of potential customers knowing about available services.

Relative to an urban fixed route service with many buses on the streets throughout town, demand response service is not as obvious in the community. Increased outreach in the community could improve understanding and awareness of services, and greater use of public transit would contribute to the independence of residents. Marketing, travel training, and outreach will help retain existing ridership levels and attract new riders to services.

Expanding on the benefits of aging in place, marketing transit services to the community can help local decision makers become aware of how residents who stay in their homes can continue to contribute to the social fabric and tax base of their communities.

Data is limited on the travel patterns of special needs population; this makes it difficult to design transportation products and programs across providers.

Low Income Fare Programs

Some providers currently have discount fare programs available for people experiencing disabilities and seniors, however, there are no such programs available for low-income populations in the region.

COORDINATION OPPORTUNITIES

Service Provider Meeting #2

On February 26, 2021, a second meeting with transportation providers was held virtually through Zoom to confirm the needs and goals of the CHSTP, prioritize proposed strategies for implementation, and identify champions to execute the strategies. The strategies will need to have a regional benefit and address regional needs, be feasible based on capital and operational costs, have local champions and organizational capacity for implementation, and have a clear timeline.

The same 28 transportation providers identified for the questionnaire and the first meeting were invited for this meeting. A draft version of this report was distributed to the transportation providers ahead of the meeting. Twelve transportation provider representatives, plus staff attended the meeting to discuss the following items among key stakeholders in the community's transportation network:

- Confirm unmet needs, barriers, and gaps to transit use and coordination
- Community goals surrounding transportation for people experiencing disabilities, low income, and senior populations
- Prioritize strategies for improved transportation coordination
- Identifying local champions to implement strategies actions.

Name	Organization/Role	Name	Organization/Role
Michael Maddox	Metro COG	Alissa Smith	Region 4 RTCC
Ari Del Rosario	Metro COG	Heather Molesworth	Region 4 RTCC
Julie Bommelman	MATBUS	Alli Ward	Private Transportation Provider
Lori Van Beek	MATBUS	Cindy Girdner	Valley Senior Services – Metro Senior Ride
Shaun Crowell	MATBUS – Mobility Manager	Kerri Spiering	Handi-Wheels Transportation
Bonnie Buchanan	Jefferson Lines	Tom Gottfried	MnDOT
Nick Zelle	Jefferson Lines	Joe Kapper	SRF
Jerry Christiansen	Freedom Resource Center	Menno Schukking	SRF

Discussion

The following is a summary of discussions during the meeting.

Draft Goals

During the discussion on draft goals, Shaun Crowell (MATBUS Mobility Manager) noted the importance of including a strategy on equity and communicating services available to Limited English Proficiency (LEP) and New American populations. This may involve providing translated marketing materials and public engagement opportunities. Currently MATBUS uses translation services through United Way, rider alerts and some outreach, but Shaun Crowell would like expanded efforts in the future. It would be beneficial to have translation services available for all transportation providers.

Draft Strategies

After describing the proposed strategies for coordination, Alissa Smith of the Region 4 RTCC in west central Minnesota described how a coordination forum works in practice. The RTCC board includes representatives from area agencies on aging, human service providers, driver programs, insurance providers, veteran homes, and senior centers. There are separate monthly transportation meetings to which private and public providers are invited. The RTCC is working on volunteer driver programs and a one call, one click reservation system. The RTCC would be willing to assist in coordination efforts in the Fargo Moorhead area.

Joe Kapper reiterated that for any of the coordination strategies to be successful, a coordination forum of transportation providers that meets regularly is a prerequisite. In the absence of dedicated funding, such as the RTCCs, it will need to start smaller and eventually find a sponsor agency to lead the regional coordination. Metro COG and MATBUS would have the organizational capacity in the region to take on this role. Tom Gottfried (MnDOT) hoped the Minnesota RTCC efforts would not be constrained by the state boundaries, as transportation needs and trips cross boundaries.

Julie Bommelman (MATBUS) asked how the Region 4 RTCC got started. Heather Molesworth (Region 4 RTCC) stated that the need for a coordination forum was established in the 2010 Coordinated Plan for their region. They are aware of the barriers and the gaps in the state and now hope to address them through this platform. The RTCC looks at bringing providers together to give customers a better trip reservation experience across multiple providers. It is funded 90 percent through MnDOT and through a ten percent local match from the community. The RTCC is considering membership dues in the future.

Lori van Beek (MATBUS) and Shaun Crowell are on the Region 4 RTCC. It might be helpful to involve the North Dakota DOT in discussion similar effort in North Dakota. Joe clarified the eventually staffing and operations of the strategies will need to be funded, and local champions will need to lead the process and have the organizational capacity. Shaun Crowell noted MATBUS would have the basic infrastructure to lead this in the Fargo Moorhead area. Menno Schukking (SRF) clarified that coordination and mobility management are eligible expenses under the federal public transportation formulas, which is how the RTCCs got started in

Minnesota. Transit agencies have also received additional operational funds through the two Covid-19 economic stimulus bills so far.

Jefferson Lines has a convenient connection with public transit at the Ground Transportation Center (GTC) in downtown Fargo. Bonnie Buchanan (Jefferson Lines) noted that they are happy to work with urban and rural providers to make better connections possible. Nick Zelle (Jefferson Lines) added that they can work with public transit agencies to better align schedules if possible. He connected with the Region 4 RTCC for future discussions.

Goals

In assessing some of the barriers and gaps associated with efficient coordinated transportation and service coverage, the following five goal statements address these perceived deficiencies. Clear opportunities for achieving these goals were evident at the transportation provider meetings and included the willingness of all stakeholders present to work together to make transportation more effective and efficient. Second, stakeholders were open to looking at new service models and options that may not currently exist, such as sharing of resources.

Goal #1: Provide accurate information to inform the public about all public transportation options and how they can access them.

Goal #2: Public transit should have a span of service that meets user needs, including early morning, evening, and weekend service if a market exists.

Goal #3: Service should be regionally coordinated to minimize geographic gaps in coverage.

Goal #4: The available modes of transportation should grow with the community and be appropriate for demand from all user groups.

Goal #5: MATBUS should continue to have the institutional capacity and staffing to position it well to coordinate transit in the metro.

Coordination Strategies

Understanding current conditions and extrapolating needs through the planning horizon set the foundation for needs documented in this plan. The heart of the effort, however, is identification of service, capital, and administrative opportunities to close gaps and enhance mobility in the Fargo – Moorhead region. The strategies are intended to address the identified gaps between current services and needs, as well as opportunities to achieve efficiencies in service delivery.

The following list of coordination plan strategies address the set of unmet needs identified by stakeholders. Some of the coordination plan strategies recommended below can be implemented quickly in the short term and can easily produce immediate results. There are also

some recommended strategies addressing longer term goals. These strategies may have some structural and fiscal barriers precluding their immediate implementation; however, these are nationally accepted best-practice strategies offering high potential for improving efficiencies and the transit user experience. These long-term strategies are included in the plan if a new funding mechanism is identified in the future or if local sentiment yields a shift in existing funding priorities.

There are also multiple recommended strategies qualifying as “mobility management.” Mobility management is a concept defined by the FTA as “short range planning and management activities and projects for improving coordination among public transportation and other transportation service providers.” Mobility management strategies and policies intend to help overcome existing barriers to effective coordination among existing public and human service transportation providers. Such strategies are reimbursable at an 80 percent share using FTA funds. There are a wide range of activities that fall into the category of mobility management. Some of the strategies include:

- Outreach and communications that promote transit services.
- “One-stop” information centers that coordinate information on all transportation options.
- Travel training and trip planning for individuals.
- Transportation brokerages that coordinate providers, funding agencies, and persons needing trips.
- Hiring a mobility manager to administer all mobility management initiatives and coordinate transit among stakeholders in the region.

Suggested Strategies

Many of the strategies recommended below qualify as mobility management strategies. It is important to note that operating and maintenance costs do not qualify as mobility management investments. For all strategies, stakeholders were asked to consider the regional benefits, operational and capital cost feasibility, whether there would be a local champion with organizational capacity, the timeline and prioritization to implement.

Note: the Minnesota Region 4 RTCC was disbanded in the fall of 2021.

