

## 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	

# MATBUS 2021-2025 Transit Development Plan

Study Review Committee  
December 16, 2020



**METROCOG**  
FM REGIONAL TRANSPORTATION PLANNING ORGANIZATION

**SRF AECOM**

# Meeting Agenda

1. SRC Introductions
2. Public Engagement Update – Additional Activities Since Last SRC Meeting
3. Overview of Transit Performance Measures
4. Service Planning Introduction & Priorities -- Discussion
5. Coordinated Plan Process Update
6. Next steps

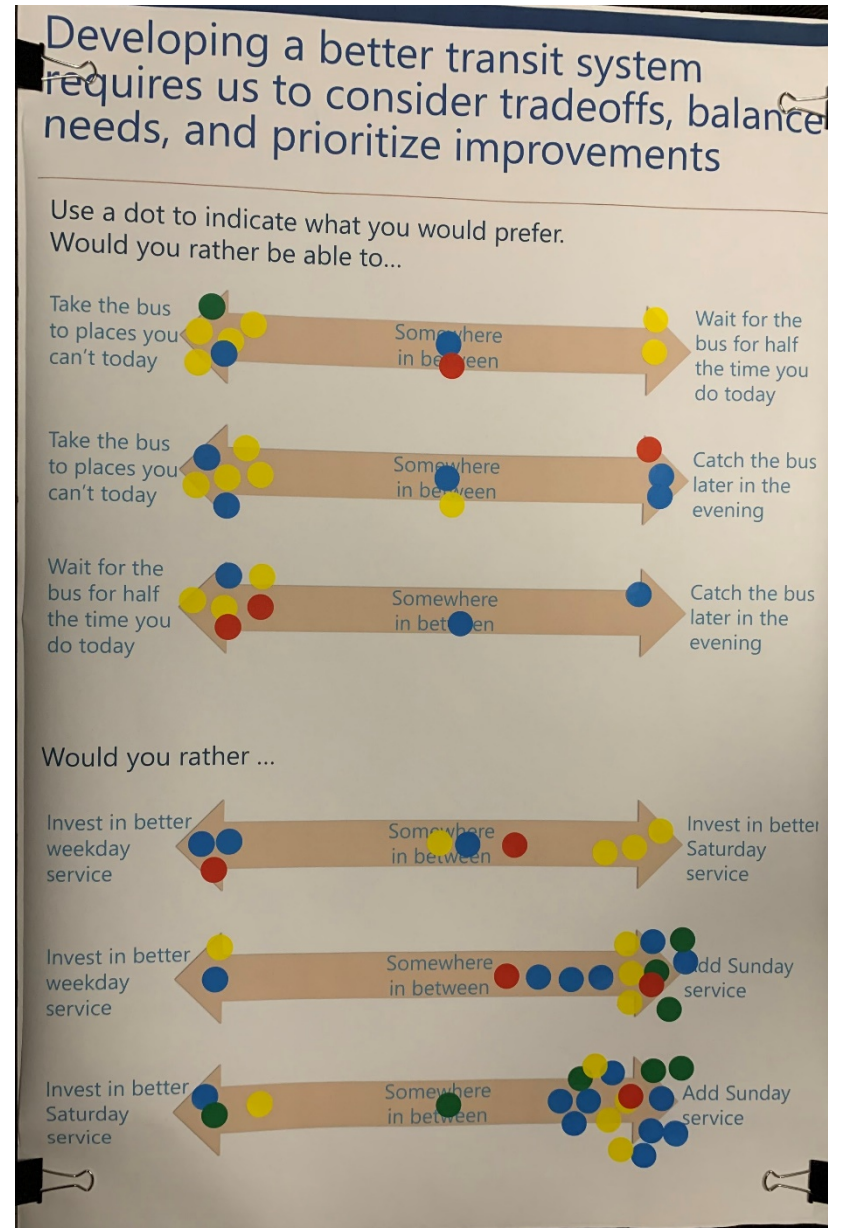
