



# Fargo-Moorhead Metropolitan Council of Governments

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**To:** MAT Coordinating Board Members  
**From:** Fargo-Moorhead Metropolitan Council of Governments (Metro COG)  
Metro Area Transit (MATBUS)  
**Date:** March 16, 2016  
**RE:** MAT Coordinating Board Agenda and Correspondence

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**62<sup>nd</sup> Meeting of the  
Metro Area Transit Coordinating Board  
March 16, 2016 – 8:00am  
Fargo City Commission Chambers – 200 3<sup>rd</sup> Street North, Fargo ND**

## *Meeting Agenda*

1. Call to Order and Introductions – Kevin Hanson (Chair)
2. Review and Action on Minutes from November 18, 2015 (**Attachment 1**)
3. Fargo Transit Capital Grant Request to NDDOT – Julie Bommelman (**Attachment 2**)
4. 2016 State of Minnesota Capital Grant – Lori Van Beek (**Attachment 3**)
5. MATBUS Operations and Ridership Reports - Lori Van Beek & Julie Bommelman
  - a. 2015 Year End Ridership Report (**Attachment 4**)
6. IGoEco Update – Taaren Haak (**Attachment 5**)
7. Introduction of New MATBUS Mobility Manager – Drew Sturdivant
8. Transit Development Plan (TDP) Update – Bill Troe SRF Consulting Group
9. Other Business

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Questions, comments or concerns prior to the meeting can be directed to Michael Maddox (701.232.3242 x33; [maddox@fmmetrocog.org](mailto: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.*

**61<sup>st</sup> Meeting of the  
Metro Area Transit Coordinating Board  
November 18, 2015  
Fargo Commission Chambers**

**Members Present:**

Kevin Hanson, Chair  
Jim Haney, Moorhead City Council  
Larry Weil (proxy for Mark Simmons), City of West Fargo  
Tony Gehrig, Fargo City Commission  
Sue Oatey, Concordia College  
Jeff Goebel, NDSU  
Jim Aasness, Dilworth City Council

**Members Absent:**

Jean Hollar, MSUM  
Shawn Anderson, M|State  
Brenda Elmer, Moorhead City Council  
Mike Williams, Fargo City Commission  
Paul Grindeland, Valley Senior Services

**Others Present:**

Lori Van Beek, City of Moorhead  
Jim Gilmour, City of Fargo  
Bill Christian, Metro COG  
Adam Altenburg, Metro COG  
Dan Farnsworth, Metro COG

Chair Hanson called the meeting to order at 8:00 AM.

**2. Review and Action on Minutes from September 16, 2015.**

A motion to approve the minutes was made by Mr. Haney and seconded by Mr. Aasness

Chair Hanson had a question regarding NDSU's request for additional buses at Barry Hall which was discussed at the previous meeting. Matt Peterson from First Transit stated that they have addressed the problem but there are additional students who have to wait for a bus. Not as many people have to wait, as students waiting have decreased to less than 10. With a bus coming every six minutes, students don't have to wait very long.

**3. Consider Section 5339 Grant Application**

Mr. Farnsworth stated that every year the North Dakota Department of Transportation (NDDOT) solicits applications from transit agencies for Section 5339 grants. Section 5339 grants award funding for the purchase/replacement of buses and improvements to bus facilities. Per NDDOT, Urban Transit Providers need to coordinate their application submittals through their representative Metropolitan Planning Organization (i.e. Metro COG).

The one application received by Metro COG was from the City of Fargo. The City of Fargo (MATBUS) is applying for:

- Three fixed route buses
- or-
- One 60-foot articulated bus plus at least one additional fixed route bus

The estimated cost for this request is \$1,350,000. 80% (\$1,080,000) of this cost would come from the Section 5339 grant and the remaining 20% (\$270,000) would come from the City of Fargo general fund. Roughly \$466,600 is available for the North Dakota Section 5339 Urban Transit portion so only a portion of the requested amount can be expected to be awarded.

Upon approval from the MAT Coordinating Board, Metro COG will submit the application and necessary attachments to the NDDOT. Applications are due to NDDOT by November 23<sup>rd</sup>.

Valley Senior Services stated that they are planning to submit an application for 5339 funding for their storage facility in Fargo. The funding will go toward adding an addition to their facility to handle dispatching and communication. However, they were not aware they had to inform anyone and said they would forward the application to Metro COG after the meeting.

Mr. Gehrig asked that Ms. Bommelman add as description that would clarify that the buses would be diesel in the application.

Mr. Gehrig made a motion to submit the application to the NDDOT. Ms. Oatey seconded the motion.

The motion carried unanimously.

#### **4. MATBUS Operations and Ridership Reports**

##### **a. August & September Reports (Attachment 3)**

Ms. Van Beek stated that attachment 3 is the operation report for August and September. She stated that missed transfer statistic had decreased. Fewer accidents, ridership was down 2% in Moorhead for the month of August (4% for year). Ms. Van Beek stated that she does not believe that information is correct and implied that it was a software issue. Ms. Bommelman stated that in Fargo, ridership decreased by 7% compared to last year (8% overall). The fare box recovery was not as down as the software numbers have been reporting indicating the glitch in the system. Mr. Gehrig stated that he is concerned with the decreasing ridership.

##### **b. Corrected May, June, July Paratransit Reports (Attachment 4)**

Previous reports were corrected due to an error by a MATBUS staff person in entering the data.

MATBUS is seeing a decline in paratransit ridership, which is a good trend. Seniors who are eligible for this service often take senior ride through Valley Senior Services which is the same cost to the rider, but more economical to the provider.

Chairman Hanson asked that ridership reports be sent out every month, even when the Board does not meet.

##### **c. LinkFM Update (Attachment 5)**

There has been continued growth in LinkFM ridership, especially in July for the Street Fair. Most are not riding for park-and-ride purposes. LinkFM is comparable to newer routes that have been added to the system in terms of riders per hour. The goal is 10-15 rides per hour. Mr. Gehrig is concerned that LinkFM is not living up to expectations. Nine months is the original test period for the route. City Hall and other construction

projects that were planned downtown did not happen, which probably affected the ridership.

