



APPENDIX C

Engagement Documentation

Stakeholder & Public Engagement Plan

Fargo-Moorhead Metro COG

2026 – 2030 Transit Development Plan (TDP)

Updated 08/26/2024

Project Summary

Project item	Item description
Public project name	Fargo-Moorhead Transit Development Plan (TDP)
Project area	Fargo, ND - Moorhead, MN
Schedule	June 2024 - September 2025
Branding	Specific branding for the FM 2026-2030 TDP
Project Contact	Chelsea Levorsen levorsen@fmmetrocog.org
Objective	Implement Metro COG's TDP to establish a baseline and vision for a robust, sustainable regional transit system.

Project Description

Public involvement is a critical component of Metro COG's TDP, which guides the project's future and shared vision of transit operations for Fargo and Moorhead. This stakeholder engagement plan captures and leverages input to enhance project implementation.

This plan was developed based on the insights from the Community Profile Report (Appendix A) and led by Bolton & Menk, Inc., with insight and guidance from Metro COG leadership and staff.

Communication Goals

1. Project information is transparent, accessible, and communicated clearly and effectively.
2. Information is ADA-compliant and geographically expansive.
3. Gather stakeholder perspectives and actionable feedback to develop a community-supported implementation plan.
4. Ensure stakeholder questions and concerns are heard, understood, and addressed.
5. Maintain and strengthen the relationship between Metro COG, the project team, and project stakeholders.
6. Track and monitor the progress and effectiveness of the communication plan.

Documentation

We will create a document to track engagement tactics, performance, and feedback collected. This record will be shared with the client upon request and at project completion.

Key Stakeholders

Key stakeholder groups identified in the Community Profile (Appendix A) include:

- Project management team (see Appendix B for team info and roles and responsibilities)
- Metro COG
- MATBUS/MAT Coordinating Board
- Cities of:
 - o Fargo
 - o Moorhead
 - o West Fargo
 - o Dilworth
- Counties of:
 - o Cass (Social Services, Engineering, Planning, Sherriff's Department)
 - o Clay (Social Services, Engineering, Planning, Sherriff's Department)
- MNDOT
- NDDOT
- Transit Users
- Residents
- Property and business owners
- Economic Development Organizations
- Advocacy groups
- Community Organizations
- Bicyclists and pedestrians
- Public School Systems (Moorehead, Fargo, West Fargo)
- Higher Education (NDSU, MSUM, M-State)

Stakeholder Communication Channels

Media name	Content deadline and contact information
Metro COG Website	https://www.fmmetrocog.org/
TDP Project Website	https://www.fmmetrocog.org/ [insert project landing page]
LinkedIn	https://www.linkedin.com/company/fmmetrocog/
Instagram	https://www.instagram.com/fmmetrocog/
Facebook	https://www.facebook.com/fmmetrocog

Engagement Paradigm

Inclusive Community Engagement Model

We draw from a culturally responsive and context sensitive approach prioritizing underserved and environmental justice groups. This framework centers community at the heart of this project by:

- Uplifting people with lived experience as collaborators and contributors to decision making,
- Identifies information gathering as a reciprocal and co-creative process,
- and positioning the TDP to scaffold positive change and enhance the quality-of-life for Metro COG's communities.

This model is illustrated in the figure below.



Active involvement of the community is contingent on multiple factors.

Critical Success Factors

Collaboration & Transparency

- Engage stakeholders in decision-making
- Host creative co-creation workshops with residents
- Maintain transparent, accessible, and regular communication updates
- Share successes and lessons readily and widely

Culturally Responsive - Equitable Engagement

- Implement targeted outreach for underrepresented groups
- Offer diverse, flexible feedback platforms
- Ensure materials and sessions are inclusive and ADA-compliant
- Conduct equity-focused impact analyses

Critical Challenges

Equitable Engagement

- Identifying the appropriate critical mass in diverse representation that supports project success
- Ensure that various voices are heard, and interests are represented
- Safeguarding against uni-directional benefit or zero-sum game scenarios

Engagement Limitations

- Online engagement span-of-control (reach) limitations and audience fatigue
- Balancing digital engagement with in-person opportunities

Study Review Committee Members*

The Metro COG Study Review Committee (SRC) will be the project's primary guiding body. The SRC plays a crucial role in a transit development plan project by providing oversight, recommendations, and evaluation throughout the project's lifecycle. Comprised of stakeholders, experts, and community representatives, the SRC ensures that the project aligns with community needs, regulatory standards, and best practices. As a project check-in, the SRC regularly assesses and ensures implementation progress.

The steering committee members are:

Name	Organization	Contact Information
Chelsea Levorsen	Metro COG	levorsen@fmmetrocog.org
Michael Maddox	Metro COG	maddox@fmmetrocog.org
Jordan Smith	MATBUS	jmsmith@fargond.gov
Cole Swingen	MATBUS	cswingen@matbus.com
Lori Van Beek	MATBUS	ivanbeek@matbus.com
Julie Bommelman	MATBUS	jmsmith@matbus.com
Nicole Crutchfield	City of Fargo	ncrutchfield@fargond.gov
Jonathan Atkins	City of Moorhead	jonathan.atkins@moorheadmn.gov
Forrest Steinhoff	City of Moorhead	forrest.steinhoff@moorheadmn.gov
Leslie McGillivray-Rivas	City of West Fargo	Leslie.mcgillivray-rivas@westfargond.gov
Don Lorsung	City of Dilworth	Don.lorsung@ci.dilworth.mn.us
Matti Gurney	MNDOT	Matti.gurney@state.mn.us
Ranae Tunison	FTA	Ranae.tunison@dot.gov
Kristen Sperry	FHWA	Kristen.sperry@dot.gov
Becky Hanson	NDDOT	bhanson@nd.gov

Steve Larson	Clay County	Steve.Larson@claycountymn.gov
Cole Hansen	Cass County	hansenc@casscountynd.gov
Brit Stevens	NDSU	Brit.stevens@ndsu.edu
Matt Pinotti	TransDev	mpinotti@matbus.com

Community Focus Groups*

**Vette and verify with the SRC who/whom should be on the list.*

While the SRC offers a structured oversight mechanism, focus groups provide on-the-ground and direct feedback to the TDP. Focus groups garner community-specific insights into their needs within the transit system, ensuring that the TDP is well-informed and aligned with diverse perspectives. Engagement with these varied groups helps identify issues and opportunities early on, guiding the development of effective and inclusive transit solutions.

We will hold ten 60-minute focus groups to gather various perspectives and foster open, honest conversations. Each session provides a platform for community members to share their experiences and insights, ensuring the TDP reflects the diverse needs and voices within the community. Summaries of these discussions will be synthesized to highlight key themes and inform the project's direction. We aim to identify critical issues and opportunities to ensure project success by engaging directly with different community segments.

Community Category	Organization	Point-of-Contact	Email/Phone
1 – Local Jurisdiction Planners	City of Fargo	TBD	
	City of Moorhead	TBD	
	City of Dilworth	TBD	
	City of W. Fargo	TBD	
	FM Convention & Visitors Bureau	TBD	
	MN DOT	TBD	
	ND DOT	TBD	
2 – Human Services	Cass Public Health	TBD	
	Clay Public Health	TBD	
	United Way of Cass-Clay	TBD	
	Great Plains Food Bank	TBD	
	Center Inc.	TBD	

	Valley Senior Services	TBD	
3 – Business Representation	FMWF Chamber of Commerce	TBD	
	Economic Development Corporation	TBD	
	Downtown Community Partnership (DCP)	TBD	
	Downtown Moorhead Inc.	TBD	
4 – Community Based Organizations	New Life Center	TBD	
	Nexus Pathway	TBD	
	Indigenous Business Association	TBD	
	Youthworks	TBD	
	NDAD Fargo	TBD	
5 – Emergency Preparedness	Emergency Management	TBD	
	Police	TBD	
	Fire	TBD	
	EMS	TBD	
6 – Educational Institutions	NDSU	TBD	
	MSUM	TBD	
	M-State	TBD	
	Concordia	TBD	

Engagement Strategy & Timeline

This engagement strategy pivots on comprehensive and inclusive public participation through collaboration and meaningful stakeholder discourse. The engagement mechanisms will support outreach, ensure accessibility, gather diverse perspectives, and communicate project information. This strategy components include: Leadership, Public Input Opportunities, and a Planning Workshop.

Leadership

Study Review Committee (SRC) Meetings (4 meetings)

The committee comprises representatives from various stakeholder groups and will serve as the basis for a future transit advisory committee, guiding the implementation of the TDP and the management of MATBUS.

The SRC will provide leadership oversight, including:

- Input on project development
- Tracking & Evaluation Monitoring – Milestone Checks
- Champion buy-in, Troubleshooting and Network – Resource Mobilization

The SRC functions as a driving mechanism within the project implementation continuum illustrated below.



Bolton & Menk will facilitate four SRC meetings to solicit feedback and ensure continuous alignment with project goals.

SRC Meeting Session	Objective
No. 1 - Issues, Opportunities, & Public Engagement	An initial high-level meeting will be held to create a shared understanding, gather feedback, validate and generate a list of key stakeholders, and refine the public engagement and communication plan.
No. 2 - Service Alternatives	Focus on exploring and evaluating different service alternatives. It will align with other public engagement activities to gather comprehensive feedback.
No. 3 - Implementation Strategies	Discuss and review the proposed implementation, sense-checked by key stakeholders and subject matter experts in MATBUS operations and finances.
No. 4 - Draft TDP	Share highlights and themes of the entire draft TDP; followed by revisions based on committee assessment and input.

Public Input Opportunities

Bolton & Menk will hold three public input opportunities. The format (presentation, open house, workshops, pop-ups, etc.) and location(s) will be determined in consultation with the SRC. We will ensure that public engagement meetings are held at accessible and convenient times and places. We will advertise these meetings in advance using a variety of media outlets and targeted social media.

Outreach Channels: [detail channel]

- Placeholder
- Placeholder
- Placeholder

Public Input Opportunity Sessions*	Objective - Focus
No. 1 – Issues and Opportunities, & Public Engagement	Identify key issues and needs and explore future opportunities for the transit system. Interactive maps and surveys are primary tools in this engagement process.
No. 2 – Service Alternatives	Preliminary service planning feedback from system users and key stakeholders. This will ensure we are on the right track and make necessary adjustments and corrections.
No. 3 – Draft Plan	The final public input opportunity will be virtual on the project website. The draft plan will be posted for public review, and a virtual Q&A with project staff will be held.
*Summaries of all public input meetings, including comments, consultant responses, and meeting materials, will be included in the public engagement appendix.	

Planning Workshop

Interactive planning workshops are valuable tools to actively engage stakeholders in realistic scenarios, fostering a deeper understanding of complex issues and generating diverse, insightful information.

Facilitated by **Nelson\Nygaard**, the planning workshops, we will collectively consider the following elements and focus areas when developing each scenario:

- Route re-alignments to better serve current markets given any revised demand estimates, changes in infrastructure, or other relevant changes
- New routes and route extensions to serve new areas, increase coverage, address unserved travel demands, or changing demographics
- Revised spans of service to provide either longer or shorter hours of service to better reflect demand levels
- Service frequency adjustments to better match service levels with demand
- Elimination or reduction of non-productive services to improve overall performance and redistribute resources to the highest demand areas

- Bus stop enhancements such as improved passenger information, more shelters, and improved bicycle and pedestrian connections
- Development of key transit corridors by leveraging existing resources to provide higher quality services, such as Bus Rapid Transit, and provide a framework for future capital investments
- Introduction of alternative mobility options including emerging mobility, demand response, and partnerships with transportation network companies such as Uber or Lyft

Timeline

- Phase 1: Refine Engagement & Communication Plan [August - November]
- Phase 2: Service Alternatives Ideation [December - January]
- Phase 3: Implementation & Preliminary Drafts [April - June]
- Phase 4: Engagement Closeout [July - August]

Phase 1 – Refine Engagement & Communication Plan [August-November]

Items with an “X” indicate that the tool will be used during that month.

Engagement Tool	Aug.	Sep.	Oct.	Nov
Study Review Committee	X			
Public Input Opportunities		X		
Website Launch		X		X
Strategic Communications		X	X	X
Focus Groups			X	X
Project Video			X	

Phase 2 – Service Alternatives Ideation [December-January]

Items with an “X” indicate that the tool will be used during that month.

Engagement Tool	Dec.	Jan.	Feb.	Mar.
Planning Workshop* *Nelson\Nygaard	X			
Study Review Committee		X		X
Public Input Opportunities			X	

Website - Continuous Improvement	X	X	X	X
Strategic Communications	X	X	X	X
Focus Groups	X	X	X	X
Project Video Update			X	

Phase 3 – Implementation & Preliminary Drafts [April-June]

Items with an “X” indicate that the tool will be used during that month.

Engagement Tool	Apr.	May.	Jun.
Study Review Committee	X	X	X
Public Input Opportunities		X	
Website Maintenance	X	X	X
Strategic Communications	X	X	X
Focus Groups	X	X	X

Phase 4 – Engagement Closeout [July-August]

Items with an “X” indicate that the tool will be used during that month.

Engagement Tool	Jul.	Aug.
Study Review Committee	X	
Public Input Opportunities		
Video Update	X	
Strategic Communications	X	X
Focus Groups* Includes CHSTP session - Nelson\Nygaard	X	X
Public Engagement Report - Appendix		X

Strategic Communications - Marketing Toolchest

Communication will share project information, events, involvement opportunities, meeting materials, online surveys, and public call-to-action. Clear and consistent communication aids in data collection, outreach, and awareness.

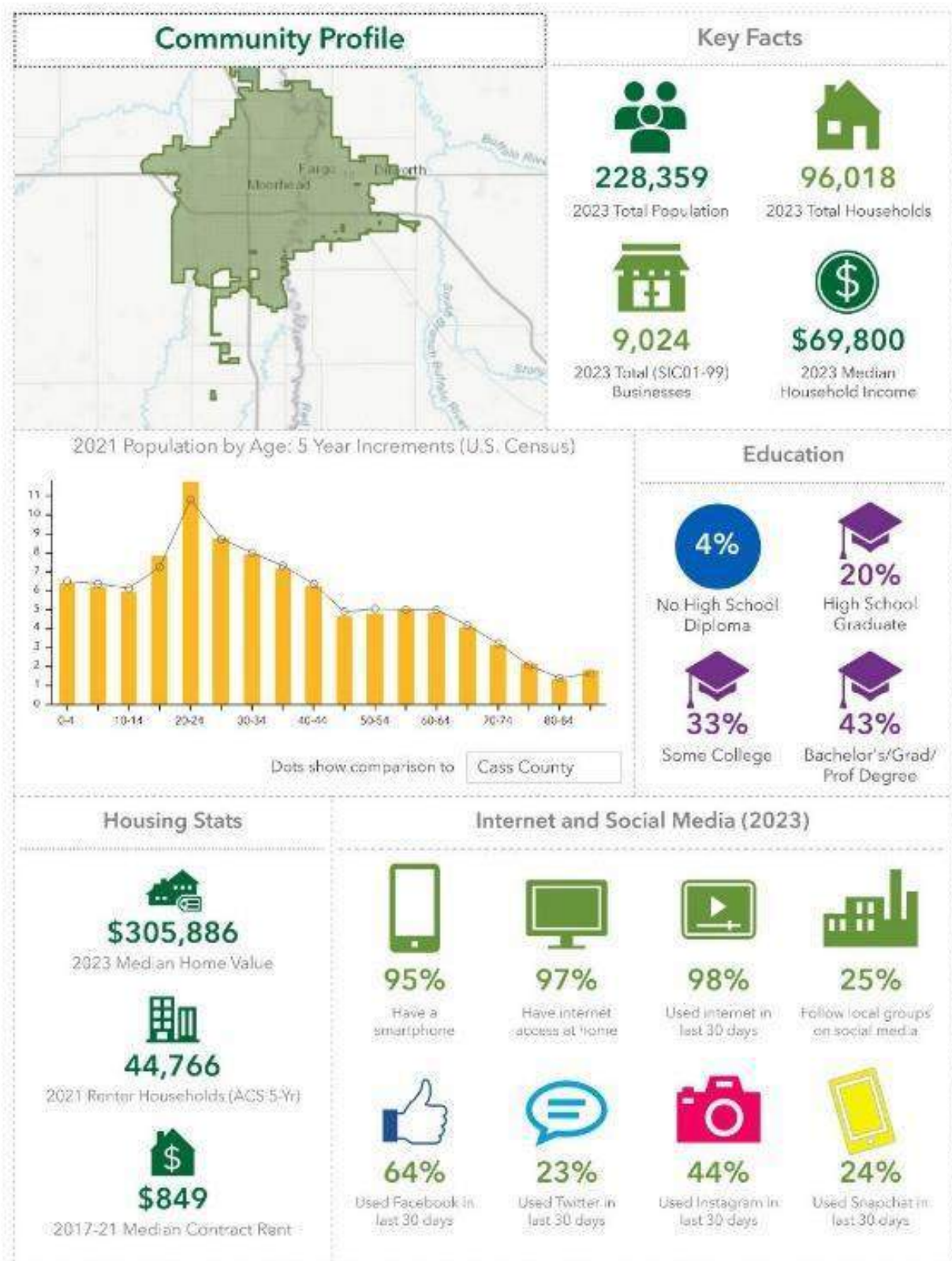
Additional marketing strategies and key messaging will be added as identified by project leadership and implemented via the marketing toolchest.

Marketing tools will adhere to brand alignment, cohesive presentation, and follow inclusive excellence best practices (e.g., ADA Compliance).

Marketing Toolchest

- I. Project Website
- II. Digital Communication
 - Social Media: Facebook, LinkedIn, Instagram
 - Social media campaigns
 - Email and text blasts to interested parties
 - QR codes
 - Digital newsletters
- III. Project Video
- IV. Traditional Communication
 - Legal ads
 - Press releases
 - Interviews
 - Graphics to local media

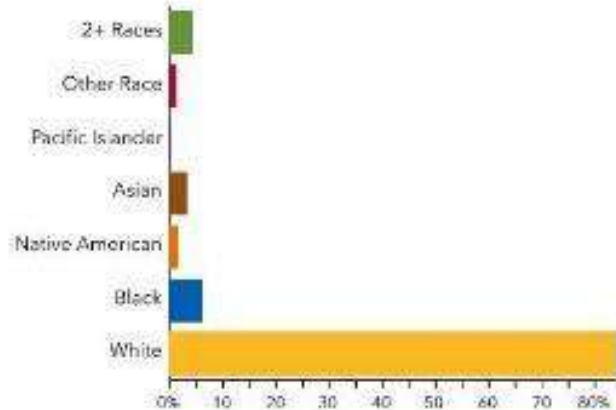
Appendix A: Community Profile Report



2017-2021 Transportation to Work, Age 16+



2021 Population 18+ Years by Race



Employment (2023)



Local Interest



11%

2023 Social Media: Find Local Information Very Important (%)

Poverty Status



Food Stamps



Persons with a Disability



Language Spoken at Home

2017-2021 Population by Language Spoken at Home (ACS 5-Yr)

Ages 18-64 Speak only English	63%
Ages 18-64 Speak Spanish & No English	0%
Ages 18-64 Speak Spanish & English Not Well	0%
Ages 18-64 Speak Asian-Pacific Isl & No English	0%
Ages 18-64 Speak Asian Pl & English Not Well	0%
Ages 18-64 Speak Indo-European & No English	0%
Ages 18-64 Speak Indo-Eur & English Not Well	0%
Ages 18-64 Speak Other Language & No English	0%
Ages 18-64 Speak Oth Language & English Not Well	0%

2017-2021 Population by Language Spoken at Home (ACS 5-Yr)

Ages 65+ Speak only English	13%
Ages 65+ Speak Spanish & No English	0%
Ages 65+ Speak Spanish & English Not Well	0%
Ages 65+ Speak Asian-Pacific Isl & No English	0%
Ages 65+ Speak Asian Pl & English Not Well	0%
Ages 65+ Speak Indo-European & No English	0%
Ages 65+ Speak Indo-Eur & English Not Well	0%
Ages 65+ Speak Oth Language & No English	0%
Ages 65+ Speak Oth Language & English Not Well	0%

Appendix B: Project Team & Roles

Name	Organization	Role	Email/Phone
Chelsea Levorsen	Metro COG	Project Manager	levorsen@fmmetrocog.org 701.532.5102
Cole Swingen	MATBUS	Fargo Assistant Transit Director, Operations	cswingen@matbus.com 701.476.5989
Jordan Smith	MATBUS	Fargo Assistant Transit Director, Fleet & Facilities	jmsmith@matbus.com 701.476.5940
Lori Van Beek	MATBUS	Moorhead Transit Manager	LVanBeek@matbus.com 701.476.6686
Julie Bommelman	MATBUS	Fargo Transit Director	JBommelman@FargoND.gov 701.476.6737
Aaron Bartling	Bolton & Menk	Project Manager	Aaron.bartling@bolton-menk.com
Paul Lutey	Nelson\Nygard	Deputy Project Manager	plutey@nelsonnygaard.com
Blue Weber	Bolton & Menk	Engagement Lead	blue.weber@bolton-menk.com
Eric Souvannasacd	Bolton & Menk	Engagement Specialist	Eric.souvannasacd@bolton-menk.com

PUBLIC INPUT MEETING

WHY?

