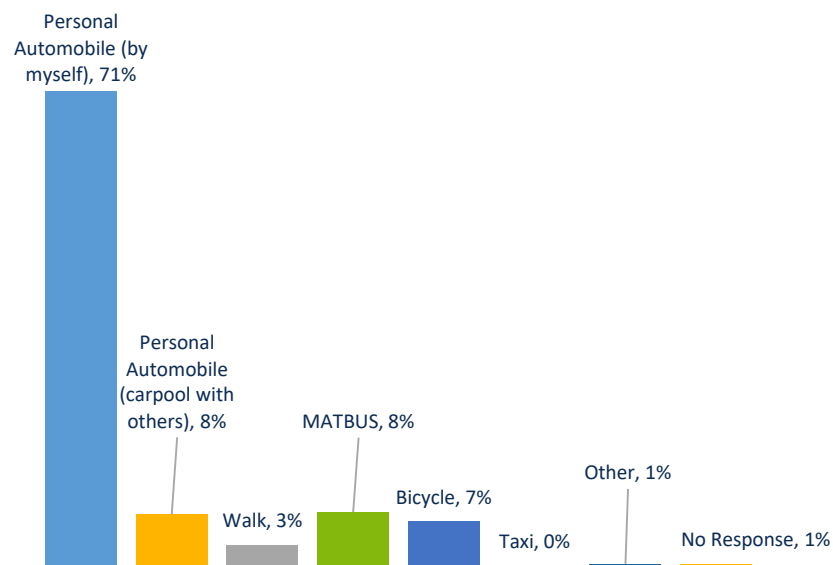




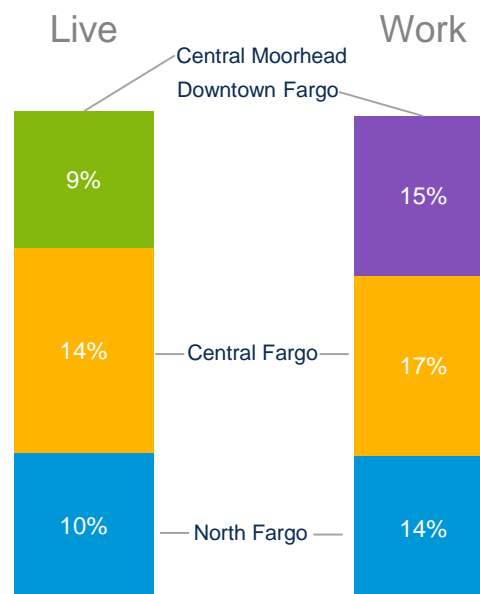
Metro Grow Survey Analysis

Survey At-A Glance

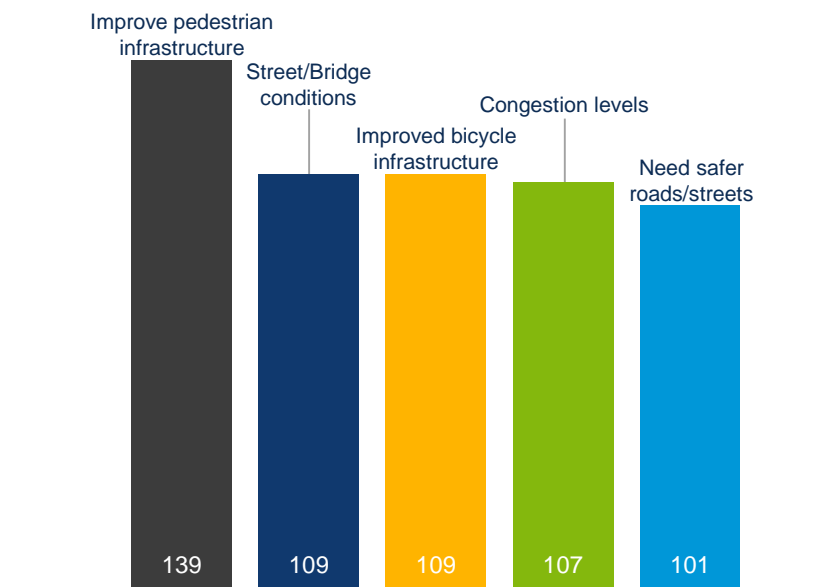
287 respondents provided information about transportation preferences & living/work locations