The City of Moorhead put money in their budget for operations of the route in 2016 dependent upon a grant. They did not receive the grant. Mr. Gehrig said that as a Fargo City Commissioner, he would be pushing for canceling the service. Mr. Gilmour detailed the process by which MATBUS will need to do in order to discontinue a route.



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**To:** MAT Coordinating Board  
**From:** Dan Farnsworth, Metro COG  
**Date:** March 10, 2016  
**Re:** Section 5310 Transit Grant Application

The Section 5310 grant is an annual federal grant which provides funding for transit projects that improve mobility for the elderly and persons with disabilities. Awarded projects are funded 80% with federal funding while the remaining 20% requires local funding. Awarded funding would be provided between July 1, 2016 and June 30, 2017. Grant applications for North Dakota applicants within Metro COG's planning boundary were due to Metro COG on March 3<sup>rd</sup>.

Metro COG received one application; from Metro Area Transit – Fargo. The applicant is seeking funding for the replacement of two hybrid diesel-electric paratransit vehicles. The purpose of replacing these vehicles is because the existing vehicles are no longer operable and cannot be repaired or retrofitted as the replacement/repair parts are no longer available. In addition the vehicles have reached their five-year life limit in accordance with FTA guidelines. The estimated cost for the two new vehicles is \$80,000 each. This totals to \$160,000, with a request for \$128,000 federal funding and the remaining \$32,000 being funded locally.

Please see the **attachment** for the Section 5310 grant application as completed by Metro Area Transit – Fargo.

**Recommended Action:**

**Approve the Section 5310 grant application as completed by Metro Area Transit – Fargo.**



**Application for Transit Funding  
For July 1, 2016 – June 30, 2017  
North Dakota Department of Transportation**

**Section 5310 – Enhanced Mobility of Seniors & Individuals with Disabilities**

The goal of Section 5310, the Transportation for Elderly Persons and Persons with Disabilities Program, is to *improve mobility for the elderly and persons with disabilities throughout the country*. Section 5310 provides financial assistance for capital purchases and operating assistance for transportation services planned, designed and carried out to meet the special transportation needs of the elderly and persons with disabilities in all areas – small urban and rural. The program requires coordination of federally-assisted programs and services in order to make the most efficient use of federal resources.



Vehicles may be used to provide meal delivery service for homebound persons on a regular basis in conjunction with passenger transportation. Delivery service **must not** conflict with the provision of transit services or result in reduced service to transit passengers.

**Coordinated Public Transit Human Services Transportation Plan**

**Applicants must be part of a locally derived Coordinated Public Transit Human Services Transportation Plan or part of a regional coordination project and approved by North Dakota Department of Transportation (NDDOT) prior to submission of this application.**



<p><b>Is the requested project part of a Coordinated Public Transit Human Services Transportation Plan?</b></p>	<input checked="" type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>
<p><b>If Yes, how was the Coordinated Plan addressed? Please upload your current Coordinated Plan into the electronic grant management system.</b></p>	<p>The plan assesses services, needs and strategies to develop prioritized project concepts to address identified transportation barriers. A cycle of vehicle purchases, in accordance with FTA replacement guidelines, have been identified in the plan.</p>

**Please Note:**

- If awarded a 5310 Grant, there will be additional language in your Project Agreement regarding the responsibility of the purchaser for maintenance, insurance and training of your drivers. Purchasers will be required to have the ability to finance the operation and maintenance of vehicles purchased with FTA/NDDOT funds.
- Match for Capital requests will require a **20% Local Match**.
- Match for Operating requests will require a **50% Local Match**.
- Match for Mobility Manager’s is a Capital expense at a **20% Local Match**.
- As with most Federal Assistance Programs, 5310 is designed as a reimbursement program. Your agency

should be prepared to pay for your equipment upon delivery/acceptance and then request reimbursement from NDDOT.

- If you receive \$750,000 from any federal source you are required to have an A-133 audit.
- **All applications are due April 1<sup>st</sup>, 2016, 5:00 PM. Late and/or incomplete applications may be subject to a penalty % reduction of requested amount.**

## Section 5310 Project Details

This section of the application is broken into two parts – **Project Description** and **Transportation Program Details**. The **Project Description** is designed to get specific information about the capital item(s) for which you are currently applying. The **Transportation Program Details** is designed to get more general information about your transportation program and how this project request will enhance your existing service. Both portions allow the Grant Review Committee to evaluate your agency proposals and should be used as a way for you to justify your request.

Project Description	
Vehicle Requests	Non Vehicle Request
What type of vehicle(s) would you like to purchase? (e.g. 12 passenger van)	2 Paratransit cut-away vehicles
Will this vehicle(s) replace an existing vehicle(s) from your fleet?	In the box provided below, please describe in detail your proposed project. Be specific and include a description of what you would like to purchase and how it benefits your transportation program.
	<input checked="" type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b> 1207: VIN # 1FDFE4FLXDA13365  1208: VIN # 1FDFE4FL8BDA13364
Transportation Program Details	
If yes, which vehicle(s) in your fleet do you plan to replace? (Include year and VIN number)	2 - 2010 diesel-electric Ford hybrid cut-aways for paratransit (units 1207 and 1208), which have reached the five-year life limit in accordance with FTA guidelines. In addition, replacement/repair parts for the vehicles are not available (the battery unit and the hybrid portion of the vehicles). These vehicles are inoperable and cannot be repaired or retrofitted.
What is the current mileage on the vehicle you are requesting to replace?	1207: 53,268 1208: 32,060
What are the eligibility criteria for persons to be eligible to ride your service?	Fixed route: no criteria (all people are able to ride) Paratransit: riders must meet ADA federal guideline
How can people schedule to ride your transportation program?	Fixed route: no scheduling ahead of time required Paratransit: reservations are taken via telephone and