# Public Engagement Update

Additional Activities Since Last SRC Meeting



# Activities

- 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



# Service Improvements Desired

- 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

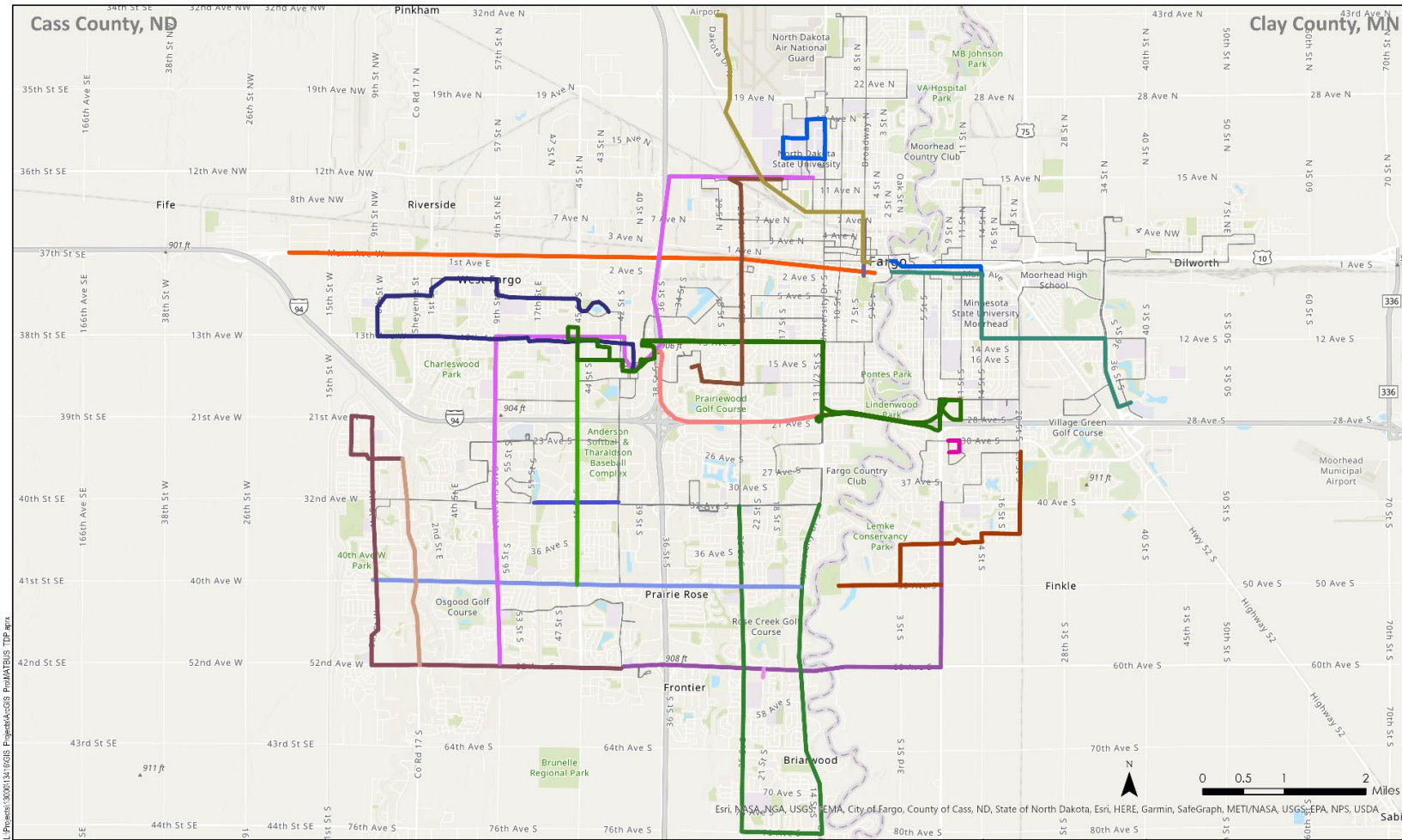
# Service Improvements Desired

- 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

# Engagement Findings

- 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
- Serve newly arrived immigrant housing
- Explore and identify areas to expand TapRide service

