



GREAT RIDES MOORHEAD EXPANSION STUDY

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June 2016

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Just \$4 an hour for a ride.
Follow the prompts at the touchscreen to use your Visa or Mastercard.

Pro tip:
Any additional short rides (under an hour) for the next 24 hours are on us!

Ride like a local!

Members get a card for quick & easy access.
Skip the kiosk!

Membership includes unlimited rides up to an hour. Want a longer ride? Just \$4 an hour after that!

Purchase online at greatridesbikeshare.com for monthly or annual pass

Forgot your card?
Use the credit card associated with your account at the touchscreen.

Ride like a Bison!

NDSU student?
Use your Bison card for unlimited 30-minute trips.

Enroll your card at ndsu.edu/sg/bikeshare to get started.

Then tap your card at any dock to release your ride.
Ride with pride!

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Return

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Bikes are available from 6am-midnight daily
Return your bike at any time to any station.

Be safe and have a great ride!

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Acknowledgements

The members of the Moorhead Great Rides Expansion Committee would like to thank the Fargo-Moorhead Metropolitan Council of Governments, Great Rides, PartnerSHIP 4 Health, and the Minnesota GreenCorps program for supporting the creation of this document. Special thanks also to each organization represented on the Committee for allowing their employees to devote time to attending monthly meetings.

Thank you to B-Cycle, Great Rides' equipment vendor, for allowing us to reproduce the station dimension information in Appendix A.

Finally, thank you to all the students, members, and guests who rode Great Rides in 2015 for making the inaugural season such a resounding success.



The Moorhead Great Rides Expansion Committee. From left: Cam Knutson, Tim Flakoll, Anna Miller, Jonathan Atkins, Alex Cyusa, Austin Hauf, Jeffrey Eide, Sara Watson Curry, Dan Farnsworth, Patrick Hollister. Not pictured: David Hunstad, Melissa Rademacher, Sydney Stracke, Kallie Eberling. Photo by Mary Rothlisberger.

Bike Share Key Terms¹

B-Cycle: Bike share system vendor used by Great Rides Bike Share.

Bike sharing: “Bike sharing is a nonmotorized transportation service, typically structured to provide users point-to-point transportation for short distance trips (0.5 to 3 miles). It provides users the ability to pick up a bicycle at any selfserve bike sharing station in the network and return it to any other bike sharing station (including the origin).”*

Bike sharing station: “A bike sharing station is the structure that holds the automated customer kiosk, and the docks that dispense the bicycles. A station can hold a minimum of one bicycle and up to a maximum number of bicycles by adding more dock platforms.”*

Customer Kiosk: “An electronic terminal which provides bicycle rental instructions, payment equipment (i.e. credit card device), and all other means necessary for the rental of bicycles.”*

Dock: “The dock is the most basic component within a bike sharing station. The dock is a mechanism that retains a bicycle in an upright, locked position until released by the user.”*

Great Rides: Great Rides is a Fargo-based non-profit organization dedicated to building healthy individuals and communities by encouraging the use of bicycles for lifestyles, sport, and recreation.

“Last mile” trip: “A bicycle trip associated with the connection between a transit hub (i.e. bus, rail) and the final destination.”*

Member: “A daily, weekly, monthly or annual user of a bike share program. Some bike share programs refer to daily, weekly or monthly users as ‘casual users’.”*

Membership dues: “Membership dues are the amount charged to each bike share customer which allows access to the bike sharing program.”*

Rebalancing/Redistribution: “The terms are used interchangeably to refer to the process in which bicycles are redistributed throughout the service area to ensure that each bike share station has an appropriate proportion of available docks and bicycles at all times (ideally around 50% bikes to 50% open docks) to ensure optimum service.”*

Ridership fees/Usage fees: “The terms are used interchangeably to refer to any additional charges incurred by users of bike share systems after the first 30 to 60 minutes of usage. NOTE: some programs have begun to modify their fee structure by eliminating the free period.”*

Trip generator: In the context of bike share, a trip generator is a location with the potential to be the origin or destination for a person traveling by bike.

Purpose of Document

The purpose of this document is to:

- Provide a brief analysis of the first season of Great Rides in Fargo
- Document the efforts being pursued in expanding Great Rides into Moorhead
- Identify the benefits and feasibility of expanding Great Rides into Moorhead
- Develop a multi-step plan to implement Great Rides in Moorhead

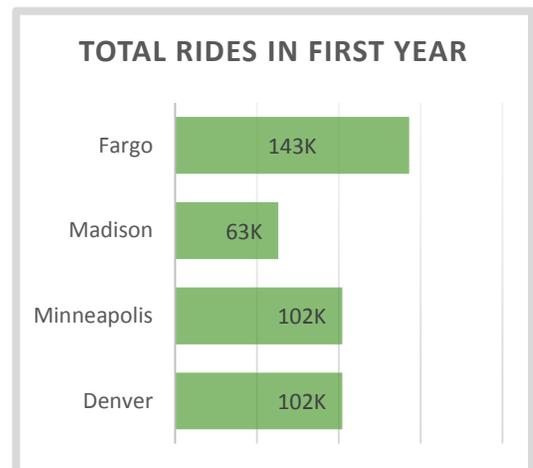
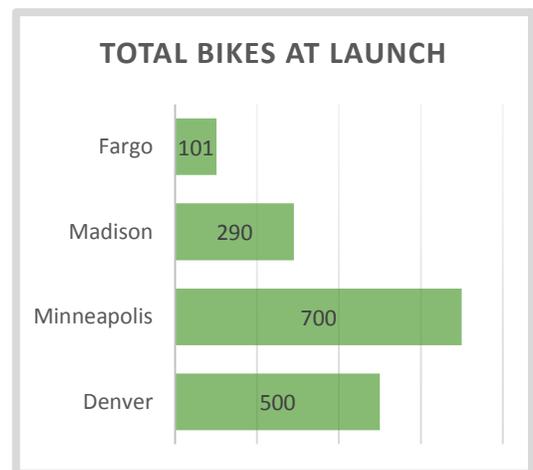
The intent is that this document will be used by Great Rides and those associated with the expansion of the program into Moorhead.

Great Rides Bike Share History

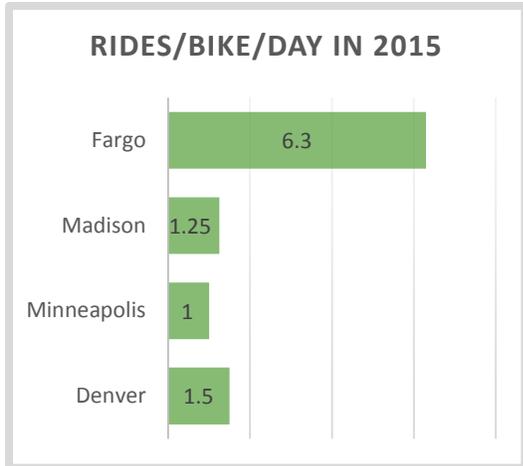
Discussions around creating a local bike share program began in 2011. Initial conversations were the result of interest from the NDSU Student Senate and individuals from the City of Fargo. It was determined that the most effective way to implement a bike share program, useable by NDSU students, would be to make the NDSU student ID cards easily compatible with the system. The NDSU students were excited and supportive of a bike share program and voted to allocate student activity fees to help fund it. The program was also geared toward use by the general public and visitors. After several years of planning, Great Rides was launched on March 15th, 2015.

2015 Season

For the inaugural season, the system consisted of 101 bikes and 11 stations. Four stations are located on the main NDSU campus with the other seven located at various locations in downtown Fargo. Of the seven downtown stations, two are located adjacent to downtown NDSU buildings. Halfway through the 2015 season, additional docks were added to certain stations to help mitigate overflow issues resulting from heavy use.



Great Rides Bike Share became an instant success. At season's close on November 1st, 2015, the system boasted over 143,000 trips taken. On the program's busiest day, an average of 20 rides per bike were taken, doubling the previous record of 10 rides per bike held by Austin, Texas during the South by Southwest (SXSW) Festival.



Thus far the program is heavily influenced by its NDSU student members— over 136,000 of its 143,000 trips were taken by students. As of December 2015, over 8,100 NDSU students were currently enrolled in the program. Because of the student activity fees allocated to the program, any NDSU student can check out a bike and ride the first 30 minutes for free. Figure 1 below illustrates the percentage of rides taken by NDSU students, members, and guest riders.

Figure 1 – Ridership by total number of rides

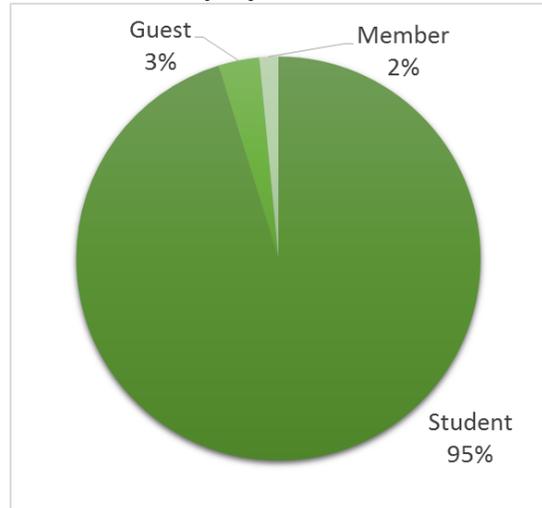


Figure 2 below further reinforces the student-driven nature of the first season of Great Rides. The system saw a significant drop in usage during the summer months, then a massive surge once students returned to classes. Unsurprisingly, weather also played a role in usage. As the graph shows, checkouts slowly decreased through October until Great Rides officially ended its first season on November 1st, 2015.

Figure 2 – Checkouts per day in 2015

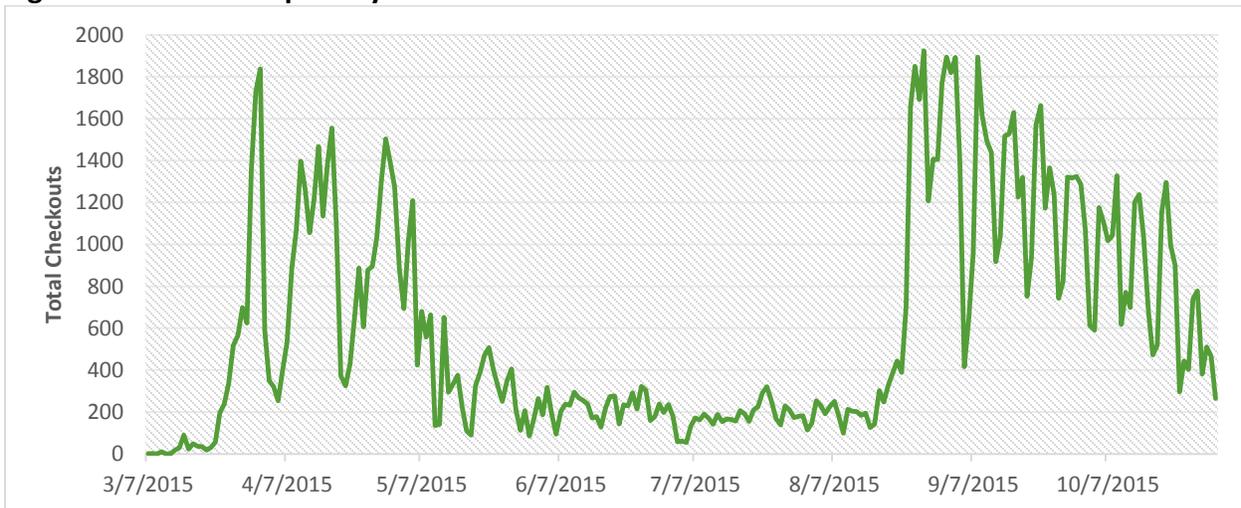


Figure 3 below shows the number of 2015 trips originating from and terminating at each station. The figures that follow show the same information using bar graphs and GIS mapping to illustrate route popularity.

Figure 3 – Trip Origin & Destination

Note: Stations highlighted in dark green are located on the NDSU main campus. Green cells indicate more trips between stations, red indicates fewer trips.

		Destination										
		High Rise Complex	Memorial Union	University Village	Wallman Wellness Center	US Bank Plaza	Barry Hall	Renaissance Hall	Great Northern Bicycle Co.	Sanford Medical Center	Fercho YMCA	MATBUS Center Downtown
Origin	High Rise Complex	14233	16671	8008	7296	314	455	129	199	210	57	71
	Memorial Union	16318	9408	6163	5030	538	824	429	342	355	95	130
	University Village	7754	5901	5132	2879	156	238	108	67	128	46	57
	Wallman Wellness Center	7650	4953	2542	3246	104	203	70	68	79	36	48
	US Bank Plaza	415	572	176	102	1397	168	142	168	215	171	77
	Barry Hall	501	810	234	194	192	727	218	36	40	90	56
	Renaissance Hall	183	395	83	59	173	249	585	52	50	59	61
	Great Northern Bicycle Co.	207	275	103	75	213	57	61	653	96	74	58
	Sanford Medical Center	203	274	119	55	267	58	76	107	409	79	59
	Fercho YMCA	96	104	30	27	168	60	61	83	65	595	41
	MATBUS Center Downtown	111	128	77	62	87	40	23	46	47	31	252

“The Great Rides business model not only works, but works even better than advertised... It’s an understatement to declare the innovative bike share business a success.”

–The Forum of Fargo-Moorhead

Figure 4 – Existing NDSU campus stations

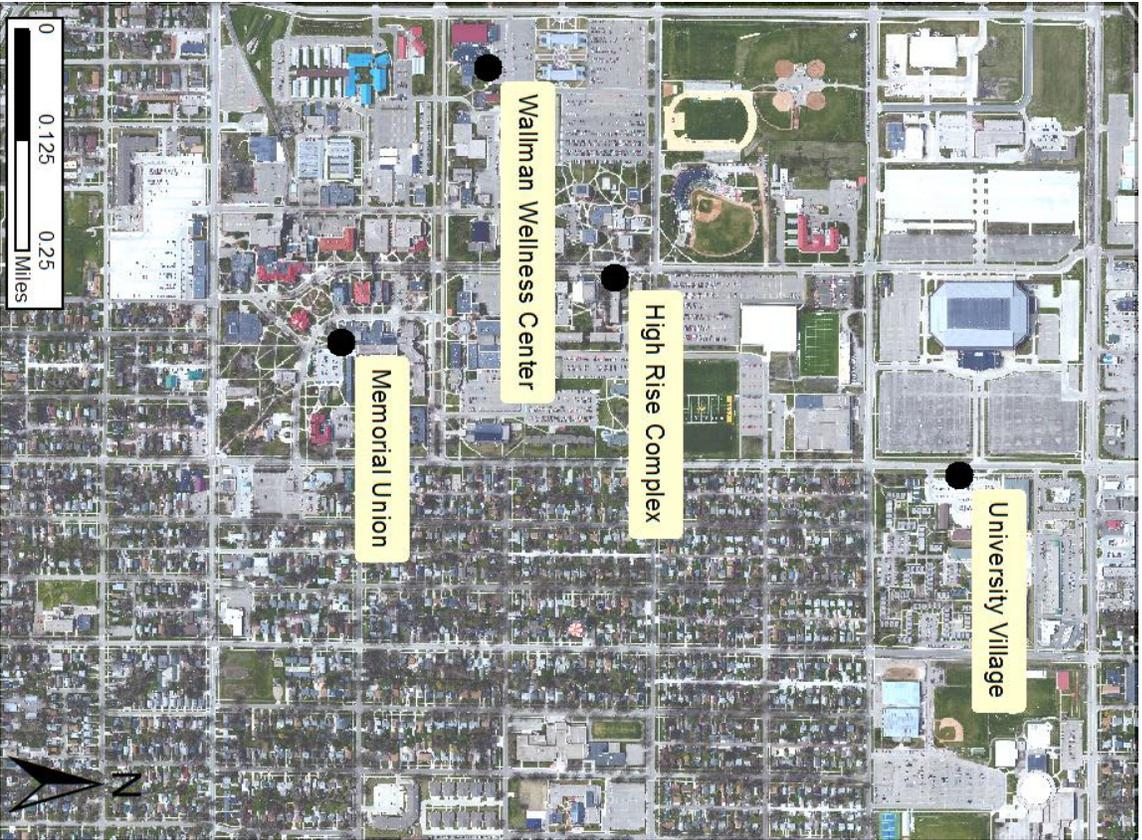


Figure 5 – Total trips by route (NDSU campus only)

