

**82nd Meeting of the
Metro Area Transit Coordinating Board
January 8, 2020 – 8:00 am**

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

Meeting Agenda

1. Call to Order and Introductions

2. Action Items:
 - a. November 20, 2019 Meeting Minutes
 - b. Federal 5339 Grant Application for 2020 Capital (Moorhead) – Lori Van Beek
 - c. Route 4 Alternatives for Downtown Shopping – Lori Van Beek
 - d. Selection of Evaluation Team for Fargo-Moorhead Mass Transit Operational Services Request for Proposals – Lori Van Beek

3. Informational Items
 - a. 2020 Marketing Plan – Taaren Haak
 - b. 2020 Fuel Bids – Jordan Smith
 - c. 2019 Incidents Report – Matthew Peterson
 - d. 2019 Achievements Report – Lori Van Beek & Matthew Peterson
 - e. 2019 Annual Operations Report – Matthew Peterson & Lori Van Beek
 - f. Interesting Transit Articles – Lori Van Beek
 - i. Uber, Lyft Regulation Needed to Ease Traffic Woes
 - ii. Cities Struggle to Boost Ridership with ‘Uber for Transit’ Schemes
 - iii. How Close Are We to Autonomous Cars

4. Other Business

**81st Meeting of the
Metro Area Transit Coordinating Board
November 20, 2019
Fargo City Commission Chambers – 225 4th Street N, Fargo, ND**

Members Present:

Jim Aasness, Dilworth City Council
Tony Grindberg, Fargo City Commission
Paul Grindeland, Valley Senior Services
Jackie Maahs, Concordia College
Brit Stevens, NDSU
Sara Watson Curry, Moorhead City Council
Deb White, Moorhead City Council
Larry Weil, City of West Fargo (Alternate for Brad Olson)

Members Absent:

Brian Arett, Valley Senior Services
Kevin Hanson, Chair
Brad Olson, West Fargo City Commission
Teresa Stolfus, M|State
John Strand, Fargo City Commission
Annie Wood, MSUM

Others Present:

Lori Van Beek, City of Moorhead
Lisa Bode, City of Moorhead
Taaren Haak, City of Moorhead
Michael Maddox, FM Metro COG
Josef Rivera, First Transit
Jordan Smith, City of Moorhead

1. Call to Order and Introductions

Ms. White called the meeting to order and introductions were made. A quorum was not present so Ms. White proceeded with the informational items.

3. Informational Items

a. Update on LinkFM Fargo Public Hearing and Public Comments

Ms. Van Beek gave an update about the public meeting that was recently held at the GTC regarding the changes to the LinkFM service. She said there were six (6) comments received and all of those comments were in favor of continuing LinkFM service. She went on to explain that some of the comments were particularly interesting, including inquiries about if some of the other routes would be able to pick up part of the the LinkFM route. Ms. Van Beek said that several people also brought up Sunday service in place of the revenue that was used for LinkFM. She said that there was also discussion about using LinkFM for events or a weekend type schedule running on Thursday, Friday, and Saturday. Ms. Van Beek said that the City of Fargo made no decision and wants MATBUS to prepare cost options for alternative LinkFM service scenarios. She added that City of Fargo and City of Moorhead would likely act upon LinkFM within the first two weeks of December.

Ms. White asked if they could see the public comments received thus far, even on the City of Fargo side. Ms. Van Beek said they will provide all public comments with a summary at the City of Moorhead City Council meeting in December.

b. Update on Driver Recruitment

Mr. Rivera gave an update on driver recruitment. He said that in July of 2019 they had eleven (11) open jobs, and now they have four (4). Mr. Rivera thanked the Board for increasing the pay for drivers, saying that it has helped them provide the high quality transit service that the community needs. He said with an upcoming training, they anticipate to have all positions filled around the December 1, 2019 timeframe.

Ms. White asked what the timeline was for going from a “cadet” to being on your own. Mr. Rivera said the timeline is about three (3) weeks. Ms. White asked what the situation was like a year ago, and Ms. Van Beek said it is much improved compared to a year ago as far as job vacancy goes.

Mr. Weil arrived at 8:10 AM and a quorum was present.

c. Update on the Transit Authority Study

Mr. Maddox gave an update on the Transit Authority Study. He said that Metro COG will be incorporating some aspects of the Transit Authority Study into the Transit Development Plan (TDP) for implementation, especially as it relates to the governing structure of transit. Mr. Maddox added that they are formulating an approach of how to move forward with the organizational structure of transit after the most recent stakeholder interviews and work sessions. He said there are some concerns from the consultant about addressing all of the issues but he assured the project team that some of those issues are being caused by the organizational and governing structure and having two (2) entities operating the transit system as opposed to one cohesive organizational structure.

Ms. Watson Curry arrived at 8:12 AM

Mr. Weil asked how moving into a TMA (Transportation Management Area), presumably after the 2020 census would impact the study. Mr. Maddox said that there were two (2) tiers of the study, one of which looks at the organizational structure of transit and one that looks at finance. He said that TMA designation would have an impact on the finance, however it would impact each side of the river differently. He added that the consultant is estimating less federal funding through the TMA designation of the region, however the team is going through the financial study to see what options are available to transit in the future, as the system expands.

Mr. Maddox said that Metro COG expects to be done with the study in the Spring of 2020.

2. Action Items

c. Draft RFP for Five-year Transit Development Plan

Mr. Maddox introduced the RFP for the Transit Development Plan (TDP) which Metro COG is updating in 2020. He explained the funding breakdown and components within the scope for the TDP. Mr. Maddox added that new to this update to the TDP there will be more integration with performance measures, and there will also be a visioning exercise to unify the goals and

objectives of MATBUS (City of Fargo Transit and City of Moorhead Transit). He said that the findings of the Transit Authority Study will be integrated into the TDP.

Ms. White said she really appreciated the strong emphasis on community engagement in the RFP. She said that one of things the City of Moorhead really appreciated from a proposal on a recent RFP they released was, having a 'child friendly' station where kids could be involved in the process and stay occupied while parents could then be more engaged also. Mr. Maddox concurred and said that Metro COG was trying to take a more engaging approach for all ages.

Ms. White asked if the consultant would come to MAT Coordinating Board to present updates on the TDP. Mr. Maddox said that there were two (2) presentations to the MAT Coordinating Board included in the scope of work for the project; one toward the middle of the process, and one at the end of the process. He added that all MAT Coordinating Board members would be updated and invited to provide public input at other meetings throughout the process as well.

A motion to approve the draft RFP for five-year Transit Development Plan was made by Mr. Grindburg and seconded by Mr. Aasness. The motion was voted on and unanimously approved.

a. July 17, 2019, and October 2, 2019 Meeting Minutes

A motion to approve the minutes was made by Mr. Aasness and seconded by Ms. Watson Curry. The motion was voted on and unanimously approved.

b. 2020 Meeting Dates and Topics

Ms. Van Beek presented the 2020 meeting dates and topics for each meeting, as are typical at different times of the year.

Ms. Watson Curry asked about the location of MAT Coordinating Board meetings and if they would still be held in the City of Fargo Commission chambers. Ms. Van Beek said yes, the meetings would be held in the same location.

A motion to approve the 2020 meeting dates and topics was made by Mr. Grindeland and seconded by Ms. Watson Curry. The motion was voted on and unanimously approved.

d. Draft Survey to Colleges

Ms. Haak gave an update to the decrease in college ridership and how the survey came from that to get the perception of transit from riders and non-riders, where people were seeing advertising and marketing efforts for MATBUS, and how the partnership with the schools is going. She explained how the survey will be created and distributed to college students and that there will be an incentive to participate in the survey with gift card drawings. She said they hope to gather some information about trends in the ridership, and be able to better work with each individual campus that participates in the U-Pass program.

Ms. Watson Curry said that she thought giving an incentive to take the is a great idea. She went on to say they could potentially ask about mode preferences such as biking, carpooling, walking, etc. Ms. Watson Curry also suggested a survey question regarding inclement weather, and if that plays a factor in ridership as an encouragement or detriment. Ms. Haak said that they would look into including those suggestions within the survey.

Ms. Maahs asked about the timeline for getting the survey out to students, and if there was a reason for getting it done during this semester or if it could be pushed to the following year as students may be bogged down with the upcoming holiday as well as finals toward the end of the year. Ms. Haak said there is no timeline, but the sooner they get the results, the better. She added that they are leaving it up to each school also to determine when the right time is to send the survey out to students. Ms. White added that she thinks having it completed by the end of the year would be extremely difficult and after the holidays may be the best choice, or even over winter breaks. Ms. White also suggested continual contact such as weekly, with different incentives each week, to help remind people about the survey and drive more students to take it. She explained that even sending the survey to student's personal email address may be better, as they have found most do not check their official student email as often. Ms. Haak added that they would also be doing a social media push as well as rider alerts to contact as many students as possible.

A motion to move forward with the release of the college survey was made by Mr. Aasness and seconded by Mr. Stevens. The motion was voted on and unanimously approved.

3. Informational Items

d. Approved State of Minnesota Grants

Ms. Van Beek gave an update on operating grants that the City of Moorhead submitted for stating that they received full funding for the operations and received all the capital projects they had submitted. She explained that the State was flexing some State money instead of federal money for a couple of the transit capital improvement projects, which will help the City of Moorhead save that federal money for larger upcoming projects such as the GTC renovation or future MTG renovation. Ms. Van Beek explained that the State made a priority to fund capital vehicle purchases for rural transit providers and offered a 90/10 percent federal/local split.

e. September and October 2019 Operations Reports and College Ridership

Ms. Van Beek gave an update on the September and October 2019 operations report and college ridership. She explained that there is a big change to the ridership data that Matthew Peterson has been working on. She said that there is a lot of information they include in the report, and they would like to get some feedback as to what is useful information to have as well as how the presentation of that information should be formatted (i.e. graph vs. table).