To discuss the Transit Development Plan for the Fargo-Moorhead metro area. The project consists of developing a document that meets federal and state requirements, addresses local challenges in implementing transit service, integrates the transition to a large urban transit system, coordinates with the transit community, and provides a policy framework and vision to base decisions affecting transit for the next five years.

WHEN?

Wednesday, October 9th, 2024,
Open House: 3pm to 6pm Central

Virtual materials and other information will
be available on the project website.
on the event date of October 9th.

WHERE?

MATBUS Ground Transportation Center
502 Northern Pacific Ave, Fargo, ND 58102

OPEN HOUSE CONDUCTED BY

MetroCOG, MATBUS, and Bolton & Menk Inc.

The purpose of the Public Input Meeting is to discuss the Transit Development Plan. The Meeting will provide an opportunity for public input. Representatives from MetroCOG, MATBUS, and Bolton & Menk will be on hand to answer your questions and discuss your concerns.

If unable to attend the Public Input Meeting, written statements or comments about this project must be postmarked or emailed by October 22nd, 2024 to Blue Weber, COS, Bolton & Menk, 3168 41st St. S. #2, Fargo, North Dakota 58104 Email: blue.weber@bolton-menk.com with "Public Input Meeting" in the letter heading or email subject.

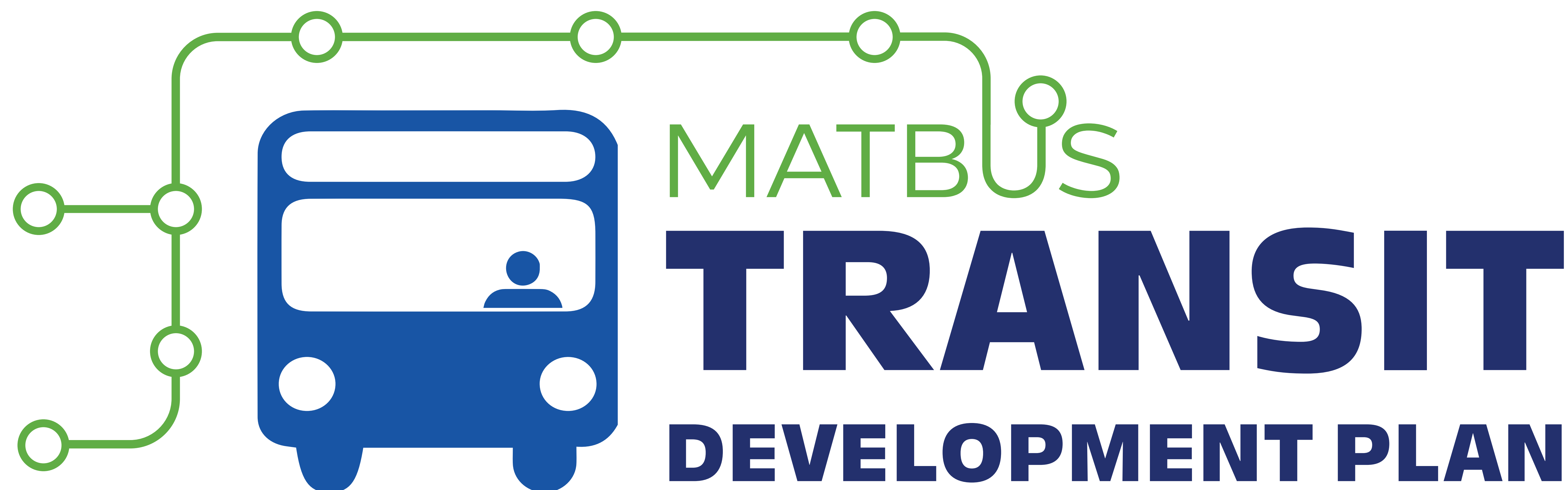
MetroCOG will consider every request for reasonable accommodation to provide:

- an accessible meeting facility or other accommodation for people with disabilities,
- language interpretation for people with limited English proficiency (LEP), and
- translations of written material necessary to access MATBUS programs and information.

Appropriate provisions will be considered when MetroCOG is notified at least 10 days prior to the meeting date or the date the written material translation is needed.

To request accommodation, contact MATBUS Mobility Manager, Title VI and ADA Coordinator, Shaun Crowell, at 701-746-5967. TTY users may use Relay North Dakota at 711 or 1 800-366-6888.

WELCOME



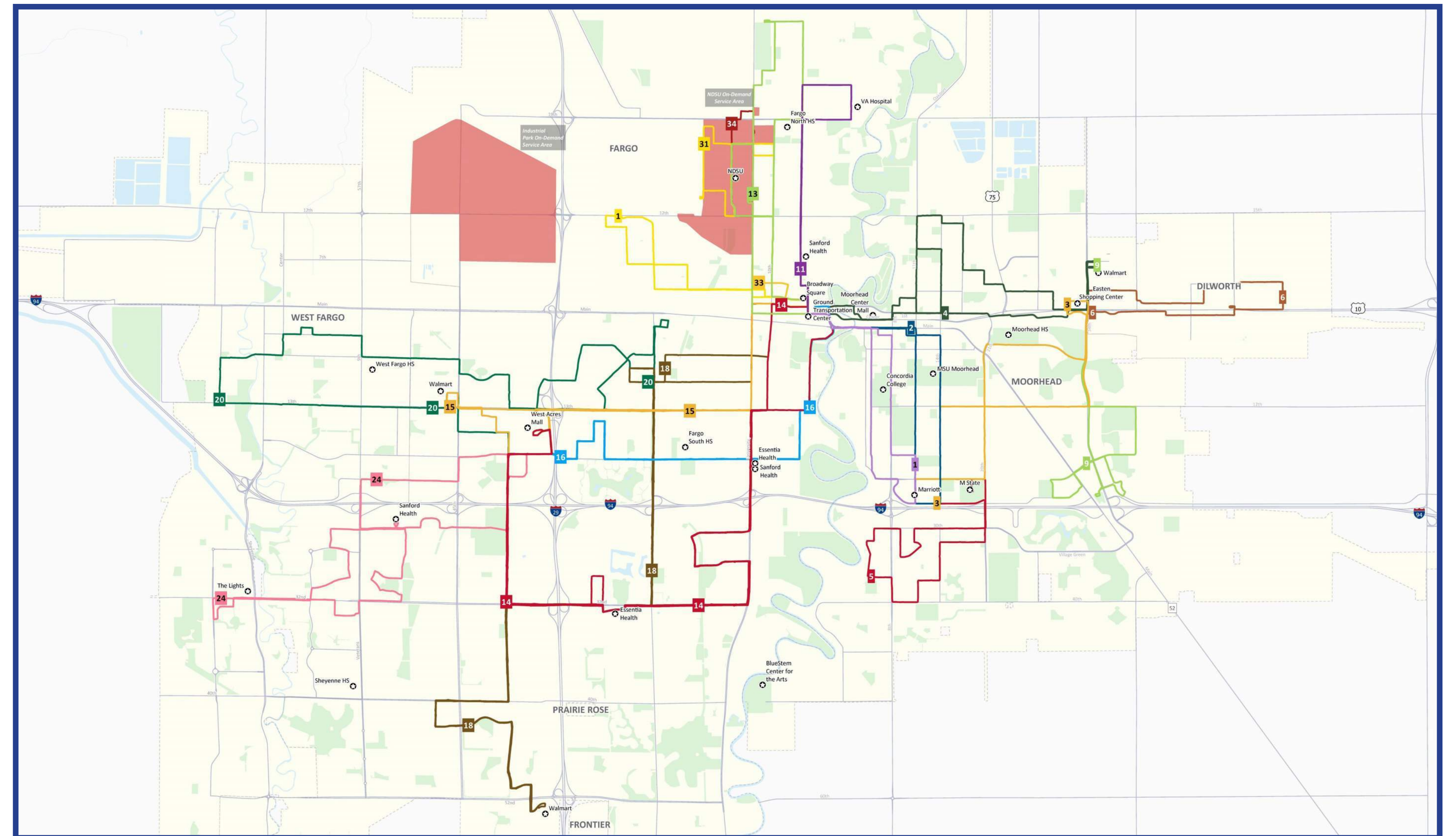
OPEN HOUSE

Project Overview



Transit Development Plan:

As the Fargo-Moorhead region experiences growth and development, the need for an efficient and sustainable transit system is increasingly important. Metro COG and MATBUS are working together to prepare a new Transit Development Plan (TDP) that will look at current transit needs and develop a forward-looking vision for regional transit. This project aims to create a robust and sustainable transit plan that better serves the community, improves connections, and supports economic growth.



Project Timeline:

Phase 1: Initial Engagement & Communication

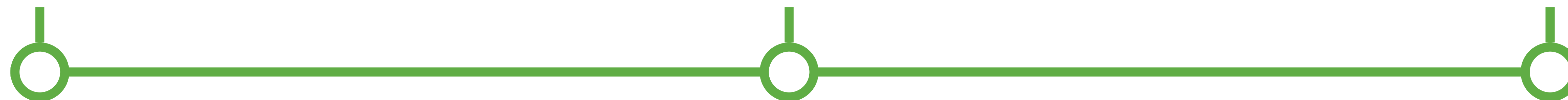
August - November 2024

Phase 2: Service Alternatives

December 2024 - April 2025

Phase 3: Implementation Strategies

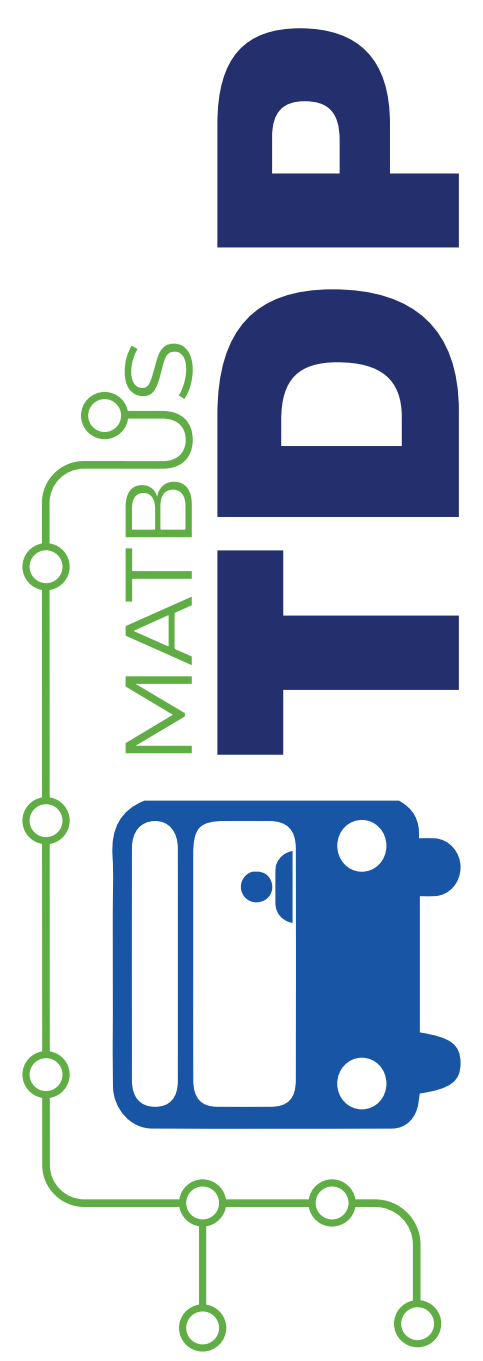
April - August 2025



To learn more about this project scan the QR code or visit: <https://arcg.is/150DPC>



Transit Use Questions



Answer each of the questions below by adding a voting dot to the area that reflects your answer. Respond to open-ended questions using post-it notes.

How often do you use public transit?

Daily

Weekly

Monthly

Occasionally

Which route(s) do you use?	
1	
2	
3	
5	
6	
9	
11	
13	
14	
15	
16	
17	
18	
20	
24	
31	
33	
34	
On Demand Fargo Industrial Park	
On Demand NDSU	
Paratransit	

What do you like about the current transit system?

What does the transit system need to change?

Transit Priorities

MATB

us

TDP

Currently service operates primarily between the hours of 6:15 AM to 10:15 PM, Monday through Friday, Saturday 7:15 AM to 10:15 PM. If we could extend the times that transit service operates, when would you extend service?

Earlier in the morning on weekdays (M-F)	Later at night on weekdays (M-F)	Extend Saturday Service	Add Sunday Service

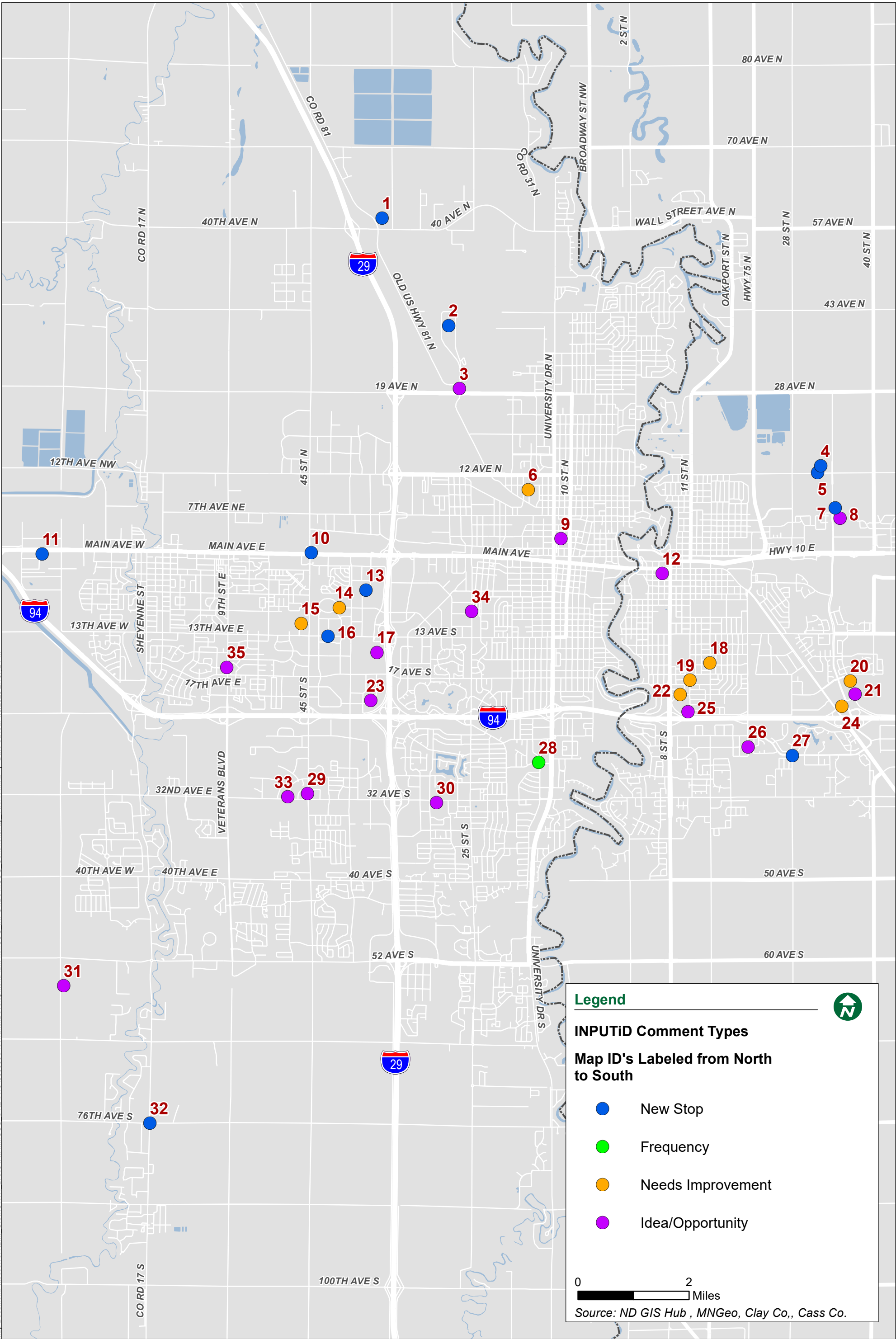
How far are you willing to walk to get to a bus stop?

Less than 1 block	2 blocks	3 blocks	4 blocks	5 blocks	6 blocks

Which of the following are most important to you? (place sticker by all that apply):

Benches	
Shelters	
Lighting	
Transit Information (route, schedule, map)	
Other (please specify using a post-it note and placing it below)	

Place “Other” post-its here!



Map ID 1  New Stop			
 2  0	DM - DeannaMillage@gmail.com	Existing Transit	10/9/2024
Amazon shuttle needed.			
Map ID 2  New Stop			
 4  0	DM - DeannaMillage@gmailcom	Existing Transit	10/9/2024
Need a shuttle bus to Hector Airport. Possible utilization of the On-Demand bus.			
 4  0	It's only 7 minutes from Hector to West Acres Mall and only 6 minutes to the Amazon facility.		10/9/2024
 4  0	Agreed, a connection from the airport to downtown would be amazing for the city and make transit very competitive.		10/17/2024
Map ID 3  Idea/Opportunity			
 1  0	Lisa Jenkins - agentj0@yahoo.com	Existing Transit	10/18/2024
NDSU Students want service along Dakota Drive. Commuters want service to the airport, which happens to have access via Dakota Drive. Students do need to fly, too. What about a shuttle that serves the students and the airport along this corridor?			
Map ID 4  New Stop			
 1  0	Andrew - aalmer@matbus.com	Existing Transit	12/9/2024
Need service to MHD Dept of Motor Vehicles.			
Map ID 5  New Stop			
 0  0	Stephen Larson - stephen.larson@claycountymn.gov	Existing Transit	9/9/2024
Clay County is opening a new DMV location that serves up to 300 people per day. We will also be opening a detox next door. Currently there is no bus stop there.			
Map ID 6  Needs Improvement			
 1  0	AA - aalmer@matbus.com	Existing Transit	10/9/2024
Fixed route service back to South NDSU			
 1  0	Dakota Dr. N needs coverage. Too far for people to walk to University		10/9/2024
 1  0	I agree with the other two comments. Matbus once served this area and service has unfortunately been cut. I have heard from many grad students that would love to have service reinstated.		10/17/2024
Map ID 7  New Stop			
 1  0	Richard Sewill - rsewill@gmail.com	Existing Transit	11/21/2024
I would like route 4 to stop near the Dilworth Aldi door. It would make shopping at Aldi easier for me.			
Map ID 8  Idea/Opportunity			
 1  0	DM - DeannaMillage@gmail.com	Existing Transit	10/9/2024
Route 3 should hub out of Walmart and omit 14th St. S. Walmart should have multiple routes to it and it would be easier for transfers.			