Most Common Travel Mode



Live / Work Locations



Top Transportation Issues

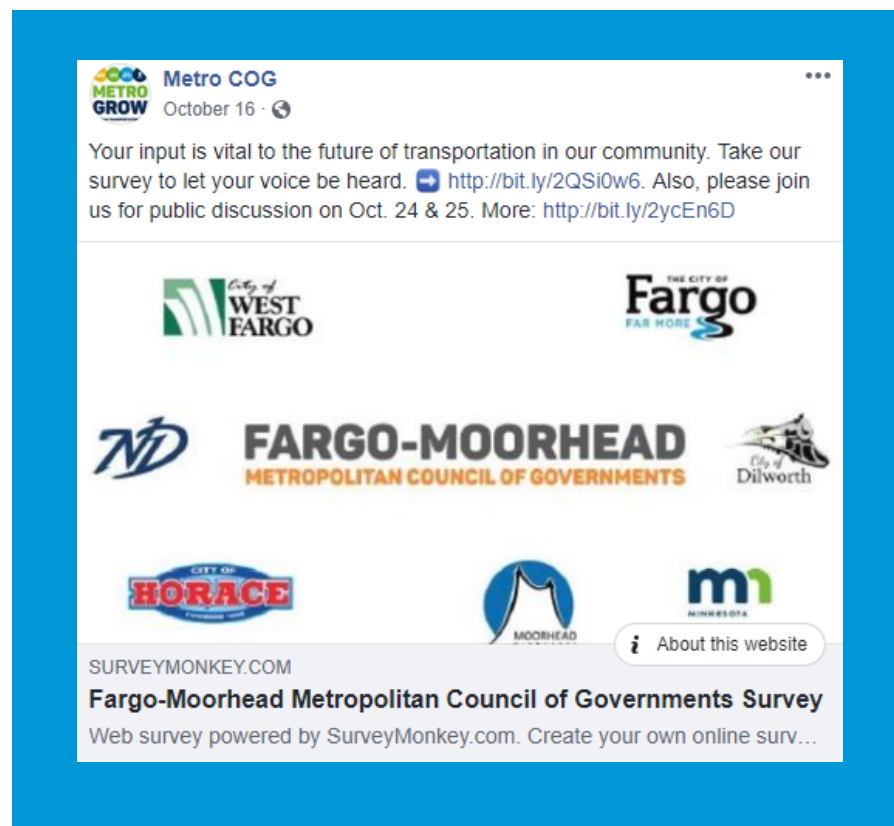
Survey Distribution

Facebook

- Run time: 11/8-11/9
- Reach: 1,437
- Link clicks: 12
- Cost per click: \$2.08
- Engagements: 65

Email Distribution

- MATBUS
- City of Horace
- NDDOT
- City of Fargo
FargoStreets



Events

Pop-up events

- Downtown Street Fair
- Dilworth Loco Daze
- Red River Market
- Greater Moorhead days –
Bridge Bash
- Bean Days
- WestFest
- Cruise Night

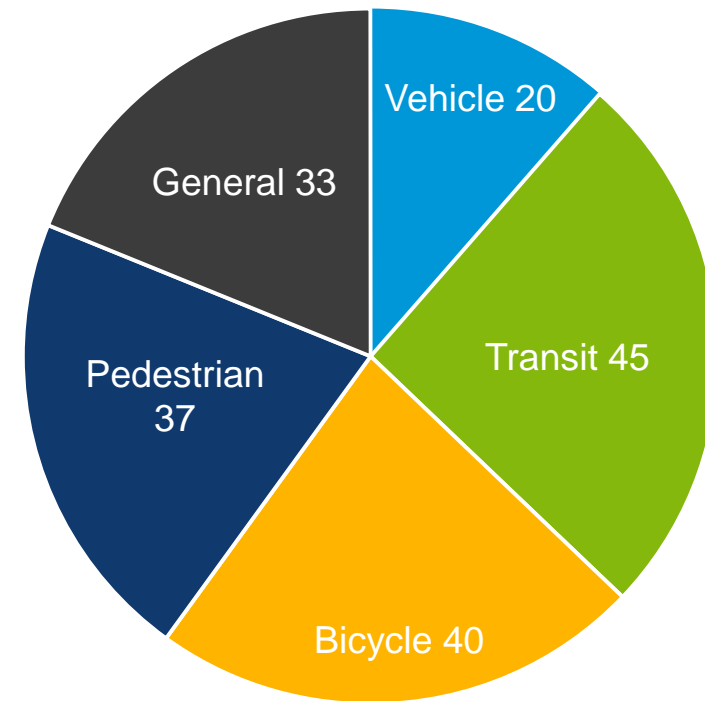
Open houses

- Moorhead: 10/24
- West Fargo: 10/25

Open-Ended Feedback

- 175 Open Ended Responses
- 62% of Surveys Provided Comments
- Many were about one specific mode, others were more general

