

Study Review Committee MATBUS 2021-2025 Transit Development Plan

Monday, November 9, 2020, 2:30-4:00pm

Zoom Meeting – Conference Call

Attendees

Name	Organization/Role	Name	Organization/Role
Michael Maddox	Metro COG	Wayne Zacher	NDDOT
Julie Bommelman	MATBUS	Kevin Hanson	MAT Coordinating Board
Matthew Peterson	MATBUS	Voni Vegar	MnDOT
Lori Van Beek	MATBUS	Jon Gilbert	Transit Rider Advocate
Jordan Smith	MATBUS	Joe Kapper	SRF
Cole Swingen	MATBUS	Menno Schukking	SRF
Taaren Haak	MATBUS	Jake Knight	SRF
Malachi Peterson	City of West Fargo	Will Calves	AECOM

Absent

Name	Organization/Role	Name	Organization/Role
Tim Solberg	City of West Fargo	Josef Rivera	First Transit
Peyton Mastera	City of Dilworth	Amar Hussein	Lutheran Social Services of ND
Stacey Hanson	NDDOT	Linda Ohnstad	Transit Rider Advocate
Rena Tunison	FTA	Thomas Hill	United Way of Cass-Clay
Becky Hanson	NDDOT		

Presentation Slides Attached

The attached slides were presented at the meeting and include additional detail. The following sections in this document are summaries of discussions during the meeting.

Welcome and Introductions

Joe Kapper (SRF) provided an overview of the agenda and led introductions among attendees of this third Study Review Committee (SRC) meeting. The project team is looking to add transit rider advocates to the committee as some members had to excuse themselves from further involvement.

Community Survey

Joe presented the initial results of the TDP community survey, which collected 760 responses from September 9, 2020 through October 9, 2020. Regarding the bus stop amenities question, Michael Maddox (Metro COG) wanted to know whether there were any significant comments on improvements people would like to see. Menno Schukking (SRF) responded that some mentioned better snow removal and

overall cleanliness at bus stops for the open-ended response question. Jon Gilbert (Rider Advocate) noted that he had seen people smoking and consume alcohol at bus stops, and that it is sometimes uncomfortable to ask them to stop. Joe mentioned that bus stop cleanliness, waste receptacles, and trash cans are important considerations for bus stops.

Lori Van Beek (MATBUS) would like the survey information to be shared with the MATBUS marketing team, especially the open-ended comments.

Kevin Hanson (MAT Coordinating Board) asked if the community survey results could be compared to any other transit system. Joe replied that it would be possible to look at previous MATBUS surveys to identify trends over time. Menno mentioned that the demographics of survey respondents was similar to the Fargo-Moorhead metro overall but skewed slightly younger and lower income compared to the region.

Michael asked if the comments and results of the survey provide enough feedback to inform the service recommendations. Joe responded that the information about preferences and priorities are helpful, as are the tradeoffs, even though they are not swinging dramatically in one direction or another. It is the intention to drill down into greater detail on the tradeoffs during the stakeholder discussions and other public engagement. Will Calves (AECOM) agreed, stating that these responses will help with the service recommendations. He also saw value in the responses for users and non-users.

Public Engagement

There will be three stakeholder meeting in an "office hour" format the week of November 9, and a virtual open house on November 19. Michael wanted to know the SRC's reaction to the approach for the open house, including time, duration, agenda, etc. Wayne Zacher (NDDOT) asked whether a meeting should be held in the afternoon instead. Michael responded that lunch hour meetings were preferred early in the pandemic, but now people tend to be more negative towards them. Wayne agreed that, given it's a more informal open house, the 5pm slot is ok. Joe mentioned that the team will learn from this first open house meeting and adjust for the next meeting, especially in terms of timing and participation.

Separately, Joe asked if in-person engagement in the form of an informational kiosk at the Ground Transportation Center (GTC) would be a possibility. SRF would provide the content for the boards and that it would not necessarily need to be staffed. Lori thought the informational kiosk at the GTC is a good idea. She liked the ability to do a dot exercise and for riders to highlight areas on a map of the system for added service or improvements. Now that GTC is reopened, and it is getting cooler, this could be a good way to reach transit riders.

Lori wanted to know if there will be an opportunity to engage bus drivers. Joe replied that it is something he has done for other projects and can be done for this project as well. It was the intend for this project to specifically involve them as part of the service recommendations discussion.

Coordinated Plan

Menno gave a short overview of the approach to the Consolidated Human Services Transportation Plan (CHSTP). The project team would like confirmation on the providers involved in this task and the geographic scope.

Next Steps

SRF will share the presentation slides of today's meeting. SRF will schedule a meeting with MATBUS staff the week of November 16 to discuss the vision, mission, and values of the agency. A Doodle poll was sent out after the meeting to staff to schedule this meeting. The next SRC meeting will be in mid-December before the holidays.

SRF will work on draft values, and vision and mission statements. The planning consultants will work on the Consolidated Human Services Transportation Plan (CHSTP) and the Bus Stop Analysis, in coordination with MATBUS staff. Public engagement will continue through the stakeholder meetings and the virtual open house. SRC members are encouraged to promote the open house, online comment map, and project website. The next SRC meeting is expected in mid-December.

Assigned tasks between this meeting and the next include the following:

Task	Metro COG	SRF + AECOM	SRC
Distribute meeting slides and summary		X	
Promote open house, online comment map, and project website through your networks	X	X	X
Draft vision and mission statements		X	
Develop the GTC TDP Kiosk	X	X	
Send Doodle poll for next SRC meeting		X	

MATBUS 2021-2025 Transit Development Plan

Study Review Committee
November 9, 2020



METROCOG
FM REGIONAL TRANSPORTATION PLANNING ORGANIZATION

SRE AECOM

Meeting Agenda

1. SRC Introductions
2. Community Survey
3. Stakeholder Discussion
4. Open House
5. Transit Center Kiosk
6. Coordinated Plan
7. Mission, Values, Vision Update
8. Project Goals and Performance Measures Update
9. Next steps

