



Fargo-Moorhead Metropolitan Council of Governments

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Email: metrocof@fmmetrocog.org

<http://www.fmmetrocog.org>

To: MAT Coordinating Board Members
From: Fargo-Moorhead Metropolitan Council of Governments (Metro COG)
Metro Area Transit (MATBUS)
Date: March 16, 2018
RE: MAT Coordinating Board Agenda and Correspondence

**72nd Meeting of the
Metro Area Transit Coordinating Board
March 21, 2018 – 8:00 am**
Fargo City Commission Chambers – 200 3rd Street North, Fargo ND

Meeting Agenda

1. Call to Order and Introductions
2. Action Items:
 - a. January 17, 2018 Meeting Minutes (Attachment 1)
 - b. Moorhead Draft FTA Section 5339 Grant Application – Lori Van Beek & Jennifer Piekarski (Attachment 2)
 - c. Moorhead 10-year Financial Plan / 2019 Capital Improvements – Lori Van Beek (Attachment 3)
 - d. Memo of Understanding with Metro COG for Development of Performance Standards – Michael Maddox & Lori Van Beek (Attachment 4)
 - e. Fargo Operating and Capital Plans – Julie Bommelman (Attachment 5)
 - f. Update on Metro Senior Ride Cost Sharing Analysis – Lori Van Beek (Attachment 6)
 - g. Promotional Fares – Lori Van Beek & Matthew Peterson (Attachment 7)
3. Informational Items
 - a. 2017 Annual Review of Incidents – Matthew Peterson (Attachment 8)
 - b. January & February Operations Reports (including TapRide Update) – Matthew Peterson (Attachment 9)
 - c. Mobility Management Update – Shaun Crowell (Attachment 10)
 - d. Upcoming MATBUS Promotions – Sage Thornbrugh & Taaren Haak (Attachment 11)
4. Other Business

Questions, comments or concerns prior to the meeting can be directed to Michael Maddox (701.232.3242 x33; maddox@fmmetrocog.org).

People with disabilities who plan to attend this meeting and need special arrangements should contact Michael Maddox at Metro COG (701.232.3242 Ext. 33), at least two days before the meeting to make arrangements.

**71st Meeting of the
Metro Area Transit Coordinating Board
January 15, 2018
Fargo Commission Chambers**

Members Present:

Brian Arett, Valley Senior Services
Jim Aasness, Dilworth City Council
Melissa Fabian, Moorhead City Council
Steve Fox, MSUM (alternate for Brenda Amenson-Hill)
Brit Stevens, NDSU
Teresa Stolfus, M|State
Sara Watson Curry, Moorhead City Council
Larry Weil, City of West Fargo (alternate for Mark Simmons)

Members Absent:

Brenda Amenson-Hill, MSUM
Paul Grindeland, Valley Senior Services
Tony Gehrig, Fargo City Commission
Tony Grindberg, Fargo City Commission
Kevin Hanson, Chair
Mark Simmons, West Fargo City Commission
Samantha Westrate, Concordia College

Others Present:

Lori Van Beek, City of Moorhead
Julie Bommelman, City of Fargo
Michael Maddox, Metro COG
Matthew Peterson, City of Fargo
Jen Piekarski, City of Moorhead

1. Call to Order and Introductions

Mr. Weil was chosen to chair the 71st meeting of the Metro Area Transit Coordinating Board. Introductions were made, and a quorum was present.

2. Action Items

- a. Review and Action on August 2, 2017 Meeting Minutes**
- b. Review and Action on September 20, 2017 Meeting Minutes**
- c. Review and Action on November 15, 2017 Meeting Minutes**

Mr. Maddox noted that there had not been a quorum at the last two meetings, and that the last three meeting minutes will need to be approved. Mr. Arett made a motion to approve all three meeting minutes as presented. Mr. Aasness seconded that motion. The motion was carried unanimously.

d. Update to MATBUS Procurement Policy

Ms. Piekarski, city of Moorhead accountant, presented the updated MATBUS Procurement Policy. Mr. Aasness made a motion to approve the updated MATBUS Procurement Policy; Ms. Watson Curry seconded the motion. The motion was carried unanimously.

e. Moorhead 2018 Title VI 3-year plan

Ms. Van Beek presented the 2018 Title VI Plan. The MATBUS Title VI report is updated every three years. Ms. Fabian made a motion to approve the Moorhead 2018 Title VI Three-Year Plan; Mr. Arett seconded the motion. The motion was carried unanimously.

f. Fargo Draft 2018 FTA 5307 Program of Projects

Ms. Bommelman presented the draft Program of Projects for the FTA 5307. This is labeled as "draft" as it is still subject to FTA/DOT approval.

Mr. Arett made the motion to approve the Fargo Draft 2018 FTA 5307 Program of Projects; Mr. Aasness seconded the motion. The motion was carried unanimously.

3. Informational Items

a. FTA Triennial Compliance Review

Ms. Van Beek presented the FTA Triennial Compliance Review. The FTA conducts a compliance review every three years. They will be on-site July 24-27, 2018. The review assesses management practices and program administration.

b. 2017 Achievement Report

Ms. Van Beek presented the 2017 Achievement Report. The report included updates on Equipment, Fares, Marketing, Route & Service Changes, Shelters & Facilities, Studies, and Personnel & Training.

c. 2018 Marketing Plan

Taaren Haak and Sage Thornbrugh, Transit Planners of Moorhead and Fargo, presented the 2018 MATBUS Marketing Plan. The following promotions will be marketed throughout 2018: Moorhead Service Expansion, Back to School – Spring Semester, 90-Day Youth Pass, Winter Promotions, iGoEco Challenge, Get Your Can on the Bus, Street Fair, Back to School – Fall Semester, Try MATBUS Week, and Quarter Days. The current marketing trade agreements are with Radio FM Media, MSUM Athletics, Fargo-Moorhead RedHawks, and Fargo Force Hockey, as well as a number of LinkFM Partnership Events and Community Partnership Events.

d. Operations & Ridership Reports

Mr. Peterson presented Operations and Ridership Reports.

4. Other Business

Mr. Maddox reminded the board that the MAT Board will now be meeting every other month, on the third Wednesday of each month.

Mr. Arett asked about a cost-analysis to merge the Senior Ride Services with the Paratransit Services.

Ms. Van Beek stated that they are considering running a study for this cost-analysis, and have approached Metro COG for funding. Mr. Arett followed up asking if a third-party could run the study, as Metro COG does not have adequate staffing at this time.

Ms. Fabian asked for an update on the Shelter/Crosswalk for the Bright Skies Apartment Complex. Ms. Van Beek said that there are currently three routes that pass the location, and stops will be implemented and a potential shelter, as well as a crosswalk.

Ms. Fabian made a motion to adjourn the meeting, with a second from Mr. Aasness. The motion was carried unanimously.

Memorandum

To: MAT Coordinating Board

From: Lori Van Beek, Moorhead Transit Manager *LVB*
Jennifer Piekarski, Moorhead Accountant

Date: March 21, 2018

RE: *Moorhead Draft FTA Section 5339 Grant Application*



The City of Moorhead has received FTA Section 5339 Grant funds transferred from the State of Minnesota for the purchase of one replacement 35-foot transit bus at a cost not to exceed \$495,000. The bus will replace Unit 593, a 2005 Orion VII bus that has met its useful life of 12 years or 500,000 miles. The draft grant application is attached.

Transit staff will ask for a price proposal from New Flyer Industries under the current Duluth Consortium procurement, which is valid through 2019. Once awarded, the bus build will take approximately 12 months to build and will be ordered in 2018 for delivery and payment in 2019 using CIP funds. Originally, the plan was to use FTA Section 5307 Grant funds for this bus replacement. The transfer from MnDOT will free up Moorhead's apportioned federal grants funds to use for other capital projects included in the 10-year plan. Following the completion of the two planning studies, Transit Facility and Hub Analysis and the ADA Transition Plan, the 10-year plan will be updated for recommended projects.

Requested Action: The MAT Coordinating Board recommends to the Moorhead City Council, subsequent to a public hearing, approval of the Federal Grant Application for Section 5339 Grant Funds for the purchase of one 35-foot replacement bus at a cost not to exceed \$495,000 (80% federal \$396,000 and 20% local \$99,000).

DOT

FTA

U.S. Department of Transportation

Federal Transit Administration

Application

Federal Award Identification Number (FAIN)	1159-2018-2
Temporary Application Number	1159-2018-2
Application Name	FY2016 & 2017 5339 Bus
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	565600000
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

Attachment 2

Website

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

Part 2: Application Information

Title: FY2016 & 2017 5339 Bus

FAIN	Application Status	Application Type	Date Created	Last Updated Date	From TEAM?
1159-2018-2	In-Progress	Grant	3/6/2018	3/6/2018	No

Application Start Date

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

Application End Date

11/1/2019

Application Executive Summary

The City of Moorhead applies for FY2016-2017 5339 funds in the amount of \$396,000 towards the purchase of one replacement 35-foot bus.

Start date is the same date as the date of the award. End date is November 1, 2019

The Minnesota Department of Transportation's (MnDOT) Office of Transit is the designated recipient of National Distribution and Small Urban Section 5339 funds for Minnesota. Consistent with 49 U.S.C. 5339(e)(1), the governor (or designee) of the state may transfer any part of the state's apportionment to supplement amounts apportioned to the state for areas under 200,000 in population under Section 5307 or 5311 funding. The State has allocated \$396,000 to the City of Moorhead. This application for Section 5339 Federal Assistance is consistent with the suballocation identified in the MnDOT letter dated September 26, 2017 and attached to this application.

This application does not include indirect costs nor will it fund any research or development projects.

We will purchase one 35-foot low-floor accessible bus with an expected useful life of 12 years or 500,000 miles. This grant line item applies \$396,000 in FTA Section 5339 funds allocated to Moorhead. Total project cost is \$495,000. Included in the total of the bus purchase is the 1% security expenditures of \$4,950 (of which \$3,960 is federal and \$990 is local) which will be met through the Automatic Vehicle Location systems and security cameras located on the 35-foot low-floor accessible bus.

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?

Attachment 2

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	\$396,000
Local			\$99,000
Local/In-Kind			\$0
State			\$0
State/In-Kind			\$0
Other Federal			\$0
Transportation Development Credit			\$0
Total Eligible Cost			\$495,000

Application Budget

Project Number	Budget Item	FTA Amount	Non-FTA Amount	Total Eligible Amount	Quantity
1159-2018-2-P1	111-00 (111-) BUS - ROLLING STOCK	\$396,000.00	\$99,000.00	\$495,000.00	1

Attachment 2

1159-2018-2-P1	BUY 11.12.02 REPLACEMENT 35-FT BUS	\$396,000.00	\$99,000.00	\$495,000.00	1
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Earmark and Discretionary Allocations

This application does not contain earmarks or discretionary allocations.

Part 3: Project Information

Project Title: 2017-18 Capital Bus Purchase

Project Number	Temporary Project Number	Date Created	Start Date	End Date
1159-2018-2-P1	1159-2018-2-P1	3/6/2018	2/14/2014	11/1/2019

Project Description

The City of Moorhead applies for FY2016-2017 5339 funds in the amount of \$396,000 towards the purchase of one replacement 35-foot bus.

Project Benefits

This project will replace a vehicle that has completed its useful life. The replacement vehicle will be more reliable and have better fuel economy. The 35-foot bus also have a new self-securement system for wheelchairs that makes loading faster and easier and provides independence for the passenger. As a growing regional center for west central Minnesota, Moorhead is a destination for employers, universities, medical centers, and shopping. The continued support and growth of the local transit system is paramount to the continued sustainability of the area.

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
272040	Fargo, ND-MN

Congressional District Information

State	District	Representative
Minnesota	7	Collin C Peterson

Project Control Totals

Attachment 2

Funding Source	Section of Statute	CFDA Number	Amount
5339 – Buses and Bus Facilities Formula	5339-1	20526	\$396,000
Local			\$99,000
Local/In-Kind			\$0
State			\$0
State/In-Kind			\$0
Other Federal			\$0
Transportation Development Credit			\$0
Total Eligible Cost			\$495,000

Project Budget

Project Number	Budget Item	FTA Amount	Non-FTA Amount	Total Eligible Amount	Quantity
1159-2018-2-P1	111-00 (111-) BUS - ROLLING STOCK	\$396,000.00	\$99,000.00	\$495,000.00	1
1159-2018-2-P1	BUY 11.12.02 REPLACEMENT 35-FT BUS	\$396,000.00	\$99,000.00	\$495,000.00	1

Project Budget Activity Line Items

Budget Activity Line Item: 11.12.02 - BUY REPLACEMENT 35-FT BUS

Scope Name / Code	Line Item #	Custom Item Name	Activity	Quantity
BUS - ROLLING STOCK (111-00)	11.12.02	BUY REPLACEMENT 35-FT BUS	BUY REPLACEMENTS - CAPITAL BUS	1

Extended Budget Description

Replace one 2005 Orion VII 30-foot buses (Unit 593), which will have completed its useful lives of 12 years, with one 35-foot bus. We will purchase one 35-foot low-floor accessible bus with an expected useful life of 12 years or 500,000 miles. This grant line item applies \$396,000 in FTA Section 5339 funds allocated to Moorhead, of which 1% will be security costs of \$3,960 and the remaining be the bus purchase of \$392,040. A Federal ratio of 80/20 will apply to the net eligible cost \$495,000. This bus will meet the Clean Air Act standards and the Americans with Disabilities Act requirements. The fleet status section of TrAMS has been updated to reflect this fleet replacement. We are able to operate and maintain this vehicle replacement. 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.

Attachment 2

Propulsion	Fuel Type	Vehicle Condition	Vehicle Size (ft.)
N/A	Diesel Fuel	New	35 Foot

Funding Source	Section of Statute	CFDA Number	Amount
5339 – Buses and Bus Facilities Formula	5339-1	20526	\$396,000
Local			\$99,000
Local/In-Kind			\$0
State			\$0
State/In-Kind			\$0
Other Federal			\$0
Transportation Development Credit			\$0
Total Eligible Cost			\$495,000

Milestone Name	Est. Completion Date	Description
RFP/IFB Issue Date	2/14/2014	The RFP was issued through Duluth Transit Authority for a consortium of transit agencies, including the City of Moorhead, MN and the City of Fargo, ND.
Contract Award Date	6/25/2018	The City Council will award the purchase to New Flyer Industries at their meeting on 6/25/18.
Initial Delivery Date	7/1/2019	Delivery is approximately 12 months following award
Final Delivery Date	7/1/2019	One vehicle purchased, initial and final delivery are the same date.
Contract Completion Date	11/1/2019	Acceptance and final payment are estimated to be four months after final delivery

Project Environmental Findings

Finding: Class II(c) - Categorical Exclusions (C-List)

Class Level Description

Class II(c) consists of projects called categorical exclusions (CEs) which are known not to have, either individually or cumulatively, a significant environmental impact on the human or natural environment and are therefore categorically excluded from the requirement to prepare an environmental assessment or an environmental impact statement. Class II(c) does not require documentation.

Categorical Exclusion Description

Type 07: Acquisition, installation, rehabilitation, replacement, and maintenance of vehicles or equipment, within or accommodated by existing facilities, that does not result in a change in functional use of the facilities, such as: equipment to be located within existing facilities and with no substantial off-site impacts; and vehicles, including buses, rail cars, trolley cars, ferry boats and people movers that can be accommodated by existing facilities or by new facilities that qualify for a categorical exclusion.

Attachment 2

Date Description	Date
Class IIc CE Approved	

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-23, October 1, 2016)**

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(23), October 1, 2016, <http://www.fta.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

Attachment 2

Recipient Name: Moorhead, City Of

Recipient ID: 1159

DUNS No: 085357507

Application Information

Federal Award Identification Number: 1159-2018-2

Application Name: FY2016 & 2017 5339 Bus

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

Application End Date: 11/1/2019

Application Executive Summary: The City of Moorhead applies for FY2016-2017 5339 funds in the amount of \$396,000 towards the purchase of one replacement 35-foot bus.

Start date is the same date as the date of the award. End date is November 1, 2019

The Minnesota Department of Transportation's (MnDOT) Office of Transit is the designated recipient of National Distribution and Small Urban Section 5339 funds for Minnesota. Consistent with 49 U.S.C. 5339(e)(1), the governor (or designee) of the state may transfer any part of the state's apportionment to supplement amounts apportioned to the state for areas under 200,000 in population under Section 5307 or 5311 funding. The State has allocated \$396,000 to the City of Moorhead. This application for Section 5339 Federal Assistance is consistent with the suballocation identified in the MnDOT letter dated September 26, 2017 and attached to this application.

This application does not include indirect costs nor will it fund any research or development projects.

We will purchase one 35-foot low-floor accessible bus with an expected useful life of 12 years or 500,000 miles. This grant line item applies \$396,000 in FTA Section 5339 funds allocated to Moorhead. Total project cost is \$495,000. Included in the total of the bus purchase is the 1% security expenditures of \$4,950 (of which \$3,960 is federal and \$990 is local) which will be met through the Automatic Vehicle Location systems and security cameras located on the 35-foot low-floor accessible bus.

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: \$495,000.00

Amount of Federal Assistance Obligated for This FTA Action (in U.S. Dollars): \$396,000.00

Attachment 2

Amount of Non-Federal Funds Committed to This FTA Action (in U.S. Dollars): \$99,000.00

Total FTA Amount Awarded and Obligated (in U.S. Dollars): \$396,000.00

Total Non-Federal Funds Committed to the Overall Award (in U.S. Dollars): \$99,000.00

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	\$396,000
Local			\$99,000
Local/In-Kind			\$0
State			\$0
State/In-Kind			\$0
Other Federal			\$0
Transportation Development Credit			\$0
Total Eligible Cost			\$495,000

(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.

FTA APPLICATION 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.

Attachment 2

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

Memorandum

To: MAT Coordinating Board

From: Lori Van Beek, Moorhead Transit Manager *lvb*

Date: March 21, 2018

RE: ***Memo of Understanding with Metro COG for Development of Performance Targets***



The Minnesota Department of Transportation (MnDOT) has drafted a Memorandum of Understanding (MOU) between MnDOT, Metro COG and MATBUS-Moorhead. The purpose is to support a performance-based approach to the metropolitan transportation planning and programming process as required by Federal Regulation CFR 23 Part 450.314(h).

The MOU states that the parties are responsible for working cooperatively to:

1. Develop and share information related to transportation performance data.
2. Select performance targets.
3. Promptly report performance targets whenever a target is adopted or changed.
4. Follow the specific procedures identified in the most current version of the Performance Planning Target Setting Procedures document.

The following documents are attached for your review:

- Draft MOU
- Minnesota Performance Planning Target Setting Procedures
- Greater Minnesota Transit Investment Plan, Pages 70-84, Performance Guidelines

The Metro COG Policy Board is considering approval of the MOU at their meeting of March 15, 2018. The approved and signed MOU is due back to MnDOT in May. Periodic reports on establish targets and performance will be required.

Requested Action: The MAT Coordinating Board recommends to the Moorhead City Council approval of the MOU and directs transit staff to work cooperatively with MnDOT and Metro COG to develop performance targets and associated reports.

