

## Study Review Committee MATBUS 2021-2025 Transit Development Plan

Tuesday, June 29, 2021, 3:00-4:30pm  
Zoom Meeting – Conference Call

Attendees

Name	Organization/Role	Name	Organization/Role
Michael Maddox	Metro COG	Malachi Peterson	City of West Fargo
Ari Del Rosario	Metro COG	Becky Hanson	NDDOT
Julie Bommelman	MATBUS	Wayne Zacher	NDDOT
Lori Van Beek	MATBUS	Voni Vegar	MnDOT
Shaun Crowell	MATBUS	Renae Tunison	FTA
Cole Swingen	MATBUS	Joe Kapper	SRF
Ed Pearl	First Transit	Menno Schukking	SRF
Kevin Hanson	MAT Coordinating Board	Will Calves	AECOM

Absent

Name	Organization/Role	Name	Organization/Role
Jordan Smith	MATBUS	Thomas Hill	United Way of Cass-Clay
Taaren Haak	MATBUS	Jon Gilbert	Transit Rider Advocate
Tim Solberg	City of West Fargo	Peyton Mastera	City of Dilworth

## 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 seventh Study Review Committee (SRC) meeting.

## Service Plan Development

Will Calves (AECOM) presented the updated drafts of two implementation phases of bus route alignment and service levels proposals, addressing themes from the public outreach. Phase one makes minor adjustments to the system within the current budget, as well as implementation of the bus stop spacing guidelines.

Phase two is divided into subphases A through E. it introduces Sunday service on most routes, higher frequency service, and new routes – entailing a “redesign” of the existing system. Three new TapRide service areas are introduced as well.

Phase 2A mainly covers Moorhead service changes and a route crossing the Red River on I-94. Phase 2B includes corridor frequency enhancements in both Fargo and Moorhead. Phase 2C shows service expansions in south Fargo and West Fargo. Phase 2D introduces service to the airport and the new Amazon distribution center, as well as two new TapRide service areas in south Fargo and one in the Village Green area of Moorhead. Phase 2E represents the Sunday service expansion but this could be implemented earlier.

The phased approach offers a significant increase to capital and operating cost over ten years, but this could improve with a new or enhanced dedicated funding source for transit. This could be part of the transit authority implementation steps Metro COG is undertaking. Factors that affect the cost include the increased frequency and weekend service that add usability to the system, but represent more revenue hours of service, and the low-density development patterns of Fargo Moorhead that create efficiency challenges for the transit system.

Malachi Peterson (West Fargo) asked where the bus stops would be placed for the newly proposed West Fargo routes. Joe stated the bus stop spacing guidelines and bus stop placement guidelines would be used. Malachi also asked about the total number of routes, Will responded that while there is a small increase in the number of routes, they would offer higher frequencies, offer Sunday service, and have different alignments that today’s system. It creates new spines in the system and strengthen highly used and growing corridors.

For the cost increase, Joe stated that while it is a significant increase in funding, it is not out of line with metro areas of similar size. Fargo-Moorhead currently offers at or just below the level of service of similar sized metro areas in the Midwest but has much stronger population and commercial growth than many other midwestern cities. In addition, it has a strong presence of institutes of higher education. Funding transit is one part of funding infrastructure of a growing region.

## Policy & Strategic Recommendations

Joe gave a quick overview of the bus stop analysis, which encountered difficulties due to incomplete and conflicting data. The project team developed a Geographic Information Systems (GIS) layer of all stops, with information on 2019 average daily ridership and whether a shelter is present or not. The TDP also complements past bus stop and shelter studies by setting a bus stop spacing guideline. Additionally, the TDP document includes service development standards and performance measures for MATBUS staff to monitor.

## Final TDP Report

The final TDP report is currently under staff review and includes all memos and draft deliverables. Public engagement activities include two stakeholder meetings on July 6 and July 7, as well as a virtual open house on July 7. SRC members were encouraged to share the open house registration link with the clients and customers.

## Next Steps

SRF will share the presentation slides of today's meeting. The project team will present to the city councils of Fargo and Moorhead in July, as well as the Metro COG TTC and policy Board in August.