	email	
What is the purpose of the three most commonly requested trips that your clients require? (e.g. medical, shopping, employment, education, etc.)	1.	Medical
	2.	Retail
	3.	Employment
Are you the lead transit provider in your area? If not, what is the relationship of your program(s) to other transportation providers?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
What is the need for transit service in your area? Why does this need exist? How have you determined this need?	The need is extensive for both fixed route and paratransit. The need exists in our urban area for several reasons: people unable to purchase their own vehicles, people choosing to ride transit for 'green' reasons, students reaching campus facilities located away from the main campus, people getting to employment and medical facilities, elderly and disabled people unable to drive individual vehicles choose transit to help maintain independence. We have determined the need by studies, surveys and ridership trends.	
How many trips do you provide on an annual basis?	2015 fixed route: 1,600,610 2015 paratransit: 51,513	
How will this proposed project address this need for service?	The purchase of vehicles assists with replacing older, mechanically diminished vehicles, which conversely keeps the maintenance costs lower and enhances the safety of the vehicles. As these 2 paratransit vehicles are inoperable and not repairable, they are useless for our services.	
What is the average fare a rider will pay for a trip in your transportation program?	Fixed Route:\$1.50 adult; \$.75 senior, disabled, youth Paratransit: \$3.00	
Do you market or promote your service? If yes, please provide a description of how you market the program and to whom in the box at the right.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Services are marketed on social media, billboards, brochures, ads in various publications, website, maps, radio, and TV.
Is your agency name on the vehicles?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Is your agency logo on the vehicles?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Do your vehicles have your phone number on them?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Do your vehicles provide any indication that the vehicle is available for public transportation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

If you are awarded a Section 5310 project, you will be **required** to report a number of performance measures, at least annually, to NDDOT on forms provided to you. These forms will be provided at the time the project goes to agreement. Information you will be required to report may include, but will not be limited to the following:



- the number of 5310 one-way trips;
- the number of 5310 vehicles you have in service;
- 5310 ridership demographics;
- annual 5310 vehicle mileage; and
- costs associated with your 5310 service

# Memorandum

To: MAT Coordinating Board

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

Date: March 14, 2016

RE: *State of Minnesota Capital Grant for 2016*



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## **Existing Fleet:**

Moorhead's current transit fleet consists of the following vehicles:

- 11 Fixed Route Buses (12-15 year life or 500,000 miles)
- 4 Paratransit Mini-buses (5 year life or 150,000 miles)
- 4 Senior Ride Mini-vans (4 year life or 100,000 miles)

Moorhead's fixed route fleet of 11 large buses includes nine 2003-2005 Orion buses, which were/are due for replacement in 2015-2017. In January 2016, Moorhead received delivery of four new replacement buses, leaving five buses yet to be replaced.

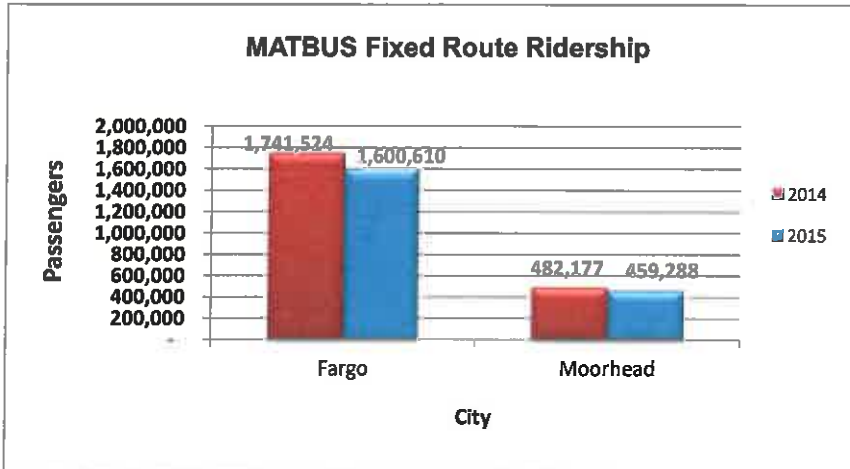
## **Grant Funding:**

The State of Minnesota has approved Federal Section 5339 funding for one large transit bus to be ordered in 2016 for delivery in 2017. The estimated cost is \$470,000 of which 80% or \$376,000 will be Federally funded and 20% or \$94,000 would be locally funded through 2017 Capital Improvement Funds.

**Recommended Motion:** To recommend to the Moorhead City Council approval of the contract with the State of Minnesota for capital funding in 2016 and local match funds from the 2017 CI Fund.

**Metro Area Transit of Fargo-Moorhead**  
**~ 2015 Ridership Report ~**

	<u>Moorhead</u>	<u>Fargo</u>	<u>Total</u>	<u>Total</u>	<b>2014</b> <u>Difference</u>	<u>% Change</u>
MAT Fixed Route	459,288	1,600,610	2,059,898	2,223,701	(163,803)	-7.37%
MAT Paratransit	9,490	42,023	51,513	54,217	(2,704)	-4.99%
Metro Senior Ride	10,143		10,143	8,301	1,842	22.19%
<b>TOTAL</b>	<b>478,921</b>	<b>1,642,633</b>	<b>2,121,554</b>	<b>2,286,219</b>	<b>(164,665)</b>	<b>-7.20%</b>

