

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	Rena 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.

MATBUS 2021-2025 Transit Development Plan

Study Review Committee
March 11, 2021



METROCOG
FM REGIONAL TRANSPORTATION PLANNING ORGANIZATION

SRF AECOM

Meeting Agenda

1. SRC Introductions
2. Coordinated Plan Process Update
3. Service Planning Update
4. Next steps

SRC Member Introductions

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

Draft CHSTP

- Distributed to providers on February 19
- Strategies and implementation discussed during February 26 meeting

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Draft Goals

Goal #1: Provide adequate 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.

Proposed 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

Service Plan Development

Addressing Outreach/Analysis Findings

- **Reminder of 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.

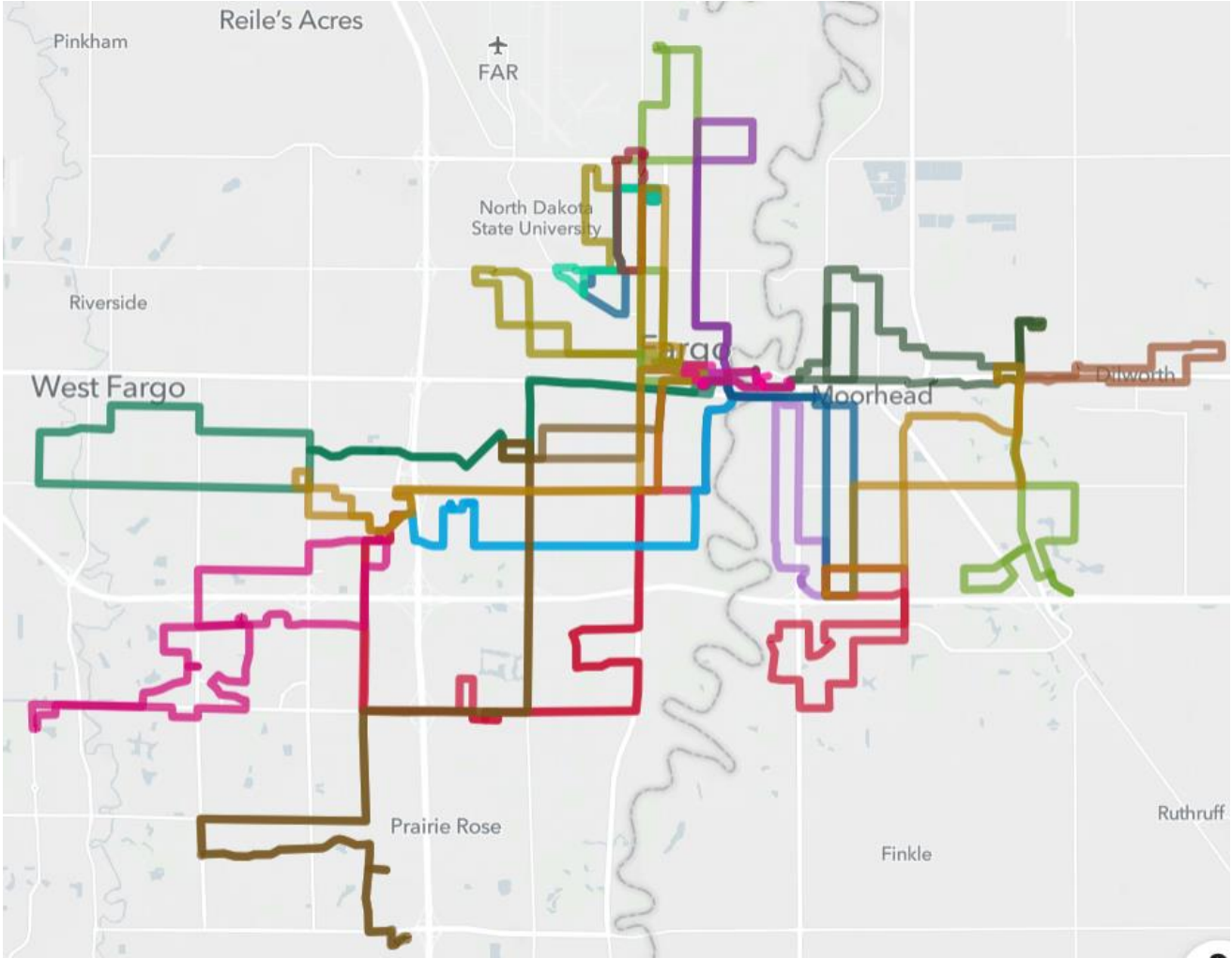
Scenario Development

- **Scenarios are developed iteratively:**
 - **Scenario A** addresses relatively small-scale elements and (with bus stop rebalancing) on-time performance concerns.
 - **Scenario B** introduces Sunday service and higher frequency of service on some routes.
 - **Scenario C** is a “redesign” of the existing system and presents new TapRide service areas.
 - “*Overlay routes*” can be applied in any Scenario.

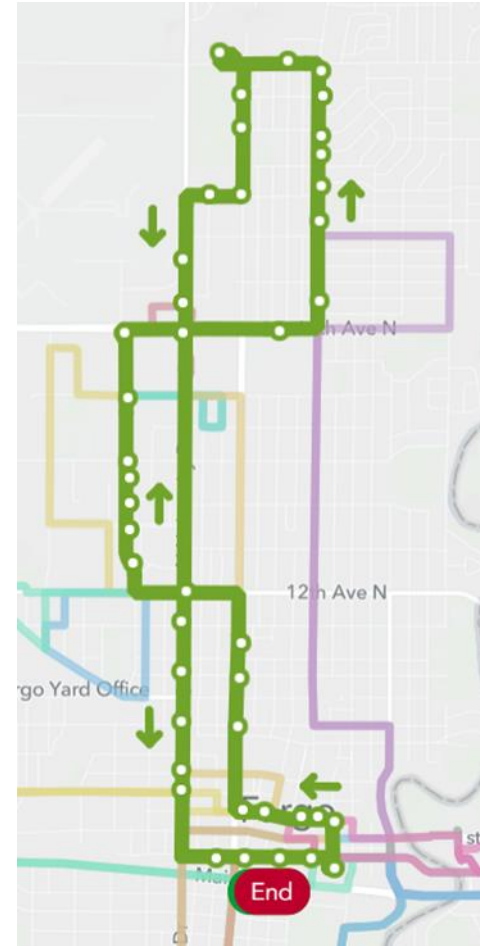
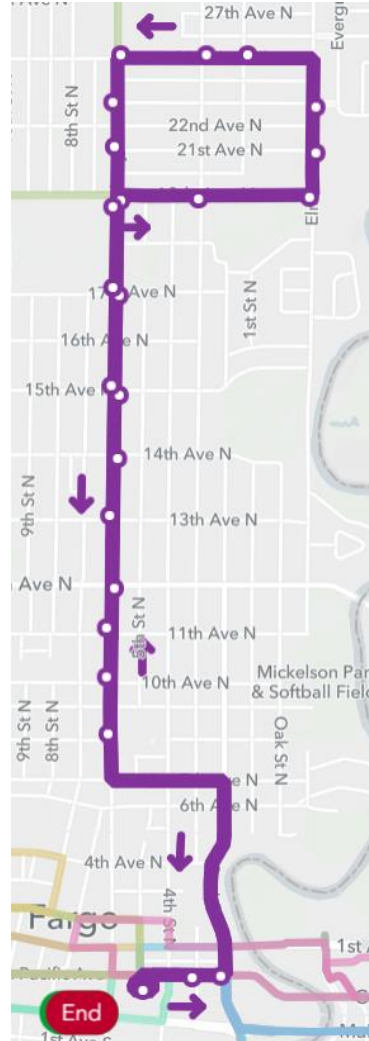
Scenario A

- **This scenario represents relatively small-scale modifications to the current MATBUS network. This scenario includes:**
 - Route 11 downtown Fargo route alignment modified to use 2nd Street North and 7th Avenue North to/from Broadway
 - Route 13 was modified to not double back on itself through the NDSU campus (so a small segment of 10th Avenue loses Route 13 service)
 - Route 20 is modified and extended to the GTC via Main Avenue

