

**93<sup>d</sup> Meeting of the  
Metro Area Transit Coordinating Board  
February 1, 2023  
Virtual Meeting**

**Members Present:**

Kevin Hanson, Chair  
Steve Lindaas, Moorhead City Council  
Denise Kolpack, Fargo City Commission  
Gabrielle Lommel, Concordia College  
Ryan Nelson, Moorhead City Council  
Brad Olson, West Fargo City Commission

**Members Absent:**

Brian Arett, Valley Senior Services  
Amber Borah, Dilworth City Council  
Paul Grindeland, Valley Senior Services  
Brit Stevens, NDSU  
Teresa Stolfus, M|State  
John Strand, Fargo City Commission  
Annie Wood, MSUM

**Others Present:**

Julie Bommelman, City of Fargo  
Luke Grittner, City of Fargo  
Taaren Haak, City of Moorhead  
Jordan Smith, City of Moorhead  
Cole Swingen, City of Fargo  
Lori Van Beek, City of Moorhead

**1. Call to Order and Introductions**

Chair Hanson called the meeting to order. A quorum was present.

**2. Action Items**

**a. November 16, 2022 Meeting Minutes**

A motion to approve the minutes was made by Mr. Olson and seconded by Mr. Lindaas. The motion was voted on and unanimously approved.

**3. Informational Items**

**a. 2022 Achievements – Lori Van Beek & Julie Bommelman**

Ms. Van Beek presented some of MATBUS' 2022 achievements. This was broken up into sections which included equipment, fares, route and service changes, shelters and facilities, and studies and plans.

For equipment, MATBUS participated in procurement for replacement of 1 Moorhead and 8 Fargo buses as part of the Duluth Consortium. Prices are being revised due to cost increases. Pending a new price proposal, the final order will be placed in early 2023. Moorhead was awarded a bid for replacement of two Paratransit buses in 2021 with delivery delayed from

2022 to 2024 or later due to Ford chassis availability. The Metro Transit Garage completed the delivery and installation of a new shop hoist. Dispatchers were also given new handheld language translation device to help with communication at the GTC.

For fares, MATBUS implemented a new account-based “Connect” mobile ticketing and fare capping app in May.

For route and service changes in Fargo, there were some temporary suspensions of bus service due to driver shortages. This included reduced frequency from January on Routes 11,13, 14 and 15. TapRide service to the Industrial Park was suspended on Saturdays. These changes were resumed in May. Evening service was changed to end at 9:45pm rather than 11:15pm. Mr. Swingen added that Fargo City Commission approved some minor route changes to Route 15, Route 18, Route 20, and Route 32 to improve consistency and on-time performance. Ms. Van Beek spoke about a Moorhead route change for Route 3 which no longer takes a detour as of November due to the completion of 20<sup>th</sup>/21<sup>st</sup> Street Grade Separation project.

For shelters and facilities, MATBUS distributed an RFQs for architecture and engineering services for Dilworth Walmart Transit hub improvements, Moorhead downtown Center Avenue shelters, and for up to nine replacement shelters with solar lighting in Moorhead.

For studies and plans, MATBUS updated its Safety Plan in July and its Transit Asset Management Plan in October. The FTA Triennial Review, which ended up covering four years due to the pandemic), was completed along with an update to equipment inventory, physical on-site verification and correlation with financial records.

Other achievements included amending the 2022 contract with First Transit to increase driver wages to attract and retain drivers. There were also wage increases for supervisors, payroll clerks, GTC dispatchers and the Operations Supervisor. MATBUS negotiated a one-year option for the First Transit contract for CY2023. RFPs were distributed for shelter cleaning, snow removal and hauling, and custodial services at the MTG and GTC. MATBUS also assisted the State of ND in drafting the RFPs for replacement of auto voice announcement and auto vehicle location systems and paratransit dispatch software. New billing calculations were drafter for the West Fargo Mass Transit Agreement and MATBUS began roundtable discussions for improving paratransit operations, including analysis of the application process, scheduling, driver capacity, vehicles, staffing, and software replacement.

