

**80th Meeting of the
Metro Area Transit Coordinating Board
October 2, 2019 – 8:00 am**

Fargo City Commission Chambers – 225 4th Street North, Fargo ND

Meeting Agenda

1. Call to Order and Introductions

2. Action Items:
 - a. July 17, 2019 Meeting Minutes
 - b. Proposed Changes to LinkFM for 2020 – Matthew Peterson and Lori Van Beek
 - c. Approve Request Proposals for Security Services 2020-2025 – Julie Bommelman
 - d. Recommend Price Proposals from Genfare for Upgrade to Farebox System – Matthew Peterson and Lori Van Beek

3. Informational Items
 - a. Update on Driver Recruitment – Josef Rivera
 - b. Update on TapRide Industrial Park Service – Matthew Peterson
 - c. Update on Transit Authority Study – Michael Maddox
 - d. Update on GTC Renovation – Julie Bommelman
 - e. Distinguished Service Award from Freedom RCIL to Shaun Crowell, Mobility Manager
 - f. July – August 2019 Operations Reports and College Ridership – Matthew Peterson and Lori Van Beek
 - g. Distribution of New Schedule and Map August 2019 – Cole Swingen
 - h. Update on Marketing Activities – Cole Swingen

4. Other Business

Memorandum

To: MAT Coordinating Board

From: Lori Van Beek, Moorhead Transit Manager
Matthew Peterson, Fargo Assistant Transit Director

Date: October 2, 2019

RE: *Proposed Changes to LinkFM*



Proposed LinkFM Changes

Fargo currently operates LinkFM as a free downtown circulator at 15-minute frequency and serves the downtowns of Fargo and Moorhead. The cost for operating LinkFM are shared equally between the Fargo and Moorhead. Fargo Mayor Tim Mahoney proposed in his 2020 budget eliminating the circulator with the cost savings to assist in paying First Transit’s contract costs for increasing driver wages to improve recruitment and fill vacancies.

LinkFM began in 2015 as a solution to the limited availability of parking in downtown Fargo during major construction and a tool for economic development in downtown. Initially free transfers were offered to other MATBUS routes to promote ridership. In 2017, the elimination of promotional free transfers between LinkFM and the rest of the MATBUS system likely caused ridership to begin to decline. With the completion of the Roberts Parking Ramp, parking downtown has become easier and is likely a factor in continued ridership decline in 2018.

LinkFM 2019 Ridership

- As of July 2019, ridership was up 8.14% over 2018 for the same period, which is due to the substantial ridership to the Downtown Street Fair, up 53.31% over 2018.
- Rides per hour averaged 8.5 from 2015-2019 (2.1 rides per trip) with events.
- Highest ridership times were 11 a.m. to 4 p.m.

LinkFM Ridership					
	2015	2016	2017	2018	Jan-July 2019
Total Ridership	10,410	32,762	31,645	30,317	22,011
Total Event Ridership	2,772	6,880	5,863	6,174	9,161
Ridership Less Events	7,638	25,882	25,782	24,143	12,850
Riders Per Hour	5.04	9.20	8.97	8.58	10.64

LinkFM provided over 7,000 rides July 18-20, 2019, during the Downtown Street Fair.

Yearly LinkFM Ridership				
Average per Month by Time of Day				
Time	2016	2017	2018	2019 as of July 31, 2019
6:45 - 6:59	37	26	19	18
7:00 - 7:59	95	103	81	103
8:00 - 8:59	117	117	107	105
9:00 - 9:59	176	166	160	183
10:00 - 10:59	246	225	230	331
11:00 - 11:59	250	264	254	311
12:00 - 12:59	328	300	292	376
13:00 - 13:59	293	289	309	408
14:00 - 14:59	269	250	291	336
15:00 - 15:59	300	288	289	307
16:00 - 16:59	263	248	250	257
17:00 - 17:59	194	185	165	209
18:00 - 18:59	92	109	92	118
19:00 - 19:59	16	34	15	35
20:00 - 23:59	13	17	14	48
Total	2688	2619	2566	3144

19:00-23:59 are expanded service hours for special events.

2020 Estimated Cost to Operate LinkFM

3,441	Regular Hours of Service (excludes special events)
\$ 62.37	Cost per Hour (With Driver Wage Increase)
\$ 214,615.17	TOTAL Cost
259.53	Hours for Special Events (includes full day of service on day of event)
\$ 62.37	Cost per Hour
\$ 16,186.89	Subtotal Cost for Special Events
\$ 3.49	Special Service Rate Difference to First Transit*
\$ 905.76	Cost for Special Service Rate
\$ 17,092.65	TOTAL Cost for Special Events
\$ 231,707.82	TOTAL Cost for All LinkFM Service

*Cost per hour paid to First Transit for special events may be at higher "special service" rate of \$32.40 rather than \$28.91 per hour for fixed services = \$3.49 extra

Continuing to Serve Special Events

LinkFM has proven to be popular to use during special events and could continue to serve the downtowns of Fargo and Moorhead during the following events:

- Unglued Crafts Fair
- Celtic Festival
- Scandinavian Festival
- Street Fair
- TEDx Fargo
- German Kulturfest
- Pangea
- Others as Added

Rides/Hour	2015	2016	2017	2018	2019*	% Change
Unglued		30.93	24.57	20.33	20.14	-1%
Celtic Festival		13.93	13.42	9.64	14.29	48%
St Patrick's Day **				25.29	7.43	-71%
Drone Focus Conference				8.24		
Scandinavian Festival (2 Days)	11.79	17.94	13.43	12.61	38.03	202%
Burgers, Brews & BBQ				6.77		
Street Fair (3 days)	32.10	39.28	33.61	39.22	68.77	75%
TEDx Fargo	5.50	28.05	42.90	42.71	39.03	-9%
German Kulturfest	N/A	10.07	3.24	8.46		
NDSU Homecoming	6.19	13.87	6.93	2.07		
Holiday Lights Parade	7.94	7.82	5.61	7.04		
Pangea	6.71	8.14	10.28	9.69		
Microsoft Event	8.47	18.60	12.08			

*2019 data is through July 2019.

**St Patrick's Day Parade was the same day as the Celtic Festival



Council Consideration

Per the MATBUS policy on fare and routes changes, eliminating LinkFM except for special events is a major route change requiring a public hearing and approval by Fargo City Commission and Moorhead City Council.

Recommended Motion: Schedule a public hearing to obtain citizen input regarding the elimination of LinkFM with the exception of special events downtown effective January 2, 2020.

Memorandum

To: MAT Coordinating Board

From: Matthew Peterson, Fargo Assistant Transit Director
Lori Van Beek, Moorhead Transit Manager

Date: October 2, 2019

RE: *GFI Farebox Upgrade*



Farebox Background

The City of Fargo and City of Moorhead purchased their current farebox system in 2008 and implemented early 2009, with a ten year life expectancy. As part of our Transportation Improvement Plan (TIP) both cities applied for grants to replace the system in 2019-2020. With both cities having the same farebox system, passengers are able to purchase one pass to travel between Fargo, West Fargo, Moorhead and Dilworth easily.

Farebox Upgrade

Completing a sole source procurement in both cities was desired as it will reduce difficulties with our passengers and be more cost effective. With upgrading our Fareboxes through Genfare, we are able to save time and money by reducing training for staff, compatible parts, and other components needed. The sole source procurement has been approved by both FTA, MNDOT, NDDOT and City of Fargo Finance Committee.

Additionally, staff is looking at placing the old GFI Fareboxes in the Paratransit fleet to provide better operations for bus operators and passengers. Passenger will be able to load a smart pass and pay for their ride in lieu of paying cash. This will also remove bus operators from handling cash creating a more secure payment system for all.

The attached spreadsheet shows the cost breakdown for the upgrade. At this time, we are not looking at purchasing Ticket Vending Machines (TVM's) as they are very costly and will put us over budget.

Recommended Motion: Approve staff to move forward with GFI Farebox upgrade and place required information on city council and commission.

Genfare Price Proposals

Fargo Cost

Moorhead Cost

Item	Price	Quantity	Total Cost	Quantity	% of Cost	FGO Total	Quantity	% of Cost	MHD Total		
Fixed Route Fleet											
Fast Fare											
(Farebox)	\$15,835.00	43	\$680,905.00	31		\$490,885.00	12		\$190,020.00		
LINK Software	\$57,000.00	1	\$57,000.00		72.09%	\$41,093.02		27.91%	\$15,906.98		
LINK Hosting (Year 1)	\$11,400.00	1	\$11,400.00		72.09%	\$8,218.60		27.91%	\$3,181.40		
LINK Hosting (Year 2)	\$11,750.00	1	\$11,750.00		72.09%	\$8,470.93		27.91%	\$3,279.07		
LINK Hosting (Year 3)	\$12,090.00	1	\$12,090.00		72.09%	\$8,716.05		27.91%	\$3,373.95		
Mobile Ticketing (5% +.05/tran)											
Integrated with LINK	\$0.00	1	\$0.00		72.09%	\$0.00		27.91%	\$0.00		
Mobile Vault	\$37,867.00	1	\$37,867.00		72.09%	\$27,299.47		27.91%	\$10,567.53		
S/A Controller	\$2,216.20	1	\$2,216.20		72.09%	\$1,597.73		27.91%	\$618.47		
Install	\$350.00	43	\$15,050.00	31		\$10,850.00	12		\$4,200.00		
Data Probe (Mixed Fleet)	\$1,980.00	2	\$3,960.00		72.09%	\$2,854.88		27.91%	\$1,105.12		
Keys	\$0.00	1	\$0.00		72.09%	\$0.00		27.91%	\$0.00		
Training	\$0.00	1	\$0.00		72.09%	\$0.00		27.91%	\$0.00		
Maintenance Training	\$0.00	1	\$0.00		72.09%	\$0.00		27.91%	\$0.00		
Operator Training	\$0.00	1	\$0.00		72.09%	\$0.00		27.91%	\$0.00		
Simulator, Fast Fare	\$15,500.00	1	\$15,500.00		72.09%	\$11,174.42		27.91%	\$4,325.58		
Spares (package)	\$65,000.00	1	\$65,000.00		72.09%	\$46,860.47		27.91%	\$18,139.53		
Manuals	\$0.00	1	\$0.00		72.09%	\$0.00		27.91%	\$0.00		
			\$912,738.20				\$658,020.56				\$254,717.64
Paratransit Fleet											
Fast Fare - e											
(Farebox addition)	\$3,875.00	16	\$62,000.00	12		\$46,500.00	4		\$15,500.00		
Mounting Kit	\$113.00	16	\$1,808.00	12		\$1,356.00	4		\$452.00		
Odyssey Integration Software	\$24,500.00	1	\$24,500.00		75.00%	\$18,375.00		25.00%	\$6,125.00		
Install	\$350.00	16	\$5,600.00	12		\$4,200.00	4		\$1,400.00		
Spares (package)	\$8,000.00	1	\$8,000.00		75.00%	\$6,000.00		25.00%	\$2,000.00		
Test Lab (For Genfare LINK)	\$37,500.00	1	\$37,500.00		75.00%	\$28,125.00		25.00%	\$9,375.00		
			\$1,052,146.20				\$762,576.56				\$289,569.64
Point of Sale Addons											
APOS-SALE & Fulfillment											
(Administrative Point of Sale)	\$24,300.00	2	\$48,600.00		72.09%	\$35,037.21		27.91%	\$13,562.79		
RPOS Bixelon (Requires Tablet)											
(Retail Point of Sale)	\$920.00	4	\$3,680.00		72.09%	\$2,653.02		27.91%	\$1,026.98		
			\$1,104,426.20				\$800,266.80				\$304,159.40
New Higher Security Smart Cards (Holds 4 media types)											
Smart Card	\$2.25	3000	\$6,750.00		72.09%	\$4,866.28		27.91%	\$1,883.72		
			\$1,111,176.20				\$805,133.07				\$306,043.13
Ticket Vending Machine (TVM)											
Ticket Vending Machine (TVM)	\$60,000.00	2	\$120,000.00		72.09%	\$86,511.63		27.91%	\$33,488.37		
TVM Software	\$105,000.00	1	\$105,000.00		72.09%	\$75,697.67		27.91%	\$29,302.33		
			\$1,336,176.20				\$967,342.38				\$368,833.82