# MATBUS 2021-2025 Transit Development Plan

Study Review Committee  
June 29, 2021



**METROCOG**  
FM REGIONAL TRANSPORTATION PLANNING ORGANIZATION

**SRF AECOM**

# Meeting Agenda

1. SRC Introductions
2. Proposed Service Plan
3. Draft TDP Report & Public Engagement Activities
4. Next Steps

# SRC Member Introductions

# Proposed Service Plan

# Addressing Outreach/Analysis Findings

- **Key Takeaways from Outreach & Analysis:**

- Many people prefer investing resources in building up frequency and/or span as opposed to providing additional coverage.
- Sunday service is seen as **VERY** desirable.
- Service and/or service improvements desired/mentioned at several specific locations, including:
  - New Amazon distribution center
- Analysis shows strong ridership along key corridors between major activity centers.
  - Some other areas appear to have lower ridership.
- Need for effective pedestrian infrastructure and land use designs amenable to transit use.

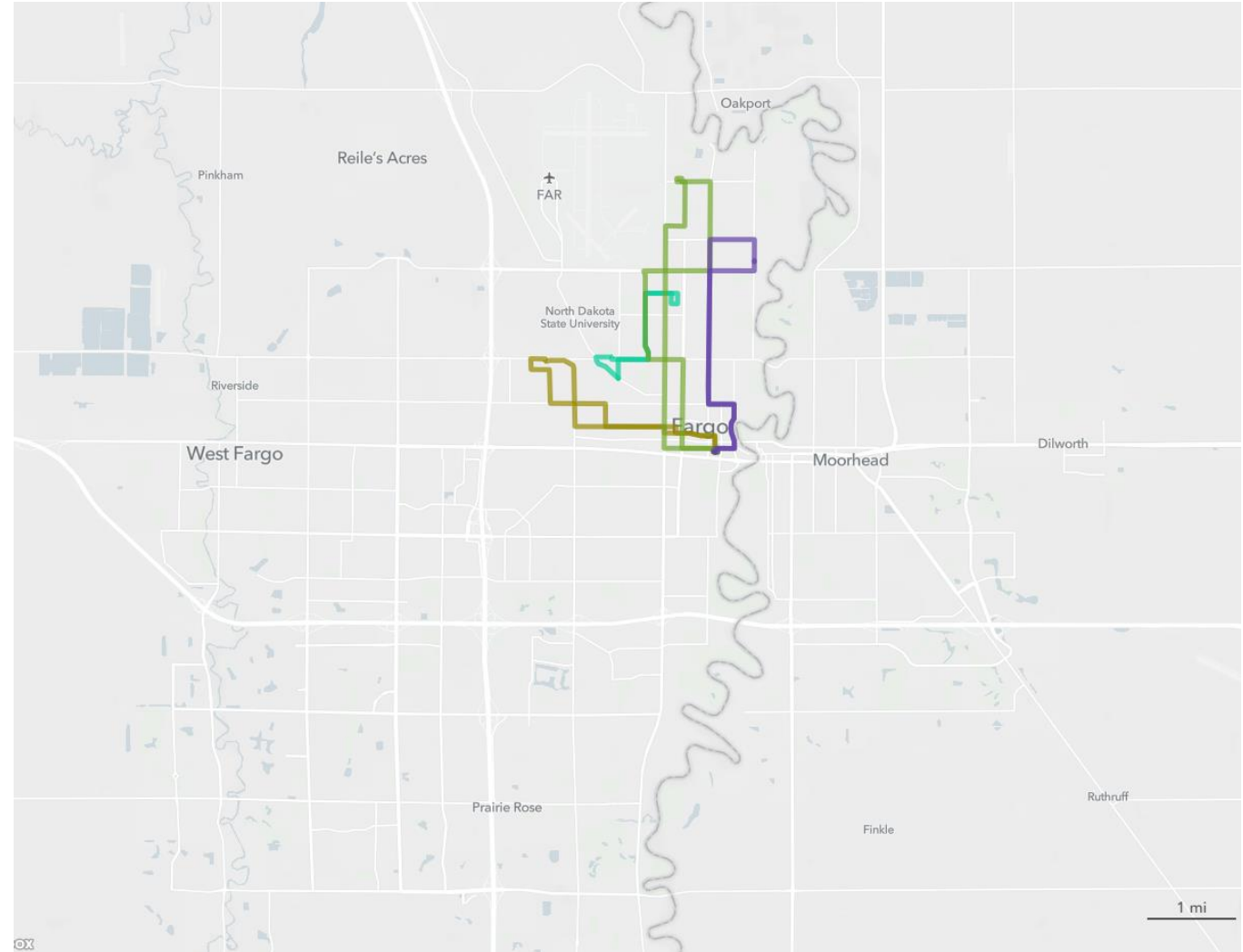


# Development of Phases

- **Phases are developed iteratively:**
  - **Phase One** addresses relatively small-scale elements and (with bus stop rebalancing) on-time performance concerns.
  - **Phase Two** introduces Sunday service and higher frequency of service on some routes, entails a “redesign” of the existing system, and presents new TapRide service areas.