Vehicle	20
Transit	45
Bicycle	40
Pedestrian	37
General	33



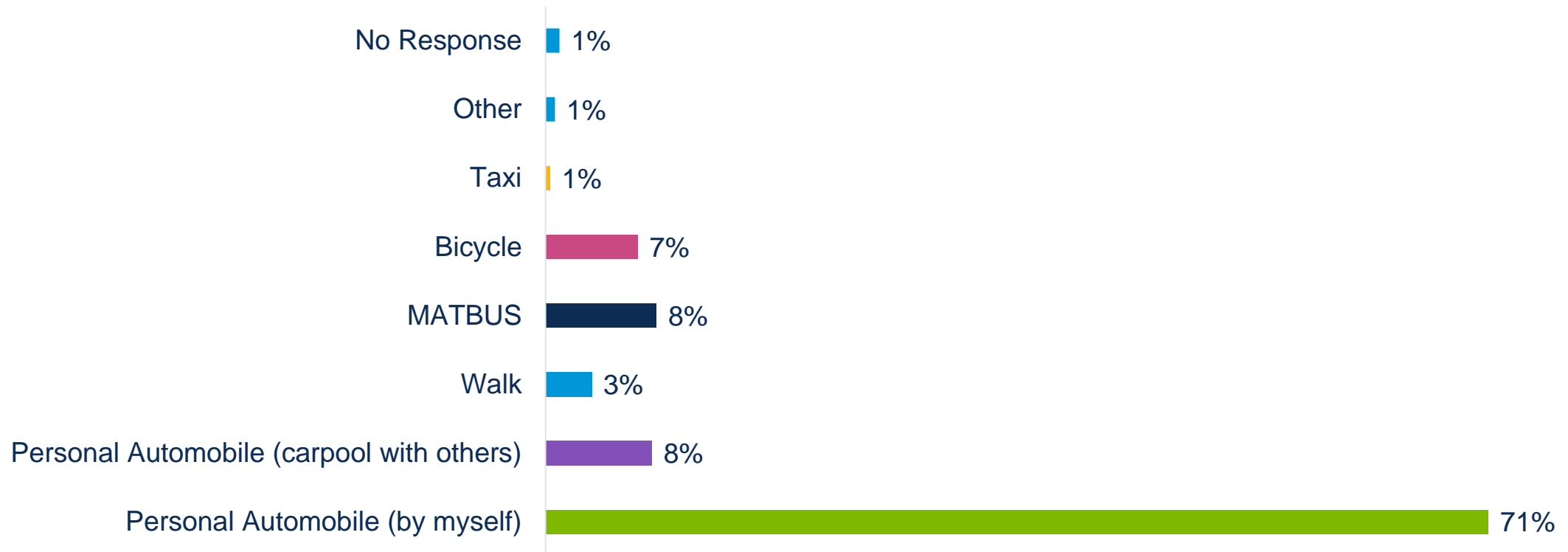
Comments by Travel Mode

*Many comments reference multiple topics or modes of travel

How do People in your household most often travel to work, school, and shopping?



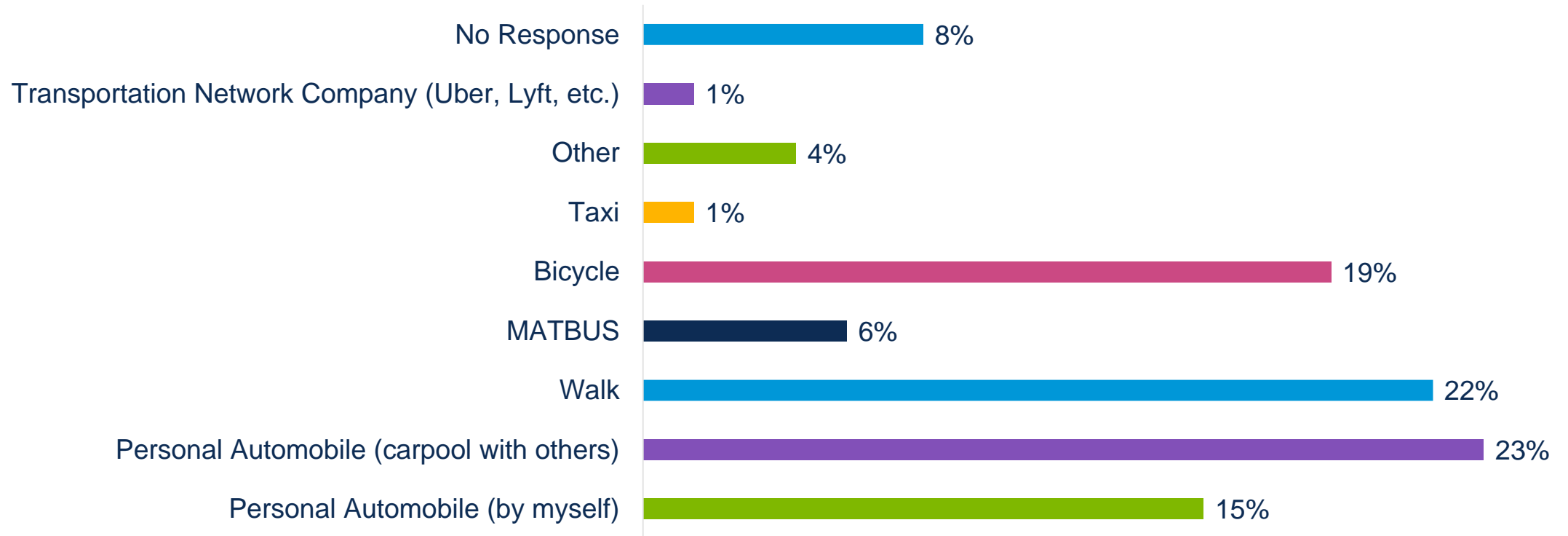
Most Common - Travel Mode to Work, School & Shopping



How do People in your household most often travel to work, school, and shopping?