MEMORANDUM OF UNDERSTANDING (MOU)

BETWEEN

THE MINNESOTA DEPARTMENT OF TRANSPORTATION (MNDOT), THE FARGO-MOORHEAD METROPOLITAN COUNCIL OF GOVERNMENTS (MPO) AND THE MATBUS (PUBLIC TRANSPORTATION OPERATOR)

1. **PURPOSE AND SCOPE.** The purpose of this MOU is to support a performance-based approach to the metropolitan transportation planning and programming process as specified in 23 USC 134 (h)(2), 23 USC 135(d)(2), 49 USC 5303(h)(2), 49 USC 5304(d)(2), 23 CFR 450.206(c), 23 CFR 450.314(h), and 49 CFR 613.
2. **RESPONSIBILITIES.** To the extent practicable, MnDOT, the MPO and the Public Transportation Provider will work cooperatively to:
 - 2.1. Develop and share information related to transportation performance data.
 - 2.2. Select performance targets.
 - 2.3. Promptly report performance targets whenever a target is adopted or changed.
 - 2.4. Follow the specific procedures identified in the most current version of the Performance Planning Target Setting Procedures document.
3. **CONTRACTUAL OBLIGATIONS.** This MOU is not a legally binding agreement and creates no legally binding obligations for any party. Any party may, upon written notice, amend, or discontinue its role outlined in the MOU. Because of this mutual desire to proceed, each party fully intends to make a good faith effort to achieve the goals described above including working together to comply with federal and state laws.
4. **GOVERNMENT DATA.** The parties acknowledge that this MOU, as well as any data created, collected, stored, or received under the terms of this MOU, are “Government Data” within the meaning of the Minnesota Government Data Practices Act (Minnesota Statutes chapter 13), and that they must comply with the provisions of the Act as it relates to such data.
5. **EFFECTIVE DATE.** This MOU shall be effective when all appropriate signatures have been obtained by MnDOT, the MPO, and the Public Transportation Operator.
6. **MODIFICATION.** Any amendments to this MOU must be mutually agreed to in writing.
7. **TERMINATION.** The terms of this MOU may be terminated by any one of the parties by giving 30-days written notice to each of the other parties. This MOU will remain in effect until terminated as provided in this clause, or until replaced by a new MOU.

The remainder of this page intentionally left blank.

Attachment 4

DRAFT – 03/01/2018

MnDOT Agreement #: xxxxxxxx

I concur with this Memorandum of Understanding

Minnesota Department of Transportation:

Fargo-Moorhead Metropolitan Council
of Governments

By: _____

By: _____

Title: _____

Title: _____

Date: _____

Date: _____

MnDOT Contract Management
(as to form)

MATBUS

By: _____

By: _____

Date: _____

Title: Public Transportation Operator

Date: _____

Performance Planning Target Setting Procedures

Version: 2.0

Effective Date: 03/05/2018

Contact: Bobbi Retzlaff, Office of Transportation System Management, MPO Coordinator;
bobbi.retzlaff@state.mn.us; 651-366-3793

Overview

History

Version	Description	Date
1.0	Initial document describing the procedures for performance planning related to Highway Safety Improvement Program, Transit Asset Management, and State Asset Management Plan.	August 2017
1.1	Added contracts number for Grand Forks/East Grand Forks MPO and Fargo-Moorhead Council of Governments.	11/29/2017
2.0	Added procedures related to performance planning and programming, Pavement Condition, Bridge Condition, NHS Performance, Interstate Freight Movement, and CMAQ. Changed Office of Transit to Office of Transit and Active Transportation.	03/05/2018

Purpose Statement

Federal law and regulations (23 USC 134(g)(2)(B), 23 USC 135((d)(2)(B), 23 CFR 450.314(h)) direct the State DOT, MPOs and public transportation providers to jointly agree upon and develop specific written provisions for cooperatively:

- Developing and sharing information related to transportation performance data
- Selecting performance targets
- Reporting performance targets
- Reporting performance used in tracking process toward attainment of critical outcomes for the MPO region
- Collecting data for the State asset management plan for the National Highway System.

This document details the procedures the State DOT, MPOs and public transportation providers will use related to performance planning and programming as well as the federally required performance targets. A separate section is provided for each topic area.

- General planning and programming
- National Performance Management Measures for the Highway Safety Improvement Program (23 CFR 490, Subpart B)

- National Performance Management Measures for Assessing Pavement Condition (23 CFR 490, Subpart C)
- National Performance Management Measures for Assessing Bridge Condition (23 CFR 490, Subpart D)
- National Performance Management Measures to Assess Performance of the National Highway System (23 CFR 490, Subpart E), excluding greenhouse gas emissions
- National Performance Management Measures to Assess Freight Movement on the Interstate System (23 CFR 490, Subpart F)
- National Performance Management Measures for Assessing the Congestion Mitigation and Air Quality Improvement Program – Traffic Congestion (23 CFR 490, Subpart G)
- National Performance Management Measures for Assessing the Congestion Mitigation and Air Quality Improvement Program – On-Road Mobile Source Emissions (23 CFR 490, Subpart H)
- Transit Asset Management (49 CFR 625)
- State asset management plan (23 CFR 515)

Each section provides a brief background, identifies to whom the requirement applies, and lists the responsibilities of each affected party.

Future updates will add sections to address:

- Greenhouse gas emissions
- Transit Safety (to be added once final rules published)

MnDOT, the MPOs and the public transportation providers agree to follow these procedures, regularly review and update the procedures as needed according to their respective Memorandums of Understanding (MnDOT Contract Numbers 1029078 (LAPC), 1029079 (MIC), 1029080 (APO), 1029081 (MAPO), 1029082 (ROCOG), 1029083 (Council), 1029703 (FMCOG), and 1029704 (GFEGF)).

Repository of Procedure

The MnDOT Office of Transportation System Management (OTSM) retains the master copy of the procedures and all previous versions. Electronic copies are provided to the MPOs and public transportation providers after each revision. Additional copies are available upon request.

General Performance Planning and Programming Requirements

Background

The statewide transportation planning process and the metropolitan transportation planning process are required to use a performance-based approach to transportation decision making as identified in 23 CFR 450.206(c) and 23 CFR 450.306(d). The performance-based approach applies to the transportation planning, as identified in 23 CFR 450.216(f)(1) and (f)(2) and 23 CFR 450.324(f)(3) and (f)(4), and transportation programming processes, as identified in 23 CFR 450.218(q) and 23 CFR 450.336(c) and (d).

Applicability

The performance planning and programming requirements apply to:

Attachment 4

- MnDOT
- MPOs

Responsibilities

The responsibilities identified below are specific to the performance planning and programming requirements. Additional responsibilities are identified in the Memorandums of Understanding between MnDOT, the MPO and the transit operator to carry out a continuing, cooperative and comprehensive metropolitan transportation planning and programming process. These MOUs are MnDOT Contract Number 02356 (LAPC), 03039 (MAPO), 05190 (ROCOG), 1029332 (Metropolitan Council) and 1029416 (MIC), and Saint Cloud APO (executed July 6, 1999), Fargo-Moorhead (executed August 3, 2010) and Grand Forks-East Grand Forks (executed August 4, 2010).

MnDOT

The MnDOT Office of Transportation System Management (OTSM) is the lead MnDOT office in developing the Statewide Multimodal Transportation Plan and the Minnesota State Highway Investment Plan. The Office of Transit and Active Transportation (OTAT) is the lead MnDOT office in developing the Greater Minnesota Transit Investment Plan. When developing statewide transportation plans, OTSM and OTAT will:

- Include a description of the applicable federal performance measures and targets used in assessing the performance of the transportation system.
- Develop and update with each statewide transportation plan update a system performance report that evaluates the condition and performance of the transportation system with respect to the federal performance targets.
- Include a description of the process achieved by the MPO(s) in meeting federal performance targets in comparison with system performance recorded in previous reports.

OTSM is the lead MnDOT office in developing the four-year Statewide Transportation Improvement Program (STIP). When developing the STIP, OTSM will include, to the maximum extent practicable, a discussion of the anticipated effect of the STIP toward achieving the federal performance targets identified in the Statewide Multimodal Transportation Plan, Minnesota State Highway Investment Plan, and the Greater Minnesota Transit Investment Plan.

MPOs

For the metropolitan transportation plan, each MPO will:

- Include a description of the federally required performance measures and targets used in assessing the performance of the transportation system.
- Evaluate the progress achieved by the MPO in meeting the targets in comparison with system performance recorded in previous reports, including baseline data.
- Analyze how the preferred scenario improved the conditions and performance of the transportation system and how changes in local policies and investments impacted the costs necessary to achieve the identified performance targets (required only if the MPO developed multiple scenarios).

For the TIP, each MPO will:

- Design the TIP so it makes progress toward achieving the federally required performance targets.
- To the maximum extent practicable, describe the anticipating effect of the TIP achieving the performance targets identified in the metropolitan transportation plan.

Highway Safety Improvement Program Performance

Background

There are five performance measures identified in 23 CFR 490.207(a):

- Number of fatalities
- Rate of fatalities
- Number of serious injuries
- Rate of serious injuries
- Number of non-motorized fatalities and non-motorized serious injuries

The measures apply to all public roadways. State DOTs and MPOs must annually establish performance targets for these measures.

Applicability

The requirements of the Highway Safety Improvement Program apply to:

- MnDOT
- MPOs

Responsibilities

MnDOT

The MnDOT Office of Traffic, Safety & Technology (OTST) is the lead MnDOT office in developing the performance targets. OTST will:

- Develop targets annually in cooperation with the Minnesota Department of Public Safety and the MPOs.
- Coordinate with the MPOs on the establishment of targets to ensure consistency, to the maximum extent practicable. This includes at least one meeting, in the spring, with the MPOs to discuss/gather feedback on the proposed targets for the upcoming reporting year.
- Provide fatality and serious injury data to the MPOs once calendar year data is available.
- Update the MPOs, as needed or requested, on the status of the performance targets.
- Report the targets to FHWA in the State's HSIP annual report by August 31.
- Provide a copy of the submitted HSIP annual report to the MPOs.

Attachment 4

OTSM will assist OTST in working with the MPOs.

MPOs

Each MPO will:

- Develop targets annually in cooperation with MnDOT.
- Coordinate with MnDOT on the establishment of targets to ensure consistency, to the maximum extent practicable.
- Establish a target for each performance measure for all public roadways in their metropolitan planning area within 180 days of August 31 by either:
 - Agreeing to plan and program projects so that they contribute toward the accomplishment of the State DOT safety target for that performance measure, or
 - Committing to a quantifiable target for that performance measure.
- Submit the resolution(s) approving the targets to OTSM. The resolution must clearly identify/state each target.
- If the MPO committed to a quantifiable target different from the state target, annually report to OTSM the VMT estimate used for the targets and the methodology used to develop the estimate.

NHS Pavement Condition Performance

Background

There are four performance measures identified in 23 CFR 490.307(a):

- Percentage of pavements of the Interstate System in good condition
- Percentage of pavements of the Interstate System in poor condition
- Percentage of pavements of the non-Interstate NHS in good condition
- Percentage of pavement of the non-Interstate NHS in poor condition

The measures apply to all NHS mainline roadways. The measures do not apply to NHS intermodal connectors. State DOTs must establish 2-year and 4-year performance targets for these measures; MPOs must establish 4-year performance targets.

Applicability

The requirements of the NHS Pavement Condition measures apply to:

- MnDOT
- MPOs

Attachment 4

Responsibilities

MnDOT

The MnDOT Office of Materials and Road Research is the lead office in developing NHS pavement performance targets. The Materials Office will:

- Develop 2-year and 4-year targets, as well as any updates to the targets, in cooperation with the MPOs.
- Coordinate with the MPOs on the establishment of targets to ensure consistency, to the maximum extent practicable.
- Provide NHS condition metrics – IRI, rutting, faulting and cracking percent – to the MPOs once calendar year data is available.
- Update the MPOs, as needed or requested, on the status of the performance targets.

OTSM will:

- Assist the Materials Office in working with the MPOs.
- Report the targets to FHWA in the Biennial Performance Report by October 1. The Baseline Performance Period Report is due every four years beginning October 1, 2018. The Mid Performance Period Progress Report is due every four years beginning October 1, 2020. The Full Performance Period Progress Report is due every four years beginning October 1, 2022. A copy of the reports submitted to FHWA will be provided to the MPOs.

MPOs

Each MPO will:

- Develop 4-year targets, as well as any updates to the targets, in cooperation with MnDOT.
- Coordinate with MnDOT on the establishment of targets to ensure consistency, to the maximum extent practicable.
- Establish a target for each performance measure for all NHS roadways within their metropolitan planning area within 180 days of MnDOT establishing or adjusting a target by either:
 - Agreeing to plan and program projects so that they contribute toward the accomplishment of the State DOT NHS pavement condition target for that performance measure, or
 - Committing to a quantifiable target for that performance measure.
- Submit the resolution(s) approving the targets to OTSM. The resolution must clearly identify/state each target.

NHS Bridge Condition Performance

Background

There are two performance measures identified in 23 CFR 490.407(a):

Attachment 4

- Percentage of NHS bridges classified as in good condition
- Percentage of NHS bridges classified as in poor condition

The measures apply to all NHS bridges. State DOTs must establish 2-year and 4-year performance targets for these measures; MPOs must establish 4-year performance targets.

Applicability

The requirements of the NHS Bridge Condition measures apply to:

- MnDOT
- MPOs

Responsibilities

MnDOT

The MnDOT Bridge Office is the lead office in developing NHS bridge condition performance targets. The Bridge Office will:

- Develop 2-year and 4-year targets, as well as any updates to the targets, in cooperation with the MPOs.
- Coordinate with the MPOs on the establishment of targets to ensure consistency, to the maximum extent practicable.
- Provide NHS condition metrics – IRI, rutting, faulting and cracking percent – to the MPOs once calendar year data is available.
- Update the MPOs, as needed or requested, on the status of the performance targets.

OTSM will:

- Assist the Bridge Office in working with the MPOs.
- Report the targets to FHWA in the Biennial Performance Report by October 1. The Baseline Performance Period Report is due every four years beginning October 1, 2018. The Mid Performance Period Progress Report is due every four years beginning October 1, 2020. The Full Performance Period Progress Report is due every four years beginning October 1, 2022. A copy of the report submitted to FHWA will be provided to the MPOs.

MPOs

Each MPO will:

- Develop 4-year targets, as well as any updates to the targets, in cooperation with MnDOT.
- Coordinate with MnDOT on the establishment of targets to ensure consistency, to the maximum extent practicable.

- Establish a target for each performance measure for all NHS bridges in their metropolitan planning area within 180 days of MnDOT establishing or adjusting a target by either:
 - Agreeing to plan and program projects so that they contribute toward the accomplishment of the State DOT NHS bridge condition target for that performance measure, or
 - Committing to a quantifiable target for that performance measure.
- Submit the resolution(s) approving the targets to OTSM. The resolution must clearly identify/state each target.

National Highway System Performance

Background

There are two performance measures used to assess reliability identified in 23 CFR 490.507(a):

- Percent of the person-miles traveled on the Interstate that are reliable (Interstate Travel Time Reliability measure)
- Percent of person-miles traveled on the non-Interstate NHS that are reliability (Non-Interstate Travel Time Reliability measure)

The measures apply to all NHS mainline roadways. The measures do not apply to NHS intermodal connectors. State DOTs must establish 2-year and 4-year performance targets for the Interstate and, for the first reporting period, a 4-year performance target for the non-Interstate NHS. State DOTs must establish 2-year and 4-year performance targets for the non-Interstate NHS for all subsequent performance periods. MPOs must establish 4-year performance targets for both measures. MPOs only need to address the first measure if Interstate roadways are located within their metropolitan planning area.

23 CFR 490.507(b) also identifies on measure to assess greenhouse gas emissions. The procedures document will be updated at a later date to reflect the greenhouse gas emissions requirements.

Applicability

The requirements of the National Highway System performance measures apply to:

- MnDOT
- MPOs

Responsibilities

MnDOT

The MnDOT Office of Transportation System Management (OTSM) is the lead office in developing NHS performance targets. OTSM will:

- Develop 2-year and 4-year targets, as well as any updates to the targets, in cooperation with the MPOs.

Attachment 4

- Coordinate with the MPOs on the establishment of targets to ensure consistency, to the maximum extent practicable.
- Provide reliability data to the MPOs as requested.
- Update the MPOs, as needed or requested, on the status of the performance targets.
- Report the targets to FHWA in the Biennial Performance Report by October 1. The Baseline Performance Period Report is due every four years beginning October 1, 2018. The Mid Performance Period Progress Report is due every four years beginning October 1, 2020. The Full Performance Period Progress Report is due every four years beginning October 1, 2022. A copy of the report submitted to FHWA will be provided to the MPOs.

MPOs

Each MPO will:

- Develop 4-year targets, as well as any updates to the targets, in cooperation with MnDOT.
- Coordinate with MnDOT on the establishment of targets to ensure consistency, to the maximum extent practicable.
- Establish a target for each performance measure for all NHS roadways in their metropolitan planning area within 180 days of MnDOT establishing or adjusting a target by either:
 - Agreeing to plan and program projects so that they contribute toward the accomplishment of the State DOT NHS reliability target for that performance measure, or
 - Committing to a quantifiable target for that performance measure.
- Submit the resolution(s) approving the targets to OTSM. The resolution must clearly identify/state each target.

Interstate Freight Reliability Performance

Background

There is one performance measure identified in 23 CFR 490.607: Truck Travel Time Reliability (TTTR) Index. The measure applies to freight movement on the Interstate System.

State DOTs must establish 2-year and 4-year performance targets; MPOs must establish 4-year performance targets for both measures.

Applicability

The requirements of the Interstate freight reliability performance measure apply to:

- MnDOT
- MPOs that have Interstate highways located within their metropolitan planning boundary

Responsibilities

MnDOT

The MnDOT Office of Freight and Commercial Vehicle Operations and OTSM are the lead offices in developing the freight reliability performance target. The Freight Office and OTSM will:

- Define reporting segments in coordination with the MPOs.
- Develop a 2-year and 4-year target, as well as any updates to the target, in cooperation with the MPOs.
- Coordinate with the MPOs on the establishment of targets to ensure consistency, to the maximum extent practicable.
- Identify truck freight bottlenecks and address progress made in addressing congestion at truck freight bottlenecks as part of the Biennial Performance Reports.

OTSM will also:

- Report the targets to FHWA in the Biennial Performance Report by October 1. The Baseline Performance Period Report is due every four years beginning October 1, 2018. The Mid Performance Period Progress Report is due every four years beginning October 1, 2020. The Full Performance Period Progress Report is due every four years beginning October 1, 2022. A copy of the report submitted to FHWA will be provided to the MPOs.

MPOs

Each MPO with Interstate highways located within its metropolitan planning area will:

- Develop a 4-year target, as well as any updates to the target, in cooperation with MnDOT.
- Coordinate with MnDOT on the establishment of targets to ensure consistency, to the maximum extent practicable.
- Establish a target for freight reliability on Interstates in their metropolitan planning area within 180 days of MnDOT establishing or adjusting a target by either:
 - Agreeing to plan and program projects so that they contribute toward the accomplishment of the State DOT freight reliability target for that performance measure, or
 - Committing to a quantifiable target for that performance measure.
- Submit the resolution(s) approving the targets to OTSM. The resolution must clearly identify/state each target.

CMAQ Traffic Congestion

Background

There are two performance measures identified in 23 CFR 490.707:

- Annual hours of peak hour excessive delay (PHED) per capita (PHED measure)

Attachment 4

- Percent of non-single occupancy vehicle travel

For the PHED measure, State DOTs and MPOs must establish 4-year performance targets for these measures for the first reporting period. State DOTs and MPOs must establish 2-year and 4-year performance targets for subsequent reporting periods.

For the non-single occupancy vehicle travel measure, State DOTs and MPOs must establish 2-year and 4-year performance targets.

The non-single occupancy vehicle travel measure applies to all surface modes of transportation that are not single occupancy vehicle and may include travel avoided by teleworking.

Applicability

The requirements of the CMAQ traffic congestion measures apply to all urbanized areas that include NHS mileage and meet both of the following criteria:

- Population over 1 million as of October 1, 2018, or population over 200,000 as of October 1, 2020
- Part of a nonattainment or maintenance area for ozone, carbon monoxide or particulate matter

Minnesota has one carbon monoxide maintenance area. The maintenance period is scheduled to be complete as of November 2019. Minnesota is in attainment for ozone and particulate matter. It is anticipated that this performance measure requirement will not be applicable after the first Mid Performance Progress Report due October 2020. The responsibilities identified below are based on this assumption and will be amended if the currently identified maintenance area is extended and/or if other areas of Minnesota are identified as nonattainment for ozone, carbon monoxide or particulate matter.

Currently, the requirements apply to MnDOT and the Metropolitan Council.

Responsibilities

MnDOT

The MnDOT Office of Transportation System Management (OTSM) is the lead office in developing the CMAQ traffic congestion performance targets. OTSM will:

- Define reporting segments in coordination with the affected MPOs.
- Develop a single, unified 4-year target for the PHED measure in coordination with the affected MPOs.
- Develop a single, unified 2-year and 4-year target for the non-single occupancy vehicle travel measure in coordination with the affected MPOs.
- Provide traffic volume data, vehicle classification data, and average annual vehicle occupancy factors for cars, buses and trucks to the affected MPOs once each calendar year as data is available.
- Agree, in coordination with the affected MPOs, to the method used to determine the performance of non-single occupancy vehicle travel measure.
- Update the MPOs, as needed or requested, on the status of the performance targets.