Map ID 9  Idea/Opportunity	
 1  0 Arsen Martyshchuk - arsen.martyshchuk@gmail.com	Existing Transit
You have to have collaboration with Transit App, this would definitely enhance some of your ridership	
Map ID 10  New Stop	
 1  0 . - .	Existing Transit
A west main route would be awesome. Currently have to walk from routes 15 or 20.	
Map ID 11  New Stop	
 0  0 Chelsea Levorsen - clevorsen@fargond.gov	Existing Transit
Service to the fair grounds during events would be nice. Maybe Ride FM?	
Map ID 12  Idea/Opportunity	
 0  0 AA - aalmer@matbus.com	Existing Transit
MOve Route to Main Ave	
Map ID 13  New Stop	
 8  0 Jeremy Traen - jtraen@sharehouse.org	Existing Transit
ShareHouse has an outpatient facility at this location with medication assisted treatment and other mental health and substance use disorder programming. These services are provided to many people who use public transportation living throughout the area. There is a public outcry for more services such as these. Public transportation going to said facility would lower barriers for accessing care, such as walking several blocks from an already existing bus stop to ShareHouse outpatient.	
 4  0	10/11/2024
This area and this location was serviced in the past by a free circular route. It would be nice to have a similar service back.	
Map ID 14  Needs Improvement	
 6  0 Jeremy Traen - jtraen	Existing Transit
There are no amenities at this stop. Rather, they shelter and all else is across the street to the southwest. Please add all amenities to this stop.	
Map ID 15  Needs Improvement	
 0  0 . - .	Existing Transit
This stop is usually the opposite of safe. I know it's Walmart but come on.....	
 2  0	12/6/2024
I do think better lighting at this stop could help.	
Map ID 16  New Stop	
 1  0 Lisa Jenkins - agentj0@yahoo.com	Existing Transit
Please add a stop here. It is a 4-way stop, and compliments the stop in front of TJ Maxx (good for customers returning from shopping there or at Aldi).	
 0  0	10/18/2024
Correction, it is a 4-way traffic light stop.	
Map ID 17  Idea/Opportunity	
 0  1 Andrew - aalmer@matbus.com	Existing Transit
Cut 15 going back to the mall after walmart in increase OTP.	
 0  0	10/18/2024
The return from Walmart helps people who want to transfer from Walmart shopping to other points south.	
Map ID 18  Needs Improvement	
 0  0 AA - aalmer@matbus.com	Existing Transit
Too much double coverage	

Map ID 19  Needs Improvement		
 0  0 AA - aalmer@matbus.com	Existing Transit	10/9/2024
Too much double coverage		
Map ID 20  Needs Improvement		
 4  0 taylor billings - td.billings@gmail.com	Existing Transit	11/9/2024
It takes 40+ minutes to get from here to downtown Moorhead and longer to GTC. There are hundreds of apartment units here and a whole subdivision of houses. Better service from here to places besides what's on route 9 would be great.		
Map ID 21  Idea/Opportunity		
 1  0 Leon - Lsnellj@mnstate.edu	Existing Transit	11/25/2024
Route direct from here to MSUM please!		
Map ID 22  Needs Improvement		
 0  0 Andrew Almer - aalmer@matbus.com	Existing Transit	10/9/2024
Move Route one to use 24th ave on its way to the marriott.		
Map ID 23  Idea/Opportunity		
 0  0 aa - aalmer@matbus.com	Existing Transit	10/9/2024
Move 24 to 19th Ave S for a safer entry onto 42nd St S. and to avoid narrow road way on 18th ave in the winter.		
Map ID 24  Needs Improvement		
 0  0 aa - aalmer@matbus.com	Existing Transit	10/9/2024
On request only		
Map ID 25  Idea/Opportunity		
 1  0 Spencer McCombs - spencer.mccombs@moorheadmn.gov	Existing Transit	12/6/2024
Create a shuttle service between the Marriott stop and West Acres. This would improve network connectivity and reduce travel times by avoiding transfers at the downtown GTC.		
Map ID 26  Idea/Opportunity		
 1  0 M D - mdoll@moorheadschoools.org	Existing Transit	12/9/2024
A route that connects #5 to #9 or something that runs through Village Green.		
Map ID 27  New Stop		
 0  0 josh k - tamborambo242@gmai.com	Existing Transit	12/6/2024
Will there be any future service in this part of town?		
Map ID 28  Frequency		
 0  1 Jesse Toldness - toldness@gmail.com	Existing Transit	10/8/2024
The half-hourly route 14 serves areas not served by any other route and is critical for my lifestyle.		
Map ID 29  Idea/Opportunity		
 2  0 Lisa Jenkins - agentj0@yahoo.com	Existing Transit	10/18/2024
45th Street no longer served. This road needs service. Perhaps connect West Acres to south side Walmart via this corridor.		
Map ID 30  Idea/Opportunity		
 1  0 Riley Lass - rlass18@gmail.com	Existing Transit	10/25/2024
Have one of these routes operate a more circular east-West route that hubs to West acres instead of going all the way downtown. Downtown Access could be a transfer on university or West acres		

Map ID 31  Idea/Opportunity	
 0  0 Nicole Crutchfield - ncrutchfield@FargoND.gov	Existing Transit 9/9/2024
New highschool?	
Map ID 32  New Stop	
 0  0 Zachary Taylor - zpt008@gmail.com	Existing Transit 10/17/2024
Due to Horace's rapid growth, it might make sense to study the feasibility of adding a new route that connects to West Acres or beyond.	
Map ID 33  Idea/Opportunity	
 0  0 Kyle McCamy - kjmccamy@hotmail.com	Existing Transit 1/3/2025
Gap between 42nd St. S. and 51st St. S. along 32nd Ave. S. should get connected.	
Map ID 34  Idea/Opportunity	
 0  0 Kyle McCamy - kjmccamy@hotmail.com	Existing Transit 1/3/2025
18 is primarily a N/S route south of here and 20 is primarily an E/W route west of here. 18 could continue north up 25th St. S. to NDSU while 20 could continue into the Jefferson/Carl Ben neighborhood that 18 currently heads east to serve.	
Map ID 35  Idea/Opportunity	
 0  0 Kyle McCamy - kjmccamy@hotmail.com	Existing Transit 1/3/2025
West Fargo south and north of the freeway should connect via 9th St. E./Veterans without having to route through West Acres.	



To: West Fargo City Commission
From: Aaron Nelson, Planning Director

Date: March 3, 2025

Subject: MATBUS Transit Development Plan Project Update

Action: Informational item, no action requested

Commission President

Bernie Dardis

Primary Portfolio:

Administrative Services

Secondary Portfolio:

Police & Fire

Commission Vice President

Brad Olson

Primary Portfolio:

Police & Fire

Secondary Portfolio:

Street, Water & Sewer

Commissioner

Roben Anderson

Primary Portfolio:

Community &
Development Services

Secondary Portfolio:

Administrative Services

Commissioner

Rory Jorgenson

Primary Portfolio:

Sanitation

Secondary Portfolio:

Community &
Development Services

Commissioner

Amy Zundel

Primary Portfolio:

Street, Water & Sewer

Secondary Portfolio:

Sanitation

City Administrator

Dustin T. Scott

Summary and Recommendation:

MATBUS and the FM Metropolitan Council of Governments (Metro COG) are currently in the process of updating the MATBUS Transit Development Plan (TDP) through their project consultant, Bolton & Menk. The TDP is a federally-required transit plan that will guide transit services over the next five years. The planning process involves analysis of existing conditions and challenges, ridership data, costs and funding sources, public and stakeholder input, and other relevant inputs in order to develop policy and transit service recommendations.

Based on analysis of these inputs to-date, the project team has developed two conceptual service scenarios for how MATBUS fixed route service could be provided in the future. At this time, the project team is soliciting additional public and stakeholder input on these two concepts.

To this end, Blue Weber, a representative of the project consultant team will attend the March 3, 2025 City Commission meeting to provide Commissioners with a project update and information on how members of the community can provide input into the study.

This is an informational item and no action is requested.

Policy Analysis:

While transit is not a focal topic of the West Fargo 2.0 Comprehensive Plan, the plan does include a recommendation to enhance transit access to Fargo, due to the existing commuting patterns between the two cities.

Financial Analysis:

The City of West Fargo contracts with the City of Fargo/MATBUS for transit services via an annual mass transit agreement. Total transit costs are based on ridership numbers and the level of transit service

that operates within the City of West Fargo. As such, any changes to transit service within the City of West Fargo that result from the TDP will impact transit costs for the City. While costs are based on actual ridership numbers, costs for 2025 are estimated to be \$387,786.90 based on anticipated ridership levels in West Fargo throughout the 2025 calendar year.

Process/Timeline:

The Transit Development Plan update process is taking place in three phases with a timeline as follows:

- Phase 1: Initial Engagement & Communication
 - August 2024 – November 2024
 - Data analysis and identification of key issues and transit barriers
- Phase 2: Service Alternatives
 - December 2024 – April 2025
 - Development of service alternatives and solicitation of feedback
- Phase 3: Implementation Strategies
 - April 2025 – August 2025
 - Finalization and presentation of implementation strategies and plan recommendations

Additional information about the project and public input survey can be found at the project website:

<https://www.fmmetrocog.org/projects-rfps/2026-2030-transit-development-plan>.

Additionally, MATBUS and Metro COG will host a public open house on Friday, March 7, from 3:00 to 6:00 PM at the Carlson Library in Fargo (2801 32nd Ave S, Fargo, ND).

Transit Development Plan



PROJECT OVERVIEW

As the Fargo-Moorhead region experiences growth and development, the need for an efficient and sustainable transit system is increasingly important. Metro COG and MATBUS are working together to prepare a new **Transit Development Plan (TDP)** that will look at current transit needs and develop a forward-looking vision for regional transit. This project aims to create a robust and sustainable transit plan that better serves the community, improves connections, and supports economic growth.

WE NEED YOUR INPUT!

Over the past few months, the project team has gathered information about existing MATBUS transit services, collected feedback from the community through an online survey, and had discussions with Metro COG and MATBUS staff. Using what we have learned through this process, two **conceptual service scenarios** have been developed for how MATBUS fixed route service *could* be provided in the future.

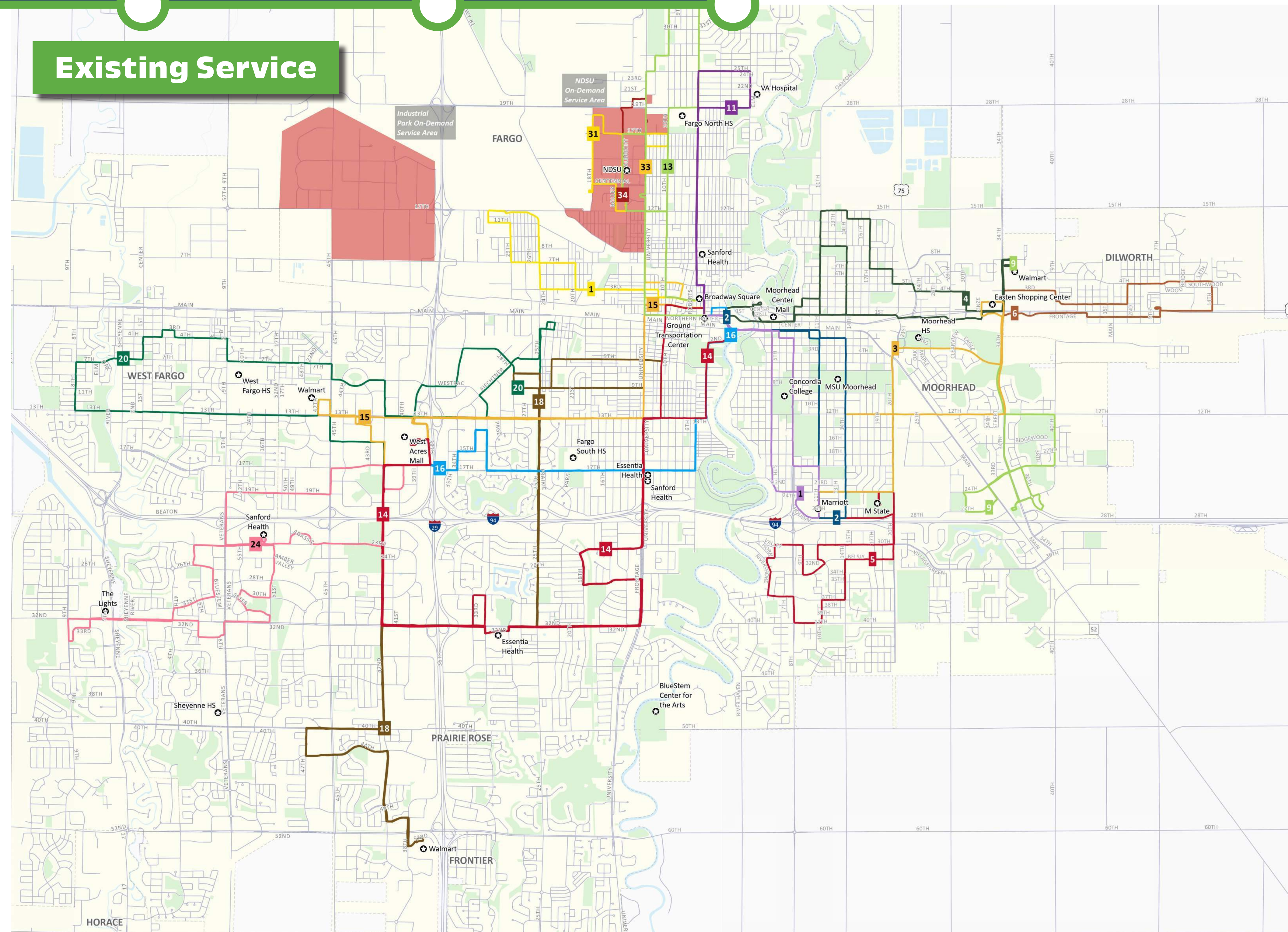
Please note that the two scenarios are conceptual and are intended primarily to get input on your priorities. The preferred service plan resulting from this plan will likely contain a combination of concepts presented in both scenarios *based on your input!*

JOIN US FOR AN OPEN HOUSE

Friday, March 7th, 2025

3:00 - 6:00 p.m.
Carlson Library
2801 32nd Avenue South, Fargo, ND 58103

Accessible via MATBUS Routes 14, 18



PROJECT TIMELINE:

Phase 1: Initial Engagement & Communication

August - November 2024

Phase 2: Service Alternatives

December 2024 - April 2025

Phase 3: Implementation Strategies

April - August 2025

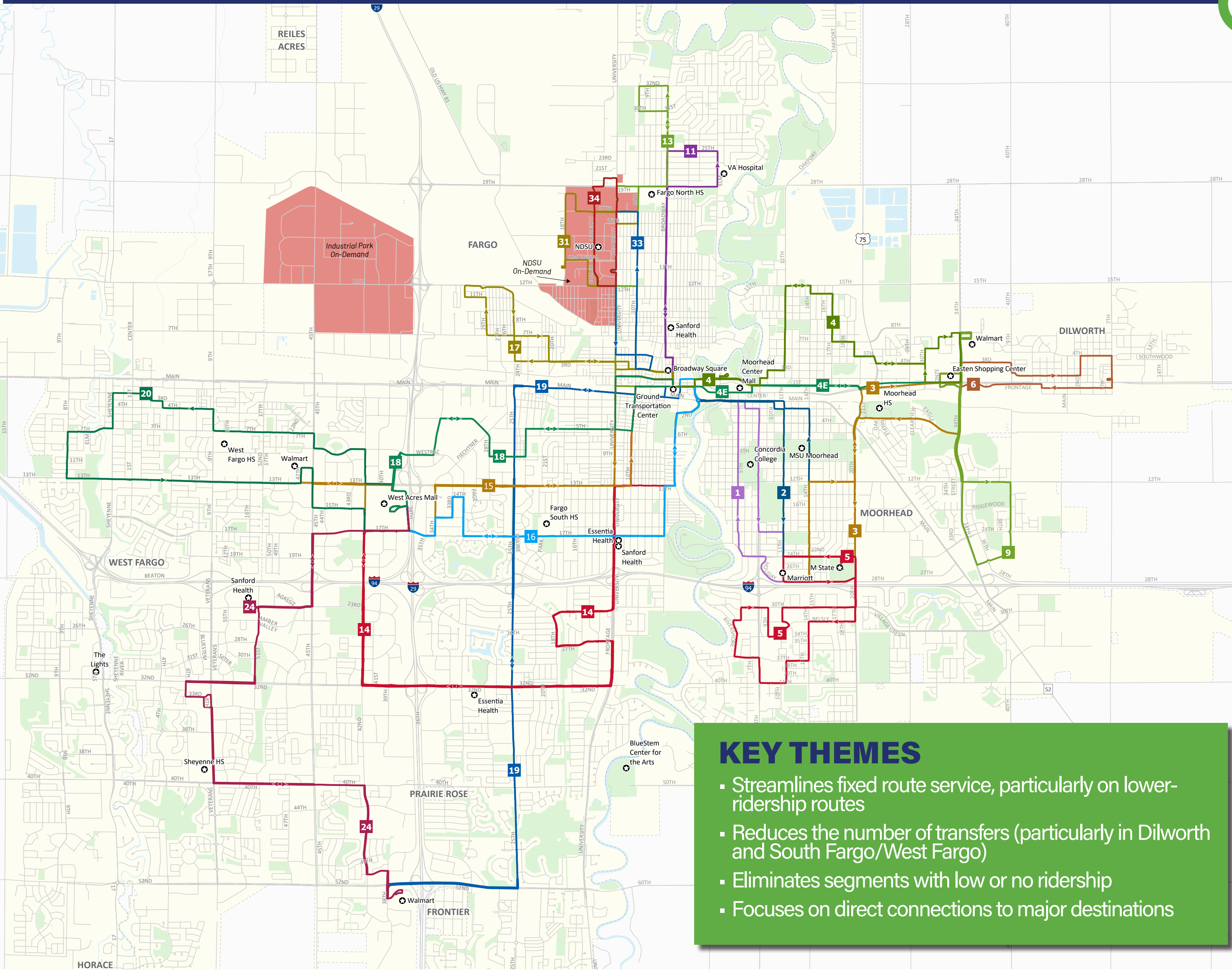
VISIT THE PROJECT WEBSITE!

Compare each scenario to existing services and share your thoughts in the online survey by scanning the QR code



Scenario 1

This scenario **streamlines fixed route services** and includes route changes that **focus on generating more ridership**. This means that some areas with low or no ridership will see reduced or eliminated service.



MAJOR CHANGES

- Route 6 and Route 9 would be connected to a new express route (4E) in Moorhead offering service to the GTC without transferring
 - Route 4E would operate every 30 minutes on weekdays and Saturdays
- A local Route 4 would serve the Clay County Service Center and other portions of existing Route 4
 - This route would operate every 60 minutes on weekdays and Saturdays
- Route 14 and Route 15 would be streamlined to offer faster, more direct service to major destinations
- Route 18, Route 20, and Route 24 would be modified to focus service just on major destinations and be connected offering service to the GTC without transferring
- A new Route 19 offering service to south Fargo and faster service to the Walmart on 52nd Avenue S.
 - This route would operate every 60 minutes on weekdays and Saturdays
- Route 13 would be modified to operate in both directions on Broadway north of 19th Avenue N

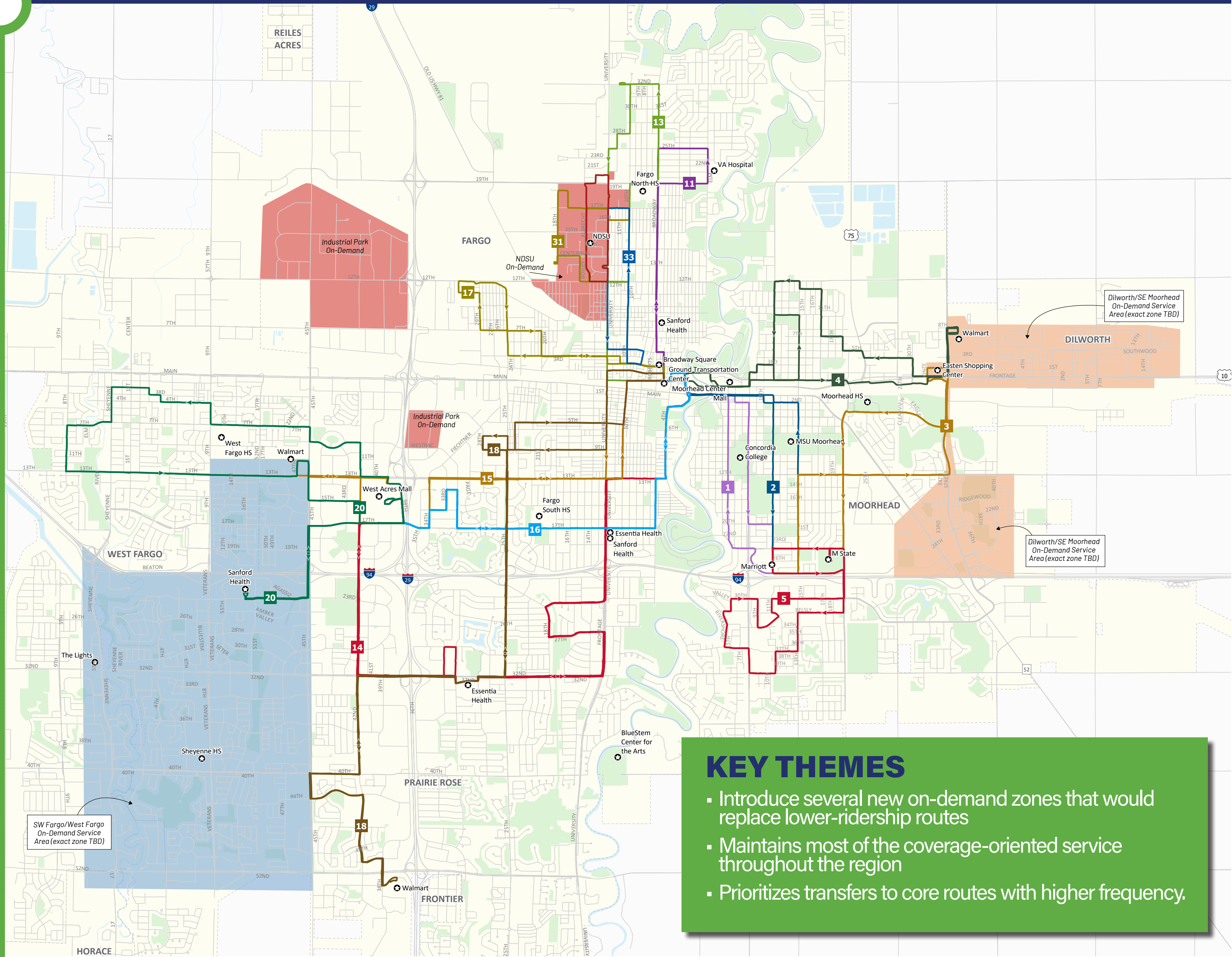
VISIT THE PROJECT WEBSITE!