Service

- TAP Ride Services – same day on demand services
 - Wheelchair accessible taxis in FM area, lack of capacity, lack of providers
- Increase service hours and span, establish taxi-subsidy programs, and establish/enhance assisted transportation
- Work with stakeholders, Metro COG and MATBUS staff to identify actions to eliminate duplication of services and strategies for more efficient utilization of resources

Rural Areas

- Develop a volunteer driver program and rider companion program for both urban and rural areas
- Evaluate the feasibility of agreements with regional providers to develop cost effective, equitable ways of making longer distance trips, and streamlining operations.
- Increase regional mobility management activities to overcome barriers to effective transportation

Travel Patterns

- Building resilience in face of changing travel patterns during and after Covid-19
- Explore the possibilities for low-income fare/pass programs

Marketing & Communication

- Coordinate on developing shared marketing, branding, web development, online reservation system, and travel training resources
 - Travel training can help people become familiar with both public and specialized transportation resources.
- Develop marketing and informational materials in multiple languages to assist Limited English Proficiency (LEP) and New American populations.
- Promote community and economic benefits of transit

Procurement & Technology

- Vehicle purchasing using innovative funding sources
 - Multi-agency capital equipment purchasing
- Encourage the adoption of technology improvements for operations and customer service
 - Guide providers in the procurement process
- Determine service monitoring and performance measures to track the effectiveness of current services and to plan for future capital improvements

Implementation

The top priority for implementation is the establishment of a coordination and communication forum for transportation providers that meets regularly, to which social and human service providers may be invited as well. The forum could meet quarterly to discuss the identified needs and implementation of further strategies. The state DOTs and Metro COG could facilitate speakers and connect providers with grant and resource opportunities at the state and federal level. The forum will establish the local champions of the strategies and identify the need for organizational capacity to regional and state transportation planning agencies.

CHAPTER 11 APPENDIX

Additional Federal Programs

Program Title	Program Benefit	Program Purpose	Eligibility
United States Department of Agriculture			
SNAP Employment and Training Program	Advanced payment for fuel/bus fare	Access to education, training, employment services and employment	Low-income (ages 16 to 59)
Department of Education			
21st Century Community Learning Centers	Contract for student transportation service	Access to educational services and programs	Students from low-income families
Assistance for Education of All Children with Disabilities	Purchase and operate vehicles, Contract for service	Access to educational services and programs	Children with disabilities
Centers for Independent Living	Referral, assistance and training in use of public transportation	Access to program services for general trips	Persons with significant disabilities
Independent Living services for Older Individuals who are blind	Referral, assistance and training in use of public transportation	Access to program services for general trips	Person 55-years or older with significant visual impairment
Supported Employment Services for Individuals with Severe Disabilities	Bus tokens	Access to employment, employment services, and vocational rehab services	Persons with significant disability
Vocational Rehabilitation Grants	Bus tokens	Access to employment, employment services, and vocational rehab services	Persons with physical and mental impairments
Department of Health and Human Services			
Community Services Block Grant Programs	Taxi vouchers and bus tokens	General trips	Low-income persons
Developmental Disabilities Projects for National significance	Transportation information	General trips	Persons with developmental disabilities
Department of Health and Human Services			
Head Start	Purchase and operate vehicles, contract with providers, coordinate with local education agencies	Access to educational services	Children from low-income families

Program Title	Program Benefit	Program Purpose	Eligibility
Refugee and Entrant Assistance Discretionary Grants	Bus passes	Access to educational and employment services	Refugees
Refugee and Entrant Targeted Assistance	Bus passes	Access to educational and employment services	Refugees
Refugee and Entrant Assistance Voluntary Programs	Bus passes	Access to educational and employment services	Refugees
Temporary Assistance to Needy Families	Any transportation related use, matching portion of JARC grants	General trips	Families with minor children
Grants for Supportive Services and Senior Centers	Contract for services	Senior program service access, medical and general trips	Person 60 years and older
Program for American Indian, Alaskan Native, and Native Hawaiian Elders	Purchase and operate vehicles	Medical and general trips	American Indian, Alaskan Native and Native Hawaiian elders
Medicaid	Bus tokens and brokerage services	Access to health care	Low-income persons (generally, but state defines)
State Children's Health Insurance Program	Any transportation related use	Access to health care	Children from low-income families (state determines eligibility)
Community Health Centers	Bus tokens/passes, transportation coordinators, and drivers	Access to health care	Medically underserved population
Healthy Communities Access Program	Improve coordination of transportation	Access to health care	Uninsured/underinsured populations
Healthy Start Initiative	Bus tokens, taxi vouchers	Access to health care	Persons with significant perinatal health disparities
Maternal and Child Services Grants	Any transportation related use	Access to health care	Mothers, infants, and children from low-income families

Department of Health and Human Services

Rural Health Care, Rural Health Network and Small Care Provider Program	Purchase vehicles and bus passes	Access to health care	Medically underserved populations
Community Mental Health Services Block Grants	Purchase vehicles and bus passes	Access to health care	Medically underserved populations

Program Title	Program Benefit	Program Purpose	Eligibility
Substance Abuse Prevention and Treatment Block Grant	Any transportation related use	Access to health care	Persons with substance related disorder and/or recovering substance related disorder
United States Department of Labor			
Job Corps	Bus tickets	Access to Job Corps sites and employment services	Low-income youth
Native American Employment and Training	Bus tokens, transit passes	Access to employment	Unemployed American Indians and other persons of Native American decent
Senior Community Service Employment Program	Mileage reimbursement, reimbursement for travel costs, and payment for costs of transportation	Access employment	Low-income persons 55-year-old and older
Trade Adjustment Assistance – Workers	Transit fare	Access to training	Persons found to be impacted by foreign trade, increase imports, or shift in production
Welfare to Work Grants to Federally Recognized Tribes	Any transportation related use (no vehicle purchase)	Access to employment and employment services	American Indians and other persons of Native American decent who are long-term welfare recipients or are low-income
Welfare to Work Grants to States and Localities	Any transportation related use (no vehicle purchase)	Access to employment and employment services	Long-term welfare recipients or are low-income
Work Incentive Grants	Encourage collaboration with transportation providers	Access one-stop services	Persons with disabilities who are eligible for employment and training services under WIA
Workforce Investment Act Adult Program	Bus tokens/vouchers	Access to training	People on public assistance and low-income individuals
Workforce Investment Act Youth Activities	Public transportation	Access to training and other support services	Youth with low individual or family incomes
United States Department of Labor			
Youth Opportunity Grants	Bus tokens	Access program services	Youth from high poverty areas, empowerment zones or enterprise communities
Homeless Veterans' Reintegration Project	Bus tokens	Access to employment	Homeless veterans
Veterans' Employment Program	Bus tokens	Access to employment	Veterans
Department of Veterans Affairs, Veterans Benefits Administration			
Veterans Medical Care Benefits	Contract for services	Access to health care	Veterans with disabilities or low incomes

CHSTP Service Provider Questionnaire

Please provide your agency's comments and feedback on the following questions. Place an "X" in the field(s) for multiple choice questions

Agency Background

1. What is the name of your agency? _____
2. Other than transportation, what types of services does your agency provide? (Place an "X" for all that apply)
 - None, transportation only
 - Developmental services
 - Group home
 - Head start/children services
 - Job training
 - Mental/behavioral health services
 - Nursing
 - Senior center
 - Nutrition site/food service
 - Sheltered workshop
 - Day activity center
 - Low income housing
 - Other
3. Who uses your transportation services?

4. How do your customers/clients receive transportation services?
 - We operate our own vehicles
 - We purchase services from other providers
 - We provide tickets to use public transit
 - We use volunteers with their own vehicles
 - Other, please explain: _____

5. If you operate your own vehicles, **how many vehicles** does your agency operate?

- Large capacity (over 30 passengers)
- Medium capacity (15 to 30 passengers)
- Small capacity (Fewer than 15 passengers)

6. Are there restrictions on who your agency can carry as a passenger?

7. Does your agency provide a low-income fare program?

- Yes
- No

8. For what purposes does your agency provide trips? (Select all that apply)

- No limitations
- Medical
- Employment
- Social service/government
- Congregate dinner
- Court appointments
- School
- Shopping
- Recreational/social
- Religious
- Other

Coordination

9. Do you participate in any coordination activities with nearby agencies or providers?
(transportation related or otherwise)

No

Yes

Which organizations do you coordinate with and in what capacity?