Attachment 4

- Report the targets to FHWA in the Biennial Performance Report by October 1. The Baseline Performance Period Report is due every four years beginning October 1, 2018. The Mid Performance Period Progress Report is due every four years beginning October 1, 2020. The Full Performance Period Progress Report is due every four years beginning October 1, 2022. A copy of the report submitted to FHWA will be provided to the MPOs.

MPOs

Each MPO will:

- Develop a unified 4-year target for the PHED measure in cooperation with MnDOT.
- Develop a unified 2-year and 4-year target for the non-single occupancy vehicle travel measure in cooperation with MnDOT.
- Coordinate with MnDOT on the establishment of targets to ensure consistency, to the maximum extent practicable.
- Agree, in coordination with MnDOT, to the method used to determine the performance of non-single occupancy vehicle travel measure.
- Adopt the unified targets for each CMAQ performance measure for traffic congestion in their metropolitan planning area within 180 days of MnDOT establishing or adjusting a target.
- Submit the resolution(s) approving the targets to OTSM. The resolution must clearly identify/state each target.

CMAQ On-Road Mobile Source Emissions

Background

One performance measure is identified in 23 CFR 490.807 to assess on-road mobile source emissions – Total Emissions Reduction. The measure is the 2-year and 4-year cumulative reported emission reductions for all projects funded by CMAQ funds in nonattainment or maintenance areas. Targets must reflect the anticipated cumulative emissions reduction to be reporting in the CMAQ Public Access System.

State DOTs must establish 2- and 4-year targets. MPOs with a population more than 1 million and with a designated nonattainment or maintenance area must develop 2- and 4-year targets; all other MPOs with a designated nonattainment or maintenance area must establish 4-year targets.

Applicability

The requirements of the CMAQ on-road mobile source emissions apply to State DOTs whose geographic boundaries include any part of a nonattainment or maintenance area for ozone, carbon monoxide, or particularly matter.

Minnesota has one carbon monoxide maintenance area. The maintenance period is scheduled to be complete as of November 2019. Minnesota is in attainment for ozone and particulate matter. It is anticipated that this performance measure requirement will not be applicable after the first Mid Performance Progress Report due

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October 2020. The responsibilities identified below are based on this assumption and will be amended if the currently identified maintenance area is extended and/or if other areas of Minnesota are identified as nonattainment for ozone, carbon monoxide or particulate matter.

Currently, the requirements apply to MnDOT and the Metropolitan Council.

Responsibilities

MnDOT

The MnDOT Office of Transportation System Management (OTSM) is the lead office in developing the CMAQ on-road mobile source emissions performance target. OTSM will:

- Develop 2-year and 4-year target, as well as any updates to the target, in cooperation with the applicable MPOs.
- Coordinate with the applicable MPOs on the establishment of targets to ensure consistency, to the maximum extent practicable.
- Enter project information into the CMAQ project tracking system for each CMAQ project funded in the previous fiscal year by March 1 of the following fiscal year.
- Extract the data necessary to calculate the Total Emissions Reduction measures as it appears in the CMAQ Public Access System on July 1 for project obligated in the prior fiscal year.
- Update the MPOs, as needed or requested, on the status of the performance targets.
- Attach the MPO CMAQ Performance Plan to the Biennial Performance Report.

MPOs

Each MPO will:

- Develop targets, as well as any updates to the targets, in cooperation with MnDOT. MPOs with population of more than 1 million and a designated nonattainment or maintenance area must develop 2-year and 4-year targets. Other MPOs must develop 4-year targets.
- Coordinate with MnDOT on the establishment of targets to ensure consistency, to the maximum extent practicable.
- Establish a target for each performance measure for all NHS roadways in their metropolitan planning area within 180 days of MnDOT establishing or adjusting a target by either:
 - Agreeing to plan and program projects so that they contribute toward the accomplishment of the State DOT safety target for that performance measure, or
 - Committing to a quantifiable target for that performance measure.
- Submit the resolution(s) approving the targets to OTSM. The resolution must clearly identify/state each target.
- Submit to OTSM the biennial CMAQ Performance Plan. The plan must be submitted to MnDOT prior to October 1 for inclusion with MnDOT's Biennial Performance Reports.

Transit Asset Management

Background

There are four performance measures identified in 49 CFR 625.43:

- Equipment: (non-revenue) service vehicles – percentage of vehicles that have either met or exceed their useful life benchmark
- Rolling stock – percentage of vehicles within a particular asset class that have either met or exceed their useful life benchmark
- Infrastructure: rail fixed-guideway track, signals and systems – percentage of track segments with performance restrictions
- Facilities – percentage of facilities within an asset class, rated below condition 3 on the TERM scale

Applicability

The requirements of the Transit Asset Management Program apply to:

- MnDOT
- MPOs
- Public transportation providers

Responsibilities

MnDOT

The MnDOT Office of Transit and Active Transportation (OTAT) is the lead MnDOT office in developing the performance targets. OT will:

- Develop targets annually in cooperation with the MPOs and public transportation providers.
- Make the targets available to the MPOs and public transportation providers.
- Update the MPOs, as needed or requested, on the status of the performance targets.

OTSM will assist OTAT in working with the MPOs.

MPOs

Each MPO will:

- Develop targets in cooperation with MnDOT and the public transportation provider.
- Coordinate with MnDOT and public transportation providers on the establishment of targets to ensure consistency, to the maximum extent practicable.
- Establish a target for each performance measure in their metropolitan planning area within 180 days of MnDOT or the public transportation provider setting targets by either:

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- Agreeing to plan and program projects so that they contribute toward the accomplishment of the State DOT safety target for that performance measure, or
- Committing to a quantifiable target for that performance measure.
- Submit the resolution(s) approving the targets to OTSM. The resolution must clearly identify/state each target.
- Revisit the targets when the MPO updates its Transportation Improvement Program and its metropolitan transportation plan.

Public Transportation Providers

Each public transportation provider will:

- Develop targets annually in coordination with MnDOT and the MPO.
- Make the transit asset management plan, any supporting records or documents performance targets, investment strategies, and the annual condition assessment report available to MnDOT and the MPO.
- Report the targets as defined 49 CFR 625.55. Provide this information to the MPO.

State Asset Management Plan

Background

State DOTs are required to develop and implement risk-based asset management plans for the National Highway System (NHS) to improve or preserve the condition of the assets and the performance of the system. State DOTs are required to submit the plans to FHWA and update the plans at least every four years.

At a minimum, the plans must include a summary of NHS pavement and bridge assets, regardless of ownership.

The majority of Minnesota's NHS is owned by MnDOT. MnDOT collects and analyzes condition and performance for all NHS pavement and bridges, regardless of ownership.

Applicability

The requirements of the State Asset Management Plan apply to MnDOT.

Responsibilities

The MnDOT Office of Transportation System Management is the lead office in preparing the State Asset Management Plan. OTSM will:

- Prepare and implement the state asset management plan.
- Update the state asset management plan at least every four years.
- Gather data on the condition and performance of the NHS, regardless of ownership.
- Share asset-related data, as requested, with the MPOs.

Attachment 4

- Regularly share information related to the State Asset Management Plan with the MPOs. This includes plan updates, status updates, etc.

PERFORMANCE MEASUREMENT

To measure and communicate transit system milestones and their value is critical to convey the importance of transit to the general public, transit agency boards and the legislature. This plan uses two different types of metrics for measuring performance, those at the state level and metrics for local agency use. First, MnDOT uses performance measures to track progress at the state level, such as ridership. MnDOT also uses evaluation criteria to assess transit systems for strengths and weaknesses in order to make informed funding decisions.

In comparison, transit system guidelines and standards track progress at the local level and are controlled and monitored by the transit agency, separate from MnDOT. Transit system guidelines and standards recommended in this plan are the result of research into national peer systems, in addition to a survey of Greater Minnesota transit providers and cover operational metrics that help assess progress toward system goals and objectives.

The GMTIP's performance evaluation strategy helps MnDOT and local transit providers to:

- Demonstrate the value of local and regional transit services to stakeholders
- Track system strengths and weaknesses
- Facilitate improved performance
- Address the transit needs of Greater Minnesota
- Secure the financial support to sustain it

State Performance Measures and Evaluation Criteria

Performance Measure: Assesses progress towards achieving a goal, outcome or objective. This definition covers performance measures used to make decisions or evaluate the effectiveness or adequacy of a policy, strategy or investment. Key transit system performance measures link MnDOT's agency goals, the Olmstead Plan, Heading Home: Minnesota's Homeless Initiative, and the GMTIP. The MnDOT performance measures also address the Federal Transit Administration regulatory mandates to develop measures and track performance.

Evaluation Criteria: Used by the Office of Transit to evaluate performance of transit providers. Evaluation criteria are used as criteria that helps inform MnDOT of system strengths and weaknesses. The evaluation criteria are also part of a larger evaluation for future expansion projects and capital needs.

PERFORMANCE MEASURES

The GMTIP provides a series of performance measures and targets to guide MnDOT in response to federal and state mandated oversight requirements, plans, projects and investments.

Federal Performance Based Planning

The FTA's Fixing America's Surface Transportation Act or FAST Act, calls for statewide transportation performance-based planning that integrates standards and targets encompassing every level, national, statewide, regional and local. The FAST Act requires states to consider performance measures and targets when developing policies, programs and investment priorities in the statewide transportation plan. In addition, public transit providers are instructed to set targets, report on progress, develop transit asset management plans and report on the measures. The full description of the federal measures is included in the plan's Appendix.

MnDOT Performance Measures

MnDOT relies on state based regulations to guide its plans, projects and investments in support of public transit. The GMTIP has four performance measures covering (1) ridership, (2) fleet condition, (3) span of service and (4) on-time performance. The GMTIP identifies targets for each of these performance measures, and MnDOT will annually report progress towards addressing these targets.

MEASURE #1: RIDERSHIP

Increasing public transit ridership is a goal in [Minnesota Statutes § 174.24, subd 1a](#), the Olmstead Plan and [Heading Home: Minnesota's Plan to Prevent and End Homelessness](#). The transit ridership performance target is that by 2025 public transit will serve 90 percent of transit need. To meet this goal, Greater Minnesota public transit must add more service. Ridership is currently tracked monthly and reported annually in the Annual Transit Report. For 2015, MnDOT identified there were 12.1 million transit rides provided, which was approximately 87 percent of the transit need. Progress towards the goal will be reported each year in the Annual Transportation Performance Report and the Annual Transit Report.

MEASURE #2: FLEET CONDITION

This measure is a general indicator of the overall age and accumulated miles of the transit system's vehicle fleet. It is defined as the percentage of Greater Minnesota transit vehicles that are within their "useful life." [MnDOT's Asset Management Plan](#) determines the useful life of vehicles. For transit vehicles, the useful life is based on the combination of miles and years the vehicle has been in service. Each transit system semi-annually reports the age and mileage of transit vehicles. The target is for 90 percent of vehicles to be within their useful life; the minimum threshold is 80 percent. In 2016, 22 percent of vehicles were past their useful life.



Attachment 4

Future improvements to the public transit systems fleet are needed to meet the minimum threshold for this target. The progress towards the target will be reported each year in the Annual Transit Report.

MEASURE #3: SPAN OF SERVICE

Minnesota Olmstead Plan

In response to a court mandate, the State of Minnesota developed the [Minnesota Olmstead Plan](#), which outlines how state agencies will support individuals with disabilities so they may live, learn, work and enjoy life in the most integrated setting of their choice. The transportation-related goals found in the Minnesota Olmstead Plan were developed by the state and approved by the federal court in June 2015. The goals are designed to remove barriers and improve transportation access to help individuals with disabilities become more independent and integrated into their communities. The span of service plan specifically addresses the core components of increasing access to transit service and connecting employment, housing, services and recreation in Greater Minnesota. The increased service levels will not only increase ridership but play an important role in fulfilling the goals identified in Minnesota's Olmstead Plan.

Span of Service

This performance measure identifies the percentage of the state's communities whose public transit span of service meets guidelines (Figure 7-1) established. The information is collected using published transit system service schedules. The target is that by 2025, 90 percent of municipalities in Greater Minnesota will have transit service according to their municipal service population. Transit systems shall provide the baseline span of service as local financial resources are available and demand warrants. Currently, only 46 percent of rural and small urban communities meet the weekday span of service guidelines, 4 percent for Saturday service and only one community for Sunday service. The progress towards the span of service will be collected and reported annually in the Annual Transportation Performance Report and the Annual Transit Report.



Figure 7-1: Baseline Span of Service

MUNICIPALITY POPULATION	PEER GROUP	WEEKDAY HOURS	SATURDAY HOURS	SUNDAY HOURS*
50,000 and over	Urbanized	20	12	9
49,999 – 7,000	Small Urban	12	9	9
6,999-2,500	Small Urban	9	9	NA
County Seat Towns* (<2,500 pop)	Rural	8 (3 days a week)	NA	NA

* As demand warrants based on individual system performance policies

MEASURE #4: TRANSIT ON-TIME PERFORMANCE

Improved reliability is a core component of the GMTIP. Reliability will be measured by on-time performance as the percentage of transit vehicles arriving at their pick-up site within the appropriate window of time. The pick-up window is established in the provider performance standards.

The on-time performance target is 90 percent of trips will be picked-up within the appropriate time window by 2025 and beyond. MnDOT will begin to analyze the data in 2017 and start reporting annually in the 2018 Annual Transportation Performance Report and the Annual Transit Report.

MNDOT EVALUATION CRITERIA

The MnDOT Office of Transit annually evaluates transit system performance to prioritize operating and capital projects. MnDOT ranks each system based on a series of specific criteria and assign each transit system a score. Based on the evaluation criteria, the transit systems are nominally ranked and scores within the bottom 10 percent are targeted for additional technical assistance from MnDOT. Funding allocations are not made based on this information, but does help inform MnDOT about system strengths and weaknesses. The criteria are reviewed and refined annually by the Office of Transit (Figure 7-2).

Figure 7-2: Evaluation Tool Criteria

ACCESS	PERFORMANCE	FINANCIAL METRICS	CONTRACT COMPLIANCE
Percentage of countywide need (hours per capita)	Passengers per hour	System Revenue to Expenses	Prognostic/ factual evaluation by Project Manager
Minimum level of access	Percentage of service in underperforming routes	Cost per trip	NA
Rural Service Volume	On-time performance	Cost per service hour	NA
Span of service	NA	NA	NA

Transit System Guidelines and Standards

OVERVIEW

MnDOT has a strong commitment to support efficient and effective public transportation services in Greater Minnesota. The guidelines and standards presented in this section reflect the six types of service that are operated by Greater Minnesota public transportation systems (Figure 7-3). Each service type has guidelines and standards to help the system track their own performance Figure 7-8.

Attachment 4

Figure 7-3: Six Service Types

SERVICE TYPE	SYSTEM TYPE	APPLICATION
Fixed-Route	Urbanized (5307)	Urbanized Communities
ADA Complementary Paratransit	Urbanized (5307)	Urbanized Communities
Dial A Ride Demand Response	County-wide and Regional Multi-county systems	Non-Urbanized Communities
Deviated Route Demand Response (Municipal)	County-wide and Regional Multi-county systems	Non-Urbanized Communities
Deviated Route Demand Response (Rural/Regional)	County-wide and Regional Multi-county systems	Non-Urbanized Communities
Intercity Bus Feeder	County-wide and Regional Multi-county systems (5311 F)	Urbanized and Non-Urban Communities

Fixed route service - a vehicle is operated along a prescribed route according to a fixed schedule.

ADA complementary paratransit - Transportation service required by the Americans with Disabilities Act (ADA) for individuals with disabilities who are unable to use fixed route service. This service must be comparable to the level of service provided to individuals without disabilities who use the fixed route. The complementary services must be origin-to-destination service (demand response). Service must be provided in a corridor three-fourths of a mile on either side of the fixed route.

Dial-a-ride service - operates in a defined area such as a city, county or transit agency jurisdiction during advertised days and hours. Pickups and drop-offs typically take place anywhere within the service area and sometimes at important out-of-area locations. Riders call to request a pickup time and service providers develop schedules and routes according to these requests.

Route deviation service - operates along established routes that typically have designated stops. Between these stops, vehicles deviate from an established route to pick up or drop off riders within a defined off-route service area.

SYSTEM GUIDELINES AND STANDARDS

Throughout the GMTIP planning process, MnDOT identified 24 metrics in collaboration with Greater Minnesota transit providers. MnDOT highly recommends each system choose, adapt and refine some of the proposed guidelines to reflect the operational characteristics of each system. In addition to tracking performance, should a system ever reduce service, the reductions should be based on performance standards to comply with Environmental Justice requirements.

MnDOT highly recommends, but does not require the transit systems to adopt these measures. Performance measurement is a good business practice. Using performance measurement transit systems can; identify problem areas for further analysis, generate information for policy formulation, measure goal attainment for priority areas, and determine resource allocation.

The benefit of implementing the metrics is that each system will develop a stronger profile of their system's strengths and weaknesses. The metrics are grouped into the following two categories:

1. Service Design and Reliability Guidelines: (not associated with cost or productivity)

- Service Design Guidelines (1) facilitate access to high-quality public transportation (service frequency, and service hours per capita) and (2) provide multimodal amenities and safe waiting areas (bicycle parking at transit stops, continuous walking routes, and crossings to stops)
- Reliability Guidelines (1) provide convenient and reliable service (on-time performance and advanced reservation time) and (2) maintain fleet to ensure passenger safety and state of good repair (road calls, accidents, and spare ratio)

2. System Performance Standards (related to cost or productivity):

- Ridership: Measure the change in network usage (passengers per hour) and ensure services operate responsibly (cost per ride).

Attachment 4

SERVICE DESIGN AND RELIABILITY GUIDELINES

The Service Design Guidelines are intended to guide allocation of transit resources and to work towards regional coordination and consistency. These guidelines represent the general types of transit service, enhancements and amenities that are appropriate to implement; however, exceptions exist based on local circumstances and funding. Use of these service design guidelines is optional, but highly recommended. MnDOT will not mandate use of the guidelines or require new reporting. These measures are to benefit the transit systems for their own reporting and use.

Provider Reliability Guidelines

Reliability of transit service has been recognized as a significant determinant of quality of service in the plan. The reliability guidelines are intended to serve as indicators for the transit agency to measure and monitor. These guidelines are representative of the general performance thresholds service that systems may attempt to reach. However, exceptions often exist based on specific local circumstances and available funding.

SYSTEM PERFORMANCE STANDARDS

Performance standards evaluate the productivity and efficiency of services provided. To be responsible and dynamic, a transit system must consistently measure and adjust service accordingly. These standards serve as indicators of route performance and call attention to routes that may need adjustment. The use of multiple performance standards provides better insight into the operational and financial performance of services and allows transit providers to balance the cost and ridership of each route in the system's service network.

The examples below, passengers per hour, passengers per trip, cost per passenger and cost recovery describe the basic concept and why the information is valuable to collect.

Productivity: Passengers per Hour

Productivity is measured as the number of passengers per hour (Figure 7-4). Productivity is calculated by the total number of passengers carried divided by the total service hours. A high number of passengers per hour show a route is serving more people. The passengers per hour metric is calculated at both the route and trip level, but can be also viewed on a per bus basis to establish a minimum standard of route performance. Figure 7-4 shows the minimum passengers per hour. Passenger per hour is applicable for all service types and in all communities.

Figure 7-4: Productivity: Passengers per Service Hour

SERVICE TYPE	ROUTE AVERAGE*
Fixed Route	15
Commuter Bus	15
Route Deviation (Urban/Community)	8
Route Deviation (Rural)	5
Dial A Ride (Urban/Community)	3
Dial A Ride (Rural)	2

*Route average represents the average passengers per service hour over the entire day. Individual hours may fall below the standard. Also, service hours is defined as one bus operating for one service hour.