Compare each scenario to existing services and share your thoughts in the online survey by scanning the QR code



Scenario 2

This scenario **maintains much of the same network** throughout the region and introduces several **new on-demand zones** to expand geographic coverage.



MAJOR CHANGES

- A new on-demand zone in SW Fargo/West Fargo would replace the existing Route 24
- Route 20 serving West Fargo would be restructured to provide fixed route service connecting Sanford Health to West Acres
- A new on-demand zone would replace Route 6 in Dilworth and Route 9 in Moorhead
- Route 15 would be streamlined to offer faster, more direct service to West Acres
- Route 18 would be streamlined to improve on-time performance
- The existing on-demand service to the Fargo Industrial Park would provide service to the Cass County Jail

WHAT IS AN ON-DEMAND ZONE?

On-demand service is similar to MATBUS paratransit but offers same-day, on-demand trips requested through a smartphone app, similar to Uber and Lyft. MATBUS currently operates two on-demand zones: 1) in the Fargo Industrial Park and 2) on the NDSU campus (weeknight evenings only). On-demand service works best for:

- Offering more coverage in low-density areas
- Serving riders who prefer not to walk due to uncomfortable weather
- Providing options for passengers who have limited mobility

Service Scenarios Summary

Overall, how does the existing MATBUS service work for you?	Responses
Reasons, comments and ideas (please specify)	11
The existing service does not work well	9
The existing service sometimes does not work well	11
The existing service sometimes works well	27
The existing service works well	18

Overall, what do you think about Scenario 1?	Responses
Reasons, comments and ideas (please specify)	11
I don't think you should make these changes	19
I'm not sure but I think this might be bad	4
I'm not sure but I think this might be good	12
I think these are good changes	25

Overall, what do you think about Scenario 2?	Responses
Reasons, comments and ideas (please specify)	11
I don't think you should make these changes	19
I'm not sure but I think this might be bad	12
I'm not sure but I think this might be good	12
I think these are good changes	15

	Scenario 1	Scenario 2
I don't think you should make these changes	32%	33%
I'm not sure but I think this might be bad	7%	21%
I'm not sure but I think this might be good	20%	21%
I think these are good changes	42%	26%

If more funding, vehicles, and operators can be secured, MATBUS would like to expand transit service in the Fargo/Moorhead region to meet current and future demand (ranked 1- Average 10)	Ranking
Sunday service	9.82
Earlier or later service hours on Saturdays	9.23
Earlier or later service hours on weekdays	9.00
Additional service in West Fargo (fixed route or on-demand)	8.83
More frequent fixed route service on weekdays	8.32
More frequent fixed route service on Saturdays	7.43
New direct service between Moorhead and West Acres area	6.81
Better bus stop amenities	5.53
New service in Horace (fixed route or on-demand)	5.16
Better information about how to use the bus	4.66

How long have you been riding MATBUS?	Responses
More than 5 years	24
Between 1-5 years	18
Less than 1 year	6
I have never ridden MATBUS	4
Other (please specify)	10

Zip Code	Count	City	State
56560	10	Moorhead	MN

	58103	15	Fargo	ND
	58104	6	Fargo	ND
	56529	1	Dilworth	MN
	58102	3	Fargo	ND
	58078	3	West Fargo	ND

What is your age?	Responses
18-24	9
25-34	19
35-44	17
55-64	6
65+	6

What is your total household income (before taxes)?	Responses
Under \$15,000	13
\$15,000-\$24,999	11
\$25,000-\$34,999	6
\$35,000-\$49,999	7
\$50,000-\$74,999	10
\$75,000 or more	13

Are you?	Responses
Employed full-time	35
Employed part-time	6
Retired	8
Visitor	1
Other (please specify)	10

Do you have regular access to a motor vehicle?	Responses
Yes, but with some inconvenience to others	11
Yes	22
No	29

Which do you consider yourself (please mark all that apply)	Responses
Caucasian/White	51
Asian	2
Prefer not to say	4

Existing Service - Open Ended Questions

Do you have general comments about the existing MATBUS routes or other transit services in the Fargo/Moorhead region? What do you like and what do you not like?	Likes	Dislikes	Wants
There is no current or planned route to get to the Moorhead DMV for people to obtain identification. There is also no current or planned route to MB Johnson Park, Crystal Sugar, or the Oakport area which is the city of Moorhead. MB Johnson Park has a grove of fruit trees planted that the ripe fruits will be free to the public. Passengers of the MATBUS system are some of the most low income members of our community and most in need of this source of produce.			access to destinations, equity
Personally I think it would be helpful to have a route to the airport and to extend service hours especially since the airport runs well outside of regular operating hours and the train is nocturnal			airport service, expanded service hours
Transferring is easy but busses being late is still a big problem	easy transfers	late busses	
Service should be expanded. More paratransit. Times are not available.			service expansion, more paratransit
I like that it allows me to get to the majority of places I need to go. I don't like how there is no Sunday service, and there is no way to get to Moorhead other than through one transfer point downtown.	network coverage	forced transfers	Sunday service
They service only the old sections of town, need to have service to the new and expanding sections of town too.			network coverage
I wish the bus would go out to the fair during the fair time that would be awesome and run on sundays like in major city's			Sunday service, service to special events
like the live tracker don't like that it does not run on Sunday	live tracker		Sunday service
It's great there there is a public transportation service in the area, but it lacks a lot of coverage in the area. Even in recent years, they have cut out stops and legs of routes, making it more difficult to access parts of the area. The online bus tracker is very useful.	live tracker	network coverage	
Service ends too early.		short service hours	
No easy way to get from Moorhead State to Fargo/West Fargo without numerous transfers and excessive time spent		forced transfers	
I dislike that there are no routes on Sundays, as people still work on Sundays, and I am willing to bet that you've either got people that would work those days or you could entice them with upped pay for Sundays. I do like that the bus is usually on tome. Usually.	on-time performance		Sunday service
Inconvenient routes, length of time to travel to key destinations (shopping areas, colleges), safety and cleanliness at transfer points		inconvenient routes, travel times,	safety, cleanliness
Some drivers being slow on routes.		travel times	
I would like to see Mat bus run on Sundays.			Sunday service
I like that the busses are now timed better to meet up, and the drivers wait so people can switch busses if one is slightly late.	easy transfers		
I like the fact I can get to and from work easily if needed. I don't like the fact I'm stuck waiting for about an hour or so for some routes	network coverage	frequency	
good in that it covers much of FM/ bad that it is often late.	network coverage	on-time performance	
Time table scheduling. Late/early drivers make it difficult to navigate the transit system		timing transfers	
Good service..make the map in the app or better. Should have current location on map option for traveller to know where is he on route and when will his stop arrive			better app

Leave 14 alone--the 15 minute to downtown and 30 minutes to WA works well--keep the one seat side and 30 minute service; eliminate the circle around the apartments--not enough ridership; from essentia turn 14 onto 32nd and onto WA; Keep 15 the way it is--it is our shopping bus--keep stops at Target and TJ maxx mall--the one seat ride on 15 from downtown to Walmart and back to downtown perfect one-seat ride; Midtown market (14) need bus shelter on south side of street; route 18 too long and needs to be shortened--its a 3 hour trip out to Walmart, wait and back to beginning; eliminate the Link--waste of money; eliminate sunday paratransit since fixed route not run on sunday; eliminate 17--low ridership and too many buses on north side. Keep route 16--the new Lashowicz Highrise is being built on old site and will house over 100 apartments for low income people;	Routes 14, 15, and 16	shorter route 18, eliminate the Link, eliminate Sunday paratransit, eliminate 17
I wish MATBUS services were expanded to include Sunday service and a route added along Main Avenue, for starters. Additionally, more reliability would be appreciated.		Sunday service, more reliability, route along Main
More service connections in south metro and across the south metro (ex: getting from south Moorhead to south Fargo or south West Fargo you have to go north first then south again, inefficient). Consider the new Target location opening in March 2026 in the NE corner of 52nd Ave S/I-29 frontage road, plus the Walmart and Aldi locations there would be a key destination.		coverage in south metro
Some routes are overly complicated while not providing much additional service. Current network lacks a north/south connection on the west end of the metro, a service area that I use more frequently.	overly complicated routes	more frequency
half hour service times make it necessary to plan ahead. Increased service times would make me more likely to use transit more often.		more frequency
i do not use matbus because it takes too long to get anywhere	travel times	
It takes too long to get places, I live in South Moorhead, and work downtown so it is faster to drive v. riding the bus	travel times	
The only issues I've had are routes that only run once an hour - this is simply not often enough.	frequency	
Too many dark areas, usually have to bring bike to get to final deatinations	access to destinations	
Scenario of one sounds like a great idea with 4E for no transfers in Morehead to GTC but then also scenario 2 sounds great with expanding to On Demand services and eliminating unpopular route areas. I think if there could be like a combination of the two for the streamlining and eliminating areas of less service and eliminating some transfers and making the trip to GTC quicker and easier would be a great idea.		combine scenario 1 and 2
Busses need to run more frequently. Busses need to run on Sundays. Busses should run until midnight.		frequency, Sunday service, longer servie hours
N/A		
Doesn't get where I need to go fast enough	travel times	
I like the one seat rides on 14,15, 4. 4 goes to Clay County 4 times--to much! Route 4 will have new apartments Fairmont Flats--how to accommodate? There is a bus shelter behind in front of Riverview, enough? how to accommodate going to Walmart, Target? Also Churches United too congested. Parkview only served by 4 going to GTC--can it be served going out and coming in? Many walkers and carts at this location. new buses are fantastic with the ramps.	14, 15, 4. new buses with ramps	service to Walmart, Target, more service to Parkview
transit service sucks and needs to more stable and reliable. No more taking service from fixed route to run NDSU shuttles. Route 4 needs to stay the same; eliminate going to Cass County 4 times; what are plans to address the senior apartments, the Fairmont Flats? already with riders from Riverview an especially Park View, the bus cannot accommodate more passengers with walkers, carts, etc. I think you will lose ridership if you change 4 too much; start earlier in morning--about 1/2 hour; this on depand service is pathetic; these municipalities deserve better service i.e. fixed routes	Route 4	NDSU shuttle, on-demand
Getting to where I need to go has been smooth so far, but I wish I didn't have to walk 15 minutes to a bus stop. I also wish there was service for riding on Sundays and more visibility on bus windows that are currently covered with ads.		access to destinations
Please consider how routes connect to major employers and the type of utilization per route as they provide critical access to work. This is particularly important during the response and recovery phases of a disaster. Notably for economic recovery for our greater community.		routes that serve major employers
I like the coverage, but I wish I didn't have to transfer so many times.	network coverage	transfers

Scenario 1 - Open Ended Questions

Do you have general comments about Scenario 1 or other transit service improvements you think we have not considered? What do you like and what do you not like?	Opinion on scenario	Reason for opinion	Wants
In Scenario 1, you are creating an environment that will isolated those that are slightly isolated even further.	Change is bad	Network coverage	
Add service to the airport.			access to airport
I like the added routes and streamline to the gtc from Walmart in Moorhead	Change is good	Access to destinations	
If you make these changes, I will no longer be able to get to my workplace (I live and work on the current Route 18 - workplace is near Swanson's Health, and I have to walk another 1/3 mile to get to/from work from there). I also nearly every week go to Aldi and Walmart for my groceries (after work). These changes would make it difficult since the bus would no longer be available to me from my workplace. I shouldn't have to quit my job just because you don't offer service to get me there, and I can't afford to take a taxi every day to and from work.	change is bad	Network coverage, access to destinations	
See comments on 3.			
Sunday service and service to the fairgrounds around the fair			Sunday service, fair service
I can't tell what's being changed	Changes unclear		
Maintaining scheduled service in Dilworth (Routes 6 and 9) is key to my using the transit system. Route 4E would greatly improve access to GTC. In addition, Route 19 would provide access to underserved areas in Fargo.	Change is good	Network coverage, equity	
Eliminating services wouldn't be fair to the population that lives in the areas where they may depend on the services to transportation.	Change is bad	Network coverage	
Gotta have the smaller routes so people can get on the other ones. Having more that go to the mall is useless without being able to get to that route.	Change is bad	Network coverage	
Yes, as stated above, reducing routes is the exact opposite of what you guys should do	Change is bad	Network coverage	
I like how it keeps the network much the same, so people can easily transition to the new routes.	Change is good	not a big change	
Not really. Just as long as I can still get to/from Scheels Arena, to/from Newman Outdoor Field, or in some instances... to/from the pharmacy, that's all I care	Indifferent	Access to destinations	
* Bi-directional service is easier to use/understand compared to loops.	Change is good		bi-directional service
Most areas are reasonable covered. Not sure how the main streets (25 st and 52 ave) will be dealt with. that could make a huge difference in how this works	Change is good	Network coverage	
At least one route should have a 5-7 minute headway			Frequency
As city developed and more people move in we will have ridership. Need to encourage people to chuck cars and take public transport.. make some days or events like no car day, no to road polution, family bus ride day etc			Programming, expanded service for developing areas
Transit is poorly managed and not seen as a priority with City Commission; Bommelman is a poor and unskilled director unlike VanBeek. Transit is not adequately funded--not where or what it should be after all these years; need bus shelters at Hornbachers on University and 32nd; still no limited sunday service after 20 years of asking for it; there are "policies" but they are not followed by drivers i.e. strollers blocking or narrowing aisle; NDSU shuttle need to be eliminated; they are a barrier to matbus expansion; on-demand is ok for industrial park but would never work for any fixed route service; dilworth and west fargo are growing municipalities and should receive fixed route service	change is bad	On-demand	expanded service for developing areas
Service needs to be expanded, not streamlined. Lobby the city and state government(s) for increased funding.	change is bad		Expand route coverage
Amenity access from housing areas to (daycares, food sources, job centers) is lacking	change is bad	Route/destination access	
The southern route 24/18 is a good change to make the route more convenient to use. Still lacks a north/south route in West Fargo but this is understandable due to lack of ridership,	change is good	Network coverage	
I like the idea of the route 4 express to increase connectivity between hubs, but don't appreciate that it comes at the expense of service frequency to north Moorhead. Additionally, would Route 4E eliminate stops along 1st ave N in favor of connecting the hubs? This could be a negative for businesses (Junkyard, Sol Ave) and residents (apartments along 1st Ave N) along that stretch. I don't believe going from half-hourly service to hourly service on Route 4 will improve ridership.	mixed opinions	Route/destination access, frequency	
no north/south route option in west fargo to connect seniors with grocery store options			North-south routes
This areas of change do not affect me and where I live/work	Indifferent		
I take route 18 from Osgood then route 13 to NDSU for work. It's unclear to me if the changes mean I'll need to take THREE busses instead of two. It's tricky enough timing things to make sure I get a route that runs once an hour. Adding another transfer makes it even harder. I also use route 18 to get from home to my doctor on 32nd Ave. Right now, that's a direct trip. The changes would make me transfer.	Change is bad	Changes unclear, route efficiency	
Not sure how adding 10 blocks onto route 15 streamlines it, the drivers can't keep on schedule as it is. Route 4 will add 30 minutes to all people who transfer at the courthouse, this would be onerous for all the people coming and going from the 3 senior housing centers and senior meals at the Hjemkomst center.	Change is bad	travel times, route efficiency	
Sounds great overall	Change is good		
20 being a loop makes it really difficult to use efficiently.			Route efficiency, bi directional service
ok for industrial park--not for Dilworth and West Fargo--get rid of college shuttle bus service--not part of Matbus and let NDSU do their own transit service. NDSU should be using valley bus, red river trails, andersons or state vehicles	mixed opinions	on-demand should be limited	get rid of NDSU shuttle

don't leave municipalities with that stupid on demand service; these people pay taxes and deserve fixed route service; this on demand leaves a person if and when the bus will show up; the new bus parking arrangement is dumb; leave as is	Change is bad	On-demand
Consider the type of rider utilization to the routes that will be impacted and determine if this will impact critical needs for employment and access to essentials.	Neutral	Access to destinations
I like the more connected routes.	change is good	route connections

Scenario 2 - Open Ended Questions

Do you have general comments about Scenario 2 or other transit service improvements you think we have not considered? What do you like and what do you not like?	Opinion on scenario	Reason for opinion	Wants
Scenario 2 seems like a better option because it is still providing service to the isolated areas without the expense of running a fixed route on a regular schedule that may be used as frequently. In this option on demand areas could be added for the DMV/ball fields in North Moorhead and MB Johnson park/Oakport area.	Change is good	on-demand	network coverage
The on demand would make it so I would have to ride the 4 downtown to get home instead of taking the 9 to target which is a much longer commute	Change is bad	network coverage, transfers	
I like the on demand zones	Change is good	on-demand	
I like the On Demand zone around 45th Street. The current bus service to that area is very inconvenient for me, but perhaps an On Demand service would allow me to actually travel to that area again.	change is good	on-demand	network coverage
AGAIN the Southwest Quadrant is completely ignored! At least with Scenario 1 the entire southwest quadrant would only have to walk a few miles to hook up with an added route.	change is bad	network coverage	southwest quadrant service
Not a good idea to get rid of 24 a lot of ppl rely on that bus to get to work	change is bad	network coverage	
looks like good ideas, but how much is gonna cost us the riders, and General public that do not use bus at all	mixed opinions	cost	
Scheduled bus services are the reason it's possible for me to forego using a car. Eliminating Routes 6 and 9 in Dilworth would make that less practical in this lower-income community where some residents don't have that many options already.	change is bad	network coverage	equity
It might not be bad, but if people have an existing mat bus pass they shouldn't be charged additional if their routes are transitioned to the "on demand" type of route.	mixed opinions		free on-demand for MATBUS pass holders
This is going to be a logistics nightmare in the winter.	change is bad	operations	
Yeah, it's a bad idea if you cut out other routes to accommodate for it.	change is bad	network coverage	
It seems that these are radical changes, and people in the on-demand areas will most likely migrate to taxi or uber/lyft. Having more service to Walmart is good, but are the people down there really needing more bus service?	mixed opinions	access to destinations	
I'm more concerned about the wait time, especially if I have an appointment or I need to be somewhere at a specific time	change is bad	wait times	
* Consider how Route 6 and 9 resources could be reallocated to other routes within Moorhead to improve frequency.			service reallocation
ON demand doesn't work now with only 2 small areas that is no way this will work.	change is bad	on-demand	
There's no development of transit with the coverage scenario	neutral	doesn't do enough	
This looks better..on demand is needed	change is good	on-demand	
Moorhead 4 needs help Fairmont Flats will have approx 100 units for senior; already too much congestion in passengers from Churches United, Fairview and Parkview--plus riders going out to Walmart and coming back; NO ROOM!! too many walkers, carts and occasionally a BIG dog; Also, won't Fairmont Flats need a bus shelter going east (across the road)? with Fairmont Flats being in front of Riverview--there is one bus shelter going downtown--enough room on bus for walkers, carts, etc? Unnecessary services I would like to see eliminated are Sunday paratransit, the Link and Route 17. a 60 minute route is too long--keep 1/2 hour out and 1/2 hour in. I would like to have a Security Guard on the bus to make sure everyone pays to ride, and these ugly exposures, assaults and disrespectful behavior does not occur.	negative opinion of transit system overall		suggestions for service cuts, frequency
I find it preferable to Scenario 1 as it is less disruptive. I can see why people in Dilworth might prefer scenario 1, but the bulk of the metro population lives in Fargo, West Fargo, and Moorhead. Scenario 2 gives something that can be built upon.	change is good	productivity	
The increase in on-demand zones seems like a good idea but only if the times are conducive to most riders.	change is good	on-demand	short wait times
need north/south connection in West Fargo			routes north/south in West Fargo
I like the idea of getting places quicker and via a more streamlined route	change is good	service efficiency	
This is a much less drastic change that maintains current services that are working well while opening up more areas for public transit.	change is good	service efficiency	
I think doing kind of a combination of both scenario 1 and scenario 2 would be ideal for streamlining and eliminating some of the lower service areas and expanding the on-demand area and making faster transportation to GTC would be great	combine both scenarios		
On-demand service is a band-aid on a bullet wound. It will not be able to meet the needs of a growing metro area.	neutral	doesn't do enough	
eliminate the NDSU shuttles that are NOT part of Matbus. Eliminate the loop around those apartments on Route 14 on the way out. Keep the one seat ride on 14 and 15. 15 is the "shopping" bus and needs to be kept the same, going to WA, Target, TJ Maxx.			suggested service changes, get rid of NDSU shuttle, access to destinations
Need to eliminate the Link--ridership doesn't merit to keep running it.. when does fixed route get some limited Sunday service? Eliminate Sunday paratransit service if you aren't going to run fixed route Sunday. Fixed route can be started with approx 14, 13, 2 route 15s for starters; on demand may be ok for industrial park and NDSU but NOT what is now fixed routes; need to totally eliminate the NDSU shuttles because they become a conflict of interest for Matbus;			get rid of NDSU shuttle and Link, add Sunday service
I'd like to see a combination of the two scenarios.	combine both scenarios		

