

MATBUS 2021-2025 Transit Development Plan

MAT Coordinating Board
June 29, 2021



METROCOG
FM REGIONAL TRANSPORTATION PLANNING ORGANIZATION

SRF AECOM

Project Purpose

- To develop a five-year transit plan to guide MATBUS service, with an emphasis on future needs and sustainable growth
 - Evaluate existing conditions
 - Conduct authentic public engagement
 - Develop recommendations to address community needs



Project Purpose

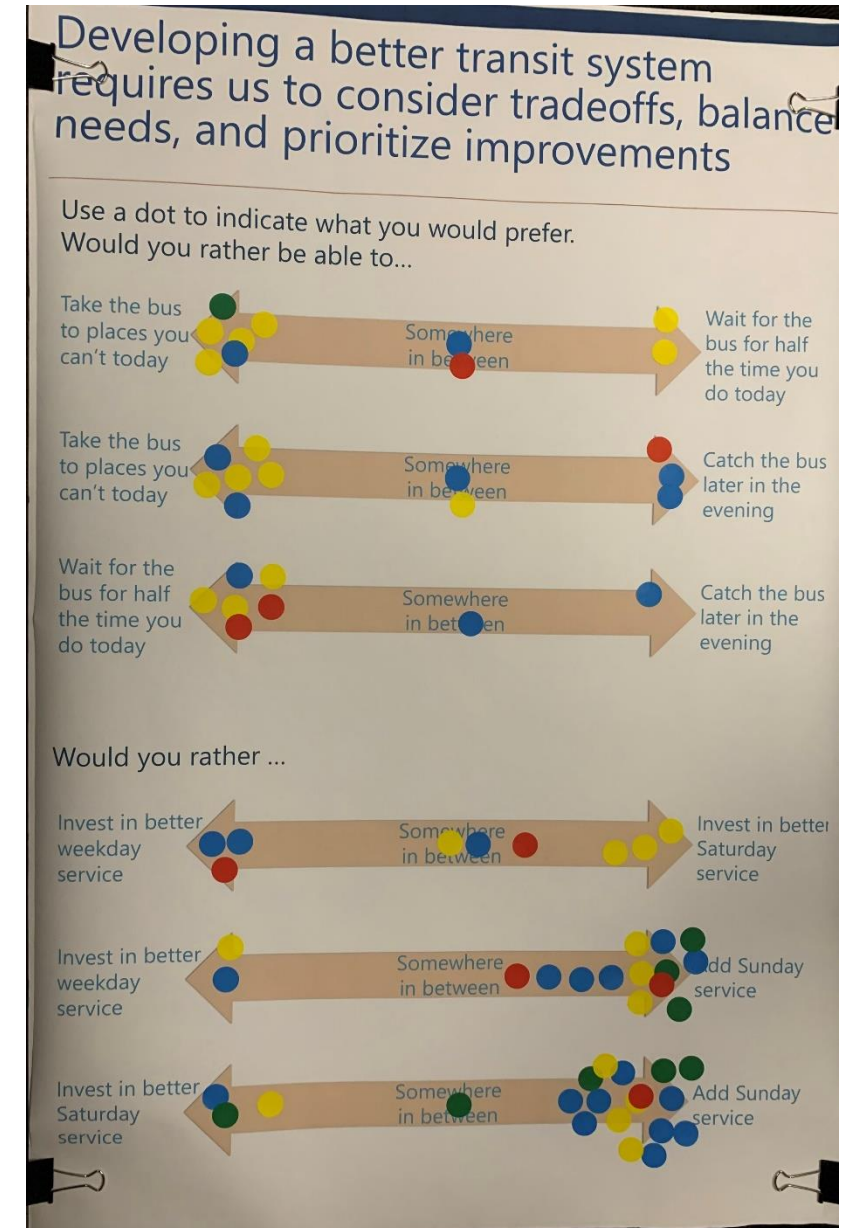
- Build on past work/studies related to transit in the Fargo-Moorhead (FM) region
- Evaluate current MATBUS policies and operations regarding the provision of transit service within the FM region
- Identify community transit needs
- Analyze new service strategies and technologies
- Meet state and federal requirements
- Identify performance measures/performance monitoring strategy
- Five-year goals and objectives

Project Tasks

- Major tasks:
 - Public engagement (ongoing)
 - Analyze existing conditions
 - Bus Stop Analysis
 - 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)

Engagement Activities

- Community Survey
 - 760 responses
- Stakeholder Meetings
 - 20 attendees over two meetings
- Virtual Open House
 - Fourteen members of the public
- GTC Boards
 - Four boards from Tuesday, December 1 through Friday December 4
- Wikimap
 - 43-point specific comments, 25 routes drawn
- Continued outreach



Engagement Findings

Most Common
Trip Purpose:
Work, Shopping

Typical Travel
Time:
<30 Minutes

Prioritize
Frequency
Investments*

Sunday Service

Perception of
Reliability Issues

Addressing Outreach/Analysis Findings

- **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:
 - 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.