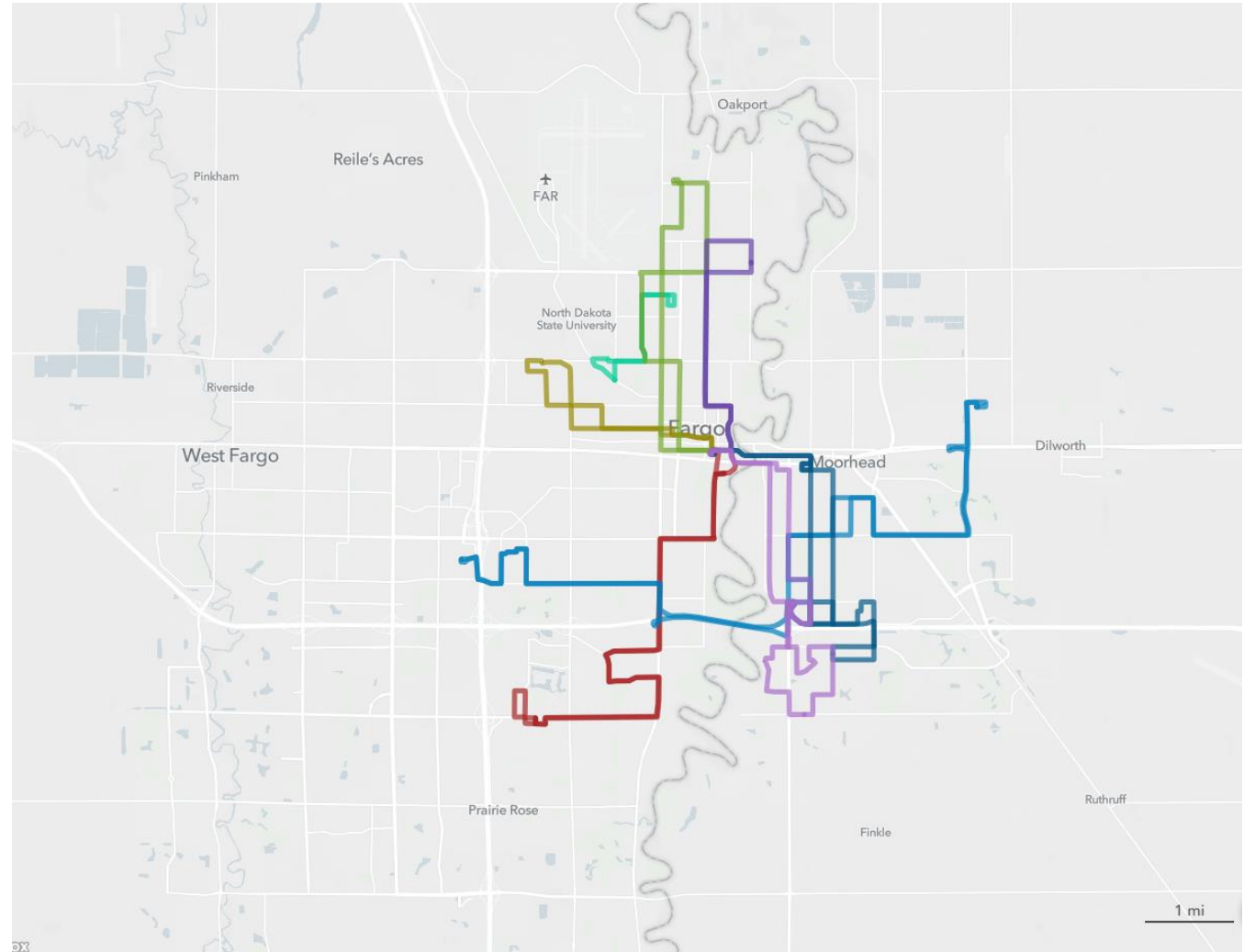
# Phase 1

- Route alignment modifications only on:
  - Route 11
  - Route 13



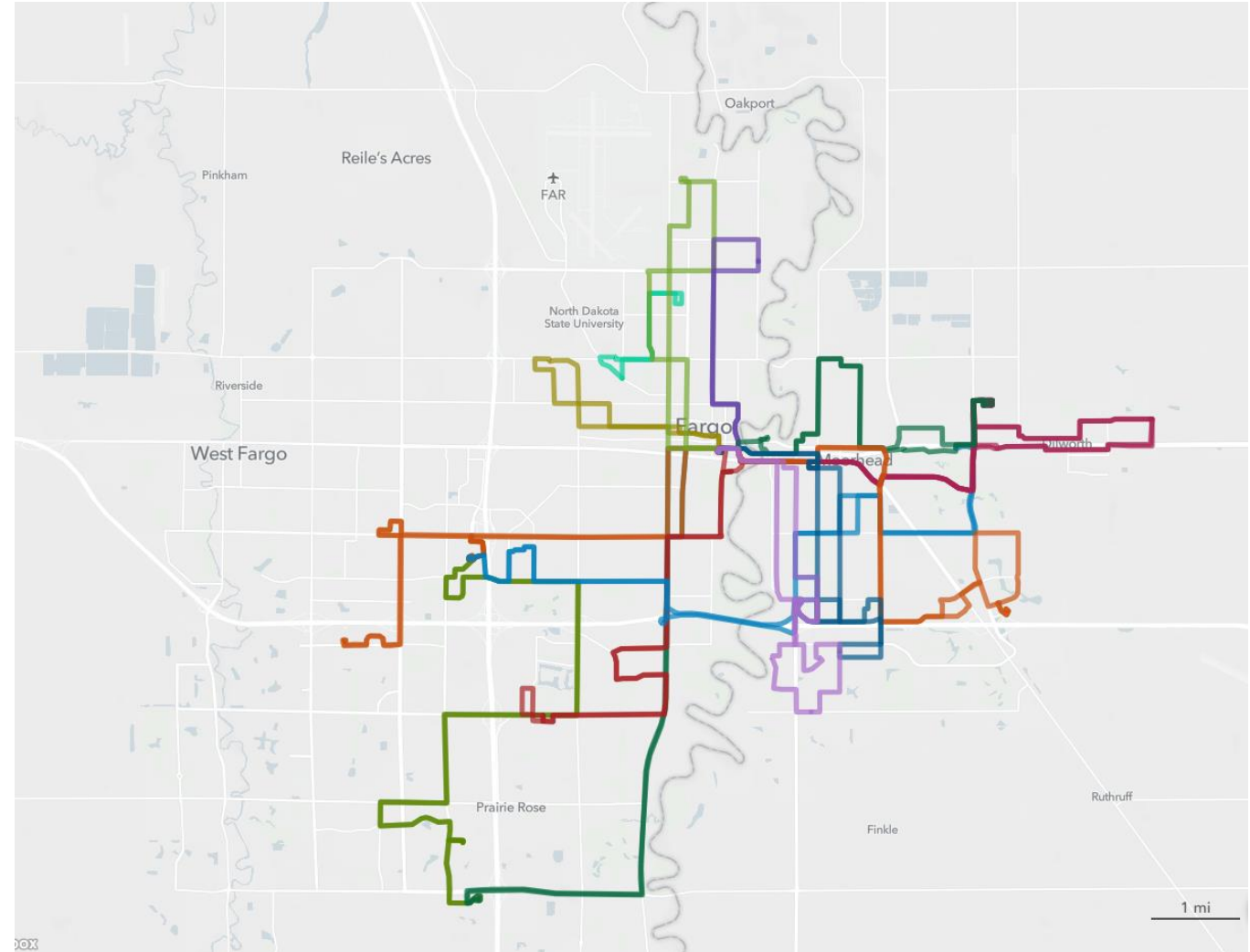
# Phase 2A

- All route alignment and frequency of service/span of service modifications – except for Sunday service – on:
  - Route 1
  - Route 2
  - Route 8
  - Route 14