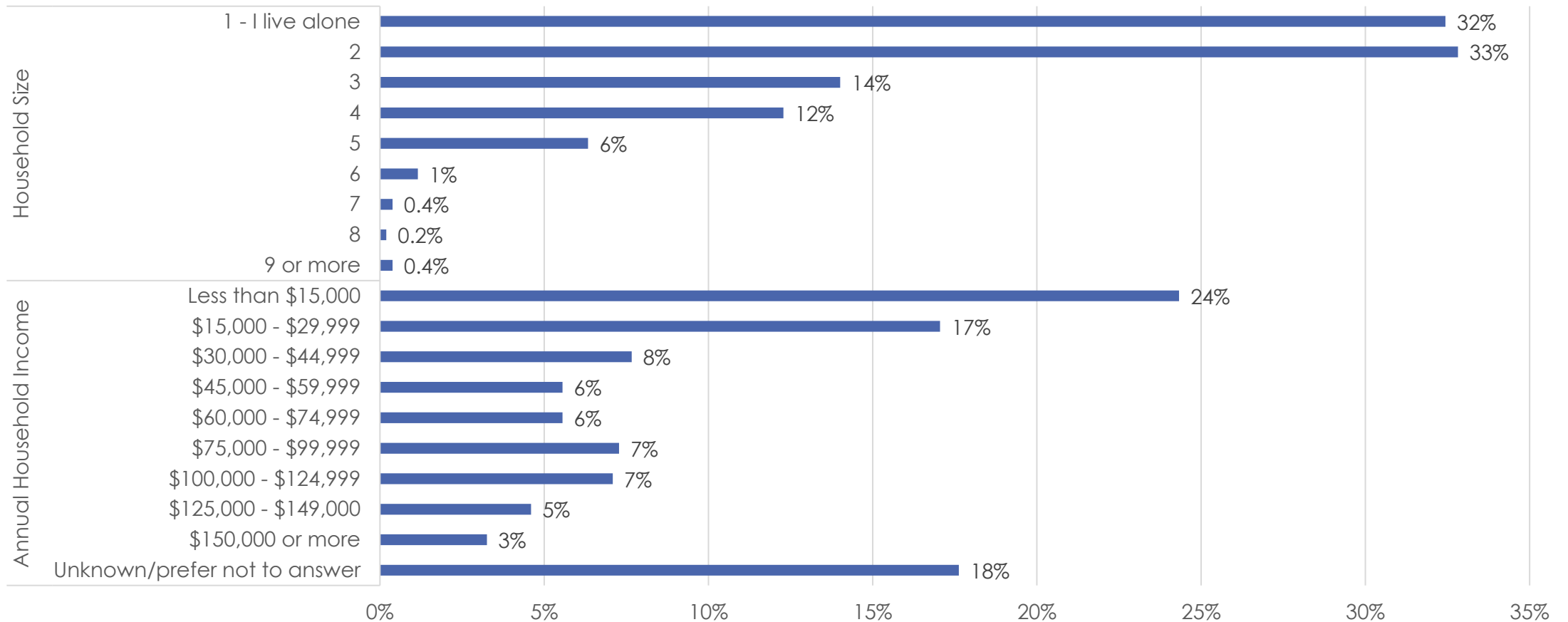
SRC Member Introductions

Community Survey

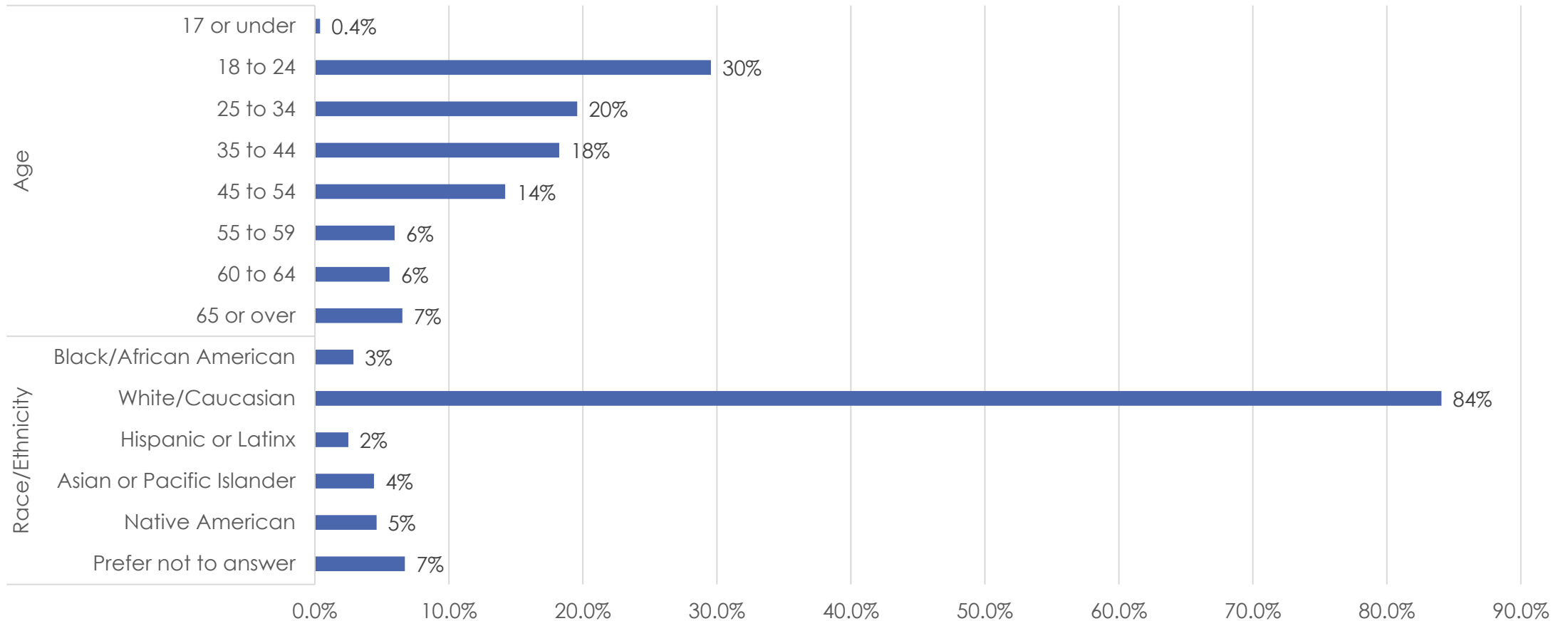
Methodology

- Online and paper survey instrument
 - 31 questions
 - September 9, 2020 through October 9, 2020
 - Advertising online and through partners
- 760 responses

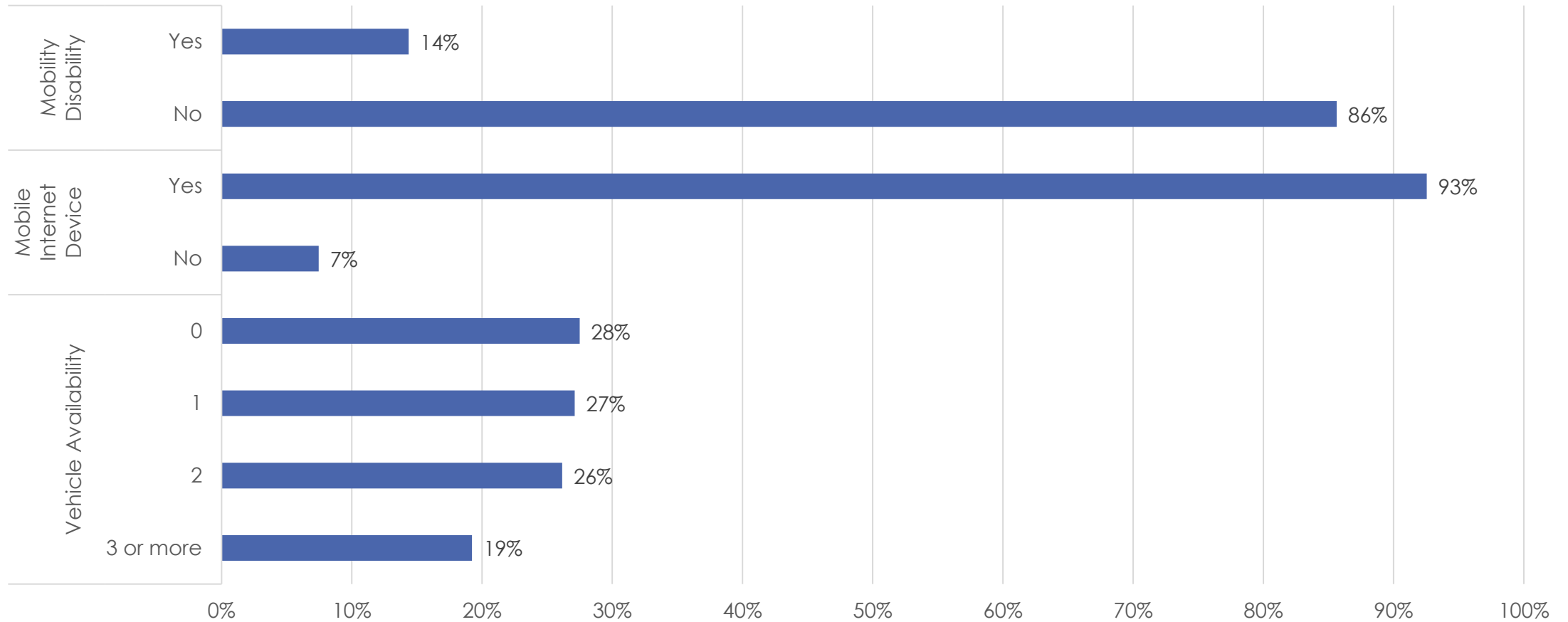
Demographic and Socioeconomic Background