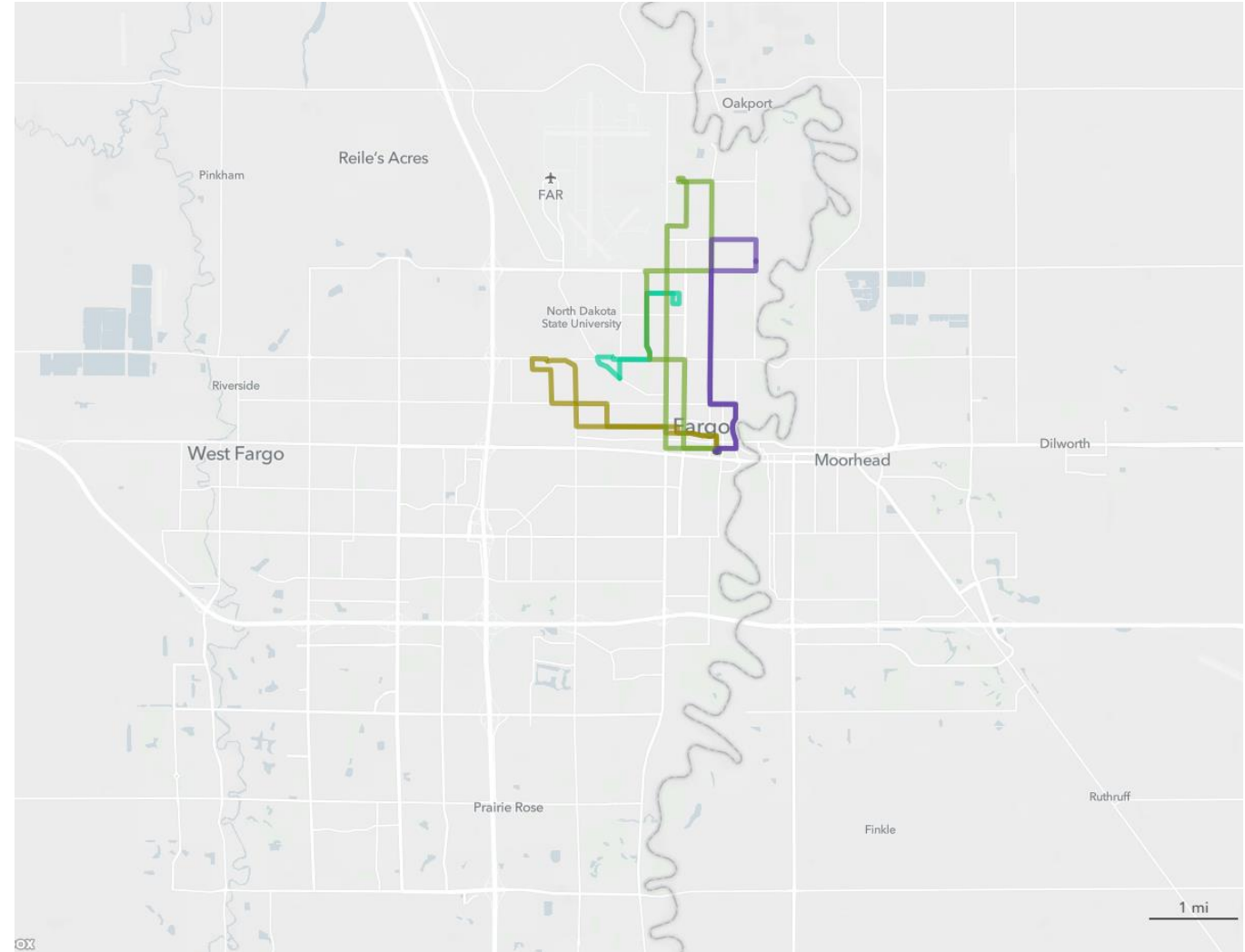
Service Plan Phase Development

Development of Phases

- **Phases are developed iteratively:**
 - **Phase One** addresses relatively small-scale elements and (with bus stop rebalancing) on-time performance concerns.
 - **Phase Two** introduces Sunday service and higher frequency of service on some routes, entails a “redesign” of the existing system, and presents new TapRide service areas.