Productivity: Passengers per Trip

The passengers per trip applies to intercity and regional mobility services only. These services are typically several hours in length. Therefore, the standard for passengers per hour does not apply. This standard describes the minimum acceptable capacity of service operating on a given route, Figure 7-5. Routes that do not meet these minimum standards should be reviewed for potential changes to increase ridership or reduce service. Very poor performing routes may be considered for elimination.

Figure 7-5: Passengers per Trip

SERVICE TYPE	MINIMUM PER TRIP
Regional Mobility	3
Intercity Bus Feeder	3

For example, Route 1 operates three buses; each operates eight hour per day. The daily ridership on Route 1 is 96. The route productivity average is four passengers per hour (pph).

Attachment 4

Cost Effectiveness: Cost per Passenger

A route's cost effectiveness is measured by the cost required to deliver service on a per passenger basis. This standard identifies the possible cost ranges when comparing overall system averages and focuses on corrective action for those services falling below average. Figure 7-6 shows the cost per passenger thresholds and possible corrective action. Routes should be assessed after being in operation for one year.

Figure 7-6: Cost per Passenger

COST PER PASSENGER	MONITORING GOAL	POSSIBLE ACTION
20 to 35 percent over system average	For quick review	Minor modification to route
35 to 60 percent over system average	For intense review	Major changes to route
Greater than 60 percent over system average	For significant change	Restructure or eliminate route

Cost Effectiveness: Cost Recovery

A second measure for determining route cost effectiveness is the percentage cost recovery for a route (revenue/expense). Cost recovery calculates the amount of revenue generated by a service to cover the operating expense. Revenue typically includes fares, contract revenue, local contributions or local tax subsidy.

MnDOT recommends transit systems generate a minimum of five percent excess revenue on their services (20 percent rurals/25 percent urbanized). By increasing the revenue beyond the amount needed to pay the local share for the service (15 percent rurals/20 percent urbanized), the excess revenue is available for capital match or match on service expansions that do not have a revenue source for the local share.

Implementation of a Performance Monitoring Framework

Establishing a set of transit performance guidelines helps evaluate the adequacy of existing transportation services provided by Greater Minnesota public transit systems and guides the development of proposals that improve those services. Initially, these guidelines should be used as a baseline as each system defines its own set of standards associated with its appropriate service type.

Several points should be made with respect to the development and subsequent application of the performance guidelines. First, reasonable judgment must be used in applying the guidelines to assess the current service. While guidelines are quantitative for the most part, unusual situations may arise which warrant special consideration. Issues related to public policy and funding cannot always be addressed fully by numerical guidelines.

Second, the guidelines may conflict since some relate to the benefits to be derived from transit service while others relate to their costs. Nonetheless, the guidelines permit the tradeoffs to be defined and an informed decision made to resolve differences.

Third, the comparison of actual performance with the guidelines should not be made on a "pass fail" basis. Instead, results should be viewed in terms of the proportion of time the guideline is met or the level of attainment. Finally, the guidelines have been set at reasonable values that can be achieved or that can serve as useful "targets."

MnDOT recommends transit agencies use a five-step process to adopt the guidelines.

1. Identify the service types the system operates. (fixed route, deviated route, etc.)
2. Initially, providers should select only a few of the 24 potential metrics.
3. Determine the performance of the system for the metrics that are selected.
For each transit system, both the system-wide and individual performance of each service should be considered.
4. Identify the guidelines and standards for the system associated with the metrics being reviewed.
5. Review system performance for the applicable service type and metrics listed in the guideline. Based on the review, set the standards to reflect the system's particular situation.

The periodic application the guidelines and standards can become a powerful tool in guiding the restructuring of services to productivity and better serve residents. Transit systems should review service standards every few years to determine whether the standards should be revised to reflect changes that have been made. For example, a recent trend of mergers among Greater Minnesota transit systems may result in differences as to the manner in which an organization might interpret the guidelines or standards differently prior to or after the merger's effective date.

Service Design Guidelines

Service Design Guidelines are intended to guide the appropriate allocation of transit resources and ensure regional coordination and consistency. These guidelines are representative of the general types of transit service and service enhancements and amenities that are appropriate to implement. However, exceptions often exist based on specific circumstances and available funding. Figure 7-8 shows the recommended guidelines for service design.

Reliability Guidelines

Reliability of transit service has been recognized as a significant determinant of quality of service in the plan. The reliability guidelines are intended to serve as indicators for the transit agency to measure and monitor. These guidelines are representative of the general performance thresholds service that systems may attempt to reach. However, exceptions often exist based on specific local circumstances and available funding. Figure 7-8 shows the recommended guidelines for reliability.

Figure 7-7: Provider Design Guidelines

METRIC	FIXED ROUTÉ	ROUTE DEVIATION	DIAL A RIDE	REGIONAL MOBILITY	COMMUTER BUS	INTERCITY BUS FEEDER	VANPOOL
Service Hours: Span of service	Baseline Span of Service	Baseline Span of Service	Baseline Span of Service		Minimum 2 round trips in morning, 2 round trips in afternoon		
Service Frequency	60 minutes or better 30 minutes or better peak hours	30 minutes or better w/o DAR, 60 min or better with DAR	NA	2 round trip per week	Peak : 30 – 60 minutes Midday: At least one round trip if market supports	3 round trips per week	NA
Service availability: % of population who have local transit service available	75% of the service area population within ¼ mile of a transit route	75% of service area population within ¼ mile of a transit route	75% of population covered by service area	80% of communities in service area have regional mobility service 80% of the service area population have regional mobility service		80% of population within 25 miles of intercity bus stop	4 - Maximum number of pick-up locations 2-4 maximum number of drop-off locations
Service hours per capita	2.0	0.45	0.45				

METRIC	FIXED ROUTE	ROUTE DEVIATION	DIAL A RIDE	REGIONAL MOBILITY	COMMUTER BUS	INTERCITY BUS FEEDER	VANPOOL
Information availability (print, online, translated)	Standard requirements: Title VI, Riders Guide, Service Schedules (Locations/time), trip reservation process	Publicly advertise the availability of route deviation service. Publish deviation policy/procedure. All other standard requirements	Standard requirements: Title VI, Riders Guide, Service Schedules (Locations/time), trip reservation process	Standard requirements: Title VI, Riders Guide, Service Schedules (Locations/time), trip reservation process	Standard requirements: Title VI, Riders Guide, Service Schedules (Locations/time), trip reservation process	Standard requirements: Title VI, Riders Guide, Service Schedules (Locations/time), trip reservation process	Standard requirements: Title VI, Riders Guide, Service Schedules (Locations/time), trip reservation process
Planning Requirements	Urban areas over 50,000 – Identified and analyzed as part of Transit Development Plan	Meets public participation requirements (see glossary) Service expansions must be determined through an alternatives analysis.	Meets public participation requirements (see glossary) Service expansions must be determined through an alternatives analysis.	Meets public participation requirements (see glossary) Service expansions must be determined through an alternatives analysis.	Meets public participation requirements (see glossary) Service expansions must be determined through an alternatives analysis.	Meets public participation requirements (see glossary) Service expansions must be determined through an alternatives analysis.	Meets public participation requirements (see glossary) Service expansions must be determined through an alternatives analysis.
Number of shelters installed	Shelters at stops with at least 20 boardings per day or major transfer points	NA	Shelters at stops with at least 20 boardings per day or major transfer points	Shelters at stops with at least 20 boardings per day or major transfer points	Shelters at stops with at least 20 boardings per day or major transfer points	Shelters at stops with at least 20 boardings per day or major transfer points	Shelters at stops with at least 20 boardings per day or major transfer points
Bicycle parking present at transit stops	Bike parking at stops with at least 20 boardings per day	Bike parking at stops with at least 20 boardings per day	Bike parking at stops with at least 20 boardings per day	Bike Parking at stops with at least 20 boardings per day	Bike Parking at stops with at least 20 boardings per day	Bike Parking at stops with at least 20 boardings per day	Bike Parking at stops with at least 20 boardings per day
Continuous walking routes and crossings to stops	Pedestrian facilities within 1/4 mile of stops with at least 20 boardings per day	Pedestrian facilities within 1/4 mile of stops with at least 20 boardings per day	Pedestrian facilities within 1/4 mile of stops with at least 20 boardings per day	Pedestrian facilities within 1/4 mile of stops with at least 20 boardings per day	Pedestrian facilities within 1/4 mile of stops with at least 20 boardings per day	Pedestrian facilities within 1/4 mile of stops with at least 20 boardings per day	Pedestrian facilities within 1/4 mile of stops with at least 20 boardings per day

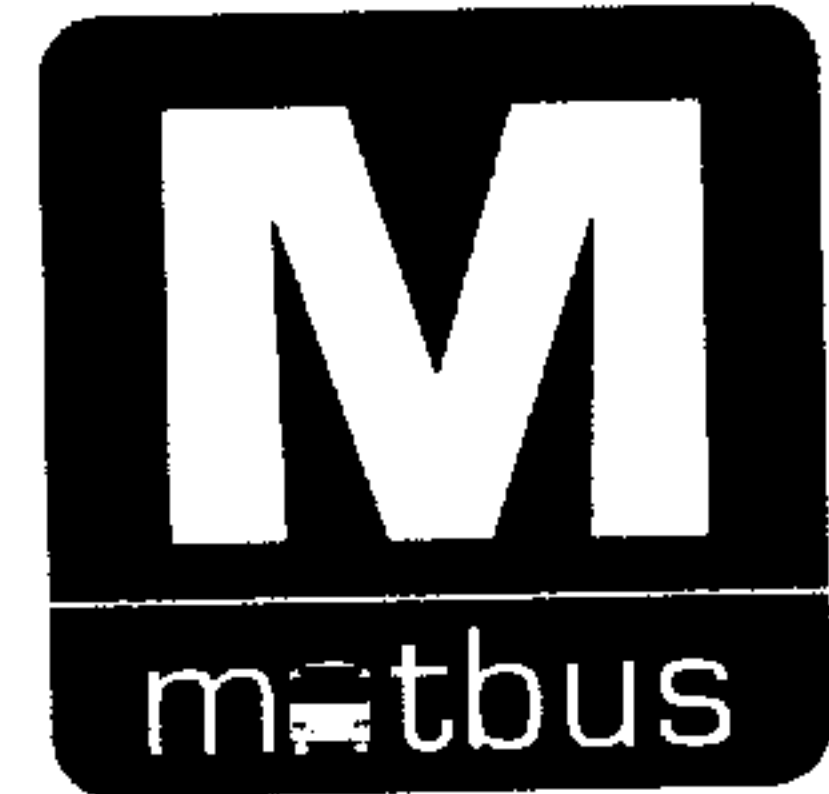
Figure 7-8 Provider Reliability Guidelines

METRIC	FIXED ROUTE	ROUTE DEVIATION	DIAL A RIDE	REGIONAL MOBILITY	COMMUTER BUS	INTERCITY BUS FEEDER	VANPOOL
On-time performance	90% of schedule stops on-time, within 5 minutes after a scheduled stop	No bus shall depart a formal time point before the time published in the schedule. 90%- on time performance	90% on time within published pickup window. Urban Window – 20/20 minutes Rural Window – 45/45 minutes	Should always depart on-time, notice should be provided to riders in unusual weather circumstances	Should always depart on-time, notice should be provided to riders in unusual weather circumstances	Should always depart on-time, notice should be provided to riders in unusual weather circumstances	90% of schedule stops on-time, within 5 minutes after a scheduled stop
Advance Reservation Time	For deviation requests: Urban – Minimum 2 hrs. in advance Rural - Minimum 24 hours in advance Next day service	Urban – Minimum 2 hrs. in advance Rural - Minimum 24 hours in advance Next day service	Urban – Minimum 2 hrs. in advance Rural - Minimum 24 hours in advance Next day service				
Reservation Negotiation Window			Maximum: Up to an hour before or after requested time				
Trip Denials	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations
Trip Cancellations	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations	Transit systems must follow the ADA trip denial definitions and process Bus or vanpool trips should only be canceled from lack of riders or weather cancellations

METRIC	FIXED ROUTE	ROUTE DEVIATION	DIAL A RIDE	REGIONAL MOBILITY	COMMUTER BUS	INTERCITY BUS FEEDER	VANPOOL
Passenger complaints	The benchmark is 6 complaints/100,000 boardings.	The benchmark is 6 complaints/100,000 boardings.	The benchmark is 6 complaints/100,000 boardings.	The benchmark is 6 complaints/100,000 boardings.	The benchmark is 6 complaints/100,000 boardings.	A formal process should be established for resolving problems/complaints	A formal process should be established for resolving problems/complaints
Road calls	The benchmark is 1 road call/14,000 revenue miles.	The benchmark is 1 road call/14,000 revenue miles.	The benchmark is 1 road call/14,000 revenue miles.	The benchmark is 1 road call/14,000 revenue miles.	The benchmark is 1 road call/14,000 revenue miles.	Should be serviced (oil change and other preventative) maintenance every 7,500 miles.	Should be serviced (oil change and other preventative) maintenance every 7,500 miles.
Accidents	Fewer than 1 recordable accident per 100,000 revenue miles	Fewer than 1 recordable accident per 100,000 revenue miles	Fewer than 1 recordable accident per 100,000 revenue miles	Fewer than 1 recordable accident per 100,000 revenue miles	Fewer than 1 recordable accident per 100,000 revenue miles	Fewer than 1 recordable accident per 100,000 revenue miles	Fewer than 1 recordable accident per 100,000 revenue miles
Fleet maintenance	At least 75% of all regular fleet vehicles should be available for operations at all times.	At least 75% of all regular fleet vehicles should be available for operations at all times.	At least 75% of all regular fleet vehicles should be available for operations at all times.	At least 75% of all regular fleet vehicles should be available for operations at all times.	At least 75% of all regular fleet vehicles should be available for operations at all times.	At least 75% of all regular fleet vehicles should be available for operations at all times.	At least 75% of all regular fleet vehicles should be available for operations at all times.
Spare ratio	The ratio of spare vehicles to regular fleet vehicles should be less than 20%	The ratio of spare vehicles to regular fleet vehicles should be less than 20%	The ratio of spare vehicles to regular fleet vehicles should be less than 20%	The ratio of spare vehicles to regular fleet vehicles should be less than 20%	The ratio of spare vehicles to regular fleet vehicles should be less than 20%	The ratio of spare vehicles to regular fleet vehicles should be less than 20%	Vanpool providers should be able to secure a spare vehicle within one business day.

Memorandum

To: MAT Coordinating Board
From: Julie Bommelman, Fargo Transit Director
Date: March 21, 2018



RE: *Fargo 10-year Financial Plan / 2019 Capital Improvements*

Fargo 10-Year Financial Plan

Fargo's 10 year financial plan is based on prior years' data with an estimated inflation rate of 2% for federal funding. At this time, the existing transportation bill, the FAST Act, will expire in 2019 – based on recent history, a new transportation bill may not be forthcoming in the near future (prior to the FAST Act, it was 10 years between transportation bills). Inflation is factored into expenditures annually. If grant funds are not received, or local share funds are not available, projects will need to move accordingly. The estimated amounts reflected in the plan will be utilized annually for budgeting purposes.

Capital requirements over the upcoming years will be extensive – as the fleet replacement schedule continues to work towards a predictable replacement schedule, other capital needs have been identified and outlined below. These needs may vary based upon the results of various studies including a facilities study and a transit authority study.

2019 - Operating

The extensive route changes/expansions effective July 1, 2017 will continue into 2019. There has been a pilot project (TapRide) operating on NDSU's campus since January 2018 which has been very successful, depending on discussions with NDSU, that service may continue and/or expand, impacting the budget.

Capital Projects:

The anticipated replacement schedule for Fargo's transit equipment indicate that the following equipment is due for replacement in 2019 due to age and/or mileage, or new purchases:

- Four fixed route buses – 2007 New Flyer 35' buses, Units 1173, 1174, 1175 and 1176
- One transfer van for drivers
- Remodel/upgrades to Ground Transportation Center
- Construction of West Acres Shelter depending on outcome of facilities study
- Forklift (joint with Moorhead)
- Replacement of ten aging shelters
- Mobile Lifts, wireless – we are currently borrowing from Central Garage
- Electronic Registering Fareboxes 2009 (joint with Moorhead); Staff is attending the APTA Fare Collection Conference in April 2019 and will then make a recommendation in updating or replacing the farebox system; this may include replacement of the RouteMatch system for fixed route

Recommended Motion:

Recommend approval of proposed operating and capital projections to the Fargo City Commission.

City of Fargo - Transit
10 YEAR FINANCIAL PROJECTION

3/1/2018

	2016 Actual	2017 Budget	2018 Budget	2019 Estimated	2020 Estimated	2021 Estimated	2022 Estimated	2023 Estimated	2024 Estimated	2025 Estimated	2026 Estimated	2027 Estimated	2028 Estimated
Capital (Prev Maint)	920,204	974,681	994,175	1,014,059	1,034,340	1,055,026	1,076,127	1,097,650	1,119,603	1,141,995	1,164,834	1,188,131	1,211,894
Capital Other	264,992	239,712	244,506	249,396	254,384	259,472	264,661	269,954	275,353	280,861	286,478	292,207	298,051
Planning	25,000	25,000	25,000	25,500	26,010	26,530	27,061	27,602	28,154	28,717	29,291	29,877	30,475
Operating	3,729,642	2,811,214	2,844,226	2,901,111	2,959,133	3,018,315	3,078,682	3,140,255	3,203,060	3,267,122	3,332,464	3,399,113	3,467,096
Security			24,451	24,940	25,439	25,948	26,467	26,996	27,536	28,087	28,648	29,221	29,806
TOTAL	4,939,838	4,050,607	4,132,358	4,215,005	4,299,305	4,385,291	4,472,997	4,562,457	4,653,706	4,746,780	4,841,716	4,938,550	5,037,321
(5307 allocation with local match)													
TOTAL REVENUES	6,390,782	6,559,862	6,550,529										
TOTAL EXPENDITURES	7,006,377	8,326,387	8,442,657										
General Fund Contribution	\$ (615,595)	\$ (1,766,525)	\$ (1,892,128)										
CAPITAL													
Buses - 4 replacement (\$525,000 ea)		(federal share \$1,680,000)		420,000									
Transfer van		(federal share \$20,000)		5,000									
GTC Update		(federal share \$240,000)		60,000									
West Acres Shelter		(federal share \$120,000)		30,000									
Forklift (Fgo 2/3 - \$20K)		(federal share \$16,000)		4,000									
Replace 10 Shelters		(federal share \$80,000)		20,000									
Mobile Lifts (Fgo 2/3 - \$30K)		(federal share \$24,000)		6,000									
Fareboxes/replace RouteMatch		(federal share \$320,000)		80,000									

ASSUMPTIONS:

- 1) Local share of capital projects funded by Capital Improvement Fund (8550) - budgetarily constrained annually.
- 2) Requests to be made to increase property tax funds periodically to meet needs for operating, planning and small capital projects.
- 3) State Aid Funds have steadily decreased following oil boom - In 2017 additional funds of approximately \$68K from left over/returned funds and redistributed.
- 4) 5307 allocation does not cover full expenses, following revenue deducts, remaining funds are from City General Fund.
- 5) Revenues and expenditures are estimates.

Notes Regarding Metro Transit Garage:

New positions would be funded as 80/20 (maintenance funded as capital)
 20% local share is split with Moorhead on a cost-sharing ratio of 26% Mhd and 74% Fargo - this is done as revenue from Mhd
 Funding for overall 2069 budget is Transit grants/general fund/revenues; and Mhd revenue (JPA's)
 Currently Transit Director has oversight of GTC, some of these duties would be moved to the new Fleet and Facilities Manager
 Currently Public Works Director assists with oversight of MTG/Garage Staff - the goal is to transition to Transit stand alone.