# Wikimap Routes



**SRF** Wikimap Routes Drawn  
MATBUS Transit Development Plan

**METROCOG** Figure 6  
FM REGIONAL TRANSPORTATION PLANNING ORGANIZATION

# Overview of Transit Performance Measures

# Performance Measures

- Defining ridership
  - Boardings vs. number of people
  - Transit dependent population vs. work commuters
  - Productivity – riders per revenue hour
  - Boardings by stop per trip (normalizes by service provided)
- Customer Service
  - On-time performance
- Financial Sustainability
  - System and route (cost per revenue hour, by route)
  - Revenue

# Performance Measures

- Environmental Benefits
- Safety Goals of PTASP

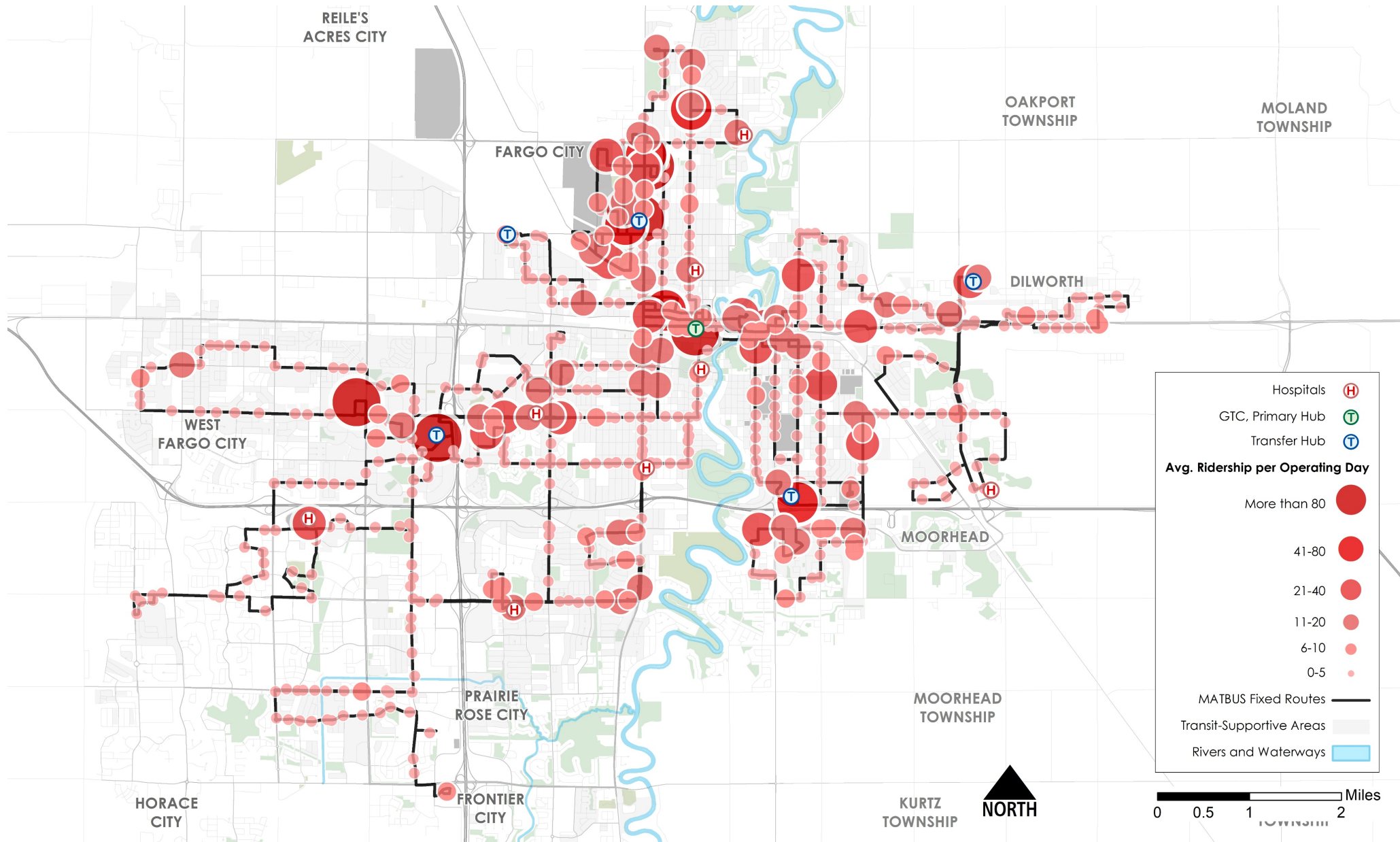
## **For all – set definition of success/goal**