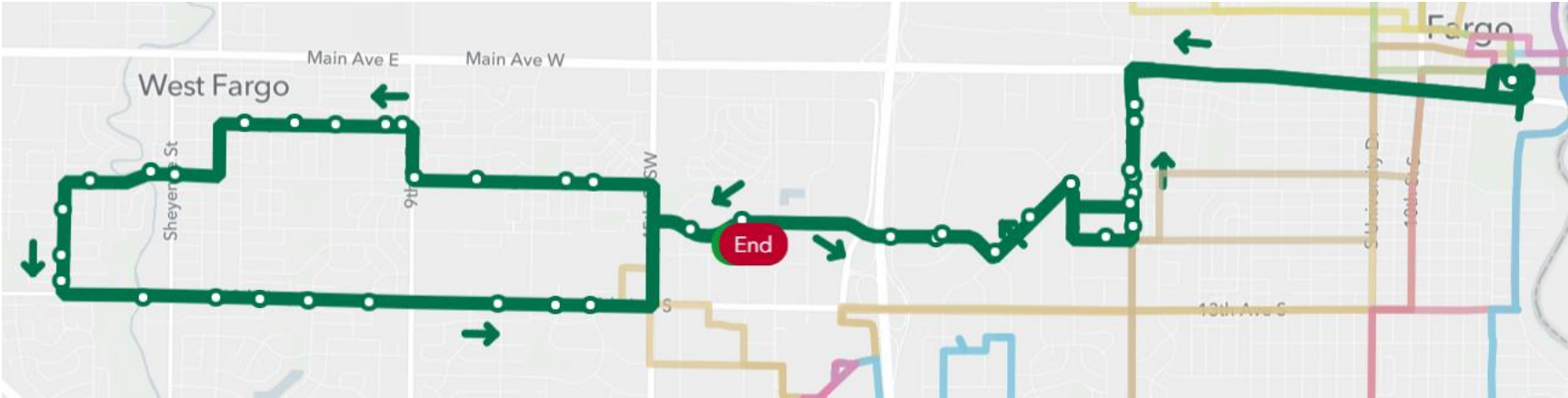
Scenario A



Scenario A – Routes 11 and 13



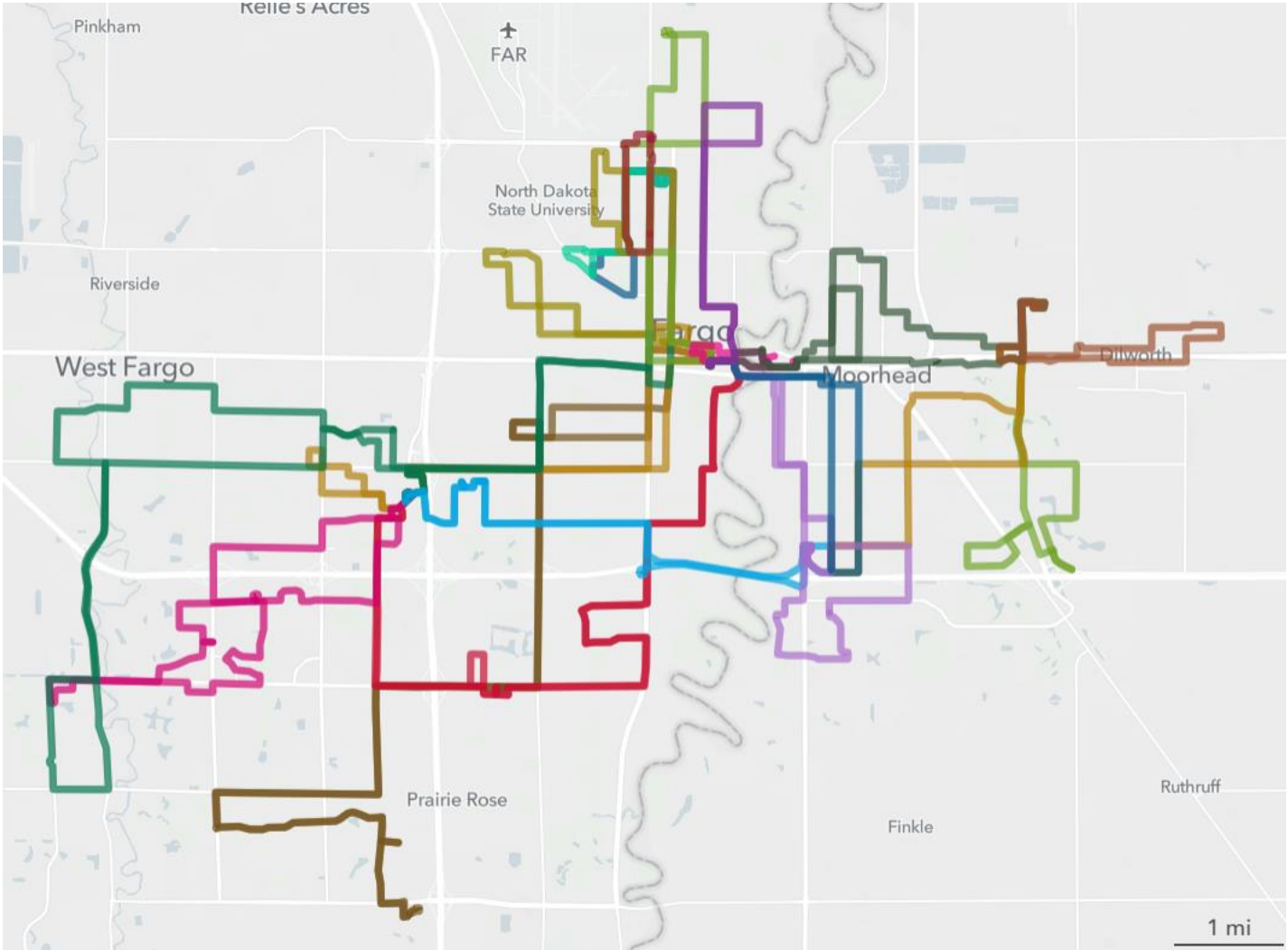
Scenario A – Route 20



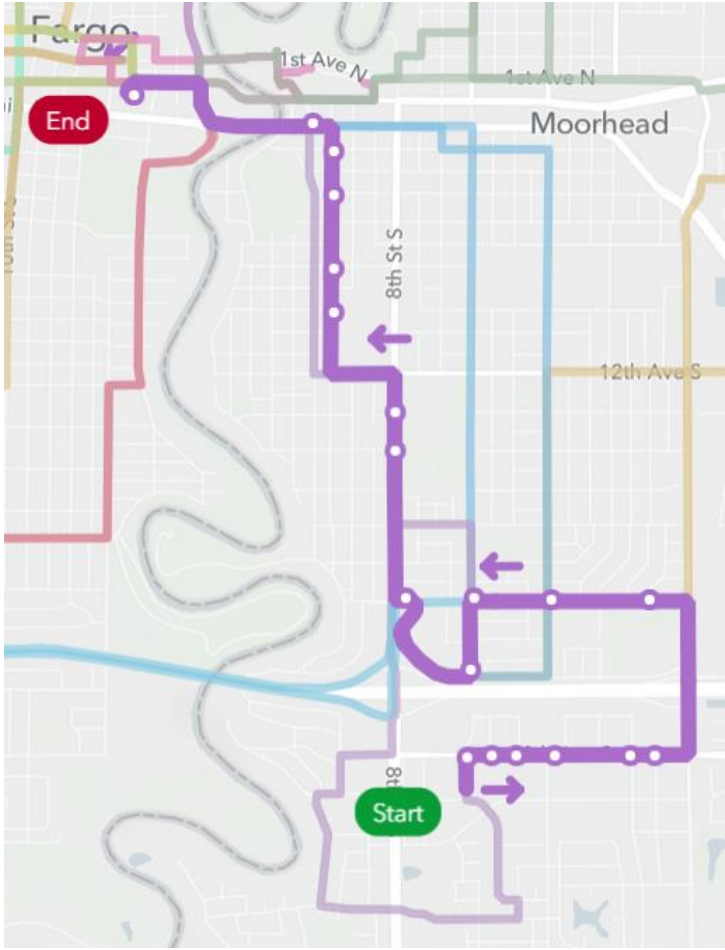
Scenario B

- **This scenario has more substantive changes. Elements included are:**
 - Hourly Sunday service on all routes (except NDSU services)
 - More frequent service on Routes 11, 13 and 15
 - Route 1 alignment modified in Moorhead and incorporates Route 5
 - Modify Route 16 to serve Marriott transfer point in Moorhead with modifications to Route 14 to continue to provide coverage in Fargo
 - Route 20 modified to extend to NDSU and to serve southwestern areas of West Fargo