10. What interest do you have in possible coordination activities? (Select all that apply)

Contracting trips to other agencies for service outside our service area

Providing trips to others for a fare

Working with another agency to transport your clients

Coordinating with the local public transit agency to transport your clients

Sharing vehicles

Shared training

Grant administration

Shared maintenance

Travel training

Marketing

Other

None

11. Does your agency work with the MATBUS Mobility Manager, Shaun Crowell?

Yes

No

12. Does your agency work with the West Central Minnesota Regional Transportation
Coordinating Council (RTCC)?

Yes

No

Transportation Needs

13. Are there any transportation needs in your local area not currently being met by local agencies?

No

Access to destinations outside service area

Lack of shelters

Local access to transit

Limited service hours

High costs/qualifications to ride transit

Other, please describe: _____

14. What are the barriers to meeting the needs of providing transportation?

Service funding

Paperwork/costs/abilities of clients

Routes/schedule

Availability/reliability

Transit provider customer service

Political support

None

Other, please describe:

15. Rate your opinion on each of the following transportation need statements

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
I am confident that my organization will be able to meet all my customers' transit needs					
My organization would be willing to consider partnering with another organization or entity to meet our clients' needs					
One of our biggest challenges will be to get local match funds for equipment and buses					
One of our biggest challenges will be meeting medical transportation demand					
The cost of insurance will have a significant impact on our operations					
Our clients/riders will need to travel more often in the future					
Our clients/riders will need to travel to more location than they do today					
The number of clients/riders our organization serves will increase					

16. Describe any steps your agency is taking to plan for future transportation needs

17. Please provide any additional comments on transportation coordination and needs in the Fargo – Moorhead region

CHAPTER 12: SRC MEETING SUMMARIES

MEETING SUMMARY – JUNE 2020



Study Review Committee MATBUS 2021-2025 Transit Development Plan

June 11, 2020, 2:00-3:30pm
Zoom Meeting – Conference Call

Attendees

Name	Organization/Role	Name	Organization/Role
Michael Maddox	Metro COG	Becky Hanson	NDDOT
Anna Pierce	Metro COG	Stacey Hanson	NDDOT
Julie Bommelman	MATBUS	Wayne Zacher	NDDOT
Matthew Peterson	MATBUS	Kevin Hanson	MAT Coordinating Board
Lori Van Beek	MATBUS	Amar Hussein	Lutheran Social Services of ND
Jordan Smith	MATBUS	Thomas Hill	United Way of Cass-Clay
Cole Swingen	MATBUS	Linda Ohnstad	Rider advocate
Taaren Haak	MATBUS	Jon Gilbert	Rider advocate
Tim Solberg	City of West Fargo	Joe Kapper	SRF
Malachi Peterson	City of West Fargo	Menno Schukking	SRF
Peyton Mastera	City of Dilworth	Jake Knight	SRF
Voni Vegar	MnDOT	Will Calves	AECOM

Absent

Name	Organization/Role	Name	Organization/Role
Josef Rivera	First Transit	Renee Tunison	FTA
Dan Holte	Rider advocate		

Presentation Slides Attached

The attached slides were presented at the meeting and include additional detail. The following sections in this document are summaries of discussions had during the meeting.

Welcome and Introductions

Joe Kapper (SRF) provided an overview of the agenda and led introductions among attendees of this first Study Review Committee (SRC) meeting.

Project Tasks

Joe provided an overview of the tasks included in the MATBUS 2021-2025 Transit Development Plan (TDP), grouped into four main phases. Will Calves (AECOM) gave an update on the contextual review.

Michael Maddox (Metro COG) emphasized that the TDP project was scoped to be more of a visionary effort. The TDP needs to focus not just on the next five years, but also well beyond as the area grows and changes. This means considering new route concepts and transit service models and not just making small adjustments to individual routes. Joe confirmed that the consultant team (SRF and AECOM) were given this direction and stated all options will be on the table. Will mentioned the inherent tradeoffs between different transit service models and ways of designing service; each has pros and cons, and this group will need to consider and balance. There is no right answer. It should reflect the communities' values, which highlights the importance of establishing clear goals and objectives.

SRC members asked a few questions after the initial project overview. Linda Ohnstad (long-time rider and senior) wanted to know what the bus stop analysis would entail and if existing use would be incorporated into decision making. Joe stated it will assess bus stops based on spacing, siting, accessibility and Americans with Disabilities Act (ADA) compliance, and amenities such as bus stop signs and shelters and associated standards. Jake Knight (SRF) also mentioned it would be guided in part by existing ridership at each bus stop.

Kevin Hanson (MAT Coordinating Board) and Michael asked how engagement will be affected by the COVID-19 pandemic. Joe mentioned the Public Engagement Plan for the project and stated this is still a work in progress. Unfortunately, until the safety of the public and all staff can be ensured, the consultant team will conduct engagement online. On-going coordination between Metro COG, MATBUS, and the consultant team will determine what level of in-person engagement is possible. New strategies to effectively engage all people will continue to be considered and evaluated.

Jon Gilbert (MABUS rider advocate) asked whether passengers will be allowed to give input through surveys. Jake stated this is a priority and an important part of the TDP. There will be a Community survey distributed soon. The consultant team hopes to be able to do a separate on-

board passenger survey in fall 2020. For this to be a useful exercise, ridership will need to be representative of regular ridership and thus needs to be near pre-COVID levels. There remains some uncertainty regarding the return of higher education students to campus, whose representation in the survey results are critical.

Transit Terminology

Joe gave an overview of some common terminology that will be used throughout the project to ensure all participants have a shared understanding.

Thomas Hill (United Way of Cass-Clay) asked if LinkFM is still operating. Joe replied that this service was discontinued in January. Lori van Beek (MATBUS) clarified it will still run during special events, but many of those events were postponed due to COVID-19.

Public Engagement Plan

Jake gave an overview of the purpose and goals of public engagement during the TDP planning process. A Public Engagement Plan was developed for the project; this document acts as a guide for the project team and is available on the project website (<http://fmmetrocog.org/2021TDP>). Some of the tools to gather input virtually include a community survey, an online interactive comment map ("wikimap"), and a "Design your own transit system" preference exercise. Michael clarified that the Public Engagement Plan is a living document and will be updated as certain in-person activities will be permitted again.

Lori wanted to know how college students, faculty, and staff will be reached during the summer. Jake said it is the hope to ask the colleges to share surveys and other engagement tools on behalf of the project team using their existing networks. Jake also asked the SRC members to use their channels and networks to distribute public engagement materials both within their organizations and with their clients and social media. Jon suggested the team talk with individuals that can help if needed to do a mass email from college officials.

Community Survey

Menno Schukking (SRF) gave an overview of the goals of the Community survey and asked SRC members to provide feedback on the draft questions. Specifically, whether the questions provide value to make recommendations to MATBUS on service improvements and to what level customer service questions are desired.

For question seven, Anna Pierce (Metro COG) wanted to know whether each option would have a separate answer. Menno confirmed that each option would have a "strongly agree" to "strongly disagree" scale.

At the end of the meeting, Joe clarified that the project team would like to know if SRC members thought the questions help planning the future of MATBUS. The consultant team is also looking for opportunities to remove some questions to shorten up the survey (as necessary).

Lori liked question nine, which asks whether transit is perceived to be valuable to the community. Jon has heard from some riders that they did not understand why certain routes, such as Route 4, only headed north on one particular street but not going south. This person wanted to see the route go both directions on the same street. He would like an opportunity for people to provide this type of detailed constructive criticism. Joe stated these geographically specific comments are great feedback for the interactive comment map. Michael hoped the SRC members would reach out to riders to hear these concerns directly.

Michael asked if there is an open-ended question to address specific concerns (like those referred to by Jon). Jake showed open-ended question 14 to confirm that one is expected to be included. Anna asked if there is a question about transfers and would like to review the questions to see if a couple changes in wording are necessary. Jake said a question would be added to the survey about transfers. SRC members will be provided with the specific survey questions and answer options and will be asked to provide feedback, including on phrasing.

