

All About MAT 2009 Script

{{logo flying in over shot of bus front moving down street}}

You can leave the stress of driving and gas prices behind with Metro Area Transit, also known as MAT. This public bus system serves the cities of Fargo, Moorhead and West Fargo, Monday through Saturday.

{{shots of Ground Transportation Center, dispatchers at work, customers boarding buses}}

MAT is operated jointly by the cities of Fargo and Moorhead. Its Ground Transportation Center at 502 NP Avenue in Fargo serves as a hub for bus operations. Here, dispatchers monitor bus routes and assist customers with route planning and the purchase of bus passes. This is also one of the locations where bus riders transfer between routes.

{{full-screen graphic with MAT hours and phone number}}

The Ground Transportation Center is open from 6 a.m. to 10:15 p.m. Monday through Friday, and from 7 a.m. to 10:15 p.m. on Saturday. You can reach the center at 232-7500 during these hours. Please try to avoid calling at 15 or 45 minutes after the hour. During these times, dispatchers are working to send buses out from the Ground Transportation Center.

The staff at Metro Area Transit will be glad to help you learn how to use the bus system.

{{sound byte from MAT staff explaining services available: call us or use our Web site and we can help you plan your trip }}

{{Video of person reviewing bus schedule; graphic at bottom of screen with Web address}}

Planning your trip on MAT starts with reviewing a current bus schedule. Copies of the schedule are available at the Ground Transportation Center on NP Avenue, Fargo City Hall, West Acres Shopping Center, Moorhead Center Mall, and on-board the buses. You can visit www.matbus.com to view a schedule online or request that one be mailed to you...or call us at 701-232-7500 to request a copy by mail.

{{map closeup}}

Each bus route has a unique color and number listed on the map. A description of each bus route is printed at the top of the timetable, and column headings list the major locations along the route. Below the headings are the times the bus travels by those major locations.

{{closeup of finger following schedule}}

To begin planning your trip, find the route closest to your destination and determine what time you want to arrive there.

Then, find the route closest to the starting point of your trip. If your starting point and destination aren't on the same route, you will need to transfer to a different bus route that goes to your destination. You can do this at one of our approved transfer points, which include the Ground Transportation Center, West Acres Shopping Center, Fargo K-mart, Moorhead Target and the Courtyard By Marriott in Moorhead.

{{show person looking up these specific routes on map}}

Let's say you want to go from the Meritcare in downtown Fargo to Target in Moorhead and you want to be at Target by one o'clock in the afternoon. The map shows you that Target is on Route 4, and a bus arrives there at 12-55 after leaving the Ground Transportation Center at 12-45. So, you need to be at the transportation center before 12-45.

Your starting point, Meritcare Downtown, is on Route 11. If you catch the bus at the Meritcare at 12-36 in the morning, you would arrive at the GTC at 12-40. Then you could catch the Route 4 bus for Target at 12-45.

{{show person getting on bus and asking for transfer slip, receiving slip from driver}}

When getting on the first bus, ask the driver for a transfer slip. You will feed this slip into the farebox of the second bus when boarding. Transfers are free. If you have a 30-day pass on MAT, you won't need a transfer slip—you can just place your pass on the card reader that sits on the top of the farebox.

{{sound byte from Bea: ease of using bus, savings, etc}}

{{show person waiting for bus, then waving}}

There are a few things you should know about getting on and riding the bus.

MAT busses are able to stop at bus shelters and at most street corners along their route. Please be at your bus stop five minutes early. Wave to the driver as the bus approaches so the driver will know you want to board.

{{show bus marquee}}

Before you get on the bus, check the route number indicated on the electronic display to be sure it's the bus you want. Several different bus routes may travel down the same road.

{{Show bus kneeling}}

All of our buses kneel, which means the front of the bus lowers down to make your first step easier. If you need this assistance, just ask the driver.

{{Show payment going into machine on bus}}

As you board, you will need to pay for your ride or feed your transfer slip into the farebox. We accept bus passes or exact change. Passes can be purchased at the Ground Transportation Center.

{{Show person selecting seat on bus}}

After paying, you will need to select a seat. Please leave the seats in front for senior citizens and persons with disabilities.

{{Sound byte from staff person: When riding the bus, remember that no eating, drinking, smoking or open containers are allowed. We also cannot permit threatening behavior or vulgar language. For a complete list of on-board rules, ask for a copy of our “How To Ride” brochure.}}

{{nat sound of driver}}

As the bus travels, the driver will announce main points along the route.