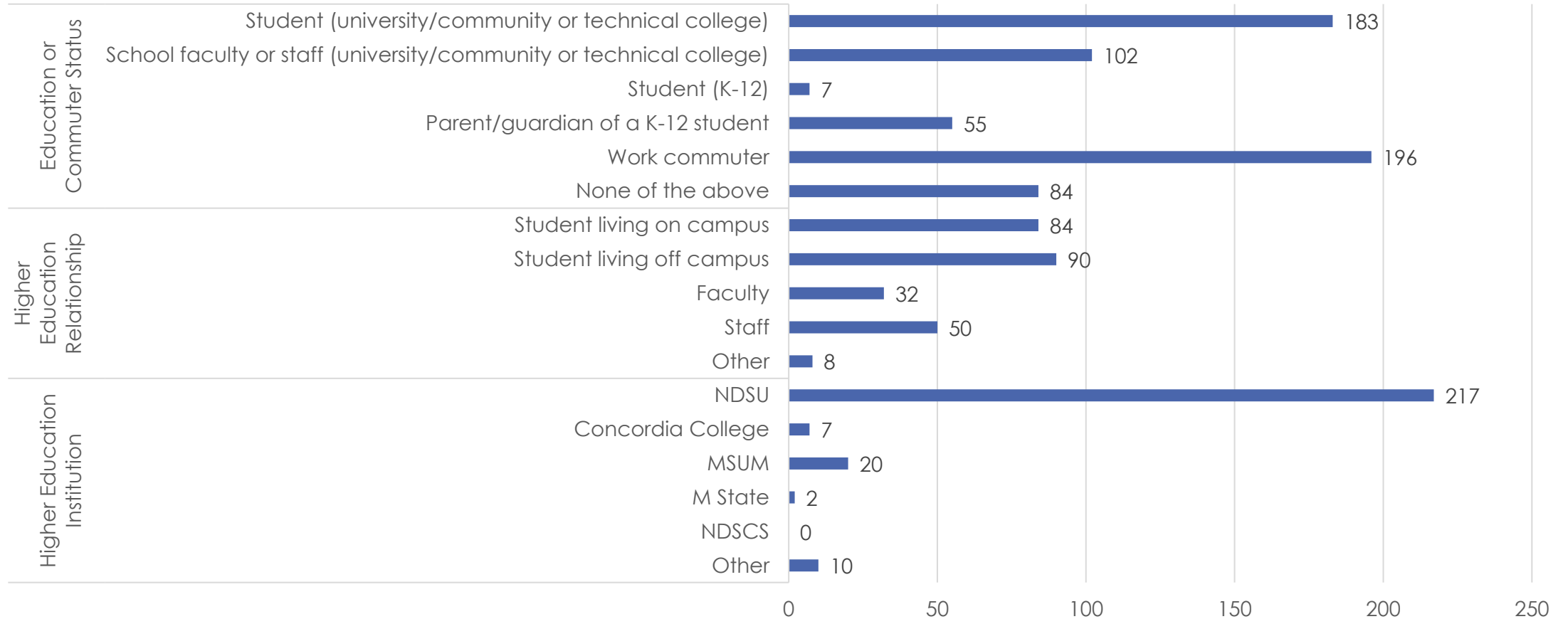
Demographic and Socioeconomic Background



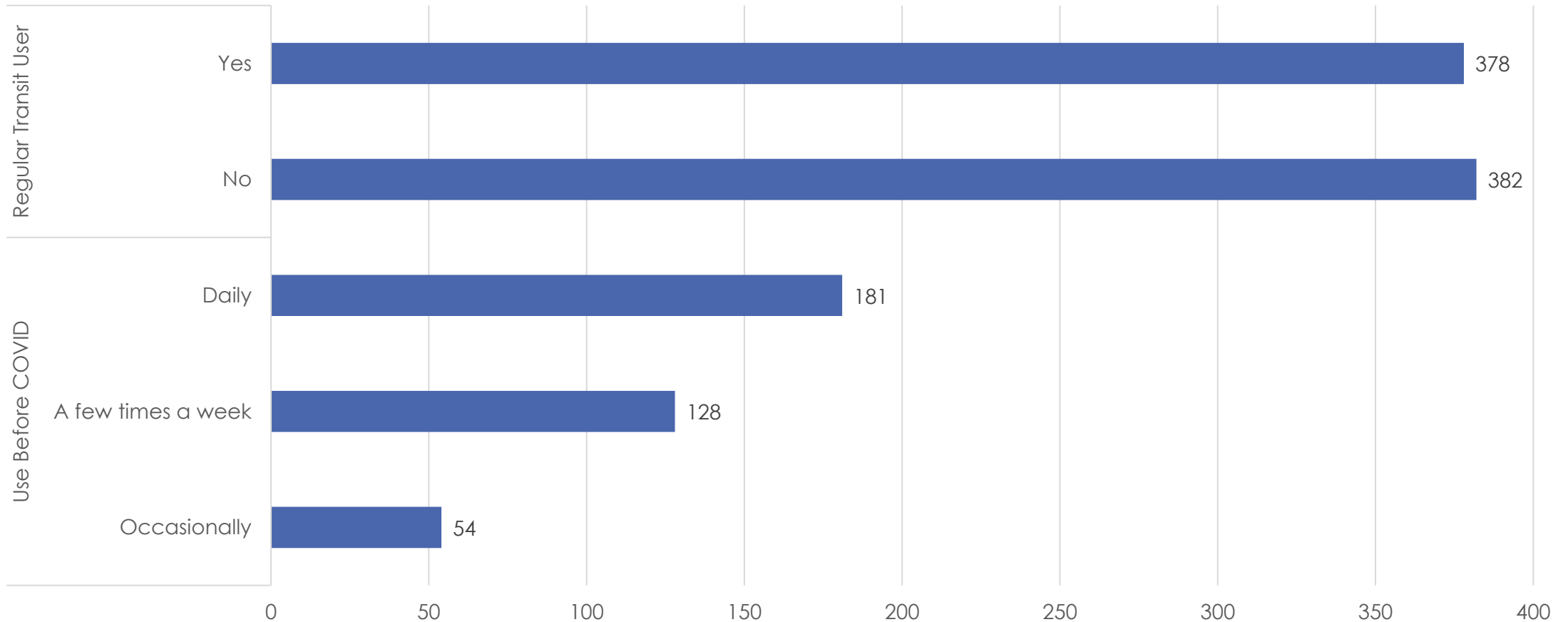
Accessibility



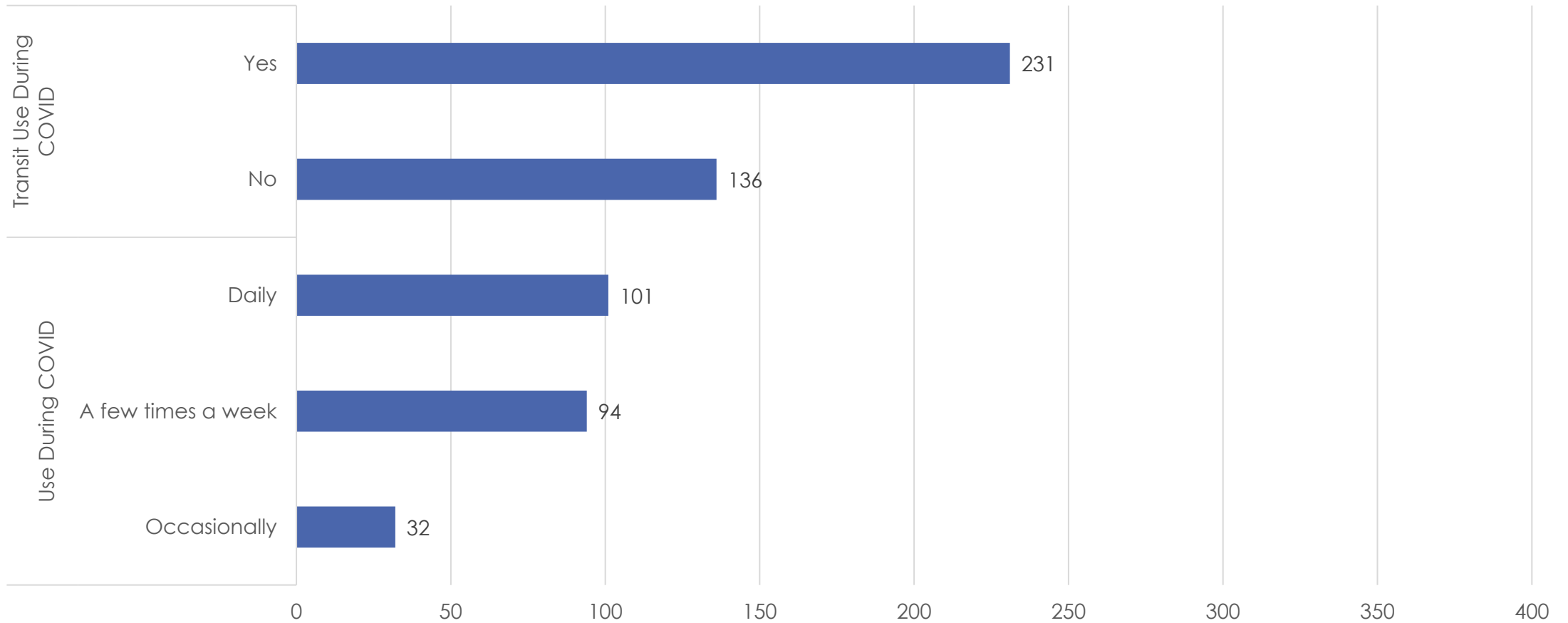
Education Affiliation and Commuter Status