Ms. Van Beek asked if the MAT Coordinating Board like the graphs, Ms. White shook her head yes. Ms. Watson Curry added that it was easier to understand. Ms. Van Beek went on to explain the graphs, charts, and tables included in the information packet.

Ms. White said that she appreciated the missed trip report as part of this information including why that is.

Ms. Watson Curry said that it is a lot of data, but she appreciates seeing the information. She suggested looking at a longer time frame when looking at when ridership is "down", to see if it is comparable to other years not within the two or three year snap shot. Ms. Watson Curry added that she likes to see the feedback, both bad and good as it can only make the system better. Ms. Watson Curry also asked about how the fines of drivers works. Ms. Van Beek explained safety bonuses and how those are used to pay the fines.

Mr. Stevens asked if they could segregate the Tap Ride data, he concurred that having the most information was beneficial to decision makers. Ms. Van Beek said yes, they could indeed separate the Tap Ride service data.

4. Other Business

Hearing no other business, Mr. Grindeland made a motion and Ms. Watson Curry seconded to adjourn the meeting at 9:01 AM.

DRAFT

Memorandum



To: MAT Coordinating Board
From: Lori Van Beek, Moorhead Transit Manager
Date: January 2, 2020
Re: *2020 Capital Grant Application for FTA 5339 Funding (Moorhead)*

Capital Non-Vehicle Projects: At the October meeting, the MAT Coordinating Board was provided with an email from MnDOT Office of Transit under information regarding Moorhead’s award of 2020 capital grant funding for several large projects (non-vehicle). At that time, MnDOT indicated that 80% State funding would be provided. However, the official notification from MnDOT clarified that MnDOT would be passing through State-allocated Federal 5339 funds to Moorhead for 80% of the cost.

A public hearing is required prior to submission of a Federal 5339 grant application to the Federal Transit Administration (FTA). Therefore, a public hearing has been scheduled for Monday, January 27, 2020, for the following capital grant projects:

I. CAPITAL PROJECTS	Grant Source	Local Share	Federal Share	Project Totals
A. 20% Local / 80% Federal Funding				
1. Communication Equipment – Green Light Project	5339	\$ 104,200	\$ 416,800	\$ 521,000
2. Facilities Support Equipment	5339	\$ 9,800	\$ 39,200	\$ 49,000
3. Purchase and Install Bus Shelter	5339	\$ 6,000	\$ 24,000	\$ 30,000
4. Dilworth Walmart Hub Design	5339	\$ 7,500	\$ 30,000	\$ 37,500
5. Dilworth Walmart Hub Construction	5339	\$ 50,000	\$ 200,000	\$ 250,000
	Total	\$ 177,500	\$ 710,000	\$ 887,500

Attached is a copy of the draft FTA grant application. All of the projects are included in the approved 2020 Mass Transit Budget.

Capital Vehicle Projects: MnDOT also notified Moorhead that the grant application for 2020 vehicle replacement of two Paratransit buses was not funded in 2020; however, the project was selected for 2021 with 80% federal, 10% State and 10% local funding. Since these two vehicles will reach their five-year life in October of 2020, pushing these to 2021 is acceptable and a budget adjustment to the 2020 Mass Transit Budget will be required.

Recommended Motion: Recommend to the Moorhead City Council approval of FTA Section 5339 capital grant application for the above listed projects. Further,

recommend a budget adjustment to move 2020 vehicle funding for two Paratransit replacement buses to 2021.

Application

Federal Award Identification Number (FAIN)	1159-2020-2
Temporary Application Number	1159-2020-2
Application Name	Section 5339-ND 2020 Capital Assistance
Application Status	In-Progress
Application Budget Number	0

Part 1: Recipient Information

Name: MOORHEAD, CITY OF

Recipient ID	Recipient OST Type	Recipient Alias	Recipient DUNS
1159	City	CITY OF MOORHEAD	085357507

Location Type	Address	City	State	Zip
Headquarters	500 Center Avenue	Moorhead	MN	56560
Physical Address	500 CENTER AVENUE	MOORHEAD	MN	56560
Mailing Address	500 CENTER AVENUE	MOORHEAD	MN	56561

Union Information

Union Name	Teamsters Local 120
Address 1	1114 Main Avenue, Suite A
Address 2	P.O. Box 2785
City	Fargo
State	North Dakota
Zipcode	58105
Contact Name	Tom Erickson
Telephone	7013654070
Fax	7013654071
E-mail	terickson@teamsterslocal120.org

Website

<https://www.teamsterslocal120.org/>

Part 2: Application Information

Title: Section 5339-ND 2020 Capital Assistance

FAIN	Application Status	Application Type	Date Created	Last Updated Date	From TEAM?
1159-2020-2	In-Progress	Grant	12/6/2019	12/6/2019	No

Application Start Date

The start date will be set to the date of the award

Application End Date

12/31/2020

Application Executive Summary

The City of Moorhead applies for \$710,000 of Section 5339-ND funds towards the Green Light Priority project, a joint venture with City Engineering to improve on-time performance and reliability on bus routes through transit preemption of traffic signals along fixed routes; to provide assistance to upgrade the maintenance and storage facility lighting to LED, improving energy efficiency and to purchase a diesel particulate filter cleaner; to replace a shelter and related improvements that has completed or exceeded its useful life; and to provide funds towards engineering, design, and construction costs related to relocating and replacing the Dilworth Walmart transit hub shelter.

Frequency of Milestone Progress Reports (MPR)

No Selection Made

Frequency of Federal Financial Reports (FFR)

No Selection Made

Does this application include funds for research and/or development activities?

This award does not include research and development activities.

Pre-Award Authority

This award is using Pre-Award Authority.

Does this application include suballocation funds?

Recipient organization is the Designated Recipient and can apply for and receive these apportioned funds.

Will this Grant be using Lapsing Funds?

No Selection Made

Will indirect costs be applied to this application?

This award does not include an indirect cost rate.

Indirect Rate Details: N/A

Requires E.O. 12372 Review

No, this application does not require E.O. 12372 Review.

Delinquent Federal Debt

No, my organization does not have delinquent federal debt.

Application Point of Contact Information

First Name	Last Name	Title	E-mail Address	Phone
Lori	Van Beek	Transit Manager	lvanbeek@matbus.com	7014766686

Application Budget Control Totals

Funding Source	Section of Statute	CFDA Number	Amount
5339 – Buses and Bus Facilities Formula	5339-1	20526	\$710,000
Local			\$177,500
Local/In-Kind			\$0
State			\$0
State/In-Kind			\$0
Other Federal			\$0
Transportation Development Credit			\$0
Adjustment			\$0
Total Eligible Cost			\$887,500

Application Budget

Project Number	Budget Item	FTA Amount	Non-FTA Amount	Total Eligible Amount	Quantity
1159-2020-2-P1	113-00 (113-) BUS - STATION/STOPS/TERMINALS	\$230,000.00	\$57,500.00	\$287,500.00	2
1159-2020-2-P1	11.31.10 ENG/DESIGN - BUS PASSENGER SHELTERS	\$30,000.00	\$7,500.00	\$37,500.00	1
1159-2020-2-P1	11.33.10 CONSTRUCT - BUS PASSENGER SHELTERS	\$200,000.00	\$50,000.00	\$250,000.00	1
1159-2020-2-P1	114-00 (114-) BUS: SUPPORT EQUIP AND FACILITIES	\$63,200.00	\$15,800.00	\$79,000.00	2
1159-2020-2-P1	11.42.20 ACQUIRE - MISC SUPPORT EQUIPMENT	\$24,000.00	\$6,000.00	\$30,000.00	1

1159-2020-2-P1		11.42.20	ACQUIRE - MISC SUPPORT EQUIPMENT	\$39,200.00	\$9,800.00	\$49,000.00	1
1159-2020-2-P1	116-00 (116-)		SIGNAL & COMM EQUIPMENT (BUS)	\$416,800.00	\$104,200.00	\$521,000.00	1
1159-2020-2-P1		11.62.20	PURCHASE MISC COMMUNICATIONS EQUIP	\$416,800.00	\$104,200.00	\$521,000.00	1

Earmark and Discretionary Allocations

This application does not contain earmarks or discretionary allocations.

Part 3: Project Information

Project Title: Section 5339-ND 2020 Capital Assistance

Project Number	Temporary Project Number	Date Created	Start Date	End Date
1159-2020-2-P1	1159-2020-2-P1	12/6/2019	10/28/2018	12/1/2020

Project Description

The City of Moorhead applies for Section 5339-ND funds in the amount of \$710,000 for communication equipment related to the Transit Green Light Priority project; to upgrade facility lighting to LED and purchase diesel particulate filter cleaner; to replace passenger shelter with related improvements; and for engineering, design, and construction costs to relocate and replace Dilworth Walmart transit hub shelter. Total funding request is \$710,000.

Project Benefits

This Section 5339-ND funds project will provide funds towards the Green Light Priority project, a joint venture with City Engineering to improve on-time performance and reliability on bus routes through transit preemption of traffic signals along fixed routes; to provide assistance to upgrade the maintenance and storage facility lighting to LED, improving energy efficiency and to purchase a diesel particulate filter cleaner; to replace a shelter and related improvements that has completed or exceeded its useful life; and to provide funds towards engineering, design, and construction costs related to relocating and replacing the Dilworth Walmart transit hub shelter.

Additional Information

None provided.