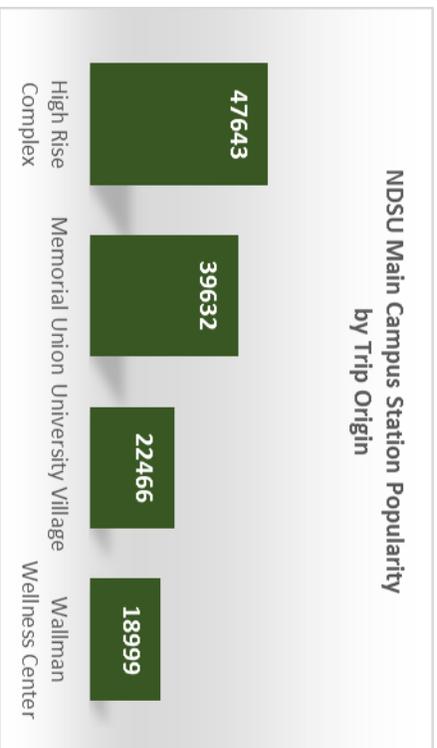
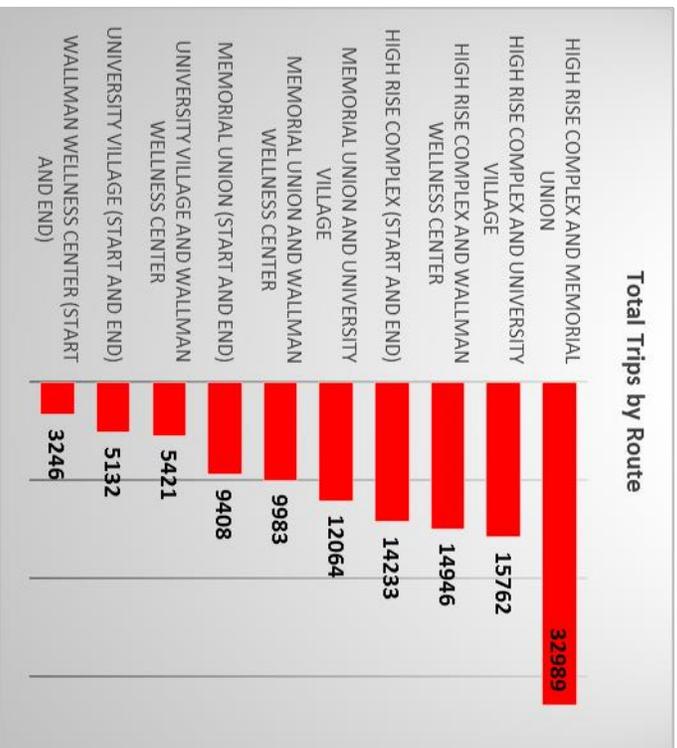


Figure 6 – Existing downtown stations

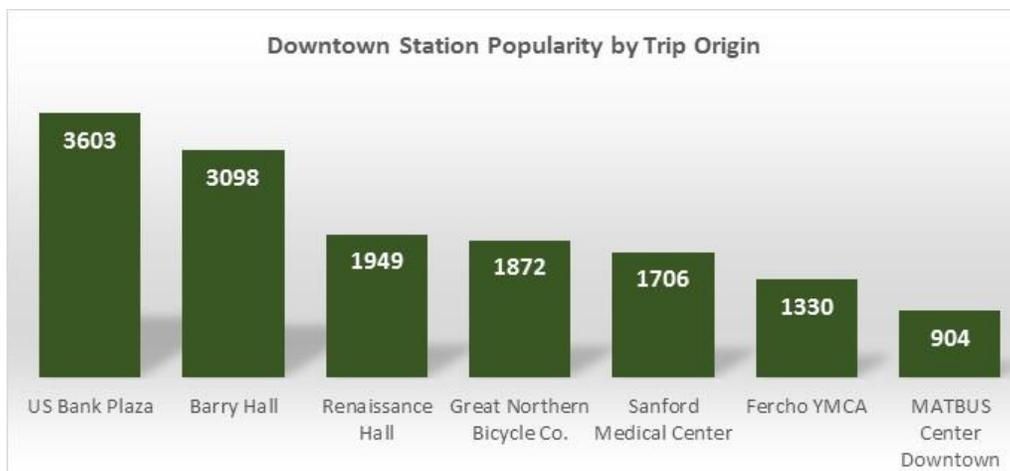
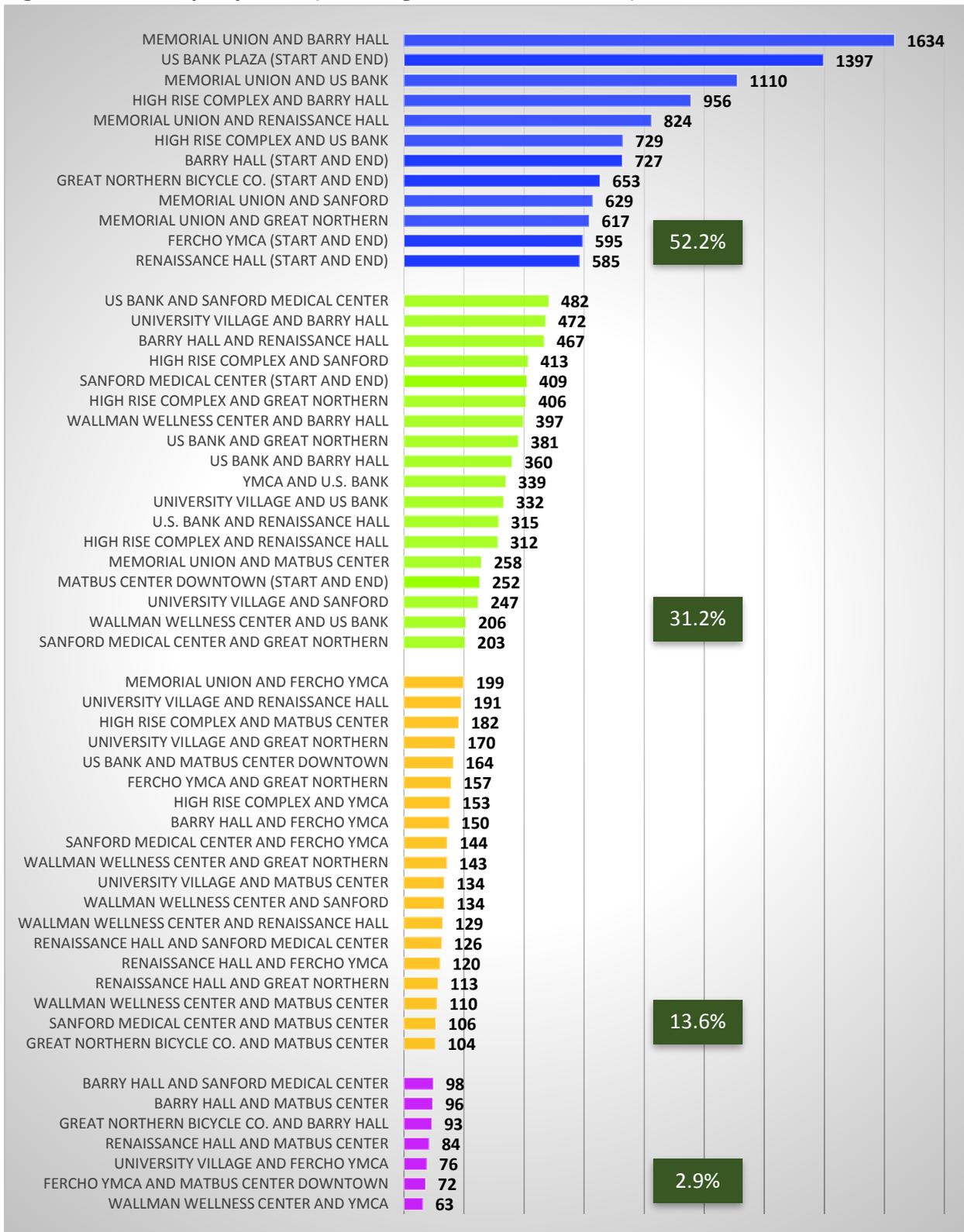


Figure 7 – Total trips by route (involving downtown stations*)



*86% of trips were taken exclusively within the NDSU central campus. This graph represents the remaining trips. See page 6 for more information on NDSU station use.

Figure 8 – Trip origin & destination – Overview

Note: The size of the station location markers reflect the number of trips beginning and ending at that station.

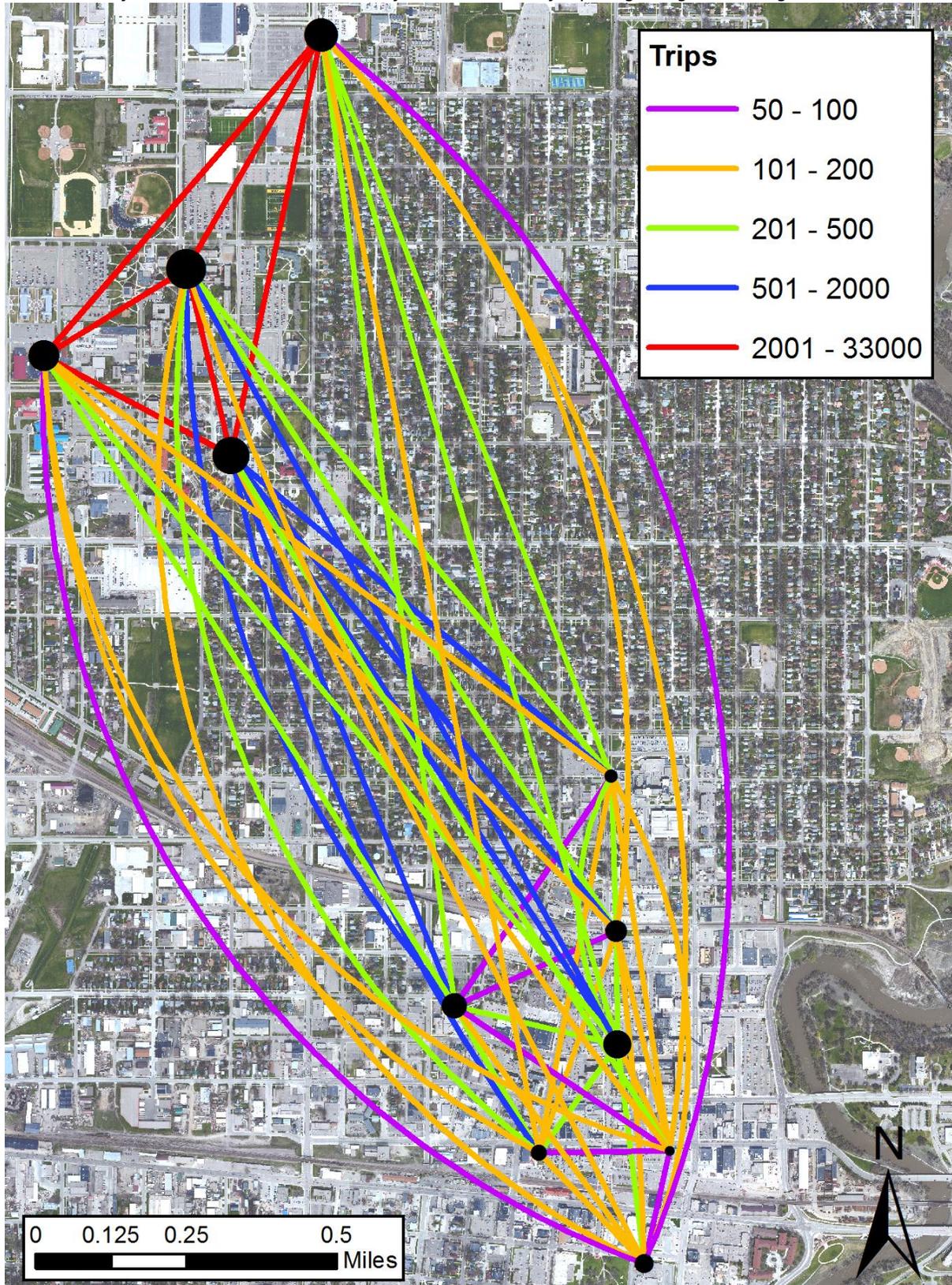


Figure 9 – Trip origin & destination – 2001–33000 trips

Note: The size of the station location markers reflect the number of trips beginning and ending at that station.

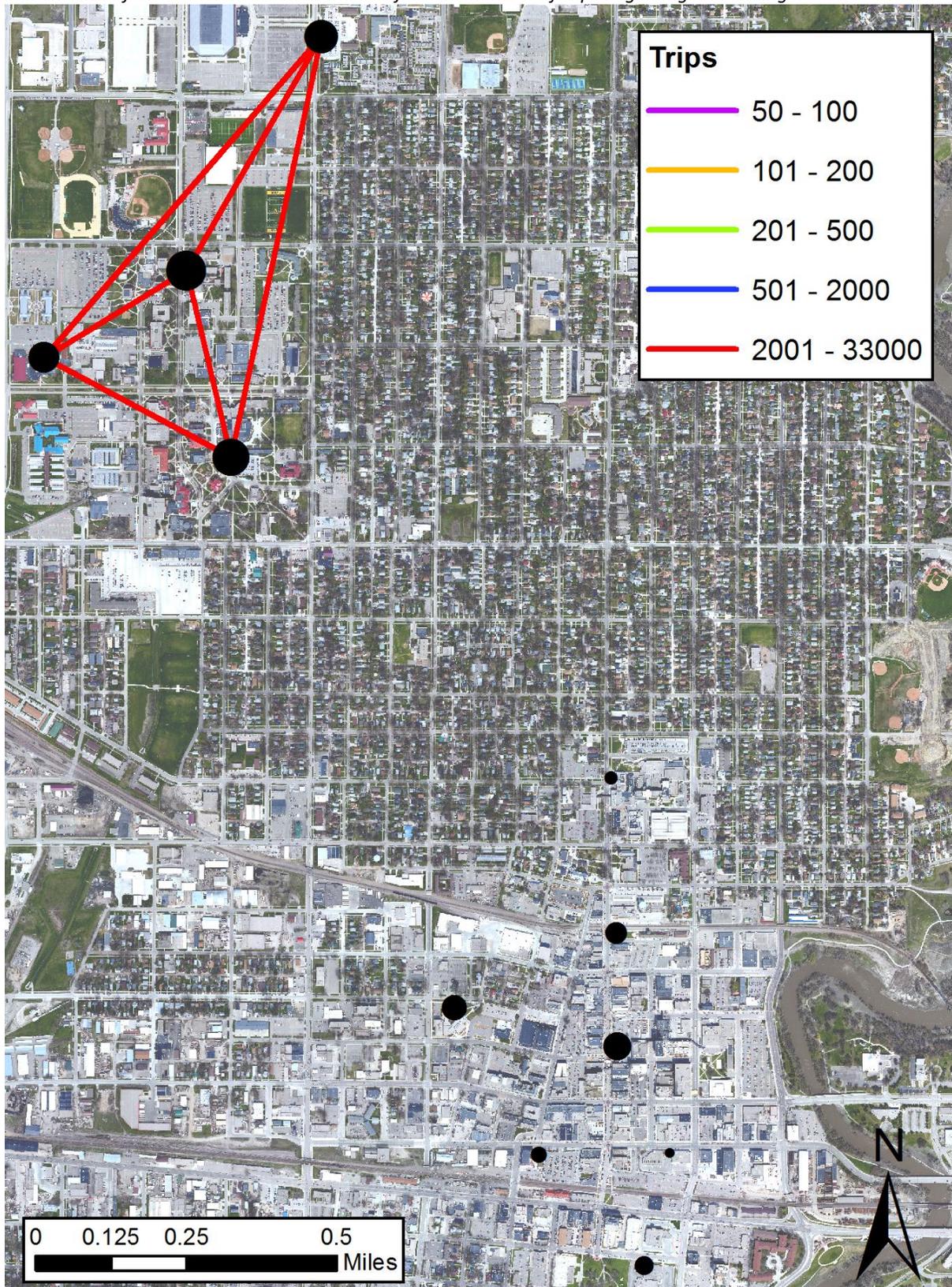


Figure 10 – Trip origin & destination – 501–2000 trips

Note: The size of the station location markers reflect the number of trips beginning and ending at that station.