Memorandum

To: MAT Coordinating Board
From: Josef Rivera, First Transit General Manager
Date: October 2, 2019
RE: *Recruiting Update*



Recruiting Update

Below is an updated snapshot of recruiting in Fargo since August 1, 2019.

- 103 Applications received since August 1, 2019
- 16 hired and in revenue service as of 9/27/2019
- October 7th class to include: 5 fully licensed applicants
- 3 road tests scheduled for October 2, 3, 2019
- 22 Additional unlicensed applicants in review

I am projecting that with the 9/22 class (3 operators) should be in revenue service by Oct 9th, leaving 7 open bid jobs, coupled with our Oct 7th class (5 operators) should be in revenue service by Oct 23rd, potentially leaving 2 open bid jobs by Oct 23rd.

10 open bid jobs as of 9/27/19

TapRide Industrial Park Stats

	Industrial Park	Whale of a Wash	West Acres	Total
<u>Summary - 2019-08-05 00:00 to 2019-09-26</u>				
Requested Trips Completed	278	69	168	515
# of Flagdowns	95	26	24	145
# of Passengers for Completed Trips	278	69	168	515
# of Wheelchairs for Completed Trips	1	0	1	2
# of Bicycles for Completed Trips	11	0	11	22
Average Response Time (Request Time to Pick Up)	0:07:01	0:07:41	0:08:13	0:07:40
Average Ride Time (Pick Up to Drop Off)	0:08:37	0:05:38	0:10:38	0:08:00

** As of September 9, 2019 TapRide Industrial is averaging 1.45 rides per hour. This should steadily increase to a minimum of 10 rides per hour within the first 12 months to consider the pilot successful.*



MATBUS Transit Operations Report - July 2019

Moorhead	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Route 1	7,033	6,498	-7.61%	421.00	438.00	4.04%	5,378.70	5,550.34	3.19%	16.71	14.84	-11.19%	92.03%	90.27%	-1.91%
Route 2	6,563	9,150	39.42%	421.00	438.00	4.04%	5,996.72	6,235.37	3.98%	15.59	20.89	34.01%	86.03%	88.55%	2.93%
Route 3	4,966	5,859	17.98%	420.25	437.50	4.10%	6,631.59	7,498.75	13.08%	11.82	13.39	13.33%	79.08%	71.86%	-9.13%
Route 4	12,637	12,911	2.17%	842.00	874.50	3.86%	9,603.01	9,964.93	3.77%	15.01	14.76	-1.63%	80.12%	86.20%	7.59%
Route 5	4,125	4,226	2.45%	421.00	438.00	4.04%	6,132.29	6,399.18	4.35%	9.80	9.65	-1.53%	90.35%	89.67%	-0.75%
Route 6	1,033	1,521	47.24%	148.00	176.00	18.92%	1,919.86	2,283.07	18.92%	6.98	8.64	23.82%	93.13%	90.15%	-3.20%
Route 7															
Route 8															
Route 9	448	439	-2.01%	160.50	145.00	-9.66%	2,718.55	2,456.01	-9.66%	2.79	3.03	8.47%	86.63%	94.05%	8.57%
Total	36,805	40,604	10.32%	2,833.75	2,947.00	4.00%	38,380.72	40,387.65	5.23%	12.99	13.78	6.08%	86.77%	87.25%	0.56%

Fargo	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Route 11	5,817	6,760	16.21%	371.00	386.00	4.04%	4,257.60	4,429.74	4.04%	15.68	17.51	11.70%	81.92%	93.42%	14.04%
Route 13	7,035	7,331	4.21%	717.00	746.00	4.04%	7,512.01	7,815.84	4.04%	9.81	9.83	0.16%	90.22%	86.48%	-4.15%
Route 13U															
Route 14	13,776	12,824	-6.91%	1,110.00	1,154.44	4.00%	13,948.12	14,467.44	3.72%	12.41	11.11	-10.49%	76.02%	95.57%	25.72%
Route 15	28,059	28,517	1.63%	1,336.00	1,393.00	4.27%	15,776.99	16,303.67	3.34%	21.00	20.47	-2.53%	81.09%	85.03%	4.86%
Route 16	2,584	2,818	9.06%	334.00	347.52	4.05%	3,982.32	4,149.74	4.20%	7.74	8.11	4.81%	85.80%	93.28%	8.72%
Route 17	3,133	3,161	0.89%	211.00	219.00	3.79%	2,518.84	2,620.55	4.04%	14.85	14.43	-2.79%	83.89%	81.86%	-2.42%
Route 18	4,365	4,681	7.24%	583.00	606.30	4.00%	10,270.50	10,824.88	5.40%	7.49	7.72	3.12%	69.94%	78.19%	11.80%
Route 20		3,582			386.00			3,674.72			9.28			76.00%	
Route 21	591			186.00			2,227.00			3.18			63.62%		
Route 22	2,196			186.00			3,532.00			11.81			68.73%		
Route 23															
Route 24	2,117	2,503	18.23%	415.00	431.50	3.98%	5,260.00	5,390.73	2.49%	5.10	5.80	13.71%	83.43%	93.17%	11.67%
Total	69,673	72,177	3.59%	5,449.00	5,669.76	4.05%	69,285.38	69,677.31	0.57%	12.79	12.73	-0.44%	78.47%	87.00%	10.88%

NDSU	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Route 31	0	0	#DIV/0!	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			#DIV/0!
Route 32E	0	0	#DIV/0!	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			#DIV/0!
Route 32W	0	0	#DIV/0!	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			#DIV/0!
Route 33	0	0	#DIV/0!	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			#DIV/0!
Route 34	0	0	#DIV/0!	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			#DIV/0!
Route 35															
TapRide	0	0	#DIV/0!	0.00	0.00	#DIV/0!	0.00	0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			#DIV/0!
Total	0	0	#DIV/0!	0	0	#DIV/0!	0.00	0.00	#DIV/0!			#DIV/0!			#DIV/0!

Other	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	0.05%	2018	2019	Change
LinkFM	6,654	10,045	50.96%	280.00	365.50	30.54%	2,807.84	3,665.23	30.54%	23.76	27.48	15.65%	71.99%	58.29%	-19.03%
9000's			#DIV/0!			#DIV/0!			#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			#DIV/0!
Total	6,654	10,045	50.96%	280.00	365.50	30.54%	2,807.84	3,665.23	30.54%	23.76	27.48	15.65%	71.99%	58.29%	-19.03%

Total	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
MHD	36,805	40,604	10.32%	2,834	2,947	4.00%	38,381	40,388	5.23%	13	14	6.08%	86.77%	87.25%	0.56%
FGO	76,327	82,222	7.72%	5,729	6,035	5.35%	72,093	73,343	1.73%	37	40	10.02%	75.23%	72.65%	-3.43%
MATBUS	113,132	122,826	8.57%	8,563	8,982	4.90%	110,473.94	113,730.19	2.95%	13.21	13.67	3.50%	79.07%	77.51%	-1.97%

TOTAL RIDERSHIP BY CUSTOMER TYPE															
Total	Adult			Disabled			Elderly			Youth			Child		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
MHD	21,575	19,939	-7.58%	9,525	11,947	25.43%	3,416	4,100	20.02%	1,690	2,214	31.01%	3,599	2,404	-33.20%
FGO	40,938	50,710	23.87%	16,659	18,470	10.87%	6,583	7,128	8.28%	2,411	2,551	5.81%	3,082		-100.00%
MATBUS	62,513	70,649	13.01%	26,184	30,417	16.17%	9,999	11,228	12.29%	4,101	4,765	16.19%	6,681	2,404	-64.02%

Paratransit	Ridership			Rev. Hours (Based on Ridership)			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Fargo	2,901	2,998	3.34%	1,263.02	1,257.82	-0.41%	18,377.12	18,284.64	-0.50%	2.30	2.38	3.77%	87.09%	88.64%	1.78%
Moorhead	658	596	-9.42%	286.48	250.05	-12.71%	4,168.27	3,634.97	-12.79%	2.30	2.38	3.77%	87.11%	88.69%	1.82%
West Fargo	379	455	20.05%	165.01	190.90	15.69%	2,400.87	2,775.02	15.58%	2.30	2.38	3.77%	87.27%	88.41%	1.30%
Dilworth	56	34	-39.29%	24.38	14.26	-41.49%	354.75	207.36	-41.55%	2.30	2.38	3.77%	98.15%	84.62%	-13.79%
Total	3,994	4,083	2.23%	1,738.88	1,713.03	-1.49%	25301.00	24902.00	-9.81%	2.30	2.38	3.77%	89.91%	87.59%	-2.22%

Senior Ride	Ridership			Rev. Hours (Based on Ridership)			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Dilworth	83	122	46.99%	55.93	80.69	44.28%	575	920	60.14%	1.48	1.51	1.88%			N/A
Moorhead	711	744	4.64%	479.07	492.06	2.71%	4,923	5,613	14.00%	1.48	1.51	1.88%			N/A
Total	794	866	9.07%	535.00	572.75	7.06%	5,498	6,533	18.83%	1.48	1.51	1.88%	0	0	N/A