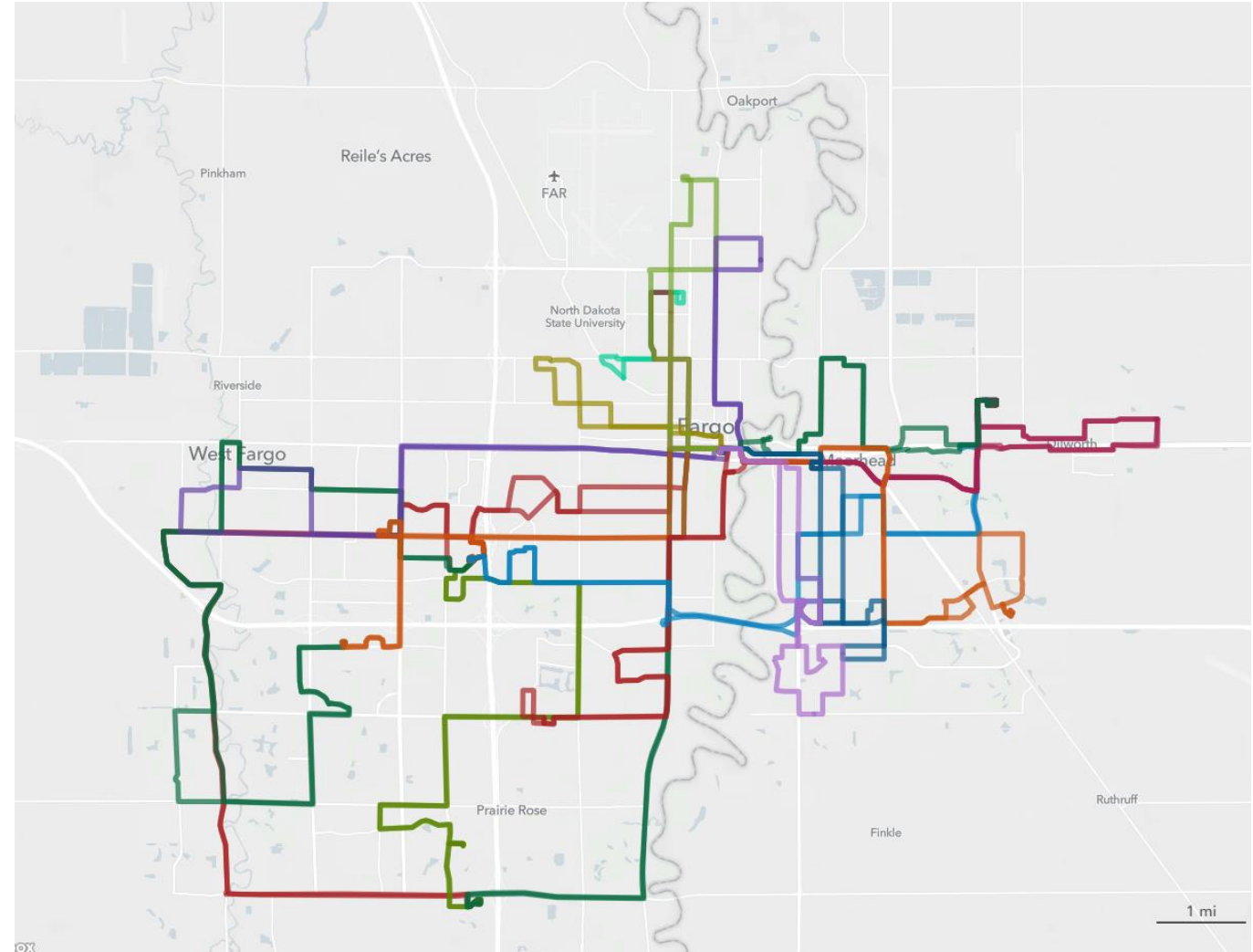
# Phase 2B

- All route alignment and frequency of service/span of service modifications – except for Sunday service – on:
  - Route 3
  - Route 4
  - Route 6
  - Route 11
  - Route 13
  - Route 15
  - Route 18
  - Route 21



