



City of Moorhead
Downtown Transit Circulator Subcommittee
Meeting Summary
April 21, 2015 – 7:00 a.m.
Boardroom – City Hall

Members Present:

Lori Van Beek
Mike Williams
Joe Nigg

Matt Peterson
Mike Hahn
Michael Redlinger

Nancy Otto
Steve Gehrtz
Dave Piepkorn

1. Define the Scope and Purpose of the Downtown Transit Circulator Subcommittee (DTCS)

- a. Steve Gehrtz, Moorhead City Council (MCC), was appointed chairperson of the DTCS.
- b. Joe Nigg, City of Fargo Staff, provided an overview of the history of the proposed transit route. The proposed route is designed on a 15-minute turnaround time, with the goal of reaching several Downtown Fargo locations and the Moorhead Center Mall (MCM). Joe reviewed amenities within a ¼ mile walking buffer. While not all inclusive, it does illustrate the opportunities with the proposed route. He provided a handout of City of Fargo owned parking facilities and their current capacity.
- c. Dave Piepkorn, Fargo City Commission (FCC), shared that the cost for one Fargo bus is \$130,000/year to operate the route.

2. Background Information

- a. Joe Nigg provided information on Routes 31 and 34 (NDSU routes) as two circulator route examples. The proposed circulator route is a start, and additional resources can be added to it. The route touches locations on the Fargo side that were determined to be the best locations to begin service.
- b. Information was provided in response to a question about Routes 31 and 34 ridership statistics and if there is an estimate for ridership for the proposed route. Joe Nigg responded that a marketing/outreach education effort would be necessary to get resources in place to market the route and recruit riders. Specific estimates have not been developed for the proposed circulator.
- c. Nancy Otto, Moorhead City Council, expressed support for the proposed route, and suggested adding the Hjemkomst Center as a stop addition to keep the route within the 15 minute timeframe. Flyers and other outreach materials to get the word out about the route will be crucial to its success.
- d. Mike Hahn, Downtown Community Partnership (DCP), stated that a commitment to the route was needed over the long-term to connect the two downtown districts. DCP has committed to promoting the route and marketing it for both sides of the River.
- e. Steve Gehrtz suggested that slight alternations to the route could be beneficial for Moorhead.

3. Future Meeting Agenda Topics

- a. Joe Nigg will add the Hjemkomst Center and US Bank/Center Ave. as stop additions and refine the concept further with a ½ page summary to be communicated back to the DTCS and cities of Fargo and Moorhead.
- b. Dave Piepkorn suggested creating an opt-out opportunity for the Center Mall in the event they no longer desire the service in the future.
- c. Next steps will be to draft an alternate circulator route, clarify stops on the existing route, and outline marketing/signage.



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- d. The subcommittee agreed that a trial period is necessary to evaluate the service and determine if changes should be made to the revised route, as proposed. Ridership statistics will be tracked and reported as well.

4. Next Meeting

- a. Tuesday, April 28, 2015, 7:00 a.m., Boardroom – Moorhead City Hall