#### **b. 2023 Goals – Julie Bommelman & Lori Van Beek**

Ms. Bommelman presented some of the organization’s goals for 2023. This included issuing an RFQ and scope of work for a planning study on Phase 2 for the implementation of a transit authority. MATBUS also aims to complete construction of the Dilworth Walmart Transit Hub, replace downtown Moorhead shelters on Center Avenue, purchase up to nine new shelters to replace aging structures, and replace shelter concrete for improved accessibility on up to six locations.

MATBUS is looking to purchase updated technology for paratransit scheduling and for fixed route live tracking. Major improvements to the MTG will continue as well as discussions to replace and relocate the West Acres Transit Hub. Route 15 and Route 18 will be further evaluated to improve on-time performance. In the new year, MATBUS aims to add additional

paratransit dispatching staff to keep up with growing demand and Fargo is looking to replace its existing TapRide software with TransLoc software for on-demand service.

Chair Hanson asked about Phase 2 for the implementation of a transit authority, if there is an anticipated end date and how far along MATBUS is in the process. Ms. Van Beek replied that they are finalizing their draft scope of work for the planning study while the grant application is in process for both Fargo and Moorhead. They hope to get out an RFQ at the end of February/early March and have the study completed by the end of June.

Chair Hanson followed up by asking if there is an end date for when they would like the transit authority to be in place. Ms. Van Beek expressed the earlier, the better. Chair Hanson stated that he was under the impression that there had to be a specific end date due to funding changes that were tied to population increases in the area. Ms. Bommelman added that after Census numbers, the region has exceeded the population threshold which will impact funding as of the next federal fiscal year (October 1, 2023). This upcoming study will look at next steps.

**c. Driver Shortage / Temporary Service Hours for 2023 – Julie Bommelman & Lori Van Beek**

Ms. Bommelman shared information about the ongoing driver shortage. Unlike paratransit, fixed route drivers are required to have a Commercial Driver License (CDL). This makes it challenging to fill those positions because CDL drivers are in-demand across the country. Full service would require a staff of 91 drivers, both full and part-time. Currently, MATBUS is down approximately 26% of their driving staff. First Transit has put forth extensive recruitment efforts including recruitment bonuses, and increased wages and benefits. However, with unemployment in the area being very low, retention efforts have not yielded the desired results. This is a trend felt by other transit agencies nationwide.

Ms. Bommelman also referenced an APTA article that noted that a person is required to be at least 21 years old in order to apply for a CDL. She added that it has been difficult to recruit drivers in their 20s as the job doesn't seem to appeal to their demographic.

Chair Hanson asked if other transit agencies in the region, such as Rochester, St. Cloud and Duluth, are doing anything differently. Ms. Van Beek mentioned that St. Cloud conducted a wage study which will be released in a couple of weeks and it will be interesting to see if there are any recommendations included. Mr. Smith added that Duluth had a community outreach program that allowed members of the community to drive a bus to see what it was like. Although they felt the event went well, the program failed to attract many new drivers.

**d. Vehicle Replacement Updates – Jordan Smith**

Mr. Smith explained that they have been working with Duluth and New Flyer to get new pricing. They are expecting to get pricing from New Flyer this week so they hope to get in an order by the end of the month. Currently there is an 18–24-month lead time, so new buses aren't expected until 2024/2025. 4 new paratransit vehicles are expected to be delivered to MATBUS in April/May.

Chair Hanson asked for an update on how vehicle parts and service are faring. Mr. Smith said that they are seeing issues that they don't usually see due to being unable to order new parts or vehicles. Paratransit vehicles are usually replaced after 5 years with 150,000 miles, however

they currently have vehicles that are 8 years old with 230,000 miles. Maintenance costs have dramatically increased as a result.

**e. Marketing Strategy for 2023 – Taaren Haak & Luke Grittner**

Ms. Haak and Mr. Grittner presented some marketing goals for 2023. This included prioritizing transit education by utilizing videos frequently with a series of videos on educational topics. Mr. Grittner mentioned that they want to do more to promote MATBUS Connect through videos and social media. Ms. Haak spoke about wanting to assess the MATBUS website to focus on ease of use and developing FAQs.

Mr. Grittner talked about the need to maintain digital marketing presence consistently throughout the year. This includes advertising on radio and music streaming services like Spotify. MATBUS is looking to identify strategies to engage younger riders, such as outreach to elementary school, high school and college students. Furthermore, the agency wishes to identify underrepresented demographics as well as exploring potential social media expansion to other platforms such as Instagram or TikTok.