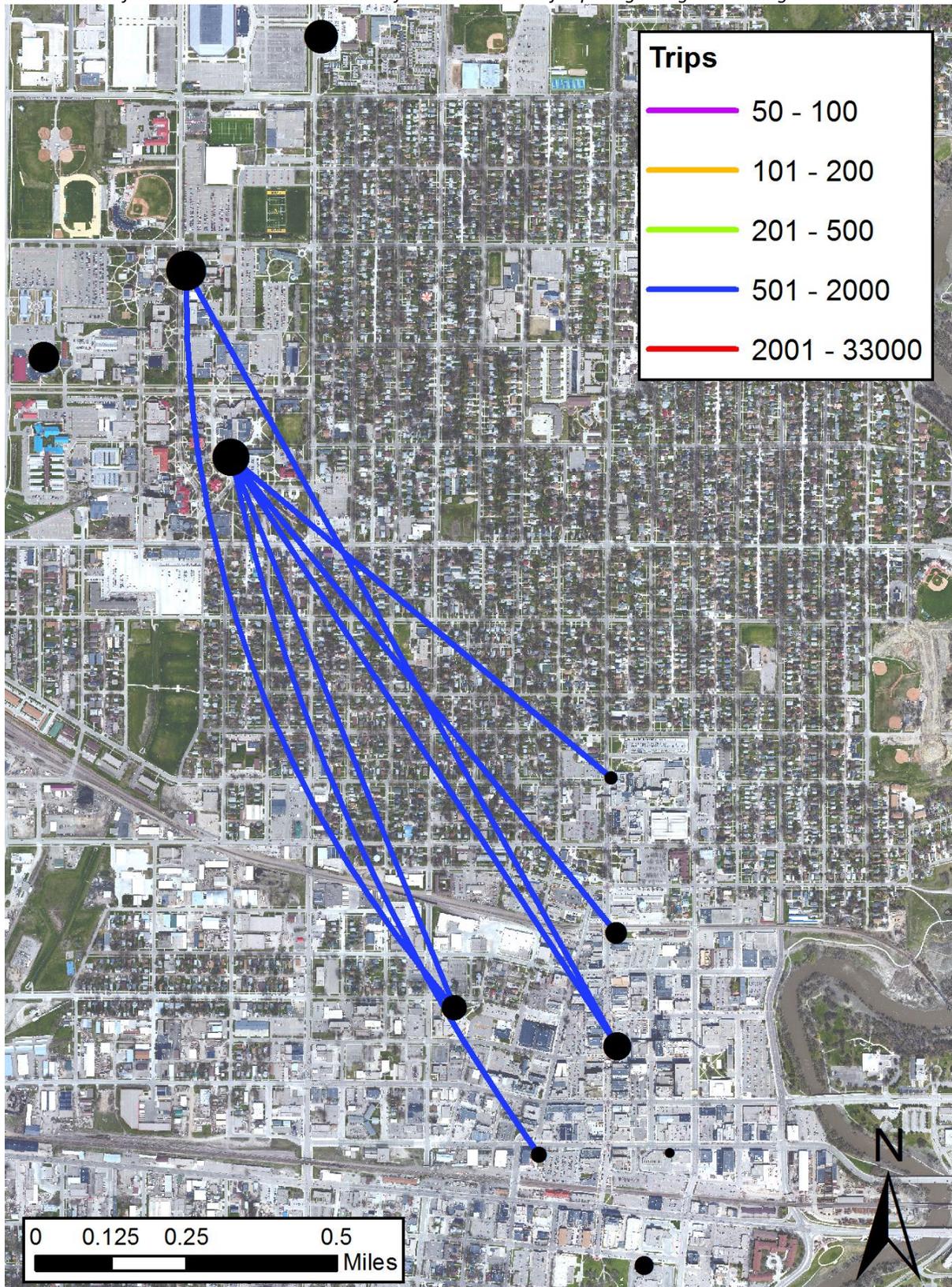


Figure 11 – Trip origin & destination – 201–500 trips

Note: The size of the station location markers reflect the number of trips beginning and ending at that station.

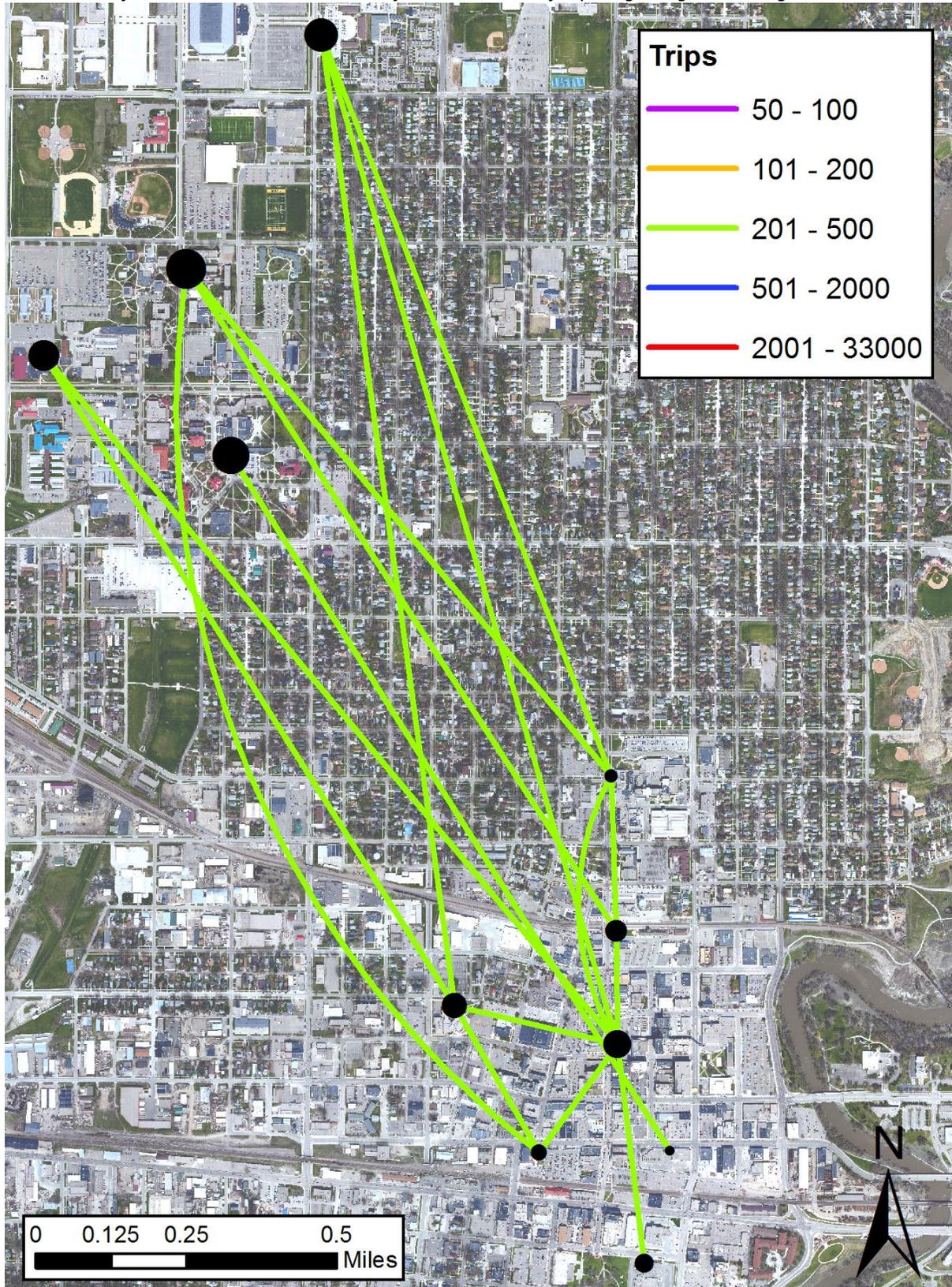


Figure 12 – Trip origin & destination – 101–200 trips

Note: The size of the station location markers reflect the number of trips beginning and ending at that station.

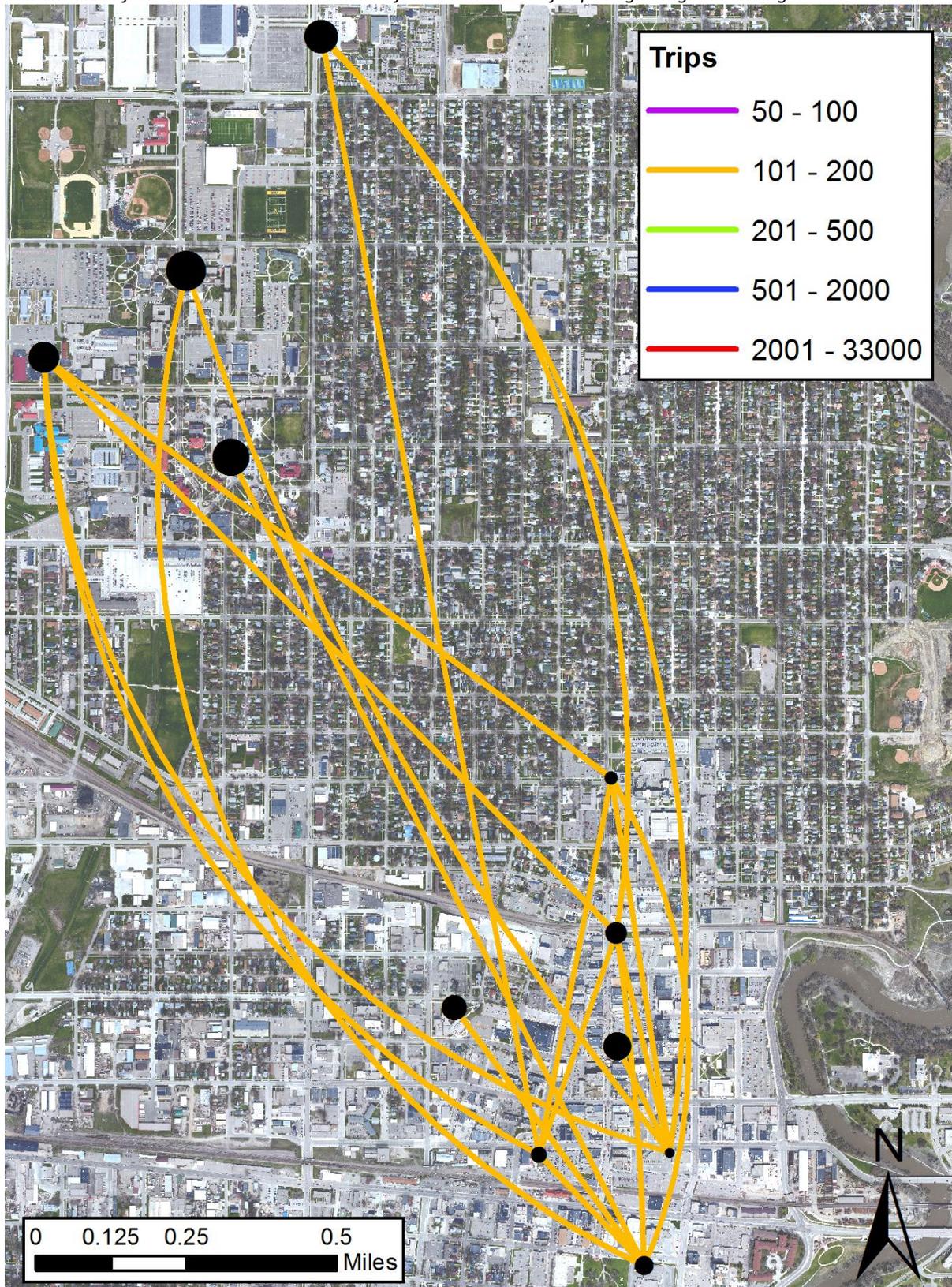
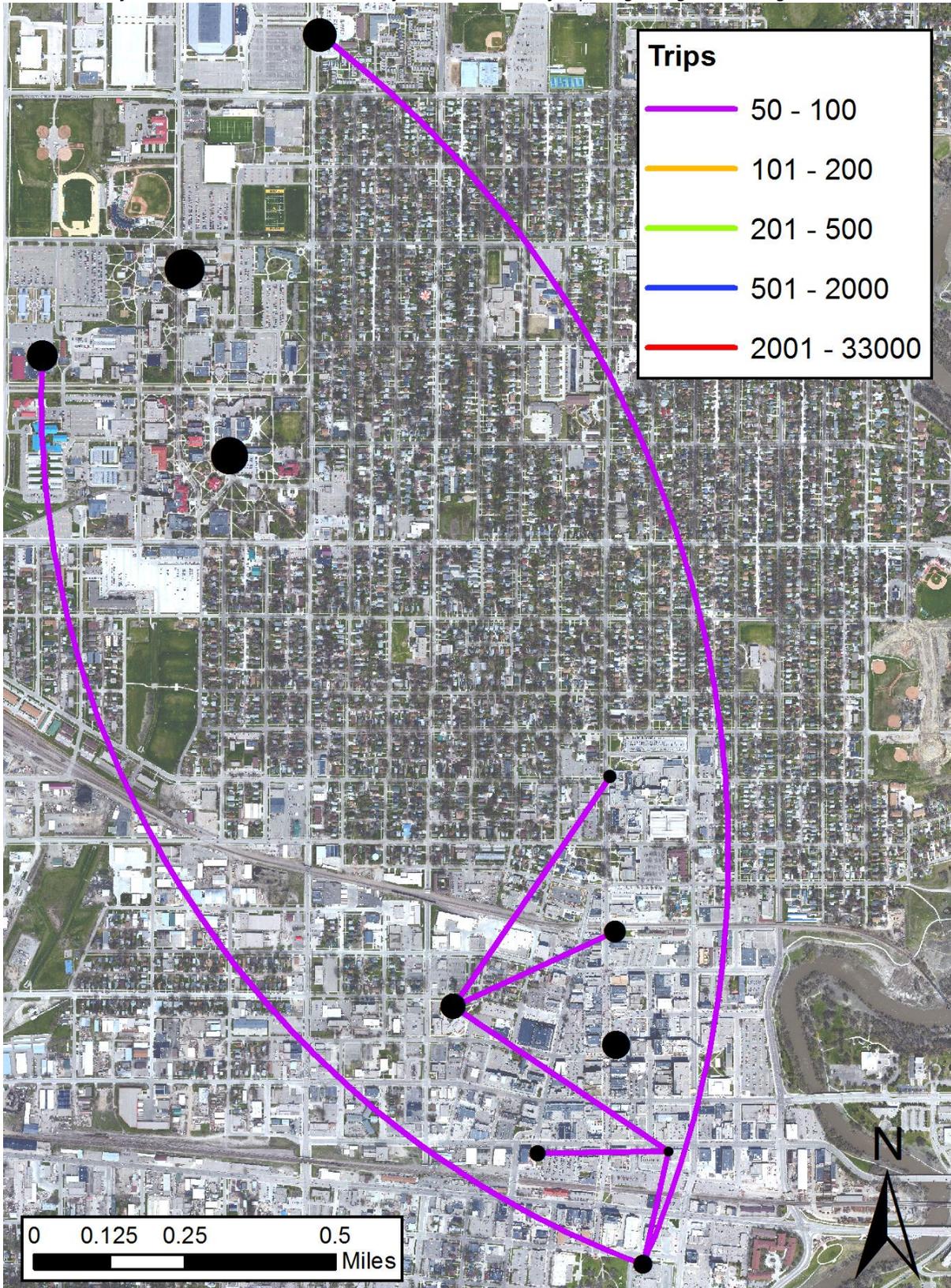


Figure 13 – Trip origin & destination – 50–100 trips

Note: The size of the station location markers reflect the number of trips beginning and ending at that station.