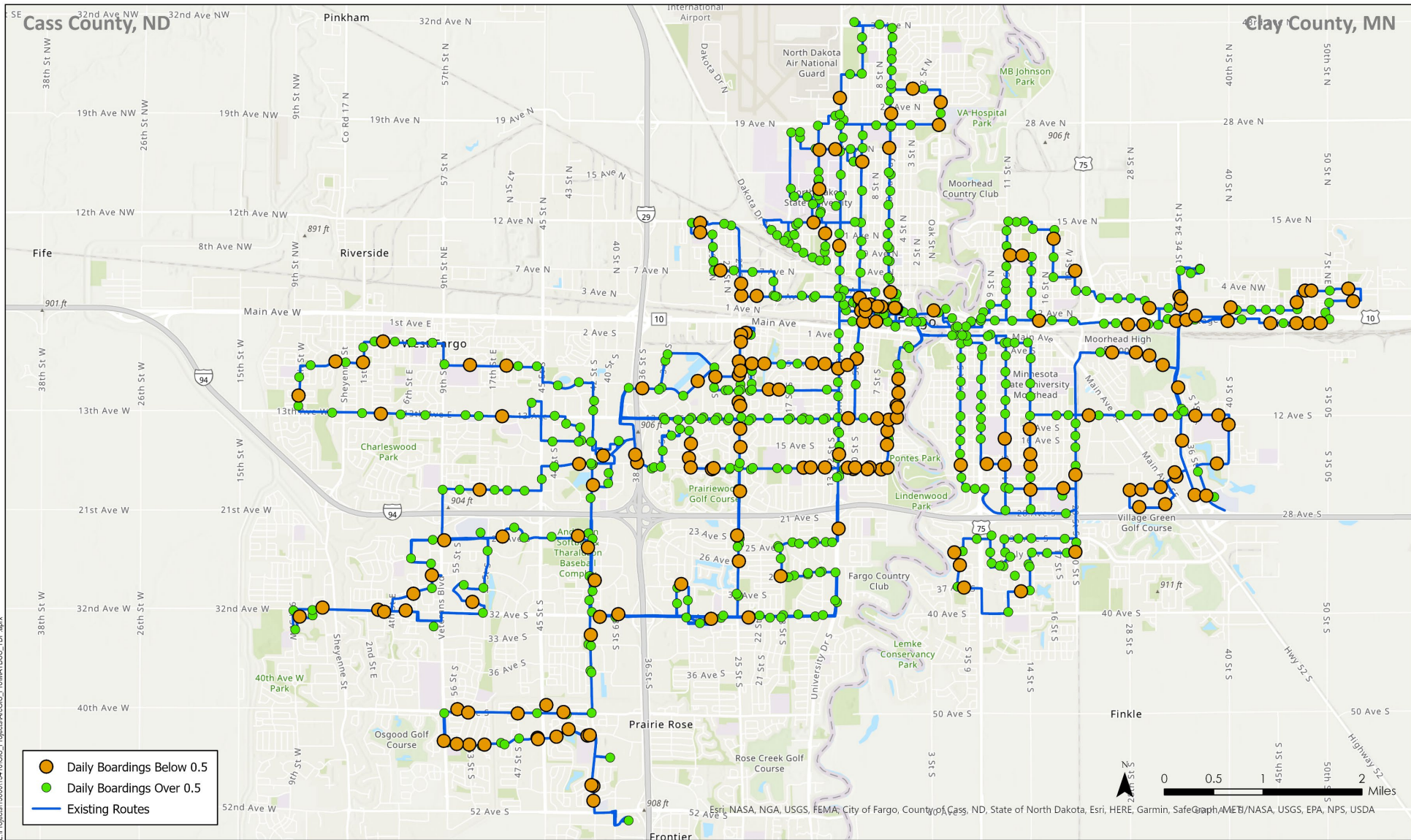
- Organizing routes by categories/purpose
  - Urban corridor/neighborhood/campus
  - Market definitions