Ms. Kolpack asked if MATBUS will be setting up metrics to analyze outcomes for targeting specific demographics and increasing ridership. Mr. Grittner explained that they will look to have more measurable goals after identifying the high-level strategies to reach those demographics. Ms. Van Beek reiterated that MATBUS does track ridership by customer type. Ms. Haak added that they can also see trends of ridership by school for the colleges that are part of the U-Pass program.

**f. Mobility Management Report / Paratransit Service Demand – Shaun Crowell**

Mr. Crowell presented the mobility management report for paratransit service demand. There was an increase in paratransit approved riders in 2017 which then started to dip. Starting in 2021, the number of approved applications has started to trend back up. Paratransit ridership overall has also been steadily increasing since 2021, particularly in Dilworth and West Fargo. Moorhead and Fargo have remained more consistent. Increases in paratransit ridership can have an affect on service and can lead to longer trip times, increased revenue hours, wear to vehicles, more fuel usage, and more scheduling challenges.

Mr. Lindaas pointed out that Fargo and Moorhead look like their paratransit ridership is currently down. Mr. Crowell mentioned that this can fluctuate a bit, but that Dilworth and West Fargo are outliers. There doesn't appear to be a clear explanation for this.

Chair Hanson asked if the driver shortage is also impacting paratransit service. Mr. Crowell said it has been a struggle despite First Transit providing an adequate number of drivers. Additional ridership has meant needing to use more vehicles and more time on the road for vehicles that are already past their typical lifespan.

Mr. Lindaas asked if there were any ways to track paratransit by user to find out more information about the numbers and demographic shifts that could explain the increase in Dilworth and West Fargo ridership. Ms. Van Beek said that in Dilworth specifically, there were detours due to road construction that may have prompted people to choose paratransit over the fixed route system. By looking at addresses, they can deduce where riders are coming from and they are actively studying these trends to see if there are any changes that may need to be

made. Ms. Bommelman added that they are seeing an increase in dialysis patients riding paratransit and transportation requests for other medical reasons.

**g. 2022 Operations Report – Cole Swingen & Lori Van Beek**

Mr. Swingen presented the annual operations report for 2022. Many of the routes have been impacted by the driver shortage with a decrease in ridership on Route 11, 13, 14, 15, 20 and 24. Road construction that impacted the on-time performance of Route 15 pushed some riders to use Route 16 instead, which saw a ridership increase. There was a significant drop in riders on LinkFM and a significant increase in TapRide ridership to the industrial park. Paratransit ridership has continued to grow while substantial ridership growth was seen on Routes 31 to 36 and NDSU TapRide service.

Ms. Van Beek presented ridership for Moorhead routes. The college routes 1 and 2 saw steady increases. Route 3 saw decreases in ridership likely due to road construction. Route 4, 5 and 6 also saw decreases in ridership while Route 9 saw an increase. Overall, Fargo ridership is up from the year previous while Moorhead ridership is down. This adds up to a slight increase in transit ridership systemwide.

Mr. Swingen went through the demographic breakdown of ridership. While there was a slight decrease in adult ridership, there was an increase of college, elderly, disabled, youth and child ridership. There was a significant increase in ridership across all colleges except NDSCS. Ms. Van Beek spoke about Metro Senior Ride ridership which has increased in Moorhead and Dilworth, and has started to catch up to pre-COVID levels.

There were decreases in revenue hours and revenue miles on the fixed-route system due to driver shortages. Paratransit saw increases. Despite this, ridership per hour increased on the fixed-route system and decreased for paratransit. Metro Senior Ride vehicle revenue hours, miles, and ridership per hour, all increased.

Mr. Lindaas asked about the trends of college ridership, including whether college ridership is back to pre-pandemic levels and if ridership per capita data is available. Ms. Van Beek mentioned that they are able to figure out this information from the U-Pass program. Mr.

Swingen also presented numbers that showed that college ridership is still slightly under half the ridership today as it was pre-COVID.

**4. Other Business**

Hearing no other business, the meeting was adjourned at 9:09 AM.