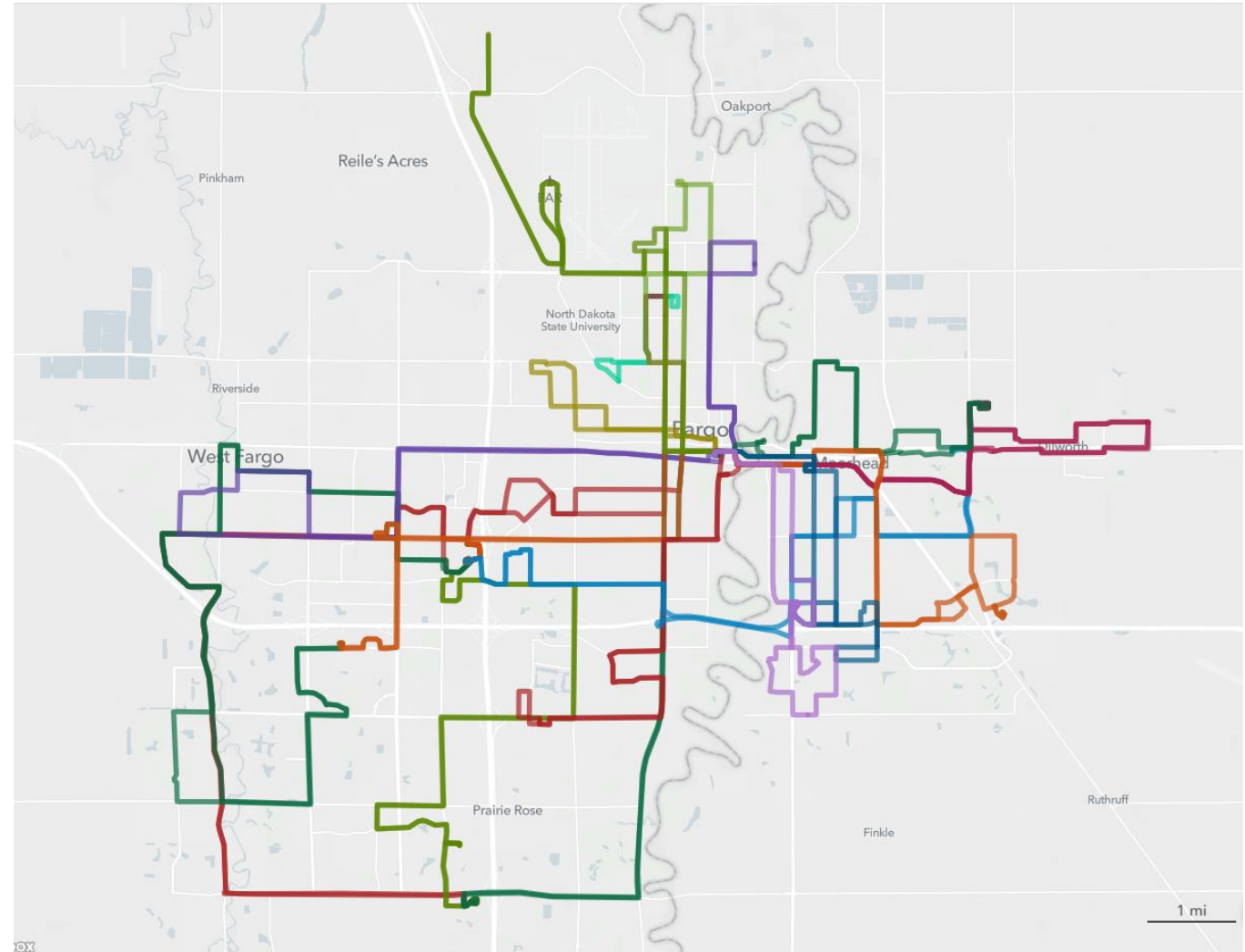
# Phase 2C

- All route alignment and frequency of service/span of service modifications – except for Sunday service – on:
  - Route 19
  - Route 20
  - Route 22
  - Route 24

