

## City Council – Action Request Form

**Date:** May 14, 2024

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**To:** Mayor, Mayor Pro Tempore, and Members of the City Council

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**From:** Aaron King, Assistant City Manager  
Jeff Fansler, Director of Transportation

**Council Action Requested:**  
Resolution Authorizing an Agreement with the Piedmont Authority for Regional Transportation to Provide Fare Free Rides to Transit Employees for all Urban Fixed Route Systems in the Triad.

**Strategic Focus Area:** Quality Transportation  
**Strategic Objective:** N/A  
**Strategic Plan Action Item:** No  
**Key Work Item:** No



**Summary of Information:**

In 2021, the Piedmont Authority for Regional Transportation (PART) invited the four Piedmont Triad Metropolitan Planning Organizations (MPOs) to establish a regional Transportation Demand Management (TDM) partnership. This partnership collaborates to promote TDM Strategies both locally and regionally. In its inaugural year, the partnership launched the Piedmont Triad Regional TDM Initiative, involving stakeholders such as MPO and transit agency staff. Together, they achieved various initiatives including a regional "Ride Transit" campaign, a transit rider survey, revitalization of the regional vanpool program, and multiple social media campaigns.

Since then, our regional, urban transit providers have revisited this partnership with the intent to initiate a transit employee fare free incentive to include all six systems operating in our region. An interlocal agreement was developed and reviewed by participating agencies to establish the fare free program.

**Committee Action:**

<b>Committee</b>	PW 5-14-2024	<b>Action</b>	Approval
<b>For</b>	Unanimous	<b>Against</b>	
<b>Remarks:</b>			

The agreement involves parties such as the City of High Point (representing High Point Transit System), Winston-Salem Transit Authority (WSTA), PART, Davidson County (representing Davidson County Transportation System), City of Burlington (representing Link Transit), and City of Greensboro (representing Greensboro Transit Agency). Other agencies can participate by notifying partners, signing the agreement, and establishing implementation procedures.

The current fare to ride a WSTA bus is \$1.00 per trip. The budget impact will be minor but would provide an additional benefit for transit employees across the Triad. Currently, efforts are underway to update the agreement to provide fare-free transit service to all City employees of the listed parties which could be considered in the future. Staff recommends approval of this agreement to allow the City Manager, or designee, to execute all associated documents.