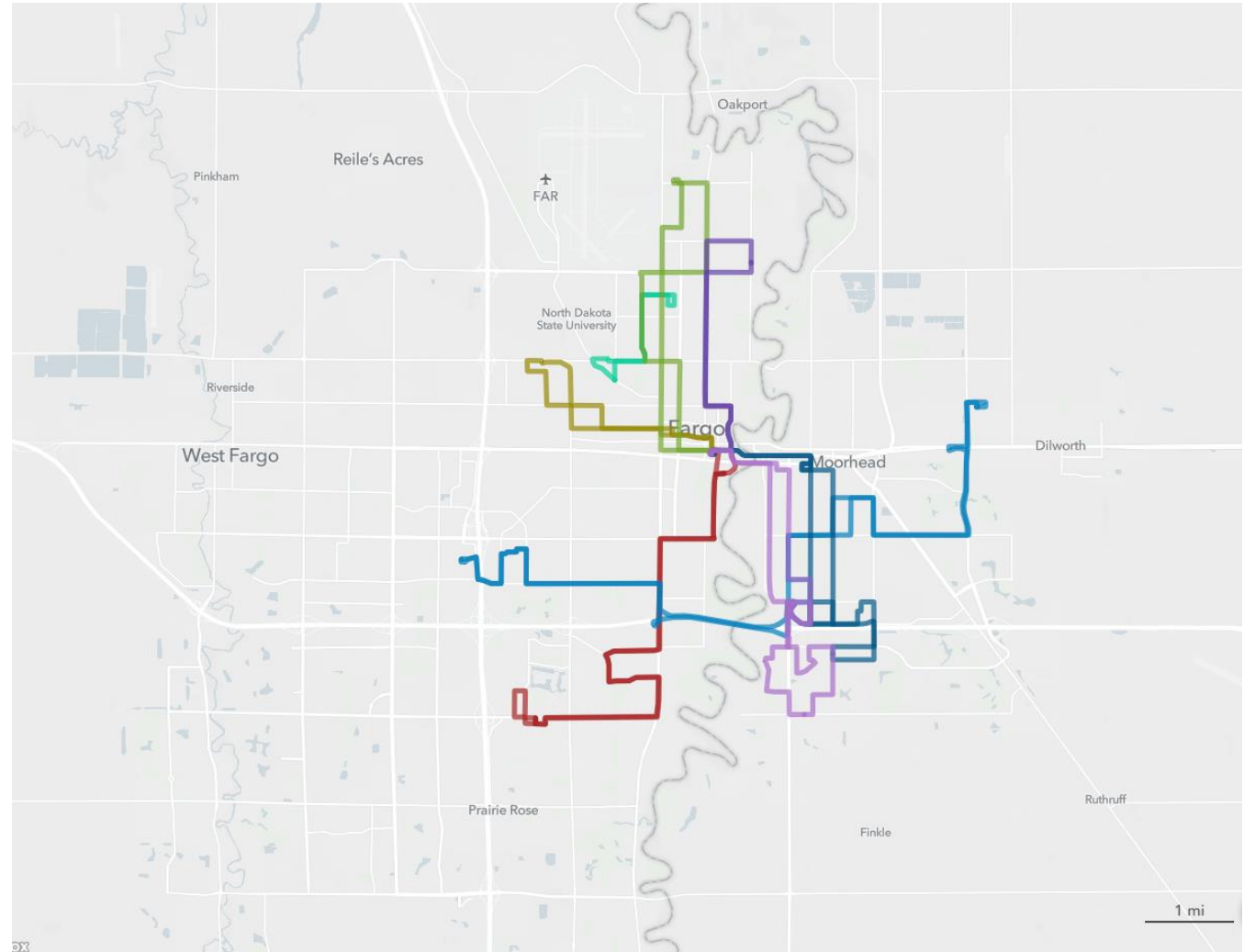
Phase 1

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



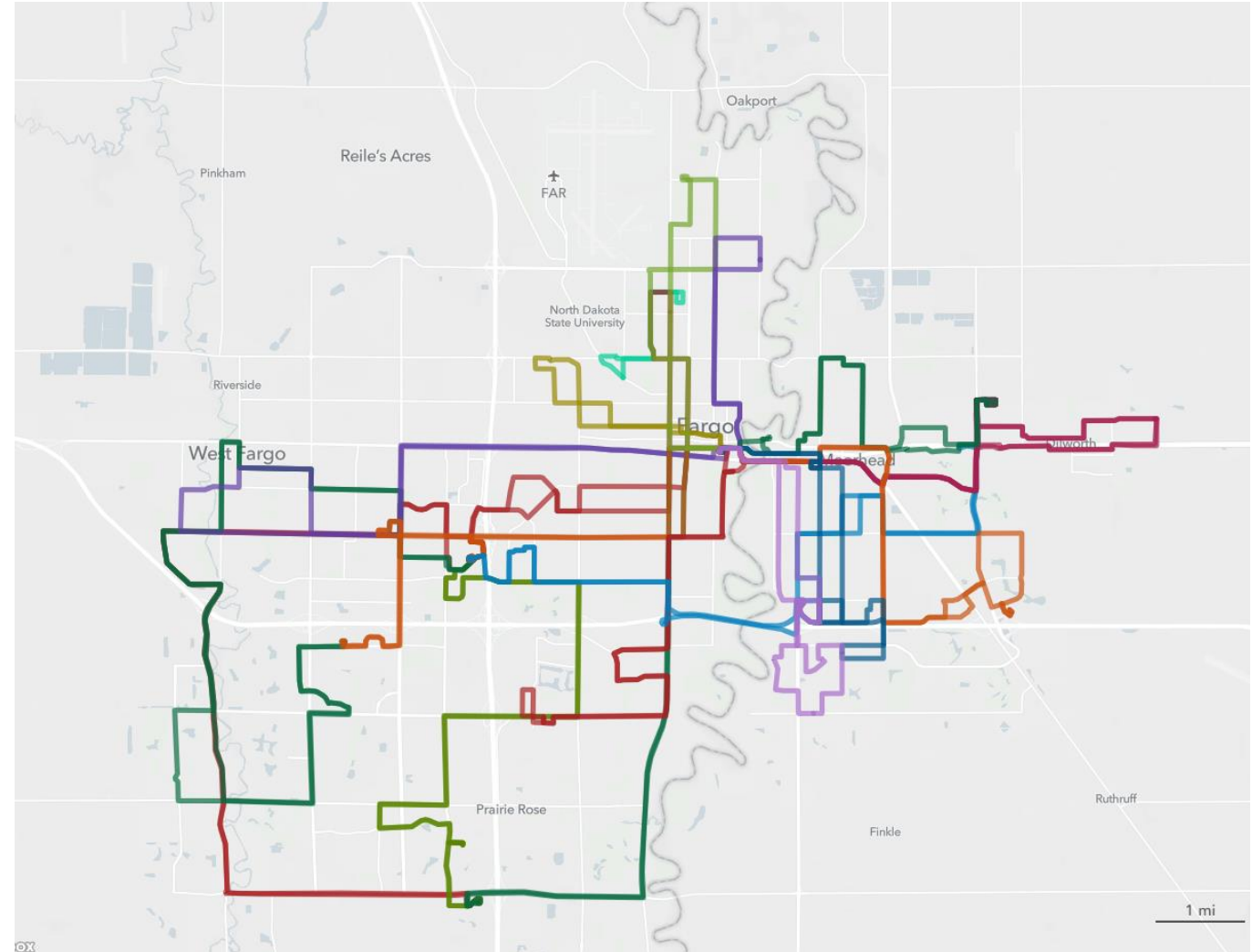
Phase 2A

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



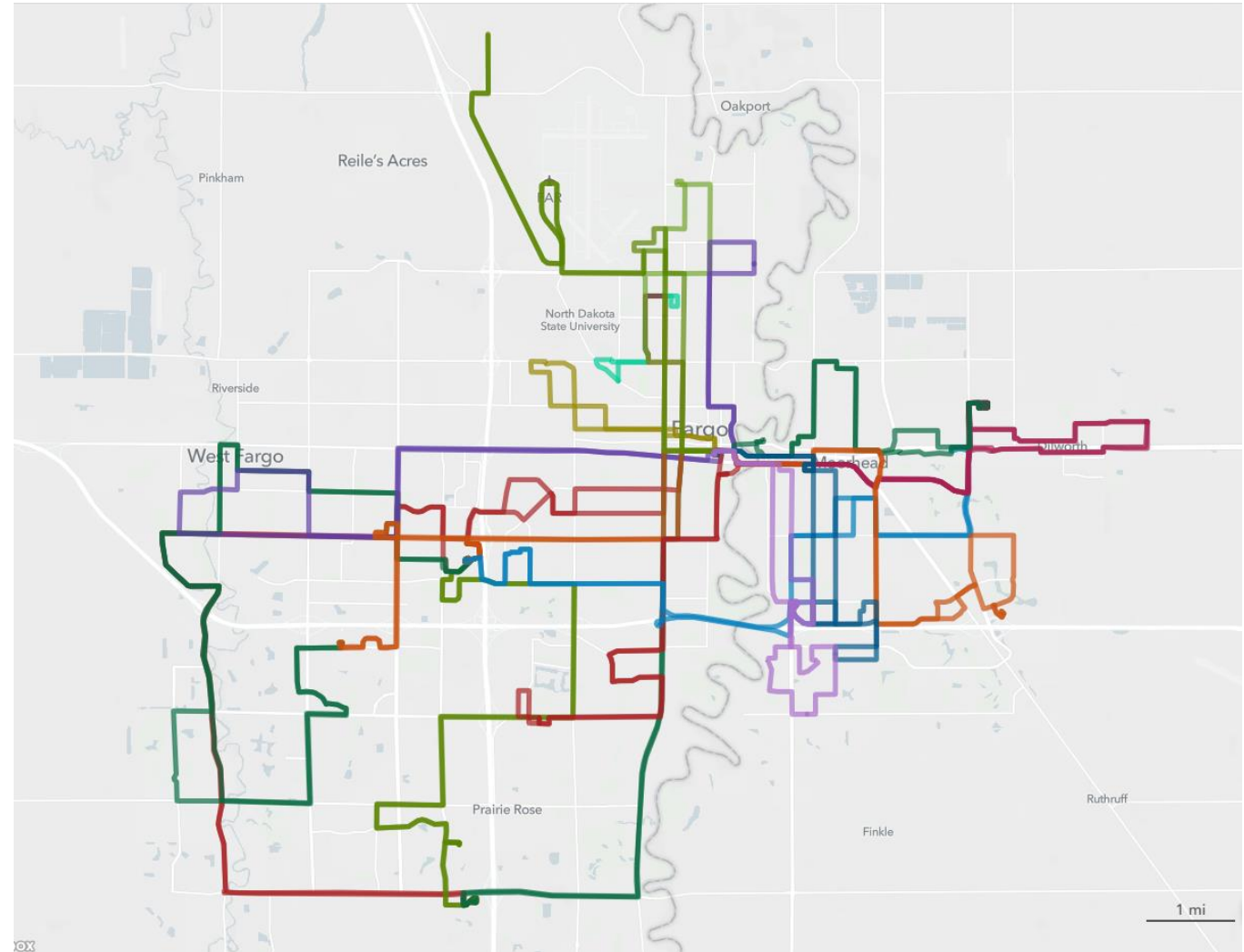
Phase 2C

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

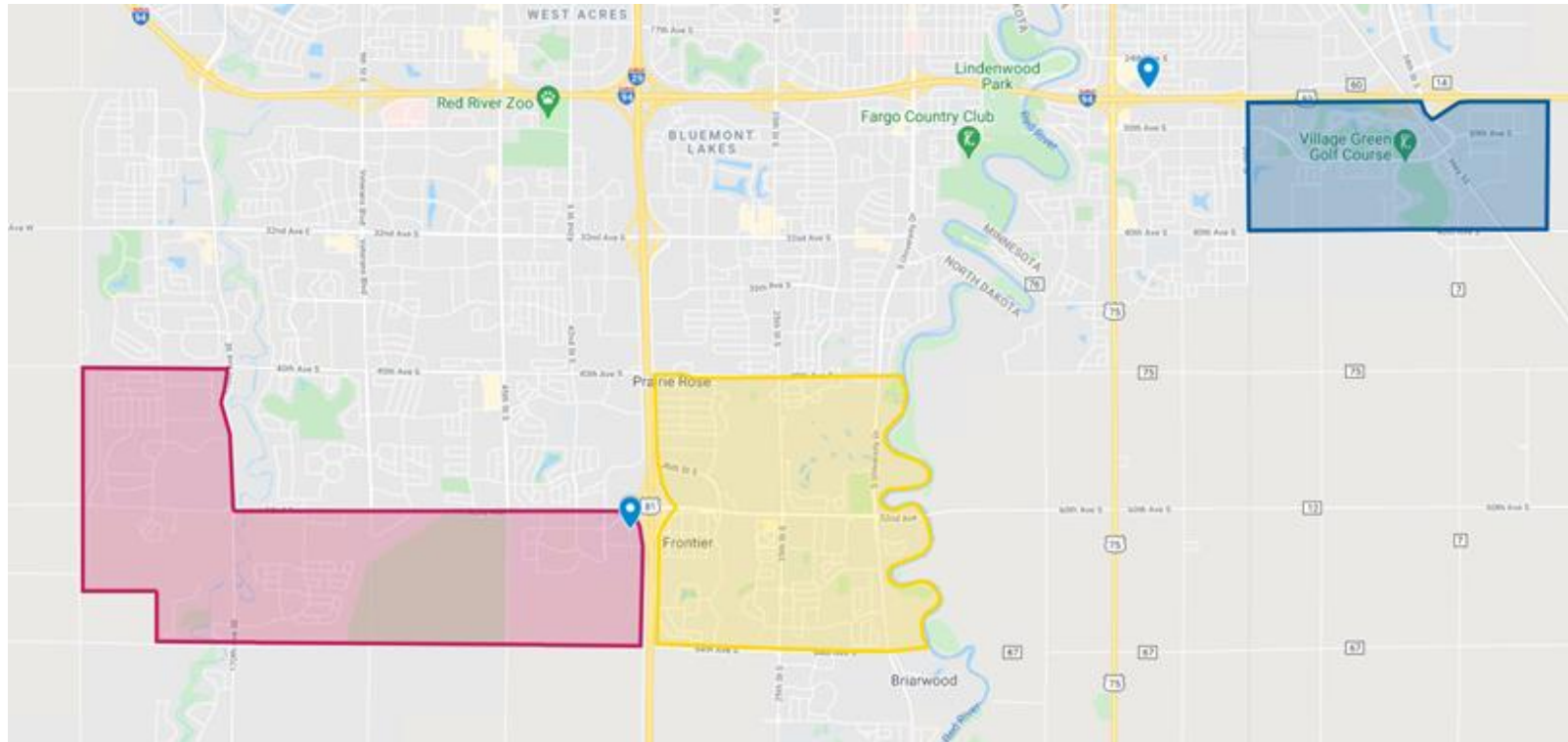


Phase 2D

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

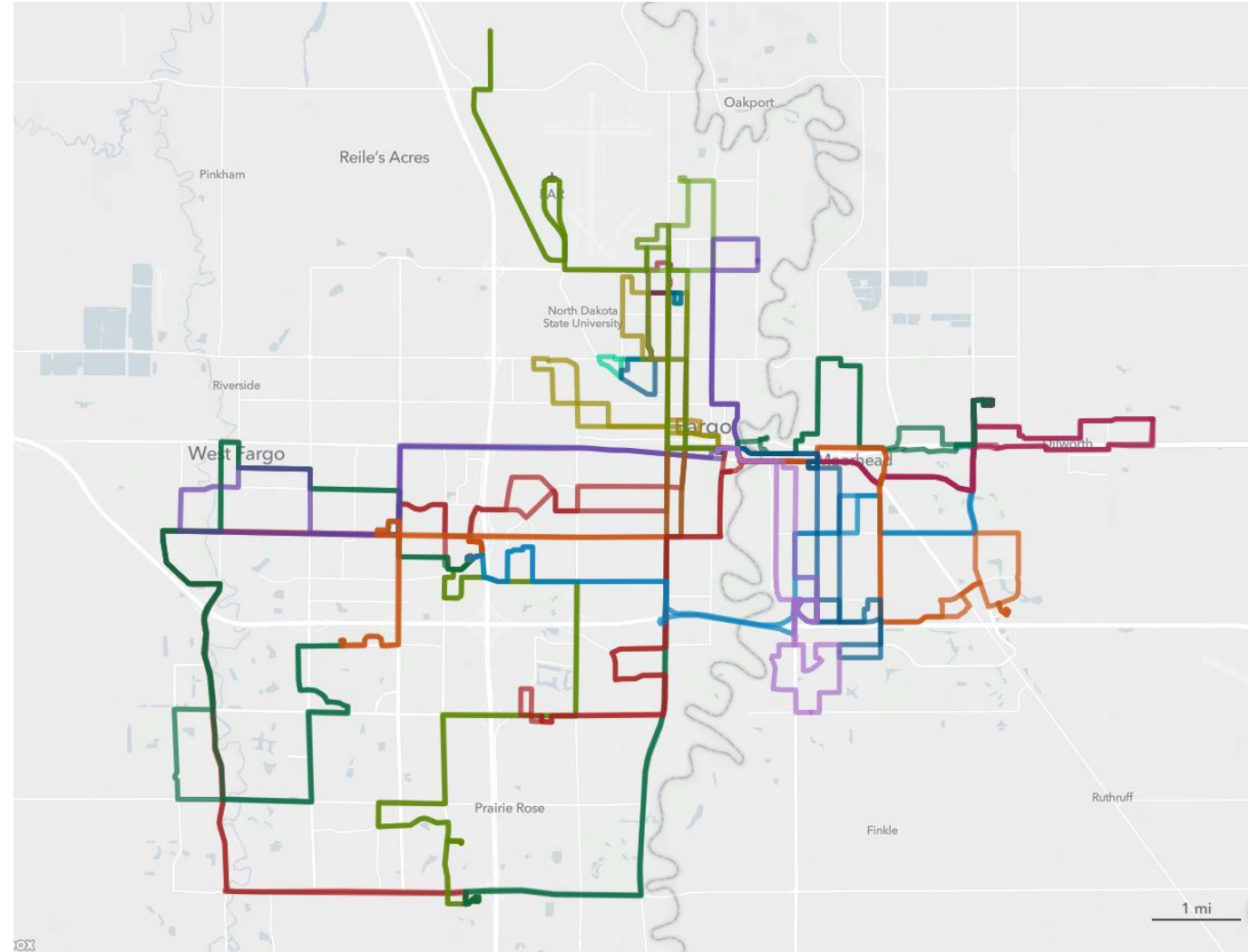


Phase 2D – New TapRide Service Areas



Phase 2E

- 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