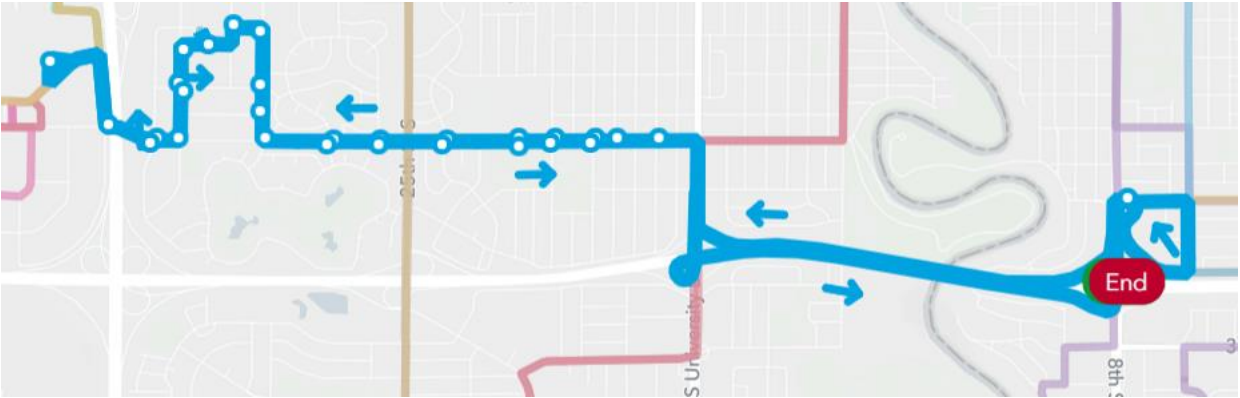
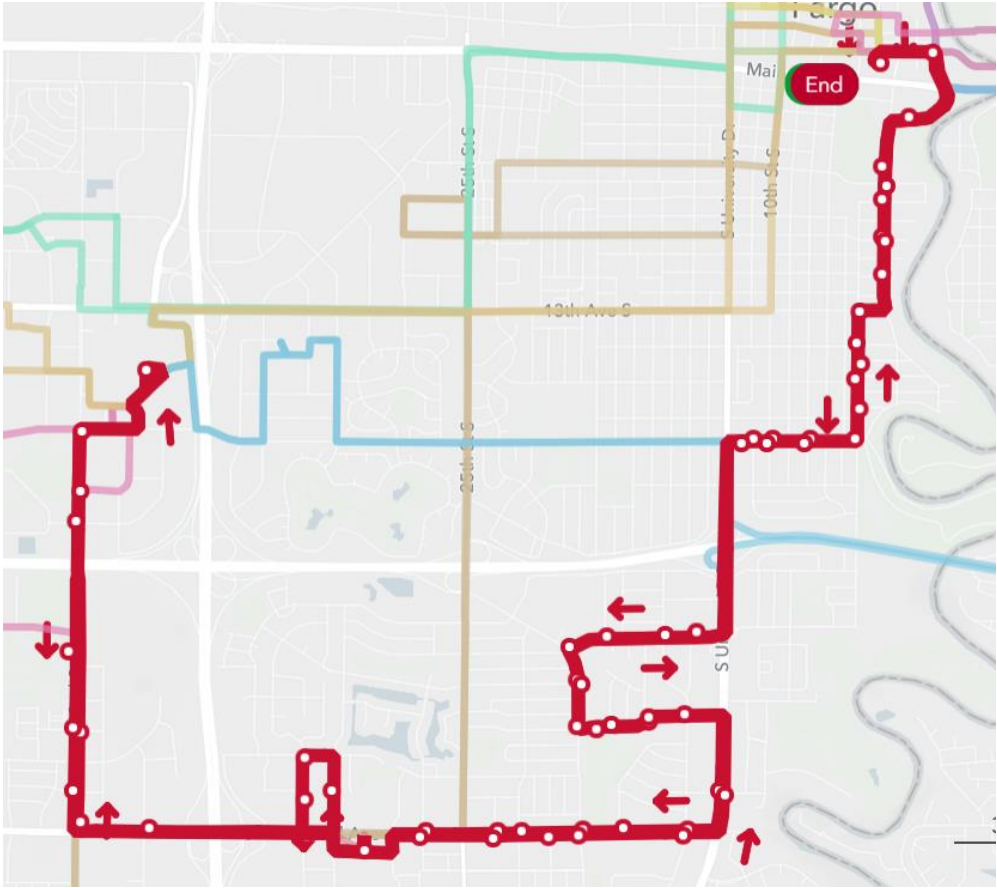
Scenario B