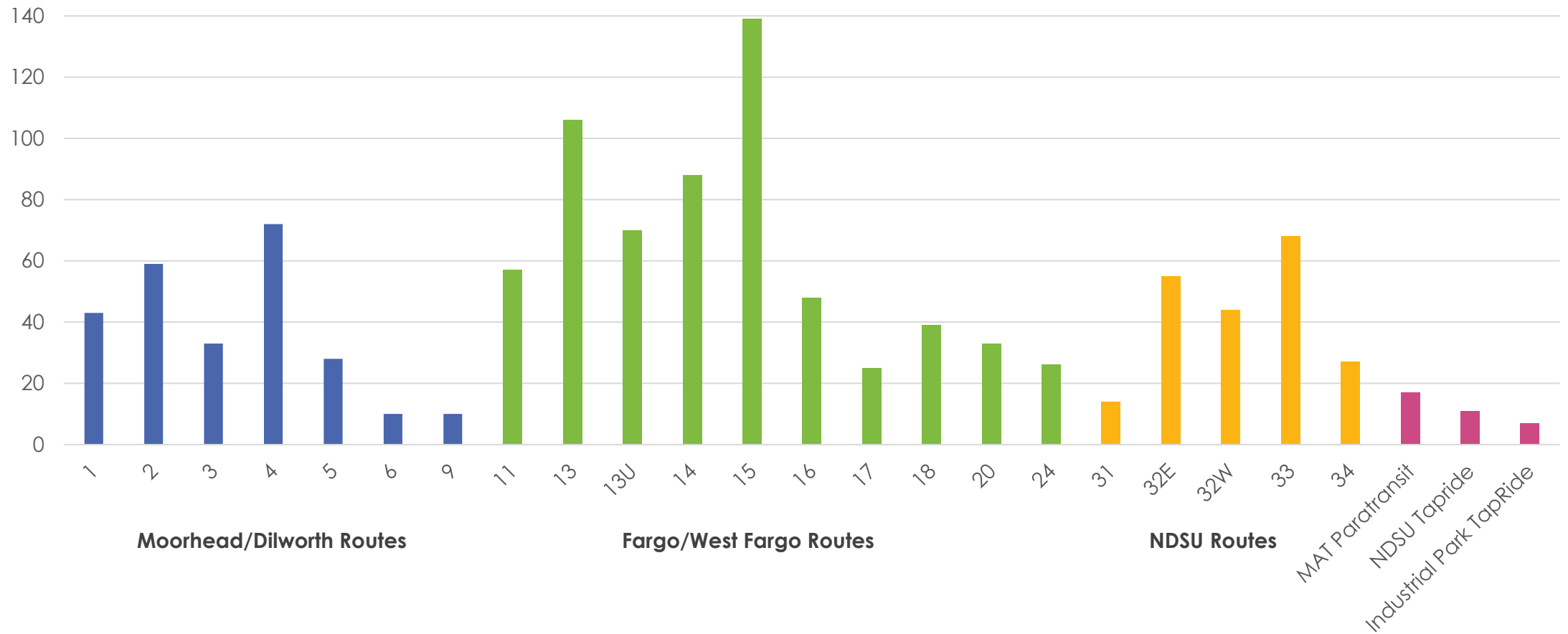
Regular Transit Use – Before COVID



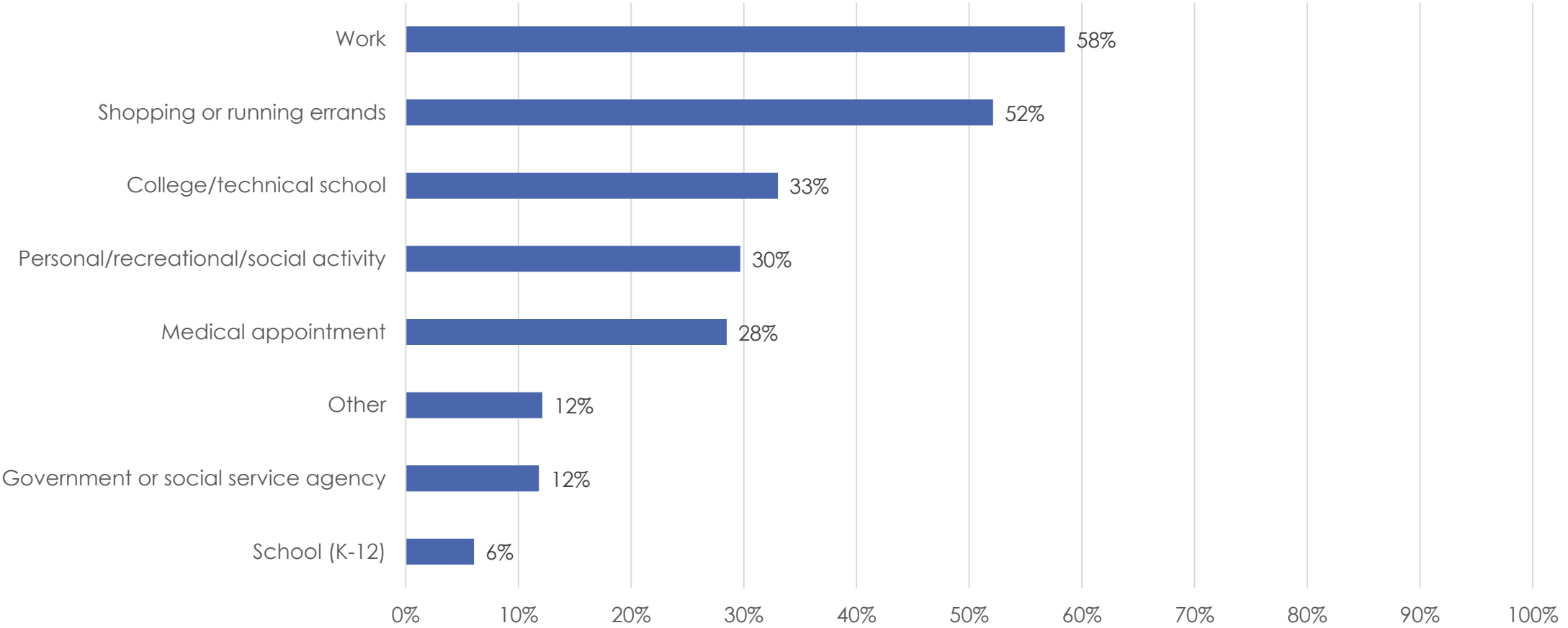
Regular Transit Use – During COVID



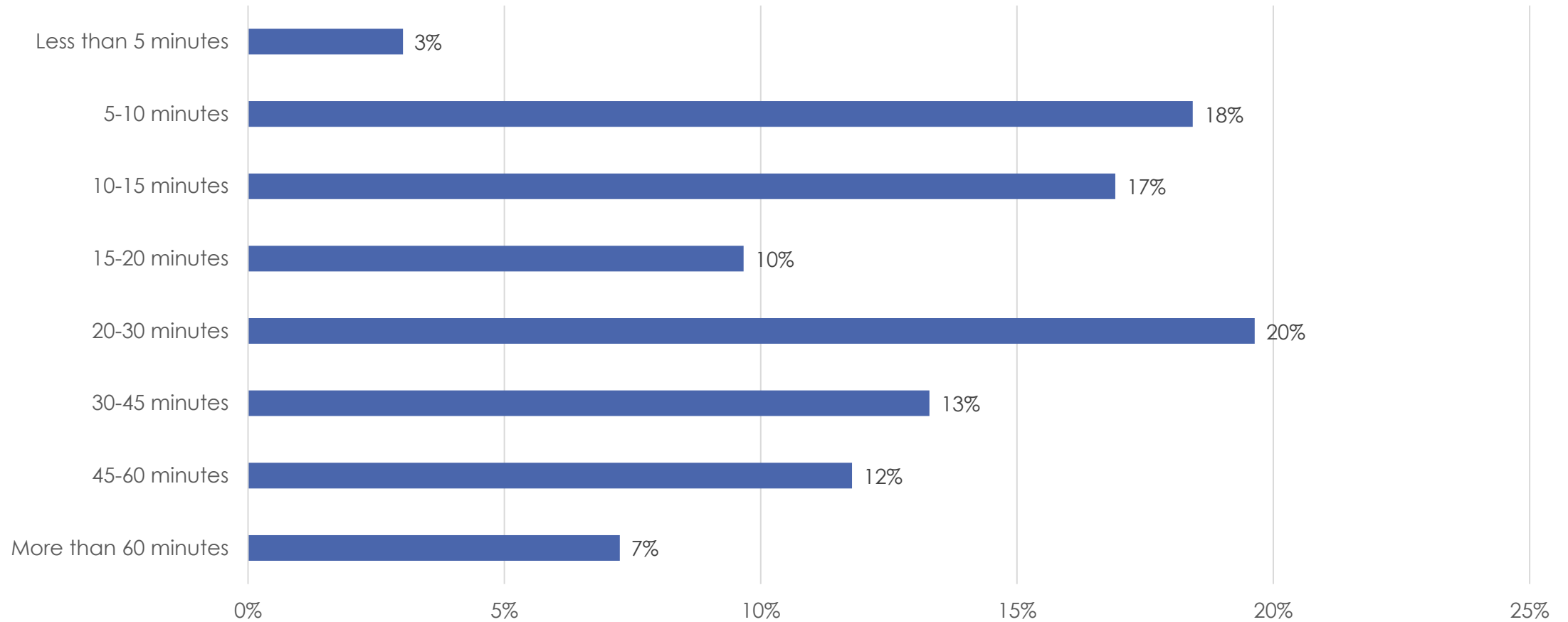
Routes



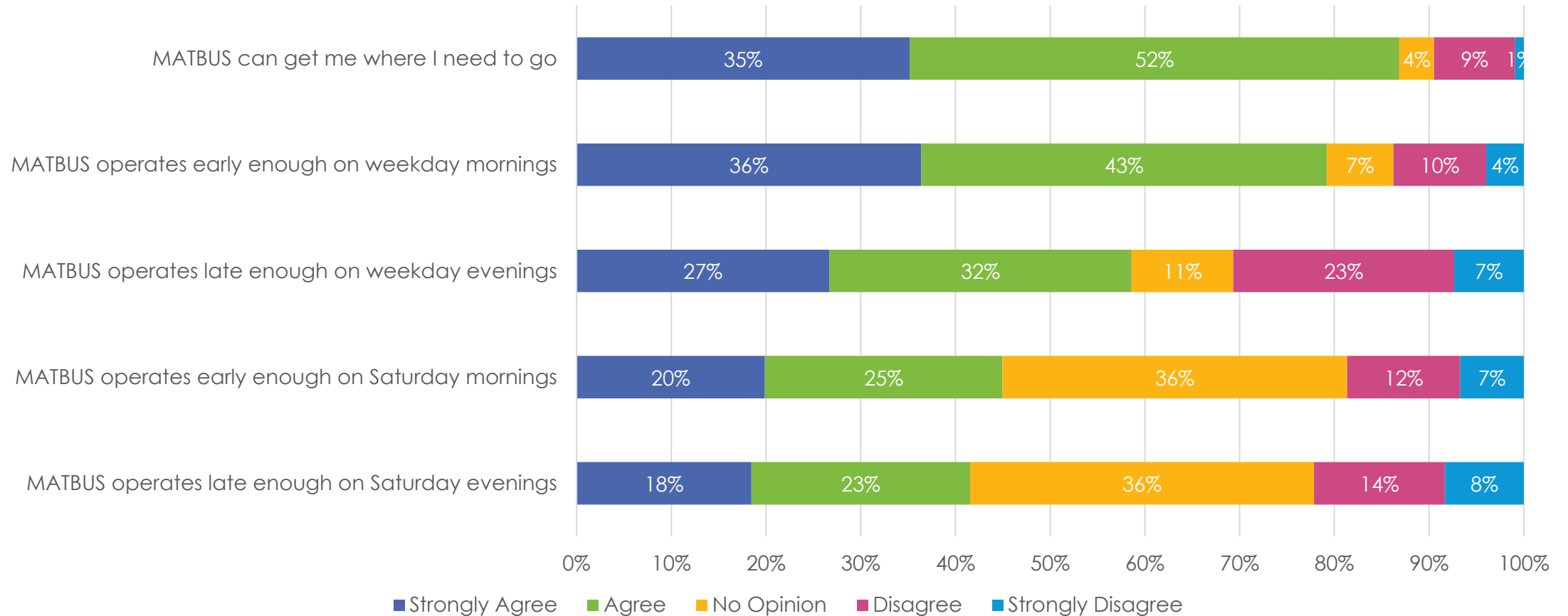
Trip Purpose



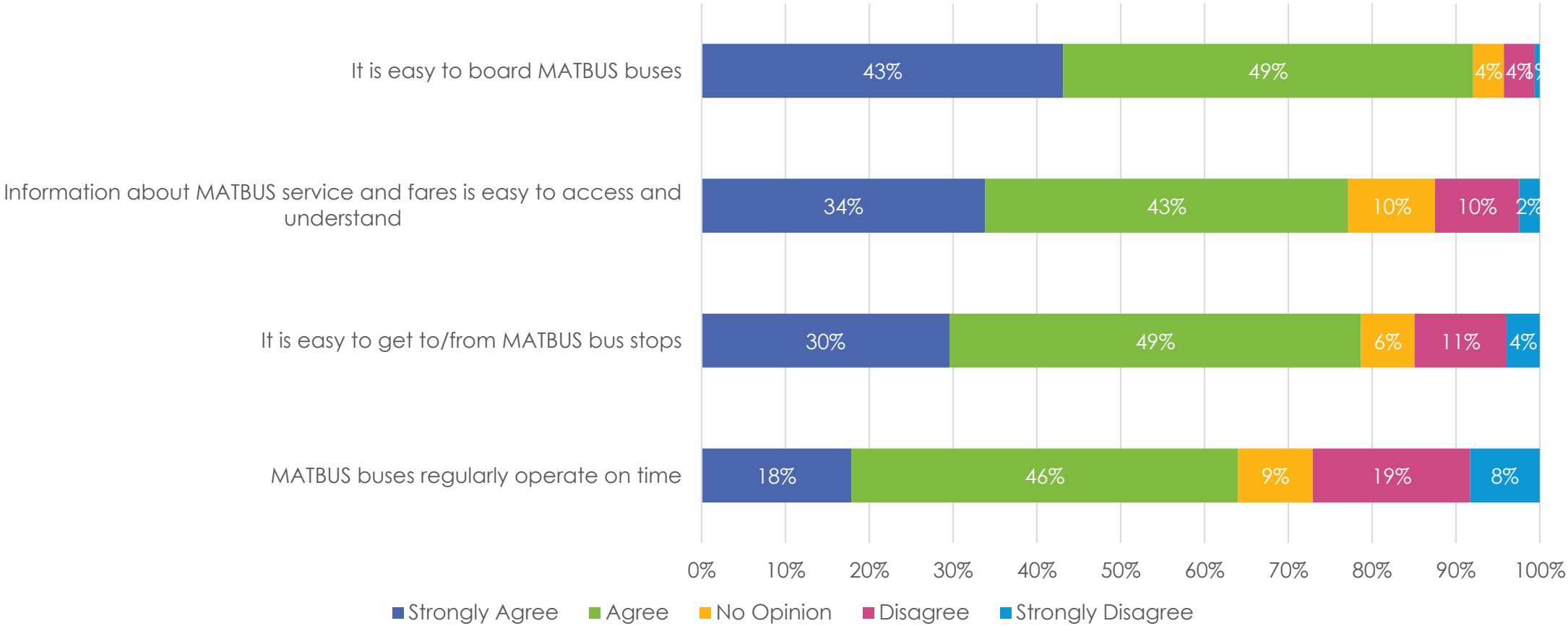