	Call Volume			Operating Days			Average Calls / Day			Average Queue Time		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
GTC	2,926	1,163	-60.25%	25	26	4.00%	117	45	-61.78%	1:52	0:58	-48.21%
Paratransit	1,993	2,093	5.02%	21	22	4.76%	95	95	0.24%	1:14	0:57	-22.97%
Total	4,919	3,256	-33.81%	46	48	4.35%	212	140	-34.01%	3:06	1:55	-38.17%

Collisions	Collisions (Preventable)			Collisions (Non-Preventable)			Collisions (Total)			Collisions (per 100K Miles)		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Fixed Route	5	2	-60.00%	1	0	-100.00%	6	2	-66.67%	5.43	1.76	-67.62%
Paratransit	0	0	#DIV/0!	1	0	-100.00%	1	0	-100.00%	3.95	0.00	-100.00%
Total	5	2	-60.00%	2	0	-100.00%	7	2	-71.43%	5.16	1.44	-72.02%

Missed Trips	Missed Trips (Contractor Error)			Missed Trips (Mechanical / Other)			Missed Trips (Total)			Missed Trips (per 100K Miles)		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Fixed Route	5	2	-60.00%	8	3	-62.50%	13	5	-61.54%	11.77	4.40	-62.64%
Paratransit	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	0.00	0.00	#DIV/0!
Total	5	2	-60.00%	8	3	-62.50%	13	5	-61.54%	11.21	4.16	-62.91%

Complaints	Complaints (Substantiated)			Complaints (UnSubstantiated)			Complaints (Total)			Complaints (per 1K Passengers)		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Fixed Route	9	7	-22.22%	15	9	-40.00%	24	16	-33.33%	0.21	0.13	-38.59%
Paratransit	5	4	-20.00%	1	2	100.00%	6	6	0.00%	0.05	0.05	-7.89%
Total	14	11	-21.43%	16	11	-31.25%	30	22	-26.67%	0.27	0.18	-32.45%

Incidents	Incident (Fall / Injury)			Incident (Security Services)			Incidents (Total)			Incidents (per 1K Passengers)		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Fixed Route	0	2	#DIV/0!	22	5	-77.27%	22	7	-68.18%	0.19	0.06	-70.69%
Paratransit	0	3	#DIV/0!	0	0	#DIV/0!	0	3	#DIV/0!	0.00	0.02	#DIV/0!
Total	0	5	#DIV/0!	22	5	-77.27%	22	10	-54.55%	0.19	0.08	-58.13%

Social Media	MATBUS.COM			MATBUSMOBILE.COM			IGOECOCHALLENGE.COM			MATBUS APP		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
	25,857	30,803	19.13%	70	20	-71.43%			#DIV/0!	7,067	30,871	336.83%

Social Media	Facebook Likes			Twitter Followers			YouTube Views			Rider Alert Subscribers		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
	2,648	2,727	2.98%	907	951	4.85%	26,689	33,665	26.14%	3,010	3,189	5.95%

MATBUS Transit Operations Report - August 2019

Moorhead	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Route 1	7,964	7,061	-11.34%	455.00	452.50	-0.55%	5,813.08	5,734.08	-1.36%	17.50	15.60	-10.85%	89.88%	88.24%	-1.82%
Route 2	12,089	10,683	-11.63%	497.00	496.26	-0.15%	6,993.80	7,064.62	1.01%	24.32	21.53	-11.50%	88.34%	81.75%	-7.46%
Route 3	5,075	5,346	5.34%	454.75	453.00	-0.38%	7,167.16	7,764.42	8.33%	11.16	11.80	5.75%	72.89%	72.66%	-0.32%
Route 4	13,027	14,512	11.40%	908.00	907.50	-0.06%	10,378.55	10,340.96	-0.36%	14.35	15.99	11.46%	77.37%	82.47%	6.59%
Route 5	4,899	4,668	-4.72%	454.00	453.50	-0.11%	6,627.53	6,625.64	-0.03%	10.79	10.29	-4.61%	88.21%	86.61%	-1.81%
Route 6	1,372	1,527	11.30%	160.00	181.50	13.44%	2,075.52	2,354.42	13.44%	8.58	8.41	-1.89%	94.81%	90.07%	-5.00%
Route 7															
Route 8															
Route 9	536	487	-9.14%	173.50	150.88	-13.04%	2,938.74	2,555.52	-13.04%	3.09	3.23	4.48%	86.24%	94.33%	9.38%
Total	44,962	44,284	-1.51%	3,102.25	3,095.14	-0.23%	41,994.38	42,439.66	1.06%	14.49	14.31	-1.28%	85.39%	85.16%	-0.27%

Fargo	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Route 11	6,246	6,327	1.30%	401.00	400.00	-0.25%	4601.88	4590.40	-0.25%	15.58	15.82	1.55%	83.57%	92.19%	10.31%
Route 13	11,620	9,008	-22.48%	775.00	773.00	-0.26%	9044.25	8098.72	-10.45%	14.99	11.65	-22.28%	85.34%	89.23%	4.56%
Route 13U	2,466	1,455	-41.00%	120.50	120.50	0.00%	1364.45	1353.22	-0.82%	20.46	12.07	-41.00%	61.90%	99.44%	60.65%
Route 14	15,173	14,004	-7.70%	1,199.38	1,195.88	-0.29%	15362.31	14986.77	-2.44%	12.65	11.71	-7.43%	71.22%	91.37%	28.29%
Route 15	30,755	29,907	-2.76%	1,450.50	1,425.00	-1.76%	17134.66	16678.20	-2.66%	21.20	20.99	-1.02%	76.57%	80.66%	5.34%
Route 16	2,940	3,162	7.55%	361.04	360.04	-0.28%	4304.73	4299.24	-0.13%	8.14	8.78	7.85%	85.59%	89.44%	4.50%
Route 17	3,322	3,112	-6.32%	227.50	227.00	-0.22%	2722.27	2716.28	-0.22%	14.60	13.71	-6.12%	84.62%	83.66%	-1.13%
Route 18	4,929	4,637	-5.92%	629.85	628.35	-0.24%	10960.20	11218.56	2.36%	7.83	7.38	-5.70%	79.33%	78.46%	-1.10%
Route 20	3,120	3,659	17.28%	401.00	400.00	-0.25%	6,224.32	3808.00	-38.82%	7.78	9.15	17.57%	57.56%	79.00%	37.25%
Route 21															
Route 22															
Route 23															
Route 24	2,161	2,550	18.00%	448.25	447.25	-0.22%	5684.00	5587.49	-1.70%	4.82	5.70	18.26%	85.48%	94.68%	10.76%
Route 25		134			189.46			882.54			0.71				
Total	82,732	77,955	-5.77%	6,014.02	6,166.48	2.54%	77403.07	74219.42	-4.11%	13.76	12.64	-8.10%	77.12%	87.81%	13.87%

NDSU	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Route 31	1,087	513	-52.81%	105.00	105.00	0.00%	1102.01	944.58	-14.29%	10.35	4.89	-52.81%	92.97%	97.86%	5.26%
Route 32E	4,260	1,856	-56.43%	106.70	106.70	0.00%	814.42	808.36	-0.74%	39.93	17.39	-56.43%	88.81%	98.41%	10.81%
Route 32W	1,100	386	-64.91%	30.00	30.00	0.00%	390.60	195.30	-50.00%	36.67	12.87	-64.91%	76.74%	100.00%	30.31%
Route 33	13,654	6,909	-49.40%	283.50	284.30	0.28%	3152.80	3395.23	7.69%	48.16	24.30	-49.54%	62.23%	98.17%	57.75%
Route 34	2,316	1,145	-50.56%	89.10	89.10	0.00%	770.58	770.58	0.00%	25.99	12.85	-50.56%	83.18%	90.79%	9.15%
Route 35															
TapRide	115	68	-40.87%	35.00	13.93	-60.20%	212.25	151.65	-28.55%	3.29	4.88	48.57%			
Total	22,532	10,877	-51.73%	649.30	629.03	-3.12%	6442.66	6114.05	-5.10%	164	77	-53.05%	80.79%	97.05%	20.13%

Other	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	0.05%	2018	2019	Change
LinkFM	2,208	1,916	-13.22%	304.00	299.00	-1.64%	3048.51	2962.12	-2.83%	7.26	6.41	-11.77%	80.08%	74.19%	-7.36%
9000's			#DIV/0!			#DIV/0!			#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			#DIV/0!
Total	2,208	1,916	-13.22%	304.00	299.00	-1.64%	3048.51	2962.12	-2.83%	7.26	6.41	-11.77%	80.08%	74.19%	-7.36%

Total	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
MHD	44,962	44,284	-1.51%	3,102	3,095	-0.23%	41,994	42,440	1.06%	14	14	-1.28%	85.39%	85.16%	-0.27%
FGO	107,472	90,748	-15.56%	6,967	7,095	1.83%	86,894	83,296	-4.14%	185	96	-48.10%	79.33%	86.35%	8.85%
MATBUS	152,434	135,032	-11.42%	10,069.57	10,189.65	1.19%	128,888.62	125,735.25	-2.45%	15.14	13.25	-12.46%	80.84%	86.05%	6.44%

TOTAL RIDERSHIP BY CUSTOMER TYPE															
Total	Adult			Disabled			Elderly			Youth			Child		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
MHD	24909	22491	-9.71%	11195	13301	18.81%	3678	3996	8.65%	2029	1981	-2.37%	3151	2515	-20.18%
FGO	73574	58290	-20.77%	18413	19500	5.90%	7172	7157	-0.21%	2725	2564	-5.91%	3262	3348	2.64%
MATBUS	98483	80781	-17.97%	29608	32801	10.78%	10850	11153	2.79%	4754	4545	-4.40%	6413	5863	-8.58%

Paratransit	Ridership			Rev. Hours (Based on Ridership)			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Fargo	3,196	3,230	1.06%	1,410.77	1,366.51	-3.14%	20,444.55	19,821.39	-3.05%	2.27	2.36	4.34%	86.20%	90.45%	4.93%
Moorhead	764	592	-22.51%	337.24	250.46	-25.73%	4,887.25	3,632.90	-25.67%	2.27	2.36	4.34%	87.26%	88.00%	0.84%
West Fargo	455	390	-14.29%	200.85	165.00	-17.85%	2,910.60	2,393.29	-17.77%	2.27	2.36	4.34%	89.33%	92.33%	3.35%
Dilworth	62	47	-24.19%	27.37	19.88	-27.34%	396.61	288.42	-27.28%	2.27	2.36	4.34%	85.29%	90.48%	6.08%
Total	4,477	4,259	-4.87%	1,976.23	1,801.85	-8.82%	28639.00	26136.00	-8.74%	2.27	2.36	4.34%	87.02%	90.31%	3.80%