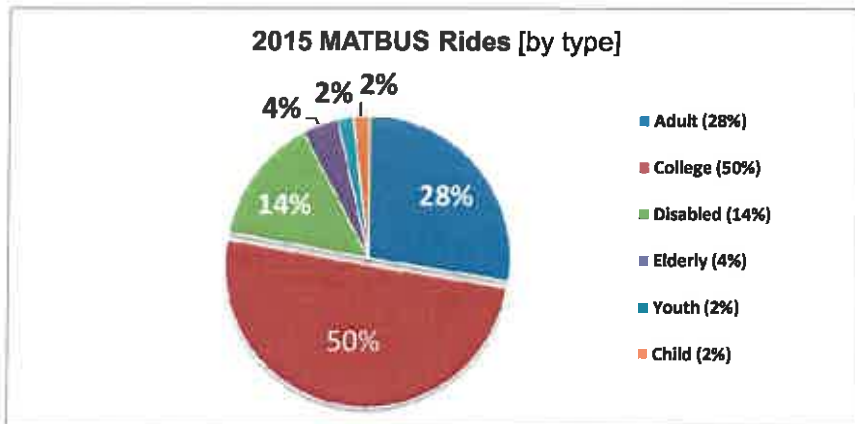


#### MATBUS Fixed Route - Ridership by City

	2014 vs. 2015 <u>% Change</u>
Fargo	-8%
Moorhead	-5%
<b>TOTAL</b>	<b>-7%</b>

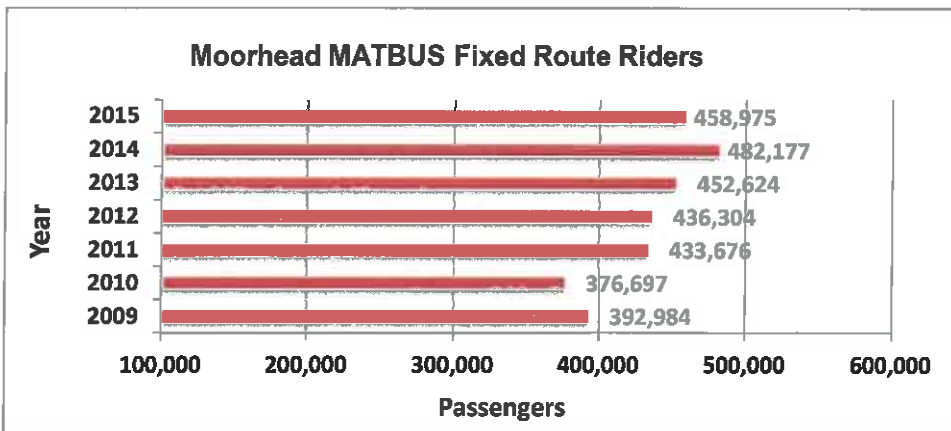
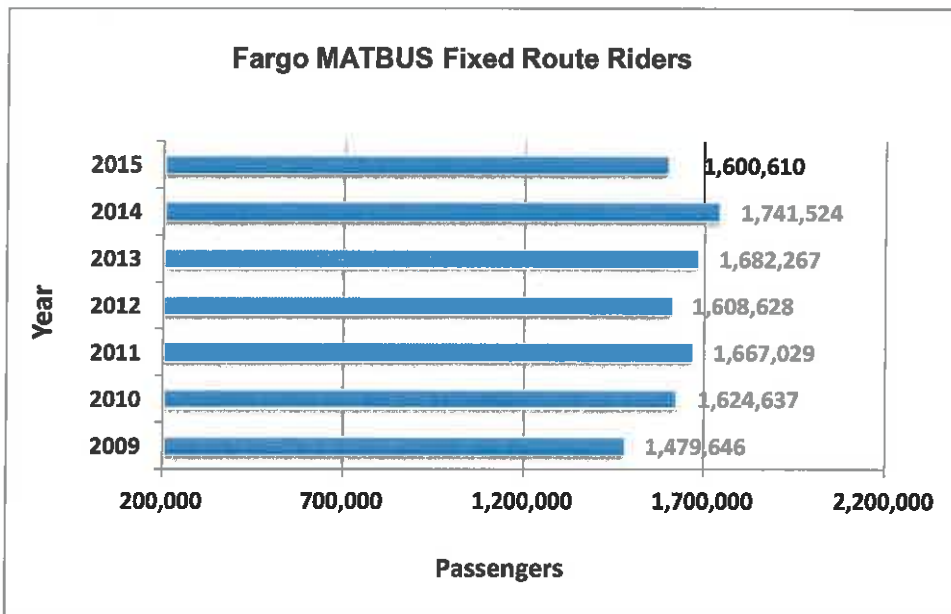
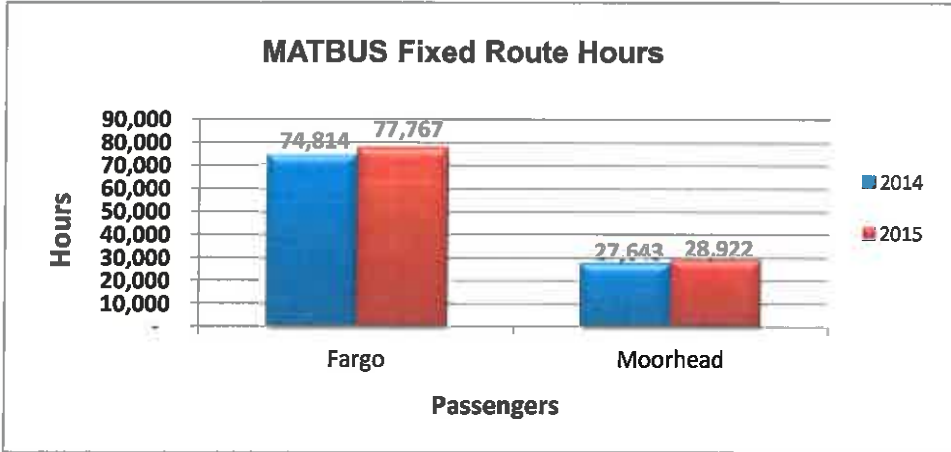
Fixed Route ridership decreases could be due to:

- Low gas prices
- Uber Service
- Great Plains Bike Share
- Driver recording of free rides & transfers



#### MATBUS Fixed Route Customers

	2014 vs. 2015 <u>% Change</u>
Adult	-10%
College	-7%
Disabled	-2%
Elderly	-3%
Youth	-13%
Child	-17%
<b>SUBTOTAL</b>	<b>-7%</b>
Transfers	0%
<b>TOTAL</b>	<b>-7%</b>



**MOORHEAD FIXED ROUTE RIDERSHIP**  
December 2015

Comparison to Previous Year by Route			
	Dec. 2014	Dec. 2015	% Change
Operating Weekdays	22	22	0%
Operating Saturdays	4	4	0%
Total Operating Days	26	26	0%
Revenue Hours	2,416	2,468	2%
Vehicle Mileage	33,376	36,339	9%
Route 1	6,153	6,429	4%
Route 2	8,760	9,380	7%
Route 3	5,049	3,124	(1,925)
Route 4	9,410	10,133	723
Route 5	4,412	4,539	127
Route 6	953	1,019	66
Route 7	1,114	1,115	1
Route 8	1,562	1,263	(299)
Route 9	538	702	164
<b>TOTAL Ridership</b>	<b>37,951</b>	<b>37,704</b>	<b>(247)</b>
Rides Per Hour	16	15	(0)
Rides Per Day	1,460	1,450	(10)
Rides per Vehicle Mile	1.14	1.04	(0)