Travel Time



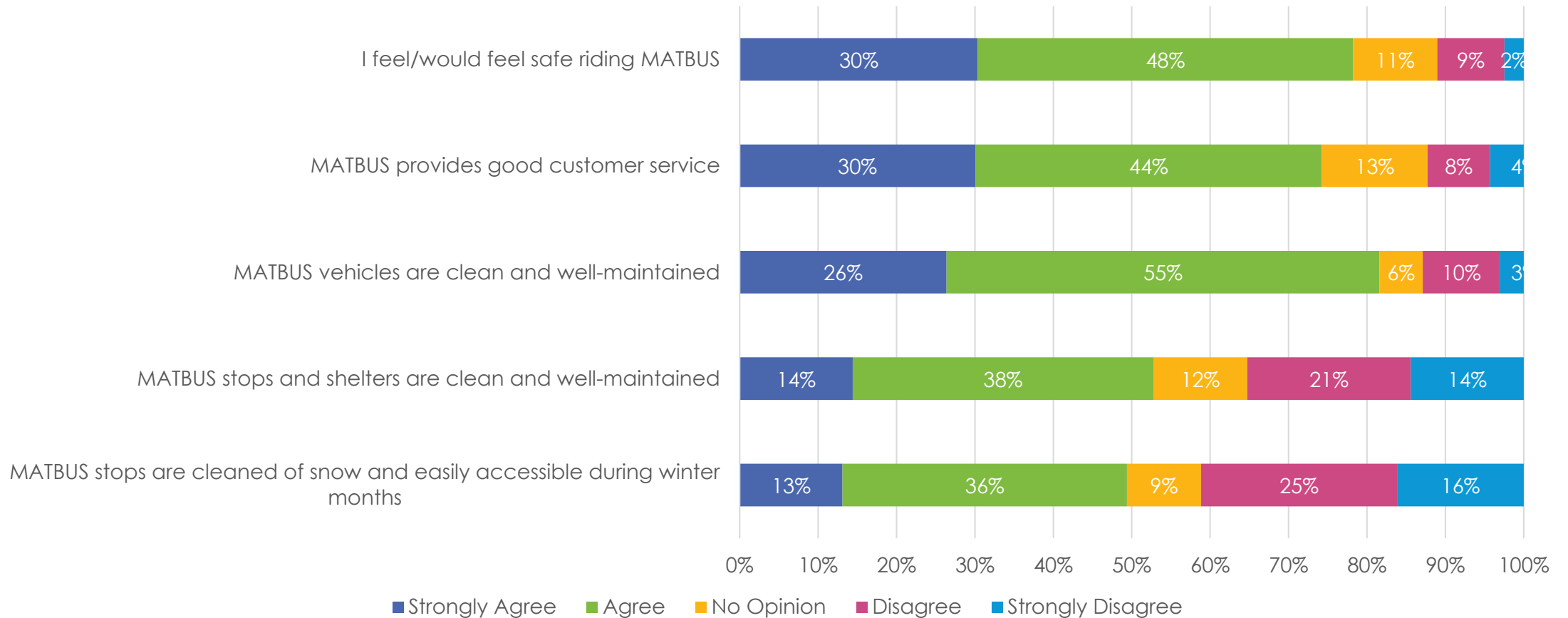
Service Availability



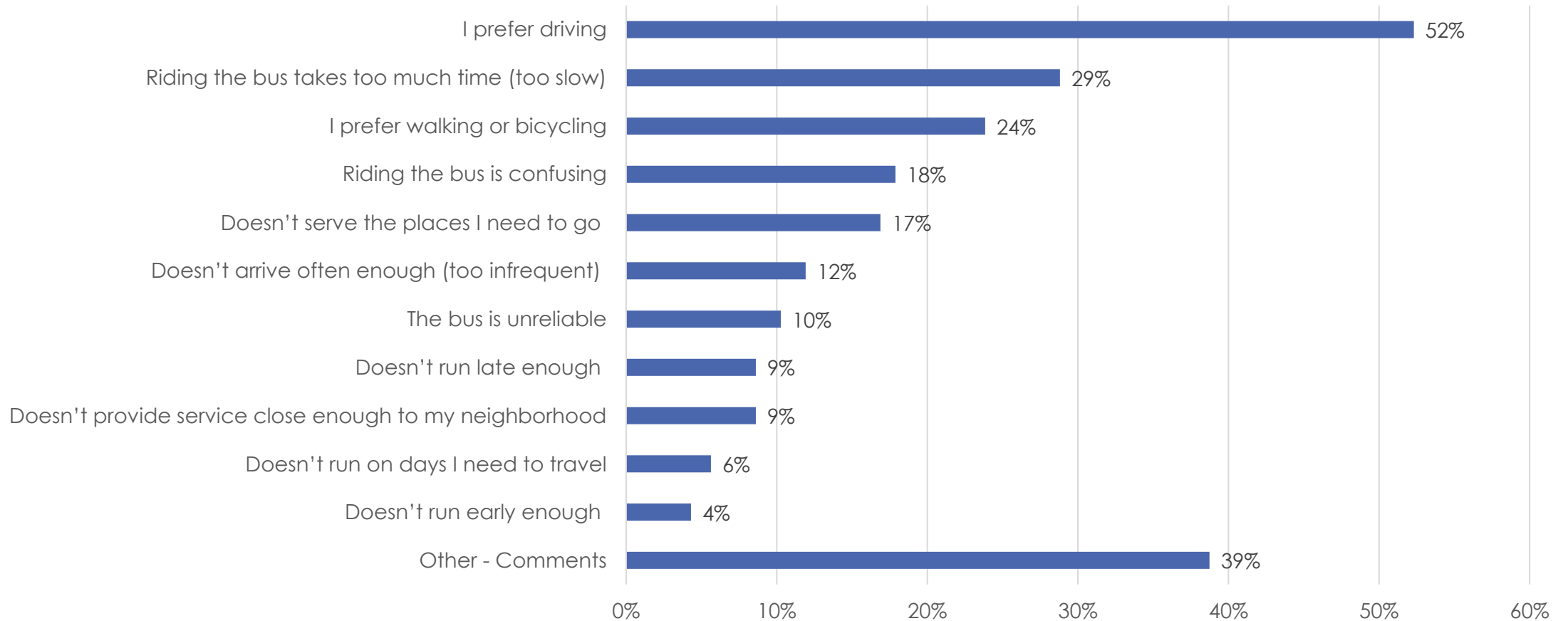
Service Accessibility



Customer Satisfaction



Non-Transit Users: Discouraging Factors

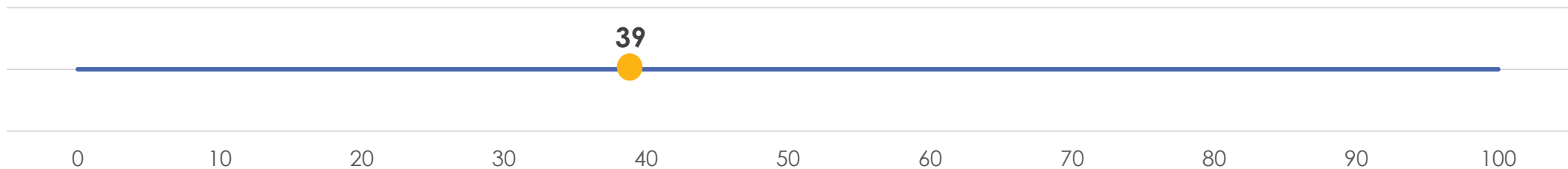


Network Design: Transfers

Take a new bus route that is scheduled to arrive TWICE an hour but requires a 5-MINUTE TRANSFER to a second bus that takes me to my final destination

No preference

Take a new bus route that is scheduled to arrive ONCE an hour, WITHOUT NEEDING TO TRANSFER to a second bus, that takes me to my final destination