ROLLING STOCK STATUS REPORT - (CAPITAL REPLACEMENT PLAN) PARATRANSIT

Vehicle Number	Veh Year	Date in Service	Fed Useful Life (Yr)	Anticipated Replacement Year	Minimum Useful Life Mileage	Estimated Purchase Price	Total Federal Share	Total State Share
<i>City of Fargo Owned Vehicles:</i>								
1228	2015	5/1/2015	5	2020	150,000	\$ 78,000	\$ 62,400	
1229	2015	5/15/2015	5	2020	150,000	\$ 78,000	\$ 62,400	
1230	2015	6/10/2015	5	2020	150,000	\$ 78,000	\$ 62,400	
1236	2015	8/9/2015	5	2020	150,000	\$ 78,000	\$ 62,400	
1237	2015	9/7/2015	5	2020	150,000	\$ 78,000	\$ 62,400	
1238	2015	10/30/2015	5	2020	150,000	\$ 78,000	\$ 62,400	
8161	2016	5/10/2017	5	2021	150,000	\$ 80,000	\$ 64,000	
8162	2016	5/15/2017	5	2021	150,000	\$ 80,000	\$ 64,000	
8163	2016	2/13/2017	5	2021	150,000	\$ 80,000	\$ 64,000	
8171	2017	11/6/2017	5	2022	150,000	\$ 82,000	\$ 65,600	
8172	2017	10/16/2017	5	2022	150,000	\$ 82,000	\$ 65,600	

Fargo needs to purchase one expansion in 2018

Moorhead Owned Vehicles (Leased to City of Fargo for Paratransit):

1218	2012	1/11/2012	5	2017	150,000			
1225	2014	6/20/2014	5	2019	150,000			
1231	2015	4/30/2015	5	2020	150,000			
1232	2015	5/7/2015	5	2020	150,000			
TOTAL			15					

Memorandum

To: MAT Coordinating Board
From: Lori Van Beek, Moorhead Transit Manager
Date: March 21, 2018
RE: *Moorhead Metro Senior Ride Cost Sharing Analysis*



Valley Senior Services (VSS) operates the Metro Senior Ride system in Moorhead and Dilworth under a Joint Powers Agreement with the Cities of Moorhead and Dilworth through 2018. VSS is proposing changes in 2019 to increase efficiency and add capacity, as well as ensure fair sharing of costs.

Currently, VSS operates the Fargo urban fleet and Moorhead urban fleet separately. They do not combine our fleets or share expenses. Separate accounting records are kept for each urban system in ND and MN and the rural systems in Cass County.

VSS would like to combine the urban fleets for more efficient dispatching. They would like to operate similar to what Fargo and Moorhead do for the MAT Paratransit fleet, whereby the fleet and operating expenses are shared based on a pro rata share of ridership. Basically, they believe Moorhead may be under paying for administration and Fargo is subsidizing Moorhead.

Currently, the JPA disallows any costs for administration with the exception of dispatchers. VSS does not utilize any dispatch software (such as RouteMatch used by MAT Paratransit) and utilizes MS Excel spreadsheets for scheduling rides to vans.

Following a meet with Metro COG, Valley Senior Services and MATBUS, the following were identified for follow-up:

- Moorhead Accountant and VSS Accountant to prepare a financial analysis for cost sharing based on percentage of ridership. The 2017 year-end budget and 2018 proposed budget with year-to-date expenditures would be utilized to project 2019's budget under the cost-sharing proposal.
- Request MnDOT consideration of participation in administrative costs beginning in 2019 based on actual time worked per detailed timesheets separating urban and rural system management.

Attachment 6

- Contact Transit Alternatives regarding shopping trips for public and elderly housing facilities. VSS indicated that they are doing numerous single-ride shopping trips and would like to make referrals to Transit Alternatives if possible.
- Include VSS in the steering committee for the proposed Transit Authority Implementation Study to further explore senior transportation services for the metro area.

Requested Action: The MAT Coordinating Board recommends that transit staff continue to work together to analyze the VSS services and proposed budget changes for 2019 and bring forward the information to the May meeting for Board consideration during preliminary budget discussions.

Memorandum



To: MAT Coordinating Board

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

Date: March 21, 2018

RE: *2018 MATBUS Free and Discounted Fare Events*

MATBUS sponsors a variety of free rides and discounted fares for events throughout the year. Some are during MATBUS-organized promotions, and some are created on behalf of a local community event or organization. Below is a list of free or reduced fares expected for 2018, separated by month.

The City of Moorhead recently amended their fee ordinance to incorporate a waiver of fees to implement incentive/demand pricing. Under this ordinance, the City Manager has the authority to approve promotional/marketing events for Moorhead MATBUS, intended to attract new ridership, including discounts or limited time free rides targeted to college students, holiday shoppers, persons living near new bus routes, or other potential customers. Previously, promotional fares were established by the Moorhead Transit Manager and Fargo Transit Director. *Promotional fares issued by either city are honored by both the cities on the MATBUS jointly operated system.*

January

Moorhead Resident Guide

- Distributed late January or early February to all households
- 2 free ride coupons on back cover

February

Moorhead Expanded Service

- 2 free ride coupons in ValPak direct mail envelope to Moorhead and Dilworth

April

Earth Week (Get Your Can on the Bus)

- Monday-Saturday
- Bring an empty aluminum can to recycle onboard, and ride fixed routes for free

Project Community Connect

- Fargodome event with services for homeless
- Day-only free ride coupon issued through local service organizations

May

Youth Pass Promotion

- May-August
- Flyer printed with 2 free ride coupons

Attachment 7

- Distributed at family community events throughout the summer

June

Youth Library Rides

- June 1-August 31
- Youth K-12 can ride MATBUS free to and from the metro public libraries
- Youth show library card for free ride on fixed route

Midwest Kid Fest

- Free rides to K-12 who state they are attending Midwest Kid Fest

Plains Art Museum Buzz Lab

- Youth art outreach program
- Free ride coupons distributed through Plains Art Museum to participants

July

Street Fair

- Reduced fares on Thursday and Friday
- Free rides on Saturday

Red River Market

- Free ride coupons available on MATBUS.com and through the Red River Market
- Coupons valid only for days of the market – one hour of travel time on either side of market hours
- July – October

August

Cuts for Kids

- Free back-to-school haircuts for K-12 at a local salon
- Free rides with the event poster

RedHawks Baseball Cards

- August 28
- Baseball card packs – 1,000 given at door, 500 sold in shop
- Free ride coupon inside

October

Try MATBUS Week

- Half fare Monday-Friday
- Fare free Saturday

November

Homeless Veterans Stand Down

- One-day event at the VA Hospital
- Free rides all day for those showing a military ID

Quarter Days

- Friday and Saturday after Thanksgiving
- Ride fixed route for 25 cents

Salvation Army Bell Ringers

Attachment 7

- Mid-November through Christmas
- Free-ride pass issued to bell ringing volunteers

Election Day

- Free rides on fixed route all election day
- Free rides on paratransit for trips going to or from a polling site

December

Quarter Days

- Every Saturday in December
- Ride fixed route for 25 cents

Year Round

K-12th Grade School Field Trips

- Free rides on fixed routes for pre-arranged field trips in the community

MSUM Dragon Athletics

- Free ride on fixed route with game ticket stub

MATBUS Promotional and Pilot Program Passes

College Semester Pass (Ongoing Promotion)

Students who do not attend U-Pass schools can purchase a College Semester Pass for \$45.00. The dates of this pass follow the earliest and latest dates of the U-Pass schools' current semesters. The pass is generally for a period of 4 1/2 months. This is a savings of \$135 from the adult rate of \$40 for 30-days.

Bike & Bus Pass (Pilot Program April – October 2018)

During the Great Rides Bike Share season, riders can purchase a multi-pass for a discounted rate on both the MATBUS and bike share systems.

	MATBUS			Great Rides Bike Share		
	Current	Promotional	Discount	Current	Promotional	Discount
1-Day	\$5.00	\$3.00	-\$2.00	\$4.00	\$2.00	-\$2.00
30-Day	\$40.00	\$35.00	-\$5.00	\$15.00	\$10.00	-\$5.00
Season Pass (April-October)	\$280.00	\$210.00	-\$70.00	\$75.00	\$70.00	-\$5.00

Employer Purchased Passes (Ongoing Promotion)

Downtown business owners can purchase a 30-day Downtown Pass at a reduced rate for their employees. Also, Sanford Health purchases 30-day passes for employees at a reduced rate. This promotional fare was created to help with parking issues and encourage use of public transit. This employer-purchased pass costs \$22.50 (a savings of \$17.50 from the \$40 adult rate).

Requested motion: The request is for the MAT Coordinating Board to recommend to the Moorhead City Manager approval of the 2018 Moorhead MATBUS listing of free or reduced promotional fares.

2017 MATBUS Feedback Summary Attachment 8

Tracking Information	Complaint			Incident			Unclassified	Total	% of Total
	Substantiated	UnSubstantiated	Other	Substantiated	UnSubstantiated	Other			
Employee Behavior / Rude	13	22	8	3	0	6		55	6.01%
Off Route / Off Detour	40	7	3	1	0	0		51	5.57%
Behind Schedule	5	6	0	0	0	0		12	1.31%
Policy Issue	35	19	11	12	7	15		104	11.37%
Unsafe Driving	28	31	0	3	1	3		66	7.21%
Missed Passenger	11	19	2	0	0	1		33	3.61%
Emergency Services	0	0	0	5	0	23		29	3.17%
Fall / Injury	0	0	0	2	0	21		23	2.51%
Route Request	2	2	8	0	0	0		26	2.84%
Other	21	19	18	12	1	59		196	21.42%
Total	155	125	50	38	9	128		320	915
Percent of Total	16.94%	13.66%	5.46%	4.15%	0.98%	13.99%	34.97%	100.00%	

MATBUS Transit Operations Report - January 2018

Moorhead	Ridership			Scheduled Revenue Hours			Scheduled Revenue Miles			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Route 1	6,049	6,889	13.89%	297.00	438.00	47.47%	3,788.08	5,595.89	47.72%	20.37	15.73	-22.78%	87.37%	88.45%	1.24%
Route 2	9,091	10,636	16.99%	387.00	526.00	35.92%	5,505.11	7,470.98	35.71%	23.49	20.22	-13.92%	84.00%	85.46%	1.74%
Route 3	3,736	4,651	24.49%	298.28	438.00	46.84%	4,690.73	6,883.62	46.75%	12.53	10.62	-15.22%	71.74%	82.51%	15.01%
Route 4	10,599	11,317	6.77%	651.62	876.00	34.43%	7,431.73	9,985.07	34.36%	16.27	12.92	-20.58%	79.38%	83.75%	5.51%
Route 5	3,864	4,829	24.97%	297.88	438.00	47.04%	4,323.48	6,372.63	47.40%	12.97	11.03	-15.01%	86.60%	92.12%	6.37%
Route 6	1,118	1,257	12.43%	154.00	154.00	0.00%	1,991.20	1,997.69	0.33%	7.26	8.16	12.43%	92.95%	97.10%	4.46%
Route 7	1,059		-100.00%	117.00		-100.00%	1,741.09		-100.00%	9.05		-100.00%	73.36%		-100.00%
Route 8	1,344		-100.00%	117.00		-100.00%	1,923.88		-100.00%	11.49		-100.00%	75.35%		-100.00%
Route 9	711	393	-44.73%	167.00	167.00	0.00%	2,828.65	2,828.65	0.00%	4.26	2.35	-44.73%	93.08%	95.04%	2.11%
Total	37,571	39,972	6.39%	2,486.78	3,037.00	22.13%	34,223.95	41,134.53	20.19%	15.11	13.16	-12.88%	82.65%	89.20%	7.93%

Fargo	Ridership			Scheduled Revenue Hours			Scheduled Revenue Miles			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Route 11	6,184	6,912	11.77%	371.00	386.00	4.04%	4,258	4,430	4.04%	16.67	17.91	7.43%	81.52%	91.39%	12.11%
Route 13	13,241	13,418	1.34%	721.00	746.00	3.47%	8,082	7,816	-3.29%	18.36	17.99	-2.06%	83.62%	92.41%	10.51%
Route 13U	5,056	5,038	-0.36%	255.30	204.85	-19.76%	2,971	3,002	1.03%	19.80	24.59	24.18%	83.08%	76.61%	-7.79%
Route 14	11,964	13,172	10.10%	1,099.25	1,154.44	5.02%	16,441	14,512	-11.73%	10.88	11.41	4.83%	83.73%	88.22%	5.36%
Route 15	25,618	27,010	5.43%	1,335.50	1,393.00	4.31%	16,899	16,456	-2.62%	19.18	19.39	1.08%	77.32%	77.25%	-0.09%
Route 16	5,985	2,851	-52.36%	506.25	347.52	-31.35%	8,279	4,144	-49.95%	11.82	8.20	-30.61%	81.78%	92.49%	13.10%
Route 17	3,527	3,032	-14.03%	185.50	219.00	18.06%	2,555	2,621	2.58%	19.01	13.84	-27.18%	80.54%	83.26%	3.38%
Route 18	4,592	4,327	-5.77%	348.00	606.30	74.22%	4,571	10,686	133.79%	13.20	7.14	-45.92%	81.26%	72.82%	-10.39%
Route 21		822			193.00			2,317				4.26		64.52%	
Route 22		1,948			193.00			3,674				10.09		72.73%	
Route 23	1,790		-100.00%	388.50		-100.00%	7,944		-100.00%	4.61		-100.00%	76.50%		-100.00%
Route 24		1,680			431.50			5,472				3.89		81.47%	
Total	77,957	80,210	2.89%	5,210.30	5,874.61	12.75%	71,998.67	75,127.93	4.35%	14.96	13.65	-8.74%	81.04%	81.20%	0.20%

NDSU	Ridership			Scheduled Revenue Hours			Scheduled Revenue Miles			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Route 31	4,471	4,329	-3.18%	200.00	208.25	4.13%	1,937.60	1,984.00	2.39%	22.36	20.79	-7.01%	87.05%	90.62%	4.10%
Route 32E	22,098	19,898	-9.96%	176.00	181.39	3.06%	1,333.38	1,466.00	9.95%	125.56	109.70	-12.63%	66.82%	94.93%	42.07%
Route 32W	4,532	5,255	15.95%	96.00	102.00	6.25%	624.96	703.08	12.50%	47.21	51.52	9.13%	81.44%	83.90%	3.02%
Route 33	22,519	25,235	12.06%	548.80	493.34	-10.11%	5,107.54	5,675.00	11.11%	41.03	51.15	24.66%	84.68%	97.25%	14.84%
Route 34	7,077	6,873	-2.88%	148.00	151.47	2.34%	1,271.42	1,387.00	9.09%	47.82	45.38	-5.11%	71.39%	92.62%	29.74%
Route 35	765	32	-95.82%	33.44	10.40	-68.90%	299.24	98.10	-67.22%	22.88	3.08	-86.55%	92.04%	75.00%	-18.51%
TapRide		562	#DIV/0!		55.25	#DIV/0!		590.59	#DIV/0!			10.17	#DIV/0!		
Total	61,462	62,184	1.17%	1,202.24	1,202.10	-0.01%	10,574.14	11,903.77	12.57%	51.12	51.73	1.19%	80.57%	89.05%	10.53%

Other	Ridership			Scheduled Revenue Hours			Scheduled Revenue Miles			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
LinkFM	1,351	2,156	59.59%	276.00	292.00	5.80%	2,759.00	2,741.20	-0.65%	4.89	7.38	50.84%	93.00%	82.10%	-11.72%
9000's	185	77	-58.38%	0.00	0.00	#DIV/0!	-	-	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!			#DIV/0!
Total	1,536	2,233	45.38%	276.00	292.00	5.80%	2,759.00	2,741.20	-0.65%	5.57	7.65	37.41%	93.00%	82.10%	-11.72%

Total	Ridership			Scheduled Revenue Hours			Scheduled Revenue Miles			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
MHD	37,571	39,972	6.39%	2,486.78	3,037.00	22.13%	34,224	41,135	20.19%	15.11	13.16	-12.88%	81.04%	81.20%	0.20%
FGO	140,770	144,550	2.69%	6,688.54	7,368.71	10.17%	85,332	89,773	5.20%	21.05	19.62	-6.79%	81.61%	83.87%	2.76%
MATBUS	178,341	184,522	3.47%	9,175.32	10,405.71	13.41%	119,555.76	130,907.43	9.49%	19.44	17.73	-8.77%	84.31%	85.39%	1.27%

TOTAL RIDERSHIP BY CUSTOMER TYPE															
Total	Adult / College			Disabled			Elderly			Youth			Child		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
MHD	24303	24561	1.06%	9415	10230	8.66%	2080	2808	35.00%	567	944	66.49%	1188	1058	-10.94%
FGO	120854	120318	-0.44%	13754	15352	11.62%	5103	5792	13.50%	1213	1564	28.94%	1204	1484	23.26%
MATBUS	145157	144879	-0.19%	23169	25582	10.41%	7183	8600	19.73%	1780	2508	40.90%	2392	2542	6.27%

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Paratransit	Ridership			Scheduled Revenue Hours			Scheduled Revenue Miles			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Fargo	3,229	3,264	1.08%	1,421.34	1,548.39	8.94%	20,897.27	22,773.63	8.98%	2.27	2.11	-7.21%	78.68%	85.64%	8.85%
Moorhead	832	822	-1.20%	366.23	389.94	6.48%	5,384.49	5,735.27	6.51%	2.27	2.11	-7.21%	74.43%	86.92%	16.79%
West Fargo	413	488	18.16%	181.79	231.50	27.34%	2,672.83	3,404.88	27.39%	2.27	2.11	-7.21%	78.15%	84.81%	8.53%
Dilworth	92	78	-15.22%	40.50	37.00	-8.63%	595.40	544.22	-8.60%	2.27	2.11	-7.21%	80.68%	85.71%	6.24%
Total	4,566	4,652	1.88%	2,009.86	2,206.84	9.80%	29,550.00	32,458.00	9.84%	2.27	2.11	-7.21%	77.98%	85.77%	10.10%

Senior Ride	Ridership			Scheduled Revenue Hours			Scheduled Revenue Miles			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Dilworth	71	53	-25.35%	37.48	33.54	-10.50%	496.08	375.50	-24.31%	1.89	1.58	-16.59%			
Moorhead	934	854	-8.57%	493.02	540.46	9.62%	6,525.92	6,050.50	-7.29%	1.89	1.58	-16.59%			
Total	1,005	907	-9.75%	530.50	574.00	8.20%	7,022.00	6,426.00	-8.49%	1.89	1.58	-16.59%			

	Call Volume			Operating Days			Average Calls / Day			Average Queue Time		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
GTC	4,384	4,278	-2.42%	25	26	4.00%	175	165	-6.17%	1:40	2:04	24.00%
Paratransit	2,646	2,428	-8.24%	21	22	4.76%	126	110	-12.41%	2:02	1:09	-43.44%
Total	7,030	6,706	-4.61%	46	48	4.35%	301	275	-8.78%	1:51	1:36	-13.06%

Collisions	Collisions (Preventable)			Collisions (Non-Preventable)			Collisions (Total)			Collisions (per 100K Miles)		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Fixed Route	0	1	#DIV/0!	2	5	150.00%	2	6	200.00%	1.67	4.58	173.99%
Paratransit	0	0	#DIV/0!	2	0	-100.00%	2	0	-100.00%	6.77	0.00	-100.00%
Total	0	1	#DIV/0!	4	5	25.00%	4	6	50.00%	2.68	3.67	36.91%

Missed Trips	Missed Trips (Contractor Error)			Missed Trips (Mechanical / Other)			Missed Trips (Total)			Missed Trips (per 100K Miles)		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Fixed Route	5	7	40.00%	13	11	-15.38%	18	18	0.00%	15.06	13.75	-8.67%
Paratransit	2	0	-100.00%	1	0	-100.00%	3	0	-100.00%	10.15	0.00	-100.00%
Total	7	7	0.00%	14	11	-21.43%	21	18	-14.29%	16.59	13.11	-21.00%

Complaints	Complaints (Substantiated)			Complaints (UnSubstantiated)			Complaints (Total)			Complaints (per 1K Passengers)		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Fixed Route	7	12	71.43%	10	25	150.00%	17	37	117.65%	0.10	0.20	110.36%
Paratransit	3	0	-100.00%	2	2	0.00%	5	2	-60.00%	0.03	0.01	-61.34%
Total	10	12	20.00%	12	27	125.00%	22	39	77.27%	0.12	0.21	71.33%

