With nearly 20,000 jobs, the Fargo Industrial Park is an important driver for the local, regional and statewide economy. More than 40 businesses manufacture and create goods that are exported all over the globe, and the filling positions is critical in keeping this economic engine running. In 2018, we saw the need for reliable, consistent public transportation to help low-income people attain and maintain employment in the Industrial Park, which would provide opportunities to support themselves and their families.

Through an innovative collaborative effort among United Way of Cass-Clay, MATBUS, the City of Fargo and private businesses and investors, an on-demand bus service via TapRide technology launched in August of 2019.

Filling the gaps that exist in our local workforce is key to the economic growth of our community, and a solution to lifting people out of poverty. Eliminating the barrier of transportation for individuals seeking employment will empower employers to attract and retain employees – and that is the goal of the United Way Workforce Transportation Project.

United Way of Cass-Clay is proud to collaborate with MATBUS and the City of Fargo to provide a solution to one of our community’s most complex issues – transportation for individuals to attain and maintain employment.

• The collaboration between United Way of Cass-Clay, MATBUS, the City of Fargo and private businesses and investors, led to the start of TapRide
• This on-demand bus service, whose pilot launched in August 2019, has been a key service to help make a well-paying job a reality for people across the metro area
• This program is already significantly impacting our local economy and workforce
  • As of May 2020, ridership is over 5,677 and continuously increasing.
  • More individuals are seeking high-paying employment in the Industrial Park.
  • Operation times can be adjusted to meet the demands of riders and the system follows the same pay structure as current services, with an adult fare set at $1.50, and a 30-day pass for $40.
  • How-to-Instruction access TapRide material has been translated into 8 commonly spoken languages in the metro area.

• Users can download the TapRide App from the Apple App Store or Google Play. They then select where to pick up and where to drop off. The app provides pick-up time, arrival time as well as live tracking to determine estimated time of arrival of the us.

TRANSPORTATION IS KEY: HOW TOGETHER WE HELP PEOPLE LIKE RYAN

When Ryan was in elementary school, he was diagnosed with a condition that caused him to have seizures. Now as an adult, it is unsafe for him to operate a vehicle; therefore, his job opportunities are limited. Thanks to an innovative partnership led by United Way, people like Ryan have the opportunity to access reliable transportation to thousands of jobs in Fargo’s Industrial Park via a MATBUS app called TapRide. Today, Ryan is a proud and hard-working employee at Cardinal IG. With the support of investors like you, United Way is working collaboratively to increase access and remove barriers so more people can get jobs and support their families and employers can fill their workforce needs.
**HOW TO USE TAPRIDE**

1. Download by searching “TapRide” on the Google Play Store or Apple Store.

2. Select “City of Fargo - MATBUS” from the list of agencies.

3. Sign into your TapRide account:
   - You will need a valid email address to register for an account.
   - To create an account, new users should select “Register here” under “Useful Links.”

4. Select “Request Ride” at the bottom of the screen.

5. Select your pick-up location by tapping any area within the outlined “Industrial Park Zone” or one of the “Quick Stops.” Select your drop-off location by tapping the “Drop off” address bar at the bottom of the screen and then you can select one of the “Quick Stops” or press the back arrow and tap anywhere in the zone.