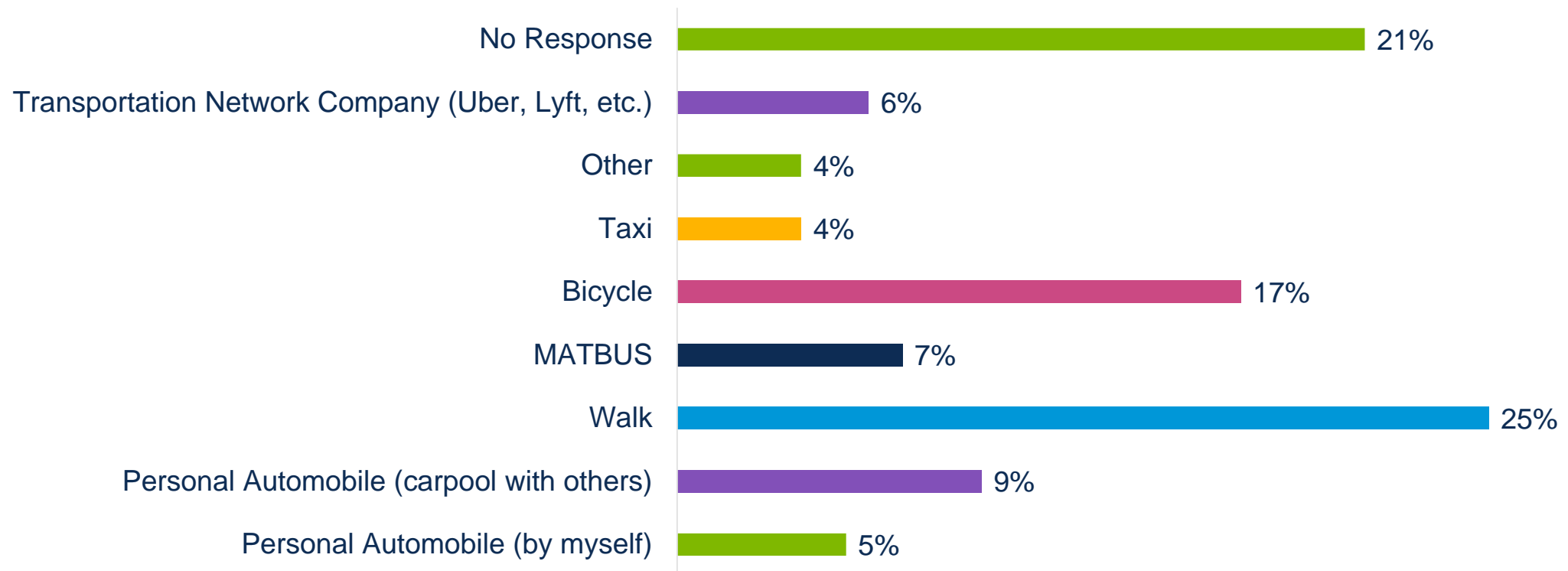
Second Most Common - Travel Mode Work, School, & Shopping



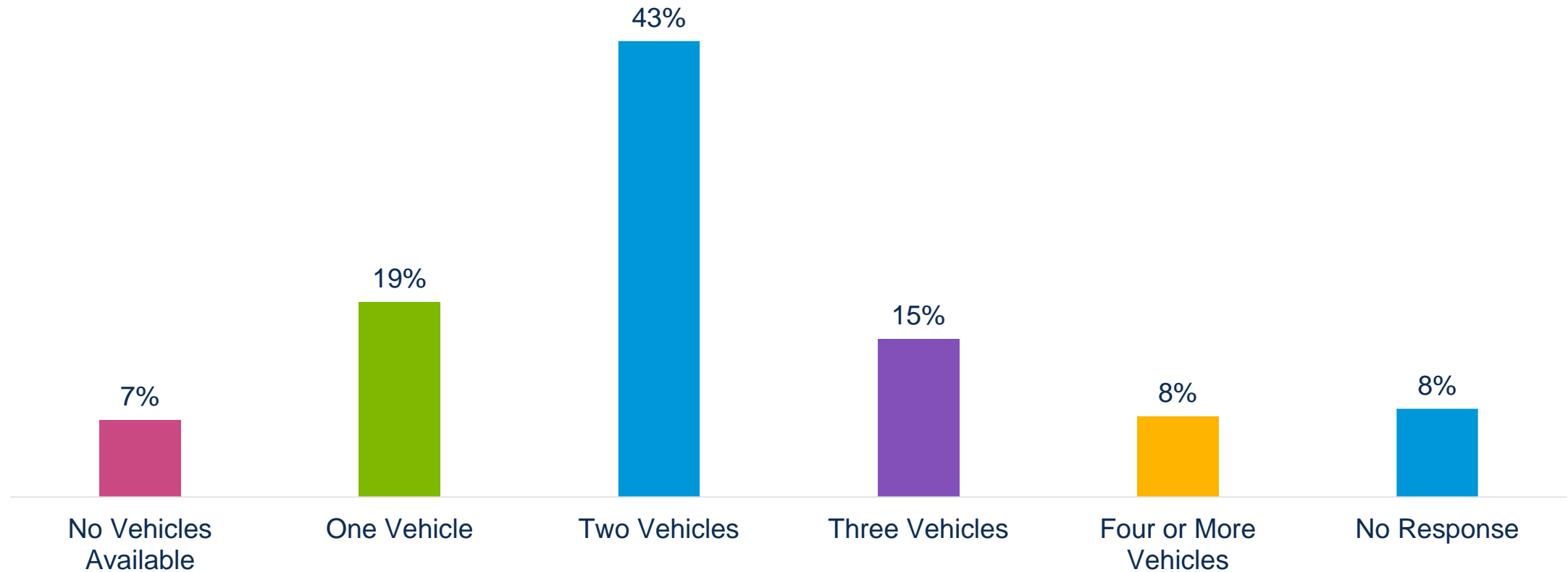
How do People in your household most often travel to work, school, and shopping?