Location Description

This project will be utilized in the Fargo, ND - Moorhead, MN UZA. The Cities of Fargo, ND and Moorhead, MN have joint powers agreements for transit operations in the metro area and provide approximately 2 million rides per year to residents and visitors of the transit system.

Project Location (Urbanized Areas)

UZA Code	Area Name
270000	Minnesota
270001	Minnesota
272040	Fargo, ND-MN

Congressional District Information

State	District	Representative
Minnesota	7	Collin C Peterson

Program Plan Information

STIP/TIP

Date: N/A
Description: N/A

UPWP

Date: N/A
Description: N/A

Long Range Plan

Date: N/A
Description: N/A

Project Control Totals

Funding Source	Section of Statute	CFDA Number	Amount
5339 – Buses and Bus Facilities Formula	5339-1	20526	\$710,000
Local			\$177,500
Local/In-Kind			\$0
State			\$0
State/In-Kind			\$0
Other Federal			\$0
Transportation Development Credit			\$0
Adjustment			\$0
Total Eligible Cost			\$887,500

Project Budget

Project Number	Budget Item	FTA Amount	Non-FTA Amount	Total Eligible Amount	Quantity
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1159-2020-2-P1	113-00 (113-)	BUS - STATION/STOPS/TERMINALS		\$230,000.00	\$57,500.00	\$287,500.00	2
1159-2020-2-P1		11.31.10 ENG/DESIGN - BUS PASSENGER SHELTERS		\$30,000.00	\$7,500.00	\$37,500.00	1
1159-2020-2-P1		11.33.10 CONSTRUCT - BUS PASSENGER SHELTERS		\$200,000.00	\$50,000.00	\$250,000.00	1
1159-2020-2-P1	114-00 (114-)	BUS: SUPPORT EQUIP AND FACILITIES		\$63,200.00	\$15,800.00	\$79,000.00	2
1159-2020-2-P1		11.42.20 ACQUIRE - MISC SUPPORT EQUIPMENT		\$24,000.00	\$6,000.00	\$30,000.00	1
1159-2020-2-P1		11.42.20 ACQUIRE - MISC SUPPORT EQUIPMENT		\$39,200.00	\$9,800.00	\$49,000.00	1
1159-2020-2-P1	116-00 (116-)	SIGNAL & COMM EQUIPMENT (BUS)		\$416,800.00	\$104,200.00	\$521,000.00	1
1159-2020-2-P1		11.62.20 PURCHASE MISC COMMUNICATIONS EQUIP		\$416,800.00	\$104,200.00	\$521,000.00	1

Project Budget Activity Line Items

Budget Activity Line Item: 11.62.20 - PURCHASE MISC COMMUNICATIONS EQUIP

Scope Name / Code	Line Item #	Line Item Name	Activity	Quantity
SIGNAL & COMM EQUIPMENT (BUS) (116-00)	11.62.20	PURCHASE MISC COMMUNICATIONS EQUIP	AQUISITION	1

Extended Budget Description

We will be purchasing communication equipment for the Green Light Priority Project. This grant line applies \$416,800 of FTA Section 5339-ND funds allocated to Moorhead. A federal ratio of 80/20 will apply. The total project cost is \$521,000.

Will 3rd Party contractors be used to fulfill this activity line item?

Yes, 3rd Party Contractors will be used for this line item.

Funding Source	Section of Statute	CFDA Number	Amount
5339 – Buses and Bus Facilities Formula	5339-1	20526	\$416,800

Local		\$104,200
Local/In-Kind		\$0
State		\$0
State/In-Kind		\$0
Other Federal		\$0
Transportation Development Credit		\$0
Adjustment		\$0
Total Eligible Cost		\$521,000

Milestone Name	Est. Completion Date	Description
RFP Issue Date	5/1/2020	Request quotes for purchase of Green Light Priority Project equipment.
Contract Completion Date	11/1/2020	Completion and payment of contract.
Contract Award Date	6/1/2020	
Initial Delivery Date	7/1/2020	Installation of equipment.

Budget Activity Line Item: 11.42.20 - ACQUIRE - MISC SUPPORT EQUIPMENT

Scope Name / Code	Line Item #	Line Item Name	Activity	Quantity
BUS: SUPPORT EQUIP AND FACILITIES (114-00)	11.42.20	ACQUIRE - MISC SUPPORT EQUIPMENT	ACQUISITION OF BUS SUPPORT EQUIP/FACILITIES	1

Extended Budget Description

We will be relocating/renovating an existing passenger shelter, including ADA accessible pathways. This grant line applies \$24,000 of FTA Section 5339-ND funds allocated to Moorhead. A federal ratio of 80/20 will apply. The total project cost is \$30,000.

Will 3rd Party contractors be used to fulfill this activity line item?

Yes, 3rd Party Contractors will be used for this line item.

Funding Source	Section of Statute	CFDA Number	Amount
5339 – Buses and Bus Facilities Formula	5339-1	20526	\$24,000
Local			\$6,000
Local/In-Kind			\$0
State			\$0
State/In-Kind			\$0
Other Federal			\$0
Transportation Development Credit			\$0
Adjustment			\$0

Total Eligible Cost	\$30,000
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Milestone Name	Est. Completion Date	Description
RFP Issue Date - shelter install	4/1/2020	Shelter Install RFP
Contract Completion - Install	12/1/2020	Payment of shelter and concrete install
RFP Issue Date - Shelter purchase	3/1/2020	
Contract Award - Purchase	4/1/2020	
Contract Award - Install	5/13/2020	
Initial Delivery Date - shelter	6/1/2020	
Contract Completion - Shelter purchase	8/1/2020	Payment of shelter purchase
Final Delivery Date - Shelter install	11/1/2020	Completion of concrete and shelter install

Budget Activity Line Item: 11.42.20 - ACQUIRE - MISC SUPPORT EQUIPMENT

Scope Name / Code	Line Item #	Line Item Name	Activity	Quantity
BUS: SUPPORT EQUIP AND FACILITIES (114-00)	11.42.20	ACQUIRE - MISC SUPPORT EQUIPMENT	ACQUISITION OF BUS SUPPORT EQUIP/FACILITIES	1

Extended Budget Description

We will be purchasing miscellaneous support equipment for the shop, including a diesel particulate filter cleaner. We will also be upgrading the lighting in the transit garage facility to LED. This grant line applies \$39,200 of FTA Section 5339-ND funds allocated to Moorhead. A federal ratio of 80/20 will apply. The total project cost is \$49,000.

Will 3rd Party contractors be used to fulfill this activity line item?

Yes, 3rd Party Contractors will be used for this line item.

Funding Source	Section of Statute	CFDA Number	Amount
5339 – Buses and Bus Facilities Formula	5339-1	20526	\$39,200
Local			\$9,800
Local/In-Kind			\$0
State			\$0
State/In-Kind			\$0
Other Federal			\$0
Transportation Development Credit			\$0

Adjustment	\$0
Total Eligible Cost	\$49,000

Milestone Name	Est. Completion Date	Description
Contract Award Date - Cleaner	1/1/2020	Following bid quotes, this diesel particulate cleaner will be purchased.
Contract completion date - lighting	8/1/2020	Completion and payment of contract.
Initial Delivery Date - diesel particulate cleaner	2/1/2020	Receipt of equipment
Initial Delivery Date - Install lighting	4/1/2020	
Contract Award Date - LED lighting	1/15/2020	Following bid quotes, the LED lighting will be purchased.
Final delivery date - cleaner	4/1/2020	Final acceptance and payment is expected to take approximately 30-45 days

Budget Activity Line Item: 11.31.10 - ENG/DESIGN - BUS PASSENGER SHELTERS

Scope Name / Code	Line Item #	Line Item Name	Activity	Quantity
BUS - STATION/STOPS/TERMINALS (113-00)	11.31.10	ENG/DESIGN - BUS PASSENGER SHELTERS	ENGINEERING & DESIGN - BUS STATION STOPS/TERMINALS	1

Extended Budget Description

We will be relocating and replacing the transit hub shelter located at the Dilworth Walmart. The costs include engineering and design. This grant line applies \$30,000 of FTA Section 5339-ND funds allocated to Moorhead. A federal ratio of 80/20 will apply. The total project cost is \$37,500.

Will 3rd Party contractors be used to fulfill this activity line item?

Yes, 3rd Party Contractors will be used for this line item.

Funding Source	Section of Statute	CFDA Number	Amount
5339 – Buses and Bus Facilities Formula	5339-1	20526	\$30,000
Local			\$7,500
Local/In-Kind			\$0
State			\$0
State/In-Kind			\$0
Other Federal			\$0
Transportation Development Credit			\$0
Adjustment			\$0
Total Eligible Cost			\$37,500

Milestone Name	Est. Completion Date	Description
RFP Issue Date	10/28/2018	Request quotes for purchase of Green Light Priority Project equipment
Contract Completion and Payment	9/1/2020	
Contract Award	1/1/2020	Award contract
Initial delivery date	3/1/2020	

Budget Activity Line Item: 11.33.10 - CONSTRUCT - BUS PASSENGER SHELTERS

Scope Name / Code	Line Item #	Line Item Name	Activity	Quantity
BUS - STATION/STOPS/TERMINALS (113-00)	11.33.10	CONSTRUCT - BUS PASSENGER SHELTERS	CONSTRUCTION OF BUS STATIONS/TERMINALS	1

Extended Budget Description

We will be relocating and replacing an existing transfer hub at the Dilworth Walmart, including ADA accessible pathways. The costs include construction. This grant line applies \$200,000 of FTA Section 5339-ND funds allocated to Moorhead. A federal ratio of 80/20 will apply. The total project cost is \$250,000. This project meets a categorical exclusion under NEPA.

