



REQUEST FOR COUNCIL ACTION

MEETING DATE: February 22, 2022
PREPARED BY: Mike Opatz, Transit Administrator
AGENDA ITEM: MY RIDE service area expansion

PREVIOUS ACTIONS:

The City Council approved on November 15, 2021 the Maple Grove Transit 2022 operating budget.

RECOMMENDED COUNCIL ACTION:

Motion to approve the Maple Grove Transit's MY RIDE service area expansion effective March 1, 2022 to include all of Brooklyn Park, all of Brooklyn Center and CROSS Food Shelf in Rogers, MN.

Staff is proposing an expansion to Maple Grove Transit's MY RIDE service area effective March 1, 2022 to include all of Brooklyn Park, all of Brooklyn Center and CROSS Food Shelf in Rogers, MN. The MY RIDE is an advance reservation, shared-ride, curb-to-curb bus service available to the general public. This type of service is now commonly referred to as micro-transit.

One of the primary goals of the service area expansion is to provide more opportunities for workforce transportation rides. In this climate of a tight labor market, this service area expansion can help assist Maple Grove employers with getting employees to and from job sites within our city.

The MY RIDE daily demand is returning to near normal levels. In January 2019, the MY RIDE service provided 2,963 rides while in January 2022, a total of 2,305 rides were provided. The Ecolane ride reservation, scheduling, and dispatching system allows for an efficient delivery of these rides. As a result, the system can accommodate the increasing ridership demand and the proposed service area expansion. Furthermore, the proposed service area expansion can be accommodated in the adopted 2022 operating budget.

The current MY RIDE service area is limited to the City of Maple Grove boundaries, plus service to or from:

- City of Osseo
- Hennepin Technical College in Brooklyn Park
- North Hennepin Community College in Brooklyn Park
- Starlight Transit Station in Brooklyn Park
- Target Campus in Brooklyn Park
- Noble Park and Ride in Brooklyn Park

- 63rd Ave / Co Rd 81 Park and Ride in Brooklyn Park
- Brooklyn Center Transit Center
- Robbinsdale Transit Center
- Crystal Shopping Center
- Plymouth Transit Center on Hwy 55
- West Health Campus in Plymouth

The service area is proposed to be expanded to include all addressees within the City of Brooklyn Park and the City of Brooklyn Center. The CROSS Food Shelf was added to the service area during the pandemic on a temporary basis and it is now proposed to be added to the service area on a permanent basis. Either the trip origin or destination must include a location within the City of Maple Grove. With the approval of this proposed service expansion, the service area would be as follows:

- City of Maple Grove, plus service to or from:
- City of Osseo
- City of Brooklyn Park
- City of Brooklyn Center
- Robbinsdale Transit Center
- Crystal Shopping Center
- Plymouth Transit Center on Hwy 55
- West Health Campus in Plymouth, MN
- CROSS Food Shelf in Rogers, MN

Staff would monitor this service area expansion for a few months to ensure that service delivery remains efficient and effective. If this expansion is deemed a success, staff may propose an additional service expansion to include select areas of Rogers, Plymouth, New Hope, Crystal, and/or Robbinsdale.

ATTACHMENTS:

None