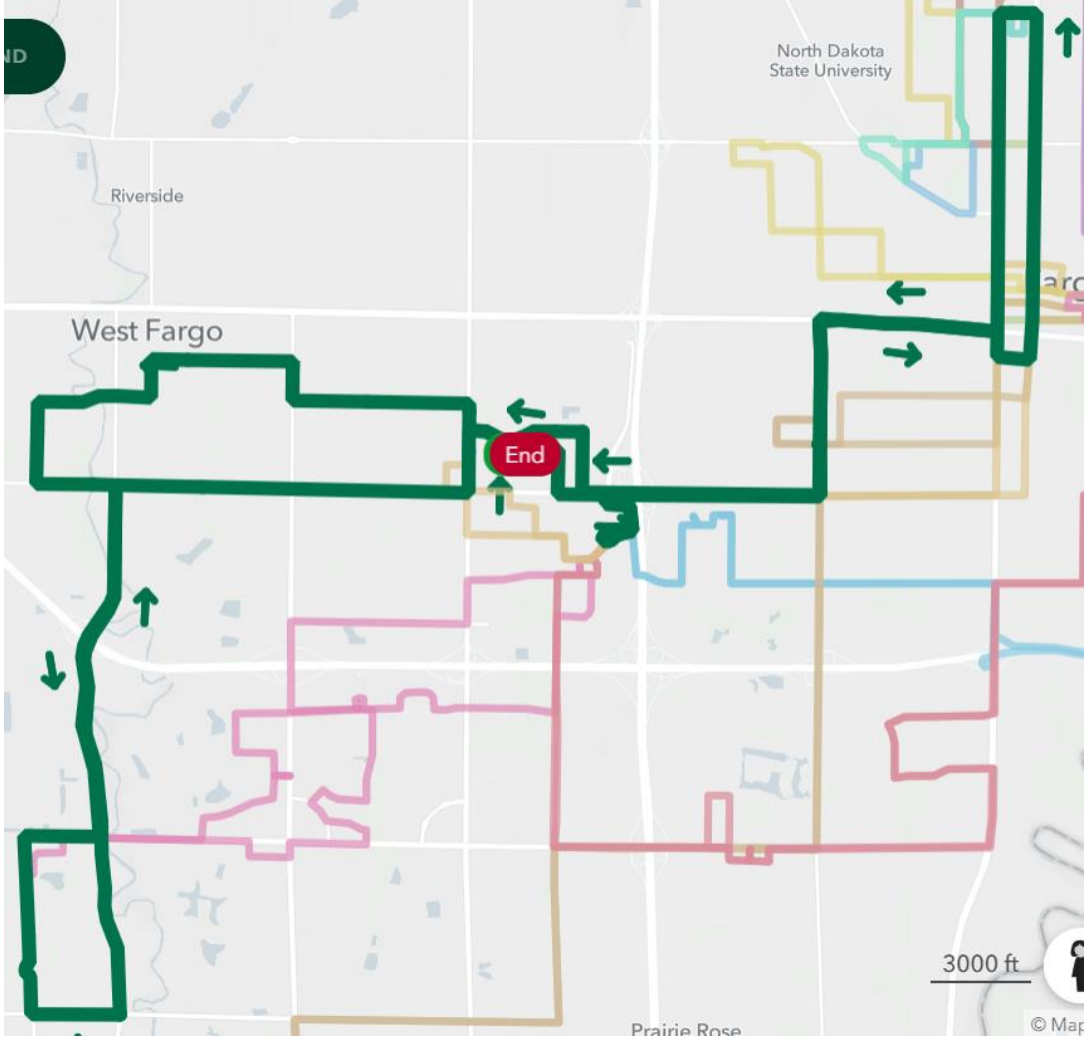
Scenario B – Route 1



Scenario B – Routes 14 and 16



Scenario B – Route 20



Scenario C

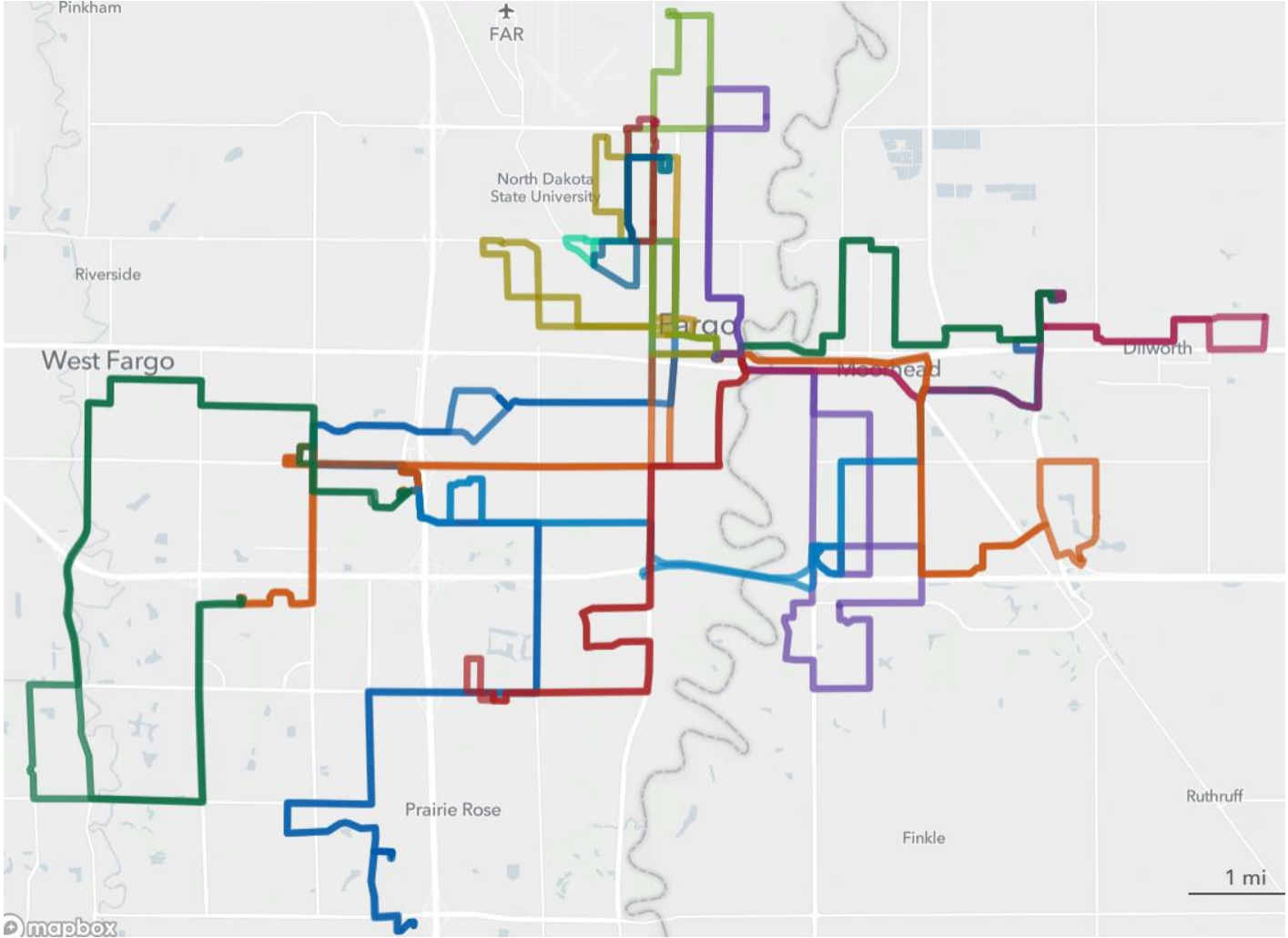
- **This scenario trends towards a more comprehensive “redesign”. It does include more frequent service on many routes and select Sunday service. Some elements are:**
 - Timed transfers would still be required in some places

Scenario C

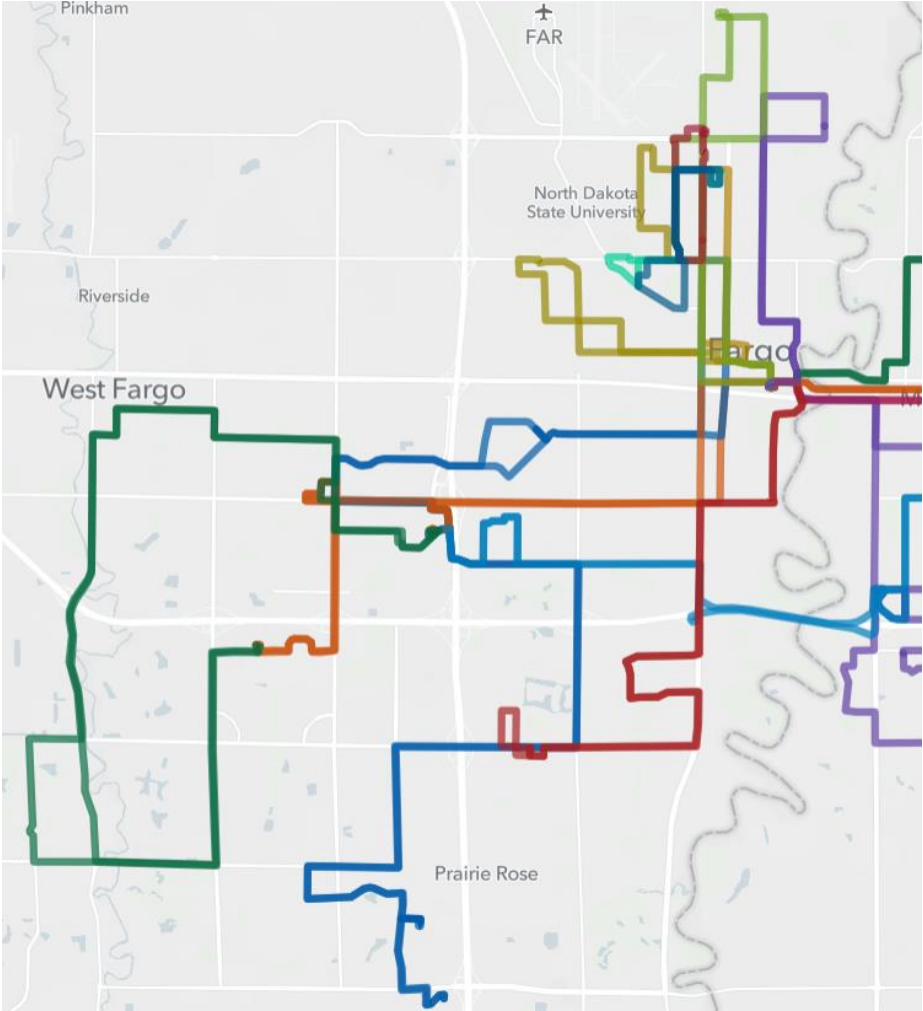
Additional Mobility On-Demand Services

- **These are additional potential “TapRide” service areas:**
 - South Fargo (transfer at Target)
 - West Fargo (transfer at West Acres Mall and/or Sanford Health)
 - Airport Area (transfer at NDSU Hub and/or Whale-of-a-Wash)