Senior Ride	Ridership			Rev. Hours (Based on Ridership)			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Dilworth	98	124	26.53%	61.82	84.82	37.21%	681	931	36.59%	1.59	1.46	-7.79%			N/A
Moorhead	854	687	-19.56%	538.68	469.93	-12.76%	5,939	5,157	-13.16%	1.59	1.46	-7.79%			N/A
Total	952	811	-14.81%	600.50	554.75	-7.62%	6,620	6,088	-8.04%	1.59	1.46	-7.79%	0	0	N/A

GTC	Call Volume			Operating Days			Average Calls / Day			Average Queue Time		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
GTC	3,334	1,125	-66.26%	27	27	0.00%	123	42	-66.26%	1:55	0:59	-48.70%
Paratransit	2,309	2,060	-10.78%	23	22	-4.35%	100	94	-6.73%	0:58	0:56	-3.45%
Total	5,643	3,185	-43.56%	50	49	-2.00%	224	135	-39.56%	2:53	1:55	-33.53%

Collisions	Collisions (Preventable)			Collisions (Non-Preventable)			Collisions (Total)			Collisions (per 100K Miles)		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Fixed Route	7	2	-71.43%	1	0	-100.00%	8	2	-75.00%	6.21	1.59	-74.37%
Paratransit	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	0.00	0.00	#DIV/0!
Total	7	2	-71.43%	1	0	-100.00%	8	2	-75.00%	5.08	1.32	-74.07%

Missed Trips	Missed Trips (Contractor Error)			Missed Trips (Mechanical / Other)			Missed Trips (Total)			Missed Trips (per 100K Miles)		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Fixed Route	3	3	0.00%	9	7	-22.22%	12	10	-16.67%	9.31	7.95	-14.58%
Paratransit	1	0	-100.00%	0	0	#DIV/0!	1	0	-100.00%	3.49	0.00	-100.00%
Total	4	3	-25.00%	9	7	-22.22%	13	10	-23.08%	9.59	7.59	-20.93%

Complaints	Complaints (Substantiated)			Complaints (UnSubstantiated)			Complaints (Total)			Complaints (per 1K Passengers)		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Fixed Route	9	1	-88.89%	33	9	-72.73%	42	10	-76.19%	0.28	0.07	-73.12%
Paratransit	5	2	-60.00%	7	3	-57.14%	12	5	-58.33%	0.08	0.04	-52.96%
Total	14	3	-78.57%	40	12	-70.00%	54	15	-72.22%	41.88	11.93	-71.53%

Incidents	Incident (Fall / Injury)			Incident (Security Services)			Incidents (Total)			Incidents (per 1K Passengers)		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Fixed Route	5	6	20.00%	75	15	-80.00%	80	21	-73.75%	0.52	0.16	-70.37%
Paratransit	0	1	#DIV/0!	0	0	#DIV/0!	0	1	#DIV/0!	0.00	0.01	#DIV/0!
Total	5	7	40.00%	75	15	-80.00%	80	22	-72.50%	62.07	17.50	-71.81%

Social Media	MATBUS.COM			MATBUSMOBILE.COM			IGOECOCHALLENGE.COM			MATBUS APP		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Social Media	65,701	38,373	-41.59%	157	17	-89.17%			#DIV/0!	12,947	54,317	319.53%

Social Media	Facebook Likes			Twitter Followers			YouTube Views			Rider Alert Subscribers		
	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Social Media	2,640	2,790	5.68%	896	956	6.70%	26,837	33,833	26.07%	3,023	3,190	5.52%

COLLEGE RIDERSHIP ON MATBUS

2017-18

Fare Count		Customer Type					
Year	Month	Concordia	M State	MSUM	NDSU	NDSCS	Grand Total
2017	August	1,095	2,506	6,328	32,788	274	42,991
	September	1,093	3,069	6,520	64,369	459	75,510
	October	1,029	2,785	5,898	78,430	361	88,503
	November	915	2,327	5,701	78,909	283	88,135
	December	633	1,670	4,511	40,538	287	47,639
2017 Total		4,765	12,357	28,958	295,034	1,664	342,778
2018	January	828	2,205	6,020	73,910	206	83,169
	February	890	2,141	6,155	82,337	210	91,733
	March	1,038	2,748	6,716	57,755	271	68,528
	April	997	2,921	6,454	69,182	212	79,766
	May	747	2,069	5,110	21,093	172	29,191
	June	908	2,343	4,154	5,569	189	13,163
	July	917	2,167	4,002	5,347	155	12,588
2018 Total		6,325	16,594	38,611	315,193	1,415	378,138
Grand Total 2017-18		11,090	28,951	67,569	610,227	3,079	720,916

2018-19

Fare Count		Customer Type					
Year	Month	Concordia	M State	MSUM	NDSU	NDSCS	Grand Total
2018	August	1,020	3,282	5,305	34,309	221	44,137
	September	898	3,929	5,438	61,644	217	72,126
	October	954	3,753	5,567	81,038	217	91,529
	November	1,055	3,225	4,644	70,094	128	79,146
	December	990	2,601	4,157	31,289	103	39,140
2018 Total		4,917	16,790	25,111	278,374	886	326,078
2019	January	976	2,342	3,244	60,800	163	67,525
	February	999	1,773	3,413	74,283	142	80,610
	March	1,095	1,811	3,584	56,951	161	63,602
	April	906	1,985	3,826	56,502	218	63,437
	May	723	1,407	3,330	19,095	231	24,786
	June	743	1,138	2,598	5,469	167	10,115
	July	805	1,345	2,523	5,224	134	10,031
2019 Total		6,247	11,801	22,518	278,324	1,216	320,106
Grand Total 2018-19		11,164	28,591	47,629	556,698	2,102	646,184

% CHANGE

Year	Month	Concordia	M State	MSUM	NDSU	NDSCS	Grand Total
2017-18	August	-7%	31%	-16%	5%	-19%	3%
	September	-18%	28%	-17%	-4%	-53%	-4%
	October	-7%	35%	-6%	3%	-40%	3%
	November	15%	39%	-19%	-11%	-55%	-10%
	December	56%	56%	-8%	-23%	-64%	-18%
2017-18 Total		3%	36%	-13%	-6%	-47%	-5%
2018-2019	January	18%	6%	-46%	-18%	-21%	-19%
	February	12%	-17%	-45%	-10%	-32%	-12%
	March	5%	-34%	-47%	-1%	-41%	-7%
	April	-9%	-32%	-41%	-18%	3%	-20%
	May	-3%	-32%	-35%	-9%	34%	-15%
	June	-18%	-51%	-37%	-2%	-12%	-23%
	July	-12%	-38%	-37%	-2%	-14%	-20%
2018-19 Total		-1%	-29%	-42%	-12%	-14%	-15%
Grand Total		1%	-1%	-30%	-9%	-32%	-10%

NOTES:

Includes NDSU Circulator Routes

COLLEGE RIDERSHIP ON MATBUS

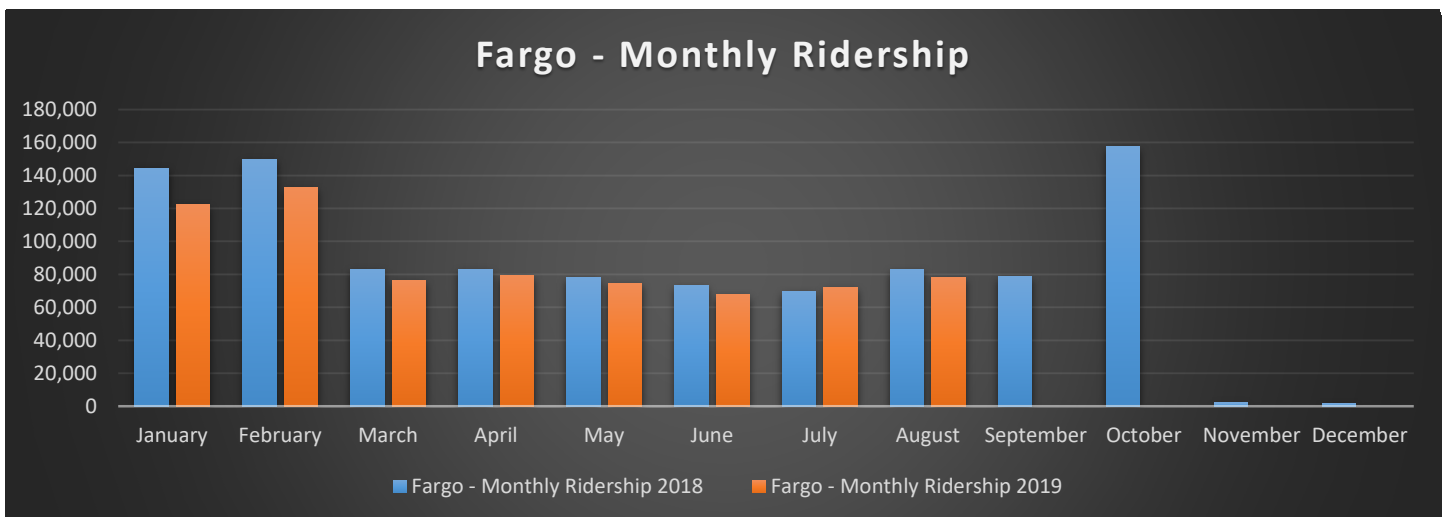
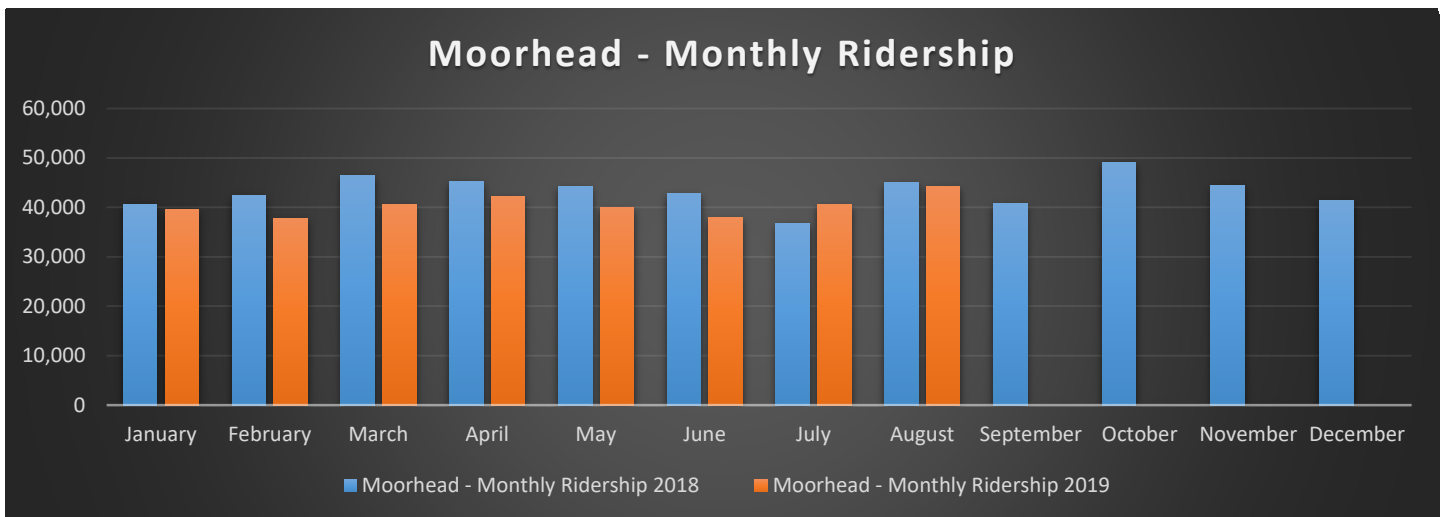
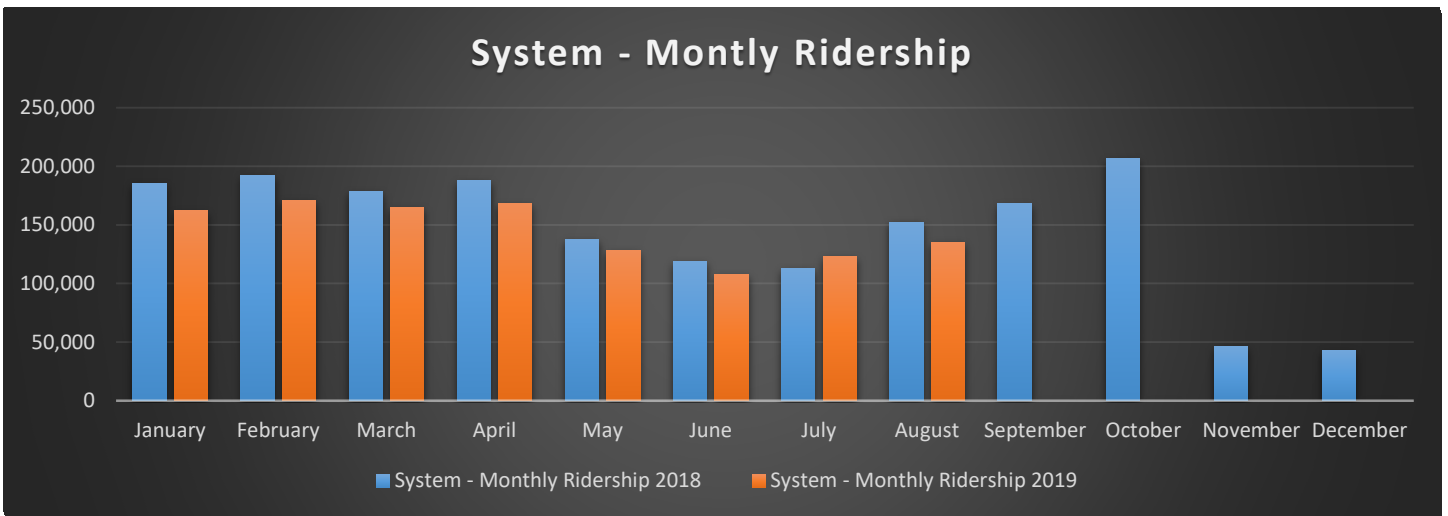
2018-19							
Fare Count		Customer Type					
Year	Month	Concordia	M State	MSUM	NDSU	NDSCS	Grand Total
2018	August	1,020	3,282	5,305	34,309	221	44,137
	September	898	3,929	5,438	61,644	217	72,126
	October	954	3,753	5,567	81,038	217	91,529
	November	1,055	3,225	4,644	70,094	128	79,146
	December	990	2,601	4,157	31,289	103	39,140
2018 Total		4,917	16,790	25,111	278,374	886	326,078
2019	January	976	2,342	3,244	60,800	163	67,525
	February	999	1,773	3,413	74,283	142	80,610
	March	1,095	1,811	3,584	56,951	161	63,602
	April	906	1,985	3,826	56,502	218	63,437
	May	723	1,407	3,330	19,095	231	24,786
	June	743	1,138	2,598	5,469	167	10,115
	July	805	1,345	2,523	5,224	134	10,031
2019 Total		6,247	11,801	22,518	278,324	1,216	320,106
Grand Total 2018-19		11,164	28,591	47,629	556,698	2,102	646,184

2019-20							
Fare Count		Customer Type					
Year	Month	Concordia	M State	MSUM	NDSU	NDSCS	Grand Total
2019	August	1,067	1,773	4,198	18,807	170	26,015
	September						-
	October						-
	November						-
	December						-
2019 Total		1,067	1,773	4,198	18,807	170	26,015
2020	January						-
	February						-
	March						-
	April						-
	May						-
	June						-
	July						-
2020 Total		-	-	-	-	-	-
Grand Total 2019-20		1,067	1,773	4,198	18,807	170	26,015

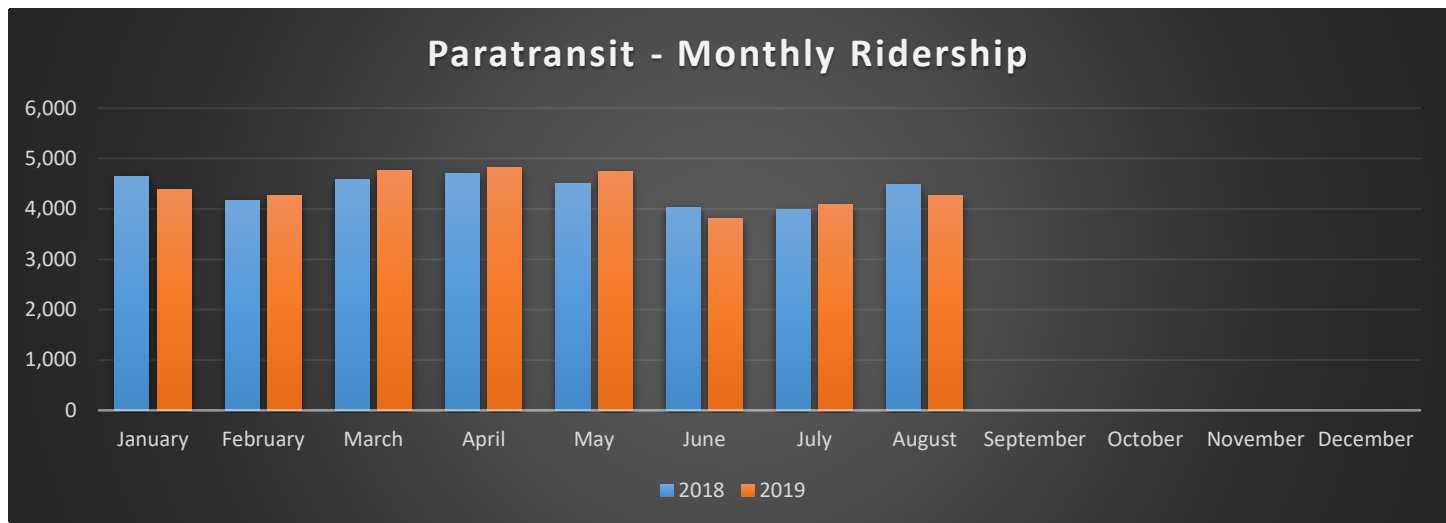
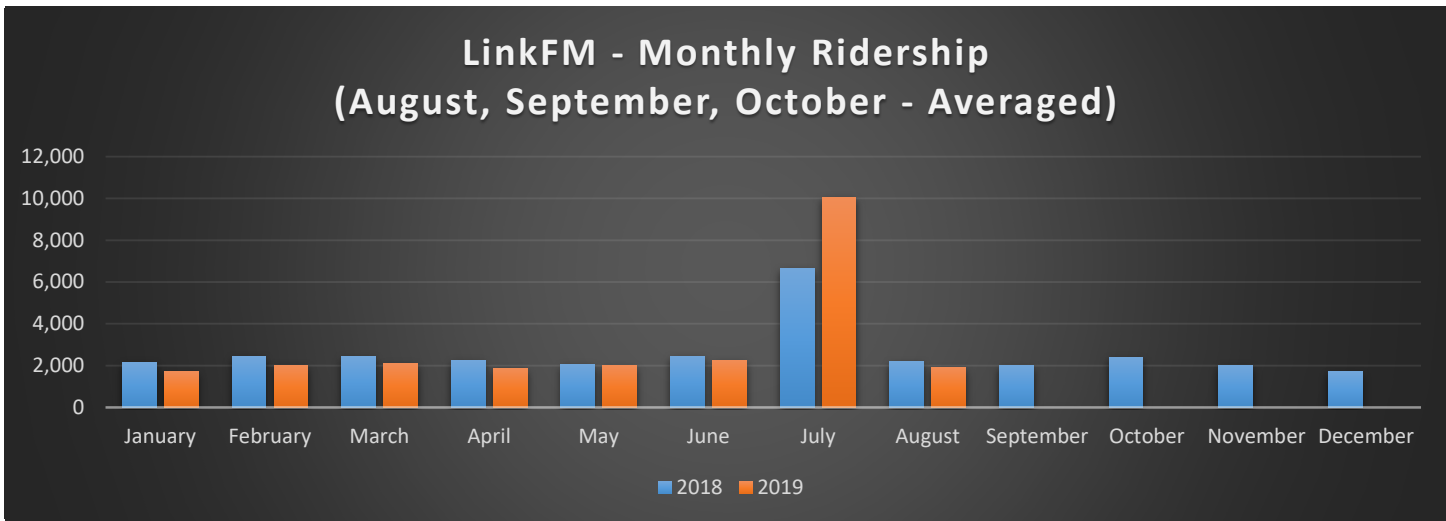
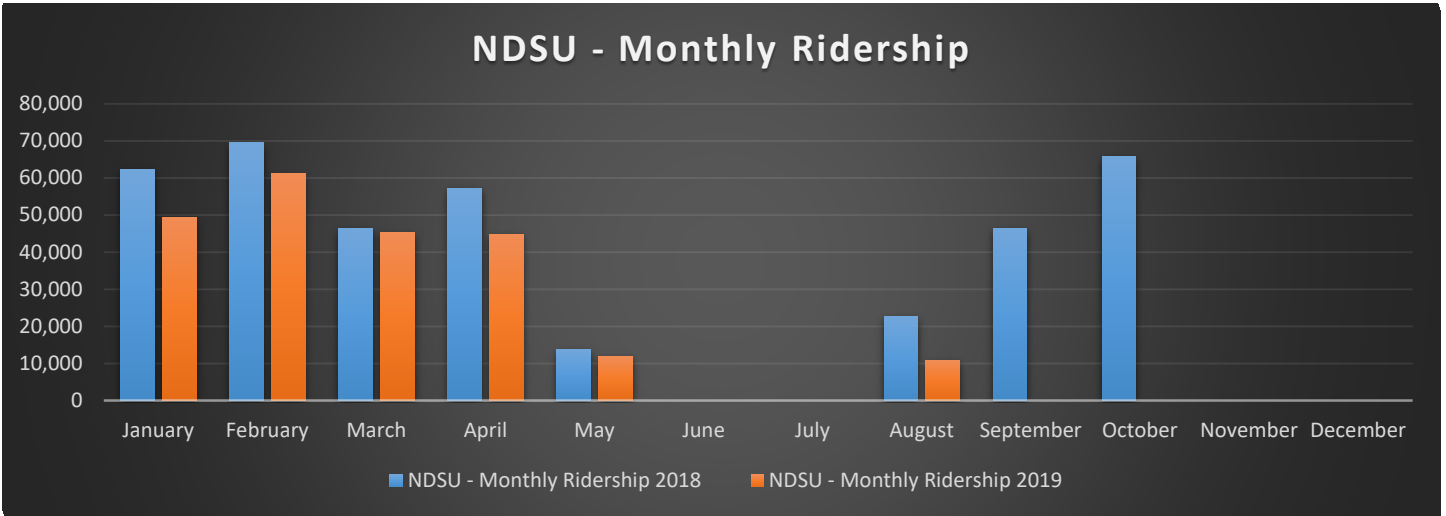
% CHANGE							
Year	Month	Concordia	M State	MSUM	NDSU	NDSCS	Grand Total
2018-19	August	5%	-46%	-21%	-45%	-23%	-41%
	September	-100%	-100%	-100%	-100%	-100%	-100%
	October	-100%	-100%	-100%	-100%	-100%	-100%
	November	-100%	-100%	-100%	-100%	-100%	-100%
	December	-100%	-100%	-100%	-100%	-100%	-100%
2018-19 Total							
2019-20	January	-100%	-100%	-100%	-100%	-100%	-100%
	February	-100%	-100%	-100%	-100%	-100%	-100%
	March	-100%	-100%	-100%	-100%	-100%	-100%
	April	-100%	-100%	-100%	-100%	-100%	-100%
	May	-100%	-100%	-100%	-100%	-100%	-100%
	June	-100%	-100%	-100%	-100%	-100%	-100%
	July	-100%	-100%	-100%	-100%	-100%	-100%
2019-2020 Total							
Grand Total							