# Service Planning Introduction & Priorities

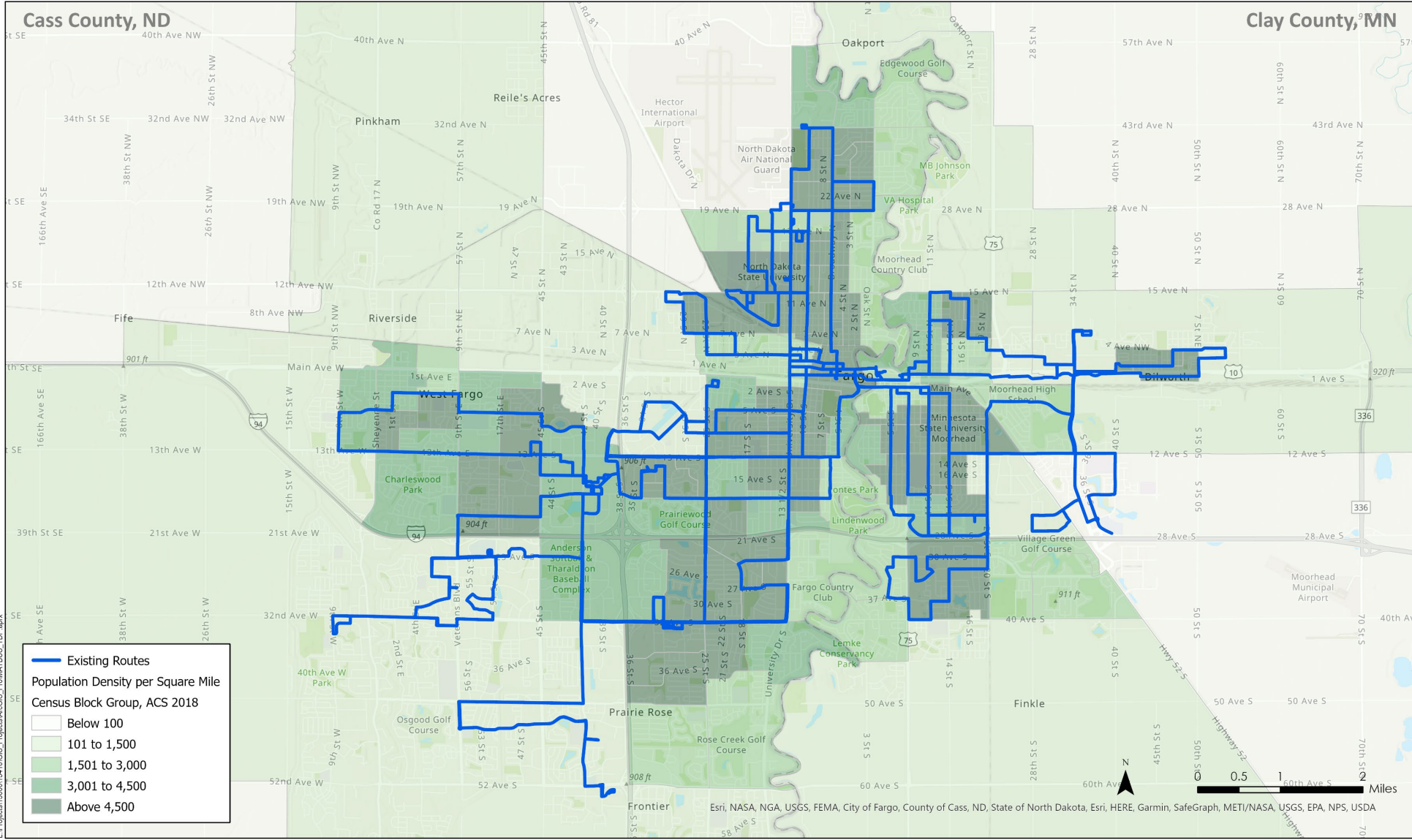
Discussion





**SRF** Low Ridership Stops  
MATBUS Transit Development Plan





# Transit Service Planning