Next Steps

SRF will share the presentation slides of today’s meeting, the Public Engagement Plan, and draft survey questions with the SRC members. SRC members are encouraged to review the project website, Public Engagement Plan, and the draft survey questions. Survey question feedback is requested from the SRC by June 22. The next SRC meeting is expected in late July or early August.

Assigned tasks between this meeting and the next include the following:

Task	Metro COG	SRF + AECOM	SRC
Distribute meeting slides and summary, and draft survey questions		X	
Review and provide comments on survey questions by 6/22 (emailed 6/12)	X	X	X
Review and provide any comments on Public Engagement Plan (available at fmmetrocog.org/projects-rfps/2021TDP/project-materials)			X
Finalize and distribute Community survey	X	X	
Promote Community survey and project website through your networks	X	X	X
Continue work on contextual review; coordinated plan; goals, priorities, and performance measures		X	
Send Doodle poll for next SRC meeting		X	

Study Review Committee MATBUS 2021-2025 Transit Development Plan

Wednesday, September 30, 2020, 2:00-3:30pm
Zoom Meeting – Conference Call

Attendees

Name	Organization/Role	Name	Organization/Role
Michael Maddox	Metro COG	Wayne Zacher	NDDOT
Julie Bommelman	MATBUS	Kevin Hanson	MAT Coordinating Board
Matthew Peterson	MATBUS	Thomas Hill	United Way of Cass-Clay
Lori Van Beek	MATBUS	Jon Gilbert	Transit Rider Advocate
Jordan Smith	MATBUS	Joe Kapper	SRF
Cole Swingen	MATBUS	Menno Schukking	SRF
Taaren Haak	MATBUS	Jake Knight	SRF
Malachi Peterson	City of West Fargo	Will Calves	AECOM
Voni Vegar	MnDOT	Chris Lee	AECOM
Becky Hanson	NDDOT		

Absent

Name	Organization/Role	Name	Organization/Role
Tim Solberg	City of West Fargo	Josef Rivera	First Transit
Peyton Mastera	City of Dilworth	Amar Hussein	Lutheran Social Services of ND
Stacey Hanson	NDDOT	Linda Ohnstad	Transit Rider Advocate
Renae Tunison	FTA		

Presentation Slides Attached

The attached slides were presented at the meeting and include additional detail. The following sections in this document are summaries of discussions had during the meeting.

Welcome and Introductions

Joe Kapper (SRF) provided an overview of the agenda and led introductions among attendees of this second Study Review Committee (SRC) meeting.

Existing Conditions Update

Will Calves (AECOM) gave an overview of some common terminology that will be used throughout the project to ensure all participants have a shared understanding of transit planning.

Will continued with a presentation on the initial results from the existing conditions report, giving an overview of socioeconomic indicators in the Fargo-Moorhead region and current MATBUS services. The current transit system operates on a “pulse” schedule, with timed bus arrivals at the transit centers. MATBUS ridership dips during the summer months as the universities and colleges are out of session; the NDSU campus generates high ridership for both regular routes and the NDSU designated routes.

Performance trends for ridership across service levels and customer types over time will help the planning process inform areas of improvement. The existing conditions performance trends will be one consideration along with the needs assessment and stakeholder engagement.

Jonathan Gilbert (Transit Rider Advocate) noted that he had heard that there was a push to get riders away from MAT Paratransit. Joe noted that ADA paratransit often serves a mix of people with various needs and abilities. Joe noted that MAT Paratransit is an essential and necessary service for those who are unable to travel on MATBUS fixed route buses without assistance; those who are eligible for MAT Paratransit should use it. However, ADA paratransit service is more expensive to operate on a per-ride basis compared to other modes of transit. MATBUS must serve the public as well as possible, while also considering cost efficiency so that scarce resources can be used appropriately to meet various needs. As such, MATBUS's Mobility Manager works with clients to best match riders' abilities and travel needs with MATBUS's various services – whether MAT Paratransit, Metro Senior Ride, TAP Ride, or fixed route bus. Many transit agencies, including MATBUS, provide conditional eligibility for some ADA paratransit riders. For example, a passenger may only be eligible for MAT Paratransit during the winter when snow and ice are present. In this example, during the summer the passenger would not be eligible for Paratransit. The comment Jonathan is passing along may have been related to conditional eligibility.

Michael Maddox (Metro COG) noted that transit should match people with the right service, making sure MATBUS can adequately fulfill the need for those requiring paratransit.

Jonathan also mentioned that in some weather conditions, it might be too slick to walk to the destination, which riders may not know when starting the trip. He suggested to realign Route 5 to the Lakeland corner. Michael noted that this is a good example of first mile, last mile connection issues and may involve services such as Tap Ride.

Integrity – As MATBUS employees we will consistently conduct ourselves honestly, truthfully, ethically, and respectfully, professionally, and take responsibilities for actions to support the activities of the org.

Teamwork – As MATBUS employees we will agree to work together to accomplish organizational goals through open, effective communication, respect others' roles, opinions and diverse talents, and support the consensus of the group and/or objective of those in authority.

Respect – As MATBUS employees we will treat each other and customers in a manner in which the individual wishes to be treated showing regard or consideration for everyone's beliefs and values.

Honesty – As MATBUS employees we will be open, truthful, sincere, straightforward and fair in all interactions with fellow employees and customers.

Accountability – As MATBUS employees we will take responsibility for our decisions and actions following the rules and doing our job to the best of our ability and report opportunities and problems when they occur.

Balance – As MATBUS employees we will achieve job satisfaction and personal health and wellness by effectively managing the demands of our personal and professional lives.

Competence – As MATBUS employees we will accept responsibility and seek out continuing education to apply and develop our skills and abilities in the most effective manner to fulfill the requirements of our position.

Customer Satisfaction – As MATBUS employees we will strive to meet or exceed the needs and expectations of anyone who benefits from our services by providing consistent and reliable service, and continually adapting and improving to meet changing needs.

Vision

SRC members submitted the following when asked to “share your vision for MATBUS – what does success look like in 5 years?”

Increased frequency allows for more reliability and usage

Recognition by public officials and others that public transportation can be a choice

Regional in nature

Long lasting growth

Reliable choice of transportation

MATBUS is a convenient and effective option for any member of the community.

TOD, Integration [between land use and transit]

Success is smart growth, sustainable and realistic

Build long-lasting relationships, founded on safe, fast and reliable transportation serving the greater metro area.
Resources
Ridership
The Fargo-Moorhead-West Fargo Metro will be connected via a reliable, safe, and equitable public transportation system.
Confidence
User friendly
Effective use of resources to assist majority of residents
Coverage, New Services, Ridership, Satisfaction, Meet Needs
Success is also about reality - what can actually be provided and done well within the confines of resources

Mission

SRC members submitted the following when asked to “develop a mission statement for MATBUS.”

Our mission is to be a community partner by providing safe, convenient, environmentally-friendly and reliable transportation for our residents and visitors
We offer safe, reliable transportation to citizens and visitors to the metro community, connecting everyone to transportation regardless of socio-economic status.
Cost effective and reliable.
Providing a safe and reliable transportation option that serves every member of the community.
Build long lasting relationships founded on safe, reliable and fast transportation servicing the greater metro area while utilizing cutting edge technology and sustainability efforts.
MATBUS service is integrated into the fabric of our community, meeting the needs of residents, and providing safe, fast, and reliable connections for all citizens .
Safe and reliable ride free from drugs and alcohol.
MATBUS is the public transportation system serving the communities of Fargo and West Fargo, ND, and Moorhead and Dilworth, MN. MATBUS provides convenient, cost-effective city transportation throughout the metro area with 24 fixed routes, linking riders to employment, education, healthcare, entertainment, and more.

Discussion

In the discussion, Jonathan mentioned safety is important to him as he has noticed some bus drivers speeding in Moorhead. Joe responded that the bus schedules must allow drivers enough time to complete the route and make the timepoints; failing to do so could result in bus drivers speeding to make their schedules on time. The TDP will need to look at community growth and change and check whether the schedules and time points are still reasonable.

