82nd Meeting of the
Metro Area Transit Coordinating Board
January 8, 2020
Fargo City Commission Chambers – 225 4th Street N, Fargo, ND

Members Present:
Jim Aasness, Dilworth City Council
Brian Arett, Valley Senior Services
Kevin Hanson, Chair
Steve Lindaas, Moorhead City Council
Jackie Maahs, Concordia College
Brad Olson, West Fargo City Commission
Brit Stevens, NDSU
Sara Watson Curry, Moorhead City Council
Annie Wood , MSUM

Members Absent:
Tony Grindberg, Fargo City Commission
Paul Grindeland, Valley Senior Services
Teresa Stolfus, M|State
John Strand, Fargo City Commission

Others Present:
Lori Van Beek, City of Moorhead
Julie Bommelman, City of Fargo
Taaren Haak, City of Moorhead
Michael Maddox, FM Metro COG
Matthew Peterson, City of Fargo
Jordan Smith, City of Moorhead

1. **Call to Order and Introductions**
   Chair Hanson called the meeting to order and introductions were made. A quorum was present.

2. **Action Items**
   a. **November 20, 2019 Meeting Minutes**
   A motion to approve the minutes was made by Mr. Aasness and seconded by Ms. Wood. The motion was voted on and unanimously approved.

   b. **Federal 5339 Grant Application for 2020 Capital (Moorhead)**
   Ms. Van Beek explained the Federal grants for 2020 and the projects being awarded through Federal 5339 funds. There will be five projects funded including (1) Green Light Priority Project (2) Facility Support Equipment (3) Bus Shelter at the Clay County courthouse (4)(5) Dilworth Transfer Hub Design & Construction.

   A motion to recommend approval to the Moorhead City Council of FTA Section 5339 capital grant application for the above listed projects was made by Mr. Arett and seconded by Mr. Olson. The motion was voted on and unanimously approved.

c. Route 4 Alternatives for Downtown Shopping

Ms. Van Beek explained some terminology that would be used throughout the presentation. She then introduced potential alternatives for Route 4 because during the public hearing process for changes to the Link FM service, people commented about route changes to accommodate or supplement some of the stops removed as part of the changes to Link FM. She shared goals for route 4 including (1) inbound and outbound bus stops at Hjemkomst, Parkview Terrace (low income housing), Moorhead Center Mall, and downtown Moorhead housing (US Bank) (2) Keep route timing the same with 10 min. to spare for weather etc. (3) Add bus stop close to the shelter that was previously used by Link FM (4) Provide additional route 4 bus stops in downtown Fargo (5) Replace Link FM bus stop sign at Hjemkomst with a MATBUS bus stop sign (6) Brand route 4 as the "shopping connection" (7) Maintain or reduce railroad crossings. Ms. Van Beek shared a map of the existing route 4. She shared pros and cons of the existing route 4 in the downtown areas of Fargo and Moorhead. She explained four options with their pros and cons for route 4 to supplement the Link FM changes most efficiently. Ms. Van Beek shared a matrix of the four options, and indicated that the preferred option was option 3. She then shared more detailed maps of option 3 indicating where new bus stops would need to be located.

Ms. Watson Curry asked if the changes to route 4 would merit a public hearing. Ms. Van Beek said that the changes are not significant enough to merit a public hearing, but would have an informational meeting and ultimate decision from Moorhead City Council. A public hearing is required if there are changes to more than 25% of the route 4 operating hours or the physical route that the bus would take.

A motion to recommend approval to the Moorhead City Council of option 3 changes to Route 4 was made by Mr. Lindaas and seconded by Mr. Aasness. The motion was voted on and unanimously approved.

d. Selection of Evaluation Team for Fargo-Moorhead Mass Transit Operational Services Request for Proposals

Ms. Van Beek explained the RFP for mass transit operational services. She said part of the process is to have an evaluation team that makes recommendations to City Council. The team reviews the RFPs and helps in the interview process as well. Ms. Van Beek said that in the past, board members have volunteered to be on the selection evaluation team, and reiterated that there is a time commitment to be a part of it. She asked if anyone was interested in serving on the evaluation team. Kevin Hanson said he would volunteer. Ms. Watson Curry asked about the time commitment. Ms. Van Beek said there is quite a bit of reading, otherwise meetings themselves may in total take about 8 hours, or one day. Ms. Watson Curry said she would tentatively volunteer. Mr. Stevens also volunteered. Ms. Van Beek said more information would be provided as MATBUS moves along in the process.

Mr. Hanson asked if the contract for operational services could be extended again. Ms. Van Beek said that the contract could be extended, and had been extended another year already.

Ms. Watson Curry asked for clarification about moving dispatch from contract services to City of Fargo employment. Mr. Peterson clarified that the transition for employees would be very seamless.

A motion to appoint Kevin Hanson, Sarah Watson Curry, and Brit Stevens to the Selection Evaluation Team for Fargo-Moorhead Mass Transit Operational Services Request for Proposals was made by Mr. Arett and seconded by Ms. Wood. The motion was voted on and unanimously approved.