General Open Ended Questions

If you would like to provide more specific feedback on the items listed above, please let us know below.	Theme 1	Theme 2	Theme 3
Please add Sunday routes if you can	Sunday service		
more paratransit	paratransit		
I wish Saturday service on Route 15 was more like weekday service. Traffic in that area on Saturday makes Route 15 less on time. Even one more bus on a Saturday would alleviate some long wait times on that route on Saturday.	Saturday service	frequency	
Not at this time.			
Sunday service would be great	Sunday service		
We already have more busses going to the mall than we need. This is ridiculous.	don't add mall service		
I think that by extending the bus routes by an additional hour in the evening would really up ridership, as what you currently have kind of screws over anyone working a middle of the day shift, as by the time they're done the last bus has already left	expand service hours		
There should be more direct routes between Moorhead and Fargo, that don't only go to the GTC.	network coverage	direct routes btwn Moorhead and Fargo	
On the south end of West Fargo, I would like to see another bus added to the route so then I don't have to wait as long, or maybe even expanded service in that area			
SPECIFIC? I tried! I think 45th street needs service; would like route 4 to have a stop at Cornerstone Medical; would like West Fargo to have a stop at Heroes;			
1 is the highest and 10 is the lowest priority.			
Improving service on more routes to 15 minutes would make me more likely to use transit more often as it would reduce the need to plan ahead. Moorhead-West Acres shuttle is a great idea.	frequency		
One must always end any activity at 8, catch return trip which prevents any entertainment activities, even a concert at the Fargo theater. Not having Sunday service is severely limiting to people who depend on bus for jobs	expand service hours	Sunday service	
Later run times on weekdays and services on Sundays would be great along with implementing the more of on demand service and combining the route so that there's faster transfer to GTC like 4E plan for Morehead	expand service hours	Sunday service	
Putting qr codes linking to ridematbus.com for that stop on the signs would make taking the bus much easier.	info/tech	QR codes	
too many buses on northside (NDSU); enforce matbus policies; am tired of paying for my rides and these homeless people don't pay and pull all kind of stunts to ride free--either pay or don't ride; too many mental cases on bus, people sleeping on the bus--the bus is NOT a motel on wheels; what is the policy on wagons? can't have these giant wagons taking up front-of-the bus seating space; a big scooter has been allowed on the bus and she takes up the front seats meant for seniors, disabled and wheelchairs. If bikes are not allowed on the bus why is this equally large scooter?	enforcement of policies	too much NDSU service	
I am not aware of specific needs but I would greatly endorse any changes that support low-income areas over those that simply collect more potential riders to increase ridership in general. Supporting low-income areas increases resiliency within our communities.	equity	serve low-income riders	

Are there other service needs that were not included in the list above that you think should be considered? Please let us know why you think these service needs are important and should be prioritized.	Theme 1	Theme 2	Theme 3
Service to North Moorhead, meaning to/from the DMV/ball fields area and to/from MB Johnson Park, Crystal Sugar, Oakport area.			
None			
paratransit	paratransit		
Would you consider an On Demand service to the airport from West Acres and/or NDSU? This would be helpful to people who A) don't want to park their cars at the airport lot when flying out and B) don't have a car or means to drive (like students, elderly).	access to airport	on-demand	

Please service the South West Quadrant of Fargo.	network coverage	SW Fargo	
West Fargo fair service	network coverage	West Fargo	
Maybe better bus security. No joke, on Route 4 on 3/18/25, around 7 pm, I swear to god I watched an older man have a mental breakdown and was freaking out, it was very uncomfortable. Then, last night, Route 4, around 6:30 pm, there were three people loudly discussing very lewd and specific things, and while I am all for free speech, there were young ones on the bus that definitely shouldn't have been hearing those things.	safety/security		
Focus on facilities, especially transfer points. Focus on safety and clarity in signage. More staff around to help, clean, keep an eye on dangerous situations.	bus stop facilities	safety/security	signage
Express routes across the city would be nice, perhaps one or two only, though.	express routes		
Not off the top of my head, just as long as I can still easily get to/from work (either Newman Outdoor Field or Scheels Arena), I can still easily get to/from appointments (if needed), and I can still get to/from the pharmacy (if needed) without waiting for an hour for the bus, that's all I care about	access to destinations	frequency	
Matbus service overall is NOT what it should be for a city this size--there needs to be stability in running transit routes; little is known about Matbus due to poor to non-marketing of it; The NDSU shuttle buses need to be eliminated; there is NO requirement to run them and there is a serious conflict of interest between it and Matbus; the 2 have nothing in common; MATbus is a public transportation system for Fargo, Moorhead, Dilworth and West Fargo; the shuttles are just that--a shuttle bus serving the NDSU campus--no similarities whatsoever. Valley senior service is a wonderful, caring service and should be funded better to provide more service--and should be represented on the Coordinating Board instead of NDSU; only run sunday service if both fixed route and paratransit are included.	end NDSU shuttle	Sunday service	board representation
I think expanding and improving transit services should be a number one priority for city government, above and beyond the construction or expansion of new events centers, for example- no use building new construction if a significant chunk of the labor force or consumer base cannot easily get to it. Right now, our transit system is subpar because it is woefully underfunded and underequipped. I would support the creation of a second, full fledged GTC type hub at West Acres.	service expansion	network coverage	transit center in West Acres
Service in south moorhead south of 40th Ave, a BRT like service along 60th Ave S/52nd Ave S to the Walmart/future Target, Cashwise, Davies	service expansion	south Moorhead	
Coverage Im black hole places at important, i usually my bike, an option many people don't have, to take me the 6-8 blocks my destination actually is. Please don't be so strict on literal "stop" locations, some are up to 10 blocks between stops such as 14 around the highway.	access to destinations	stop spacing	
Need to get these mental cases off the bus; if someone exposes themselves, assaults a driver or passenger or steals from the gtc or assaults transit staff--that person needs to be arrested and forever banned from bus, gtc an any city property; an armed security guard should be on the bus to protect riders and driver and enforce policy	safety/security	enforcement	



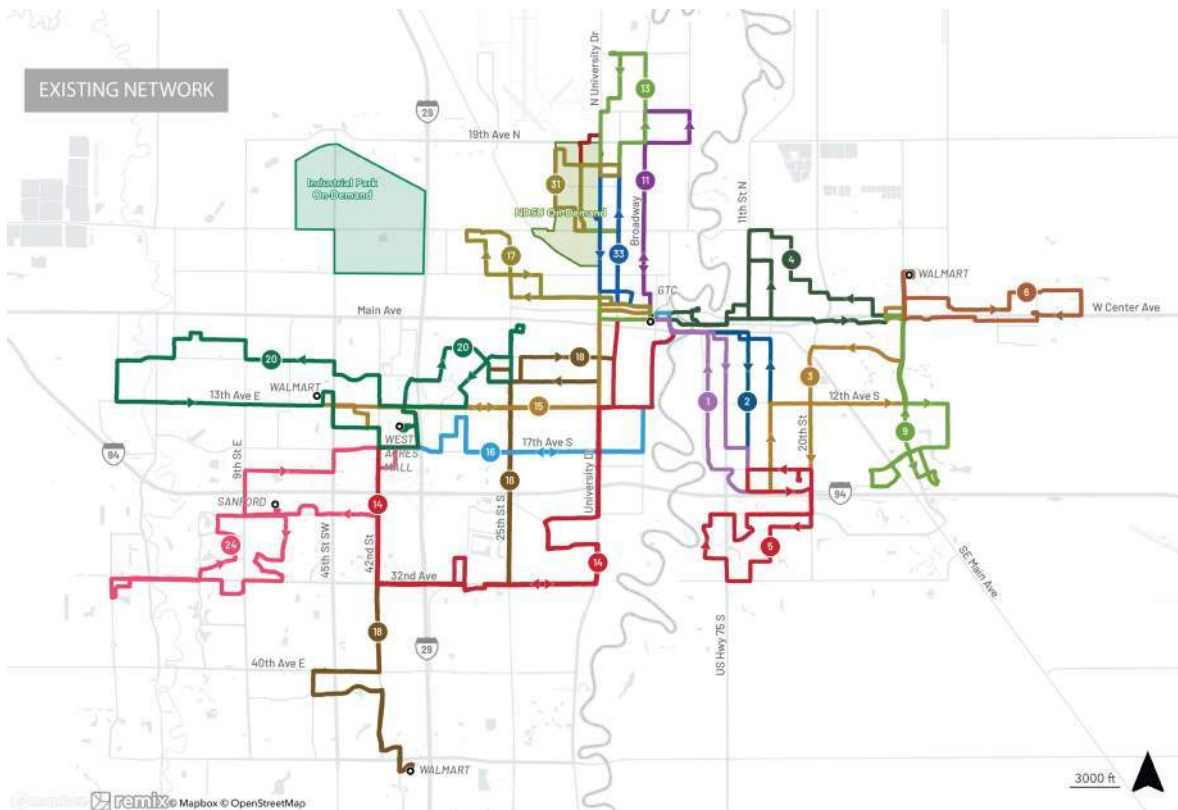
Introduction

Welcome to the MATBUS TDP Service Scenarios Survey!

Thank you for reviewing the service scenarios presented above. Your input is very valuable! The following survey includes questions about the existing MATBUS service, the two scenarios, and how you would prioritize future investments in the MATBUS fixed route network.

If you would like help completing this survey, please contact Blue Weber at 701-960-9107 or blue.weber@bolton-menk.com

Existing Service



1. Overall, how does the existing MATBUS service work for you?

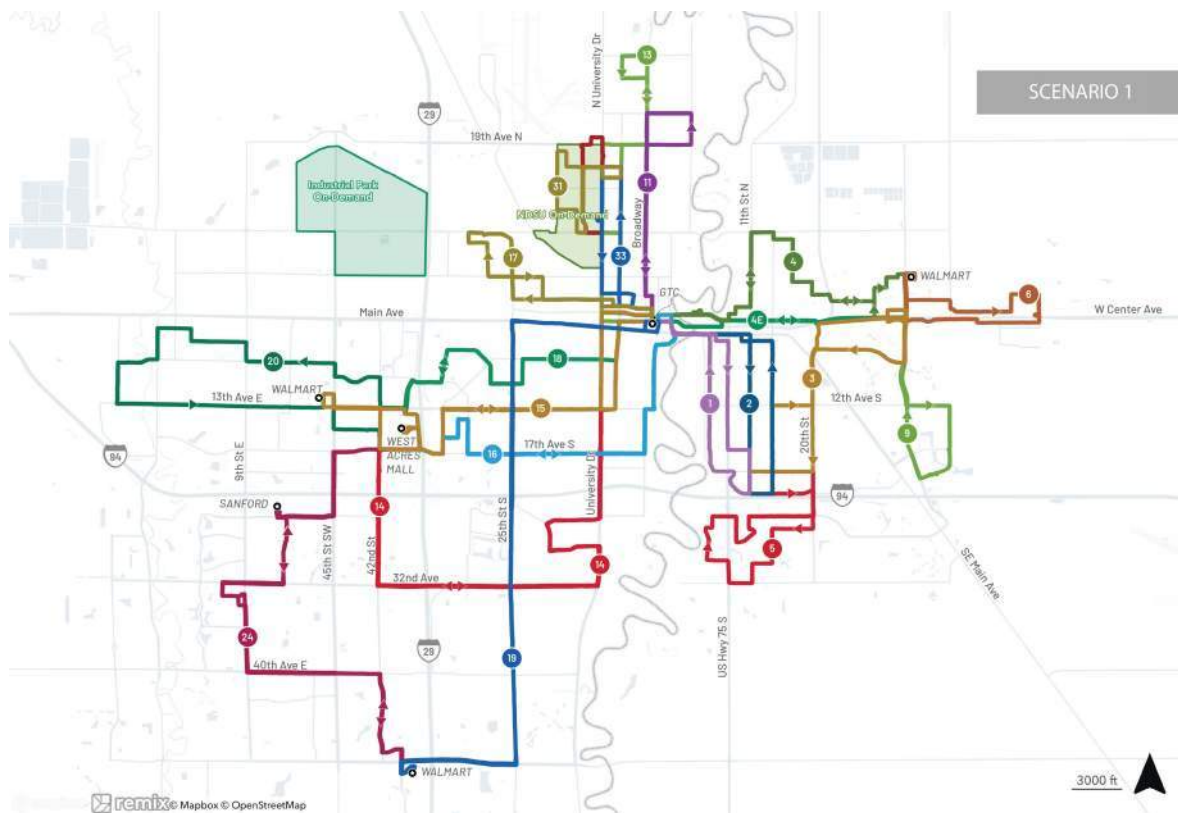
- ☐ The existing service works well
- ☐ The existing service sometimes works well
- ☐ The existing service sometimes does not work well
- ☐ The existing service does not work well
- ☐ Reasons, comments and ideas (please specify)

2. Do you have general comments about the existing MATBUS routes or other transit services in the Fargo/Moorhead region? What do you like and what do you not like?

A large, empty rectangular box with a thin black border, intended for the user to write their comments. It is positioned directly below the question text.

Scenario 1

Scenario 1 streamlines fixed route services and includes route changes that focus on generating more ridership. This means that some areas with low or no ridership will see reduced or eliminated service.



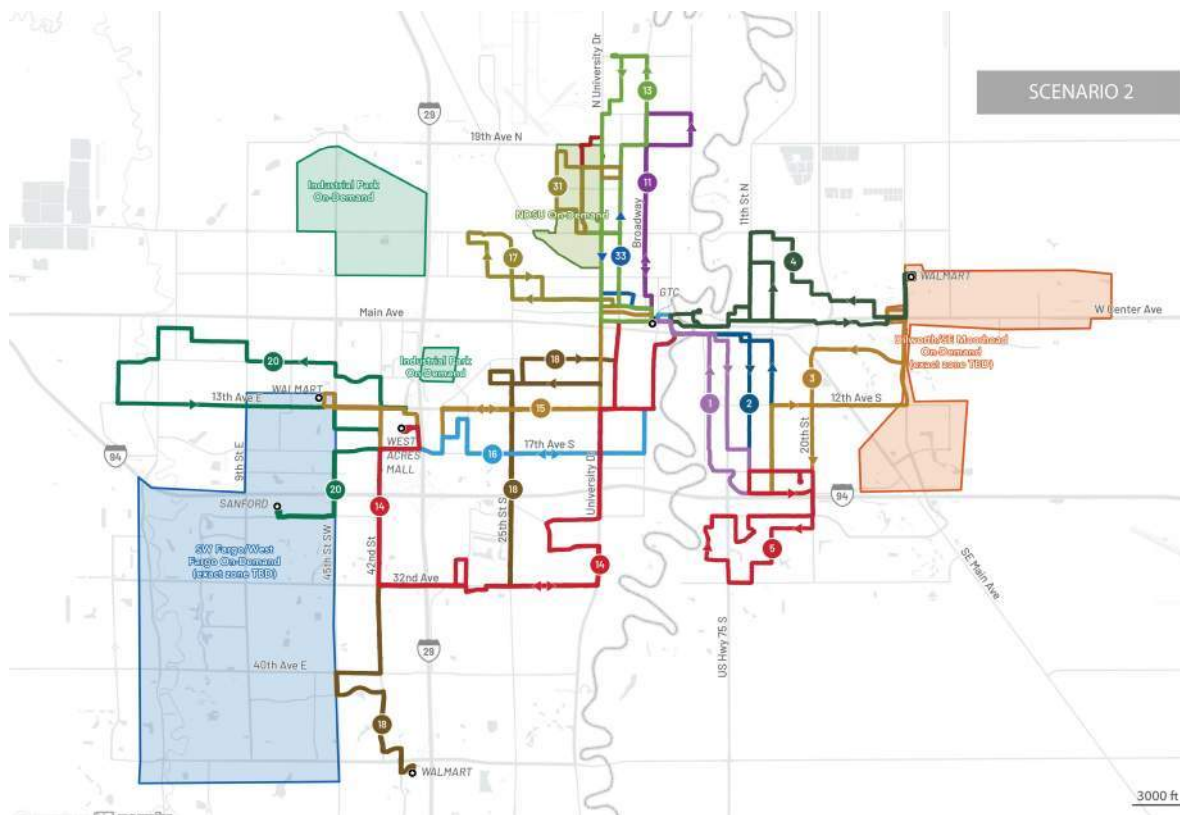
3. Overall, what do you think about Scenario 1?

- ☐ I think these are good changes
- ☐ I'm not sure but I think this might be good
- ☐ I'm not sure but I think this might be bad
- ☐ I don't think you should make these changes
- ☐ Reasons, comments and ideas (please specify)

4. Do you have general comments about Scenario 1 or other transit service improvements you think we have not considered? What do you like and what do you not like?

Scenario 2

Scenario 2 maintains much of the same network throughout the region and introduces several new on-demand zones to expand geographic coverage. The on-demand services would also replace several low-performing routes.



The following graphic illustrates how on-demand service works:



What is an on-demand zone?

On-demand service is similar to MATBUS paratransit but offers same-day, on-demand trips like Transportation Network Companies (TNCs) such as Uber and Lyft. MATBUS currently operates [two on-demand zones](#): 1) in the Fargo Industrial Park and 2) on the NDSU campus (weeknight evenings only).

On-demand riders request service using a smartphone app. Riders without access to a smartphone can also call MATBUS to schedule a ride.

On-demand service provides point-to-point trips within a specified service area and to/from major transfer locations. Rides are usually shared with others traveling in the same general direction. On-demand service works best for:

- Offering more coverage in low-density areas
- Serving riders who prefer not to walk due to uncomfortable weather
- Providing options for passengers who have limited mobility

5. Overall, what do you think about Scenario 2?

- ☐ I think these are good changes
- ☐ I'm not sure but I think this might be good
- ☐ I'm not sure but I think this might be bad
- ☐ I don't think you should make these changes
- ☐ Reasons, comments and ideas (please specify)

6. Do you have general comments about Scenario 2 or other transit service improvements you think we have not considered? What do you like and what do you not like?



Future Service Priorities

7. If more funding, vehicles, and operators can be secured, MATBUS would like to expand transit service in the Fargo/Moorhead region to meet current and future demand. To help plan for the future and understand your priorities, please rank each of the service improvements from most important to least important.