**ROUTE INFORMATION**

Route 1 - Central Moorhead from Downtown by Concordia to Marriott  
 Route 2 - Central Moorhead from Downtown by MSUM to Marriott  
 Route 3 - Southeast Moorhead by High School, Horizon, Cashwise, Target  
 Route 4 - Downtown to East Ten Shopping Area, Target, Wal-Mart, Cashwise, North Moorhead, Courthouse, Highrises  
 Route 5 - South of I-94 from Marriott, Village Green, MjState, Safari, Americinn  
 Route 6 - Dilworth by Walmart, CVS, Red River Recovery, Houge Estates  
 Route 7 - Evening North Route to Hwy 10 Shopping, MSUM, Downtown  
 Route 8 - Evening South Route to Concordia, Safari, Sunmart to Downtown  
 Route 9 - SE Moorhead from Walmart to Horizon School, Sanford Health, Sam's Club

**NOTES:**

January 1, 2014, a new Route 6 was added to Dilworth with service only at peak morning and afternoon. On May 1, 2014, the route was interlined with new Route 9 for full service. May 1, 2014, a new Route 9 was added to SE Moorhead. Extensive detours to Main Ave

July 1, 2015, Route 5 was changed to remove "on request" service to Village Green and extend service south to 40th Avenue by the new Hornbacher's.

**MOORHEAD FIXED ROUTE RIDERSHIP - Year To Date**  
Jan-Dec 2014 compared to Jan-Dec 2015

Comparison to Previous Year by Route			
	2014	2015	% Change
Operating Weekdays	255	255	0%
Operating Saturdays	52	52	0%
Total Operating Days	307	307	0%
Revenue Hours	27,643	28,922	1,279
Vehicle Mileage	394,485	412,433	17,948
Route 1	80,367	76,401	(3,966)
Route 2	129,516	123,362	(6,154)
Route 3	55,715	48,675	(7,040)
Route 4	121,107	110,965	(10,142)
Route 5	48,513	52,495	3,982
Route 6	11,165	12,267	1,102
Route 7	11,943	10,229	(1,714)
Route 8	19,025	16,815	(2,210)
Route 9	4,424	8,079	3,655
Fargo Marathon	401	-	(401)
<b>TOTAL Ridership</b>	<b>482,177</b>	<b>459,288</b>	<b>(22,889)</b>
Rides Per Hour	17	16	(2)
Rides Per Day	1,571	1,496	(75)
Rides per Vehicle Mile	1.22	1.11	(0.11)

**ROUTE INFORMATION**

Route 1 - Central Moorhead from Downtown by Concordia to Marriott  
 Route 2 - Central Moorhead from Downtown by MSUM to Marriott  
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**NOTES:**

January 1, 2014, a new Route 6 was added to Dilworth with service only at peak morning and afternoon. On May 1, 2014, the route was interlined with new Route 9 for full service. May 1, 2014, a new Route 9 was added to SE Moorhead. Extensive detours to Main Ave

Year-end 2014: Added the Fargo Marathon, and rides found at year-end in Out-of-Service. July 1, 2015, Route 5 was changed to remove "on request" service to Village Green and extend service south to 40th Avenue by the new Hornbacher's.



**FARGO - MATBUS FIXED ROUTE RIDERSHIP - Year To Date**

Jan-Dec 2014 compared to Jan-Dec 2015

Comparison to Previous Year by Route

	2014	2015	Change	% Change
Operating Weekdays	255	255	-	0%
Operating Saturdays	52	52	-	0%
Total Operating Days	307	307	-	0%
Revenue Hours	74,814	77,767	2,953	4%
Vehicle Miles	951,662	986,075	34,413	4%
Route 11	84,339	82,527	(1,812)	-2%
Route 13	195,766	171,600	(24,166)	-12%
Route 13U	65,802	64,928	(874)	-1%
Route 14	206,586	174,363	(32,223)	-16%
Route 15	367,271	339,443	(27,828)	-8%
Route 16	88,381	74,759	(13,622)	-15%
Route 17	46,296	41,267	(5,029)	-11%
Route 18	71,441	60,066	(11,375)	-16%
Route 23	28,957	24,565	(4,392)	-15%
Route 31	63,008	52,937	(10,071)	-16%
Route 32E	171,829	178,926	7,097	4%
Route 32W	-	15,931	-	-
Route 33	245,023	226,883	(18,140)	-7%
Route 34	90,589	73,459	(17,130)	-19%
Route 35	9,845	7,643	(2,202)	-22%
ESPN / Homecoming	6,391	886	-	-
LinkFM	-	10,427	-	-
<b>TOTAL Ridership</b>	<b>1,741,524</b>	<b>1,600,610</b>	<b>(140,914)</b>	<b>-8%</b>
Rides Per Hour	23	21	(3)	-12%
Rides Per Day	5,673	5,214	(459)	-8%
Rides Per Vehicle Mile	1.83	1.62	-0.21	-0.11

**MATBUS ROUTE INFORMATION - FARGO**

Route 11 - Downtown north and south on Broadway to 25th Ave N, VA Hospital  
 Route 13 - Downtown to NDSU and North Fargo, including Northport & Trollwood  
 Route 13U - Downtown to Renaissance, Klai, R.H. Barry and NDSU Union  
 Route 14 - Downtown to Kmart, Essentia, 32nd Ave S, 42nd St S and West Acres  
 Route 15 - Downtown to 13th Avenue South retail corridor  
 Route 16 - Downtown to CashWise, West Acres and West Fargo  
 Route 17 - Downtown to Madison Neighborhood  
 Route 18 - Downtown to Jefferson Neighborhood and SE Human Services  
 Route 23 - West Acres to Woodhaven, Osgood, Microsoft, 52nd Ave Walmar & PRACS  
 Route 31 - NDSU Campus to Tech Park and FargoDome Parking  
 Route 32E - NDSU Campus to University Village and east side of Dakota Drive Housing  
 Route 32W - NDSU Campus to University Village and west side of Dakota Drive Housing  
 Route 33 - NDSU Union to Klai Hall, Richard H. Barry Hall and University Village  
 Route 34 - NDSU Union to Days Inn, Skills & Tech, Stop-N-Go Center & Niskanen  
 Route 35 - NDSU Evening Route between Library and University Village  
 LinkFM - Downtown circulator linking the Moorhead Center Mall to Downtown Fargo