## Identify Low Performing Route Segments

- Low passenger boardings
- Inconvenient routing

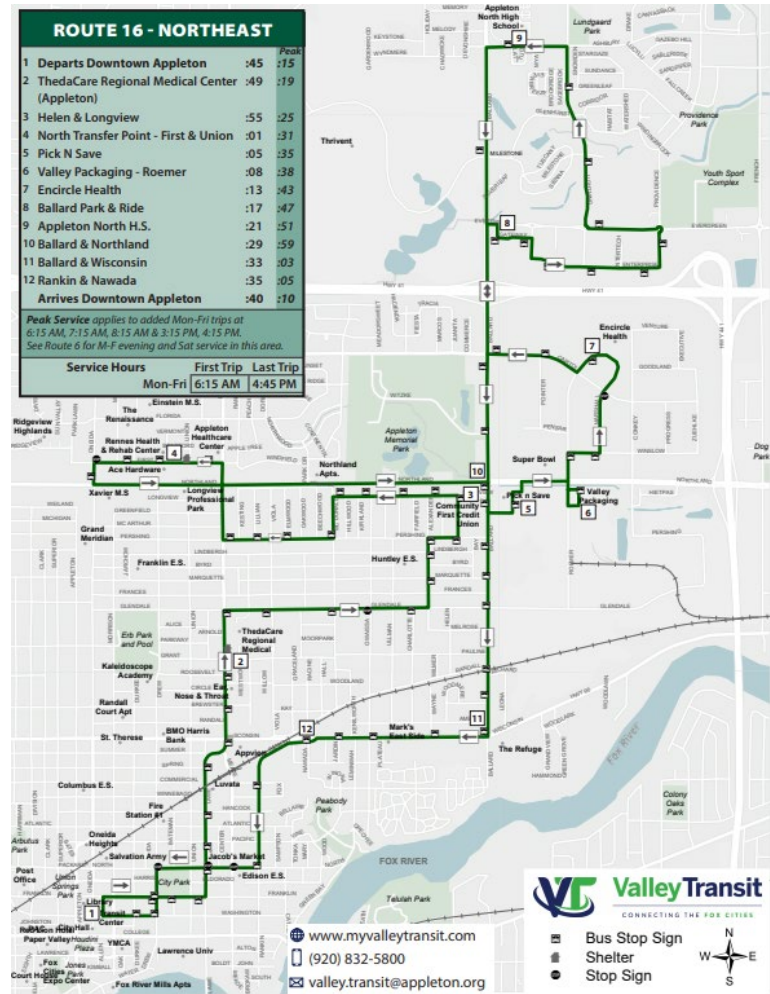
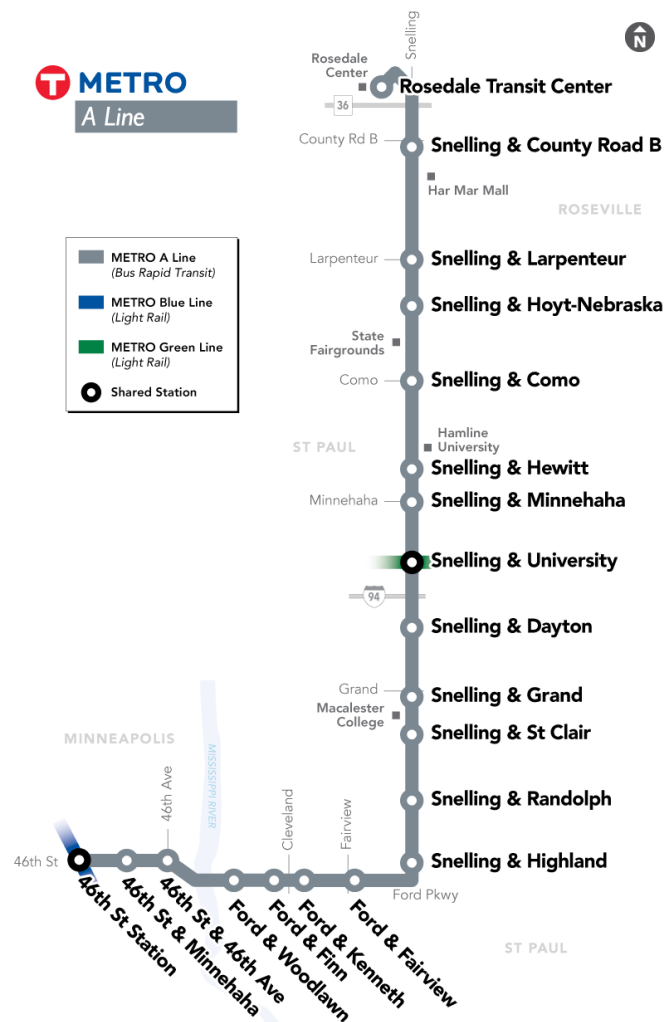
## Minimize Route Redundancy