Moorhead Great Rides Expansion Committee

The purpose of the Moorhead Great Rides Expansion Committee is to guide and facilitate the expansion of Great Rides Bike Share into the City of Moorhead through a process of planning, outreach, and stakeholder engagement. We believe that successful implementation of bike share in Moorhead will provide substantial health, environmental, and economic benefits to the citizens of Moorhead and Fargo.

The members of the Moorhead Great Rides Expansion Committee are as follows:

Patrick Hollister, *PartnerSHIP 4 Health*
Austin Hauf, *Minnesota GreenCorps and PartnerSHIP 4 Health*
Dan Farnsworth, *Fargo-Moorhead Metropolitan Council of Governments*
Sara Watson-Curry, *Great Rides*
Jeffrey Eide, *Great Rides*
Cam Knutson, *Great Rides Board*
David Hunstad, *Moorhead Business Association*
Melissa Rademacher, *Moorhead Center Mall*
Jonathan Atkins, *City of Moorhead*
Tim Flakoll, *NDSU Representative to the Tri-College System*
Anna Miller, *MSUM*
Sydney Stracke, *MSUM Student Representative*
Kallie Eberling, *Concordia College Student Representative*
Alex Cyusa, *Concordia College Alumni Representative*

On the program's busiest day, an average of 20 rides per bike were taken, doubling the previous record of 10 rides per bike held by Austin, Texas during the South by Southwest (SXSW) Festival.

Background

Patrick Hollister is the Active Living Planner for PartnerSHIP 4 Health. PartnerSHIP 4 Health is funded in part by a Statewide Health Improvement Program (SHIP) grant from the Minnesota Department of Health. Part of Patrick’s mission is to help communities in Clay, Becker, Otter Tail, and Wilkin Counties become more bicycle- and pedestrian-friendly. Several years ago, as soon as Patrick learned that Fargo was planning an automated bike share system, he became interested in eventually expanding the system into Moorhead. Once the Great Rides system became operational in Fargo in the spring of 2015, Patrick started asking Sara Watson Curry about the possibility of stations in Moorhead. Sara agreed to begin meeting on the subject as the 2015 Great Rides season came to a close. The first meeting of the Moorhead Great Rides Expansion Committee was held on October 19, 2015 at the Fargo-Moorhead Metropolitan Council of Governments, with four people in attendance: Patrick, Sara, Austin, and Dan. Meetings then continued on a monthly basis, and additional members representing various key stakeholders were recruited until the Committee reached its current membership of fourteen people. (Please see Appendix D for complete meeting notes.)

“All the capital costs for the 100 bike, 11 station system were funded before they hit the streets and Great Rides operational cost is kept low due to low overhead and leveraging existing tools and facilities at Great Northern Bicycles.”

*–Mike Williams, Fargo Deputy Mayor and
Great Rides Executive Board member*

PartnerSHIP 4 Health is also fortunate to have been a Host Site for the Minnesota GreenCorps Program, for both 2014-2015 and 2015-2016 service years. PartnerSHIP 4 Health’s current GreenCorps member is Austin Hauf. Patrick envisioned Austin and Dan co-authoring a document explaining the success of the Great Rides system and our Committee’s efforts to expand the system into Moorhead. The document evolved into the Great Rides Moorhead Expansion Study, which you are now reading. PartnerSHIP 4 Health also recently learned that they will be a GreenCorps Host Site for 2016-2017. Patrick and PartnerSHIP 4 Health’s GreenCorps Member for 2016-2017 will continue to help the Committee work toward the expansion of Great Rides into Moorhead.

Potential Benefits of Bringing Great Rides to Moorhead

The Committee believes that there are a number of reasons and potential outcomes that make the expansion of the Great Rides Bike Share system into Moorhead a worthwhile pursuit. These include advances in health, economic development, the environment, quality of life, and further linkages with higher education. It is the hope of the committee that bringing Great Rides to Moorhead would also increase the visibility of bikes in our community. Bike share is designed to encourage everyday use by all different kinds of people, and can help change perceptions of cyclists as “hardcore” or “extreme.”

Health

The benefits of biking for one’s health are inarguable. Yet in a car-centric culture it can be difficult to realize that in addition to recreation, bikes can serve as a great form of transportation. Bicycling to work, school, the store, or a park is a great way to live a healthy and active lifestyle, and can also have benefits for mental health. A study in the U.K. showed increased psychological well-being in commuters who walked or biked to work over those who drove cars.² Bike share can be an important part of designing a community that encourages and facilitates active living by making the healthy choice an easier choice. A number of studies have attempted to quantify the health benefits associated with bicycling. One study from the University of Wisconsin–Madison found that replacing 50% of short car trips (≤ 8 km) in 11 upper Midwestern metro areas with bike trips would result in a decline in mortality of 1,295 deaths per year as a result of improved air quality and increased physical activity. The authors estimated that the combined benefits to the study area would exceed \$8 billion, with \$3.8 billion alone coming from a combination of reduced health care costs and avoided mortality.³

Economic Development

The committee sees the possibility for significant economic gain resulting from the presence of bike share in Moorhead. The initial stations proposed in this document will provide an important link from downtown Fargo to a number of destinations in Moorhead. Bike linkages provide an opportunity for downtown Moorhead to share in the economic resurgence of downtown Fargo. Various studies have shown that increasing bike and pedestrian travel in an area can have benefits for local businesses. Early research has shown that while people in cars tend to spend more money per trip, people on bikes make more frequent trips, which can result in a higher level of spending on a monthly basis.⁴

Tourism also provides another opportunity for economic development. The Fargo-Moorhead area is a destination metro for many surrounding communities, and various sights and events draw in many visitors each year. Great Rides stations in Moorhead would help pull potential visitors across the river to support local businesses with little to no impact on downtown traffic volumes. The current fee structure of Great Rides allows users to purchase guest passes that can be used for 24 hours. This is a great option for tourists, especially those who would be inclined to choose an active option, given the choice.

Bike share can also generate renewed interest around all forms of biking, which supports local businesses that cater to people on bikes. In some cases, bike share's ease of use can serve as a stepping stone for people who would not have tried biking otherwise, generating further support for local businesses.

Environment

While the initial phases of expansion into Moorhead may not provide sufficient station density to serve as a daily commuting option for a large number of residents, it is likely that the number of trips made by car will be slightly reduced. Future stations will hopefully increase residential access to bike share, creating an opportunity for an even greater decrease in the number of car trips. The introduction of bike share also presents an opportunity to spark community awareness and discussion around the importance of accommodating a variety of transportation options in our community. Therefore, it has the potential to produce benefits far beyond those resulting from any initial mode shift.

As Moorhead continues to grow, there is greater and greater potential for traffic and air quality problems to emerge. Introducing bike share and other transportation options as soon as possible can help mitigate the effects of these issues. As noted above, replacing some short car trips with bike trips is an important step in improving air quality, which provides both health and environmental benefits. Bike share is also highly complementary to transit systems. Placing a bike share station near a bus stop can create a great option for "last mile" trips, effectively extending the range of transit lines. Cooperation between Great Rides and MATBUS to create a more effective and attractive system could result in even more long-term environmental benefits.

Quality of Life

The presence of Great Rides in Moorhead has the potential to improve the quality of life for Moorhead residents in a number of important ways beyond the health, economic, and environmental benefits described above. A bike share system provides an additional transportation option, increasing mobility for residents and workers. The system connections between Moorhead and Fargo also improve the linkages between the two cities, and could serve as a catalyst for more cooperation between the two cities when creating bicycle facilities. As bike share elevates the visibility of biking in our community, more and more people will be made aware of the beautiful recreational bike trails in our metro area. More interest in biking is the first step to expanding the local trails network, creating even more connections for commuters and recreational users alike.

In 2010, the Fargo-Moorhead Metropolitan Council of Governments' Policy Board approved the Fargo-Moorhead Metropolitan Area Complete Streets Policy Statement, which was intended to serve as a guiding document for "the process of planning, designing, building, and operating streets so they routinely and safely accommodate all modes of local and regional travel."⁵ The benefits of complete streets as listed in the Statement are largely consistent with and

complementary to the potential benefits of bike share in Moorhead. The 2009 Addendum to the City of Moorhead Comprehensive Plan also includes a strategic initiative to “Adopt a ‘Complete Streets’ Design Philosophy.”⁶ The introduction of bike share to Moorhead not only supports the multi-modal vision of these two documents, but could also spark further progress in encouraging bicycling as a means of transportation, which in turn makes them even more relevant.

Higher Education Linkages

As a city with a significant college student population, Moorhead is uniquely poised to take advantage of the benefits of a modern bike share system. Studies have shown that the current generation of young adults, and college students in particular, are more willing and inclined to utilize modes of transportation other than the automobile. This is due to a wide variety of factors, including socioeconomic shifts, lifestyle preferences, and evolving technology and transportation options, among other things.⁷ If Moorhead wants to attract young workers and retain high school and college students after graduation, it needs to outwardly embrace a wide range of transportation options. The number of existing college students also means that Great Rides has a large potential user base to tap into as it expands further into Moorhead. A robust bike share system could be one of many amenities that increase the attractiveness of the FM area to young people. As the first season of cooperation with NDSU has shown, young people will respond positively to a high-quality, technology-driven, easy to use bike share system that is connected to destinations that they find valuable. Therefore, cooperation with the Moorhead colleges should be a high priority.

Proposed Great Rides Expansion into Moorhead

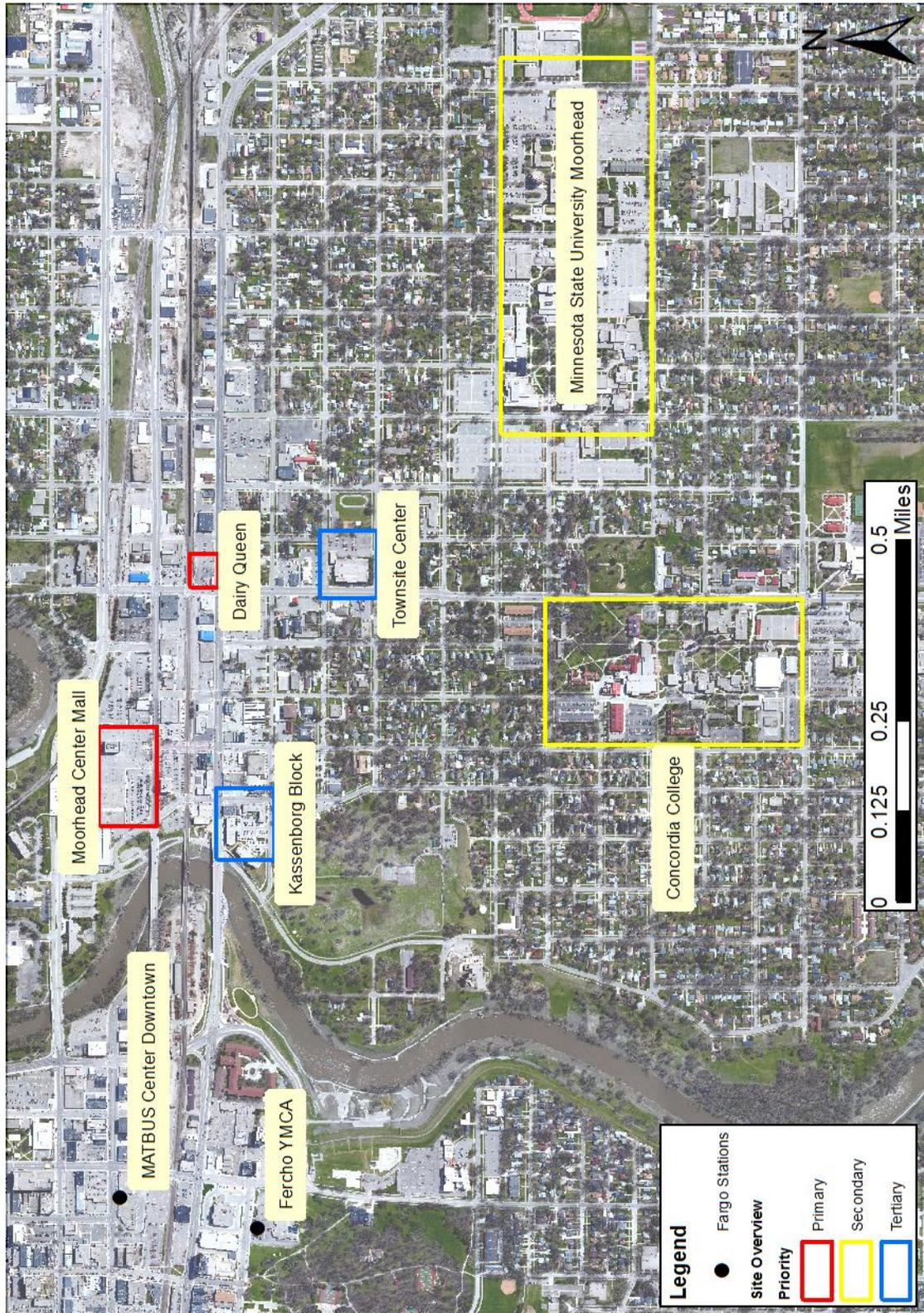
Site selection criteria

Potential sites were determined by evaluating locations from a holistic perspective. While no specific requirements would disqualify a location, the following criteria represent the discussions that took place when evaluating each possibility.

- Proximity to trip generators
- Visibility to car and foot traffic
- Proximity to mixed-use development
- Probable use cases for multiple times of day
- Transit access
- Potential for solar power
- Consideration to existing businesses/institutions
- Proximity to other bike share stations
- Other site-specific factors

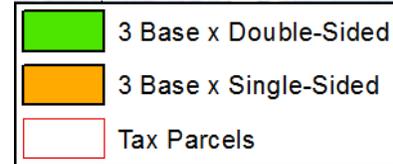
Figure 14 gives a visual overview of the potential Moorhead station sites that will be discussed in greater detail. The two nearest Fargo stations are also shown for context.

Figure 14 – Overview of proposed Moorhead sites



Guide to Map Legends

Some variation of the legend shown at right will appear as part of the station proposal maps in the sections that follow. “3 Base x Double-Sided” and “3 Base x Single-Sided” refer to the double and single-sided station sizes given in the B-Cycle station dimensions reference document (Appendix A). These sizes are only examples and have been drawn to scale in each map. Actual sizes of installed stations will be determined later in the process and may differ from those shown here.



Primary Sites

Locations in the “Primary Sites” section are targeted for launch in 2017. Great Rides staff and Committee members are actively discussing potential sites with these property and business owners.

Moorhead Center Mall

A station at the Moorhead Center Mall would provide valuable access to a number of downtown Moorhead destinations, including City Hall. In addition to businesses inside the mall, it would provide walking-distance access to the majority of central downtown trip generators to the south, and the Hjemkomst Center to the north. The amount of space available at the Mall also means that a larger station size would be possible there. This will serve the system well early on, and even more so as it continues to expand, creating an opportunity for a large Center Mall station to serve as an overflow point if nearby docks are full.

While sites on the south side of the Mall that border Center Avenue will likely provide the most visibility, the north (City Hall) entrance sees heavy foot traffic and was discussed as another potential option. Sites near the south plaza could be problematic from a solar power perspective, however the option next to the existing MATBUS station was an attractive possibility. The committee’s top choice for station placement is in the southwest corner of the southwest parking lot (Designated with green circle in Figure 15). This location provides great visibility from Center Avenue and 4th Street and would complement the weekly farmers’ market held there each week during the summer. It also provides ample space for a large initial station or for future expansion, which would be severely limited by the other options shown. The exact placement in this location will have to be examined carefully due to the presence of a fire hydrant.