**FARGO - MATBUS FIXED ROUTE RIDERSHIP**

December 2015

Comparison to Previous Year by Route

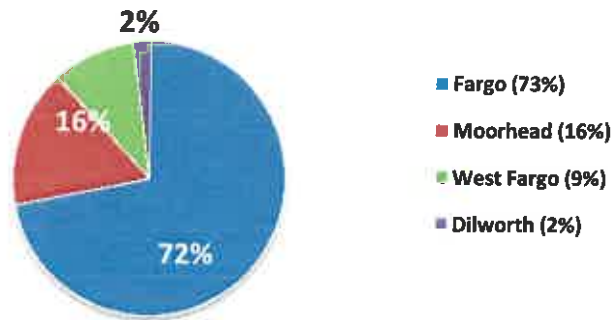
	December 2014	December 2015	Change	% Change
Operating Weekdays	22	22	-	0%
Operating Saturdays	4	4	-	0%
Total Operating Days	26	26	-	0%
Revenue Hours	6,485	6,853	368	6%
Vehicle Miles	79,986	92,179	12,193	15%
Route 11	7,174	9,253	2,079	29%
Route 13	14,911	12,991	(1,920)	-13%
Route 13U	5,315	5,371	56	1%
Route 14	15,783	11,269	(4,514)	-29%
Route 15	30,135	29,209	(926)	-3%
Route 16	7,098	5,775	(1,323)	-19%
Route 17	4,160	3,316	(844)	-20%
Route 18	5,717	4,064	(1,653)	-29%
Route 23	2,094	2,009	(85)	-4%
Route 31	5,689	3,490	(2,179)	-38%
Route 32E	15,457	17,666	2,209	14%
Route 32W	-	3,297	-	-
Route 33	19,559	16,063	(3,496)	-18%
Route 34	8,122	5,851	(2,271)	-28%
Route 35	1,052	516	(536)	-51%
ESPN / Homecoming	-	-	-	-
LinkFM	-	1,853	-	-
<b>TOTAL Ridership</b>	<b>142,246</b>	<b>131,993</b>	<b>(10,253)</b>	<b>-7%</b>
Rides Per Hour	22	19	(3)	-12%
Rides Per Day	5,471	5,077	(394)	-7%
Rides Per Vehicle Mile	1.78	1.43	-0.35	-0.19

**MATBUS ROUTE INFORMATION - FARGO**

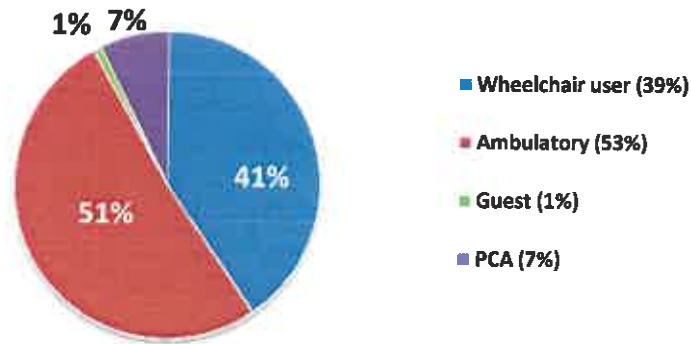
Route 11 - Downtown north and south on Broadway to 25th Ave N, VA Hospital  
 Route 13 - Downtown to NDSU and North Fargo, including Northport & Trollwood  
 Route 13U - Downtown to Renaissance, Klai, R.H. Barry and NDSU Union  
 Route 14 - Downtown to Kmart, Essentia, 32nd Ave S, 42nd St S and West Acres  
 Route 15 - Downtown to 13th Avenue South retail corridor  
 Route 16 - Downtown to CashWise, West Acres and West Fargo  
 Route 17 - Downtown to Madison Neighborhood  
 Route 18 - Downtown to Jefferson Neighborhood and SE Human Services  
 Route 23 - West Acres to Woodhaven, Osgood, Microsoft, 52nd Ave Walmar & PRACS  
 Route 31 - NDSU Campus to Tech Park and FargoDome Parking  
 Route 32E - NDSU Campus to University Village and east side of Dakota Drive Housing  
 Route 32W - NDSU Campus to University Village and west side of Dakota Drive Housing  
 Route 33 - NDSU Union to Klai Hall, Richard H. Barry Hall and University Village  
 Route 34 - NDSU Union to Days Inn, Skills & Tech, Stop-N-Go Center & Niskanen  
 Route 35 - NDSU Evening Route between Library and University Village  
 LinkFM - Downtown circulator linking the Moorhead Center Mall to Downtown Fargo