NOTES:
Includes NDSU Circulator Routes

MATBUS Operating Charts

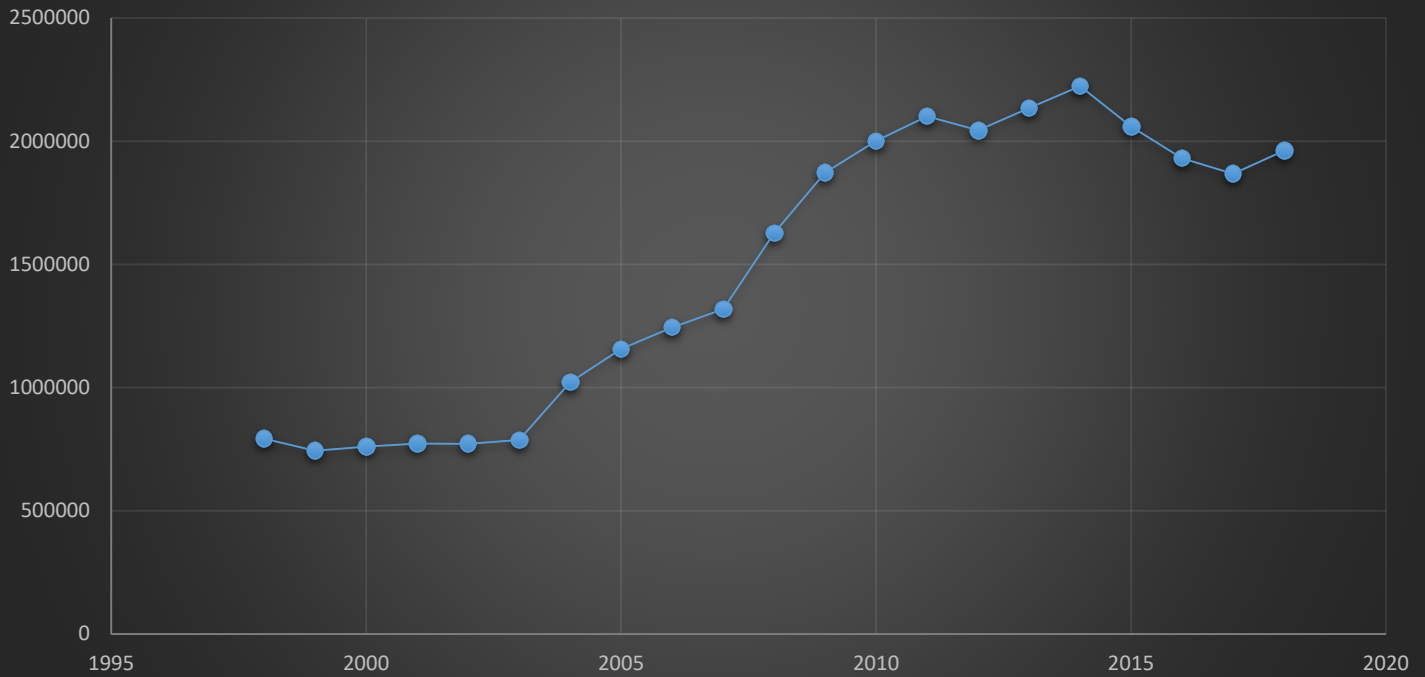


MATBUS Operating Charts

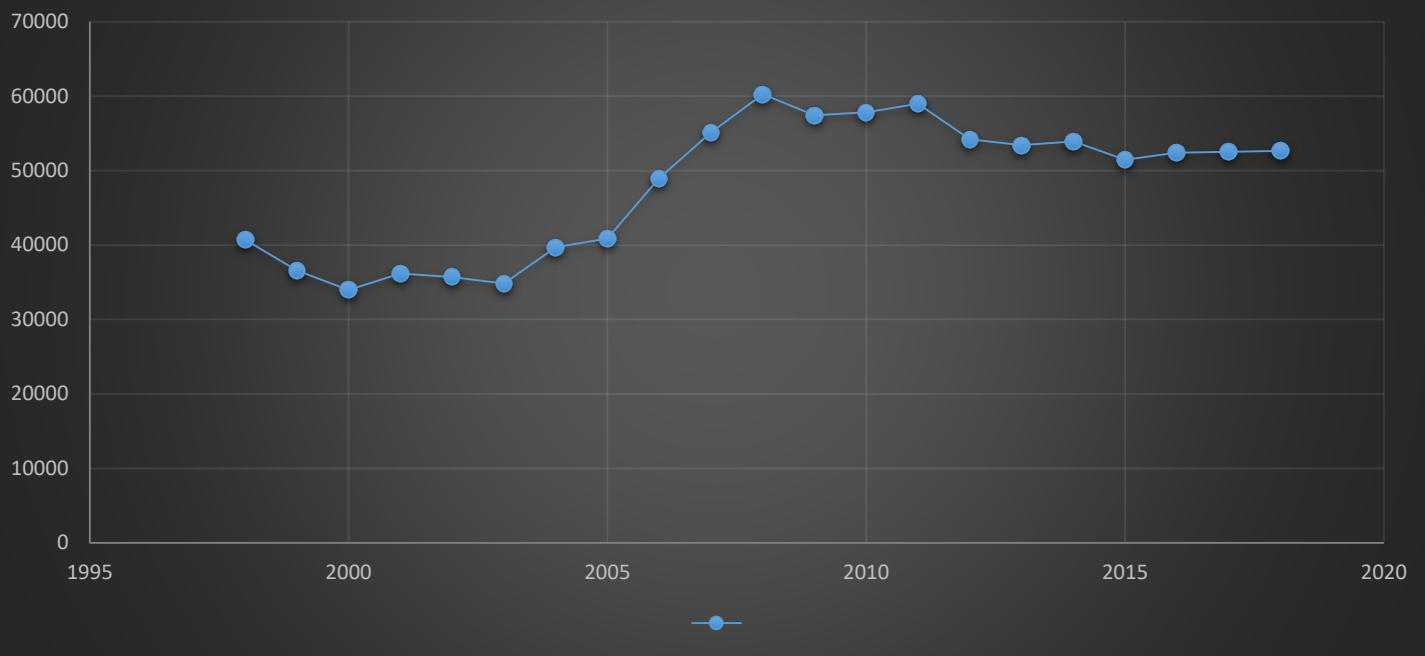


MATBUS Operating Charts

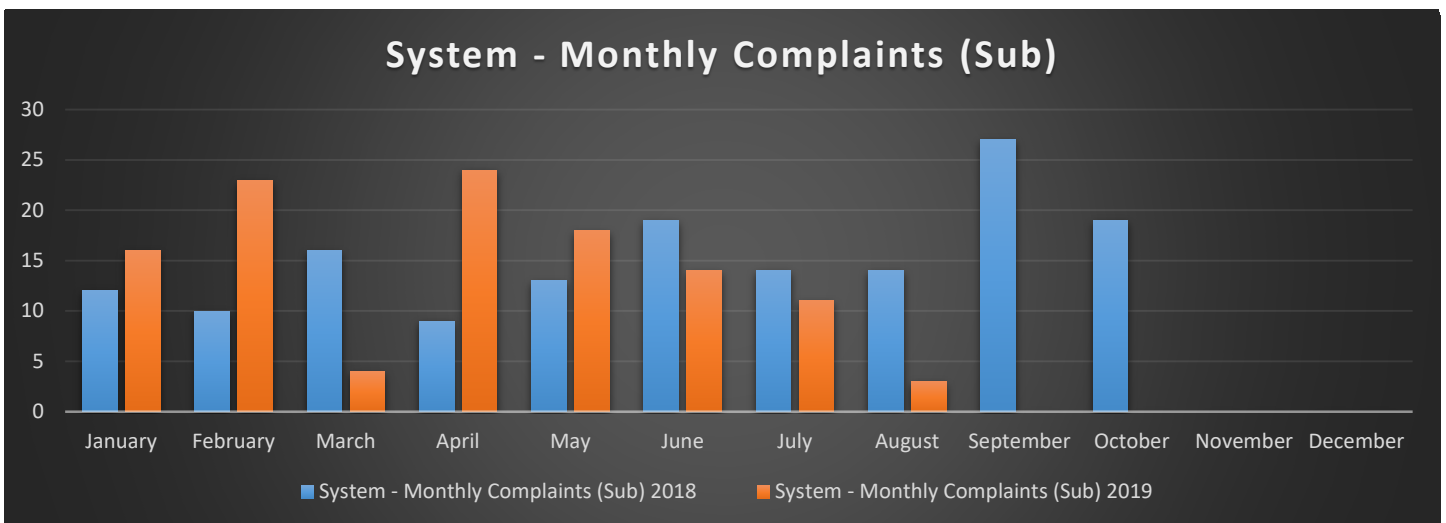