Impact of New Service

- Offer a phased approach to significant increases in capital and operating costs over 10 years
- Outlook improves if there is a dedicated funding source available to support transit investment
- Factors affecting cost:
 - Increased frequency and weekend service add usability to the system, but represent more revenue hours
 - Low density development patterns create efficiency challenges for transit system

Impact of New Service

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	145,017	\$13,051,517
Phase 2B	44	175,229	\$15,770,575
Phase 2C	49	197,653	\$17,788,773
Phase 2D	53	215,143	\$19,362,873
Phase 2E	53	234,961	\$21,146,474

Policy & Strategic Recommendations

Policy & Strategic Recommendations

- Bus Stops
 - Created a GIS layer with ridership and shelter information
 - Bus Stop and Shelter Placement Context
 - Developed recommended bus stop spacing standards that are sensitive to land use and emphasize operational efficiency.
- Service And Performance Standards
 - Service Development Guidelines

Consolidated Human Services Transportation Plan (CHSTP)

Consolidated Human Services Transportation Plan

- Desire and need to understand a relationship between transit needs and existing service
- Funding for service/projects needs to be linked to a plan
- Coordination Requires Communication
 - Process establishes a forum to network/share ideas about community transportation

CHSTP

- Two provider meetings
- Strategies and implementation discussed during February 26 meeting

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Goals

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 to position it well to coordinate transit in the metro.

Strategies

- Coordination between Special Needs Providers and Client Management
 - Work with social and human services agencies
 - Regular meeting will be essential to identify and work towards addressing needs
 - Work from Minnesota RTCC model and include state DOT or Metro COG workshops/speakers
- Work towards strategies on mobility management, procurement, service, volunteer programs, and marketing
 - Plus set performance measures

Draft Final TDP Report

Draft Final TDP Report

- Report of all memos and deliverables
- Draft report public engagement
 - Stakeholder meetings July 6 & 7
 - Virtual Open House July 7 – 5pm

Next Steps