- Bus stop spacing
- Route patterns/scheduling
- Route spacing and walk distances

## Simplify Routes

- Improve legibility of transit system
- Customer-focused, mobility improvements

# Directness vs. Coverage





# Directness vs. Coverage





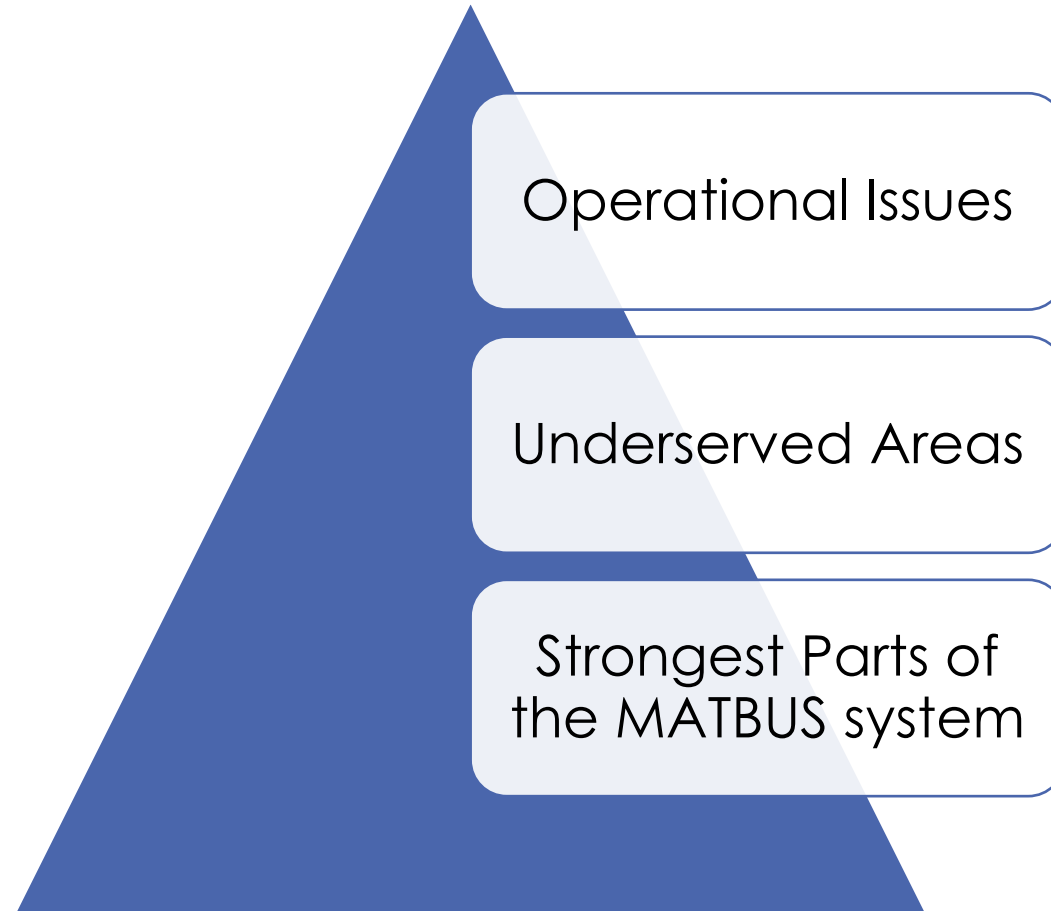
# What should be prioritized?