3. Informational Items

a. 2020 Marketing Plan

Ms. Haak introduced the 2020 marketing plan. She said MATBUS is in the middle of the process of completing the plan, and are refining the approach to marketing in 2020. She explained that ridership is low across the nation, but hopefully some new tactics can help boost ridership in the FM metro. Ms. Haak explained the existing promotions that are typically done annually for marketing MATBUS to the community. She said that the promotions won't necessarily be cancelled, but may be done differently based upon the following goals: (1) Education of the community including dynamic media such as short videos. Also enhancing the website to be more user-friendly, and engage younger riders through different forms of social media. (2) Connection with the community. A big marketing push will be informing the public about the changes to Link FM.

Ms. Wood asked if the marketing team would address the "why" to ride vs. "how" to ride. Ms. Haak explained that they have done this in the past and plan to continue with "why" people should ride including a winter riding campaign which focuses on the benefits of riding the bus in the winter. Ms. Wood also suggested that a "sustainability and eco-friendly" marketing approach would be helpful to reach the younger demographic of the community. Mr. Hanson agreed that this was a good idea and could even see MATBUS having a focus group with younger riders regarding this topic. Ms. Haak said they do have some events that stress the ecological benefits of riding the bus, and added that the college ridership survey would also be going out soon to directly engage the younger demographic. She said there may be a good opportunity for a focus group as part of the development of the Transit Development Plan.

b. 2020 Fuel Bids

Mr. Smith explained that every 6 months, the City of Fargo goes out for bids for fuel for all departments including diesel and unleaded fuel used by MATBUS. He said they go out 6 months in advance. Mr. Smith said that last year's fuel cost was well within the $825,000 budget, and that for the first and second quarter of 2020, the prices have been the same as in 2019, so they are confident the budget will again be adequate. He also explained that it saves MATBUS over $170,000 if they were to pay at a regular pump, and not buy fuel in bulk.

Mr. Arett asked who was the successful bidder for quarters 1 and 2 of 2020. Mr. Smith said it was Hartland Fuel Products.

c. 2019 Annual Operations Report

Mr. Peterson explained that the 2019 Incidents Report would be included as part of the 2019 Annual Operations Report, as opposed to how it was listed as separate items on the agenda. Ms. Van Beek introduced the report including what vehicles had been purchased in 2019 for Fargo and Moorhead Transit . Mr. Arett asked what the price of the Tap Ride vehicle is. Mr. Peterson said it was $55,000. Ms. Van Beek went on to talk about other equipment purchases, fares, and marketing including an APTA award for television commercial "Abandoned cars". She also talked about route and service changes to Route 4 at Hwy 10 & 34th St., LinkFM, Fargo

Industrial Park TapRide which Mr. Peterson said is performing well, and Senior Ride operation hours. Mr. Peterson talked about shelters and facilities such as the GTC renovation project which is out for bid, the purchase of 10 replacement bus shelters for Fargo which are a new design, and the installation of 2 new shelters on 10th St N coinciding with an NDDOT project. Ms. Van Beek explained the 2019 personnel and training summary including committee participation, staff changes, training/education, and awards. She discussed current transit studies as well.

Mr. Peterson went through the operations report for 2019. He said ridership is down about 6%, which is manageable, because 2019 had some terrible weather and significant detours MATBUS is not overly concerned with the drop in ridership. Information about ridership was presented by route for Fargo and Moorhead. Mr. Peterson presented U-Pass ridership, trips by customer type, vehicle revenue hours, vehicle revenue miles, rides per hour, social media, and call logs. Mr. Peterson also discussed the 2019 complaints report including the top 6 complaints and a summary of all complaints. He added the 2019 incidents report including the top 6 incidents reported. He explained that complaints are typically reported by the public, and incidents are typically reported by MATBUS staff. Mr. Peterson said they also track other feedback items including compliments, bus stop requests, public hearings, event/policy, and missed trips. He explained the mechanical log by jurisdiction, and collision log.

Mr. Hanson asked about the weather related closings and if it was all or nothing, or if there are certain routes that can stay open. Mr. Peterson said that it depends and that when significant weather is coming in MATBUS coordinates with public works to get an idea about how quickly they hope to have roads cleared of snow. He explained that some of the smaller vehicles of the fleet may be cancelled before larger fixed-route service. MATBUS also has storm routes to avoid trouble areas due to blowing snow and such.

d. Interesting Articles

Ms. Van Beek explained that she included articles related to transit for the MAT Coordinating Board regarding ridership, ridesharing, and autonomous vehicles.

4. Other Business

Ms. Watson Curry suggested further discussion about the current MAT Coordinating Board meeting space, and wanted to assess if it was conducive for the discussions that the multi-jurisdictional board needs to have in order to move MATBUS forward. Mr. Hanson added that they should talk about options at a future meeting regarding the meeting space for the board.

Hearing no other business, Mr. Hanson adjourned the meeting at 9:10 AM.