		Sunday service
		Earlier or later service hours on weekdays
		Earlier or later service hours on Saturdays
		Additional service in West Fargo (fixed route or on-demand)
		New service in Horace (fixed route or on-demand)
		New direct service between Moorhead and West Acres area
		More frequent fixed route service on weekdays
		More frequent fixed route service on Saturdays
		Better information about how to use the bus
		Better bus stop amenities

8. If you would like to provide more specific feedback on the items listed above, please let us know below.

9. Are there other service needs that were not included in the list above that you think should be considered? Please let us know why you think these service needs are important and should be prioritized.

A large, empty rectangular box with a thin black border, intended for the user to provide their response to question 9. The box is positioned directly below the question text.



MATBUS TDP Service Scenarios Survey

Respondent Info

Please tell us a little about yourself.

10. How long have you been riding MATBUS?

- ☐ More than 5 years
- ☐ Between 1-5 years
- ☐ Less than 1 year
- ☐ I have never ridden MATBUS
- ☐ Other (please specify)

11. What is your email address?

12. What is your home ZIP Code?

13. What is your age?

- | | |
|--------------------------------|-----------------------------|
| ☐ Under 18 | ☐ 45-54 |
| ☐ 18-24 | ☐ 55-64 |
| ☐ 25-34 | ☐ 65+ |
| ☐ 35-44 | |

14. What is your total household income (before taxes)?

- | | |
|---|---|
| ☐ Under \$15,000 | ☐ \$35,000-\$49,999 |
| ☐ \$15,000-\$24,999 | ☐ \$50,000-\$74,999 |
| ☐ \$25,000-\$34,999 | ☐ \$75,000 or more |

15. Are you?

- | | |
|--|--|
| ☐ Employed full-time | ☐ Middle/High School Student |
| ☐ Employed part-time | ☐ Retired |
| ☐ OU Student | ☐ Visitor |
| ☐ Other (please specify) | |

16. Do you have regular access to a motor vehicle?

- ☐ Yes
- ☐ Yes, but with some inconvenience to others
- ☐ No

17. Which do you consider yourself (please mark all that apply)

- | | |
|---|--|
| ☐ African-American | ☐ Native American |
| ☐ Asian | ☐ Alaska Native |
| ☐ Caucasian/White | ☐ Prefer not to say |
| ☐ Other (please specify) | |



MATBUS TDP Service Scenarios Survey

Thank You!

Thank you for taking the MATBUS Transit Development Plan Service Scenarios Survey - your input is very helpful!

PUBLIC INPUT PERIOD

TRANSIT DEVELOPMENT PLAN FOR FARGO-MOORHEAD METRO AREA

WHY?

The purpose of this public comment period is to collect feedback on the final Transit Development Plan for the Fargo-Moorhead metro area. The plan includes several components, such as existing conditions, public engagement efforts, and the preferred scenario. This initiative is intended to notify and advertise the opportunity for public input on this critical project.

When?

Public Comment Period:
July 30th, 2025 – August 30th, 2025

OPEN COMMENT PERIOD CONDUCTED BY

MetroCOG, MATBUS, and Bolton & Menk Inc.

Written Statements: Written comments must be sent to Blue Weber, COS, Bolton & Menk, 3168 41st St. S. #2, Fargo, North Dakota 58104, or emailed to blue.weber@bolton-menk.com with "Public Comment Period" in the letter heading or email subject by August 29th, 2025.

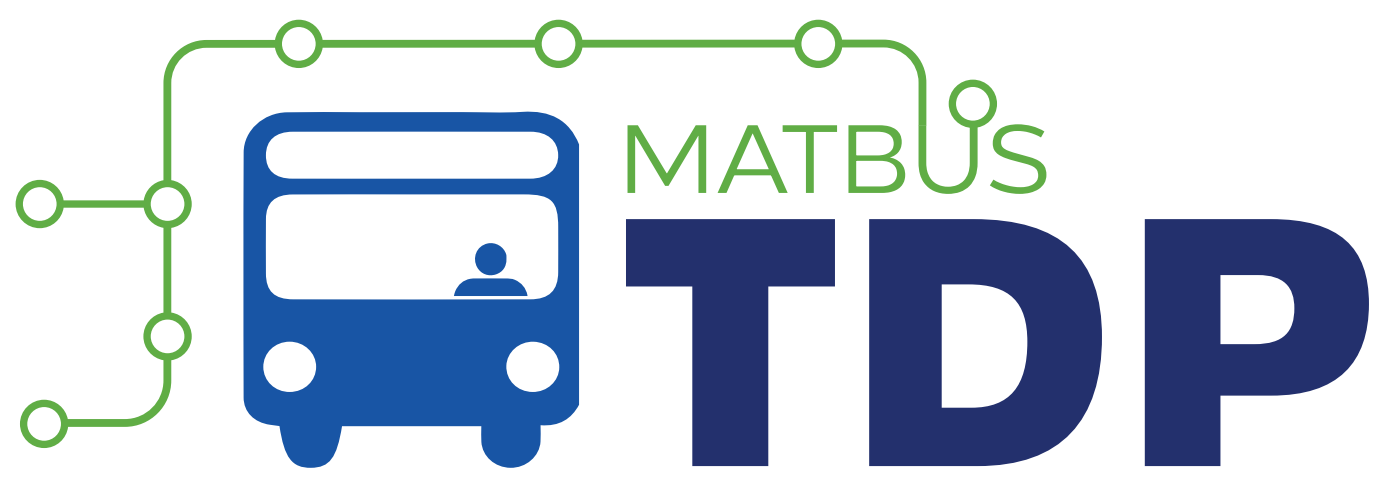
MetroCOG will consider every request for reasonable accommodation to provide:

- language interpretation for people with limited English proficiency (LEP), and
- translations of written material necessary to access MATBUS programs and information.

Appropriate provisions will be considered when MetroCOG is notified at least 10 days prior to the comment period end date when the written material translation is needed.

To request accommodation, contact MATBUS Mobility Manager, Title VI and ADA Coordinator, Shaun Crowell, at 701-746-5967. TTY users may use Relay North Dakota at 711 or 1 800-366-6888.

Transit Development Plan



PROJECT OVERVIEW

As the Fargo-Moorhead region experiences growth and development, the need for an efficient and sustainable transit system is increasingly important. Metro COG and MATBUS are working together to prepare a new **Transit Development Plan (TDP)** that will look at current transit needs and develop a forward-looking vision for regional transit. This project aims to create a robust and sustainable transit plan that better serves the community, improves connections, and supports economic growth.

WE NEED YOUR INPUT!

Over the past year, the project team has gathered information about existing MATBUS transit services, collected feedback from the community through an online survey, and had discussions with Metro COG and MATBUS staff. Using what we have learned through this process, two **conceptual service scenarios** were developed as a tool to get input on your priorities and develop a preferred service plan.

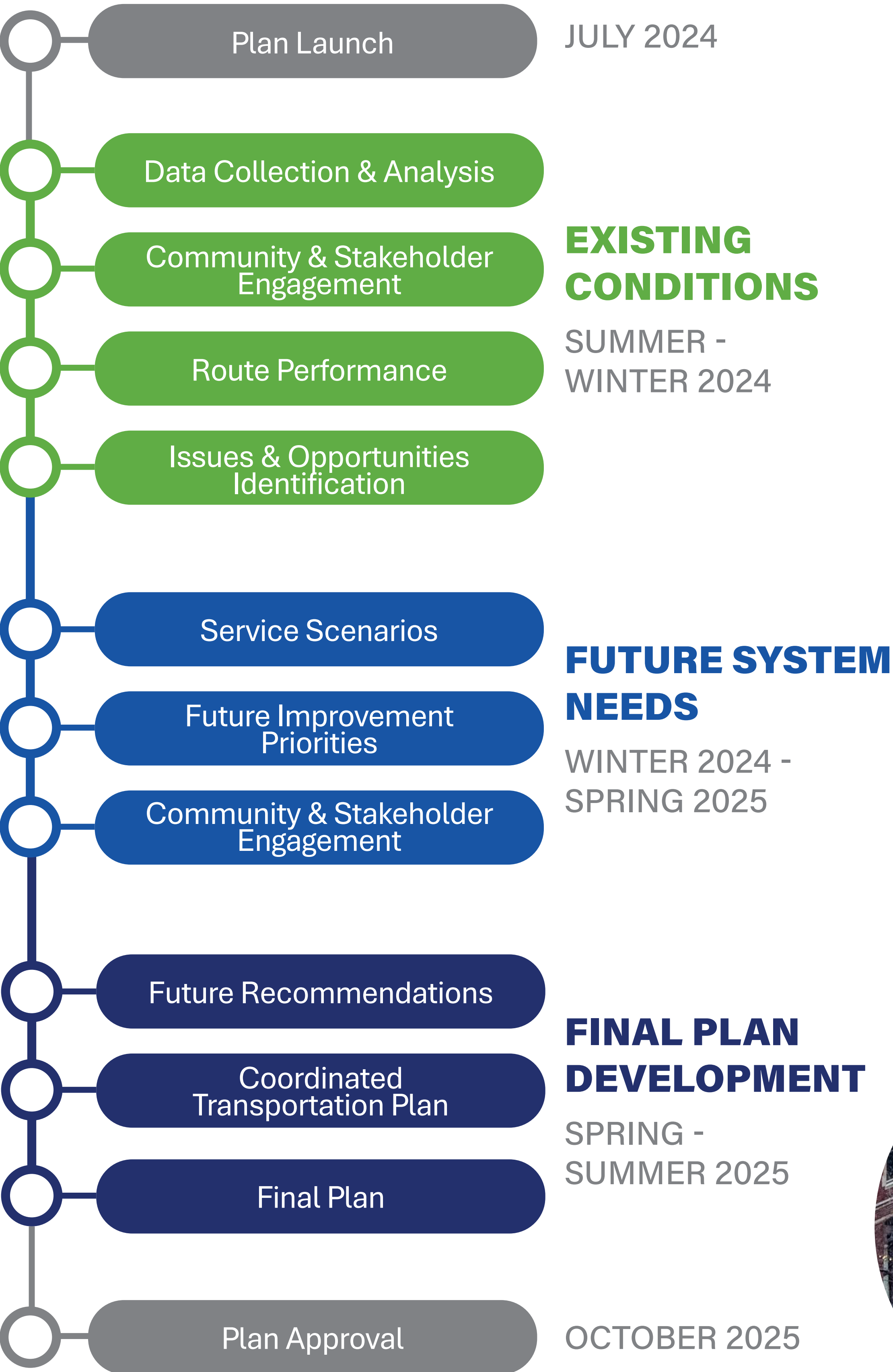
The final Transit Development Plan is now complete and ready for your thoughts! Please view the draft of the final report on the project website or in the Ground Transportation Center lobby, where you can provide feedback using the comment cards available.

VISIT THE PROJECT WEBSITE!

View the draft Final Plan and submit comments online.



PROJECT TIMELINE:



VIRTUAL PUBLIC INPUT MEETING

TRANSIT DEVELOPMENT PLAN FOR FARGO-MOORHEAD METRO AREA

WHY?

The purpose of this virtual open house is to collect feedback on the final Transit Development Plan for the Fargo-Moorhead metro area. The plan includes several components, such as existing conditions, public engagement efforts, and the preferred scenario. This initiative is intended to notify and advertise the opportunity for public input on this critical project.

When?

Virtual Open House:

Tuesday, August 27th 11am to 1pm with a formal presentation at 11:30am.

*An in-person meeting location will be held upon request.

Sign up at bit.ly/MATBUS2030

VIRTUAL OPEN HOUSE CONDUCTED BY

MetroCOG, MATBUS, and Bolton & Menk Inc.

Written Statements: Written comments must be sent to Blue Weber, COS, Bolton & Menk, 3168 41st St. S. #2, Fargo, North Dakota 58104, or emailed to blue.weber@bolton-menk.com with "Virtual Open House" in the letter heading or email subject by September 10th, 2025.

MetroCOG will consider every request for reasonable accommodation to provide:

- an accessible meeting facility or other accommodation for people with disabilities,
- language interpretation for people with limited English proficiency (LEP), and
- translations of written material necessary to access MATBUS programs and information.

Appropriate provisions will be considered when MetroCOG is notified at least 5 days prior to the comment period end date when the written material translation is needed.

To request accommodation, contact MATBUS Mobility Manager, Title VI and ADA Coordinator, Shaun Crowell, at 701-746-5967. TTY users may use Relay North Dakota at 711 or 1 800-366-6888.

Metro COG TDP Draft Final Plan

We want to hear from you! Share your feedback below.

Name and contact info (if desired):

Comment:



Metro COG TDP Draft Final Plan

We want to hear from you! Share your feedback below.

Name and contact info (if desired):

Comment:



2026-2030 Transit Development Plan

Public Input Meeting #3

August 27, 2025



Introductions



Aaron Bartling
Project Manager



Real People. Real Solutions.



Blue Weber
Engagement Lead



Real People. Real Solutions.

Project Team

- Adam Altenburg (Metro COG)
- Aiden Jung (Metro COG)
- Julie Bommelman (MATBUS)
- Jordan Smith (MATBUS)
- Cole Swingen (MATBUS)
- Luke Grittner (MATBUS)
- Taaren Haak (MATBUS)
- Lori Van Beek (MATBUS)
- Paul Lutey (Nelson\Nygaard)



Meeting Logistics



Meeting will be recorded and uploaded to the project webpage



All questions and comments can be submitted in the meeting's chat box

Final Plan Review



Plan Components

- Existing Conditions Analysis
- Future System Needs Identification
- Service Recommendations
- Community Feedback
- Coordinated Transportation Plan

Public comment period closes September 10th

Purpose

Build on the goals, objectives, and transit system recommendations established in the 2021-2025 Transit Development Plan.

Identify transit service needs, prioritize improvements, and determine the resources required for implementing service adjustments.

Update the Coordinated Human Services Transportation Plan



Planning Process



Engagement



Study Review Committee

1

Issues, Opportunities, & Public Engagement Approach
(September 2024)

2

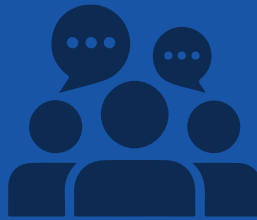
Service Alternatives
(January 2025)

3

Implementation Strategies
(May 2025)

4

Draft Plan Review
(August 2025)



Public Input Opportunities

1

Issues & Opportunities
(October 2024)

2

Service Alternatives
(March 2025)

3

Draft Plan Review
(August 2025)



Focus Groups

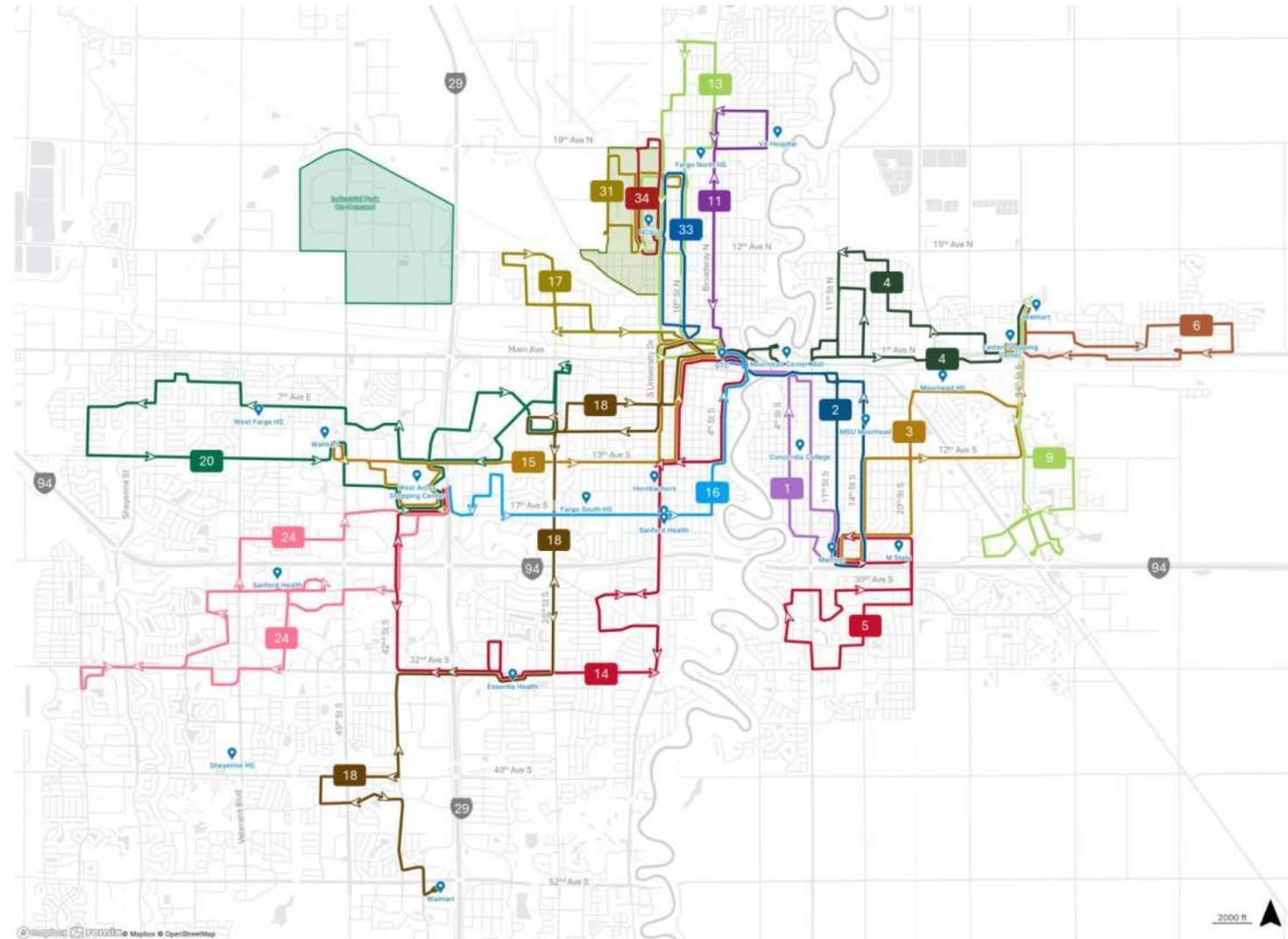
Local Jurisdiction Planners
Human Services
Community Based Organizations
Businesses
Emergency Preparedness
Educational Institutions

Existing Transit Service

- 19 Fixed Routes
- Two MATBUS On-Demand Zones
- MAT Paratransit

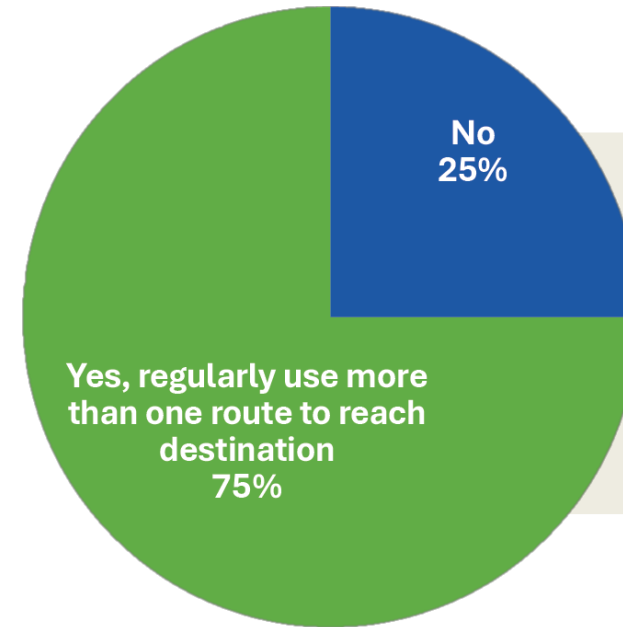
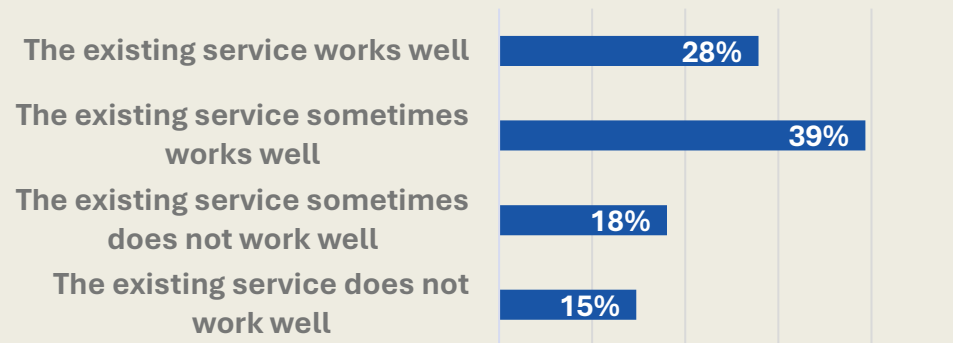
Top 5 Ridership Locations

1. Ground Transportation Center
2. West Acres Mall
3. NDSU Campus
4. 13th Avenue Walmart
5. Marriot Transfer Hub

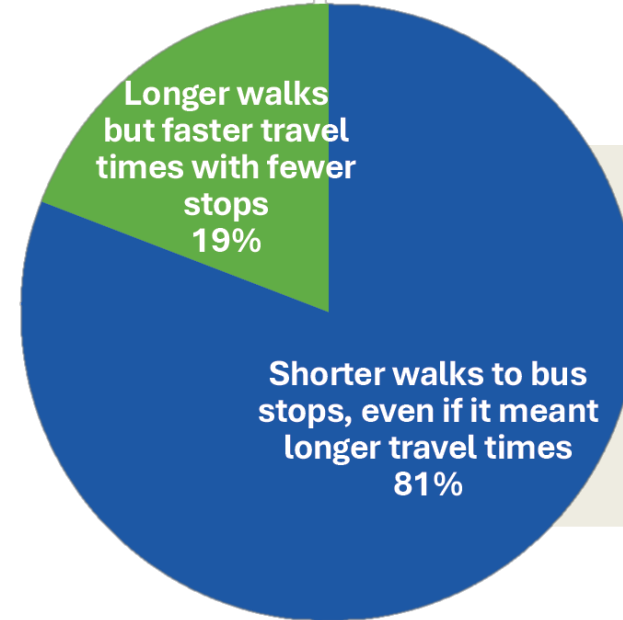


What have we heard?