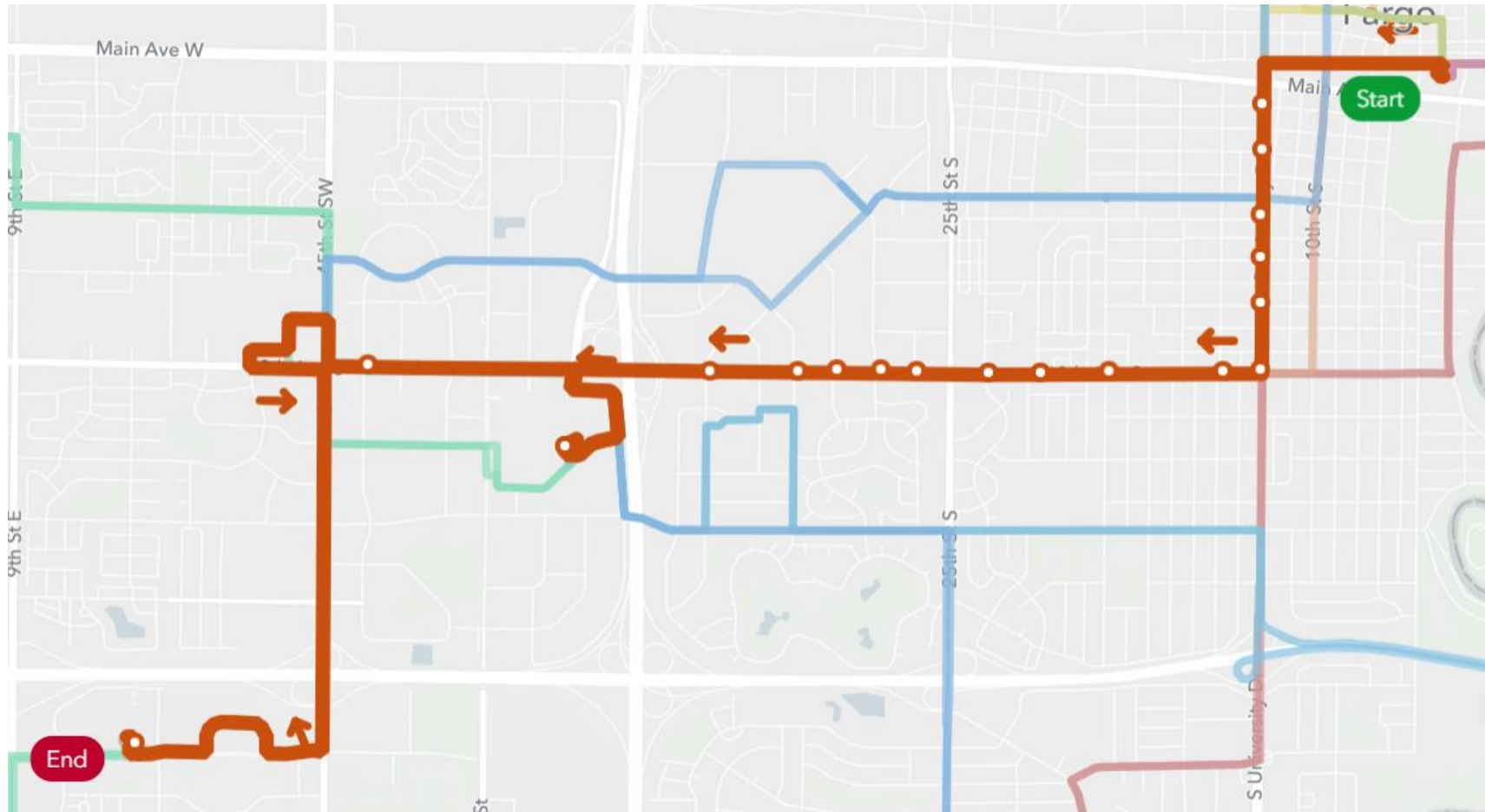
Scenario C



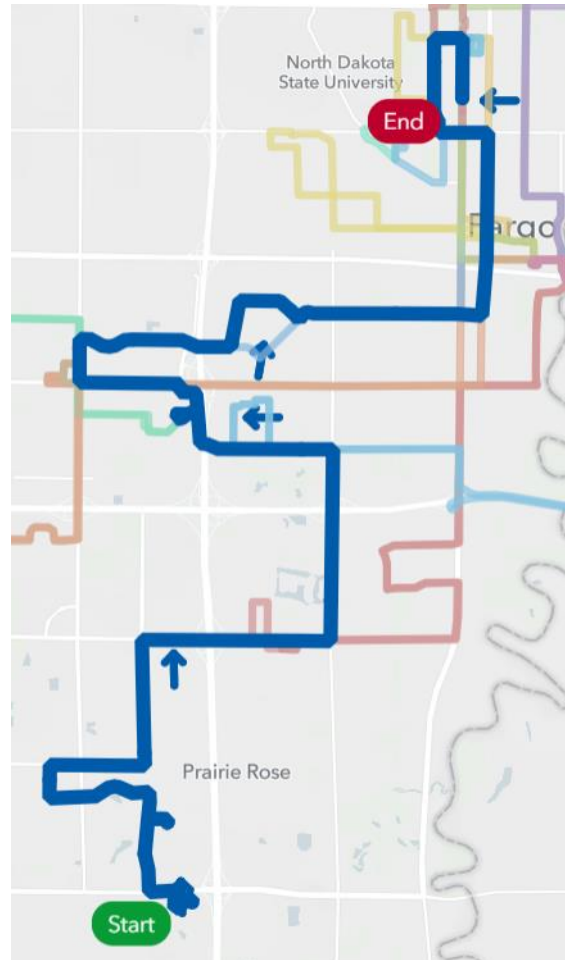
Scenario C – Fargo Close-Up



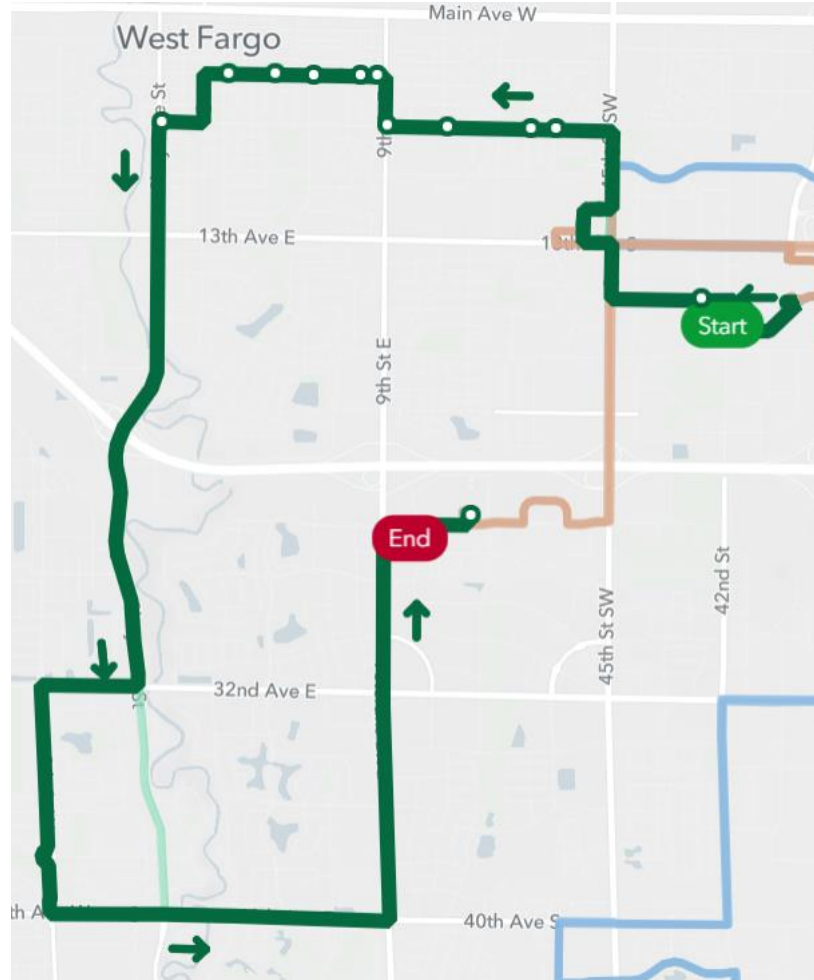
Scenario C – Example of Fargo Modifications – “New” Route 15