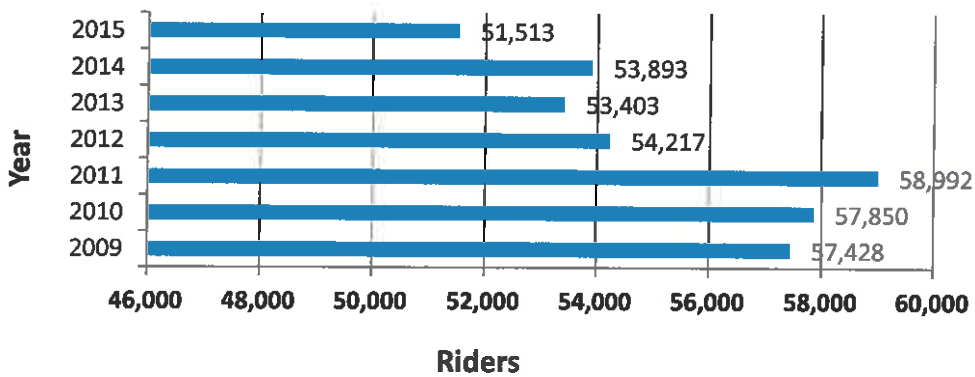
**2014 MAT Paratransit Rides by City**



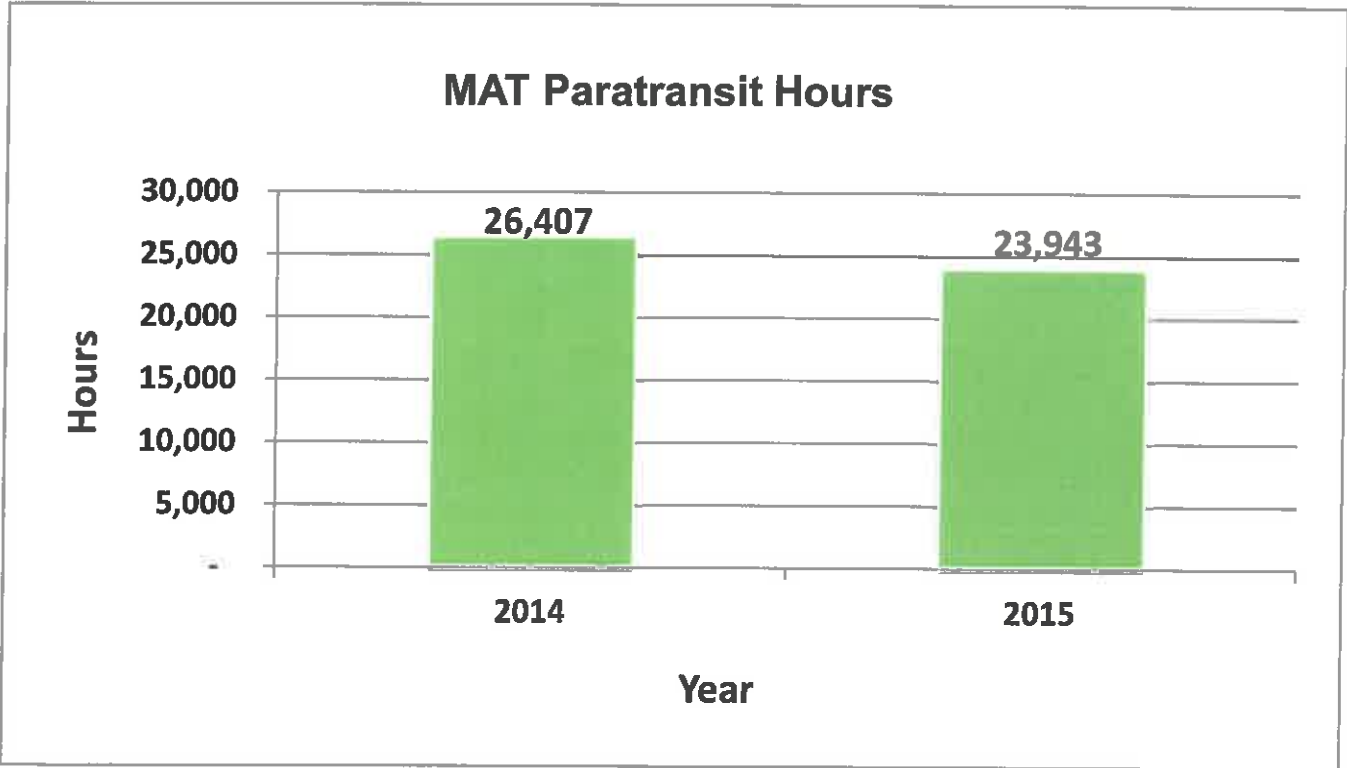
**2015 MAT Paratransit Rides by Customer Type**



**MAT Paratransit Riders**







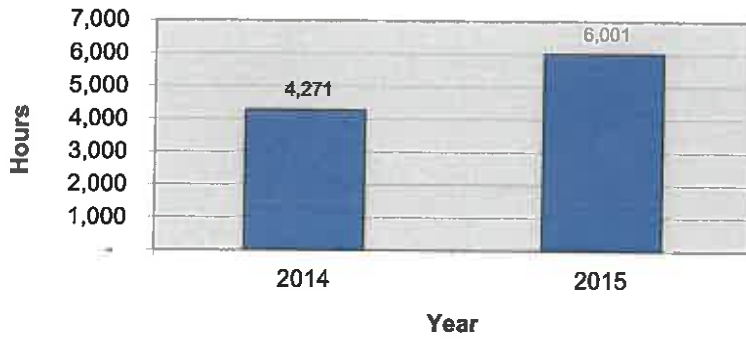
**PARATRANSIT RIDERSHIP**  
**January - December 2015**

<i>Comparison to Previous Year</i>				
	2014	2015	Change	% Change
Total Operating Days	355	356	1	0%
Hours of Service	26,407	<b>23,943</b>	(2,464)	-9%
Mileage	360,793	<b>336,408</b>	(24,385)	-7%
Total Ridership	53,893	<b>51,513</b>	(2,380)	-4%
Fargo	39,160	<b>36,999</b>	(2,161)	-6%
Moorhead	8,647	<b>8,370</b>	(277)	-3%
West Fargo	4,695	<b>5,024</b>	329	7%
Dilworth	1,391	<b>1,120</b>	(271)	-19%
Rides per Hour	2.04	<b>2.15</b>	0.11	5%
Miles per Rider	6.69	<b>6.53</b>	(0.16)	-2.5%