Will 3rd Party contractors be used to fulfill this activity line item?

No, 3rd Party Contractors will not be used for this line item.

Funding Source	Section of Statute	CFDA Number	Amount
5339 – Buses and Bus Facilities Formula	5339-1	20526	\$200,000
Local			\$50,000
Local/In-Kind			\$0
State			\$0
State/In-Kind			\$0
Other Federal			\$0
Transportation Development Credit			\$0
Adjustment			\$0
Total Eligible Cost			\$250,000

Milestone Name	Est. Completion Date	Description
RFP Issue Date	10/28/2018	
Contract Completion Date	9/1/2020	Contract completion and payment date
Contract award Date	3/1/2020	The Moorhead City Council approved this project in their 2020 project.

Initial Delivery Date	4/1/2020
Final Delivery Date	8/1/2020

Project Environmental Findings

There are no environmental findings for this project.

Part 4: Fleet Details

No fleet data exists for this application.

Part 5: FTA Review Comments

There are no review comments to display at this time.

Part 6: Agreement

**UNITED STATES OF AMERICA
DEPARTMENT OF TRANSPORTATION
FEDERAL TRANSIT ADMINISTRATION**

**GRANT AGREEMENT
(FTA G-26, October 1, 2019)**

On the date the authorized U.S. Department of Transportation, Federal Transit Administration (FTA) official signs this Grant Agreement, FTA has obligated and awarded federal assistance as provided below. Upon execution of this Grant Agreement by the Recipient named below, the Recipient affirms this FTA Award, enters into this Grant Agreement with FTA, and binds its compliance with the terms of this Grant Agreement.

The following documents are incorporated by reference and made part of this Grant Agreement:

- (1) "Federal Transit Administration Master Agreement," FTA MA(26), October 1, 2019, <http://www.transit.dot.gov>,
- (2) The Certifications and Assurances applicable to the FTA Award that the Recipient has selected and provided to FTA, and
- (3) Any Award notification containing special conditions or requirements, if issued.

WHEN THE TERM "FTA AWARD" OR "AWARD" IS USED, EITHER IN THIS GRANT AGREEMENT OR THE APPLICABLE MASTER AGREEMENT, "AWARD" ALSO INCLUDES ALL TERMS AND CONDITIONS SET FORTH IN THIS GRANT AGREEMENT.

FTA OR THE FEDERAL GOVERNMENT MAY WITHDRAW ITS OBLIGATION TO PROVIDE FEDERAL ASSISTANCE IF THE RECIPIENT DOES NOT EXECUTE THIS GRANT AGREEMENT WITHIN 90 DAYS FOLLOWING FTA'S AWARD DATE SET FORTH HEREIN.

FTA AWARD

Federal Transit Administration (FTA) hereby awards a Federal Grant as follows:

Recipient Information

Recipient Name: MOORHEAD, CITY OF

Recipient ID: 1159

DUNS No: 085357507

Application Information

Federal Award Identification Number: 1159-2020-2

Application Name: Section 5339-ND 2020 Capital Assistance

Application Start Date: The start date will be set to the date of the award

Application End Date: 12/31/2020

Application Executive Summary: The City of Moorhead applies for \$710,000 of Section 5339-ND funds towards the Green Light Priority project, a joint venture with City Engineering to improve on-time performance and reliability on bus routes through transit preemption of traffic signals along fixed routes; to provide assistance to upgrade the maintenance and storage facility lighting to LED, improving energy efficiency and to purchase a diesel particulate filter cleaner; to replace a shelter and related improvements that has completed or exceeded its useful life; and to provide funds towards engineering, design, and construction costs related to relocating and replacing the Dilworth Walmart transit hub shelter.

Research and Development: This award does not include research and development activities.

Indirect Costs: This award does not include an indirect cost rate.

Suballocation Funds: Recipient organization is the Designated Recipient and can apply for and receive these apportioned funds.

Pre-Award Authority: This award is using Pre-Award Authority.

Application Budget

Total Application Budget: \$887,500.00

Amount of Federal Assistance Obligated for This FTA Action (in U.S. Dollars): \$710,000.00

Amount of Non-Federal Funds Committed to This FTA Action (in U.S. Dollars): \$177,500.00

Total FTA Amount Awarded and Obligated (in U.S. Dollars): \$710,000.00

Total Non-Federal Funds Committed to the Overall Award (in U.S. Dollars): \$177,500.00

Application Budget Control Totals

(The Budget includes the individual Project Budgets (Scopes and Activity Line Items) or as attached)

Funding Source	Section of Statute	CFDA Number	Amount
5339 – Buses and Bus Facilities Formula	5339-1	20526	\$710,000
Local			\$177,500
Local/In-Kind			\$0
State			\$0
State/In-Kind			\$0
Other Federal			\$0
Transportation Development Credit			\$0
Adjustment			\$0
Total Eligible Cost			\$887,500

(The Transportation Development Credits are not added to the amount of the Total Award Budget.)

U.S. Department of Labor Certification of Public Transportation Employee Protective Arrangements:

Original Certification Date:

Special Conditions

There are no special conditions.

FINDINGS AND DETERMINATIONS

By signing this Award on behalf of FTA, I am making all the determinations and findings required by federal law and regulations before this Award may be made.

FTA AWARD OF THE GRANT AGREEMENT

Awarded By:

FEDERAL TRANSIT ADMINISTRATION
U.S. DEPARTMENT OF TRANSPORTATION
Contact Info:
Award Date:

EXECUTION OF THE GRANT AGREEMENT

Upon full execution of this Grant Agreement by the Recipient, the Effective Date will be the date FTA or the Federal Government awarded Federal assistance for this Grant Agreement.

By executing this Grant Agreement, the Recipient intends to enter into a legally binding agreement in which the Recipient:

(1) Affirms this FTA Award,

- (2) Adopts and ratifies all of the following information it has submitted to FTA:
 - (a) Statements,
 - (b) Representations,
 - (c) Warranties,
 - (d) Covenants, and
 - (e) Materials,
- (3) Consents to comply with the requirements of this FTA Award, and
- (4) Agrees to all terms and conditions set forth in this Grant Agreement.

Executed By:

MOORHEAD, CITY OF

ROUTE 4 ALTERNATIVES

Lori Van Beek
Moorhead Transit Manager

Terminology

- Inbound: Traveling to the GTC Transfer Hub (end of route)
- Outbound: Leaving from the GTC Transfer Hub (start of route)
- GTC: Ground Transportation Center, Main Fargo-Moorhead Transfer Hub in Fargo
- Parkview Terrace: Low-income Housing Units on 1st Avenue North and 3rd Street in Moorhead

Goals to be Achieved:

- Have both inbound and outbound bus stops serve the Hjemkomst Center, Parkview Terrace, Moorhead Center Mall, and downtown Moorhead housing (US Bank).
- Keep the route timing with a minimum of 10 minutes spare for peak traffic and adverse weather
- Provide a bus stop(s) close to the shelter previously used by LinkFM
- Provide additional Moorhead bus stop(s) in downtown Fargo
- Replace the LinkFM bus stop sign at Hjemkomst Center inbound to GTC with a MATBUS stop sign
- Consider branding the bus stops previously used by LinkFM as the Route 4 Shopping Connection
- Maintain or reduce railroad crossing

Existing Route 4 – Downtown Map:



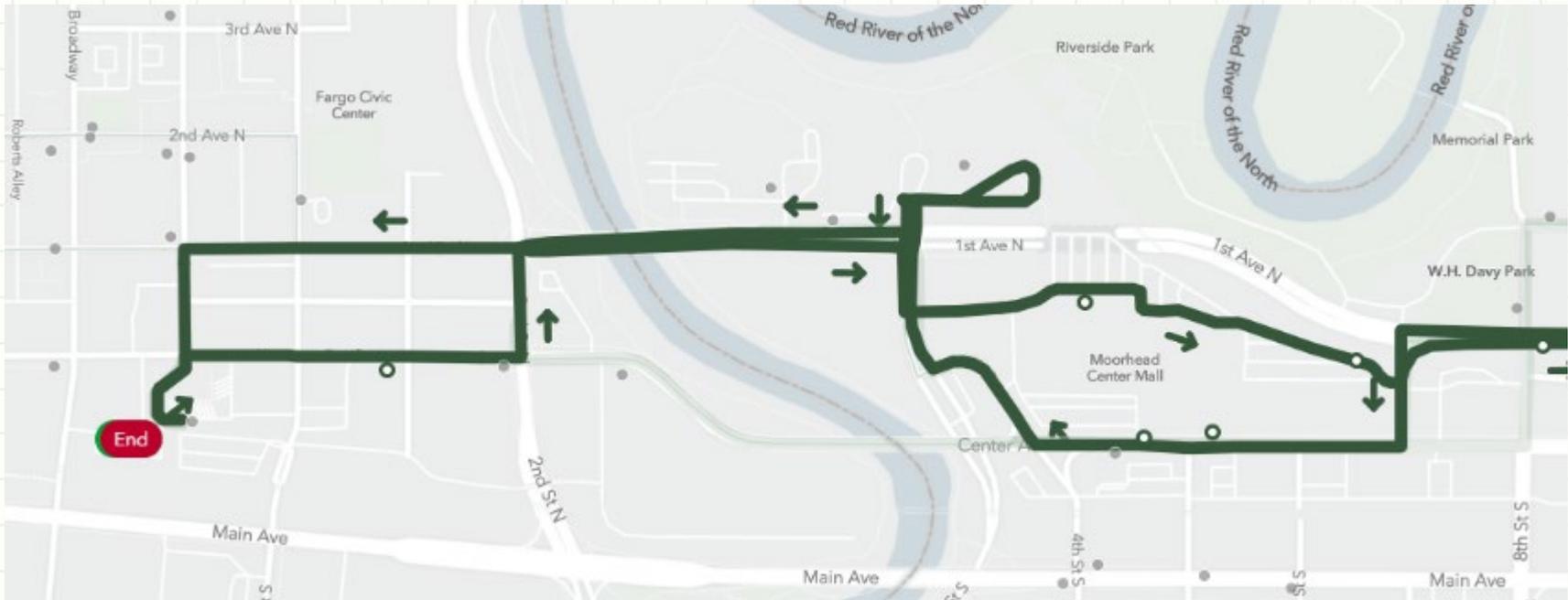
Pros:

- Provides Center Mall and downtown housing (US Bank) inbound and outbound bus stops
- Could add on 7th Street near LinkFM shelter inbound and outbound bus stops
- Could add bus stop by Fargo Public Library

Cons:

- Doesn't serve Hjemkomst and Parkview outbound from GTC
- Doesn't follow LinkFM route in downtown Fargo

Option 1: Inbound Parkview & LinkFM Shelter



Pros:

- Provides Hjemkomst and Parkview inbound and outbound bus stops
- Follows LinkFM route through Center Mall Parking Lot
- Could add bus stop by Fargo Public Library

Cons:

- **Outbound bus stop by the Hjemkomst/Parkview does not provide an ideal crossing**
- Doesn't serve downtown Moorhead housing outbound (US Bank stop)
- Doesn't follow LinkFM route in downtown Fargo

Option 2: Outbound Parkview and LinkFM Shelter



Pros:

- Serves Hjemkomst and Parkview outbound and inbound from GTC
- Follows LinkFM route through Center Mall Parking Lot
- Could add bus stop by Fargo Public Library

Cons:

- Doesn't serve downtown housing outbound from GTC (US Bank stop)
- Doesn't follow LinkFM route in downtown Fargo

Option 3: Outbound Parkview and LinkFM on 7th Street



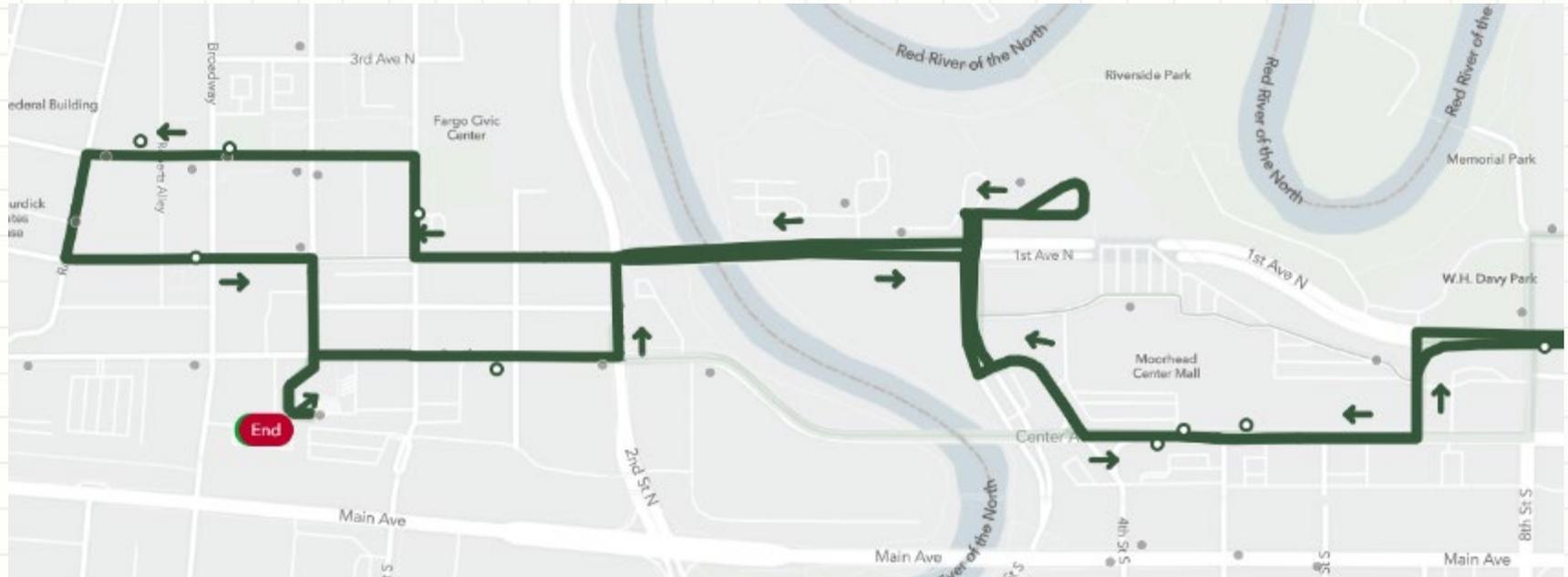
Pros:

- Serves Hjemkomst and Parkview outbound and inbound from GTC
- Provides Center Mall and downtown housing inbound and outbound bus stops
- Could add 7th Street near LinkFM outbound and inbound stops
- Could add bus stop by Fargo Public Library

Cons:

- **Future removal of traffic signal at 4th Street and Center Ave.**
- Doesn't follow LinkFM route through Center Mall Parking Lot
- Doesn't follow LinkFM route in downtown Fargo

Option 4: Full LinkFM Added



Pros:

- Serves Hjemkomst and Parkview outbound and inbound from GTC
- Provides Center Mall and downtown housing inbound and outbound bus stops
- Could add 7th Street near LinkFM outbound and inbound stops
- Follows complete LinkFM route in downtown Fargo

Cons:

- Doesn't follow LinkFM route through Center Mall Parking Lot
- **Timing too long**

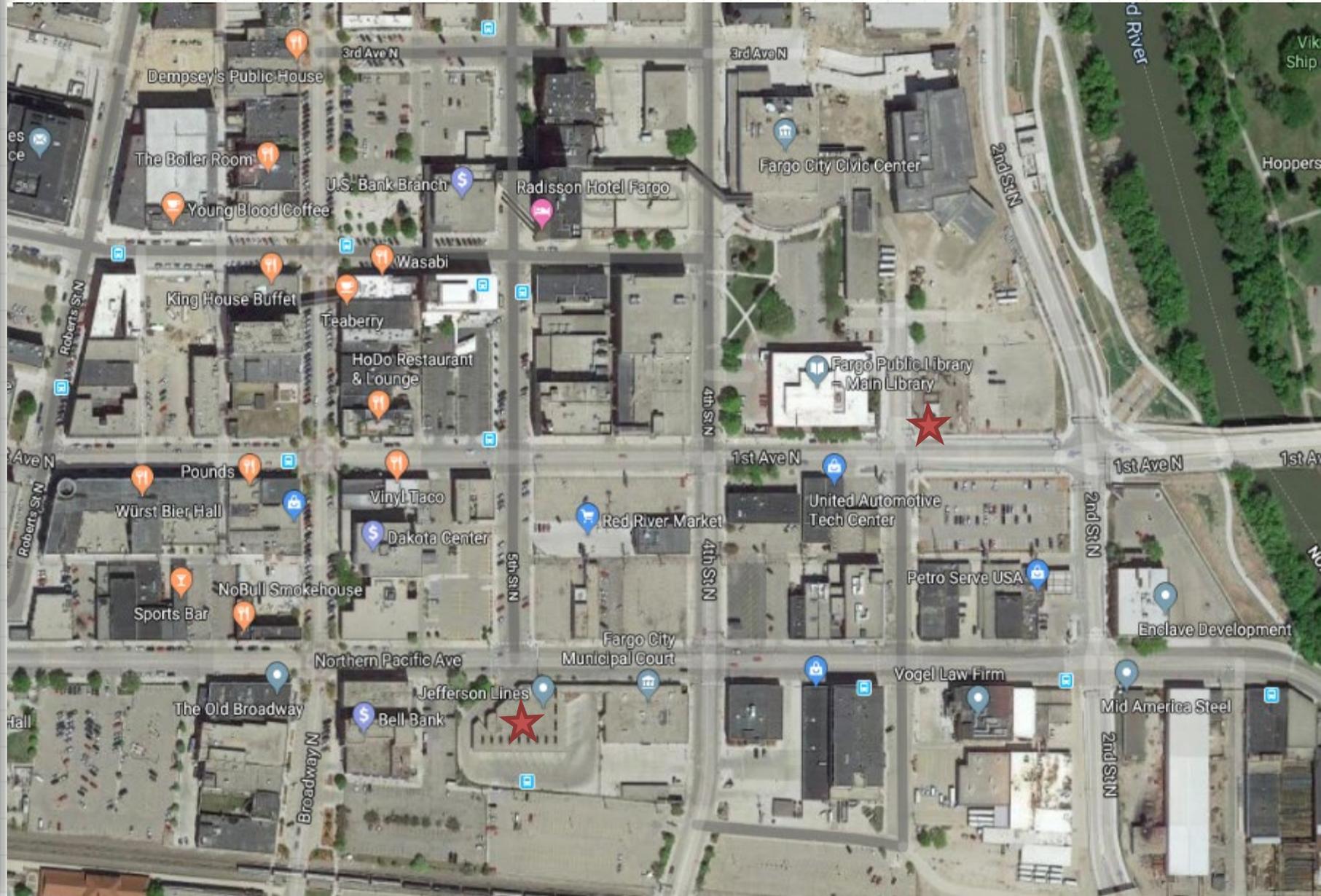
Options Compared:

<u>Route Stops</u>	<u>Existing</u>	<u>Option 1</u>	<u>Option 2</u>	<u>Preferred Option 3</u>	<u>Option 4</u>
1 Hjemkomst Inbound to GTC	X	X	X	X	X
2 Hjemkomst Outbound to GTC		X	X	X	X
3 Parkview inbound to GTC	X	X	X	X	X
4 Parkview Outbound to GTC		X	X	X	X
5 Moorhead Center Mall Inbound to GTC	X	X	X	X	X
6 Moorhead Center Mall Outbound to GTC	X	X	X	X	X
7 Downtown Housing Inbound to GTC (US Bank)	X	X	X	X	X
8 Downtown Housing Outbound to GTC (US Bank)	X			X	X
9 LinkFM Shelter in Mall Parking Lot		X	X		
10 LinkFM on 7th Street near Shelter Inbound to GTC		X	X	X	X
11 LinkFM on 7th Street near Shelter Outbound to GTC				X	X
12 LinkFM Stop by Fargo Library		X	X	X	X
13 LinkFM Stops in Downtown Fargo					X
Timing without stops	47.8	48.3	48.3	48.6	50.6

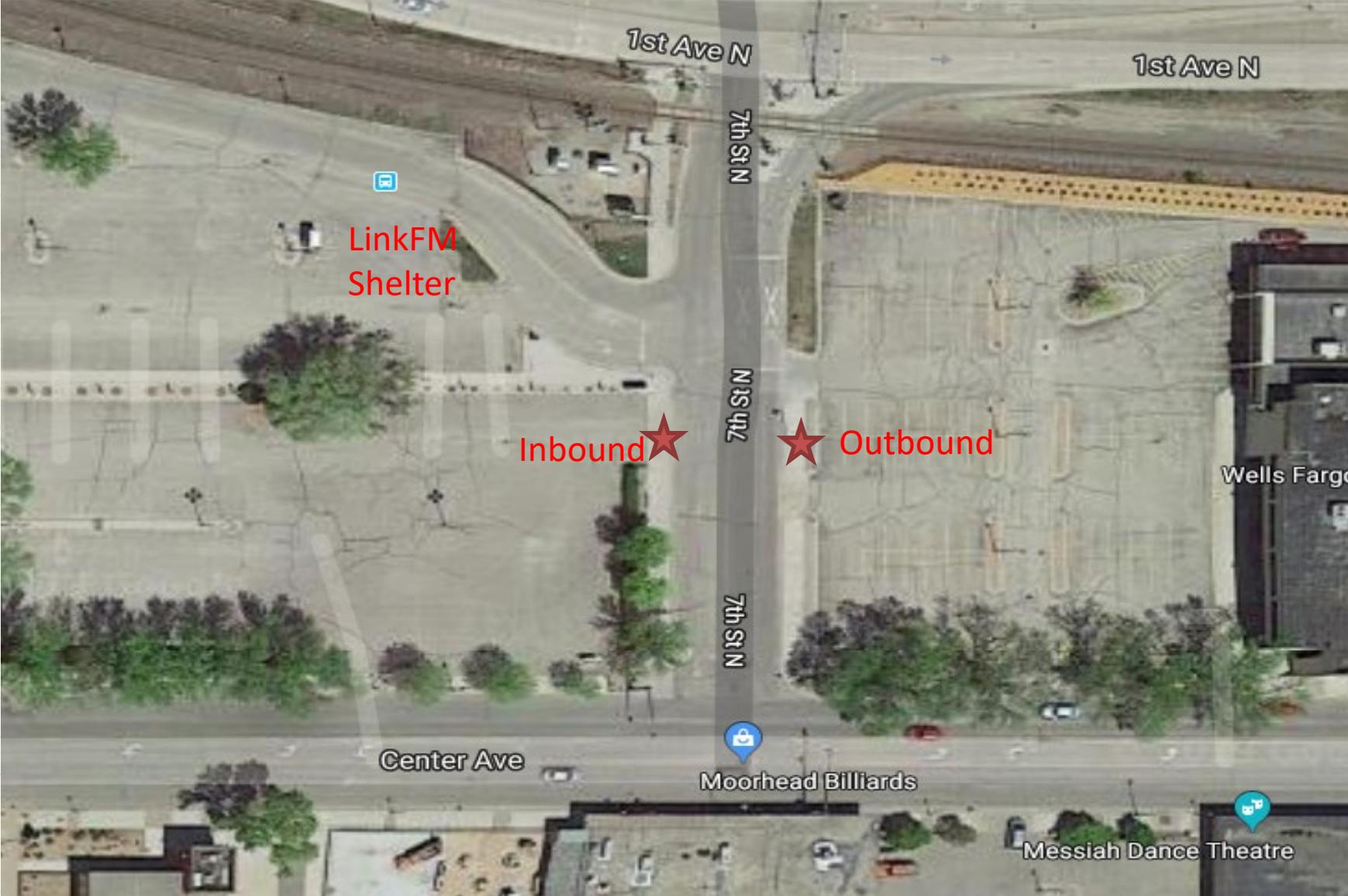
Preferred Option 3: Hjemkomst / Parkview Bus Stop



Preferred Option 3: Downtown Fargo



Preferred Option 3: LinkFM Shelter



Memorandum

To: MAT Coordinating Board

From: Lori Van Beek, Moorhead Transit Manager

Date: January 2, 2020

Re: *Evaluation Team for Fargo-Moorhead Mass Transit Operational Services Request for Proposals*



The transit contracts between Fargo, Moorhead and First Transit expire on December 21, 2020. We will be issuing a Request for Proposals (RFP) in the next few months. Attached is a draft timeline for procurement to allow award in April 2020 for commencement of service in January 2021. The timeline was created to work with 2021 budget creation for City consideration.

There are several areas of the RFP currently under discussion, such as:

- Moving Fixed Route Dispatch from contracted to City of Fargo
- Considering Transit Management Services
- Insurance Coverage
- Moving staff to the newly remodeled GTC Offices

At this time, a RFP Evaluation Team, consisting of transit staff and Board members, will need identification for reviewing the full RFP prior to distribution. The Evaluation Team will also be responsible for reviewing and ranking proposals, and interviewing companies that respond to the RFP in order to make a recommendation to the MAT Coordinating Board for consideration.

Recommended Motion: Appointment by the MAT Coordinating Board of a Fargo-Moorhead Mass Transit Operational Services RFP Evaluation Team.

DRAFT TIMELINE
FARGO-MOORHEAD MASS TRANSIT OPERATIONAL SERVICES REQUEST FOR PROPOSALS

<u>Time Span</u>	<u>Dates</u>	
After CC Mtg	2/11/2020	Cities release RFP document; publish advertisement, notify private sector.
2 weeks	2/25/2020	Deadline for proposer's submittal of written request for clarification or modification of the RFP.
1 week	3/3/2020	Cities' response to written request for clarification or modification of the RFP and pre-bid conference.
Same day	3/3/2020	Pre-bid conference to be held
1 week	3/10/2020	Deadline for proposer's submittal of written bid protests regarding the solicitation (RFP).
1 week	3/17/2020	Deadline for receipt of sealed proposals by 2:00 p.m. CDT in the Metro Transit Garage, 650 23 rd Street North, Fargo, North Dakota 58102.
1 to 3 weeks	3/31/2020	Cities' review and evaluate proposals, interview finalists.
1 week	4/7/2020	Deadline for proposer's submittal of written pre-award bid protests.
1 week	4/13/2020	Moorhead City Council award of contract, contingent upon Fargo City Commission approval.
1 week	4/20/2020	Fargo City Commission award of contract and notice to proceed issued, contingent upon Moorhead City Council approval.
5 days	4/27/2020	Deadline for proposer's submittal of written post-award protests.
7 days	5/4/2020	Cities' response to post-award protests.
1 week	5/11/2020	Deadline for proposer's submittal of written appeal of post-award decision to appropriate City governing board.
Range	5/18-26/2020	Hold hearing of appeal of post-award decision with Fargo City Commission / Moorhead City Council.
Next day	5/27/2020	Cities' final written determination on appeal issued. All decisions regarding protests shall be considered final.
	1/1/2021	Successful proposer commences service.

Memorandum



To: MAT Coordinating Board

From: Taaren Haak, Moorhead Asst. Transit Planner and Marketing Specialist

Date: January 8, 2020

RE: *2020 MATBUS Marketing Plan*

In 2020, MATBUS will be reassessing its approach toward marketing. We would like to move to a more holistic view of the transit system and how best to reach current and potential riders. In this increasingly digital environment, people are consuming and interacting with marketing efforts differently than they have in past years.

Previously, a majority of marketing efforts have been directed toward key promotions throughout the year – Get Your “Can” on the Bus, Youth Pass, Street Fair, Back to School, iGoEco Challenge, Try MATBUS Week, and Quarter Days. In the past couple years, these promotions have not increased system ridership as much as we’d like. Overall ridership continues to decrease, aligning with national ridership trends.

Goals for 2020

- Focus on education
- Connect with the community
- Utilize videos frequently
 - Series of mini videos on educational topics such as:
 - How to use the live bus tracker
 - What type of fare would work best for me?
 - Applying for discount fare
 - Winter riding tips
- Assess MATBUS.com to focus on ease of use and developing FAQs
- Maintain digital marketing presence consistently throughout the year
- Engage personally with younger riders – elementary school, high school, college
- Explore Instagram
- Launch mobile ticketing
 - New fareboxes in all fixed route buses by early February
 - New app that replaces our current app (includes current features like live bus tracking and trip planning)
 - Best Fare feature
 - Staff training to come – features phased in throughout the year

We are still working on specific budget distribution. We are also still considering whether we will contract out any marketing tasks, such as in 2019.