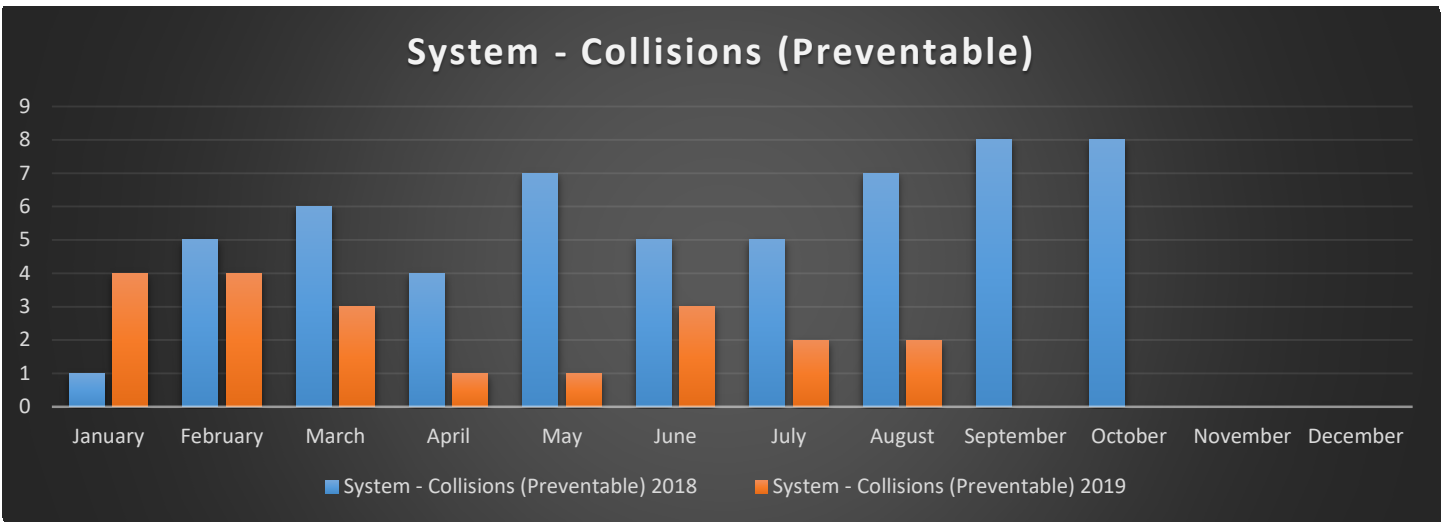
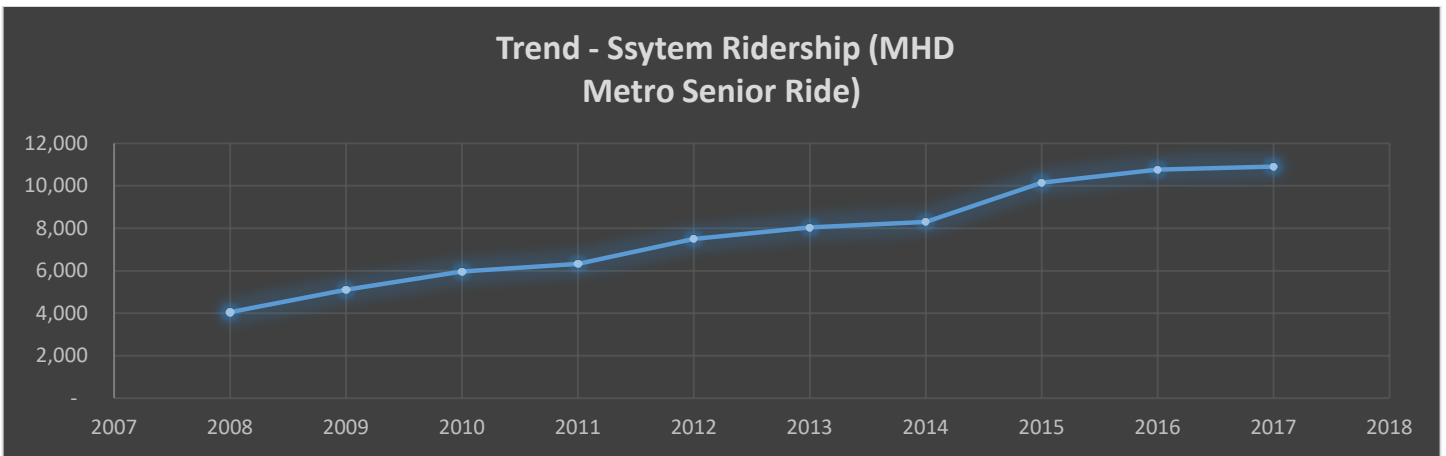
Trend - System Riderhip (Fixed)



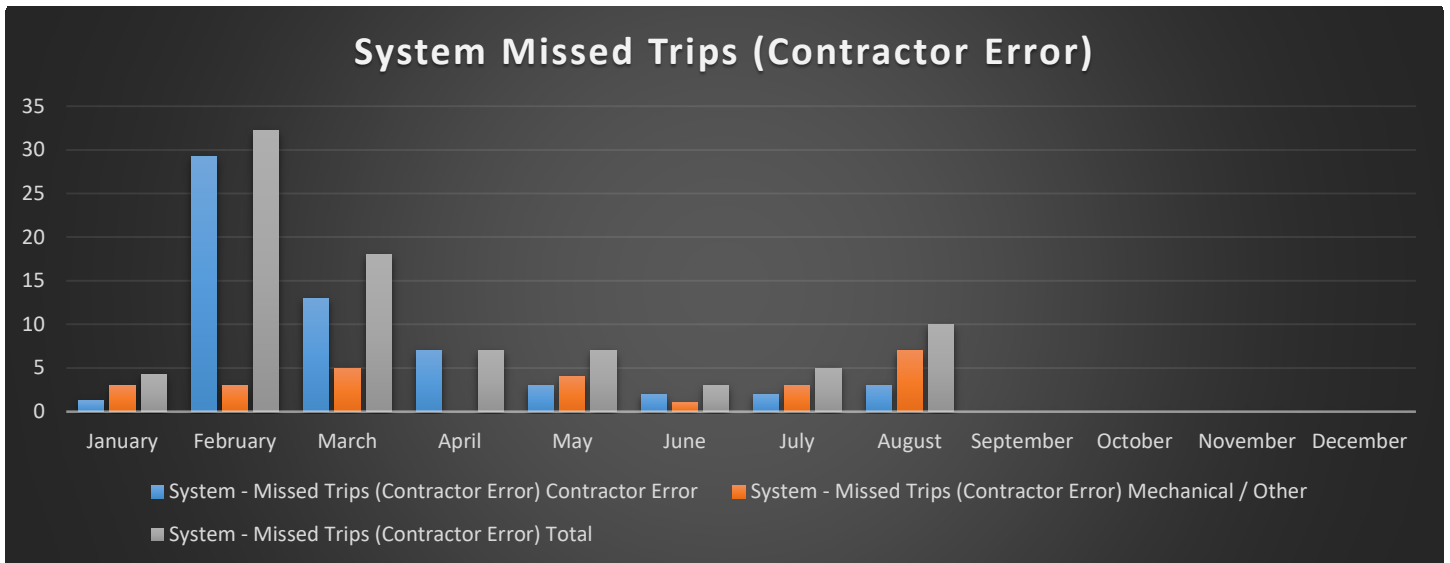
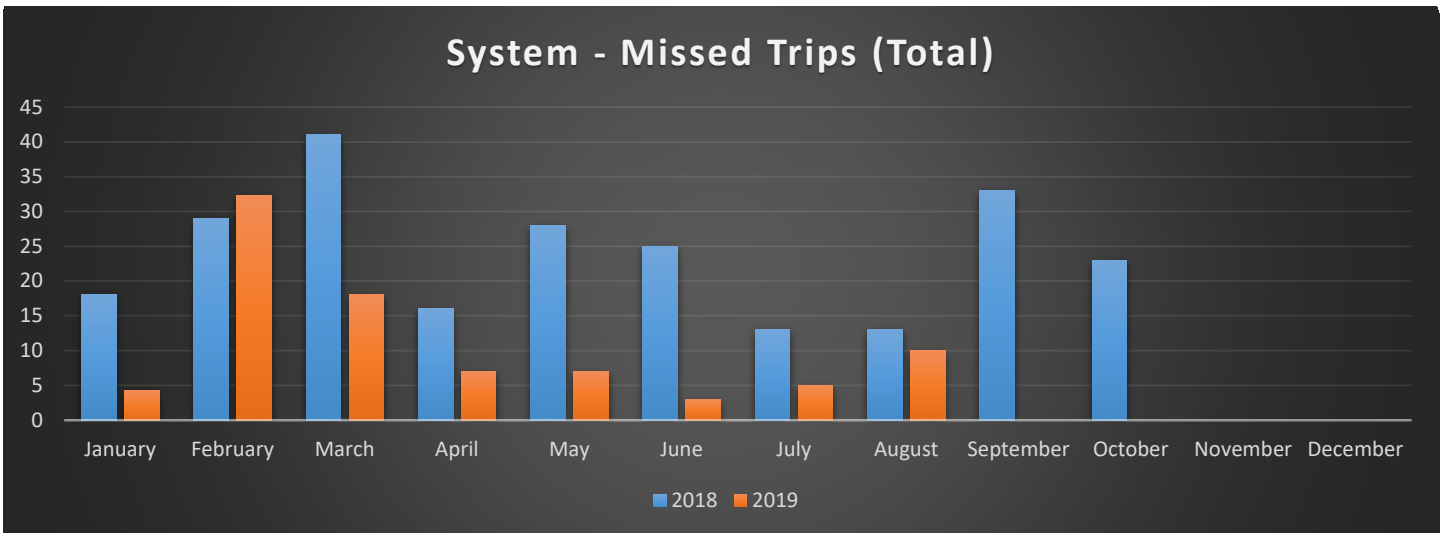
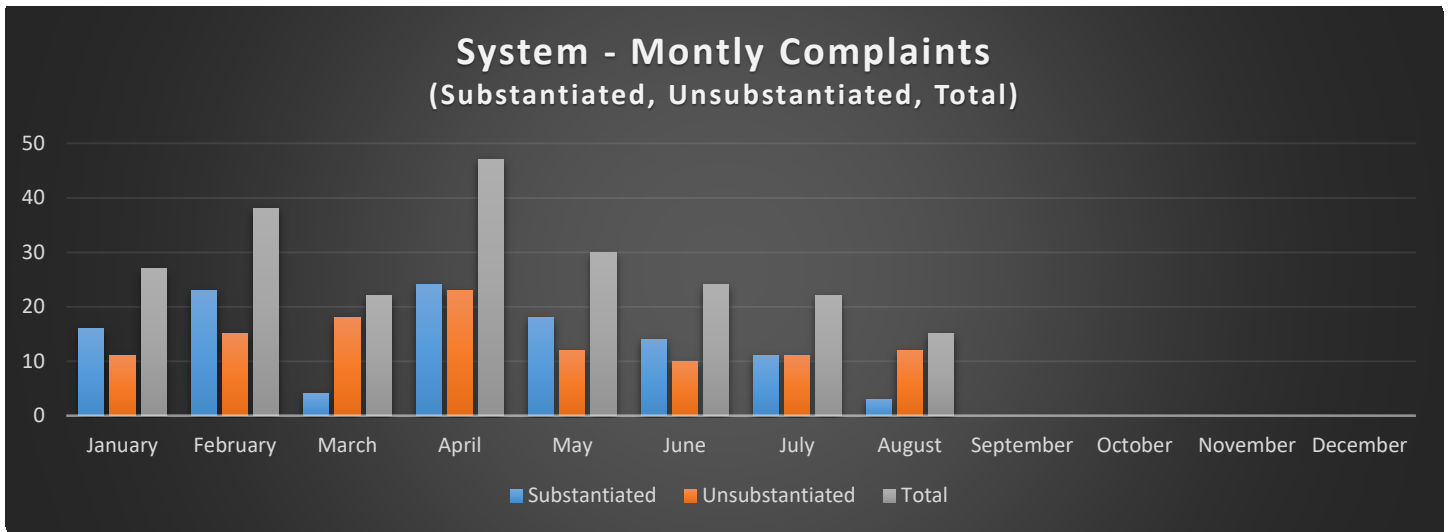
Trend - System Ridership (Paratransit)