Malachi Peterson (City of West Fargo) would like to see fast and reliable service. It takes him eight minutes to drive to work, 23 minutes to bike, but would take him an hour and eight minutes to take the bus. He hopes the routes get structured more efficiently.

Joe noted that transit needs to be a useful service. Michael hopes the cities will consider transit in their land use development decision making process.

Julie Bommelman (MATBUS – Fargo) asked what participants understood to be “fast” transit.

Joe stated that he often interprets “fast” as related to more service at higher frequencies to reduce the wait times and overall trip travel times, creating a useful transportation option; related to reliability. Michael hoped to see more direct service.

Will mentioned that land use may include the ability to provide “fast” service, and that transit travel time improvements can come from changes in the route alignment, frequency, and transit preferential treatments, such as bus lanes and transit signal priority (TSP). Matthew Peterson (MATBUS) noted that the City of Fargo has the ability for red light transit priority, but that it has not been prioritized and presented to decision makers. It would be nice if the TDP would offer some data and research to prioritize TSP.

Jonathan asked whether adding service would cost more, and if so, if that cost would be passed on to the customer. Will acknowledged that more service would require additional operating funding, as frequency does not come cheap. The performance measures will help allocate the funding.

Based on this feedback, the planning consultants will draft statements for the SRC to react to for the next meeting.

Goals, Objectives, and Transit Performance Measures

Joe led an introduction to performance measures, which will indicate whether MATBUS is on the right track to accomplish its goals. The performance measures and goals flow from the values, vision, and mission and aid in decision making and prioritization. The service development measures and internal performance measures will be developed as part of this plan.

Michael noted that the previous discussion focused on safety, and that this is also addressed through the recently completed Public Transportation Agency Safety Plan (PTASP).

Public Engagement Update

Joe gave an overview of the current and upcoming public engagement activities. Public engagement activities will be on-going through the project, from the needs assessment through to the final plan report. The community survey is live and had 310 respondents through Wednesday morning. Of these 310 respondents, 55 percent regularly rode MATBUS before the current COVID-19 pandemic, while 20 percent ride daily currently. The community survey will be open through October 9, with paper copies available on buses and by request.

The companion online comment map received 46 comments from 19 users through the morning of September 30, and will remain open through at least October 9.

The planning consultants will soon schedule small group and one-on-one meetings with stakeholder groups and individuals. The purpose of these discussions is to discuss transit needs,

goals and tradeoffs. A separate virtual public open house will also be scheduled as a Zoom webinar in the coming month. The “Design your transit system” budgeting and preference exercise will be rolled out as well.

Next Steps

SRF will share the presentation slides of today’s meeting. AECOM will finalize the existing conditions review, while SRF will work on draft values, and vision and mission statements. The planning consultants will also start work on the Consolidated Human Services Transportation Plan (CHSTP) and the Bus Stop Analysis, in coordination with MATBUS staff. SRC members are encouraged to promote the community survey, online comment map, and project website. The next SRC meeting is expected in early November.

Assigned tasks between this meeting and the next include the following:

Task	Metro COG	SRF + AECOM	SRC
Distribute meeting slides and summary		X	
Promote community survey, online comment map, and project website through your networks	X	X	X
Draft vision and mission statements		X	
Discuss Bus Stop Analysis Scope with MATBUS Staff	X	X	
Send Doodle poll for next SRC meeting		X	

Study Review Committee MATBUS 2021-2025 Transit Development Plan

Monday, November 9, 2020, 2:30-4:00pm
Zoom Meeting – Conference Call

Attendees

Name	Organization/Role	Name	Organization/Role
Michael Maddox	Metro COG	Wayne Zacher	NDDOT
Julie Bommelman	MATBUS	Kevin Hanson	MAT Coordinating Board
Matthew Peterson	MATBUS	Voni Vegar	MnDOT
Lori Van Beek	MATBUS	Jon Gilbert	Transit Rider Advocate
Jordan Smith	MATBUS	Joe Kapper	SRF
Cole Swingen	MATBUS	Menno Schukking	SRF
Taaren Haak	MATBUS	Jake Knight	SRF
Malachi Peterson	City of West Fargo	Will Calves	AECOM

Absent

Name	Organization/Role	Name	Organization/Role
Tim Solberg	City of West Fargo	Josef Rivera	First Transit
Peyton Mastera	City of Dilworth	Amar Hussein	Lutheran Social Services of ND
Stacey Hanson	NDDOT	Linda Ohnstad	Transit Rider Advocate
Renae Tunison	FTA	Thomas Hill	United Way of Cass-Clay
Becky Hanson	NDDOT		

Presentation Slides Attached

The attached slides were presented at the meeting and include additional detail. The following sections in this document are summaries of discussions during the meeting.

Welcome and Introductions

Joe Kapper (SRF) provided an overview of the agenda and led introductions among attendees of this third Study Review Committee (SRC) meeting. The project team is looking to add transit rider advocates to the committee as some members had to excuse themselves from further involvement.

Community Survey

Joe presented the initial results of the TDP community survey, which collected 760 responses from September 9, 2020 through October 9, 2020. Regarding the bus stop amenities question, Michael Maddox (Metro COG) wanted to know whether there were any significant comments on improvements people would like to see. Menno Schukking (SRF) responded that some mentioned better snow removal and overall cleanliness at bus stops for the open-ended response question. Jon Gilbert (Rider Advocate) noted that he had seen people smoking and consume alcohol at bus stops, and that it is sometimes uncomfortable to ask them to stop. Joe mentioned that bus stop cleanliness, waste receptacles, and trash cans are important considerations for bus stops.

Lori Van Beek (MATBUS) would like the survey information to be shared with the MATBUS marketing team, especially the open-ended comments.

Kevin Hanson (MAT Coordinating Board) asked if the community survey results could be compared to any other transit system. Joe replied that it would be possible to look at previous MATBUS surveys to identify trends over time. Menno mentioned that the demographics of survey respondents was similar to the Fargo-Moorhead metro overall but skewed slightly younger and lower income compared to the region.

Michael asked if the comments and results of the survey provide enough feedback to inform the service recommendations. Joe responded that the information about preferences and priorities are helpful, as are the tradeoffs, even though they are not swinging dramatically in one direction or another. It is the intention to drill down into greater detail on the tradeoffs during the stakeholder discussions and other public engagement. Will Calves (AECOM) agreed, stating that these responses will help with the service recommendations. He also saw value in the responses for users and non-users.

Public Engagement

There will be three stakeholder meeting in an "office hour" format the week of November 9, and a virtual open house on November 19. Michael wanted to know the SRC's reaction to the approach for the open house, including time, duration, agenda, etc. Wayne Zacher (NDDOT) asked whether a meeting should be held in the afternoon instead. Michael responded that lunch hour meetings were preferred early in the pandemic, but now people tend to be more negative towards them. Wayne agreed that, given it's a more informal open house, the 5pm slot is ok. Joe mentioned that the team will learn from this first open house meeting and adjust for the next meeting, especially in terms of timing and participation.

Separately, Joe asked if in-person engagement in the form of an informational kiosk at the Ground Transportation Center (GTC) would be a possibility. SRF would provide the content for the boards and that it would not necessarily need to be staffed. Lori thought the informational kiosk at the GTC is a good idea. She liked the ability to do a dot exercise and for riders to highlight

areas on a map of the system for added service or improvements. Now that GTC is reopened, and it is getting cooler, this could be a good way to reach transit riders.

Lori wanted to know if there will be an opportunity to engage bus drivers. Joe replied that it is something he has done for other projects and can be done for this project as well. It was the intend for this project to specifically involve them as part of the service recommendations discussion.

Coordinated Plan

Menno gave a short overview of the approach to the Consolidated Human Services Transportation Plan (CHSTP). The project team would like confirmation on the providers involved in this task and the geographic scope.

Next Steps

SRF will share the presentation slides of today's meeting. SRF will schedule a meeting with MATBUS staff the week of November 16 to discuss the vision, mission, and values of the agency. A Doodle poll was sent out after the meeting to staff to schedule this meeting. The next SRC meeting will be in mid-December before the holidays.