The City of Moorhead is considering the installation of bike lanes on Center Avenue as early as fall 2016 with the potential of a full reconstruction in 2020. In addition, the City of Fargo has been considering the installation of bike facilities on NP Avenue in the near future. These improvements would also complement a Great Rides station in the southwest corner of the Center Mall property. Together, these developments are generating interest in Center and NP Avenues as a bicycle corridor.

Figure 15 – Proposed Moorhead Center Mall station sites

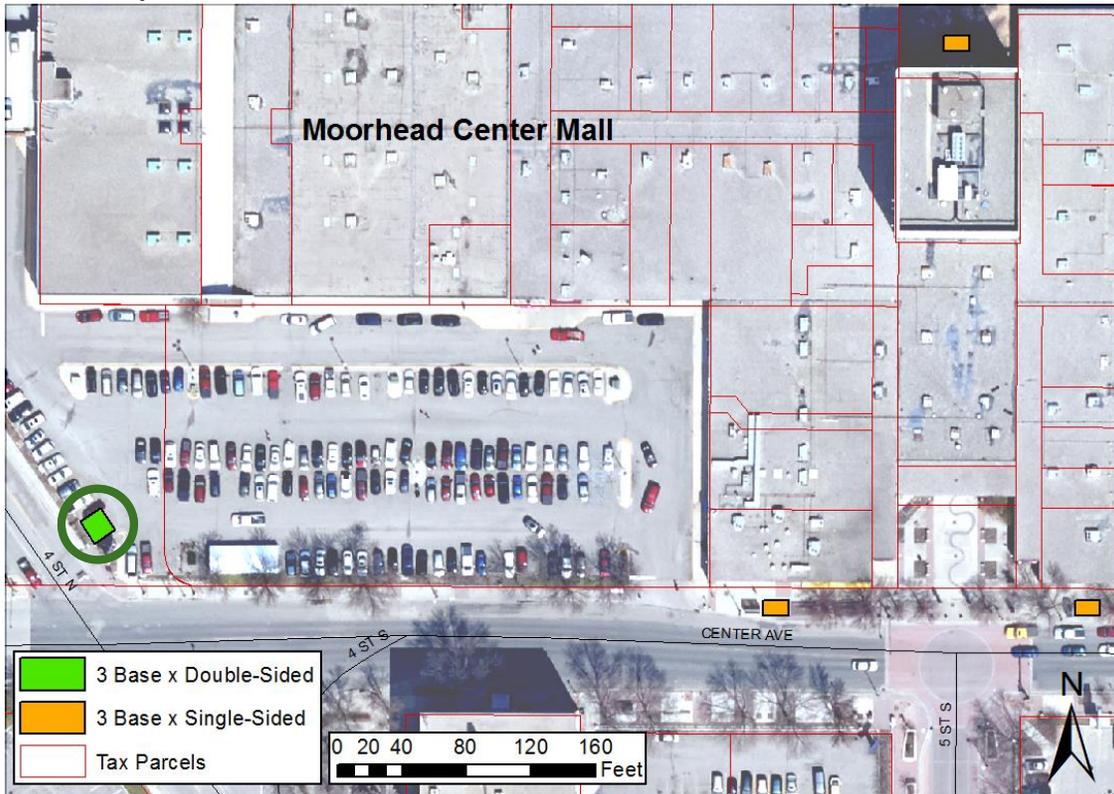
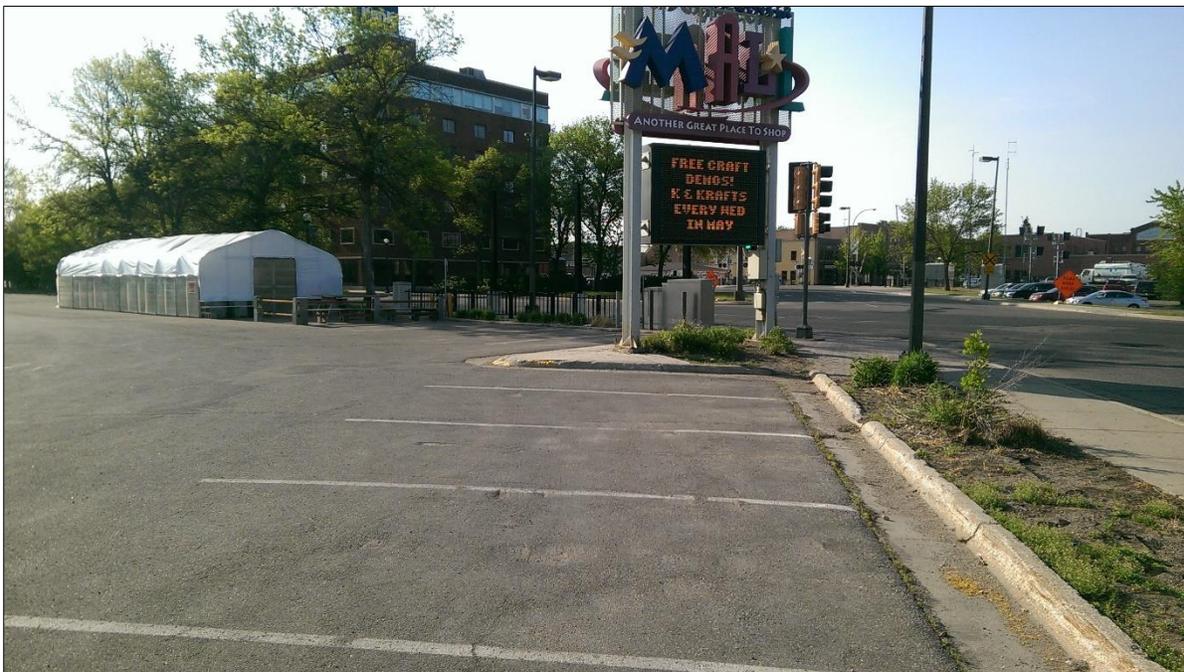


Figure 16 – Photo of preferred Moorhead Center Mall station site



Dairy Queen

The Moorhead Dairy Queen at the corner of 8th Street and Main Avenue is among the most popular destinations in downtown Moorhead. As a result, it has tremendous potential to be the site of a successful Great Rides station.

Most of the placement options shown in Figure 17 would require the loss of parking spaces. However, given the abundance of parking between Dairy Queen and the neighboring Walgreens, this should have little to no effect on the availability of parking for customers of either business. Options 1 and 2 were discussed initially but discarded due to possible conflict with traffic entering the parking lot from 8th Street. The owners of Dairy Queen have expressed concerns with losing parking spaces from these placements as well, and as a result suggested Option 3. This would maintain the current number of parking spaces while still allowing good station visibility, however it would require modification of the existing landscaping and would severely limit the station's size. Landscaping changes and pouring concrete would also increase the installation cost.

The Committee's current placement recommendation is Option 5, circled in green in Figure 17 and shown in Figure 18. As this property belongs to Walgreens, efforts are underway to engage them in the discussion. Moving forward, if a station such as Option 5 proves successful, interest could be generated in moving to a placement such as Option 4 for later seasons.

Figure 17 – Proposed station placements at Dairy Queen

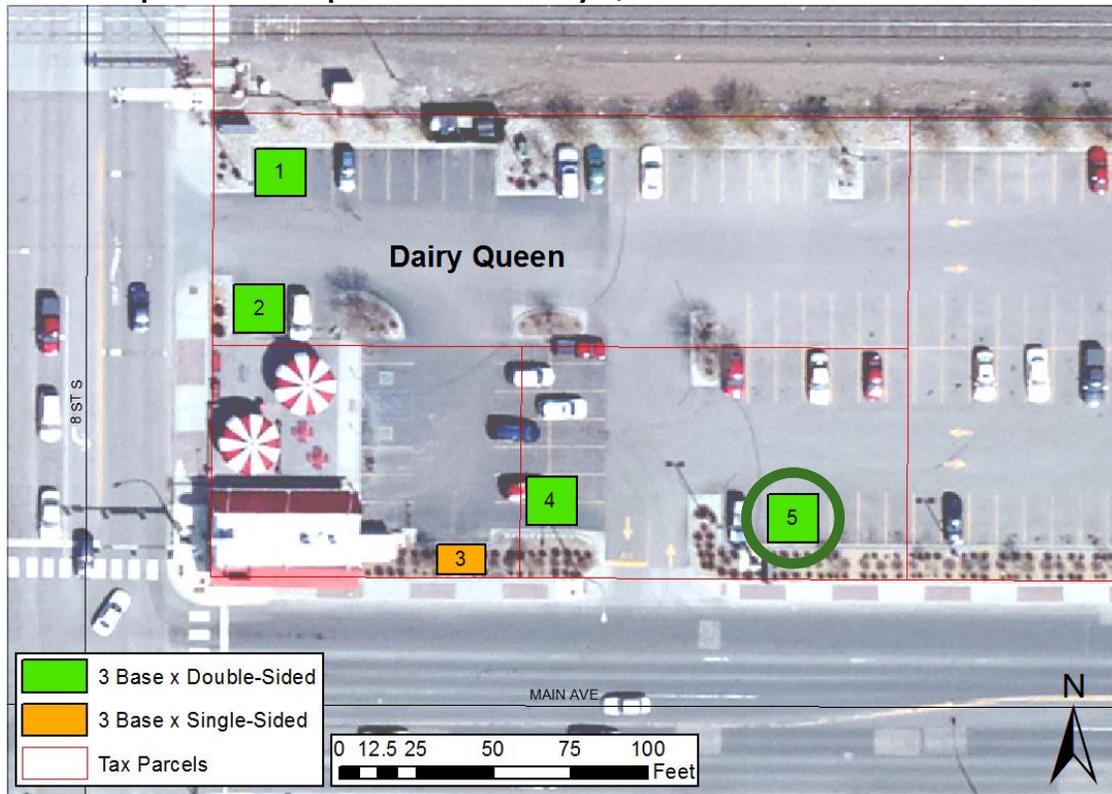


Figure 18 – Photo of preferred Dairy Queen station site



“...an overlooked example of an integrated payment system already exists—in Fargo, North Dakota. And it’s created arguably one of the most successful bike share systems in the country.”

–April Corbin, PeopleForBikes equity writer

Secondary Sites

This section includes both Minnesota State University Moorhead and Concordia College. The long term success of Great Rides in Moorhead will depend on cooperation with these two institutions, however it will take time to develop the relationships and systems necessary to replicate the success that Great Rides saw through its cooperation with NDSU during the 2015 season.

MSUM

Anna Miller, Moorhead Great Rides Expansion Committee member and Director of Annual Giving for the MSUM Alumni Foundation, is leading an effort to generate interest in Great Rides on the MSUM campus. Internal efforts are currently underway to identify funding options and select potential station sites. A group of students has identified four options, and the results of their process are presented in this section.

Front Gates

This location near the front gates of campus has plenty of room, ample solar power, great visibility, and is close to a bus stop.

Figure 19 – Proposed station at MSUM front gates

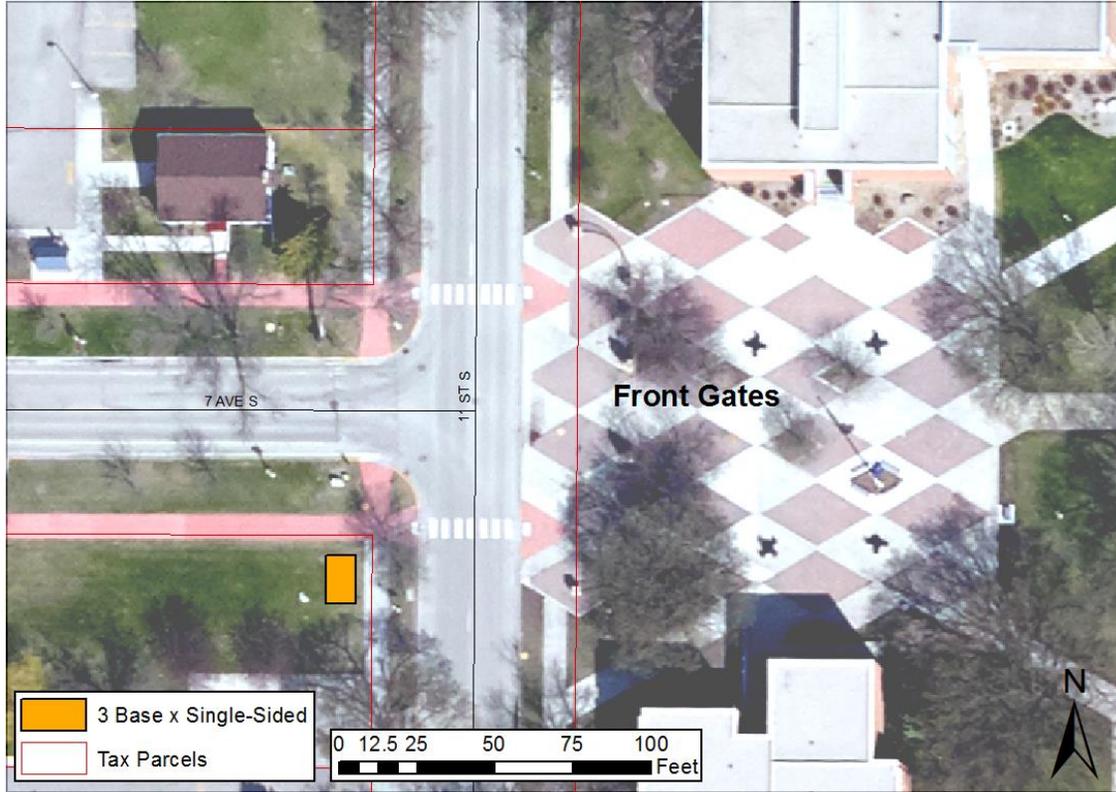


Figure 20 – Photo of MSUM front gates station site



Comstock Memorial Union/Library

In addition to seeing heavy foot traffic from the nearby library and Comstock Memorial Union, this site has good access to power, solar or otherwise.

Figure 21 – Proposed station near MSUM Comstock Memorial Union and Library



Figure 22 – Photo of Comstock Memorial Union/Library station site



Kise Commons/Wellness Center

This is a high traffic area due to the nearby residence halls, Wellness Center, and Kise Commons. It also has good solar access and is close to the bus stop on 14th St. S.

Figure 23 – Proposed station near Kise Commons and Wellness Center



Figure 24 – Photo of Kise Commons/Wellness Center station site



Nemzek

A station at Nemzek would provide easy access to the system for MSUM's 330 student athletes. Unfortunately this site has poor solar access due to tree cover and may require external power.