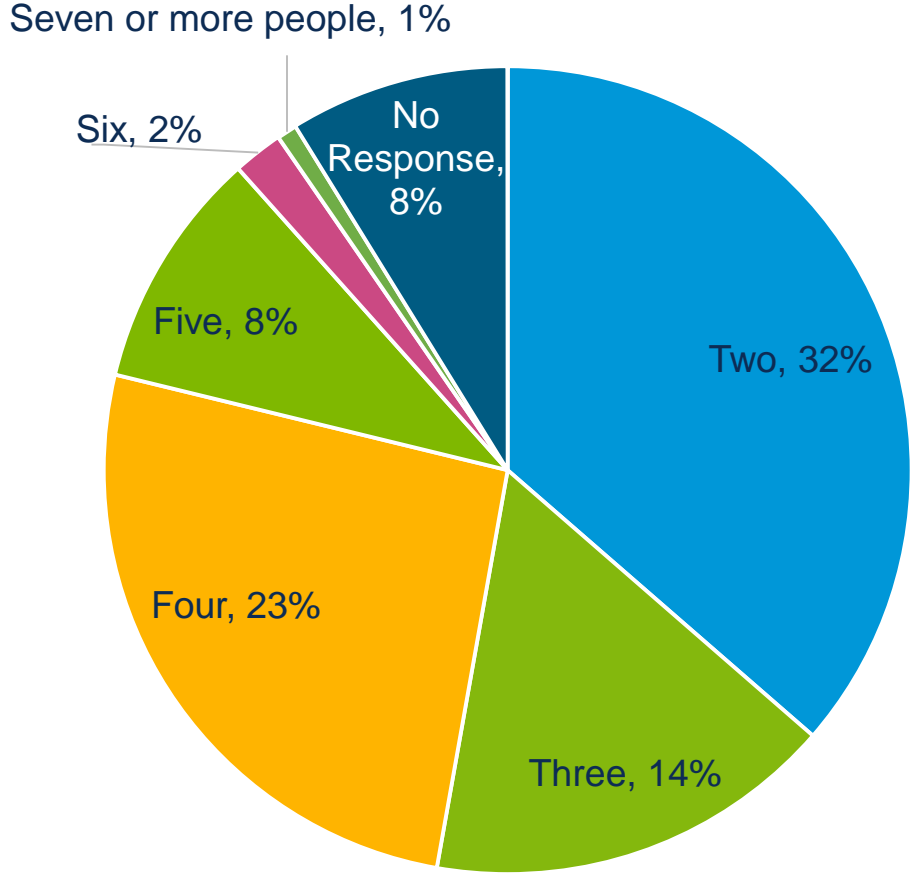
Third Common - Travel Mode to Work, School, & Shopping