- Frequency improvements
- Improve 60-minute routes
- Improve directness
- Sunday service
- Coverage improvements
  - TapRide expansion?
  - Meeting access needs
- Workforce transportation
- What's missing?

# Service Planning Next Steps

- Develop guidelines for TapRide use
- Determine availability of GIS layers showing sidewalks/ pedestrian infrastructure
- Determine methods to improve on-time performance and focus on on-time performance as part of the system design
- Distinguish between neighborhood service and frequent corridors, and identify areas of route duplication
  - Identify corridors that are ready for enhanced/rapid bus service and where those investments have the greatest potential.
  - Identify corridors with Transit Signal Priority (TSP) in Fargo.

# Discussion – What are your priorities?



# Consolidated Human Services Transportation Plan (CHSTP)

# Task Update

- Emailed out questionnaire to 26 (regional) transportation providers
  - Confirm services listed in FM Ride Source
  - Needs assessment
  - Establish current levels of coordination
- Needs Assessment Meeting (2<sup>nd</sup> week of January)
  - Existing conditions
  - Mobility manager
  - Minnesota RTCCs
- Draft Report Meeting (TDB)
  - Confirm goals/objectives
  - Prioritize strategies

# Providers

1 Priority Transportation	James River Community Center (Jamestown)	Nelson County	Reeyu Cab
Benson County Transportation	Jefferson Lines	NDAD (North Dakota Association for the Disabled)	Ridey Taxi
CarAVan	Lakes and Prairies Community Action Partnership	Northlink Mobility	South Central Adult Services
Community of Care Cass County	Lakes Medi-Van	Paul Bunyan Transit	Transit Alternatives
Doyle Yellow Checker Cab, Inc.	Lyft	Pembina County Meals and Transportation	Tri-Valley Opportunity Council, T.H.E Bus
FM Mobility Care	MATBUS Fixed Route	Precision Transportation Inc.	Uber
Freedom Resource Center for Independent Living	MAT (Metro Area Transit) Paratransit	Rainbow Rider Transit	Valley Senior Services
GoCab Transportation Company	Maxime & Co	Ready Wheels	Walsh County Public Transit
Handi-Wheels Transportation	Metro Senior Ride		

# Next Steps



# Next Steps

- Continued Engagement
  - University/College Outreach
- Develop Service Planning Alternatives
  - Schedule engagement for draft alternatives
- Consolidated Human Services Transportation Plan (CHSTP)
  - Needs assessment and coordination meeting
- Bus Stop Analysis
  - Conduce map analysis and field review

# Next Steps

- Next SRC Meeting: Late January

Action Items	Metro COG	SRF + AECOM	SRC
Distribute meeting slides and summary		X	
Promote project website through your networks	X	X	X
Send Doodle poll for next SRC meeting		X	
Deliver Preliminary Service Concepts/Finalize Draft Deliverables		X	