Figure 25 – Proposed station at Nemzek

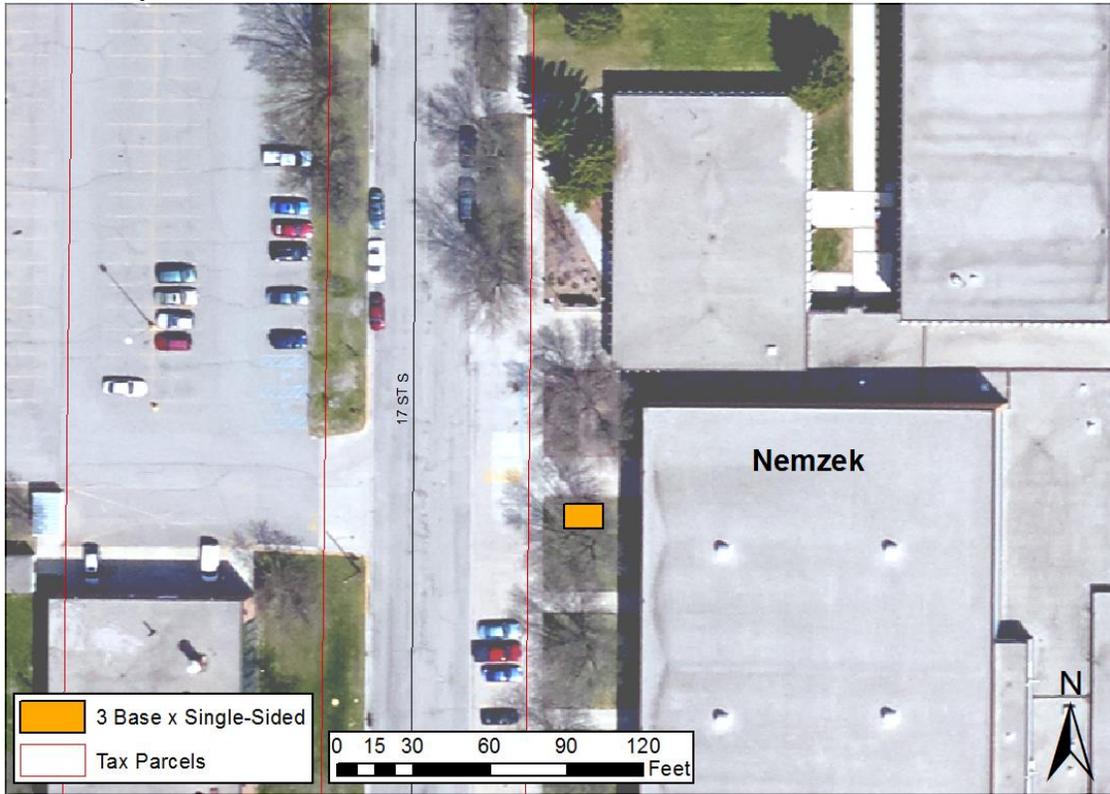


Figure 26 – Photo of Nemzek station site



Concordia College

While staff and students at Concordia College have expressed interest in bringing Great Rides to campus, financial considerations as well as Concordia's own successful bike library system (known as COBBikes) make a Great Rides station at Concordia a difficult proposition at this time. The Committee believes that the two systems would be complementary rather than competitive, as Great Rides serves primarily short-term trips for transportation while COBBikes allows for longer-term checkouts, enabling more recreational use. Great Rides staff and members of the Committee will continue to include Concordia staff and student representatives in Moorhead expansion discussions.

As a component of Concordia College's 2015 application for Bicycle Friendly University status, a survey was conducted to solicit comments from students, staff, faculty, and community members. Many of the questions referenced COBBikes, Concordia's existing bike library program. In addition to a general desire for more and higher quality bike share bikes, some comments also indicated an interest in Great Rides or a system with similar characteristics. This could bode well for future interest in expanding Great Rides to include access for the Concordia College community. A selection of these comments are presented below.

"Figure out a way for people to rent bikes through a kiosk -- not having to go to the library"

"Explore the bike share program with city and NDSU/MSUM (if we haven't already)"

"Make the bike loan program work from student fobs"

"Be able to check bikes out for more than 4 hours at a time so you don't have to worry about taking a long ride or using it to ride in town to do shopping [sic]."

"Keep maintaining the cobbikes in the future and set aside money to improve them with baskets and lights"

"install a bike share rack that is the same as downtown Fargo's. This is a rental rack but at least the college could be a terminus for the bikes that are rented across town."

"I would like to see the biking promoted within Concordia, but I would also like to see Concordia work with the community to promote biking in the Fargo Moorhead area."

"at least one more bike share kiosks would be great and some coordination with Fargo bike share program would be ideal (but perhaps not possible)."

Tertiary Sites

Stations discussed in this section have been included only as long term possibilities for the sake of discussion. No formal conversations with property owners have taken place as of this writing.

Townsite Center

The proposed station at Townsite Center shown in Figures 27 and 28 would have great visibility from both 8th Street South and 3rd Avenue South. The Townsite building contains both offices and residences, and is surrounded by a number of different restaurants, businesses, and other trip generators. It would also provide access to the bike share system for those living in the nearby residential areas.

The northwest corner was discussed in particular as the best option for solar power, since it lacks the tree cover of the west and south sides of the building. While placing a station in the existing parking lot would not require any additional concrete, it would also hide the station from view for people walking or driving along 8th Street.

Figure 27 – Proposed station location at Townsite Center



Figure 28 – Photo of proposed Townsite Center station site



Kassenborg Block

The historic Kassenborg Block in downtown Moorhead is a prime location for a Great Rides station. It would provide easy access to stations in both Fargo and Moorhead for apartment residents, as well as generate customers for commercial destinations on the block. It would also complement future stations at MSUM and Concordia by making bike commuting easier for students and employees who live in the vicinity. Unfortunately, the block itself has limited available space that is visible to those passing by in cars and on foot. The open lot on the east side of 4th street (Green circle in Figure 29, photo in Figure 30) has been discussed as a location that would serve the same purposes as a station on the block itself, but would provide more room for a station of considerable size.

The proposed stations at the Moorhead Center Mall and the Kassenborg Block would be close enough to serve as overflow stations if both are operational at some point in the future. Additionally, the Kassenborg Block station would also provide access for the nearby Moorhead Post Office and Moorhead Public Library.

Figure 29 – Proposed Kassenborg block station sites



Figure 30 – Photo of proposed Kassenborg Block station site



Next Steps

The Moorhead Great Rides Expansion Committee will continue to meet as needed to continue the process of facilitating Great Rides' expansion into Moorhead. The current goal is to prepare for a potential Moorhead launch in 2017, which is projected to include stations at the Moorhead Center Mall and Dairy Queen. Stations at MSUM would ideally follow as soon as financial considerations have been addressed and the necessary approvals have been granted. Further expansion into other proposed sites is targeted for 2018-19. Committee members and Great Rides staff will also continue to seek out new station location possibilities and funding sources in Moorhead.

This document is intended to be updated on a rolling basis with new potential sites, modifications, updated plans, future meeting notes, and any other materials that would contribute to the planning process for Great Rides stations in Moorhead. An updated version of the document may be prepared in 2017 at the discretion of the committee.

“Great Rides has emerged as a national leader in bike sharing by all industry standard measurements. Great Rides was founded on strong leadership and local community support, and we would be thrilled to see the system expand its scope and reach in the community.... The system gets far greater usage per bike than systems in cities like Paris, New York, and Washington, D.C. Across the U.S., communities and colleges have begun to take note and are looking to replicate the Fargo model of bike share integration.”

–Bob Burns, President, BCycle LLC

Appendix A: B-Cycle Station Dimensions Guide

B-KNOWLEDGE

Please contact a B-cycle representative to consult with you on optimal B-station size, configuration options, siting considerations and many other relevant factors.

B-station Dimensions

Station Weights

- Kiosk - 160 lbs.
- Solar Kit - 120 lbs.
- 19 in. baseplate - 40 lbs.
- 35 in. baseplate - 175 lbs.
- 45 in. baseplate - 215 lbs.
- Dock - 54 lbs.
- Map module - 65 lbs.

Power

AC, Solar or Battery-powered

- A dedicated power line of at least 110V is required for all AC stations.
- Solar power can power a B-station at sites with sufficient sun exposure.
- Use battery power if there is no AC connection or insufficient sunlight.

Base plates

Bolted or Non-bolted

- All base plates are 5'2" in length
- All bolted base plates are 19" in depth
- Non-bolted AC or battery-powered base plates are 35" in depth
- Non-bolted solar-powered base plates are 45" in depth
- Refer to the chart to the right for more details.

*Dimensions and overhang values in inches

Solar (195W)
Height: 11'1"

Optional AC Backup

Bolted
Non-bolted AC
Non-bolted solar

Bolted single-sided base plate

B-Station Dimensions

B-KNOWLEDGE

Please contact a B-cycle representative to consult with you on optimal B-station size configuration options, siting considerations and many other relevant factors.

Single-sided vs Double-sided

Single

- Two docks fit on one base.
- A kiosk takes the place of one dock and can face any direction (to reduce glare, the screen should face away from the sun).
- An endcap takes a spot on the base but still allows space for two docks.
- Max 12 bases = 23 docks



Double

- Four docks fit on one base.
- A kiosk takes the place of one dock and can face any direction (to reduce glare, the screen should face away from the sun).
- An endcap takes a spot on the base but still allows space for three docks.
- Max 6 bases = 22 docks



Depth space

- Single-sided stations must have at least 5'9" of space (this includes a 6" front overhang) plus a recommended 4' back-up zone totaling 9'8".
- Double-sided stations must have at least 8'5" of space plus a recommended 4' back-up zone on each side totaling 16'9".
- Refer to the chart below for more details.



Common Configurations



Appendix B: Letter of Support from B-Cycle President Bob Burns



May 23, 2016

Dear Prospective Great Rides Bike Share Supporter,

It is my pleasure to write this letter in support of Great Rides Bike Share and their efforts to grow what is already an incredibly successful bike share system in the Fargo metro community. In just one year of operations, Great Rides has emerged as a national leader in bike sharing by all industry standard measurements. Great Rides was founded on strong leadership and local community support, and we would be thrilled to see the system expand its scope and reach in the community.

In 2015, with strong backing from the NDSU community, Great Rides piloted an innovative software integration with the NDSU student ID cards, enabling students to use their IDs as a means of accessing the bike share system. This lowered the barriers of entry, provided students a fun, easy way to get around campus and town, and translated into a LOT of bike rides. This type of integration, leveraging multi-frequency RFID technology, has Great Rides leading the way among next generation bike sharing systems.

A testament to the overwhelming success of the bike share, Great Rides averages between 6-7, and often well over 10, rides per bike per day. The system gets far greater usage per bike than systems in cities like Paris, New York, and Washington DC. Across the U.S., communities and colleges have begun to take note and are looking to replicate the Fargo model of bike share integration.

On behalf of BCycle LLC, I fully support the efforts of Great Rides Bike Share as they seek resources and support to expand the existing bike share system and provide a larger network of sustainable transportation options to the Fargo metro community. As bike share systems grow, they become more effective; both ridership and points of access throughout the community increase. Ultimately, Great Rides is working to transform the Fargo metro area into a healthier, happier, and more livable community and I urge you to consider supporting them in this mission.

Sincerely,

A handwritten signature in blue ink that reads 'Bob Burns'.

Bob Burns
President, BCycle LLC
801 W. Madison St.
Waterloo, WI 53594

BCycle, LLC, 801 W. Madison St, Waterloo, WI 53594
www.BCycle.com, 920.478.2191

Appendix C: Media Coverage of Great Rides

The Forum of Fargo-Moorhead

March 27, 2016 - "Ready to ride: Fargo bike share speeding to 2nd season"

<http://admin.inforum.com/news/3995905-ready-ride-fargo-bike-share-speeding-2nd-season>

November 9, 2015 - "Fargo bike share finishes its first season"

<http://www.inforum.com/news/3878513-fargo-bike-share-finishes-its-first-season>

March 3, 2015 - "Bike share arrives in Fargo with 101 bikes, 11 docking stations at NDSU, downtown"

<http://www.inforum.com/news/3691870-bike-share-arrives-fargo-101-bikes-11-docking-stations-ndsu-downtown>

Fargo Monthly

March 13, 2015 - "What's Awesome About Fargo's 1st Bike Share Program"

<https://www.fargomonthly.com/community/great-ride-bikes-share/>

The Spectrum (NDSU)

October 26, 2015 - "Great Rides Bike Share Wraps Up For Winter"

<http://ndsuspectrum.com/great-rides-bike-share-wraps-up-for-winter/>

High Plains Reader

March 11, 2015 - "Bikes for Everyone: Great Rides Bike Share is Here"

<http://hpr1.com/index.php/lifestyles/wellness/bikes-for-everyone-great-rides-bike-share-is-here/>

Better Bike Share Partnership

May 2016 - "Why the country's best bike share might be in Fargo"

<http://betterbikeshare.org/2016/05/19/countrys-best-bike-share-might-fargo/>

Appendix D: Great Rides Moorhead Expansion Committee Meeting Notes

Great Rides Moorhead Expansion Committee

Meeting Notes from Monday, October 19, 2015

The Great Rides Moorhead Expansion Committee held their first meeting at 10:00am on Monday, October 19, 2015 in the Conference Room at FM Metro COG.

The following members were present:

Patrick Hollister, PartnerSHIP 4 Health

Austin Hauf, Minnesota GreenCorps and PartnerSHIP 4 Health

Dan Farnsworth, Fargo Moorhead Metropolitan Council of Governments

Sara Watson-Curry, Great Rides

The following members were unable to attend:

Adam Altenburg, Fargo Moorhead Metropolitan Council of Governments

Jonathan Atkins, City of Moorhead

Items Discussed:

1. Patrick introduced Austin to the group and explained PartnerSHIP 4 Health's interest in this subject. PartnerSHIP 4 Health works to promote biking and walking in Becker, Clay, Otter Tail, and Wilkin Counties. PartnerSHIP 4 Health is very impressed with the success of Great Rides' first year in Fargo and wants to help expedite the expansion of the system into Moorhead. Austin is PartnerSHIP 4 Health's GreenCorps Member for 2015-2016, and Patrick is Austin's supervisor. Patrick wants Austin to work with Dan to create a map showing potential future Great Rides stations in Moorhead. Patrick said that the map would divide the proposed stations into Phases, i.e. Phase I, Phase II, etc. Patrick also offered to Sara his and Austin's assistance with whatever work needs to be done to facilitate the expansion of Great Rides into Moorhead.
2. Dan provided a poster-sized map of the Fargo-Moorhead area showing the current locations of the Great Rides stations in Fargo. Dan also showed a map of the Fargo-Moorhead area on the screen. The group discussed various possible locations for stations in Moorhead. The group agreed that although eventually we do want to have stations at Concordia, MSUM, and Moorhead M-State, those stations should not be part of Phase I. The campuses should be reserved for Phase II or Phase III, because Great

Rides would like to make a similar financial arrangement with the Moorhead campuses to their arrangement with NDSU, and this will take time. The group agreed that likely Phase I sites could include City Hall/Center City Mall and Dairy Queen.

3. Patrick suggested that this Committee meet monthly, at least until spring 2016 when Sara may get too busy with Great Rides and Streets Alive. The group agreed. Patrick asked Dan and Austin to work on a first draft of a map of potential future stations in Moorhead and divide the stations into Phases in time for the November meeting. Dan and Austin agreed to do this. At the November meeting, Dan and Austin will show the group what they have created so far and the group will provide input to Dan and Austin as to how to revise or improve the map. Patrick suggested that each monthly meeting begin with a presentation by Dan and Austin of the current state of the map, followed by input from the group.
4. Patrick asked who else should be part of the Committee. The group decided to invite the following people to join the Committee:
 - a. Melissa from the City Center Mall
 - b. Dave Hunstad from the Moorhead Business Association
 - c. A Great Rides Board Member, most likely either Cam or Mike Williams
 - d. Tim Flackol, NDSU representative to the Tri-College System
 - e. Someone from the Upper Great Plains Transportation Institute

Sara asked Patrick to send her an e-mail asking her for the contact information for the above people. Patrick will then invite the above people to attend the November meeting.

5. Patrick offered to prepare the meeting agendas and meeting notes for the Committee. The group decided to keep the Committee informal at this point, without a Chair, Vice-Chair, etc. The Committee may become more structured in the future if necessary. Patrick will send out the notes from the October 19 meeting and a Doodle Poll to determine the date and time for the November meeting. Patrick will also prepare an agenda for the November meeting. All meetings will occur in the FM Metro COG Conference Room, unless it is not available or the group wants to meet somewhere else for whatever reason. Sara noted that she will be in the Caribbean from November 13 to November 19.

The meeting adjourned at about noon.

(Meeting Notes by Patrick Hollister.)

Moorhead Great Rides Expansion Committee
Meeting Notes from Monday, November 30, 2015

The Moorhead Great Rides Expansion Committee held their second meeting at 10:00am on Monday, November 30, 2015 in the Conference Room at FM Metro COG.