{{show person pulling cord, then exiting bus and waiting for it to drive away}}

About one block before your destination, pull the cord located above the windows. This will let the driver know you want the bus to stop at the next available corner. Please remain seated until the bus comes to a complete stop, then exit out the nearest door. If you need to cross the street, please wait until the bus has passed.

{{show person loading bike on bus rack}}

If you'd like to take your bike with you when traveling on MAT, that's no problem. We have bike racks on the front of the bus for this purpose. Just contact us for a quick training session on using the racks, then we'll give you a permit for our “Bike and Bus” program.

{{Show wheelchair lift}}

All of our buses are equipped with wheelchair ramps. The driver will secure wheelchairs inside the bus before it departs. We also offer MAT Paratransit, a door-to-door service for persons with disabilities that prevent them from using MAT without assistance. To learn more about this program, call 235-4464.

{{Show full-screen graphic with bus rates}}

One of the big benefits of using MAT is the money you'll save on fuel costs and car maintenance.

Our 30-day pass will give you unlimited rides for one month for just \$40. The rate is \$26 for those who qualify for our discount fare. This group includes senior citizens, people

with disabilities, Medicare card holders and youth. Passes can be purchased at the Ground Transportation Center.

{{Show 2nd full-screen graphic with bus rates}}

If you prefer to pay with cash, please bring exact change in U.S. currency only. The adult cash fare is \$1.25. It is 60 cents for those who qualify for our discount fare.

{{show college students boarding bus}}

Many local college students ride free with MAT, thanks to a group fare paid by their college or university. Students at NDSU, MSUM, Concordia, and Minnesota State Community and Technical College can ride free by swiping their college i-d through the farebox. Faculty and staff at NDSU, MSUM and Concordia also ride free with their respective college staff i-d's.

{{Show person at park and ride location}}

If you don't live close to a bus route, MAT's Park and Ride program offers you a way to avoid traffic and take the bus. Just park for free at one of these locations and catch the bus to your destination.

{{show person working at desk}}

Maybe you've thought about trying MAT, but don't want to be stuck at work if you have an emergency or have to work overtime unexpectedly. That's where our "Guaranteed Ride Home" program comes in. We will reimburse you for up to two taxi rides per year in an eligible emergency. Ask us for more information about this program.

{{show video of person surfing site with lower-third graphic containing Web address}}

Please visit our Web site at www.matbus.com to learn more about Metro Area Transit. Our Web site includes information on any detours currently affecting our bus routes. You can also read about the Smart Commute Homeownership Initiative, a program that can increase the home-buying power of residents who purchase a house within a quarter-mile of a Metro Area Transit bus stop.

{{Show bus interior shot, then person getting on bus}}

Metro Area Transit buses are clean, climate-controlled and a great alternative to the hassles of driving. We encourage you to get on board with savings and give MAT a try today!

The following new sound bytes to insert into the video at yet-to-determined places:

- When you ride Metro Area Transit, you're giving your wallet and the environment a break. More and more local residents are discovering these benefits of MAT.

- One person riding MAT for one day reduces their carbon emissions into the environment by 20 pounds. That equals more than 4,800 pounds per year! Riding MAT offers **immediate benefits** to the environment.
- The typical Metro Area Transit passenger uses, on average, one-half of the oil utilized by an automobile driver. Annually, people using public transportation save the equivalent of 34 supertankers of oil per year or, in other words, a supertanker leaving a foreign nation ever 11 days.
- By eliminating one car in a two-car household, taking public transportation results in a 30% decrease of a household's annual carbon dioxide emissions.
- When you "go green" with MAT, you save green, too; MAT makes a positive impact on your financial bottom line.
- MAT buses proudly utilize a blend of locally-produced bio-diesel in our fleet.
- MAT provides its services to the youth of our communities by planning for, and taking them to, various field trips around the metro area.
- Metro Area Transit promotes its services to our area businesses and encourages their employees to use MAT when traveling to and from work.
- MAT has recently partnered with MeritCare Hospital to create the M3TRO Program – MeritCare, MAT and Me! Through this partnership, MeritCare pays for its employees' bus passes and, as a result, has more parking spaces available at their various hospital locations.
- Metro Area Transit is currently implementing a pilot project to provide its passengers with real-time bus tracking information. Through the use of automatic vehicle location (AVL) technology and MAT display kiosks, passengers are able to see the entire route on a map and where the bus is currently located.