Incidents	Incident (Potential Injury)			Incident (Security Services)			Incidents (Total)			Incidents (per 1K Passengers)		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Fixed Route	10	12	20.00%	33	50	51.52%	43	62	44.19%	0.24	0.34	39.36%
Paratransit	2	2	0.00%				2	2	0.00%	0.01	0.01	-3.35%
Total	12	14	16.67%	33	50	51.52%	45	64	42.22%	0.25	0.35	37.46%

Social Media	MATBUS.COM			MATBUSMOBILE.COM			IGOECOCHALLENGE.COM			MATBUS APP		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
	29122	43964	50.96%	15928	222	-98.61%	0	0	0.00%	11312	16823	48.72%

Social Media	Facebook Likes			Twitter Followers			YouTube Views			Rider Alert Subscribers		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
	2625	2653	1.07%	693	810	16.88%	23579	26084	10.62%	3080	2832	-8.05%

MATBUS Transit Operations Report - February 2018

Moorhead	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Route 1	5,858	7,771	32.66%	272.00	519.00	90.81%	3,475.07	5,649.14	62.56%	21.54	14.97	-30.48%	94.29%	92.02%	-2.41%
Route 2	8,827	10,859	23.02%	354.00	599.00	69.21%	5,042.20	7,586.94	50.47%	24.94	18.13	-27.30%	92.77%	86.15%	-7.14%
Route 3	4,742	4,346	-8.35%	273.28	517.60	89.40%	4,304.79	7,256.84	68.58%	17.35	8.40	-51.61%	72.11%	86.30%	19.68%
Route 4	10,084	12,869	27.62%	600.88	808.00	34.47%	6,853.04	10,325.22	50.67%	16.78	15.93	-5.10%	81.44%	87.51%	7.45%
Route 5	3,963	4,683	18.17%	272.38	519.60	90.76%	3,967.63	6,711.18	69.15%	14.55	9.01	-38.06%	95.43%	94.75%	-0.71%
Route 6	1,150	1,241	7.91%	141.50	142.00	0.35%	1,835.54	2,135.49	16.34%	8.13	8.74	7.53%	99.41%	94.78%	-4.66%
Route 7	1,066			106.00			1,611.84			10.06			79.34%		
Route 8	1,399			107.50			1,775.26			13.01			80.28%		
Route 9	554	417	-24.73%	153.50	15.00	-90.23%	2,599.98	2,966.45	14.10%	3.61	27.80	670.27%	97.47%	95.23%	-2.30%
Total	37,643	42,186	12.07%	2,281.04	3,120.20	36.79%	31,465.35	42,631.26	35.49%	16.50	13.52	-18.07%	88.06%	90.96%	3.30%

Fargo	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Route 11	6,440	6,313	-1.97%	356.00	356.00	0.00%	4,085	4,085	0.00%	18.09	17.73	-1.97%	83.14%	95.54%	14.91%
Route 13	11,681	13,295	13.82%	692.00	688.00	-0.58%	7,800	7,208	-7.59%	16.88	19.32	14.48%	84.37%	95.07%	12.68%
Route 13U	5,619	5,010	-10.84%	288.95	228.95	-20.76%	3,347	2,729	-18.48%	19.45	21.88	12.53%	86.26%	82.90%	-3.90%
Route 14	13,109	12,474	-4.84%	1,054.80	1,064.56	0.93%	15,864	13,384	-15.63%	12.43	11.72	-5.72%	87.94%	93.88%	6.75%
Route 15	26,169	25,854	-1.20%	1,278.00	1,278.00	0.00%	16,234	15,098	-7.00%	20.48	20.23	-1.20%	84.77%	83.82%	-1.12%
Route 16	6,033	2,867	-52.48%	485.68	320.48	-34.01%	7,988	3,821	-52.16%	12.42	8.95	-27.98%	88.56%	95.79%	8.16%
Route 17	3,759	3,305	-12.08%	178.00	202.00	13.48%	2,465	2,417	-1.94%	21.12	16.36	-22.52%	84.18%	90.40%	7.39%
Route 18	4,764	4,221	-11.40%	334.00	559.00	67.37%	4,410	9,855	123.49%	14.26	7.55	-47.06%	80.46%	80.83%	0.46%
Route 21		725			178.00			2,137			4.07			71.73%	
Route 22		1,799			178.00			3,389			10.11			75.05%	
Route 23	1,786			372.80		-100.00%	7,665			4.79			86.56%		
Route 24		1,692			398.00			5,047						83.09%	
Total	79,360	77,555	-2.27%	5,040.23	5,450.99	8.15%	69,858.74	64,124.53	-8.21%	15.75	14.23	-9.64%	85.14%	86.19%	1.24%

NDSU	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Route 31	5,849	5,638	-3.61%	237.50	232.75	-2.00%	2,300.90	2,094.00	-8.99%	24.63	24.22	-1.64%	91.18%	96.41%	5.74%
Route 32E	25,542	21,976	-13.96%	209.00	202.73	-3.00%	1,583.38	1,547.00	-2.30%	122.21	108.40	-11.30%	64.92%	98.39%	51.56%
Route 32W	5,760	5,911	2.62%	114.00	114.00	0.00%	742.14	742.14	0.00%	50.53	51.85	2.62%	87.85%	86.87%	-1.12%
Route 33	23,623	27,815	17.75%	651.70	551.38	-15.39%	6,065.20	5,990.00	-1.24%	36.25	50.45	39.17%	84.32%	96.65%	14.62%
Route 34	7,588	7,270	-4.19%	175.75	169.29	-3.68%	1,509.82	1,464.00	-3.03%	43.17	42.94	-0.53%	71.57%	92.70%	29.52%
Route 35	1,211			39.71			355.35			30.50			90.84%		
TapRide		856			61.75			811.07			13.86			100.00%	
Total	69,573	69,466	-0.15%	1,428	1,332	-6.71%	12,556.79	11,837.14	-5.73%	307	291.73	-5.06%	81.78%	95.17%	16.37%

Other	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	0.05%	2017	2018	Change
LinkFM	3,357	2,460	-26.72%	268.00	270.00	0.75%	2,634.40	2,687.50	2.02%	12.53	9.11	-27.26%	78.29%	86.87%	10.96%
9000's	120	0	-100.00%	0.00	0.00	#DIV/0!			#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	100.00%	100.00%	0.00%
Total	3,477	2,460	-29.25%	268.00	270.00	0.75%	2,634.40	2,687.50	2.02%	12.97	9.11	-29.77%	78.29%	86.87%	10.96%

Total	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
MHD	37,643	42,186	12.07%	2,281	3,120	36.79%	31,465	42,631	35.49%	17	14	-18.07%	88.06%	90.96%	3.30%
FGO	152,290	149,481	-1.84%	6,736	7,053	4.71%	85,050	78,649	-7.53%	336	315	-6.11%	81.74%	89.41%	9.39%
MATBUS	190,053	191,667	0.85%	9,016.93	10,173.09	12.82%	116,515.28	121,280.43	4.09%	21.08	18.84	-10.61%	83.32%	89.80%	7.78%

Total	TOTAL RIDERSHIP BY CUSTOMER TYPE														
	Adult			Disabled			Elderly			Youth			Child		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
MHD	23545	26172	11.16%	9320	11040	18.45%	2154	2781	29.11%	1069	1157	8.23%	1499	1161	-22.55%
FGO	128900	124621	-3.32%	15011	15408	2.64%	5452	5419	-0.61%	1195	1691	41.51%	1732	1460	-15.70%
MATBUS	152445	150793	-1.08%	24331	26448	8.70%	7606	8200	7.81%	2264	2848	25.80%	3231	2621	-18.88%

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Paratransit	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Fargo	2,830	3,017	6.61%	1,323.45	1,378.81	4.18%	18,945.26	20,709.89	9.31%	2.14	2.19	2.33%	79.08%	85.11%	7.62%
Moorhead	755	639	-15.36%	353.08	292.03	-17.29%	5,054.30	4,386.35	-13.22%	2.14	2.19	2.33%	81.18%	87.02%	7.20%
West Fargo	379	440	16.09%	177.24	201.09	13.45%	2,537.19	3,020.34	19.04%	2.14	2.19	2.33%	80.29%	85.86%	6.94%
Dilworth	81	78	-3.70%	37.88	35.65	-5.89%	542.25	535.42	-1.26%	2.14	2.19	2.33%	78.69%	82.86%	5.30%
Total	4,045	4,174	3.19%	1,891.65	1,907.57	0.84%	27,079.00	28,652.00	5.81%	2.14	2.19	2.33%	79.81%	85.21%	6.76%

Senior Ride	Ridership			Rev. Hours			Rev. Mileage			Passengers / Hour			On-Time Perf.		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Dilworth	44	77	75.00%	25.65	43.83	70.88%	289.98	502.14	73.17%	1.72	1.76	2.41%			
Moorhead	830	815	-1.81%	483.85	463.92	-4.12%	5,470.02	5,314.86	-2.84%	1.72	1.76	2.41%			
Total	874	892	2.06%	509.50	507.75	-0.34%	5,760.00	5,817.00	0.99%	1.72	1.76	2.41%			

	Call Volume			Operating Days			Average Calls / Day			Average Queue Time		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
GTC	3,499	3,542	1.23%	24	24	0.00%	146	148	1.23%	1:50	2:03	11.82%
Paratransit	2,278	2,130	-6.50%	20	20	0.00%	114	107	-6.50%	2:13	1:07	-49.62%
Total	5,777	5,672	-1.82%	44	44	0.00%	260	254	-2.16%	2:01	1:35	-21.81%

Collisions	Collisions (Preventable)			Collisions (Non-Preventable)			Collisions (Total)			Collisions (per 100K Miles)		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Fixed Route	2	5	150.00%	4	3	-25.00%	6	8	33.33%	5.15	6.60	28.09%
Paratransit	1	0	-100.00%	1	0	-100.00%	2	0	-100.00%	7.39	0.00	-100.00%
Total	3	5	66.67%	5	3	-40.00%	8	8	0.00%	5.57	5.34	-4.23%

Missed Trips	Missed Trips (Contractor Error)			Missed Trips (Mechanical / Other)			Missed Trips (Total)			Missed Trips (per 100K Miles)		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Fixed Route	9	14	55.56%	15	14.5	-3.33%	24	28.5	18.75%	20.60	23.50	14.08%
Paratransit	2	0	-100.00%	0	0	#DIV/0!	2	0	-100.00%	7.39	0.00	-100.00%
Total	11	14	27.27%	15	14.5	-3.33%	26	28.5	9.62%	21.26	22.42	5.46%

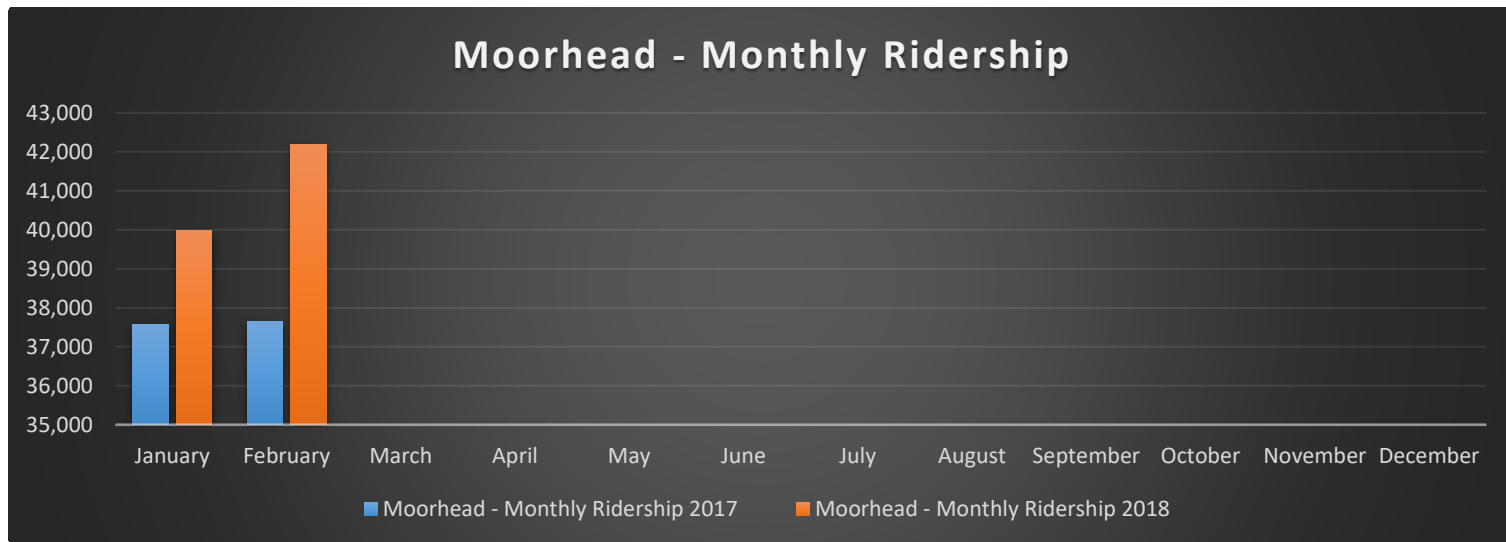
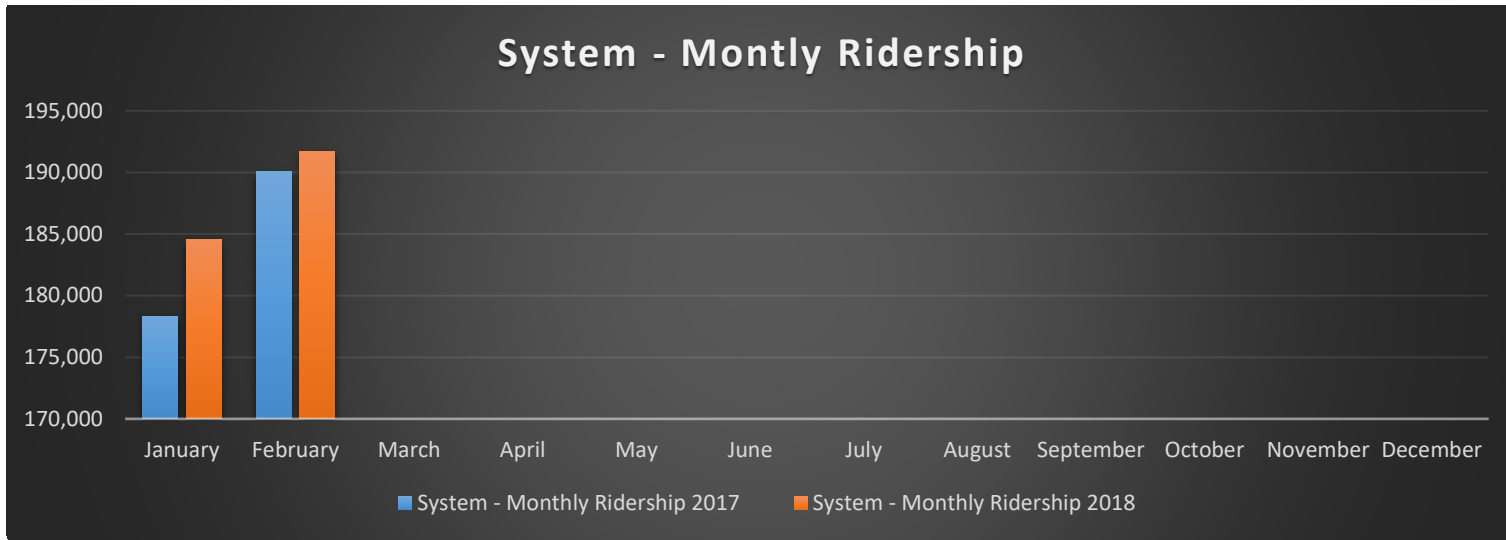
Complaints	Complaints (Substantiated)			Complaints (UnSubstantiated)			Complaints (Total)			Complaints (per 1K Passengers)		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Fixed Route	3	9	200.00%	9	13	44.44%	12	22	83.33%	0.06	0.11	81.79%
Paratransit	4	1	-75.00%	3	1	-66.67%	7	2	-71.43%	0.04	0.01	-71.67%
Total	7	10	42.86%	12	14	16.67%	19	24	26.32%	0.10	0.13	25.25%

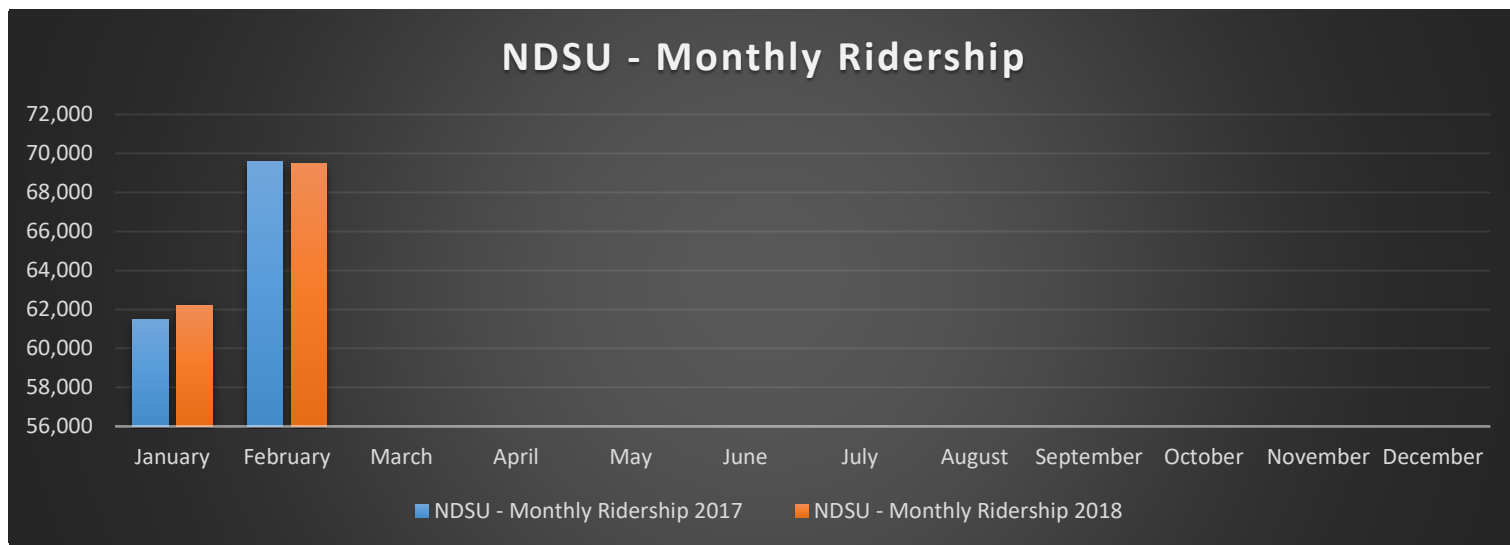
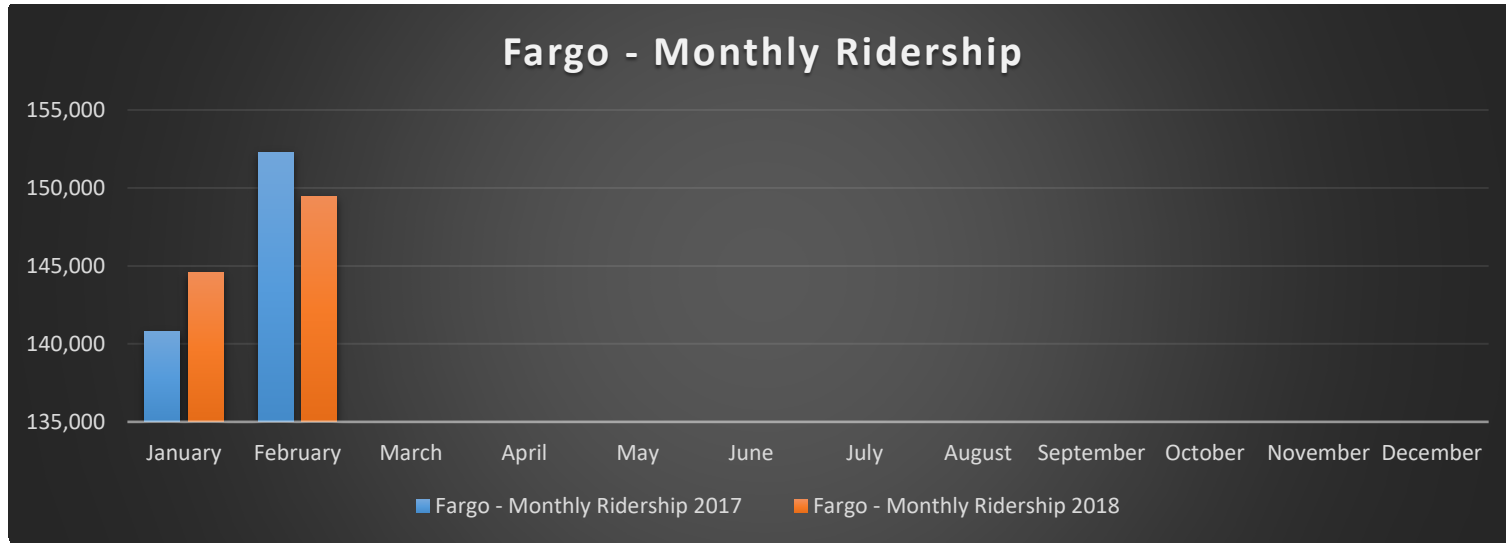
Incidents	Incident (Fall / Potential Injury)			Incident (Security Services)			Incidents (Total)			Incidents (per 1K Passengers)		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Fixed Route	0	1	#DIV/0!	17	50	194.12%	17	51	200.00%	0.09	0.27	197.47%
Paratransit	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	0.00	0.00	#DIV/0!
Total	0	1	#DIV/0!	17	50	194.12%	17	51	200.00%	0.09	0.27	197.47%