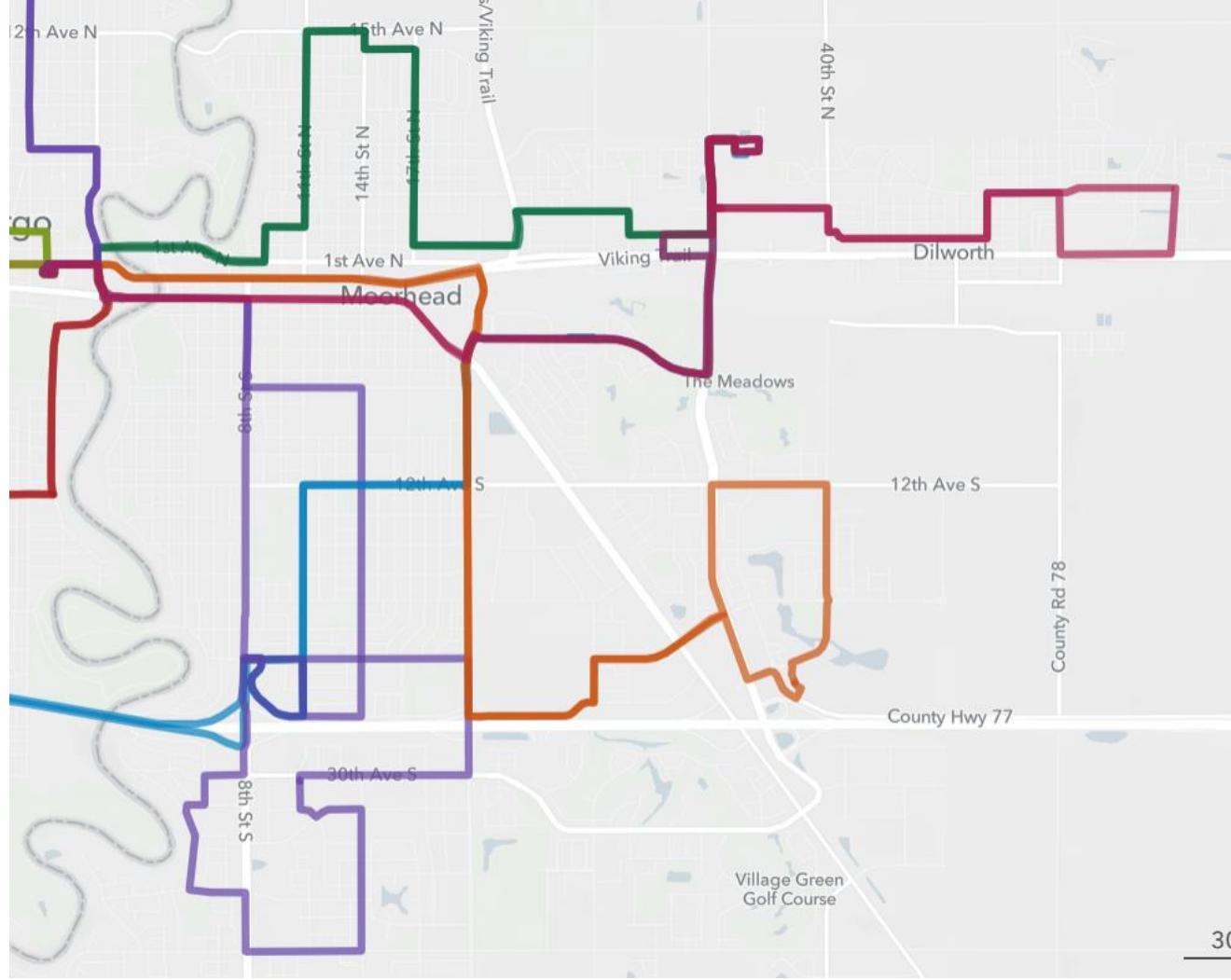
Scenario C – Example of Fargo Modifications – “New” Route 19



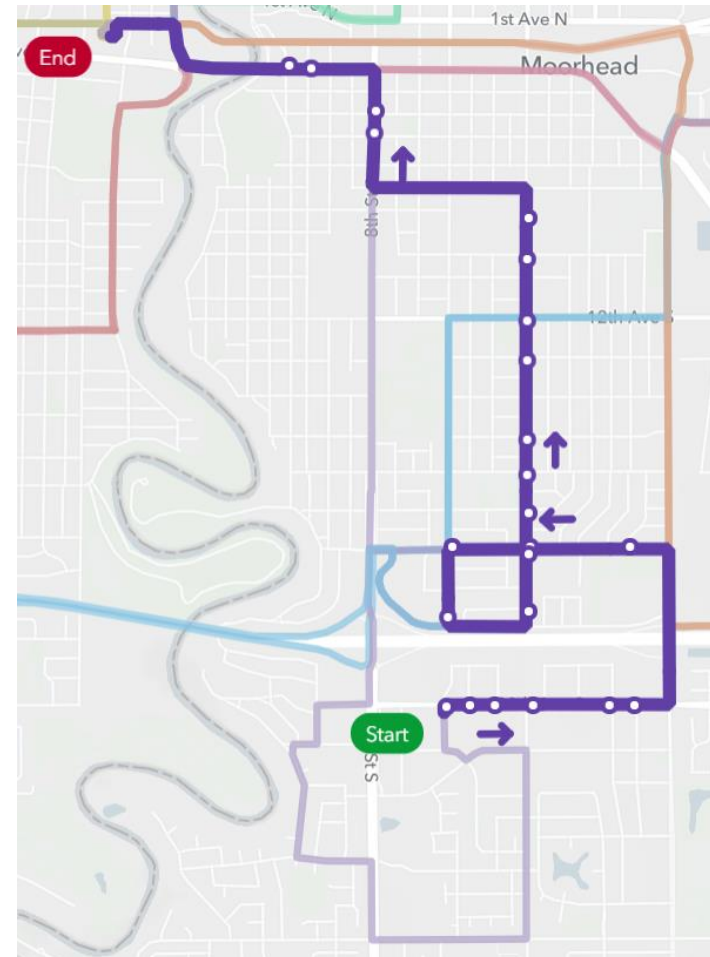
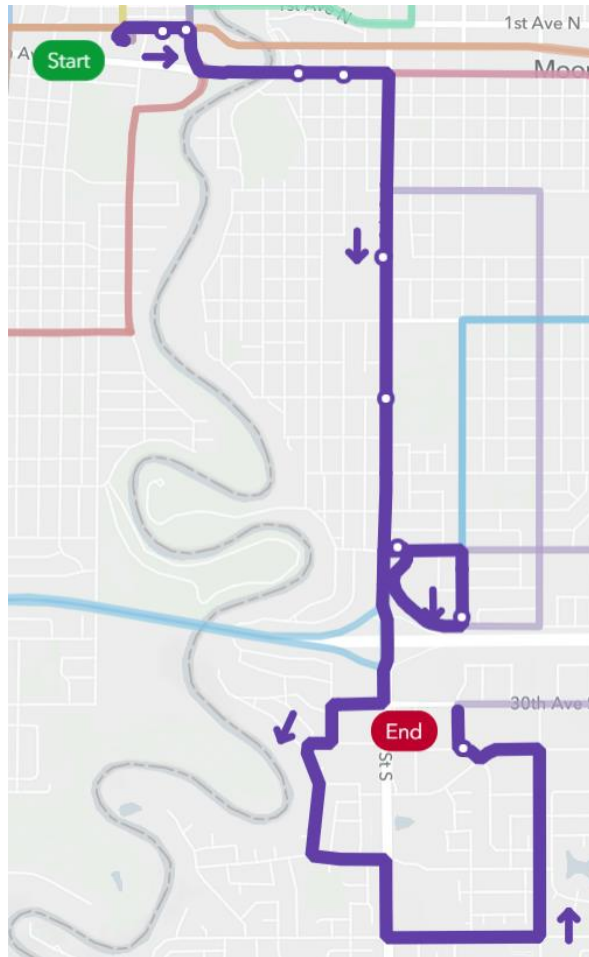
Scenario C – Example of Fargo Modifications – “New” Route 20