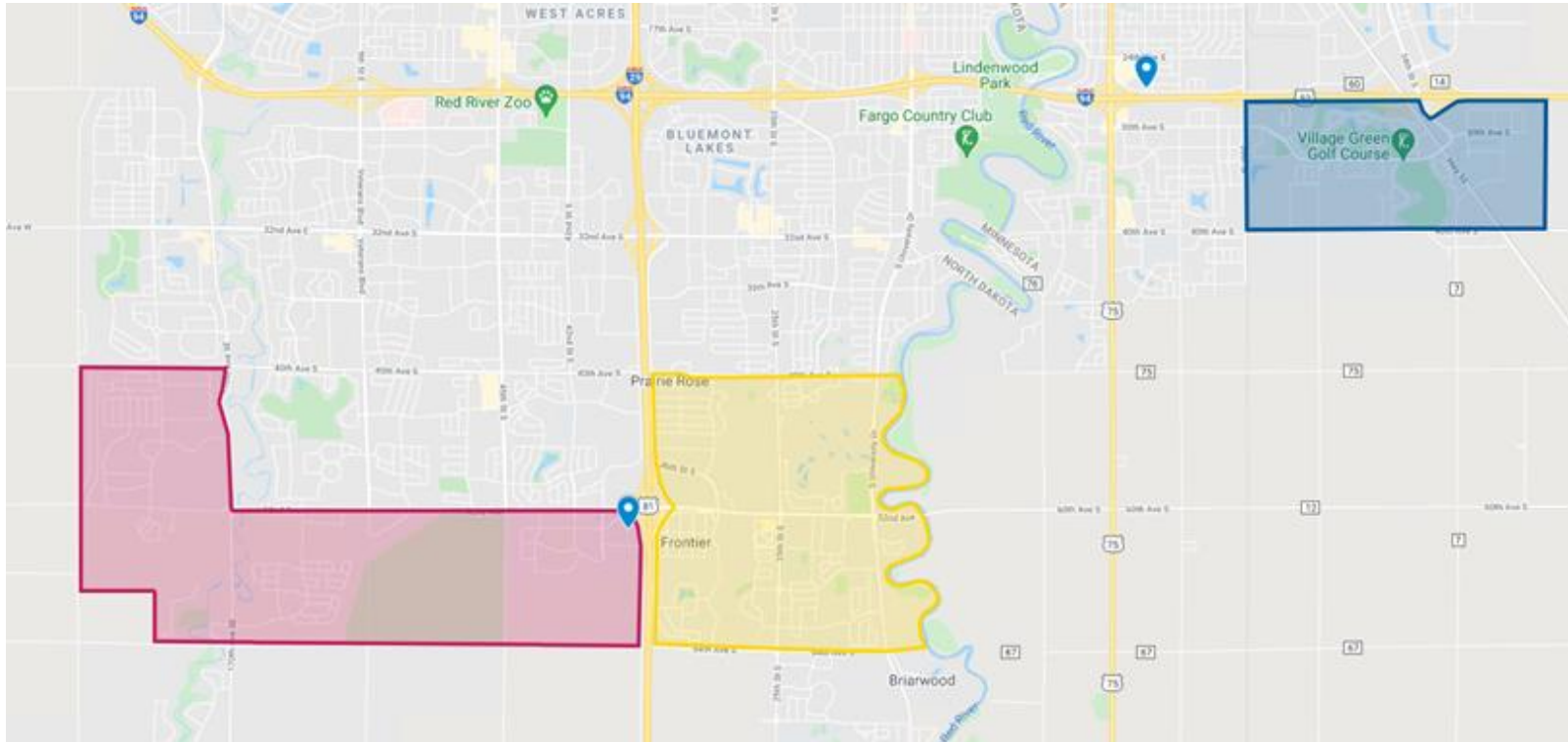


# Phase 2D

- All route alignment and frequency of service/span of service modifications – except for Sunday service – on:
  - Route 10
- Implementation of additional TapRide services.