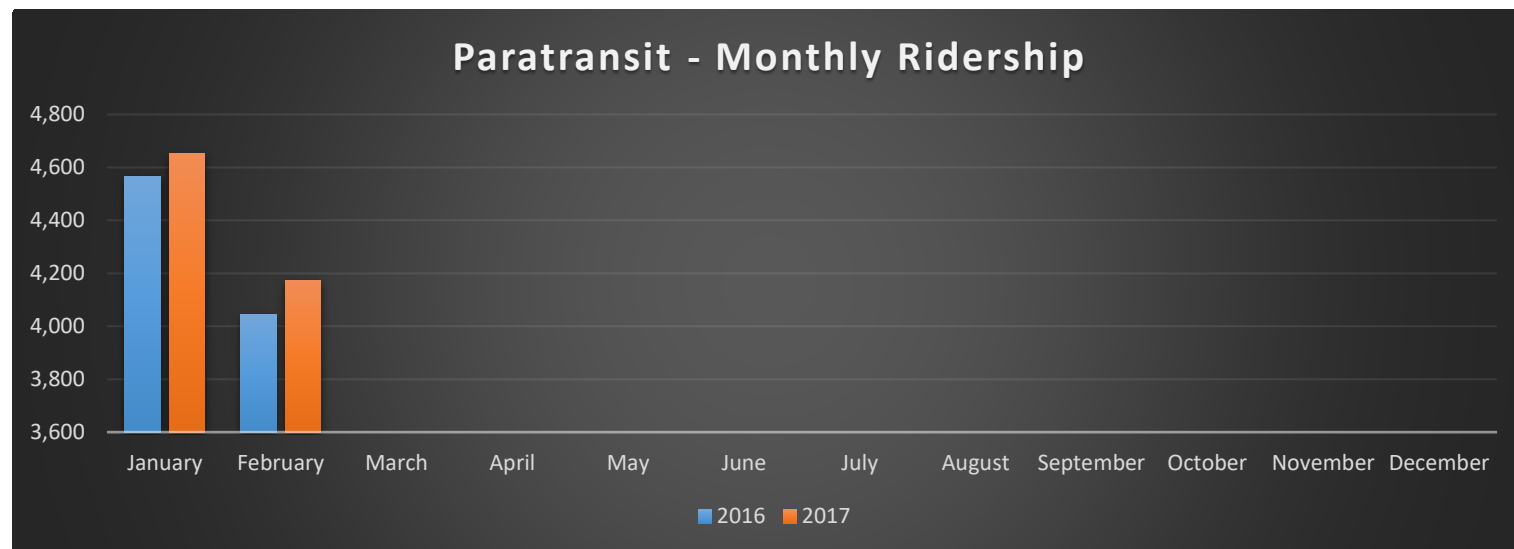
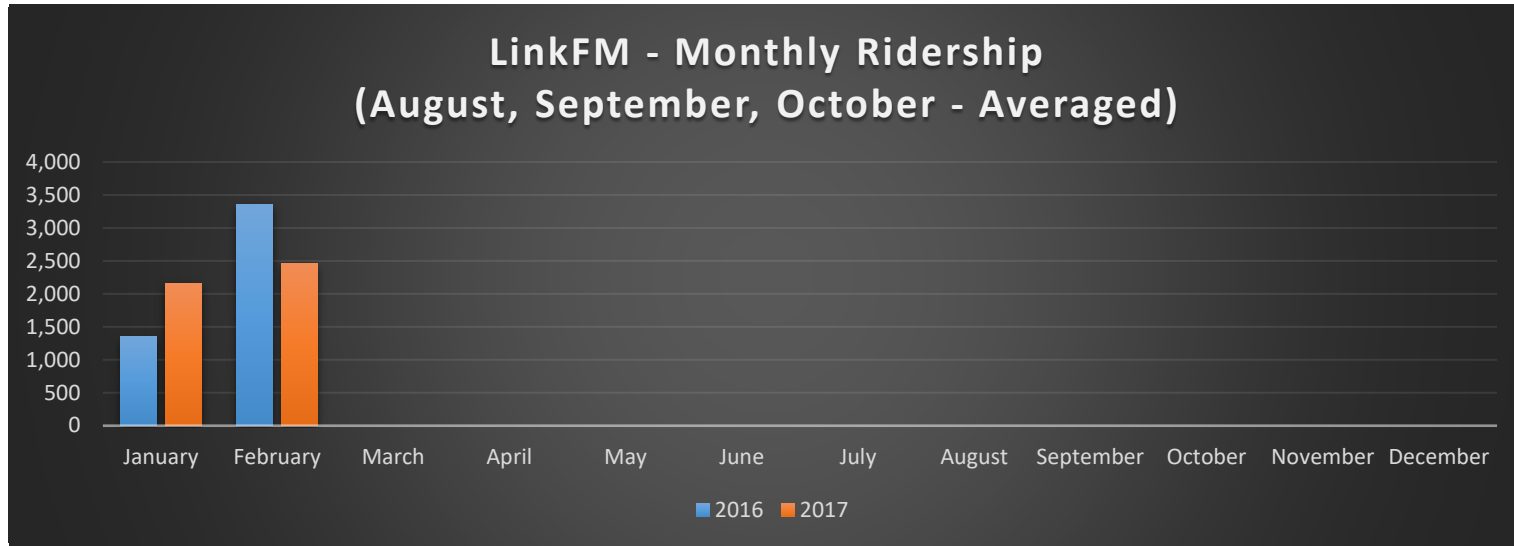
*MATBUS drivers/dispatchers report incidents such as trips/falls that may become potential injuries. Security Servies are reports generated by Sentry Security

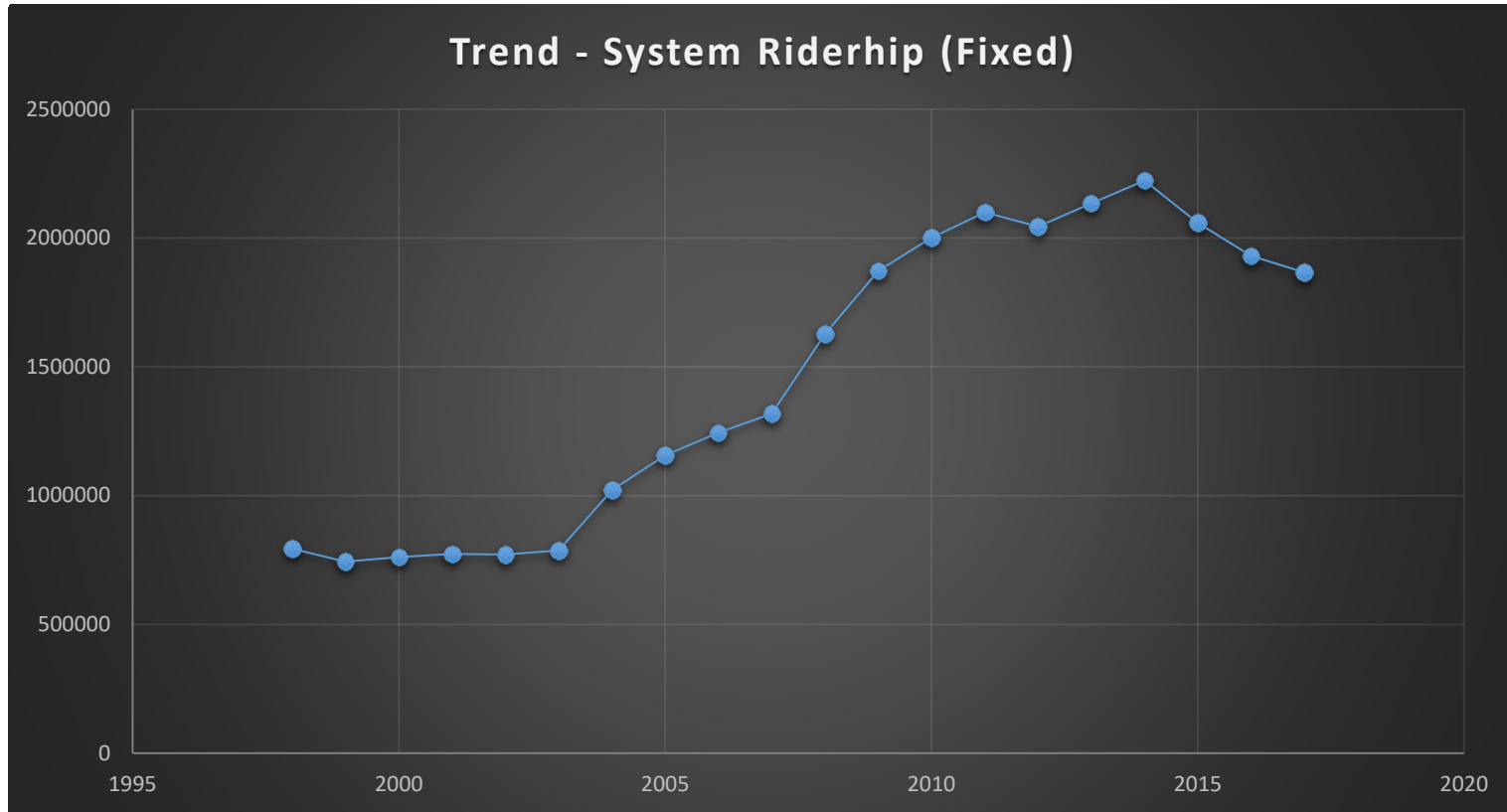
Marketing / Social Media	MATBUS.COM			MATBUSMOBILE.COM			IGOECOCHALLENGE.COM			MATBUS APP		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
	21,179	25,604	20.89%	12,967	43	-99.67%	0	0	#DIV/0!	8,625	13,884	60.97%

Marketing / Social Media	Facebook Likes			Twitter Followers			YouTube Views			Rider Alert Subscribers		
	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
	2,621	2,646	0.95%	713	827	15.99%	23,408	26,149	11.71%	3,080	2,849	-7.50%

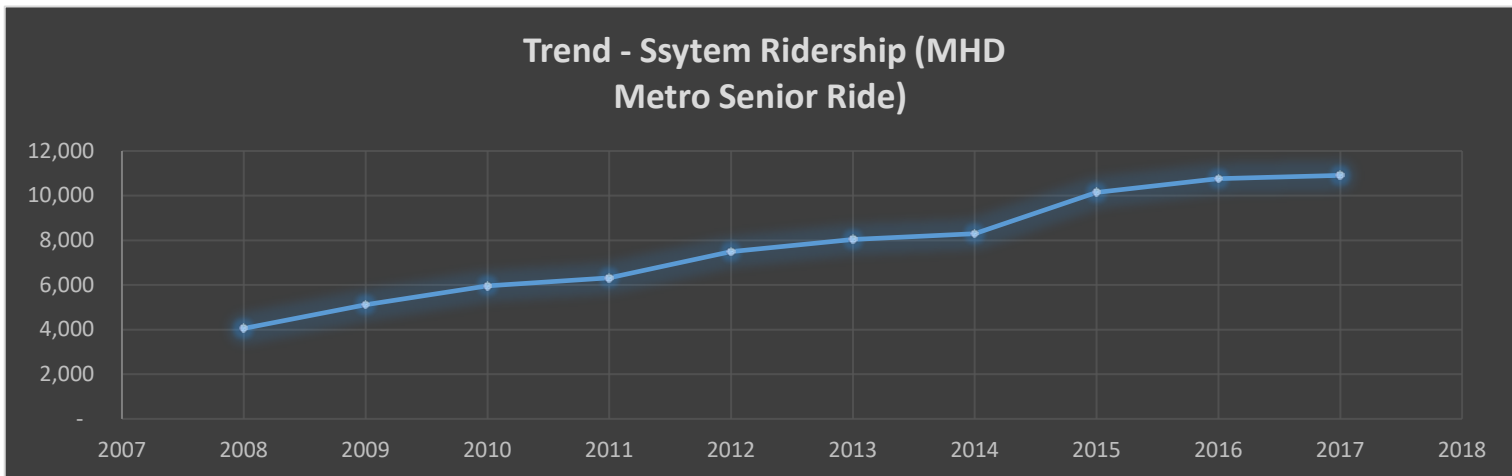
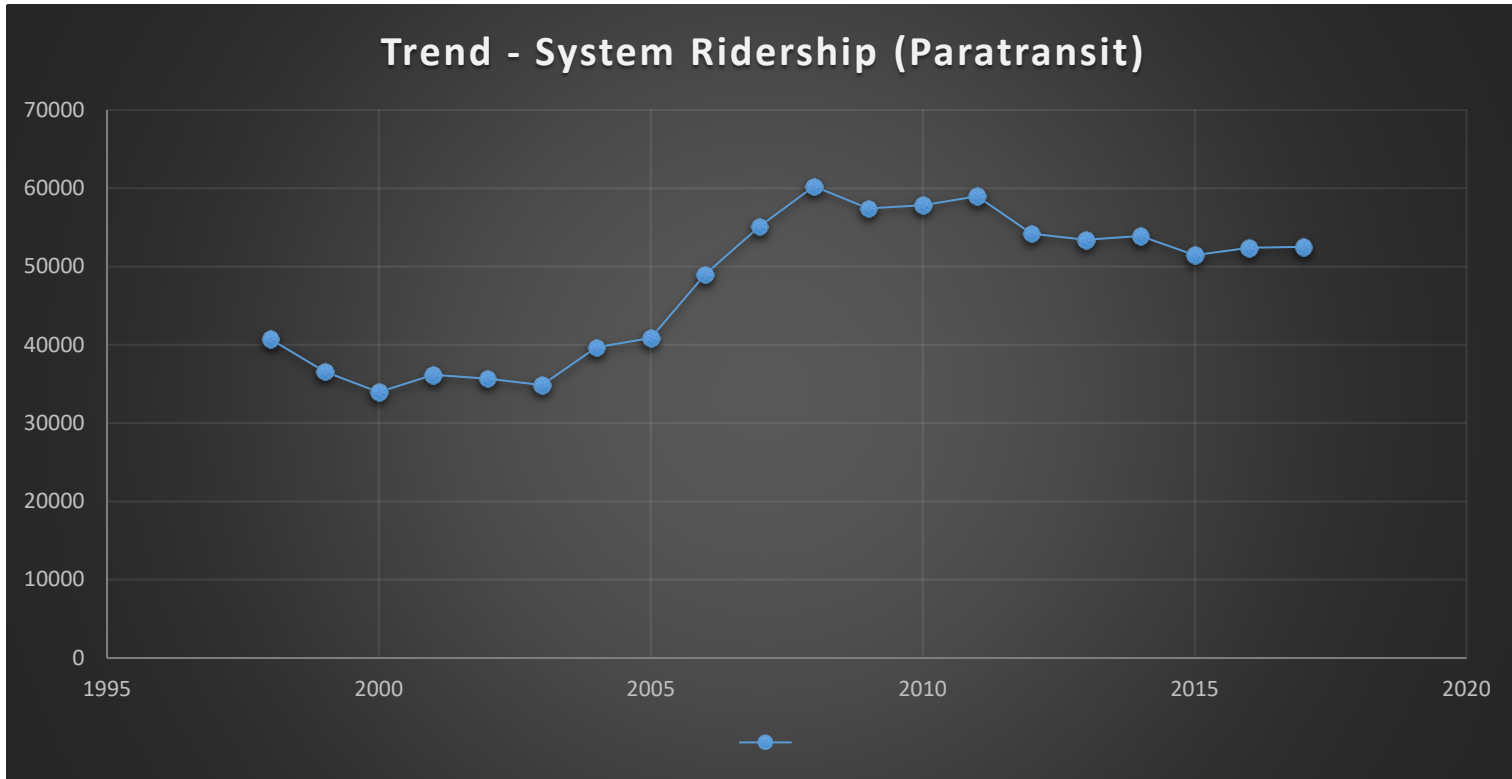


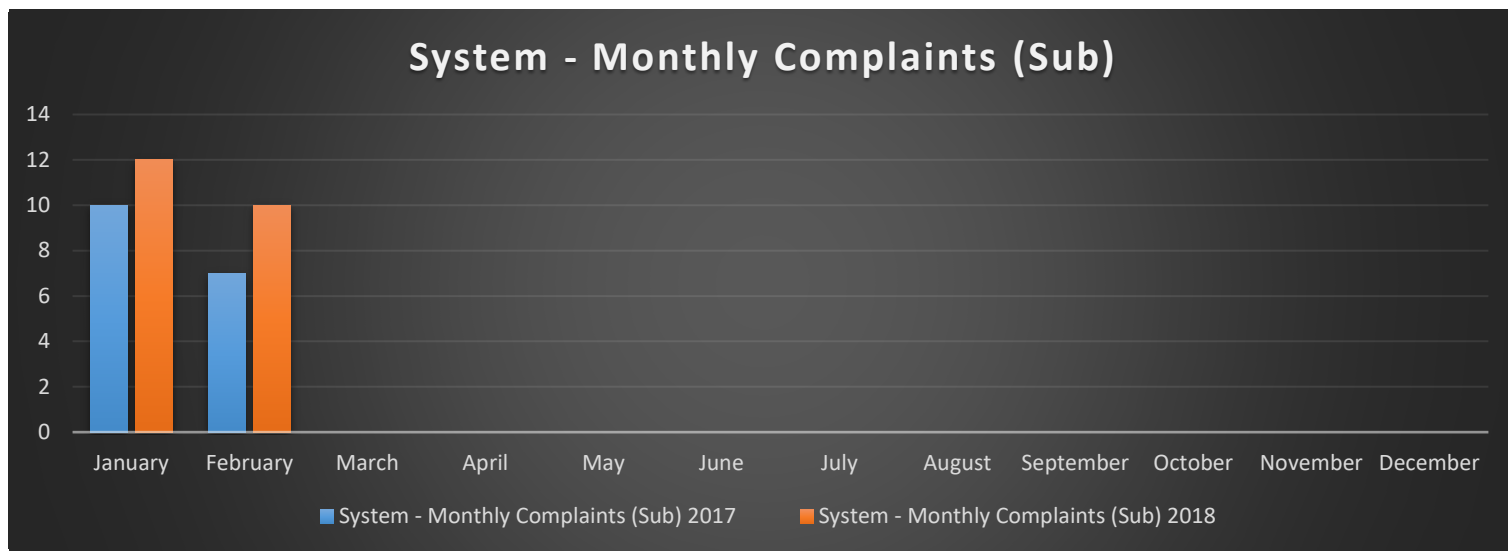
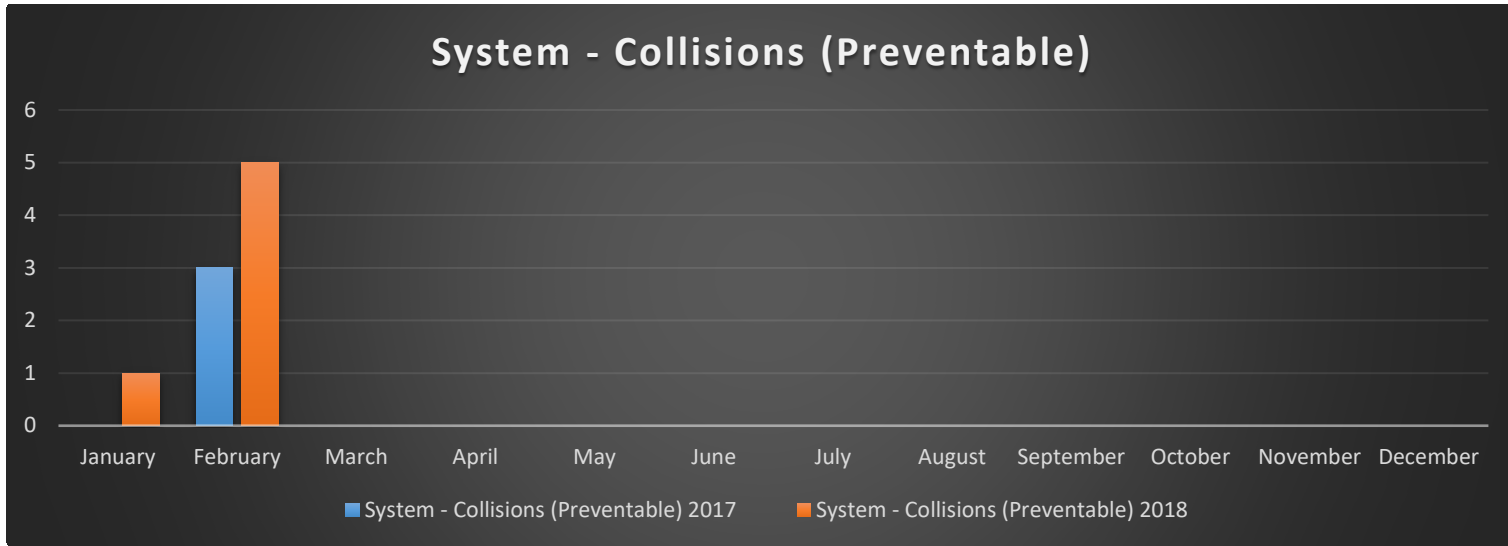