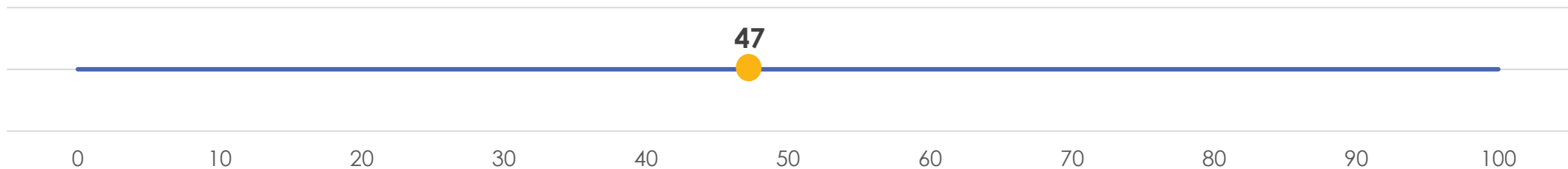


Network Design: Walking Distance

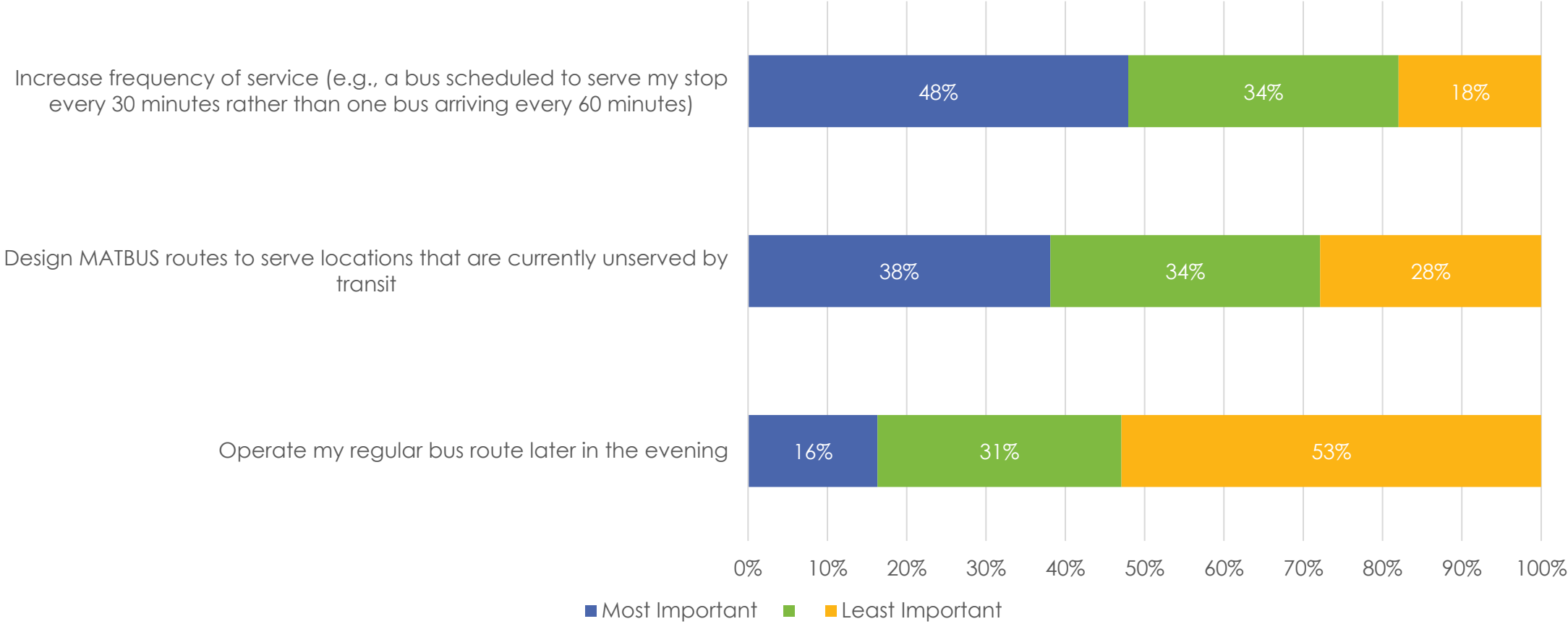
Walk or roll for 3 MORE MINUTES than I do today to a faster bus that gets me to my destination 10 MINUTES EARLIER

No preference

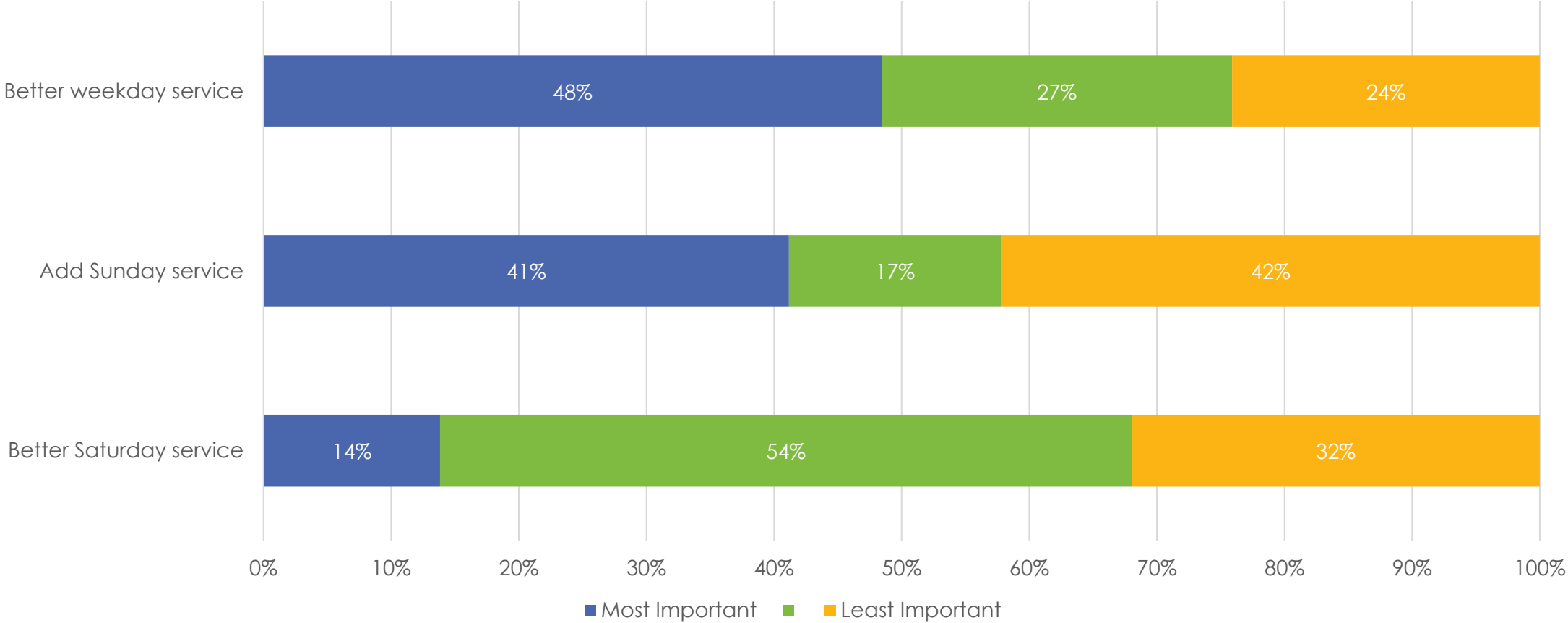
Walk or roll for the SAME AMOUNT OF TIME as I do today to a bus that gets me to my destination AT THE SAME TIME AS TODAY