SRF will work on draft values, and vision and mission statements. The planning consultants will work on the Consolidated Human Services Transportation Plan (CHSTP) and the Bus Stop Analysis, in coordination with MATBUS staff. Public engagement will continue through the stakeholder meetings and the virtual open house. SRC members are encouraged to promote the open house, online comment map, and project website. The next SRC meeting is expected in mid-December.

Assigned tasks between this meeting and the next include the following:

Task	Metro COG	SRF + AECOM	SRC
Distribute meeting slides and summary		X	
Promote open house, online comment map, and project website through your networks	X	X	X
Draft vision and mission statements		X	
Develop the GTC TDP Kiosk	X	X	
Send Doodle poll for next SRC meeting		X	

Study Review Committee MATBUS 2021-2025 Transit Development Plan

Monday, December 16, 2020, 3:00-4:30pm
Zoom Meeting – Conference Call

Attendees

Name	Organization/Role	Name	Organization/Role
Michael Maddox	Metro COG	Becky Hanson	NDDOT
Ari Del Rosario	Metro COG	Wayne Zacher	NDDOT
Julie Bommelman	MATBUS	Kevin Hanson	MAT Coordinating Board
Lori Van Beek	MATBUS	Jon Gilbert	Transit Rider Advocate
Jordan Smith	MATBUS	Thomas Hill	United Way of Cass-Clay
Cole Swingen	MATBUS	Joe Kapper	SRF
Taaren Haak	MATBUS	Menno Schukking	SRF
Ed Pearl	First Transit	Jake Knight	SRF
Malachi Peterson	City of West Fargo	Will Calves	AECOM

Absent

Name	Organization/Role	Name	Organization/Role
Matthew Peterson	MATBUS	Voni Vegar	MnDOT
Tim Solberg	City of West Fargo	Renaë Tunison	FTA
Peyton Mastera	City of Dilworth	Amar Hussein	Lutheran Social Services of ND
Stacey Hanson	NDDOT	Linda Ohnstad	Transit Rider Advocate

Presentation Slides Attached

The attached slides were presented at the meeting and include additional detail. The following sections in this document are summaries of discussions during the meeting.

Welcome and Introductions

Joe Kapper (SRF) provided an overview of the agenda and led introductions among attendees of this fourth Study Review Committee (SRC) meeting.

Public Engagement Update

Since the last SRC meeting in November, additional stakeholder activities included stakeholder meetings, a virtual open house, boards at the Ground Transportation Center (GTC), the

interactive online wikimap, and continued one-on-one outreach with groups and organizations in the community. Outreach to college and university students will take place in January at the start of the new semester.

Joe presented the high-level findings from the public engagement thus far. Lori Van Beek (MATBUS) noted that the picture of the board at the GTC showed a preference for coverage. Joe replied that in other engagement activities there was a stronger desire for improved frequencies. He also noted that while tradeoffs may display a preference for one option, that does not mean that the opposite option is not supported at all.

Jon Gilbert (Rider Advocate) noted that the issue of timed transfers becomes more prevalent in the winter when the roads conditions slow the buses down.

Transit Performance Measures

Joe presented on establishing the transit performance measures that will guide future service monitoring and improvements. These include defining ridership, customer service, financial sustainability, environmental benefits, and safety. For all, the plan will set a definition of success or a goal. It is also the intend to measure the performance based on the category or purpose of the service, such as the built environment context of the routes and market definitions.

Service Planning Introduction

Joe presented on the high and low ridership segments of the current MATBUS system. For the low ridership areas and newer developing areas, SRC members wondered if TapRide would be a good alternative to provide a basic level of service and access. Jon Gilbert asked if it would be helpful for people who need to access Sanford in southeast Moorhead, for example. Once TapRide hits a certain threshold, however, it is only able to scale using fixed route service. The performance measures will guide these decisions in the future. Thomas Hill (United Way) noted that technology might be a barrier to access service, as not everyone has a smartphone with a data plan.

For the high performing routes and segments, Michael Maddox (Metro COG) would like to know what conditions would need to be present and what it would take to upgrade the service in some corridors to Bus Rapid Transit (BRT). BRT could provide higher capacity, frequent service to connect the major destinations and serve as high frequency spine. Establishing the potential improved service corridors can help with corridor studies of the roadway program to establish the need for better shelters, platforms, or transit signal priority. The list of common characteristics of BRT corridors should be shared with partners for future development proposals. Thomas Hill supported the idea of discussing the land use and development code with the City of Fargo. Joe mentioned that performance measures, such as people throughput instead of vehicle throughput, can put a higher emphasis on alternative mode choices from cars. Having strong anchors of a BRT route and right of way considerations are essential.

Thomas Hill asked if it was possible to add additional “sub-hub” transfer points for multiple routes in areas rapidly developing, such as southwest Fargo and south Moorhead. Will Calves (AECOM) responded that it could be a possibility to add routes serving just West Fargo and south Fargo without going to downtown Fargo. This is currently already happening with some routes originating at the West Acres Mall. Michael Maddox noted that the facility study of 2018 identified the Walmart hub in Dilworth, but that south Fargo was more difficult without a strong commercial or residential hub. Newer high-density commercial nodes are being established on the urban periphery, such as at 32nd Ave and Sheyenne (170th Ave) in West Fargo. Michael Maddox highlighted the need to consider what type of network is desired in the future.

Jon Gilbert noted that routes have changed in the past, such as Route 15, which would travel further west. Future changes must be mindful of the operating environment and safety.

Thomas Hill wanted to know how transit can market itself as a service that the professional class would use. Joe responded that the service would need to be competitive with the overall travel time by being the best use of people’s time, which would allow them to be a one-car household. The greatest returns on investment can be achieved by encouraging current riders to ride more often, new riders can be attracted next through service improvements. Will added that land use, urban design, parking policies, and employer sponsored programs make a difference too. The ease of use and legibility of the system are important factors too. Michael Maddox added that ultimately better service and amenities will make it a more attractive option compared to single-occupancy vehicle use or other modes.

Coordinated Plan

Menno Schukking (SRF) gave a progress update on the Consolidated Human Services Transportation Plan (CHSTP). A questionnaire has been sent out to 26 (regional) transportation providers who serve people experiencing disabilities, low income populations and seniors. A needs assessment meeting will be scheduled with these providers in the second week of January.

Next Steps

SRF will share the presentation slides of today’s meeting. The next SRC meeting will be in late-January.

The project team will now develop service planning alternatives and schedule engagement efforts to present the draft alternatives to the public. SRF will work on the Consolidated Human Services Transportation Plan (CHSTP) and the Bus Stop Analysis, in coordination with MATBUS staff. Public engagement will continue through one-on-one meetings and outreach with university/college students. SRC members are encouraged to promote the project website.

Assigned tasks between this meeting and the next include the following:

Task	Metro COG	SRF + AECOM	SRC
Distribute meeting slides and summary		X	
Promote the project website through your networks	X	X	X
Send Doodle poll for next SRC meeting		X	
Deliver Preliminary Service Concepts/Finalize Draft Deliverables		X	

Study Review Committee MATBUS 2021-2025 Transit Development Plan

Tuesday, January 26, 2021, 3:00-4:30pm
Zoom Meeting – Conference Call

Attendees

Name	Organization/Role	Name	Organization/Role
Michael Maddox	Metro COG	Malachi Peterson	City of West Fargo
Ari Del Rosario	Metro COG	Voni Vegar	MnDOT
Julie Bommelman	MATBUS	Becky Hanson	NDDOT
Shaun Crowell	MATBUS	Wayne Zacher	NDDOT
Taaren Haak	MATBUS	Jon Gilbert	Transit Rider Advocate
Matt Peterson	MATBUS	Joe Kapper	SRF
Jordan Smith	MATBUS	Menno Schukking	SRF
Cole Swingen	MATBUS	Jake Knight	SRF
Lori Van Beek	MATBUS	Will Calves	AECOM
Kevin Hanson	MAT Coordinating Board		

Absent

Name	Organization/Role	Name	Organization/Role
Ed Pearl	First Transit	Renaë Tunison	FTA
Tim Solberg	City of West Fargo	Amar Hussein	Lutheran Social Services of ND
Peyton Mastera	City of Dilworth	Thomas Hill	United Way of Cass-Clay

Presentation Slides Attached

The attached slides were presented at the meeting and include additional detail. The following sections in this document are summaries of discussions during the meeting.