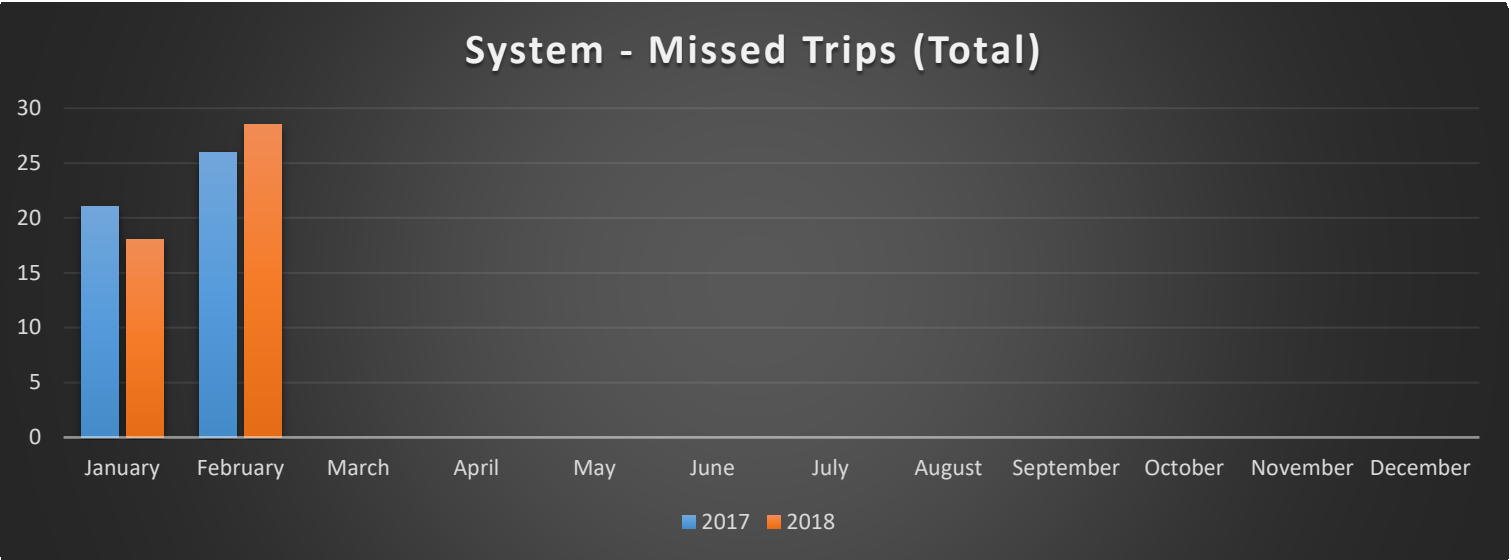
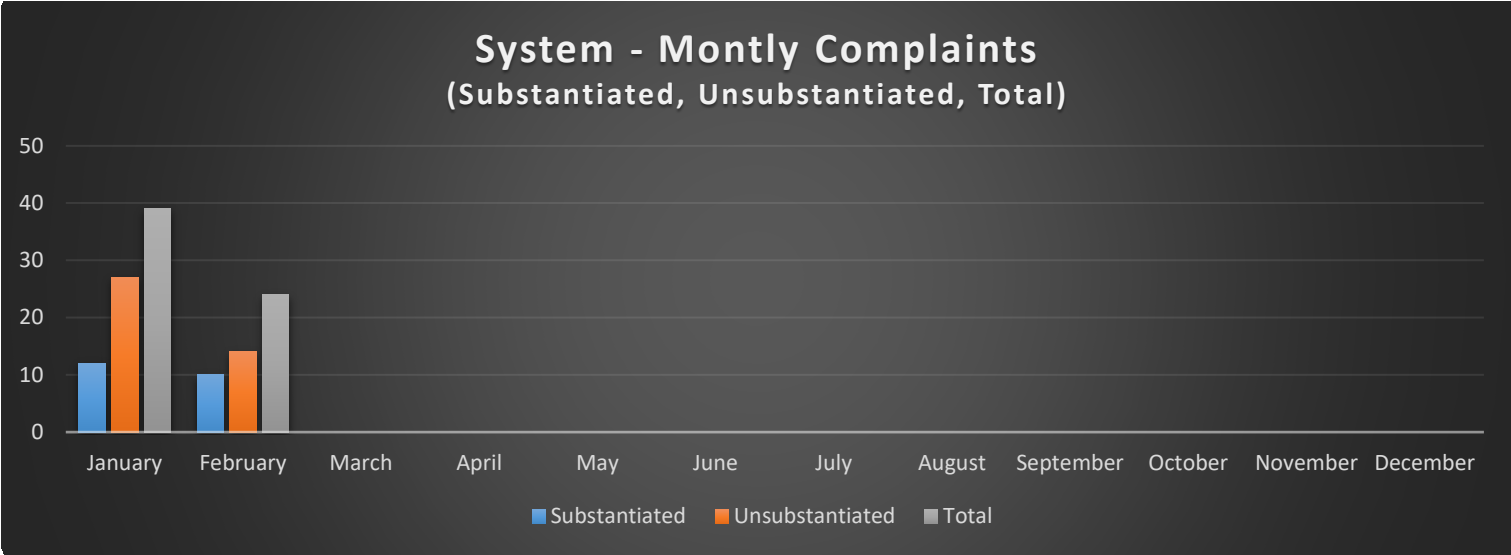


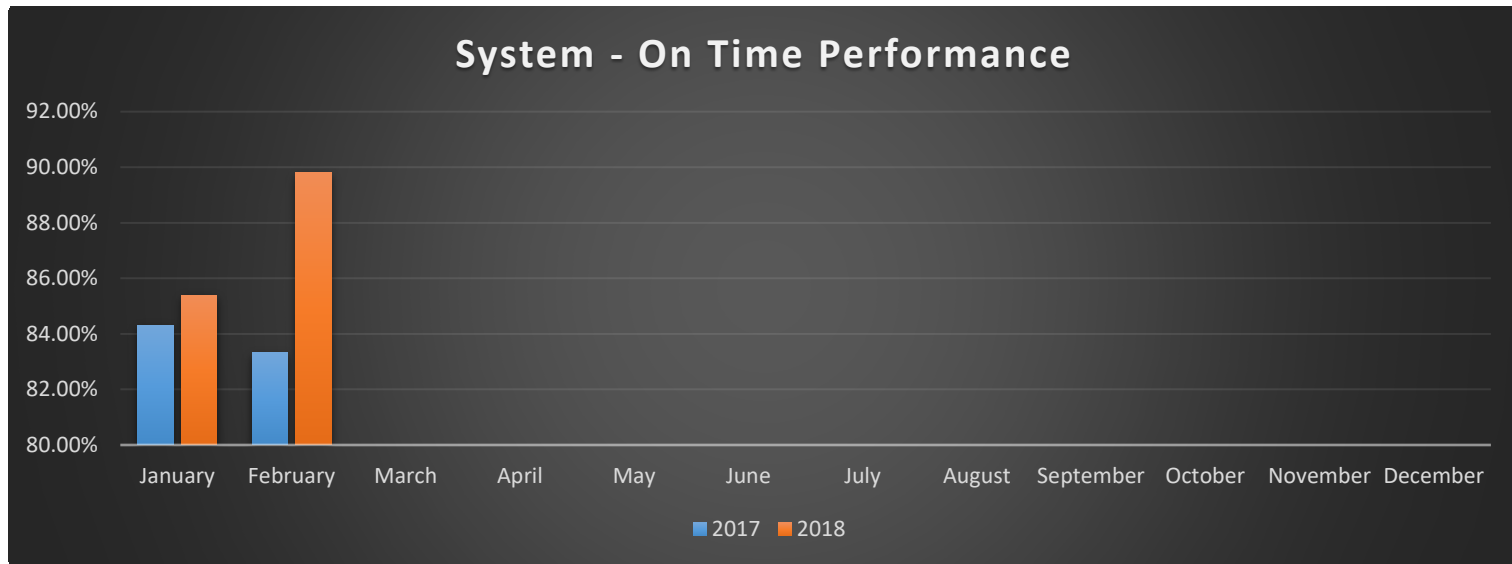
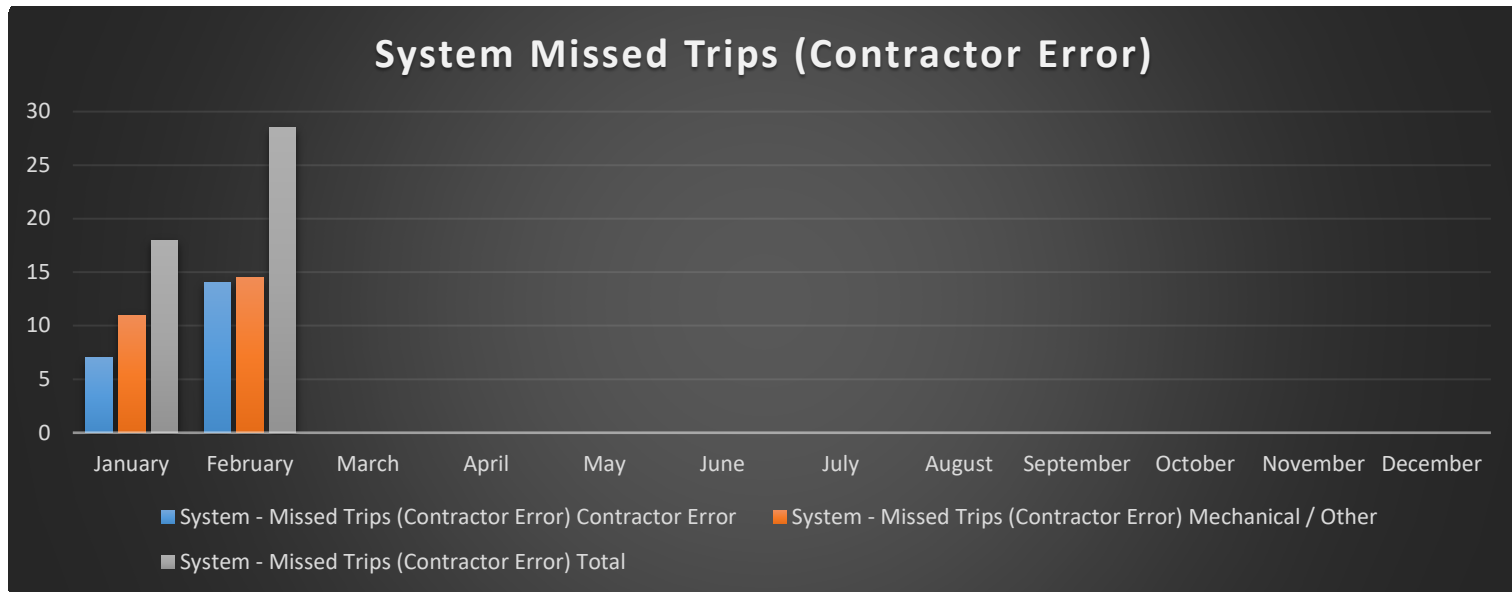


Attachment 9









Memorandum

To: MAT Coordinating Board
From: Shaun Crowell, Mobility Manager
Date: March 21, 2018
RE: *Paratransit Update*



Paratransit Update: January and February 2018

Paratransit continues to strive to make improvements in all aspects of the service we provide to our riders.

In January 2018 ridership increased 1.88% over 2017, revenue hours increased by 9.84%, however passengers per hour dropped 7.21%. Revenue miles increased 9.84%, the passengers per hour went down 7.21%, and the on-time performance increased 10.10%.

In February 2018 ridership increased 3.19% over 2017, revenue hours went up slightly to .84%, revenue miles went up 5.81%, passengers per hour went up 2.33%, and the on-time performance went up 6.76%.

Paratransit continues to do well in regards to queue times, this is the time callers wait before their call is answered. The standard we strive for is 95% of calls under 3 minutes and 99% of calls under 5 minutes.

In January Paratransit had 93% of calls answered in less than 3 minutes and 99% of calls answered in less than 5 minutes. In February had 93% of calls answered in less than 3 minutes and 99% of calls answered in less than 5 minutes.

In 2017 I approved a total of 307 applications for paratransit, this included applications that were approved for full, conditional, and temporary eligibility.

In January this year I have approved 31 applications and in February I approved 24 applications. This does not count the fixed route discount applications that paratransit reviews and approves.

Through a pilot program, in July 2017 Paratransit service on Sunday was expanded to include the cities of Moorhead and Dilworth.

So far in 2018, in January there were 16 Moorhead trips and 2 Dilworth trips. In February there were 12 Moorhead trips and no Dilworth trips. To increase awareness, there are flyers posted in the paratransit vehicles reminding passengers of the expanded service on Sunday.

Paratransit has seen improvement in many critical areas including on-time performance and queue times despite being short one full FTE the last few months. Once fully staffed we will continue to work on improving the passengers per hour and reducing the revenue hours through active dispatching and continuing to put together schedules that balance needs of our passengers and our fiscal responsibility to be as efficient with our resources as possible.

Memorandum

To: MAT Coordinating Board

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

Date: March 13, 2018

RE: *2018 MATBUS Promotions To-Date*



TapRide

TapRide is an on-demand service provided within a pre-selected area on NDSU main campus from 8:00 p.m. to 11:15 p.m, Monday through Friday during the NDSU academic year. TapRide was implemented as a pilot program to replace Route 35. The TapRide promotion took place in January and February to increase awareness of the new TapRide service, and to heavily promote it to the NDSU students who will provide the bulk of the ridership.

Features: Bus shelter posters, social media, some promotion on radio with Back to School, print ads in the NDSU Spectrum

Summary: This promotion helped to inform students about the new TapRide service. TapRide peaks at 20 rides/hour during the 8-9pm window, and averages 13 rides/hour.

Moorhead Service Expansion

The Moorhead Service Expansions promotion took place in January (radio and social media) and February (billboards and direct mail) to increase awareness of the recent expansions to areas served in the evenings and extra buses on Saturdays.

Features: Radio, social media, bus interior advertising handles, billboards, ValPak direct mail

Summary: This promotion coincided with a 6.39% increase in Moorhead ridership in comparison to January 2017 (39,972 rides in 2018, 37,751 in 2017). There were free ride coupons given away in direct mailings through ValPak—53 in February, and 17 so far in March.

Back to School – Spring Semester

The Back to School promotion was directed toward college students returning to classes for the spring semester in January. It focused on the U-Pass program, TapRide, and MATBUS app.

Features: Radio, campus invasions, vehicle on campus for M|State orientation, social media

Attachment 11

Summary: This promotion coincided with a 1.17% increase in ridership on NDSU campus, 13.89% increase on Route 1 (Concordia), 16.99% increase on Route 2 (MSUM), and 24.97% increase on Route 5 (M|State). This promotion also helped to promote TapRide, which has seen steady increases since its implementation—562 rides in January and 856 rides in February.

90-Day Youth Pass

The 90-Day Youth Pass promotion ran in January to introduce the recently implemented 90-Day Youth Pass. The pass will also be promoted in May to reinforce purchases for the summer months with the theme of “Oh, the Places You’ll Go!”

Features: Radio, social media, Minnesota Twins giveaways – Winter Caravan and Opening Day Game (sponsored by Midwest Radio), online videos, Fargo Monthly ad, pizza gift with purchase (sponsored by Radio FM Media/Deek’s Pizza), Facebook pass/pizza giveaway (sponsored by Radio FM Media/Deek’s Pizza), school newsletters, bus interior advertising handles, Moorhead Parks & Recreation Spring/Summer 2018 Catalog

Summary: This promotion coincided with a roughly 40% increase in Youth Pass purchases. Youth ridership increased by 41% in January and 29% in February.

Moorhead Resident Guide

The Moorhead Resident Guide promotion was initiated by the Moorhead City Manager’s office to provide information to residents and replaced the annual City Calendar. The Resident Guide was mailed to all households in late January and early February and included MATBUS information on the full back page, including two free-ride coupons. The MATBUS page highlighted the new service expansion and 90-day Youth Pass, and provided contact numbers, websites and social media for all public transportation services.

Features: Direct mail with two free ride coupons

Summary: There were free ride coupons given away in direct mailings of the Resident Guide—13 redeemed in January, 256 in February, and 71 so far in March.

Winter Promotion

The Winter Promotion took place in February and will also take place in November. It features the reasons why MATBUS is a smart choice during the winter months, e.g., less winter driving, warm buses.

Features: Radio, social media, \$500 prize giveaway (sponsored by Midwest Radio), #WorryFreeWinter

Summary: This promotion was largely intended for branding purposes, and to keep MATBUS advertising running during times of the year when we did not necessarily have themed/targeted promotions.

Attachment 11

iGoEco Challenge

The iGoEco Challenge promotion will take place March 26-April 29 to promote residents to replace solo car trips with a more eco-friendly option. The theme will focus on making smart transportation choices, and the prizes will feature smart technologies.

Features: Radio, social media, prize giveaways (pre-registration and weekly prizes (5) sponsored by Radio FM Media, and a grand prize), video, billboards, business mailings, shelter posters, bus wrap, print ads

Preview: This promotion is intended to encourage “choice” transportation riders to try eco-friendly options. Pre-registration begins March 19th, with the promotion to begin in full on March 26th. Almost all items have been completed ahead of schedule for this event. Posters will be distributed and a video commercial will be previewed at the Board meeting.

Earth Week - Get Your Can on the Bus

The Get Your Can on the Bus promotion takes place during Earth Week from April 16-21, and it focuses on the “green” advantages of riding MATBUS. Passengers can ride fixed routes for free with the donation of an empty aluminum can.

Features: Radio, social media, \$250 prize giveaway (sponsored by Midwest Radio), Mayor proclamation, press conference

Preview: This promotion is intended to encourage MATBUS riders to become engaged in Earth Week through public transportation. Giveaways, radio ads, a billboard rotation, and a social media video should encourage a ridership increase during this promotion.