

City Council – Action Request Form

Date: March 19, 2018

To: The City Manager

From: Gregory M. Turner, Assistant City Manager
Toneq' McCullough, Director of Transportation

Council Action Requested:

Consideration of a Resolution Authorizing the City Manager to Enter into An Agreement with the North Carolina Department of Transportation for the Business 40 Mitigation Strategies for Winston-Salem Transit Authority services.

Strategic Focus Area: Quality Transportation
Strategic Objective: Improve Integrated Road Network
Strategic Plan Action Item: Yes
Key Work Item: Yes



Summary of Information:

The Winston-Salem Department of Transportation, Winston-Salem Transit Authority (WSTA), Piedmont Authority for Regional Transportation (PART) and the North Carolina Department of Transportation (NCDOT) have been working on mitigation strategies for transit services during the planned closure of Business 40 scheduled to occur in the fall of 2018. These mitigation strategies include:

- Congestion Management Strategies which are services provided to maintain and/or enhance the current level of services for the transit system to include increased frequency of service, park and ride locations, transit vehicle rehabilitation.
- Incentives which are services to encourage new transit ridership and by providing an alternative which removes vehicles off the road and includes a guaranteed ride home program.
- Marketing Strategies which includes services that encourage and educate riders and potential riders about the mitigation strategies available and includes a marketing campaign, travel training and information sessions.

Committee Action:

Committee	Finance 3/19/2018	Action	Approval
	Public Works 3/20/2018		
For	Unanimous	Against	

Remarks:

At the February 2018 Public Works Committee meeting WSDOT staff provided a presentation describing the WSTA strategies being requested for NCDOT and Federal Highway Administration approval.

The total estimated cost of these strategies is expected not to exceed \$9,500,000. If the strategies are approved, the funds requested and received are 100% reimbursable meaning there will be no final cost to the City. Incorporated in these strategies are performance evaluation and de-escalation processes. Any strategies incorporated during the project will not continue if found unsuccessful, and all will discontinue once Business 40 re-opens.

This item is to request the approval of the Mayor and City Council for the Manager to enter into an agreement with NCDOT to receive reimbursement for the Mitigation Strategies requested during the Business 40 closure.