Welcome and Introductions

Joe Kapper (SRF) provided an overview of the agenda and led introductions among attendees of this fifth Study Review Committee (SRC) meeting.

Bus Stop Analysis

Joe presented on bus stop spacing and bus shelter amenities guidelines. Bus stop spacing affects on-time performance and reliability for transit service and spacing guidelines will need

to be context sensitive. The proposed spacing standard is 1/8 to 1/4 mile (2-4 city blocks). Exception to standards may be central business districts and major traffic generators, such as hospitals, social service agencies, educational facilities, government centers, large housing facilities, etc. This guideline is a goal and does not set a minimum or maximum. By creating a simple metric, it will be easier to implement.

The bus shelter standards were established in 1994 and updated with the 2018 facilities study. Lori Van Beek (MATBUS) would like stops near buildings where people can wait indoors in a publicly accessible lobby, such as Park Ridge Terrace, called out on the map. This eliminated the need for shelters in these locations. Menno Schukking (SRF) and Taaren Haak (MATBUS) will connect after the meeting to identify these stops and add a few missing shelter locations to the map and GIS data inventory. Lori would provide Menno with a list of benching locations through their advertising contractor.

For the upcoming field review of bus stops, Lori asked if the presence of no parking signs could be noted, to ensure areas where bus boardings occur do not allow parking.

Service Plan Development

Will Calves (AECOM) presented the ideas and first drafts of three scenarios of bus route alignment and service levels alternatives. The scenarios range from minor adjustments to the system to a start of a complete network redesign. Scenarios B and C introduce Sunday service. In addition, overlay routes were developed that could be implemented in any of the scenarios. There will be workshops held with MATBUS staff to refine these ideas. Will explained how each of the scenarios address comments made during the public outreach.

Scenario A

Matt Peterson (MATBUS) asked if the consultant team had considered the ridership and subsequent National Transit Database (NTD) reporting and Federal funding implications of combining routes; doing so would create one-seat rides and change how these trips are counted for NTD reporting purposes (see note below)¹¹. Will noted that the team had not considered that at this point, but it should be discussed moving forward. Matt noted that this type of thing was not considered in the last TDP but should be this time.

Today, with two routes interlined, two unlinked passenger trips (UTPs) are counted: once when the passenger boards the bus, and again when the bus changes from one route to another at the GTC. If the routes were combined into one, only one unlinked passenger trip would be counted (where the boarding took place), no longer counting the passenger at the GTC that

¹¹ UPT affects 5307 STIC funding for 5307 providers in urban areas under 200,000. However, after the 2020 census, Fargo-Moorhead will exceed 200,000 residents and no longer be eligible for STIC funding, most likely starting in FY 2023 (under the current federal transportation formula).

results from the interlining. Joe added that the team is looking at better service products from the customer's perspective.

In response to Will's suggestion to combine route numbers of interlined routes, Lori noted the positives of maintaining the two-route structure and interlining, including allowing driver breaks at GTC and not representing the trip as a long ride.

Michael Maddox (Metro COG) asked about the Route 20 modification and whether it breaks the current hub-and-spoke system and West Acres orientation of the route, which was a priority for the system in the previous TDP. Will mentioned that this is an example of a hybrid approach; the team will explore the importance of the anchors and transfer opportunities along the existing and proposed route. Michael noted that the Main Avenue reconstruction project between University Drive and 25th Street could incorporate transit elements. Michael mentioned destinations serving new American communities in this area, an appropriate level of service should be considered for this area.

Jon Gilbert (rider advocate) mentioned that the former Route 7 connecting NDSU following 12th Ave and then connecting to West Acres could be considered. Will mentioned that could be explored, but that the team must also find out why a former route was altered.

Scenario B

Michael would like to define the purpose of each route and note who it serves. Changes to routes should note how the current riders would be impacted.

Julie Bommelman (MATBUS) mentioned the old K Mart site (University Drive, south of I-94) has a proposal for 170-unit low-income development; approved by the City last night. This will likely have a ridership impact to Route 14. Matt hoped MATBUS could talk with the developer to get some transit supportive design elements in the development. Matt noted that he and Cole Swingen (MATBUS) looked at the ridership of this route, currently most boardings are at the beginning and end of the route and not many in the middle, especially the apartment loop.

Matt asked about the proposed service levels for Sunday. Ridership on Saturdays is substantially lower than on weekdays and he wondered if those resources could be applied to better weekday service instead. He was not sure if Sunday levels should be at the same level as Saturday. Matt noted the importance of accounting for the increased maintenance and operation needs (i.e., hiring staff, capital purchases) not reflected in revenue hours and revenue miles in the cost estimates for Sunday service. Will noted that those have not been calculated at this time, but would be reflected in the final documents. Will mentioned another consideration is the impact of expanded span of service, including Sunday service, on MAT Paratransit availability and subsequent resource needs. Julie clarified there is a limited paratransit availability currently on Sundays, operating only a few vehicles.

Scenario C

Lori expects new apartment buildings along 1st avenue to increase ridership on Route 4 in Moorhead. That route also serves a homeless shelter. Malachi Peterson (West Fargo) would like to see some route alternatives for the Sheyenne Street corridor, between Main and the interstate. This area is seeing an increase in dense development, such as mixed used development and a new grocery store, and could benefit from fixed route service. Jordan Smith (MATBUS) concurred, mentioning a new development at Sheyenne and 7th St West coming soon as an example, as well as the Eagle Run area and plaza. Michael noted that there is a growing new American population in West Fargo as well. Exploring what new services could expand into West Fargo will be important, as the community is growing and may need additional fixed routes in the future to serve trips within West Fargo.

Michael asked Will to define express routes for the overlay routes proposed. Will explained it is a limited stop route, with a potential park and ride facility on one end and to downtown on the other end. Such a route could include a higher fare for a faster, direct service.

The preliminary impacts of the three scenarios see increased frequencies and service on fewer routes. There is also the potential for an overall increase in service costs through expansion in scenarios B and C.

Coordinated Plan

Menno gave a progress update on the Consolidated Human Services Transportation Plan (CHSTP). A questionnaire was sent out to 28 (regional) transportation providers who serve people experiencing disabilities, low income populations and seniors. Ten questionnaires were returned as of January 27. A needs assessment meeting with seven provider representatives discussed transportation needs on January 13.

Julie clarified that the regular quarterly transit meetings of NDDOT were on hold due to Covid. Lori clarified that MAT Paratransit Sunday service is new in Moorhead for the past two years, but has been in place in Fargo for some time.

These inputs will be assembled into a draft report. A meeting to discuss the draft report will be scheduled for mid to late February to confirm the goals and objectives and prioritize strategies for implementation over the next five years.

Next Steps

SRF will share the presentation slides of today's meeting. The next SRC meeting will be in early-March. SRF and AECOM will set up workshops with MATBUS staff to refine the route alignment alternatives. SRF and MATBUS Moorhead staff will connect to get the correct bus stop shelter data and share bench data. SRF will work on the Consolidated Human Services Transportation

Plan (CHSTP) and the Bus Stop Analysis, in coordination with MATBUS staff.. SRC members are encouraged to promote the project website.

Study Review Committee MATBUS 2021-2025 Transit Development Plan

Tuesday, March 11, 2021, 1:00-2:30pm
Zoom Meeting – Conference Call

Attendees

Name	Organization/Role	Name	Organization/Role
Michael Maddox	Metro COG	Kevin Hanson	MAT Coordinating Board
Ari Del Rosario	Metro COG	Thomas Hill	United Way of Cass-Clay
Julie Bommelman	MATBUS	Peyton Mastera	City of Dilworth
Shaun Crowell	MATBUS	Malachi Peterson	City of West Fargo
Matt Peterson	MATBUS	Voni Vegar	MnDOT
Jordan Smith	MATBUS	Joe Kapper	SRF
Cole Swingen	MATBUS	Menno Schukking	SRF
Ed Pearl	First Transit	Will Calves	AECOM

Absent

Name	Organization/Role	Name	Organization/Role
Lori Van Beek	MATBUS	Tim Solberg	City of West Fargo
Taaren Haak	MATBUS	Jon Gilbert	Transit Rider Advocate
Becky Hanson	NDDOT	Renaë Tunison	FTA
Wayne Zacher	NDDOT	Amar Hussein	Lutheran Social Services of ND

Presentation Slides Attached

The attached slides were presented at the meeting and include additional detail. The following sections in this document are summaries of discussions during the meeting.