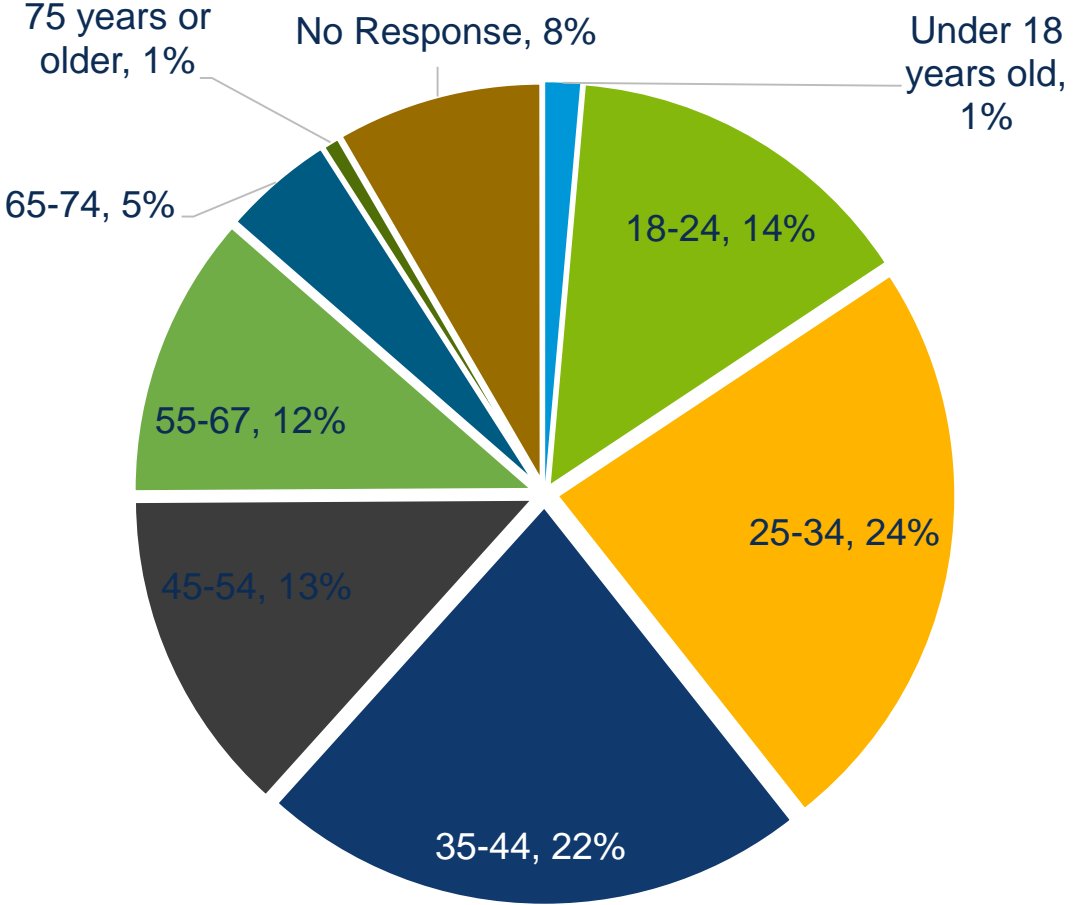
Number of personal vehicles are kept at your residence for the use of household members?



Household Demographics

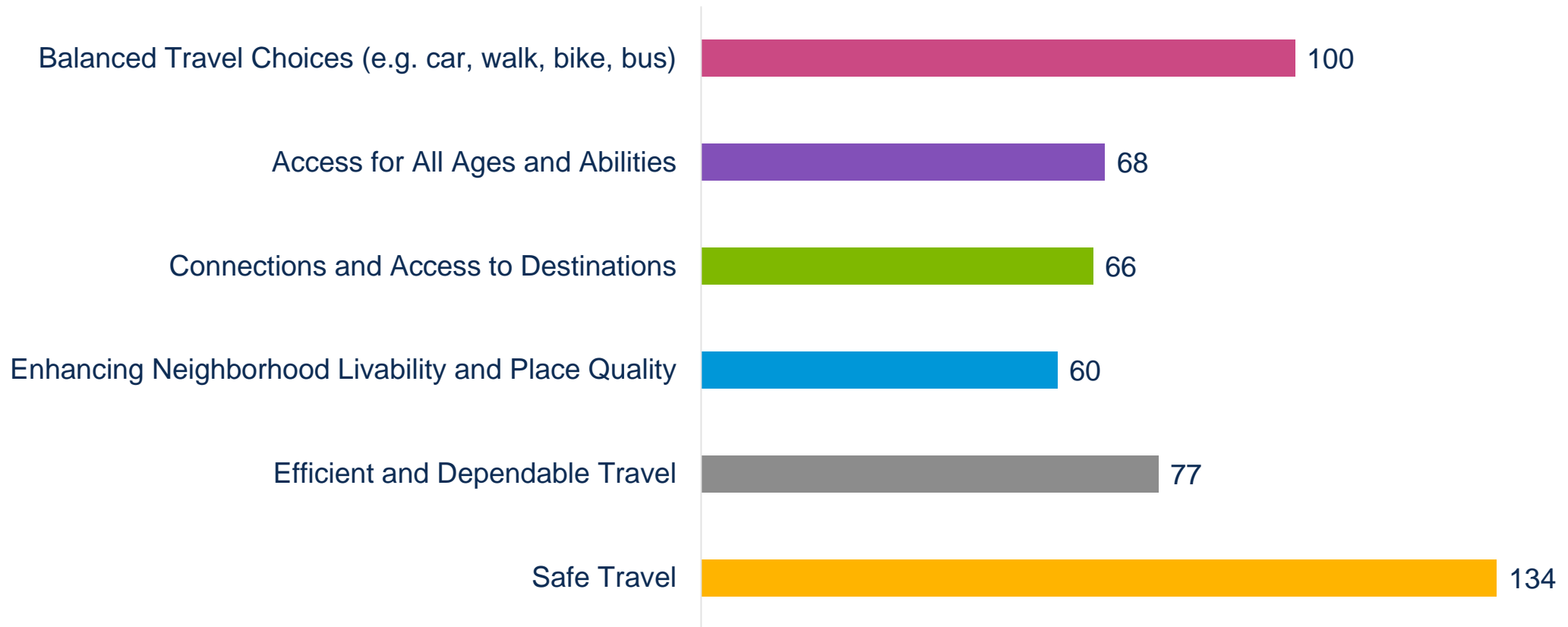


Household Occupants



Age

Fargo-Moorhead Transportation System Important Transportation Characteristics



Where do you live?