LinkFM Partnership Events

As of January 1, 2020, LinkFM is no longer a daily bus route. Fargo City Commission and Moorhead City Council voted to reduce LinkFM service to only operate for a number of specific events in 2020. The approved events are listed below. This spring, MATBUS staff will work to develop a process for the selection of future LinkFM events.

- Unglued Craft Fest
- Frostival at Hjemkomst
- St. Patrick's Day Parade
- Celtic Festival
- Scandinavian Hjemkomst & Midwest Viking Festival
- Downtown Fargo Street Fair
- Trollwood Mainstage Musical (Bluestem)
- Midco Kids Fest (Bluestem)
- German Kulturfest
- Pangea: Cultivate Our Cultures
- Holiday Lights Parade

Additional Community Partnerships

Throughout the year, MATBUS partners with community events, usually by setting up a booth at the event to distribute MATBUS information, providing free ride coupons, and bringing a bus to the event.

- Midwest Kid Fest
- Fargo Police Community Picnic
- Streets Alive
- MSUM Earth Day Celebration
- Concordia Wellness Fair
- Stuff the Bus – Midwest Radio
- Bison Block Party
- Red River Market
- Fargo Public Library
- Party for the Planet – Red River Zoo
- Bridge Bash
- Cuts for Kids
- Homeless Veterans' Stand Down
- College Homecoming Parades

Memorandum

To: MAT Coordinating Board
From: Jordan Smith, Transit Fleet & Facilities Manager
Date: January 2, 2020
Re: *2020 Fuel Procurement*



The City of Fargo Transit Department and Public Works Department request fuel bids six months in advance to achieve the best price possible.

Fuel prices in 2019 were well within budget at an average price of \$2.08/gallon for a total cost of \$771,032 when \$820,046 was budgeted. The bid process saved transit \$172,195 in 2019 over filling at the pump where market prices would be paid.

On January 22, 2020, we will accept bids for 3rd and 4th quarters of 2020. Fuel for 1st and 2nd quarters of 2020 was bid in July of 2019 and we awarded a contract to Hartland Fuel Products in the amount of \$2.09/gallon. We are expecting slightly higher prices for 3rd and 4th quarters. Transit fuel budget for 2020 is \$885,046.

2019 ACHIEVEMENTS

Lori Van Beek, Moorhead Transit
Manager

Julie Bommelman, Fargo Transit Director

Equipment:

- **Moorhead vehicles:**

- Built (2) 35-foot diesel fixed route replacement vehicles to be delivered in January 2020
- Purchased (3) replacement Senior Ride Vans for Moorhead/Dilworth Service
- Purchased (1) replacement Paratransit Bus

- **Fargo vehicles:**

- Purchased (1) new transfer van
- Purchased (1) expansion TapRide Ford Transit



Equipment (continued):

- Joint Fargo-Moorhead Equipment:
 - Purchased shop equipment: Fork Lift and Mobile Lifts
 - Awarded upgrade to Genfare Fare Collection System in December 2019. New features include:
 - mobile ticketing
 - best fare
 - new customized app
 - wireless download of data
 - Paratransit set up with current farebox system, and added mobile ticketing

Fares:

- Implemented new MATPASS with Rider ID

Marketing:

- Won the APTA Grand Award for television commercial "Abandoned Cars"
- Redesigned wrap for LinkFM due to retiring of previous vehicle
- Updated the FM Ridesource brochure

Route and Service Changes:

- **Route 4:** Approved change to avoid Hwy 10 frontage road and 34th Street left-hand turn
- **LinkFM:** Approved modification effective January 2020 to cover certain downtown events.
- **Fargo Industrial Park TapRide:** Started pilot program in August 2019
- **Senior Ride:** Approved service hours change from 7:40-4:30 to 7:30-4:30, Monday-Friday.

Shelters and Facilities:

- **GTC:** Designed and bid remodeling project, including Jefferson Lines area, administration offices, relocation of dispatcher office and restrooms to improve safety
- **Shelters:**
 - Purchased 10 replacement shelters for Fargo (new design)
 - Installed shelter at the Metro Transit Garage
 - Installed two new shelters on 10th Street North in Fargo, through NDDOT Project



Personnel and Training:

- **Committee Participation:**

- Moorhead Transit Manager served on Region 4 Regional Transportation Coordination Council, and MnDOT Transit Advisory Committee
- Fargo Transit Director served on American Public Transportation Association Small Ops Committee, American Public Transportation Association Marketing & Communications, Metro Grow, Transportation Forum held in Fargo (organize and present)

- **Staff Changes:**

- Hired new Fargo Planner, Cole Swingen
- First Transit hired a new General Manager, Josef Rivera, and promoted Lisa Hoose to Operations Manager
- The Lead Reservationist position was reclassified to Operations Supervisor effective December 2

Personnel and Training (Cont.):

- **Training / Education:**

- Moorhead Transit Manager attended the the MN/DOT Spring Workshop in St. Cloud, MN, and the Minnesota Public Transit Conference in St. Paul, MN
- Moorhead Transit Manager and Fleet and Facilities Manager attended MnDOT Safety Plan Workshop in Duluth, MN
- Moorhead Asst. Planner and Marketing Specialist attended APTA Marketing Conference in Louisiana, the MN/DOT Spring Workshop in St. Cloud, MN, and the Minnesota Public Transit Conference in St. Paul, MN

Personnel and Training (Cont.):

- **Training / Education:**

- Fargo Transit Director attended Ken Blanchard Situational Leadership Series, Emergency Preparedness, Foundations of Dynamic Traffic Assessment, NDDOT Transit Quarterly Meeting and Training: Grant Applications, State Management Plan for Public Transportation, Compliance Reviews, Vehicle & Facility Inspections
- Fargo Assistant Transit Director attended APTA Annual Meeting
- Fleet and Facilities Manager and Fargo Planner attended Dakota Transit Association Conference in Dickinson, ND
- Lead Reservationist attended RouteMatch Conference in Atlanta, GA

- **Awards:**

- Shaun Crowell, Mobility Manager, was awarded Distinguished Service Award by Freedom Resource Center for Independent Living

Studies:

1

- Continued work on Transit Authority Study through Metro COG with SRF and AECOM

2

- Completed Analysis of Moorhead New Service Expansion Two-Year Pilot Program

MASS TRANSIT

ALT. MOBILITY | SHARED MOBILITY | MA: UBER, LYFT REGULATION NEEDED TO EASE TRAFFIC WOES, COUNCILORS SAY

MA: Uber, Lyft regulation needed to ease traffic woes, councilors say

The City Council focused its road rage on Uber and Lyft on Tuesday, calling for regulations, enforcement and taxes on the ride-hailing companies as a way of coping with Boston's crushing traffic.

SEAN PHILIP COTTER NOVEMBER 21, 2019

BOSTON HERALD

Nov. 20--The City Council focused its road rage on Uber and Lyft on Tuesday, calling for regulations, enforcement and taxes on the ride-hailing companies as a way of coping with Boston's crushing traffic.

"It doesn't seem like TNCs are being a good neighbor," City Councilor Ed Flynn said, referring to transportation-network companies such as Uber and Lyft, saying they must provide more data and work with the city.

Flynn added during a hearing Tuesday, "They were invited to this hearing and they chose not to come. ... I'm not very happy with them."

Lyft spokeswoman Campbell Matthews said in a statement, "We are eager to work with City officials to increase understanding of Lyft and its value to Boston. While scheduling conflicts didn't allow us to attend today's hearing, we remain committed to working with all leaders across Massachusetts."

Uber, when asked for comment about the hearing, sent the written testimony it submitted to the council for the meeting. The ride-hailing giant wrote that better ways to cut traffic are investing in public transit and implementing congestion pricing -- hiking tolls during rush-hour to deter driving. Uber also wrote in support of implementing designated zones in busy neighborhoods where ride-hail drivers would pick people up -- a strategy the city began piloting in Fenway and the Seaport.

"We have good momentum on pick-up, drop-off sites," the city's Chief of Streets Chris Osgood told the Herald after the meeting, saying the plan is to expand that to other busy parts of town.

Boston otherwise has little power to unilaterally regulate the companies without changes in state law, which Mayor Martin Walsh proposed as part of his Legislative wishlist at the start of the year.

"We need to update the current legislation," Osgood said.

Osgood said TNC drivers made 115,000 trips a day locally in 2018, and that number is expected to continue to rise this year. He also said that a study has shown that 42% of TNC riders would otherwise have taken public transportation.

Boston's daylong rush-hour hell has been rated the worst traffic in the country.

"It's just getting worse and worse and worse," said City Councilor Michelle Wu, adding that the state should consider giving some regulatory authority to Boston, where most of the rides in the state either start or end.

Right now, there's a flat 20 cent tax on all TNC rides. Councilor Frank Baker speculated about raising that, either to a couple of dollars or to a percent of the cost of the ride.

"I'd like to have a frank discussion about how could we monetize this," Baker said. "How do we tax this industry more?"

City Councilor Michael Flaherty said the city should fund a traffic division in each police precinct, as the cops need to crack down more on ride-hail drivers double parking and stopping dangerously.

"I just don't think there's much enforcement going on in respect to that," Flaherty said.

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Cities Struggle to Boost Ridership With 'Uber for Transit' Schemes

Helsinki, Los Angeles, Shanghai, Singapore, and other metros have been experimenting with on-demand buses—and not seeing a lot of success.