How well does the existing MATBUS service work for you?



Do you transfer to complete your trip?



Service Access Priorities

Preferred Service Plan



Simple & Direct

Routes should connect destinations as directly as possible and are easy to understand, especially for new riders.



Bi-Directional

Routes should operate in both directions on the same street whenever possible to reduce the complexity of the service.



Fewer Transfers

Service should be focused on offering a “single-seat” ride when possible, to reduce the chance that a connection will be missed.



Maintain Access

Direct and bidirectional service should be balanced with coverage to ensure access to destinations, especially where required by road patterns and land use.



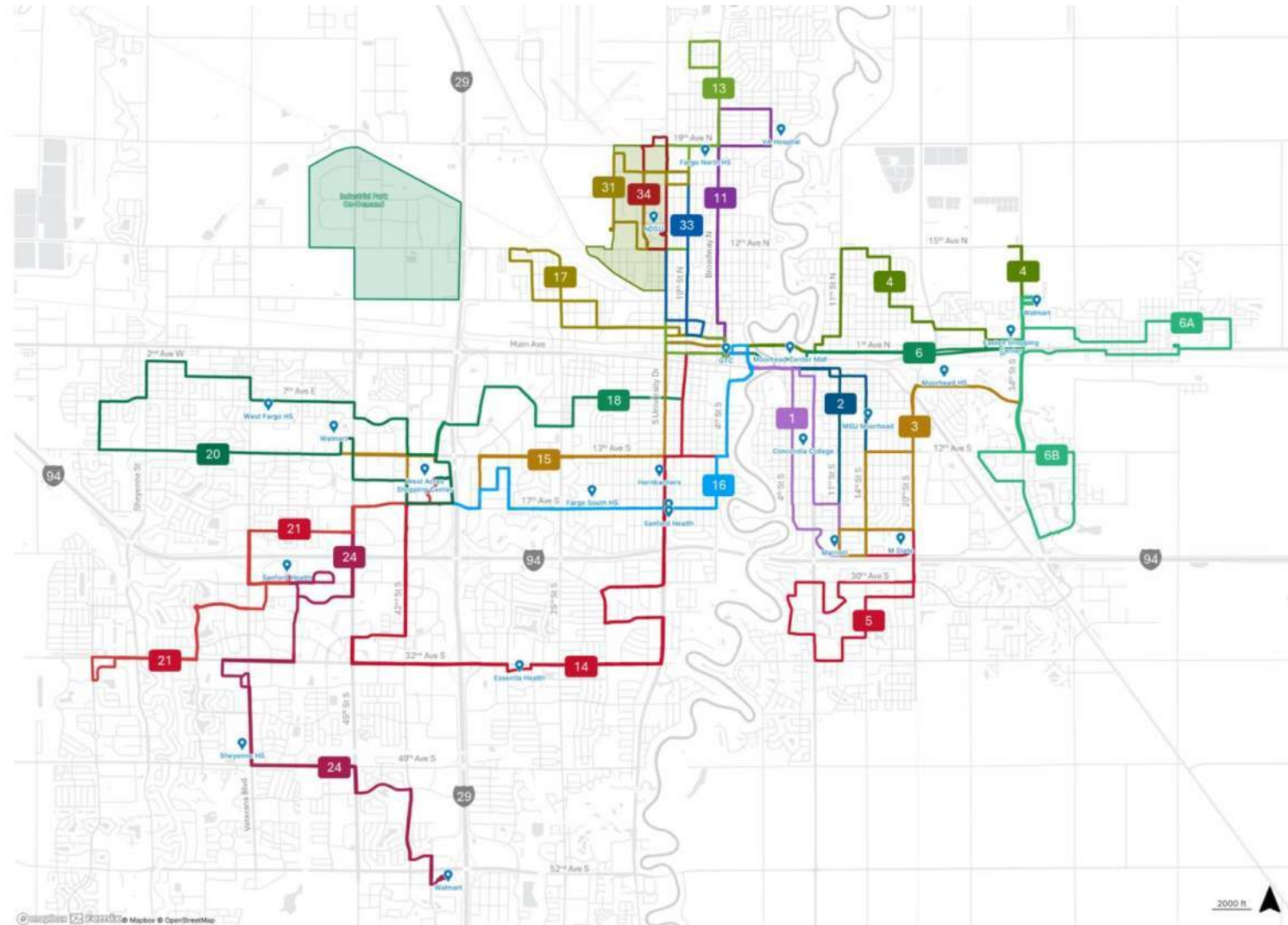
Scalable

Service should be designed to be enhanced or reduced without losing the integrity of the network.



Reliable

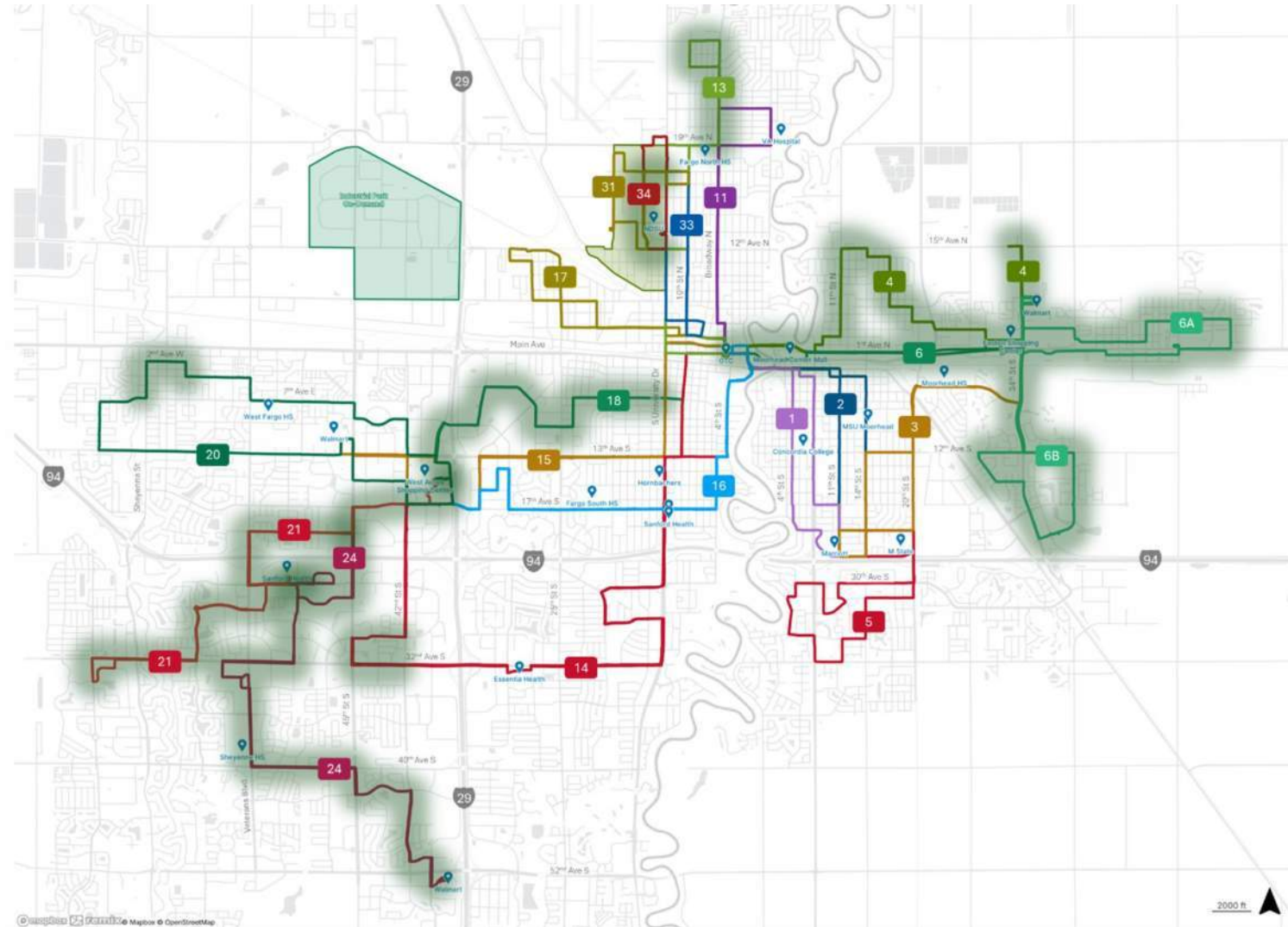
Routes should be designed to ensure they operate on time and connections can reliably be made.



Preferred Service Plan

Key Route Changes:

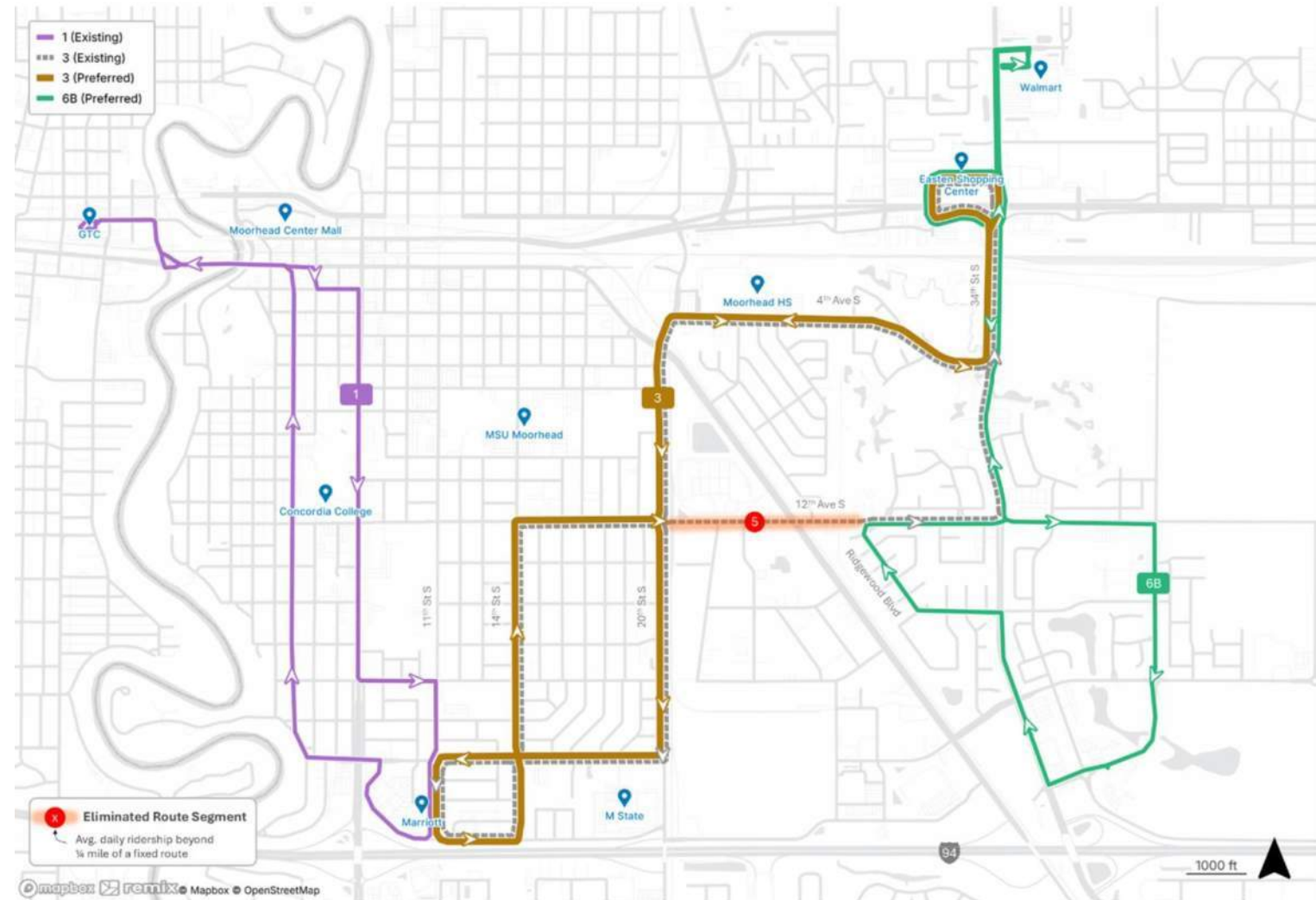
- **Route 3** (south and southeast Moorhead)
- **Routes 4, 6, and 9** (central Moorhead, southeast Moorhead, and Dilworth)
- **Route 13** (NDSU campus and North Fargo)
- **Routes 18, 20, 21** (new route), **and 24** (central Fargo, West Fargo, and southwest Fargo)



City of Moorhead

Route 3

- New bi-directional service on 4th Avenue S to 3rd Street S
- Improved service to Moorhead High School and improve on-time performance by avoiding two rail crossings on 12th Avenue S
- Will continue to interline with Route 1



Cities of Moorhead & Dilworth

Routes 4, 6, & 9

- **Route 4** extended and made bi-directional to serve key Clay County services and north Moorhead neighborhoods
- **Route 6** will be a new bi-directional route replacing parts of Route 4, running every 30 minutes between GTC and Dilworth Walmart, interlined with 6A and 6B
- **Route 6A** (existing Route 6) will have direct connection to GTC
- **Route 6B** (existing Route 9) will drop low ridership areas, cover portions of Route 3 and interline for direct connection to GTC



City of Fargo

Route 13

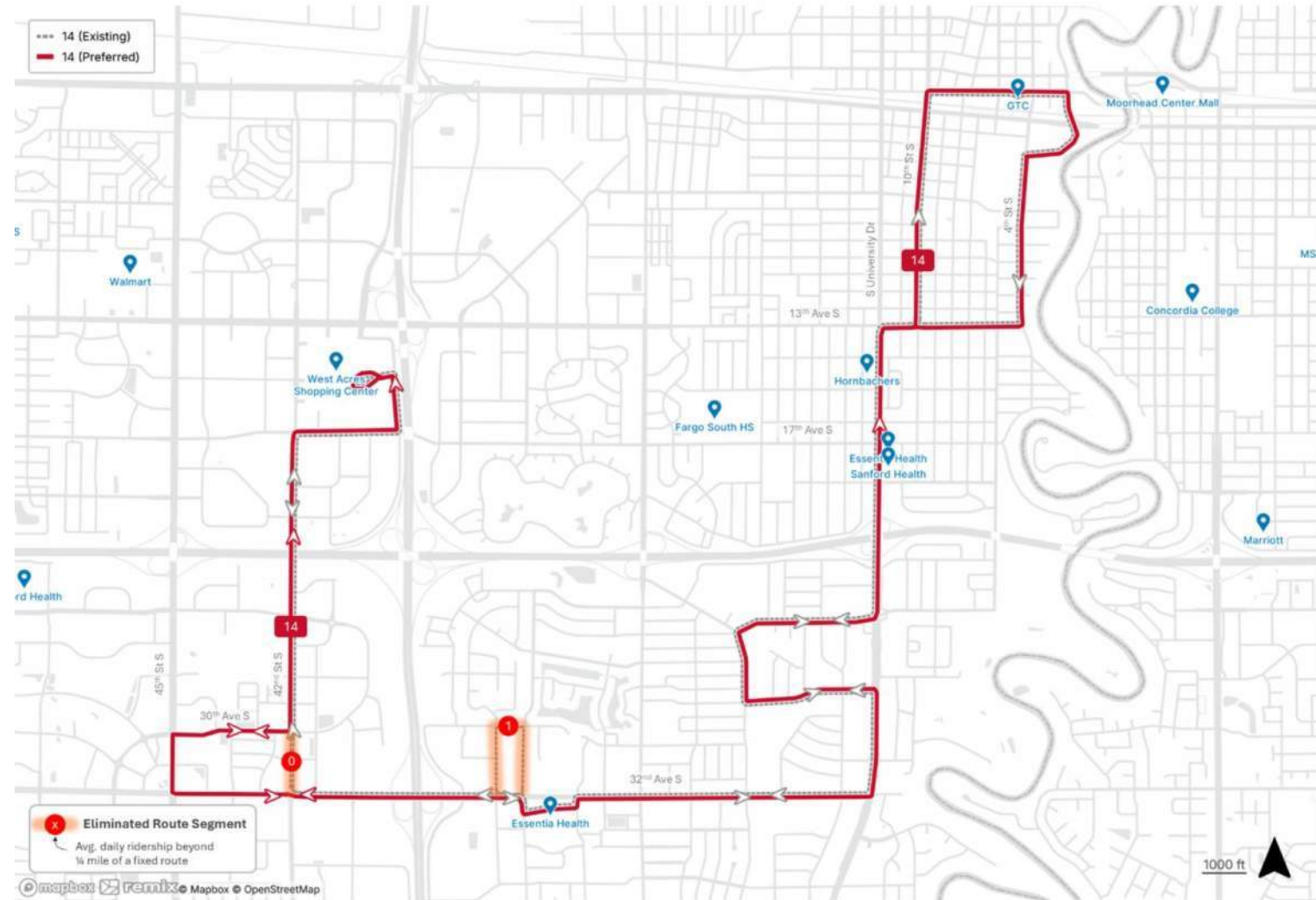
- Alignment modifications to add more bi-directional service on Broadway and through NDSU's campus