Where do you work?

North Fargo
 Live: 38 | 10%
 Work: 40 | 14%

Central Fargo
 Live: 54 | 14%
 Work: 50 | 17%

North Moorhead
 Live: 18 | 5%
 Work: 11 | 4%

North-West Fargo
 Live: 8 | 2%
 Work: 9 | 3%

Dilworth
 Live: 12 | 3%
 Work: 5 | 2%

Downtown Fargo
 Live: 15 | 4%
 Work: 44 | 15%

Central Moorhead
 Live: 36 | 9%
 Work: 27 | 9%

South-West Fargo
 Live: 15 | 14%
 Work: 8 | 3%

South Moorhead
 Live: 19 | 5%
 Work: 5 | 2%

South Fargo
 Live: 30 | 8%
 Work: 24 | 8%

Horace
 Live: 10 | 3%
 Work: 2 | 1%

Other Town in Cass County
 Live: 2 | 1%
 Work: 2 | 1%

Other Town in Clay County
 Live: 1 | 0%
 Work: 0 | 0%

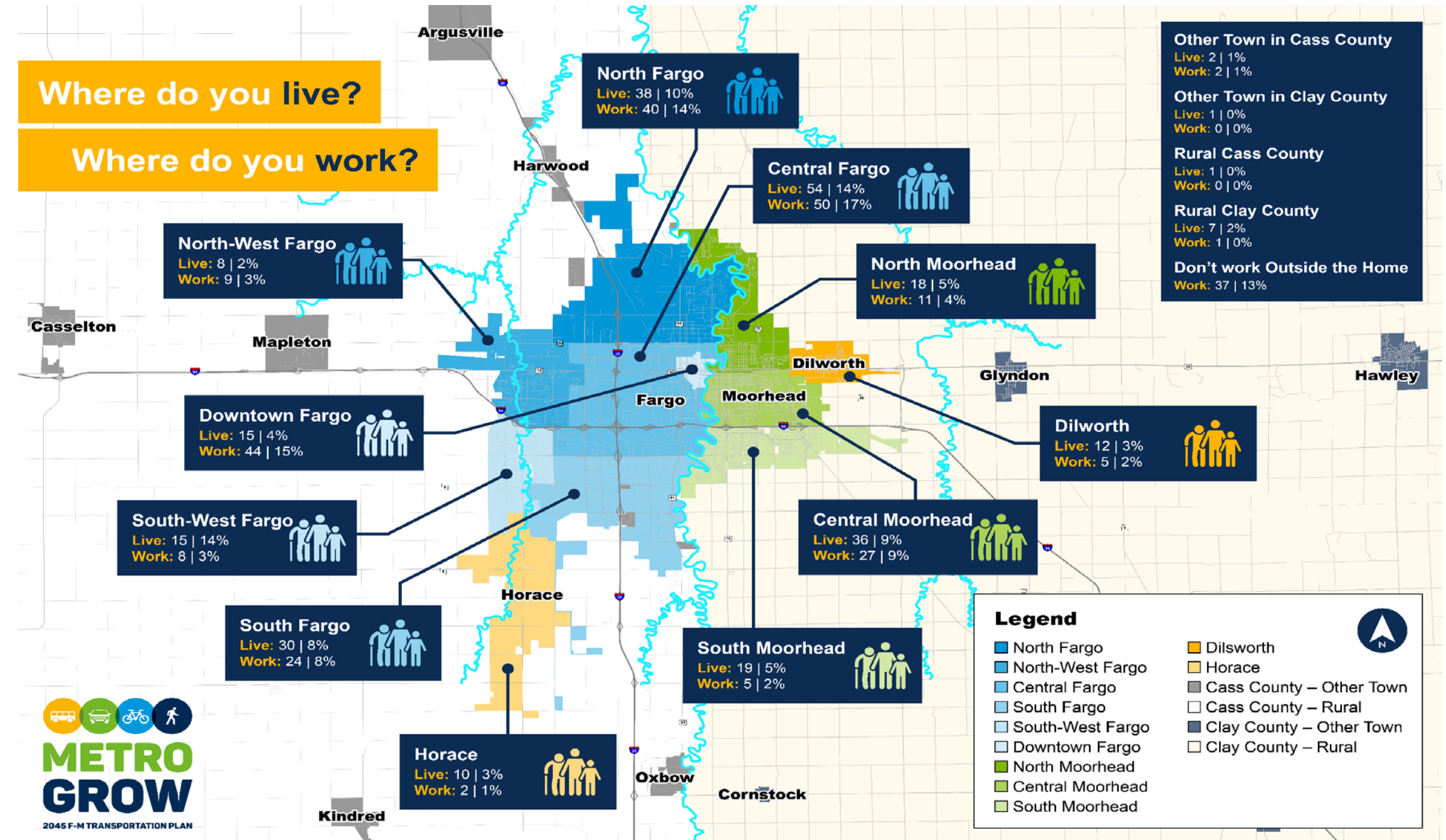
Rural Cass County
 Live: 1 | 0%
 Work: 0 | 0%