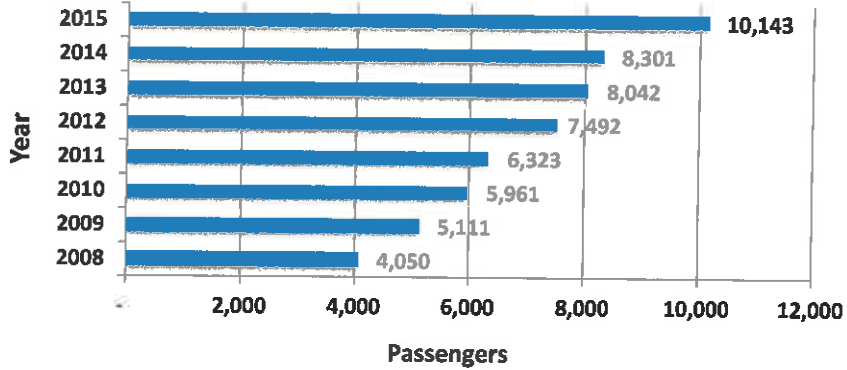
### 2015 Metro Senior Rides by City



### Metro Senior Ride



### Metro Senior Ride - Moorhead & Dilworth



**METRO SENIOR RIDE 2015  
MOORHEAD & DILWORTH, MINNESOTA**

Month	MOORHEAD SENIORS			DILWORTH SENIORS			TOTAL PASSENGERS		
	2015	2014	% Change	2015	2014	% Change	2015	2014	% Change
January	699	699	0.00%	70	29	141.38%	769	728	5.63%
February	638	675	-5.48%	69	36	91.67%	707	711	-0.56%
March	709	699	1.43%	89	31	187.10%	798	730	9.32%
April	698	691	1.01%	103	52	98.08%	801	743	7.81%
May	714	670	6.57%	106	49	116.33%	820	719	14.05%
June	705	581	21.34%	108	45	140.00%	813	626	29.87%
July	763	619	23.26%	99	59	67.80%	862	678	27.14%
August	791	644	22.83%	96	57	68.42%	887	701	26.53%
September	805	615	30.89%	73	60	21.67%	878	675	30.07%
October	798	666	19.82%	85	70	21.43%	883	736	19.97%
November	794	549	44.63%	97	64	51.56%	891	613	45.35%
December	928	590	57.29%	106	51	107.84%	1,034	641	61.31%
<b>TOTAL</b>	<b>9,042</b>	<b>7,698</b>	<b>17.46%</b>	<b>1,101</b>	<b>603</b>	<b>82.59%</b>	<b>10,143</b>	<b>8,301</b>	<b>22.19%</b>

Month	TOTAL PASSENGERS											
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
January	236	464	400	383	614	655	728	769				
February	324	442	398	387	598	512	711	707				
March	343	345	501	418	635	660	730	798				
April	389	427	491	689	685	728	743	801				
May	304	426	466	610	669	701	719	820				
June	261	419	502	566	595	606	626	813				
July	296	454	472	496	590	637	678	862				
August	266	417	483	636	682	720	701	887				
September	348	446	507	581	617	676	675	878				
October	428	473	546	676	673	812	736	883				
November	423	398	577	514	617	666	613	891				
December	432	400	618	367	517	669	641	1,034				
<b>TOTAL</b>	<b>4,050</b>	<b>5,111</b>	<b>5,961</b>	<b>6,323</b>	<b>7,492</b>	<b>8,042</b>	<b>8,301</b>	<b>10,143</b>				
% Change		26.20%	16.63%	6.07%	18.49%	7.34%	3.22%					

## Metro Senior Ride Service 2011-2015

Riders	2011	2012	2013	2014	2015	2014 vs. 2015 % Change
Fargo Vans	23,452	23,791	27,309	32,594	32,541	-0.16%
Fargo Bus	5,165	3,281	3,053	2,267	2,187	-3.53%
West Fargo	7,711	8,026	8,304	8,617	8,103	-5.96%
Moorhead	7,213	7,307	7,585	7,790	9,026	15.87%
Dilworth	423	232	479	603	1,101	82.59%
<b>Totals</b>	<b>43,964</b>	<b>42,637</b>	<b>46,730</b>	<b>51,871</b>	<b>52,958</b>	<b>2.10%</b>

Vehicle Miles	2011	2012	2013	2014	2015	2014 vs. 2015 % Change
Fargo Vans	147,806	152,513	164,881	193,558	198,101	2.35%
Fargo Bus	8,124	5,041	3,807	2,912	3,819	31.15%
West Fargo	65,631	58,603	54,241	57,796	55,968	-3.16%
Moorhead	50,586	57,989	59,716	62,632	80,766	28.95%
Dilworth (included in Moorhead)						
<b>Totals</b>	<b>272,147</b>	<b>274,146</b>	<b>282,645</b>	<b>316,898</b>	<b>338,654</b>	<b>6.87%</b>

# Memorandum

**To:** MAT Coordinating Board

**From:** Taaren Haak, Moorhead Asst. Transit Planner & Marketing

**Date:** March 9, 2016

**RE:** *iGoEco Challenge Update*



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MATBUS is partnering again with the Minnesota Department of Transportation for its 6th annual iGoEco Challenge, formerly the Commuter Challenge. This year, the State of Minnesota provided a large portion of the funding through a grant that expires June 30, 2016. The goal of the iGoEco Challenge is to encourage the use of eco-friendly transportation in the Fargo-Moorhead metro area. Once registered on [www.iGoEcoChallenge.com](http://www.iGoEcoChallenge.com), residents can log their mode of transportation each week for the chance to win prizes. The options include riding MATBUS, biking, walking, rollerblading or carpooling.

The Challenge will run April 4 - May 8, with pre-registration starting March 28. This is a change over previous years, when the promotion was run for eight weeks starting in early to mid-September. MATBUS staff decided to change the time period of the challenge to the spring to better utilize the funding received from the MnDOT grant before it expires. Also, the new timeline will allow for more impact with the university student audience and minimize interaction with the high volume of back-to-school events and messages.

This year will be the third Challenge using the theme of #LiddysLessons, which features a hip, knowledgeable senior citizen popping up in unexpected places to offer advice on eco-friendly transportation.

Types of marketing used for this promotion:

- Radio plan (including on-air interviews, viral videos and social media)
- Television commercials
- Print and digital billboards
- Full bus wrap
- Employer mailing posters
- Promoted social media posts

Residents will register at [www.iGoEcoChallenge.com](http://www.iGoEcoChallenge.com), then log their eco-friendly trips each week for up to five weeks. Those who register prior to the first challenge week will be eligible for a pre-registration prize pack, which will include tickets and vouchers to local restaurants and events. The weekly prizes will be valued at \$400, and those who complete all five weeks will be eligible for the \$1,000 value grand prize, donated by Gate City Bank.

Total listed sponsors for this promotion will be:

- Gate City Bank
- Big 98.7
- BOB 95
- 96.9 Hits FM
- Talecris Plasma Resources
- The Cities of Moorhead and Fargo.