PHOTOGRAPH: MIEMO PENTTINEN/GETTY IMAGES

Since September, commuters using Shanghai’s Number 9 bus route have had a new way of catching a ride. Rather than stand at a designated stop, they open a smartphone app and book a ride to wherever they’re going. The service, provided by Alibaba, takes those reservations into account and calculates where the bus should go, using the company’s artificial intelligence to customize the route. The idea is to boost ridership—and curb traffic—by making public transit more convenient.

Shanghai is just the latest city to give this sort of scheme a try. From Helsinki, Finland, to Sydney, cities around the world have spent the past few years trying to implement AI-fueled, on-demand bus services. Few have succeeded.

Earlier this year, Singapore decided against renewing a pilot for on-demand buses. In Germany, microtransit company CleverShuttle—which bills itself as more of a ride-

pooling service than a bus—pulled out of three of the eight cities it was operating in, citing economic and bureaucratic hurdles. In a pilot project with shared rides company Via, bringing underserved residents to transit nodes, Los Angeles Metro is spending \$14.50 per trip—twice what it spends on a regular bus trip.

On-demand buses have been a thing for decades. Public transit agencies often call them demand-responsive buses, and deploy them to serve users who lack easy access to standard routes because they live especially far away, or may have special needs. Because they reach relatively few people, they're expensive to operate. They're inefficient too, often making riders wait undetermined amounts of time for a ride. So cities must strike a balance between making public transit accessible to the largest number of residents, and meeting their budget goals.

“Elite projection: the mistake of not realizing that you are in the minority by virtue of being elite, which means that you may be in love with something that doesn't actually scale to the whole population.”

— JARRETT WALKER, PUBLIC TRANSIT CONSULTANT

Projects like the one in Shanghai represent a new kind of effort. The new, tech-powered services—sometimes called microtransit, because they use small vehicles—claim to make those routes cost-effective and attractive by pairing transit data with the convenience of a smartphone app. The goal is to help transit agencies reach currently underserved populations, such as people who need a ride home from the train station, night riders, or urbanites who'd like to ditch the car but don't want to use public transit.

According to the tech companies pushing this solution, making on-demand busing work is a matter of crunching vast amounts of transit data, now made available by location tracking, and using algorithms to create custom shared routes. Data will help agencies reroute buses in real time based on factors like user demand and congestion, says Amos Haggiag, CEO of Optibus, whose software helps cities plan and manage bus routes, both on-demand and fixed. “I do see mass transit, even the large buses, as much more dynamic.” Many of those companies, including Uber, think all buses, not just those in low-ridership areas, should run on demand.

Reality, though, adds complications. Not everyone who needs to get around has access to an app. Smartphone ownership remains vastly unequal among countries, and between income and age groups. The cost of data is cited as a major barrier to smartphone use around the world. And even those who do have phones may not want to rely on them to get to work. When I point out that my smartphone shuts down when the weather gets too cold in winter, Haggiag says my situation is “extreme.” I live in Montreal, along with 1.75 million other people. SUBSCRIBE

Tech companies and planners often make decisions without considering the needs of people who are not like them. A pilot project in St. Petersburg, Florida, that let residents use Uber to connect to bus stops faced low adoption rates. The local transit authority realized residents, many of whom were low-income, didn't know how to use Uber. They needed help on how to use the app, a planner told WIRED in 2017. Elsewhere, “smart city” initiatives have been called out for their lack of inclusivity.

The problem is “elite projection,” according to public transit consultant Jarrett Walker—“the mistake of not realizing that you are in the minority by virtue of being elite, which means that you may be in love with something that doesn't actually scale to the whole population.” That helps explain why Uber, which has undoubtedly improved the quality of life for those who can afford it, is used by many microtransit companies as a baseline for what a transit experience should look like: available on demand and ultra-convenient. “All of these companies have enormous amounts of venture capital, and therefore an enormous ability to shape the conversation in a way that serves their interests,” Walker says.

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If you want to know what happens when transit becomes fully *Uberized*, look to Innisfil. The small city in Ontario didn't have enough cash to set up a fully fledged transit system,

so it partnered with Uber to offer subsidized rides. The scheme has proven so popular that the municipality has had to cap rides and increase fares to keep it going. “They've had too much demand,” says **WIRED** Montreal-based public transit consultant. “When anything grows, it will find plateaus, it will find barriers that have to be surmounted.”

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If the success of a transit system depends on the number of people who use it, then successful public transit is everything but on-demand transportation. Cities have been able to boost bus ridership by making improvements not on their ability to reach users where they live, but by increasing frequency, speed, and capacity on the busiest routes. They've done this by removing stops or spacing them out, building dedicated bus lanes, and decreasing the time it takes for people to get on and off the bus, for instance by letting people board through rear doors. Ridership and on-time performance soared on Manhattan's 14th Street bus line after efficiency measures were introduced starting in 2018, while travel times dropped 38 percent.

New tech could deliver real value, though, on a transit system's most important routes. “People are always talking about first mile, last mile, but no one is dealing with all the miles in between,” says Optibus' Haggiag. Where many transit authorities still rely on spreadsheets and analog planning tools to design bus routes, the Optibus software can input unlimited data sources to calculate optimal routes and schedules. The city of Herzliya, Israel, saw its bus ridership double after redesigning its bus map and increasing frequency, Haggiag adds.

Time and again, cities have found that making those main corridors more reliable increases incentives for people to find a way to reach bus stops, whether that's by riding an Uber, a scooter, or a bike. Most often, though, that's by walking, which is easier said than done. Denver has drafted a plan to improve walkability after finding that 39 percent of sidewalks within a mile of bus stops are either nonexistent or too narrow. Portland, Oregon, is improving access to transit stops as part of its Vision Zero plan to eliminate traffic deaths, because 32 percent of stops have been found to be unsafe for pedestrians. Sometimes the best way to get people on the bus involves no technology at all.

It may be that on-demand buses or microtransit may be the best solution for a city's needs, but in most cases the answer starts with good governance. "When you are responding to a marketing pitch **WIRED** thinking," Walker says. "Thinking begins by having a moral conversation about your goals, about what kind of city you want, and about what you want life in your city to be."

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Flavie Halais was raised in the French countryside, but tends to feel at home in busy megacities. Based in Montreal, she's written about Medellín's urban revitalization, Rwanda's specialty coffee industry, the thriving economic life of Kenyan refugee camps, and Canadian multiculturalism. Her work has appeared in The Guardian, Le Monde,... [Read more](#)

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IDTechEx Asks: How Close Are We to Autonomous Cars

[fleetnewsdaily](#) | December 13, 2019



Shared mobility service operators, the cost of autonomous vehicles can be swallowed by cutting the cost of a driver

In the past decade, progress continues in the development and deployment of autonomous driving technologies, as we see market leaders like Google's Waymo have achieved the milestones in on-road testing of their self-driving fleets, and companies like Tesla announced ambitious plans to commercialise robotaxi services in geo-fenced areas by 2020. Meanwhile, we have also seen GM delaying its plan to launch robotaxi services by the end of 2019 as it is not going to be able to validate the safety and performance in time. Autonomous driving is inevitable, but to achieve mass deployment of autonomous cars without onboard safety drivers on the public road is going to take time given the technology readiness, cost of autonomous driving systems as well as regulations.

The autonomous driving industry players are taking two approaches: one being bottom-up from ADAS systems to a higher level of automation (mainly for the private car sector) and those skipping ADAS and directly developing Level 4+ systems (mainly for mobility services). Highly autonomous driving (Level 4+) will likely first be deployed in shared autonomous car services or robotaxis before penetrating into the private car sector. The reasons for that are bifold: the complexity of scenarios and the cost. For shared autonomous vehicles, the scenarios could be defined, which makes the deployment easier and faster in certain scenarios such as city zones. While for private-owned autonomous vehicles, it will be a much more complicated usage scenario that requires the vehicles to be able to drive themselves under rough road and weather conditions. In terms of cost, in the early stage, autonomous vehicles will still be too expensive for individual customers. However, for shared mobility service operators, the cost of autonomous vehicles can be swallowed by cutting the cost of a driver (over 60% of the total cost), which makes them motivated to adopt autonomous driving technologies. According to IDTechEx's latest report titled "[Autonomous Cars and Robotaxis 2020-2040](#)," up to 10 percent of all new cars sold by 2030 would be Level 3+ autonomous. Among the highly autonomous cars (Level 4+) sold, over 75% will be for shared mobility services and the private autonomous cars will remain niche (mostly for premium cars) until 2030. Level 4+ private-owned autonomous cars will increase rapidly after 2030 as costs come down and the market share will reach 42 percent by 2040, according to IDTechEx forecast. Autonomous driving systems are currently very expensive, but the cost is expected to decrease rapidly in the coming decade. Light image detection and ranging (lidar), the single most expensive component of an autonomous driving system, used to cost \$75,000 per unit. But a new player, Luminar, recently announced lidar-based solutions for under \$1,000. Other companies such as Tesla, adopt camera-based solutions which are currently much cheaper than a lidar one. Ultimately, an autonomous car will need multiple types of sensors and from a commercial perspective, companies need to understand the optimal number of sensors required for safe autonomous driving. Besides sensors, autonomous driving requires a full technology stack of hardware and software components such as computing platforms, AI software and HD maps which are completely different from the traditional automotive approach. IDTechEx's new report offers an in-depth analysis of key enabling technologies including lidars, radars, cameras, AI software, HD maps, teleoperation, cybersecurity, and 5G & V2X. IDTechEx forecasts that autonomous car and mobility services will become a \$2.5 trillion market by 2040. For more detailed analysis of the autonomous car and robotaxi market, please see IDTechEx's latest report on "[Autonomous Cars and Robotaxis 2020-2040](#)"

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