Rural Clay County
 Live: 7 | 2%
 Work: 1 | 0%

Don't work Outside the Home
 Work: 37 | 13%

Legend

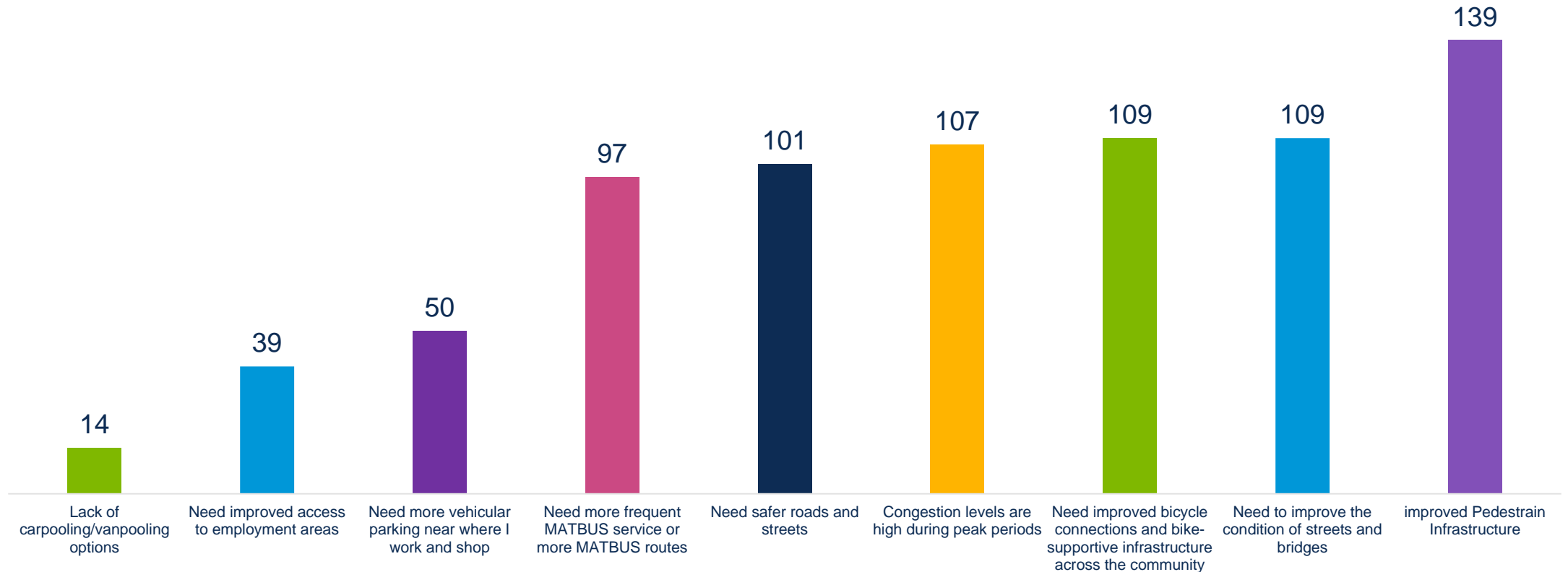
North Fargo	Dilworth
North-West Fargo	Horace
Central Fargo	Cass County – Other Town
South Fargo	Cass County – Rural
South-West Fargo	Clay County – Other Town
Downtown Fargo	Clay County – Rural
North Moorhead	
Central Moorhead	
South Moorhead	



Top Six Live – Work Combinations in Survey

- Live and Work in Central Fargo
- Live and Work in North Fargo
- Live in Central Fargo, Work in Downtown Fargo
- Live in Central Fargo, Work in North Fargo
- Live in North Fargo, Work in Central Fargo
- Live and Work in South Fargo

Top three transportation issues or problems in the Fargo-Moorhead Area?



The top three strategies the Fargo-Moorhead area should implement to address transportation issues?



Example Survey Comments

- A better skyway system downtown like Des Moines would help
- Access to bus service to place of employment- Industrial Park, etc.
- Add more bridges over the river and interstates.
- Affordable senior rides
- Bike trails on quiet streets not busy streets
- Build a fast transit rail
- Closer bus stops. Mine is too far to walk to get bus
- Create and maintain sidewalks and pedestrian ways especially in winter!
- Downtown parking
- EV charging
- I would like to see more MATBUS stops being put up
- Improve the quality of our infrastructure while reducing costs. Narrow down streets, add public art, add street trees, improve transit signage and amenities, decrease bus headway wait times
- Minnesota plans for expanded commuter rail
- More investment in Public transportation strategies
- More metro and bus. Also bus schedules and stops should be **VISIBLE** and available. On the stop it should say which bus stops there and a list of the stops it does
- More parking if possible
- More River Crossings

Three characteristics that your neighborhood and community would like to see in the future?