The following members were present:

Patrick Hollister, PartnerSHIP 4 Health

Austin Hauf, Minnesota GreenCorps and PartnerSHIP 4 Health

Dan Farnsworth, Fargo Moorhead Metropolitan Council of Governments

Sara Watson-Curry, Great Rides

Jeffrey Eide, Great Rides

Cam Knutson, Great Rides Board

David Hunstad, Moorhead Business Association

Melissa Rademacher, Moorhead Center Mall

The following members were unable to attend:

Jonathan Atkins, City of Moorhead

Tim Flakoll, NDSU Representative to the Tri-College System

Welcome and Introductions

The new members introduced themselves to the group.

Review of Meeting Notes from October 19, 2015

No requested changes to the October 19, 2015 notes.

Planning Document to be Produced in Summer of 2016

Patrick explained his vision for a planning document to be produced in the summer of 2016, with Austin and Dan as the principal authors. This document would include a brief history of Great Rides, the purpose and membership of our Committee, why we are excited about expanding Great Rides into Moorhead, and future plans for the Moorhead expansion. Depending on how much public interest we anticipate in this document, we might have about 100-200 high-quality copies printed for distribution. At the very least, we will make a nice PDF of the document available for download from various websites, including Great Rides, PartnerSHIP 4 Health, FM Metro COG, etc.

Presentation by Austin and Dan of Draft Maps of Potential Future Moorhead Stations

Patrick introduced Austin's and Dan's presentation by saying that he had seen a sneak preview of the images Austin and Dan had created and that he was very impressed. Austin and Dan then presented their images of various potential Great Rides station locations in Moorhead.

Input by Committee to Dan and Austin for Revisions of the Maps

After Austin's and Dan's presentation, the Committee had the following input regarding their proposed station locations:

Moorhead DQ Location

This location should be part of Phase I in 2016. (See Appendix A for location comments.)

Moorhead Center Mall Location

This location should be part of Phase I in 2016. (See Appendix B for location comments.) In addition to attached comments, we want to explore a potential station on the north (city hall) entrance and a station near the MCM sign on SW corner of the parking lot.

Townsite Center Location

This should be part of Phase II (2017?) or Phase III (after 2017). (See Appendix C for location comments.)

Moxie Java Area

This should be part of Phase II (2017?) or Phase III (after 2017). It was recommended that we explore potential station locations on the east side of 4th St.

Library

This should be part of Phase II (2017?) or Phase III (after 2017).

Hornbachers

This should be part of Phase II (2017?) or Phase III (after 2017).

Phasing of Stations

At this point the Committee is envisioning that the Moorhead Great Rides expansion will occur in three phases:

Phase I: Moorhead Center Mall and Dairy Queen

Phase II: MSUM and Concordia (possibly including nearby supporting stations)

Phase III: Anywhere else in Moorhead

Patrick explained that in regards to the Concordia campus, he and Austin had met recently with Concordia College Sustainability Coordinator Samantha Hill to talk about various issues, including Great Rides. Patrick explained to Samantha that at this point we were planning to install stations at the Mall and Dairy Queen first, and that we would approach MSUM and Concordia later. Samantha told Patrick and Austin that while she thought that there would eventually be support for one or more Great Rides stations on the Concordia campus, right now the campus is excited about recent improvements to their own internal bike share system, including a brand new bike storage building, and that some people on campus were wary of Great Rides because they saw Great Rides as a potential rival to Concordia's own bike share system. Samantha suggested that it might be possible for Great Rides and Concordia to reach a similar arrangement to that between Great Rides and NDSU, (i.e., the campus subsidizing student Great Rides memberships and student ID compatibility with Great Rides stations), before an actual Great Rides station is placed on campus. Samantha said that a Great Rides membership would probably still be attractive to Concordia students even if the nearest stations were at MSUM, Moxie Java, etc. Samantha thought that under those circumstances eventually student interest in a station on campus might surpass any concerns about competition with Concordia's own bike share system.

Schedule January 2016 Meeting

Patrick suggested that the Committee skip December 2015 and meet again in January 2016. The Committee agreed. Patrick will send out a Doodle Poll to decide when to meet in January 2016 at FM Metro COG.

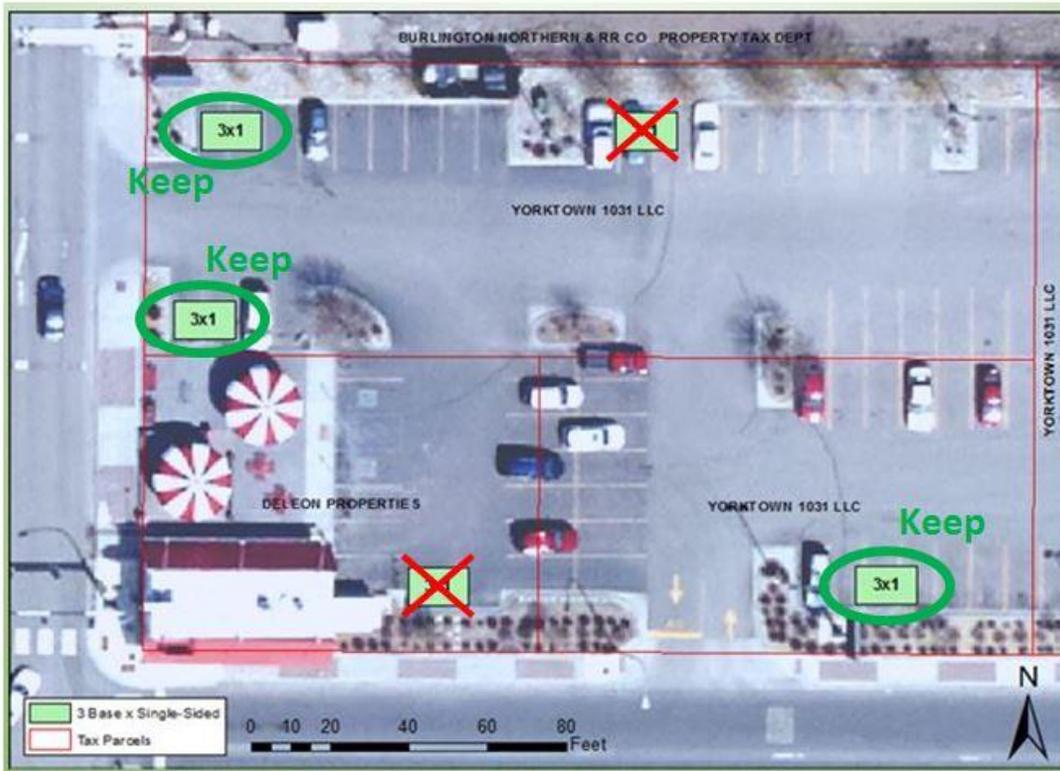
Cam requested that representatives of MSUM and Concordia be invited to join the Committee. Patrick said that he would invite Samantha from Concordia to the January 2016 meeting and that he and Austin would also invite someone from MSUM to the January 2016 meeting.

Adjourn

The meeting adjourned at about noon.

(Meeting Notes by Patrick Hollister.)

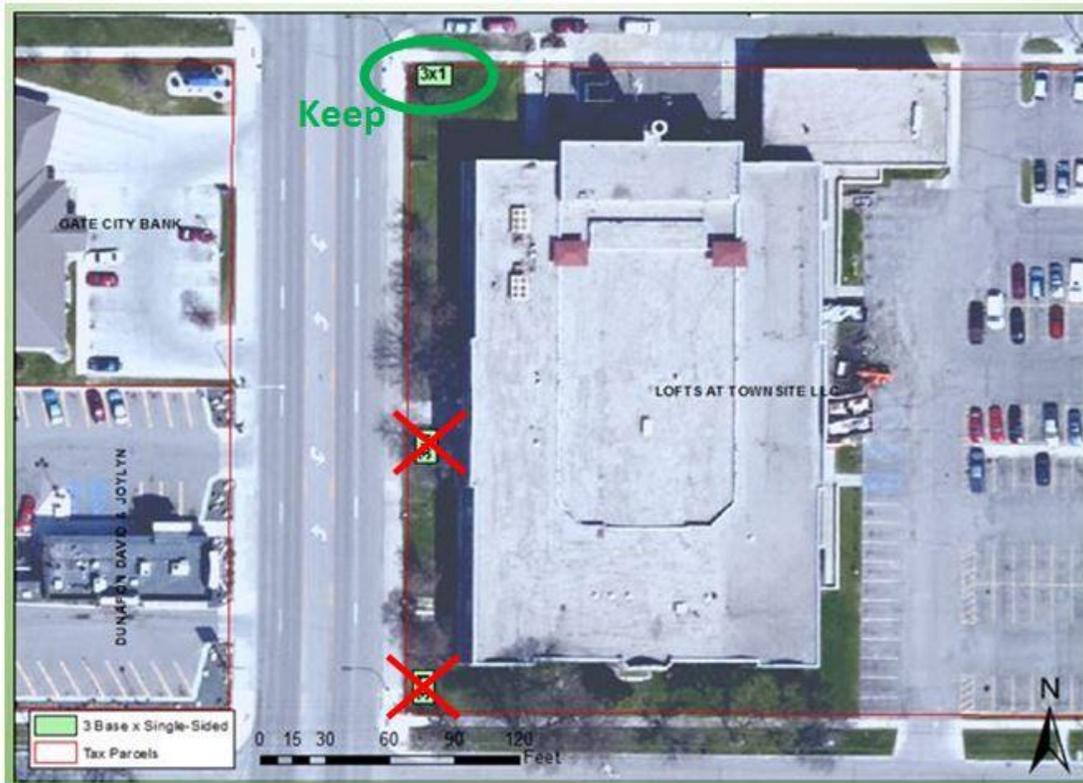
Appendix A: Dairy Queen



Appendix B: Moorhead Center Mall



Appendix C: Townsite Center



**Moorhead Great Rides Expansion Committee
Meeting Notes from Wednesday, January 20, 2016**

The Moorhead Great Rides Expansion Committee held their third meeting at 10:00am on Wednesday, January 20, 2016 in the Conference Room at FM Metro COG.

The following members were present:

Patrick Hollister, PartnerSHIP 4 Health

Austin Hauf, Minnesota GreenCorps and PartnerSHIP 4 Health

Dan Farnsworth, Fargo Moorhead Metropolitan Council of Governments

Sara Watson-Curry, Great Rides

Jeffrey Eide, Great Rides

Cam Knutson, Great Rides Board

David Hunstad, Moorhead Business Association

Melissa Rademacher, Moorhead Center Mall

Anna Miller, MSUM

Jonathan Atkins, City of Moorhead

The following members were unable to attend:

Tim Flakoll, NDSU Representative to the Tri-College System

Samantha Hill, Concordia College

Welcome and Introductions

Anna introduced herself to the group. The Committee welcomed Anna as our newest member.

Review of Meeting Notes from November 30, 2015

No requested changes to the November 30, 2015 notes.

Presentation by Austin and Dan of Draft Planning Study

Austin and Dan presented the first draft of the Planning Study to be produced in the summer of 2016. The document will include a brief history of Great Rides, the purpose and membership of our Committee, why we are excited about expanding Great Rides into Moorhead, and future plans for the Moorhead expansion. Austin and Patrick explained the map in the document showing the Fargo stations in 2015 and the volume of trips between each pair of stations. Patrick said that the next draft of the document for the February meeting will have additional maps breaking the 2015 Fargo station pairs into “quintiles”.

Patrick also said that the goal is to make this document an official joint publication of Great Rides, FM Metro COG, PartnerSHIP 4 Health, and Minnesota GreenCorps, and that we would like to put the logos of all four organizations on the document. Patrick said that getting permission from PartnerSHIP 4 Health and GreenCorps to use their logos would be relatively easy, but that he would eventually be asking Dan and Sara about what level of approval would be needed to use the Metro COG and Great Rides logos; would we have to show a final draft to both Boards? Patrick said that he will remind Sara and Dan about this at the February meeting. Patrick added that he hopes to have the document published by May 2016, and that if he thought there would be sufficient public interest in the document, he would be asking Dan if Metro COG would be willing to split the cost with PS4H to print somewhere between 100 and 300 copies.

Draft Maps of Potential Future Moorhead Stations at the Mall and Dairy Queen

Austin and Dan presented their images of various potential Great Rides station locations at the Mall and Dairy Queen. Based on Melissa’s suggestion, the group decided to focus on the west end of the west parking lot for the Mall location. Jonathan advised the group that the station

needs to be at least 25 feet away from the fire hydrant. Austin and Dan will revise the map of the Mall location for the February meeting. The group also identified a preferred location for the Dairy Queen station. Patrick asked if anyone knew the owner of the Dairy Queen. Melissa said that the owner was Troy Deleon. The Committee will contact Troy once the Dairy Queen reopens this spring.

Discussion of Concordia and MSUM, and Student Representatives

Anna said that she was interested in getting MSUM involved with Great Rides in the same manner as NDSU. The Committee then discussed various details that would have to be worked out for that to happen. Anna said that she would contact various people at MSUM and start working on those details.

Patrick also said that after the November meeting Cam had suggested that Student Representatives from Concordia and MSUM be invited to join the Committee. Patrick asked the group if they thought this was a good idea. The group liked the idea. Patrick said that he and Austin were working with a group of four Concordia students on bike-related projects this semester and that they would recruit one of those students to be the Concordia Student Representative. Patrick also asked Anna if she would be willing to find an MSUM Student Representative. Patrick said that Anna could either choose someone herself or ask an appropriate student organization to choose a representative. Anna agreed to do this. Patrick said that he would invite both Student Representatives to future meetings once they had been chosen.

Possibility of BCBS Sponsorship?

Patrick told the group that his supervisor Gina had inquired recently about the possibility of Blue Cross Blue Shield of Minnesota sponsoring Great Rides. Patrick said that he was willing to help pursue this, but that he wanted to make sure to coordinate any action on his part with Cam and Sara. Cam said that three years ago when Great Rides was searching for sponsors they were working on a joint sponsorship by both BCBS of MN and BCBS of ND, but it did not come together. Cam said that he thought that now there might be another chance for that to happen. Patrick said that he would be willing to assist with the pursuit of a sponsorship by BCBS if Cam and Sara asked for his help.

Other Items/Topics

Patrick said that he and Austin were working with four Concordia students to plan a bike ride in April that will involve both Concordia and MSUM. Patrick said that the plan was to have the Presidents of both schools co-lead the ride and that he especially wanted both Kernel and Scorch to be present at the beginning of the ride for photos. Patrick said that the bike ride would likely be open to anyone who wanted to join, and that he would notify the Committee when the date had been chosen. Anna said that she hoped the bike ride would not happen on April 23 because there is a big event at MSUM on that day.

Sara said that February 11 is Giving Hearts Day and that she was leading a fundraiser for Streets Alive.

Jonathan said that he was working on bike lanes for Center Avenue and 28th in Moorhead. Patrick asked Jonathan to let us know if and when any public meetings are scheduled about those projects.

Schedule February 2016 Meeting

Patrick will send out a Doodle Poll to decide when to meet in February 2016 at FM Metro COG.

Adjourn

The meeting adjourned at about noon.

(Meeting Notes by Patrick Hollister.)

Moorhead Great Rides Expansion Committee Meeting Notes from Wednesday, February 24, 2016

The Moorhead Great Rides Expansion Committee held their fourth meeting at 11:00am on Wednesday, February 24, 2016 in the Conference Room at FM Metro COG.