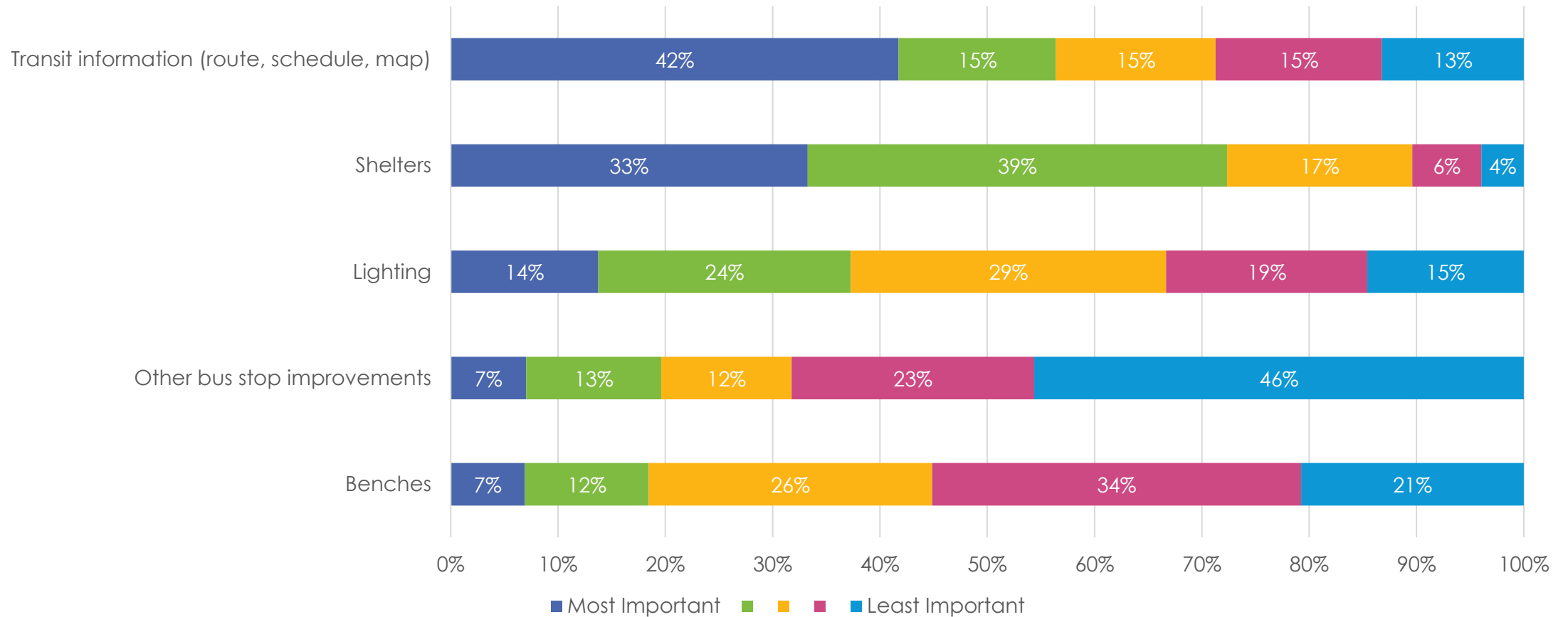
Service Improvements



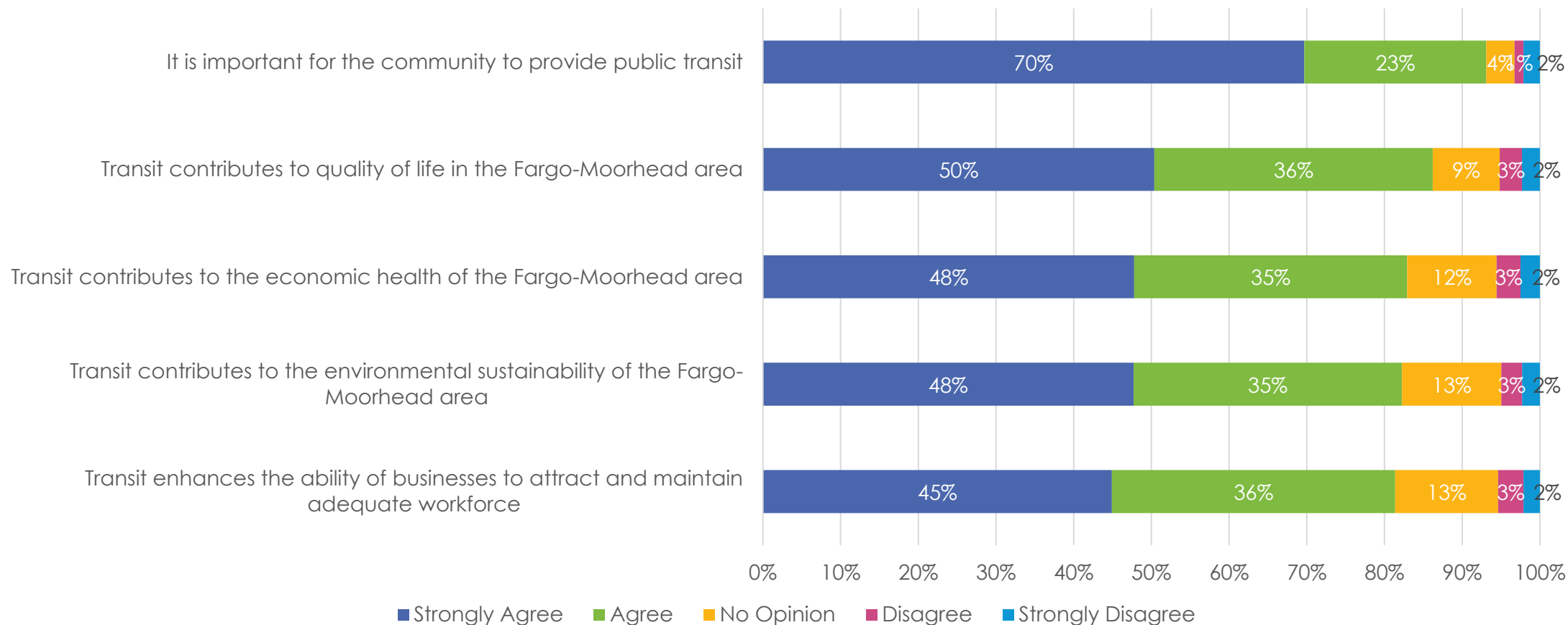
Service Improvements



Bus Stop Amenities



Transit Importance



Other Responses

- A vast majority of 97.9 percent of survey participants speak English at home as their primary language, this compares to 93.2 percent of residents in the Fargo – Moorhead MSA, according to the latest ACS
- Forty-four percent of regular transit users indicate that they use a transfer regularly
- Fifty-five survey participants provided their email addresses
 - Participants of the survey could voluntarily provide their email address to stay up to date of the Transit Development Plan process and future public engagement events

Stakeholder Discussion

Approach

- Purpose
 - Inform draft vision statement
 - Inform goals and performance measures
 - Inform service planning alternatives (task 7)
- Format
 - Three one-hour Zoom meetings, various timeslots in the week of November 9
 - “Office hour” setting
 - Invite only
 - Representatives may join any of the three meetings

Agenda

- Existing conditions highlights
- Needs assessment
- Customer satisfaction/marketing
- Community survey highlights
- Tradeoffs and priorities
 - Additional weekday vs. more weekend (including Sunday) or evening service; coverage vs. frequency, walk/roll distance (and relationship to stop spacing), etc.
 - How should the system be oriented?
 - Service between Moorhead and West Acres area?
 - Service between NDSU and West Acres area?
 - What outcomes of good transit would you like to see?

Open House

Approach

- Purpose
 - Inform draft vision statement
 - Inform goals and performance measures
 - Inform service planning alternatives (task 7)
- Format
 - One one-hour Zoom webinar, 5pm November 19
 - Recorded for project website

Agenda

- Existing conditions highlights
- Needs assessment
- Customer satisfaction/marketing
- Community survey highlights
- Tradeoffs and priorities
 - Additional weekday vs. more weekend (including Sunday) or evening service; coverage vs. frequency, walk/roll distance (and relationship to stop spacing), etc.
 - How should the system be oriented?
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 - What outcomes of good transit would you like to see?

In-Person Engagement

Possible Option: GTC Kiosk

- Purpose
 - Inform draft vision statement
 - Inform goals and performance measures
 - Inform service planning alternatives (task 7)
 - Reach populations without internet access
- Format
 - Table Kiosk at Ground Transportation Center (GTC)
 - Information panel(s), links to project website and wikimap
 - Share existing conditions and community survey highlights
 - Tradeoffs dot exercise
 - Weekday, weekend, evening, coverage, frequency, walk/roll distance
 - Comment forms

Consolidated Human Services Transportation Plan (CHSTP)

Approach

- Establish list of human services transportation providers
 - Providers identified in previous CHSTP and on FM Ride Source website
 - 5310 Providers
 - Confirm geographic coverage of plan

Approach

1 Priority Transportation	Handi-Wheels Transportation	Metro Senior Ride	Transit Alternatives
Anytime Transportation	James River Community Center (Jamestown)	Northlink Mobility	Tri-Valley Opportunity Council, T.H.E Bus
Benson County Transportation	Jefferson Lines	Nelson County	Uber
CarAVan Community of Care Cass County	Lakes Medi-Van Lucky 7 Taxi Service, Inc.	Paul Bunyan Transit Pembina County Meals and Transportation	Valley Senior Services
Doyle Yellow Checker Cab, Inc.	Lyft	Rainbow Rider Transit	
FM Mobility Care	MATBUS Fixed Route	Ready Wheels	
FM Taxi	MAT (Metro Area Transit) Paratransit	South Central Adult Services	

Approach

- Provider Survey
 - Assessment of range of services available
 - Initial needs assessment
- Needs Assessment Meeting
 - Existing conditions
 - Mobility manager
 - Minnesota RTCCs
- Draft Report Meeting
 - Confirm goals/objectives
 - Prioritize strategies

SRC Membership

New Members

- The SRC will provide oversight and input into the development of the MATBUS 2021-2025 TDP. As an SRC member, we ask that you:
 - Represent the interests and perspectives of your organization/stakeholder group
 - Review project materials ahead of SRC meetings (emailed one week in advance)
 - Participate in discussion during SRC meetings and ask questions
 - Help us spread the word about the TDP

Mission, Values, Vision Update

Project Goals and Performance Measures Update

Next Steps

Next Steps

- Stakeholder Engagement
- Values, vision, mission
 - Goals, strategies, and performance measures
 - Meet w/ MATBUS Staff/Management
- Consolidated Human Services Transportation Plan (CHSTP)
- Bus Stop Analysis
 - Conduce map analysis and field review

Next Steps

- Next SRC Meeting: Mid December

Action Items	Metro COG	SRF + AECOM	SRC
Distribute meeting slides and summary		X	
Promote open house and project website through your networks	X	X	X
Send Doodle poll for next SRC meeting		X	