City of Fargo

Route 14

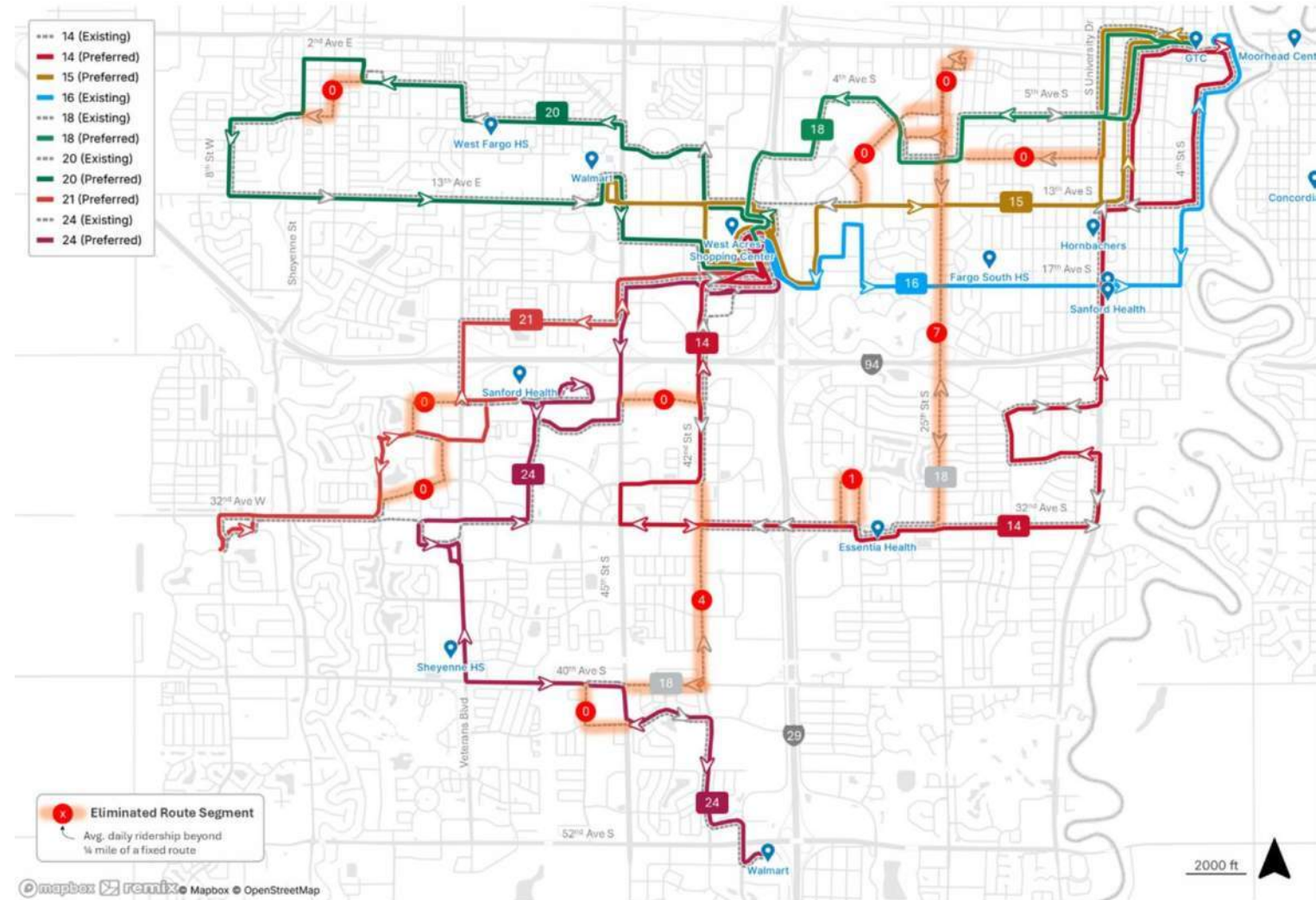
- Removal of apartment loop on 33rd Street S and 32nd Street S
- Extension to 45th Street S and 30th Avenue S to serve Elliott Place apartments



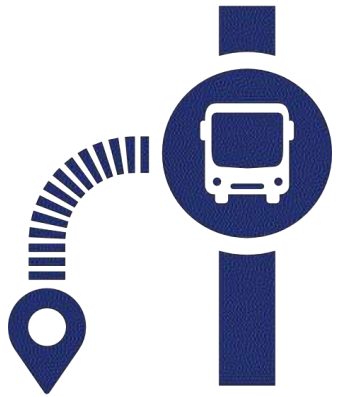
Cities of Fargo & West Fargo

Routes 18, 20, 21, & 24

- **Route 18** modified to run bi-directionally from GTC to West Acres, interlined with **Route 20**
- **Route 20** eastern segment covered by new **Route 18**
- **Route 24** revised to run bi-directionally from West Acres to south Walmart, replacing portions of existing **Route 18**
- **Route 21** is a new bi-directional route covering portions of **Route 24** and providing connection to The Lights



Regional Impacts

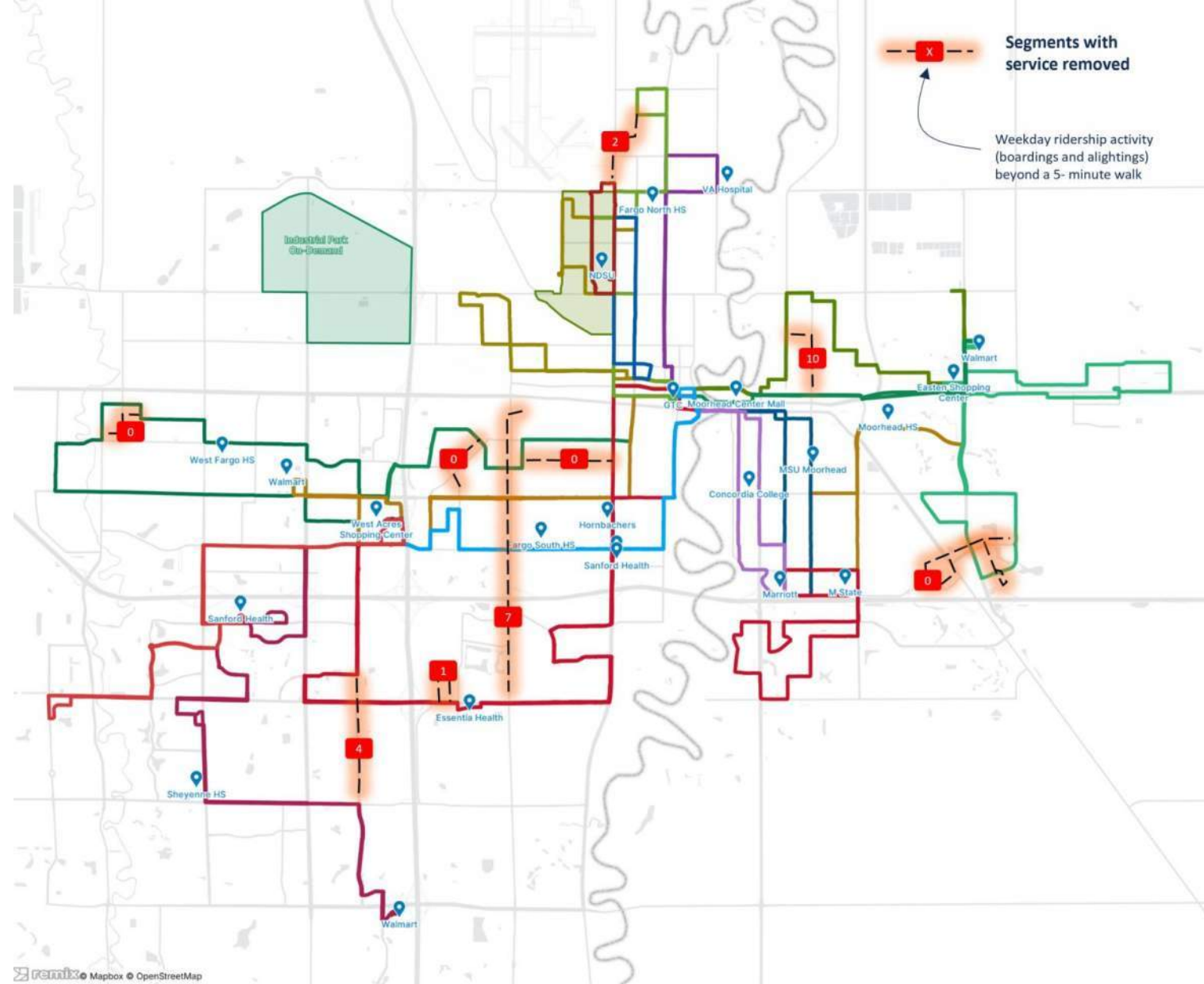


MAINTAIN ACCESS

99.6% of existing customers will continue to be served

2% increase in the number of residents served

5% increase in the number of jobs served

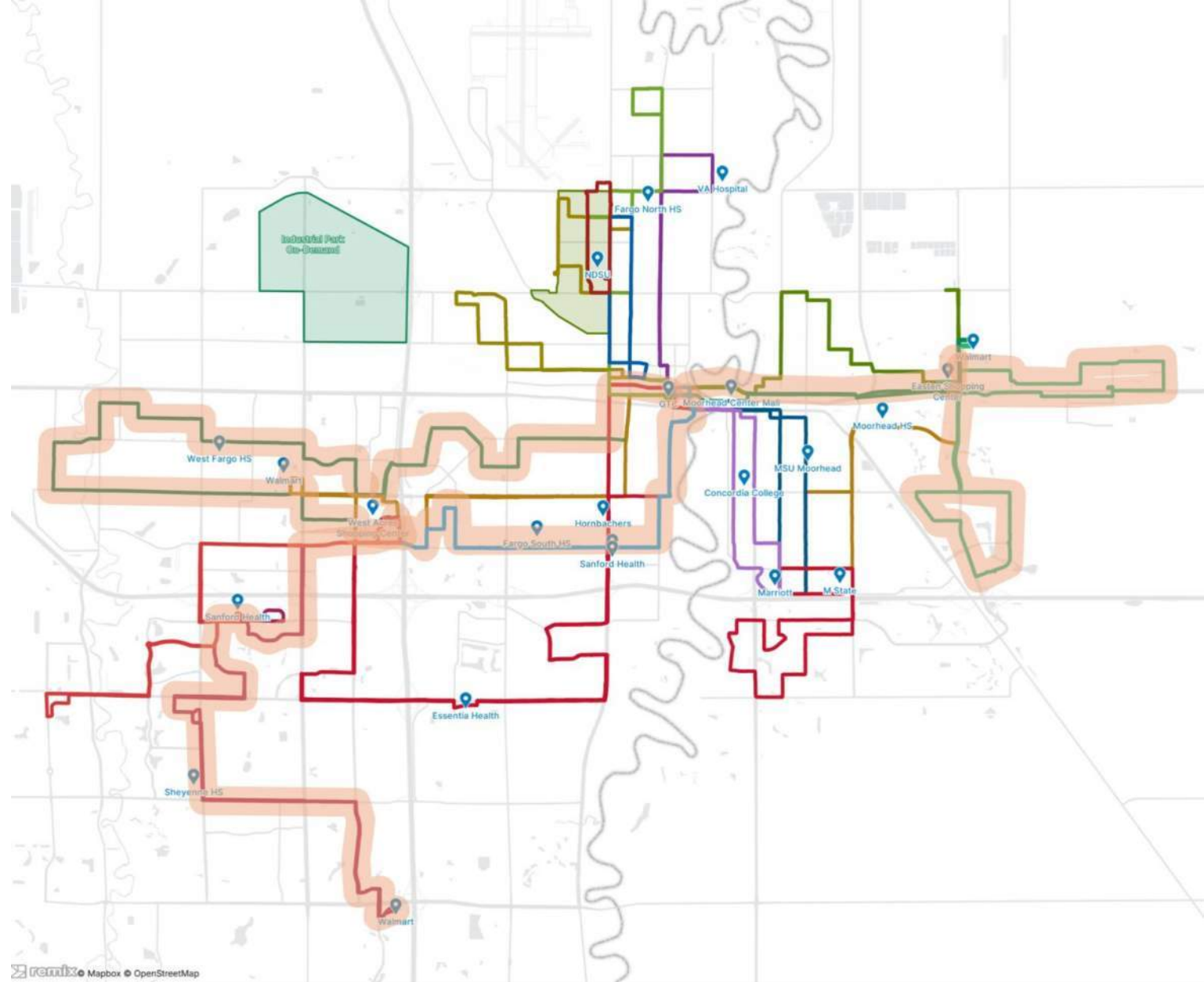


Regional Impacts

Fewer two- and three-seat rides
through new interline pairs

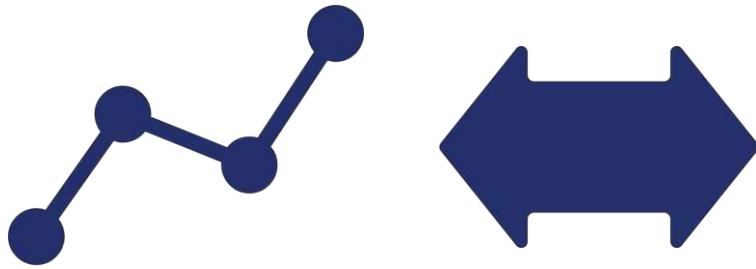


FEWER TRANSFERS AND RELIABLE

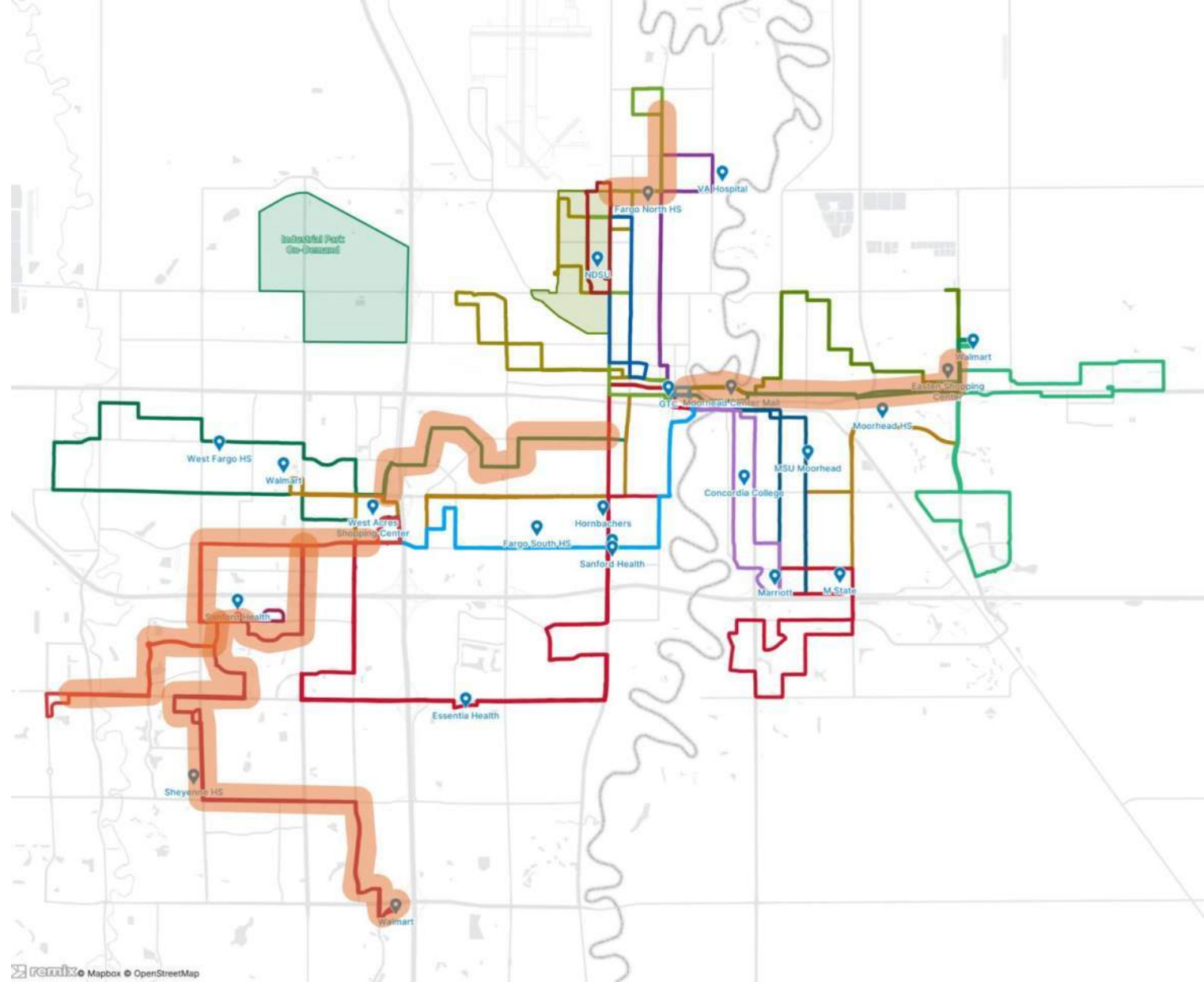


Regional Impacts

Provides more direct and bi-directional routing in areas with indirect routing



SIMPLE & DIRECT / BI-DIRECTIONAL



The Future of Transit in Fargo-Moorhead

The financial outlook for public transportation in the Fargo-Moorhead area is becoming increasingly uncertain due to budget constraints facing the City of Fargo. These limitations may result in reduced MATBUS transit services. In response, MATBUS staff are collaborating with city officials to create a scaled-back service plan guided by the principles outlined in this TDP.

GUIDING PRINCIPLES

Evaluate
Underperforming
Routes

Adjust Service
Frequencies

Reallocate
Resources to
Better Serve High-
Need Areas

Coordinated Plan

- Coordinated Public Transit Human Services Transportation Plan (aka, the Coordinated Plan)
- Plans are required to be developed locally and should include:
 1. An **inventory of available transportation services**
 2. An evaluation of transportation **needs and gaps** for the target populations
 3. Identification of **strategies** for addressing those needs
 4. **Input from seniors, people with disabilities, transportation providers, and other stakeholders**
- Purpose is to improve the **efficiency and effectiveness** of an area's transportation system



Coordinated Plan Goals

Given the identified needs, the Coordinated Plan lists the following updated goals for 2025-2029.

1

Service availability and accessibility

Public transit and supplemental transportation services should be available throughout the week, have a span of service that meets user needs, and be accessible to major destinations.

2

Education, Marketing, and Awareness

Accurate information should continue to be available to enhance awareness of current available services and how these services can be accessed.

3

Financial Sustainability and Fiscal Responsibility.

Funding should be directed to promote coordination and to ensure regional partners continue to participate in coordination activities.

4

Promote Regional Coordination

Continue working with regional transportation providers to promote collaboration, outreach, and service coordination.

5

Use of New Technologies

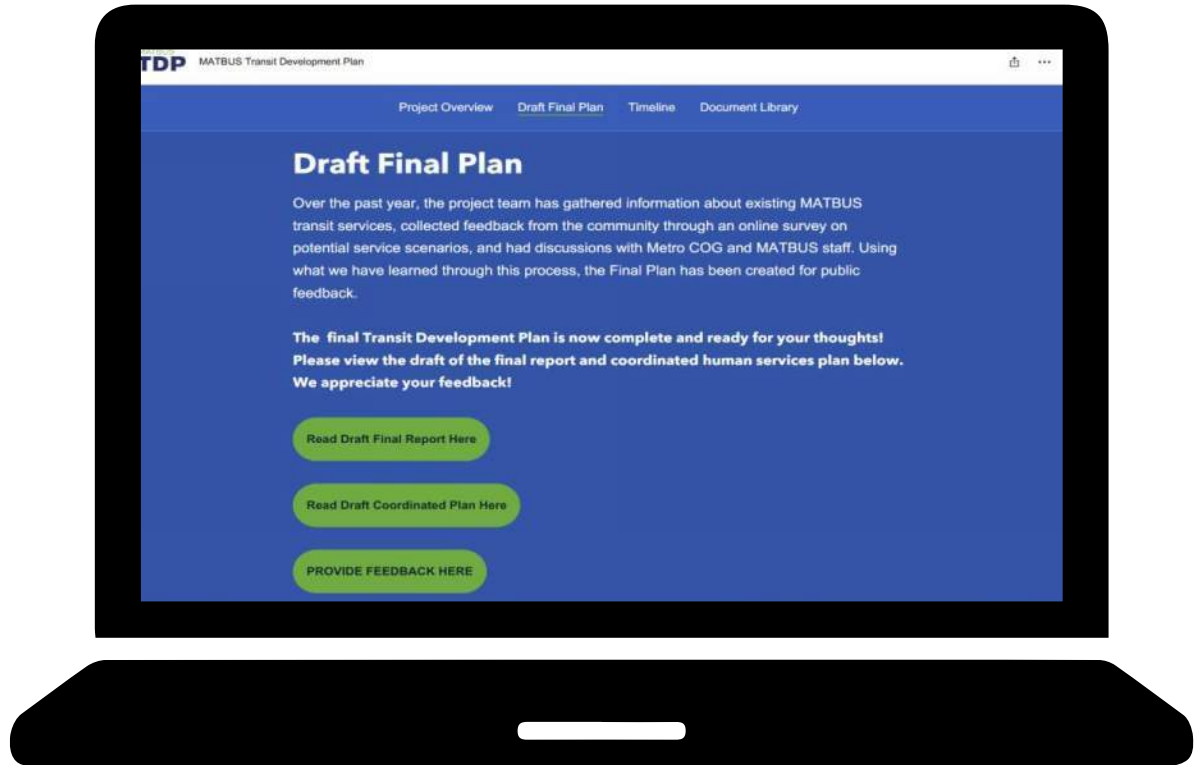
The region should continue promoting new technologies to improve service delivery and coordination.

Share your thoughts!

- Visit the project website to view the draft report and the preferred service plan in an interactive map
- **Public Comment Period closes on September 10th**



bit.ly/MATBUS2030



Next Steps





Questions?

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