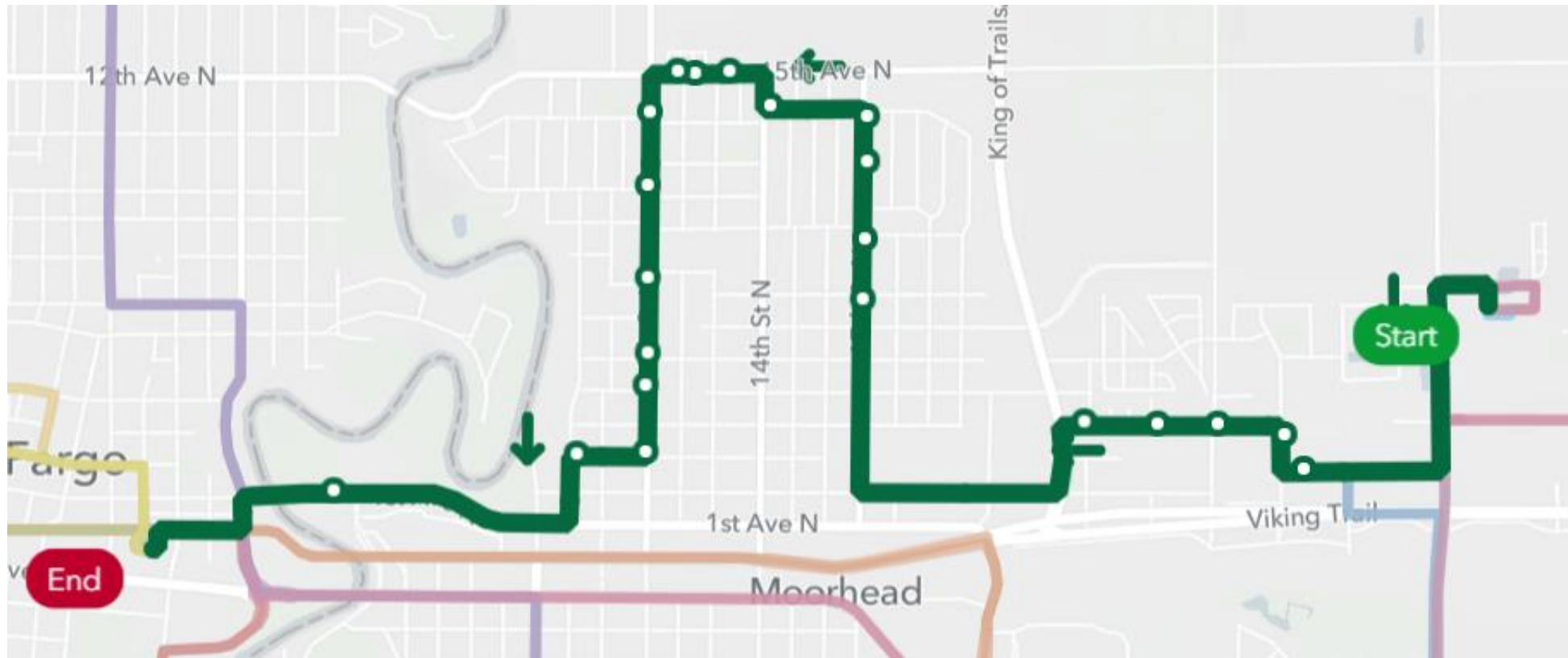
Scenario C – Moorhead Close-Up



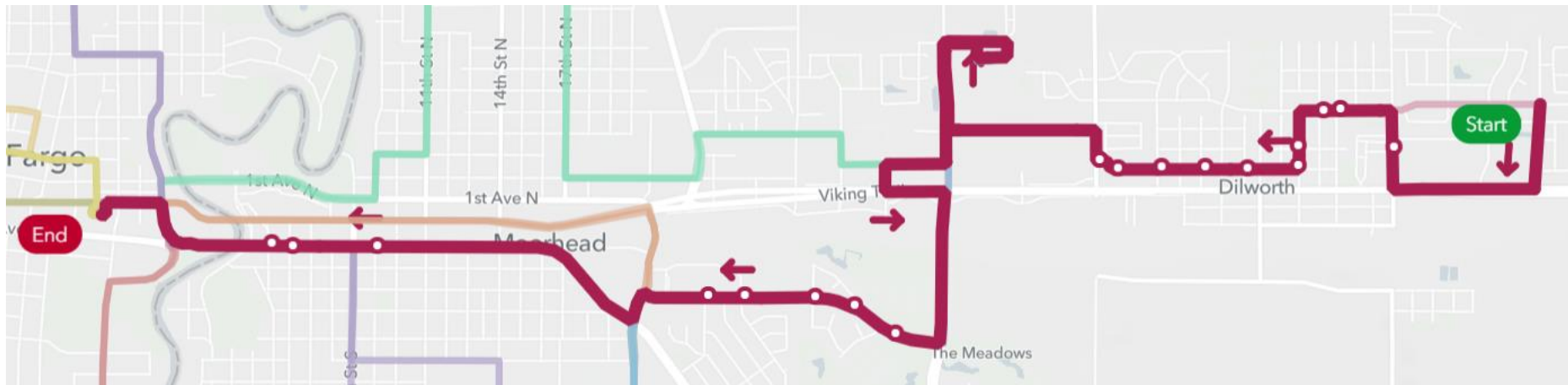
Scenario C – Example of Moorhead Modifications – “New” Route 1