The following members were present:

Patrick Hollister, PartnerSHIP 4 Health

Austin Hauf, Minnesota GreenCorps and PartnerSHIP 4 Health

Dan Farnsworth, Fargo Moorhead Metropolitan Council of Governments

Sara Watson-Curry, Great Rides

Jeffrey Eide, Great Rides

Cam Knutson, Great Rides Board

David Hunstad, Moorhead Business Association

Melissa Rademacher, Moorhead Center Mall

Anna Miller, MSUM

Sydney Stracke, MSUM Student Representative

Jonathan Atkins, City of Moorhead

Tim Flakoll, NDSU Representative to the Tri-College System

The following members were unable to attend:

Samantha Hill, Concordia College

Kallie Eberling, Concordia Student Representative

Welcome and Introductions

Patrick suggested that since we have two new faces, we should go around and do introductions. Patrick said he was with PartnerSHIP 4 Health, a collaboration of organizations in Becker, Clay, Otter Tail, and Wilkin Counties dedicated to improving the health of residents of the four counties. Patrick said that he formed this Committee for the purpose of bringing Great Rides to Moorhead in order to make Moorhead more “bike-a-licious”. The other Committee members also introduced themselves. The Committee welcomed Tim and Sydney to their first meeting.

Review of Meeting Notes from January 20, 2016

There were no requested changes to the January 20, 2016 notes, although Sara requested that Patrick include the word “bike-a-licious” in the February 24 meeting notes. Patrick agreed to do this.

Update from Austin and Dan of Changes to the Draft Planning Study

Austin and Dan described the changes since last month to the draft Planning Study to be published in the summer of 2016. Austin and Patrick explained the new maps in the document showing the Fargo stations and the volume of trips between each pair of stations in 2015. Patrick explained how these additional maps break the 2015 Fargo station pairs into “quintiles”.

The Committee had the following suggestions for revisions to the document:

1. On the color-coded bar graph of showing the ride frequency between each pair of stations in 2015, the NDSU pairs have much higher frequency than all other pairs. Melissa suggested that Austin add a second bar graph without the NDSU pairs so the differences between the non-NDSU pairs can be better understood. Melissa also asked that the five “tiers” be labeled with the percentage of rides that they account for.
2. Tim requested that on the maps, the dots indicating stations be labeled with the station names to better orient people looking at the maps. If the name of each station does not fit on the map, the stations could be numbered with a key in the corner of the map.

Draft Maps of Potential Future Moorhead Stations at the Mall and Dairy Queen

Austin and Dan presented their maps of the potential Great Rides station locations at the Mall and Dairy Queen. The new map for the Mall shows the station on the west end of the west parking lot for the Mall location. Dave said that he had spoken with Dairy Queen owners Troy and Diane and that they were potentially interested in a Great Rides station, but they would not want to give up any car parking spaces for the station. Dave said that Troy and Diane would prefer to place the station on the grassy boulevard area to the west of the south entrance to the parking lot. Patrick asked Austin and Dan to verify that a station could fit there and make a map showing that location in time for the March meeting. Patrick also suggested that if after the March meeting the group determines that Troy's and Diane's preferred location would be feasible, Dave should go discuss that location with them again.

Update on 2016 vs. 2017 for Moorhead Stations

Sara said that it now appears that the earliest that Moorhead stations could be installed would be 2017. Dave said that although the Committee is eager to get Moorhead stations as soon as possible, the fact that we had to wait until 2017 might actually be a good thing.

Update on MSUM and Discussion of Next Steps for MSUM

Patrick asked Anna and Sydney to give an update on their discussions with various people at MSUM about Great Rides. Anna said that she had spoken with various campus officials and groups such as administration, physical plant, parking services, student organizations, etc., and that everyone has expressed support for Great Rides stations on campus. Anna said that the only remaining significant hurdle was financing. Anna said that the final decisions regarding Students Services Fees for academic year 2016-2017 would be made next week, and that she was not sure if it would be worth quickly putting together a proposal for consideration at that meeting. Cam said that it might be worth a try to submit something for next week. Patrick suggested that Anna, Sydney, and Cam discuss this question after our Committee meeting adjourns and decide whether or not to put together a proposal for next week's meeting. Anna, Sydney, and Cam agreed to do this. Anna also said that she would be meeting soon with some people on campus to determine more specifically where Great Rides stations should be located. Patrick asked Anna to e-mail Austin the specific locations once they had been decided, and then Austin would make maps showing these locations for discussion at a future Committee meeting. Anna agreed to do this.

Sydney commented that MSUM is a relatively small campus, and certainly smaller than NDSU, and she wondered how frequently students would use the bikes within campus, since one can walk from almost anywhere on campus to almost anywhere else within ten minutes. Cam pointed out that the most popular trip on the Great Rides system in 2015 was between two NDSU stations that were only a ten-minute walk apart, but the attraction of Great Rides is that it reduces the ten-minute walk to a two-minute bike ride. This is especially appealing when someone is late for class. Anna added that it might be the case that MSUM students will use

the system more frequently to bike from campus to places like Dairy Queen, the Mall, Hornbachers, and Downtown Fargo than within campus.

Concordia/MSUM Bike Ride, Sunday April 24 at 2:30pm

Patrick said that he and Austin were working with four Concordia students to plan a bike ride on April 24 that will involve both Concordia and MSUM. Patrick said that the Presidents of both schools have now agreed to co-lead the ride and that he especially wanted both Kernel and Scorch to be present at the beginning of the ride for photos. Patrick asked Anna to e-mail him information about how to arrange for an appearance by Scorch. Anna agreed to do this.

Other Items/Topics

Jonathan said that the bike lanes on Center Avenue were not going to happen this year, but that the bike lanes on 28th would happen this year.

Sara said that the Saint Patrick's Day Parade in Fargo would be Saturday, March 12 and that the parade would feature Great Rides bikes. Sara invited anyone who would like to ride a Great Rides bike in the parade to contact her.

Schedule March 2016 Meeting

Patrick will send out a Doodle Poll to decide when to meet in March 2016 at FM Metro COG. Sara suggested that the April 2016 meeting include a mobile tour on Great Rides bikes, since Great Rides will be operating by then. Patrick said that weather permitting, the April meeting would include both a mobile tour on Great Rides bikes and a group photo which will go into the Planning Study.

Adjourn

The meeting adjourned at about 12:40pm.

(Meeting Notes by Patrick Hollister.)

Moorhead Great Rides Expansion Committee
Meeting Notes from Monday, March 21, 2016

The Moorhead Great Rides Expansion Committee held their fifth meeting at 10:00am on Monday, March 21, 2016 in the Conference Room at FM Metro COG.

The following members were present:

Patrick Hollister, PartnerSHIP 4 Health

Austin Hauf, Minnesota GreenCorps and PartnerSHIP 4 Health

Sara Watson-Curry, Great Rides

Jeffrey Eide, Great Rides

Cam Knutson, Great Rides Board

David Hunstad, Moorhead Business Association

Anna Miller, MSUM

Sydney Stracke, MSUM Student Representative

Jonathan Atkins, City of Moorhead

Tim Flakoll, NDSU Representative to the Tri-College System

The following members were unable to attend:

Dan Farnsworth, Fargo Moorhead Metropolitan Council of Governments

Melissa Rademacher, Moorhead Center Mall

Kallie Eberling, Concordia Student Representative

Review of Meeting Notes from February 24, 2016

There was one requested change to the February 24, 2016 notes: Jonathan clarified that the bike lanes on Center Avenue were not going to happen *early* this year, but might happen yet this fall, and that the bike lanes on 28th will happen this year.

Update from Austin and Dan of Changes to the Draft Planning Study

Austin and Dan described the changes since last month to the draft Planning Study, to be published in the summer of 2016.

Draft Map of Potential Future Moorhead Station at Dairy Queen

Austin presented his revised map of the potential Great Rides station location at Dairy Queen on the grassy boulevard area to the west of the south entrance to the parking lot. Sara said that it now appears that funding might be available for a Dairy Queen station in 2017.

Update on MSUM and Discussion of Next Steps for MSUM

Anna said that the final decisions regarding Students Services Fees for academic year 2016-2017 would be announced in April. Patrick thanked Anna, Sydney, and Cam for submitting a proposal for Great Rides funding from Student Services Fees. Anna said that she and Sydney will continue to discuss Great Rides with various groups on campus, such as the Student Senate.

TIGER Grant

Patrick said that he looked into the possibility of applying for a TIGER grant in April 2016 for the expansion of Great Rides into Moorhead. Patrick watched a TIGER grant webinar and learned that applications from an urban area must be for at least \$5,000,000 and that there is a 25% local match required, which the \$5,000,000 total does not include. Therefore, we would need to come up with a project that would cost \$6,250,000 (\$5,000,000 grant + 1,250,000 local match). Patrick said that he thought this was too much to bite off at this time.

Concordia/MSUM Bike Ride, Sunday April 24 at 2:30pm

Patrick announced that gathering for the Concordia/MSUM bike ride would begin on Sunday, April 24 at 2:30pm at the main gates on MSUM, and invited everyone to join the ride! Sara said that she will bring a Great Rides bike for the ride.

Prairie Roots Food Coop Great Rides Station

Patrick said that Prairie Roots Food Co-op is going to construct their own building in downtown Fargo. They had an input meeting for the design of their new building on March 8. Patrick said that unfortunately was not able to attend that night, but he sent out an email that morning to about 30 people asking someone to attend to advocate that the building design include space for a future Great Rides station. Patrick said that Abby Gold of NDSU answered his Call to Action and attended the meeting to advocate for the Great Rides station. Sara said that the Coop had contacted her asking about space requirements for a Great Rides station.

Schedule April 2016 Meeting

Patrick will send out a Doodle Poll to decide when to meet in April 2016 at Great Northern Bicycle Company. Patrick said that the April 2016 meeting will include a mobile tour on Great Rides bikes, weather permitting, as well as a group photo which will go into the Planning Study.

Adjourn

The meeting adjourned at about 11:40am. (Meeting Notes by Patrick Hollister.)

Moorhead Great Rides Expansion Committee
Meeting Notes from Friday, April 15, 2016

The Moorhead Great Rides Expansion Committee held their sixth meeting at 10:00am on Friday, April 15, 2016 at Great Northern Bicycle Company in Fargo.

Mary Rothlisberger, Artist in Residence for Springboard for the Arts and PartnerSHIP 4 Health, took some group photos.

The following members were present for the group photos:

Patrick Hollister, PartnerSHIP 4 Health

Austin Hauf, Minnesota GreenCorps and PartnerSHIP 4 Health

Sara Watson-Curry, Great Rides

Jeffrey Eide, Great Rides

Cam Knutson, Great Rides Board

Anna Miller, MSUM

Jonathan Atkins, City of Moorhead

Tim Flakoll, NDSU Representative to the Tri-College System

Alex Cyusa, Concordia Alumni Representative

Dan Farnsworth, Fargo Moorhead Metropolitan Council of Governments

The following members were unable to attend:

Sydney Stracke, MSUM Student Representative

David Hunstad, Moorhead Business Association

Melissa Rademacher, Moorhead Center Mall

Kallie Eberling, Concordia Student Representative

Bike Tour and Adjournment

Patrick, Austin, Dan, Sara, Anna, and Alex went on a bike tour of three potential Moorhead sites for Great Rides stations in 2017: Moorhead Center Mall, Dairy Queen, and MSUM. The group returned to GNBC and adjourned the meeting at about noon.

(Meeting Notes by Patrick Hollister.)

Moorhead Great Rides Expansion Committee
Meeting Notes from Wednesday, May 18, 2016

The Moorhead Great Rides Expansion Committee held their seventh meeting at 1:00pm on Wednesday, May 18, 2016 at Fargo-Moorhead Metropolitan Council of Governments.

The following members were present:

Patrick Hollister, PartnerSHIP 4 Health

Austin Hauf, Minnesota GreenCorps and PartnerSHIP 4 Health

Sara Watson-Curry, Great Rides

Jeffrey Eide, Great Rides

Anna Miller, MSUM

Jonathan Atkins, City of Moorhead

Vicki Ihry (on behalf of Tim Flakoll), NDSU

Alex Cyusa, Concordia Alumni Representative

Dan Farnsworth, Fargo Moorhead Metropolitan Council of Governments

David Hunstad, Moorhead Business Association

The following members were unable to attend:

Cam Knutson, Great Rides Board

Sydney Stracke, MSUM Student Representative

Melissa Rademacher, Moorhead Center Mall

Kallie Eberling, Concordia Student Representative

Welcome and Introductions

The group welcomed Vicki and introduced themselves.

Review Meeting Notes

The group reviewed the meeting notes from March 21, 2016 and April 15, 2016.

Observations from April 15 Bike Tour

Those Committee members who went on the April 15 bike tour discussed their impressions. Sara said that we should reach out to Walgreens to see if they would be willing to provide space for the Dairy Queen/Walgreens station.

Update on Changes to Draft Expansion Study

Austin and Dan reviewed the most recent changes to the Draft Expansion Study. Jeffrey reported that Bell State Bank is potentially interested in funding the Dairy Queen station.

Final Group Input on Draft Expansion Study

Patrick said that this was our last chance for input as a group into the Draft Expansion Study. Patrick said that Austin and Dan would present the Final Draft at our June 2016 meeting and then we would publish the document. Patrick also said that we would be asking several members of the Committee to make a PDF of the published document available on their respective organizations' websites for downloading by the public. The group had no major revisions to the document, and complimented Austin and Dan on an excellent job.

Update on MSUM

Anna informed the group that the Student Fee Committee voted down the request that she, Cam, and Sydney had submitted, citing "unanswered questions". Anna suggested that we would need to find a core group of MSUM students who favored the presence of Great Rides on campus to champion the proposal in the future. Patrick thanked Anna, Cam, and Sydney for putting the proposal forward, and encouraged all of us to keep working on getting MSUM eventually connected to Great Rides.

Update on Discussion with Blue Cross Blue Shield

Sara said that she had a discussion with a BCBS of Minnesota about a possible sponsorship of Great Rides. BCBS told Sara that they had just increased their sponsorship of Nice Rides in both the Twin Cities and Bemidji. Sara said she will continue the dialogue with BCBS.

Discussion of Next Steps

Sara said that B-Cycle in Madison would be sending a "letter of reference" for inclusion in our Expansion Study. Sara added that Great Rides should know by January 1, 2017 whether or not Moorhead stations would be added in 2017.

Patrick and Austin asked everyone to read the draft Expansion Study one last time and e-mail Austin if they have any suggestions before our June 2016 meeting.

Adjourn

The meeting adjourned at 2:50pm.

Endnotes

¹ Terms marked with an asterisk are taken from “Bike Sharing in the United States: State of the Practice and Guide to Implementation,” *Toole Design Group and Pedestrian and Bicycle Information Center*, September 2012, 4, http://www.pedbikeinfo.org/pdf/Programs_Promote_bikeshareintheus.pdf.

² “Walking or cycling to work ‘improves well-being,’” *BBC News*, 14 September 2014, Web, 22 December 2015. <http://www.bbc.com/news/health-29175088>.

³ Grabow, Maggie L. et al., “Air Quality and Exercise-Related Health Benefits from Reduced Car Travel in the Midwestern United States,” *Environmental Health Perspectives* 120.1 (2012): 68–76, PMC, Web, 16 Dec. 2015.

⁴ Clifton, Kelly J., Sara Morrissey, and Chloe Ritter, “Business Cycles: Catering to the Bicycle Market,” *TR News* 280 (2012): 29, Web, 21 December 2015, http://kellyjclifton.com/Research/EconImpactsofBicycling/TRN_280_CliftonMorrissey&Ritter_pp26-32.pdf.

⁵ “Fargo-Moorhead Metropolitan Area Complete Streets Policy Statement,” *Fargo-Moorhead Metropolitan Council of Governments*, 18 November 2010, <http://www.fmmetrocog.org/new/assets/documents/Policies/Final%20Complete%20Streets%20Policy%20November%2018,%202010.pdf>.

⁶ “Comprehensive Plan Addendum,” *City of Moorhead*, 9 November 2009, <http://www.cityofmoorhead.com/home/showdocument?id=134>.

⁷ Dutzik, T., J. Inglis, and P. Baxandall, “Millennials in Motion: Changing Travel Habits of Young Americans and the Implications for Public Policy,” U.S. PIRG Education Fund and Frontier Group, October 2014, 2-3, <http://www.uspirg.org/sites/pirg/files/reports/Millennials%20in%20Motion%20USPIRG.pdf>.