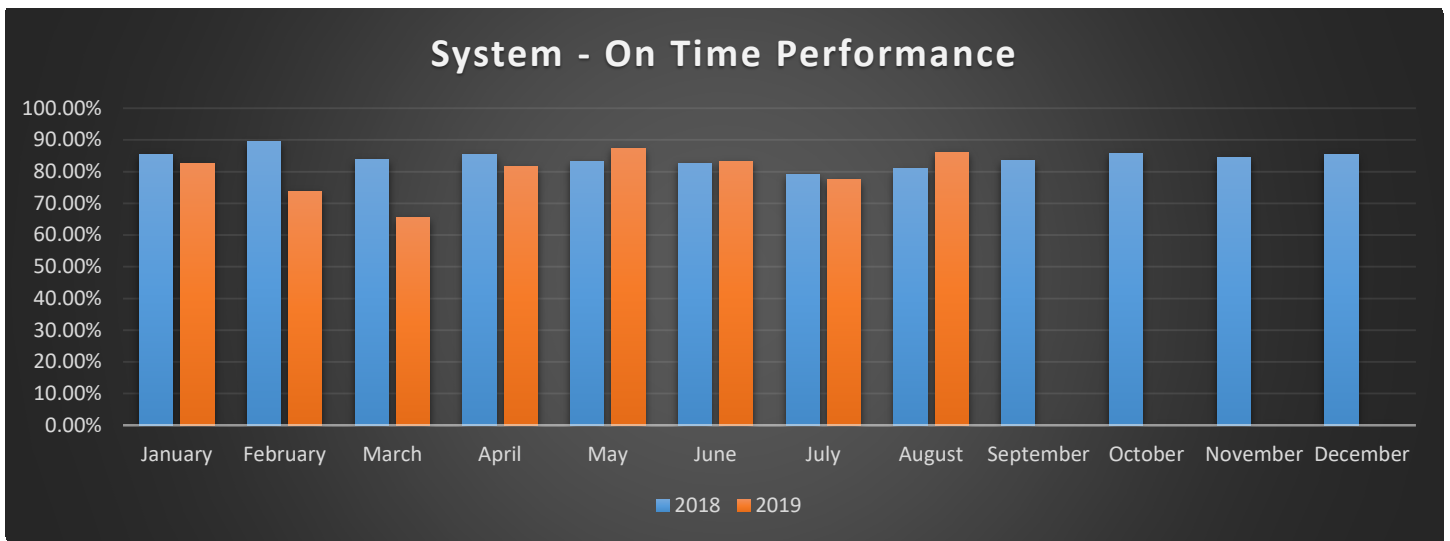
MATBUS Operating Charts



MATBUS Operating Charts



MATBUS Operating Charts



Memorandum

To: MAT Coordinating Board

From: Taaren Haak, Moorhead Asst. Transit Planner and Marketing Specialist
Cole Swingen, Fargo Transit Planner (*presenting*)

Date: October 2, 2019

RE: ***MATBUS Map and Schedule Update***



In August 2019, MATBUS distributed a new version of the official fixed route map and timetables. There were no major service changes to communicate, but the document received a number of updates to information.

This year, we produced 20,000 maps, which was a decrease in quantity from our 2018 order of 35,000 maps. With the rising popularity of our mobile app, riders have not been taking as many paper maps. This left us with a significant quantity of leftover maps, so we decided to purchase a smaller amount in 2019.

Changes

- New cover image and color scheme (orange)
- Added section about Industrial Park TapRide service
- Added information about Jefferson Lines
- Added stops that have been requested since the Designated Bus Stop policy was enacted in Fall 2018
- Adjusted timetable columns for uniformity of sizing, based on length of route
- Made small adjustment to time points to help schedules run more efficiently

This new map was distributed to many local businesses, community organizations, agencies, and schools. Maps were provided during our NDSU Back to School days, and provided to all major destinations on campus. They were also put in every dorm mailbox on the MSUM campus. Maps are on display at the Ground Transportation Center, and we bring them along to every booth we staff at community events.

Memorandum



To: MAT Coordinating Board

From: Taaren Haak, Moorhead Asst. Transit Planner and Marketing Specialist
Cole Swingen, Fargo Transit Planner (*presenting*)

Date: October 2, 2019

RE: ***MATBUS Marketing Activities Update***

Past/Current Events

iGoEco Challenge

The 9th annual iGoEco Challenge is currently in its third week. This year's Challenge is running September 16 to October 13 and consists of four one-week Challenge periods. The purpose of the iGoEco Challenge is to encourage citizens to swap at least one solo car trip per week and use a more eco-friendly option instead. Once a registrant signs up for the iGoEco Challenge, they log on to the MATBUS website each week to log their eco-friendly trip – walking, biking, carpooling, rollerblading, or riding MATBUS.

Those who log trips are eligible for weekly prize drawings. If they participate in all four Challenges, they are eligible for the Grand Prize drawing.

- Weekly prizes: Apple TV, Apple AirPods, Apple Watch, electric scooter (provided by Absolute Marketing Group)
- Grand prize: \$1,000 gift card (provided by Gate City Bank)

Features:

- radio ads – including 2 radio remotes at the GTC
- digital ads – Facebook, YouTube, web
- digital billboard – Moorhead
- direct mailing to FM businesses – contained a poster and letter
- flyers distributed at back to school events
- internal advertising – bus poster, GTC displays, Moorhead ad handles and shelter posters
- print advertising – High Plains Reader, The Extra, The Advocate, The Concordian

Results: There are 200 registrants as of September 23. Current participation is at 88%.

Back to School

MATBUS staff were on campuses throughout summer and fall orientations to promote the U-Pass program to students and parents. We focused on technology updates that college students find helpful, including the MATBUS app, TapRide, and Google Maps trip planning.

Features:

- radio ads
- radio remotes
- on-campus giveaways
- prize drawings for Apple AirPods and restaurant gift cards (provided by Midwest Radio)
- digital ads – Facebook, YouTube, web
- social media
- MATBUS staff present at NDSU summer registration
- MATBUS booths at fall orientations and back-to-school events at NDSU, MSUM and M State
- Bridge Bash – booth, shuttle for NDSU students

Results: Overall college ridership decreased in August 2019 over the previous August by 41 percent. September’s college ridership has not been fully gathered yet.

Future Events

Try MATBUS Week

Try MATBUS Week will be held October 21-26. The primary focus of this promotion is to encourage new riders to “try MATBUS” by offering half-fare rides Monday-Friday, fare free after 3:00 p.m. on Friday, and free rides on Saturday. During this event, we also celebrate Customer Appreciation Day on Monday, October 21, and Team Appreciation Day on Thursday, October 24.

The new Rider ID card will also be introduced during Try MATBUS Week. Staff will be at the GTC each day to take photos and issue the new cards, as well as educate riders on the new process.

Features:

- radio ads
- Fargo Monthly/The Extra print advertising
- social media
- Customer Appreciation Day
 - Radio remote
 - Popcorn and water provided at the GTC
- Warm Up Wednesday – Wednesday, October 23
 - Coffee, cider and hot cocoa served at the GTC

Halloween

We will be handing out free candy on board all fixed route buses on Thursday, October 31.

Fargo – Bus Operators will be allowed to wear costumes while on duty. Costumes are not to cover their face or impede their ability to operate the vehicle safely.

Winter Promotion

This promotion will highlight all the ways that MATBUS is helpful for riders during winter months. This includes avoiding wintry road conditions, cold cars, and car maintenance issues.

Features:

- Radio ads
- Social media
- Bus posters

Pangea – Hjemkomst

The Pangea event at the Hjemkomst Center is one of Moorhead's key events for extra service on LinkFM. LinkFM will have an additional bus on the route, and will also extend service earlier in the day to accommodate volunteers and attendees.

Quarter Days

During Quarter Days, passengers can ride MATBUS fixed routes for just 25 cents on key holiday shopping days. This promotion will start on Black Friday, November 29, and continue each following Saturday through the end of 2019. We will be promoting MATBUS ridership to relieve holiday traffic and parking.

Features:

- Radio ads
- Social media
- Bus posters
- Social media video
- Billboards
- Fargo Monthly/The Extra print advertising