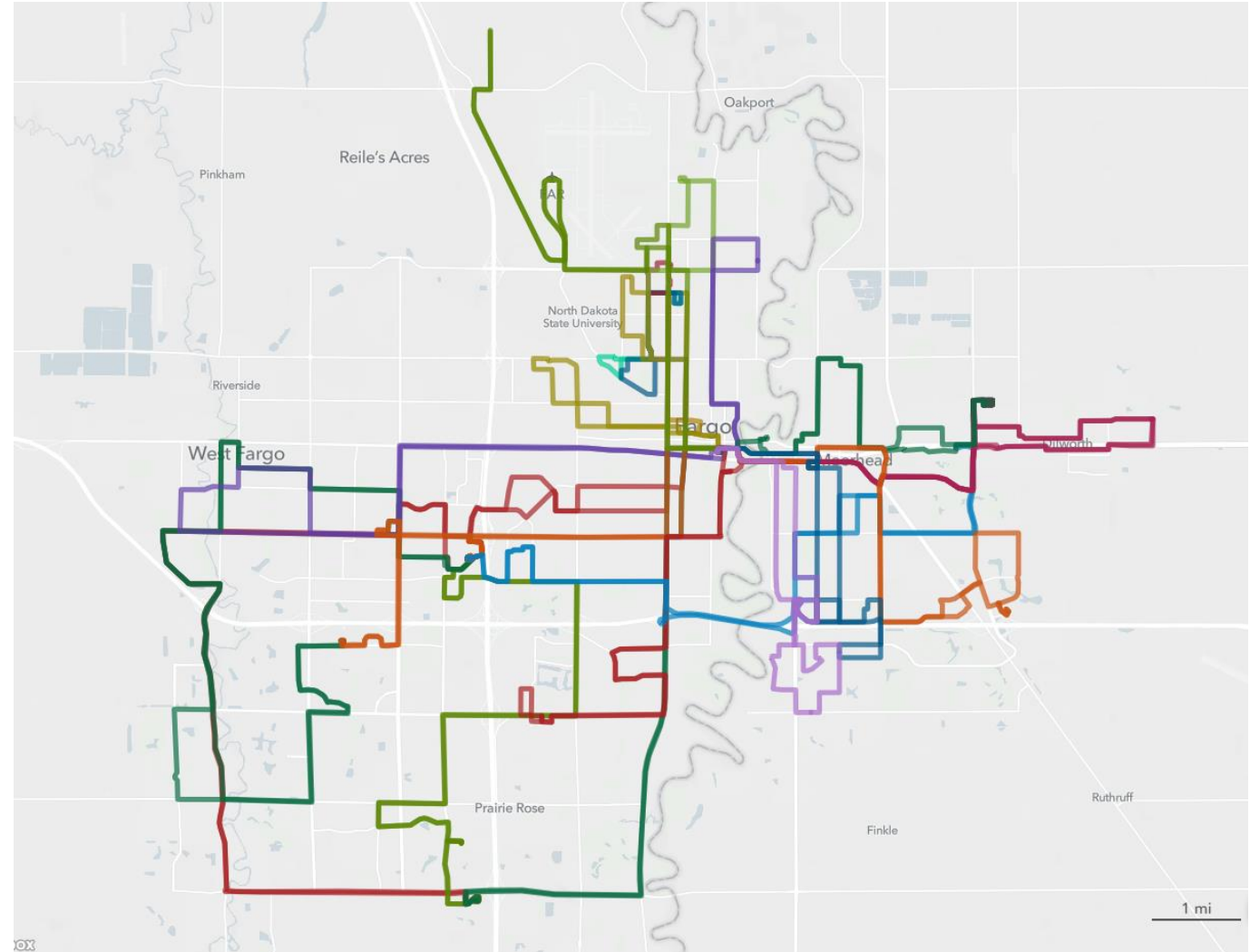


# Phase 2D – New TapRide Service Areas



# Phase 2E

- Implementation of all Sunday services.
- Implementation of additional weekend (i.e., Saturday and Sunday) services on the NDSU services:
  - Route 31
  - Route 32E
  - Route 33
  - Route 34





# Impact of New Service

- Offer a phased approach to significant increases in capital and operating costs over 10 years
- Outlook improves if there is a dedicated funding source available to support transit investment
- Factors affecting cost:
  - Increased frequency and weekend service add usability to the system, but represent more revenue hours
  - Low density development patterns create efficiency challenges for transit system

# Impact of New Service

Phase	Total Peak Vehicles	Annual Revenue Hours	Annual Operating Cost
Current	33	134,021	\$12,061,845
Phase 1	33	134,021	\$12,061,845
Phase 2A	37	145,017	\$13,051,517
Phase 2B	44	175,229	\$15,770,575
Phase 2C	49	197,653	\$17,788,773
Phase 2D	53	215,143	\$19,362,873
Phase 2E	53	234,961	\$21,146,474

# Policy & Strategic Recommendations

# Policy & Strategic Recommendations

- Bus Stops
  - Created a GIS layer with ridership and shelter information
  - Bus Stop and Shelter Placement Context
  - Developed recommended bus stop spacing standards that are sensitive to land use and emphasize operational efficiency.
- Service And Performance Standards
  - Service Development Guidelines

# Draft Final TDP Report

# Draft Final TDP Report

- Report of all memos and deliverables
- Draft report public engagement
  - Stakeholder meetings July 6 & 7
  - Virtual Open House July 7 – 5pm



Register for the open house on Wednesday, July 7, 2021 at 5pm here:  
[https://srfconsulting.zoom.us/webinar/register/WN\\_nl0sfpFS02ExhJ7RYBqOA](https://srfconsulting.zoom.us/webinar/register/WN_nl0sfpFS02ExhJ7RYBqOA)

# Next Steps

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- Stakeholder Meetings and Open House
- Metro COG TTC & Policy Board
- City Council Presentations