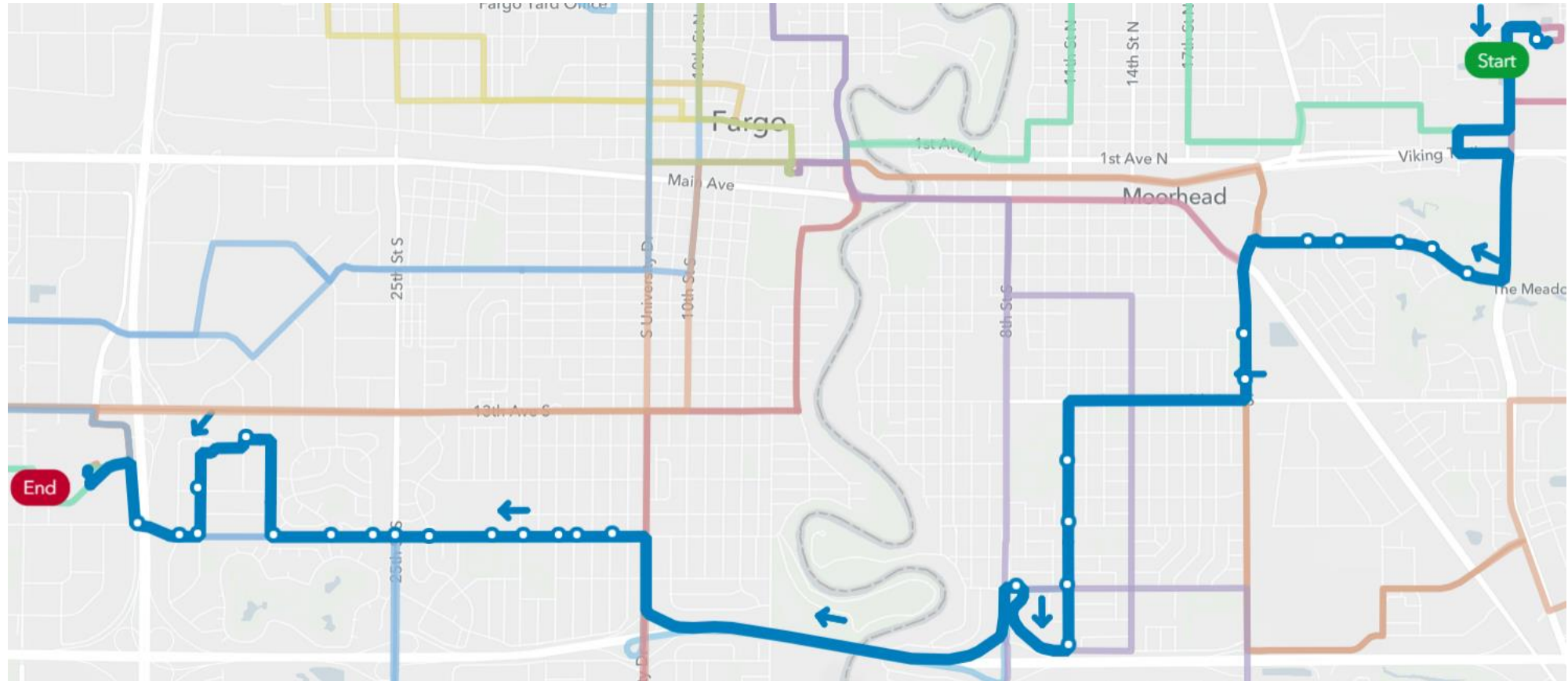
Scenario C – Example of Moorhead Modifications – “New” Route 4



Scenario C – Example of Moorhead Modifications – “New” Route 6



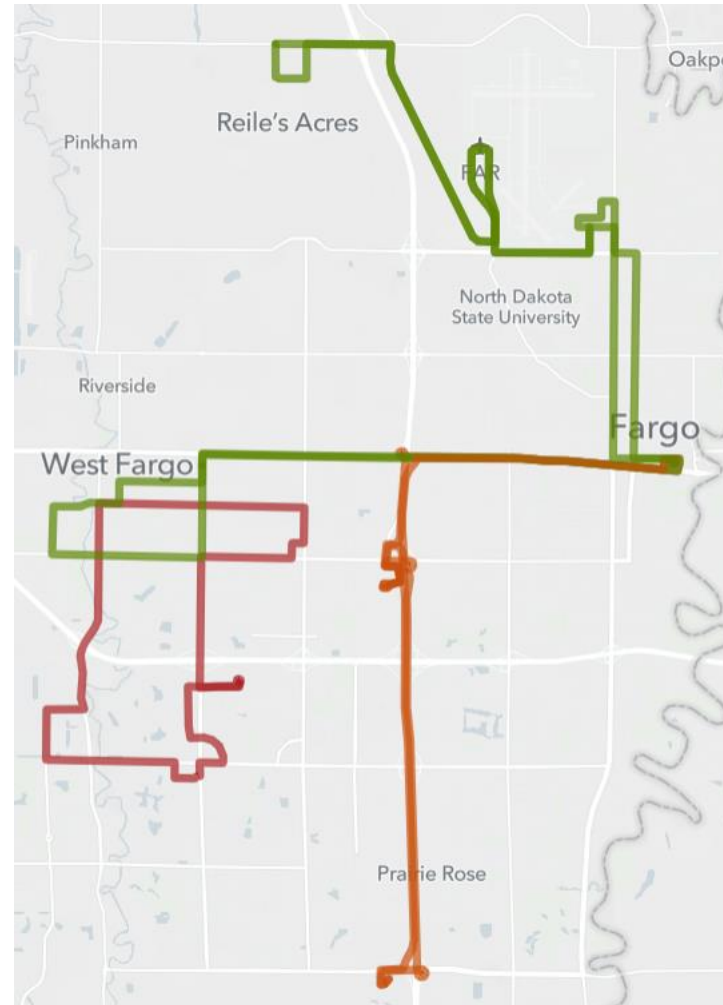
Scenario C – Example of Moorhead Modifications – “New” Route 16



“Overlay” Routes

- **Four fixed route overlay routes that extend service coverage and could be utilized in any scenario:**
 - Northwest Fargo Area
 - South Walmart Express
 - West Fargo Circulator
 - West Fargo/Main Avenue
- **Three additional potential “TapRide” service areas:**
 - “Far South” Fargo (transfer at Target)
 - South Moorhead (transfer at the Marriott Transfer Center)
 - Dilworth (transfer at Walmart)

“Overlay” Routes



Estimated Impacts (Subject to Revision)

		Current	Scenario A	Scenario B	Scenario C
Fixed Route	Routes	23	22	21	17
	Peak Buses	37	34	36	41
	Annual Hour	123,092	121,279	138,226	144,495
	Annual Miles	1,587,845	1,603,908	1,857,685	1,863,011
TapRide Service	Routes	2	2	2	5
	Peak Buses	2	2	2	5
	Annual Hour	8,670	8,670	8,670	21,675
	Annual Miles	130,050	130,050	130,050	325,125
Total	Routes	25	24	23	22
	Peak Buses	39	36	38	46
	Annual Hour	131,762	129,949	146,896	166,170
	Annual Miles	1,717,895	1,733,958	1,987,735	2,188,136
Difference	Routes		(1)	(2)	(3)
	Peak Buses		(3)	(1)	7
	Annual Hour		(1,813)	15,134	34,408
	Annual Miles		16,063	269,840	470,241
Percent Difference	Routes	0.00%	-4.35%	-8.70%	-13.04%
	Peak Buses	0.00%	-8.11%	-2.70%	18.92%
	Annual Hour	0.00%	-1.47%	12.29%	27.95%
	Annual Miles	0.00%	1.01%	16.99%	29.62%



Estimated Impacts – Overlay Services (Subject to Revision)

		TapRide Services			Fixed Route Services			
		Far South Fargo	South Moorhead	Dilworth	NW Fargo	South Walmart Express	West Fargo Main Street	West Fargo Circulator
Fixed Route	Routes				1	1	1	1
	Peak Buses				1	2	1	1
	Annual Hour				3,787	4,352	4,316	4,761
	Annual Miles				80,659	95,705	70,950	64,717
TapRide Service	Routes	1	1	1				
	Peak Buses	1	1	1				
	Annual Hour	4,335	4,335	4,335				
	Annual Miles	65,025	65,025	65,025				
Total	Routes	1	1	1	1	1	1	1
	Peak Buses	1	1	1	1	2	1	1
	Annual Hour	4,335	4,335	4,335	3,787	4,352	4,316	4,761
	Annual Miles	65,025	65,025	65,025	80,659	95,705	70,950	64,717



Next Steps

Next Steps

- Schedule engagement for draft plan
- Consolidated Human Services Transportation Plan (CHSTP)
 - Complete plan

Next Steps

- Next SRC Meeting: Mid to late April

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	
Finalize Draft Deliverables		X	