Welcome and Introductions

Joe Kapper (SRF) provided an overview of the agenda and led introductions among attendees of this sixth Study Review Committee (SRC) meeting.

Coordinated Plan

Joe Kapper gave a progress update on the Consolidated Human Services Transportation Plan (CHSTP). A draft report was prepared and distributed to special needs transportation providers

and a second meeting was held with these providers to confirm the goals and strategies of the plan. The final CHSTP will be completed and distributed to the SRC.

The main need for strategy implementation in the Fargo – Moorhead region is the establishment of a group of transportation providers that met regularly to work towards the implementation of strategies. This group could also include social and human service providers and agencies. Many coordination activities fall under mobility management, an eligible expense for federal operational support for both rural and urban transit programs.

Service Plan Development

Will Calves (AECOM) presented the ideas and updated drafts of three scenarios of bus route alignment and service levels alternatives, addressing themes from the public outreach. The scenarios range from minor adjustments to the system to a start of a complete network redesign. Scenarios B and C introduce Sunday service. In addition, overlay routes were developed that could be implemented in any of the scenarios. The drafts were updated following meetings with MATBUS staff.

Below were some areas that SRC members asked the project team to address as the draft recommendations get refined:

- The Davies High School and Discovery Middle School area in south Fargo
 - Long term growth area: consider fixed route or tap ride
 - Consider 52nd Avenue developments
- Extra detail on how the Saturday and Sunday service levels would be different from weekdays for each route, and how the seasonal academic year NDSU routes would be impacted
- Discussion on one-seat ride vs. trips with transfers. The project team hopes to generate alternatives that are the most convenient to the customer, but reduce service duplication
- Connections between NDSU and West Acres, while serving portions of Main Avenue

For some routes, such as Route 14, the vast majority of customers do not ride the bus from end to end. SRC members asked to not duplicate service and prioritize legibility by making sure routes do not attempt to serve too many areas and have straight alignments. Matt Peterson (MATBUS) preferred to keep service strong in currently served areas, instead of lowering service levels in the core to potentially serve new areas with unproven ridership. There will be a need for additional operational funding to support service in new areas.

Thomas Hill (United Way) asked whether fixed route or tap ride would be more suitable for the new Amazon distribution center area on the far north side of Fargo. Will Calves explained the benefits of both service types but clarified that the area is quite far from the existing service area. A discussion on potential business sponsorship of services and federal regulations clarified

that MATBUS would stay in control of the rolling stock and route structure and that the route would need to be open door for customers along the route.

SRC participants liked the proposed dedicated service options for West Fargo. For all routes, the route purpose and operating budget will need to be clearly defined. For expansion scenarios, the impacts on the bus garage and maintenance bays will need to be outlined. Jordan Smith (MATBUS) wanted the recommendations to include a section on the benefits of transit signal priority for on-time performance.

Michael Maddox (Metro COG) would like to see some high frequency options for Moorhead, eventually connecting the east and west sides of the metro with high frequency transit.

Next Steps

SRF will share the presentation slides of today's meeting. The next SRC meeting will be in mid- to late-April. SRF and AECOM will finalize the draft recommendations and meet with city staff before the final round of public engagement. SRF will also finish work on the Consolidated Human Services Transportation Plan (CHSTP) and the Bus Stop Analysis, in coordination with MATBUS staff. SRC members are encouraged to promote the project website.

MEETING SUMMARY – JUNE 2021

Study Review Committee MATBUS 2021-2025 Transit Development Plan

Tuesday, June 29, 2021, 3:00-4:30pm
Zoom Meeting – Conference Call

Attendees

Name	Organization/Role	Name	Organization/Role
Michael Maddox	Metro COG	Malachi Peterson	City of West Fargo
Ari Del Rosario	Metro COG	Becky Hanson	NDDOT
Julie Bommelman	MATBUS	Wayne Zacher	NDDOT
Lori Van Beek	MATBUS	Voni Vegar	MnDOT
Shaun Crowell	MATBUS	Renae Tunison	FTA
Cole Swingen	MATBUS	Joe Kapper	SRF
Ed Pearl	First Transit	Menno Schukking	SRF
Kevin Hanson	MAT Coordinating Board	Will Calves	AECOM

Absent

Name	Organization/Role	Name	Organization/Role
Jordan Smith	MATBUS	Thomas Hill	United Way of Cass-Clay
Taaren Haak	MATBUS	Jon Gilbert	Transit Rider Advocate
Tim Solberg	City of West Fargo	Peyton Mastera	City of Dilworth

Presentation Slides Attached

The attached slides were presented at the meeting and include additional detail. The following sections in this document are summaries of discussions during the meeting.

Welcome and Introductions

Joe Kapper (SRF) provided an overview of the agenda and led introductions among attendees of this seventh Study Review Committee (SRC) meeting.

Service Plan Development

Will Calves (AECOM) presented the updated drafts of two implementation phases of bus route alignment and service levels proposals, addressing themes from the public outreach. Phase one makes minor adjustments to the system within the current budget, as well as implementation of the bus stop spacing guidelines.

Phase two is divided into subphases A through E. it introduces Sunday service on most routes, higher frequency service, and new routes – entailing a “redesign” of the existing system. Three new TapRide service areas are introduced as well.

Phase 2A mainly covers Moorhead service changes and a route crossing the Red River on I-94. Phase 2B includes corridor frequency enhancements in both Fargo and Moorhead. Phase 2C shows service expansions in south Fargo and West Fargo. Phase 2D introduces service to the airport and the new Amazon distribution center, as well as two new TapRide service areas in south Fargo and one in the Village Green area of Moorhead. Phase 2E represents the Sunday service expansion but this could be implemented earlier.

The phased approach offers a significant increase to capital and operating cost over ten years, but this could improve with a new or enhanced dedicated funding source for transit. This could be part of the transit authority implementation steps Metro COG is undertaking. Factors that affect the cost include the increased frequency and weekend service that add usability to the system, but represent more revenue hours of service, and the low-density development patterns of Fargo Moorhead that create efficiency challenges for the transit system.

Malachi Peterson (West Fargo) asked where the bus stops would be placed for the newly proposed West Fargo routes. Joe stated the bus stop spacing guidelines and bus stop placement guidelines would be used. Malachi also asked about the total number of routes, Will responded that while there is a small increase in the number of routes, they would offer higher frequencies, offer Sunday service, and have different alignments that today's system. It creates new spines in the system and strengthen highly used and growing corridors.

For the cost increase, Joe stated that while it is a significant increase in funding, it is not out of line with metro areas of similar size. Fargo-Moorhead currently offers at or just below the level of service of similar sized metro areas in the Midwest but has much stronger population and commercial growth than many other midwestern cities. In addition, it has a strong presence of institutes of higher education. Funding transit is one part of funding infrastructure of a growing region.

Policy & Strategic Recommendations

Joe gave a quick overview of the bus stop analysis, which encountered difficulties due to incomplete and conflicting data. The project team developed a Geographic Information Systems (GIS) layer of all stops, with information on 2019 average daily ridership and whether a shelter is present or not. The TDP also complements past bus stop and shelter studies by setting a bus stop spacing guideline. Additionally, the TDP document includes service development standards and performance measures for MATBUS staff to monitor.

Final TDP Report

The final TDP report is currently under staff review and includes all memos and draft deliverables. Public engagement activities include two stakeholder meetings on July 6 and July 7, as well as a virtual open house on July 7. SRC members were encouraged to share the open house registration link with the clients and customers.

Next Steps

SRF will share the presentation slides of today's meeting. The project team will present to the city councils of Fargo and Moorhead in July, as well as the Metro COG TTC and policy Board in August.