

Information Item

Date: October 9, 2017
To: The City Manager
From: Gregory M. Turner, Assistant City Manager

Subject:
Winston-Salem Transit Authority Services Update

Strategic Focus Area: Quality Transportation
Strategic Objective: Enhance Public Transit
Strategic Plan Action Item: Yes
Key Work Item: No



The Department of Transportation was asked to provide updates each quarter on the performance of the Winston Salem Transit Authority's (WSTA) Operation. This memo provides detailed information on the fixed route ridership for the months of January 2017 to August 2017 with a comparison of total monthly ridership from 2016 versus total monthly ridership in 2017. This update also includes a comparison of ridership information for Para-Transit services provided between January-August 2016 and January-August 2017.

Fixed Route Performance (January 2017 to August 2017)

Table 1 shows the total ridership experienced during the period starting January 2017 to August 2017.

Committee Action:

Committee	_____	Action	_____
For	_____	Against	_____

Remarks:

Total Ridership for Each Month	
Month	Ridership
January-17	178,122
February-17	191,141
March-17	196,159
April-17	169,301
May-17	190,135
June-17	187,325
July-17	181,325
August-17	209,426

The fixed routes listed in *Table 2* represents **31** Monday through Friday routes, **16** night routes, **17** Saturday routes and **7** Sunday routes.

Total Ridership for all 8 months			
Route	Ridership	Route	Ridership
80	35,380	96	99,039
81	33,403	97	31,299
82	8,328	98	20,177
83	114,003	99	7,952
84	54,380	100	4,847
85	61,831	101	42,682
86	52,265	102	8,823
87	170,476	103	74,864
88	29,552	104	28,121
89	71,208	105	88,734
90	28,148	106	30,480
91	55,509	107	72,595
92	74,584	108	13,099
93	72,259	109	35,960
94	42,896	110	7,577
95	32,970	TOTAL	1,503,441

Table 3 provides the detailed outline of the ridership performance for each route during the 8-month period. As seen in this table, the majority of routes experienced overall growth over the 8 month period.

Table 3: Fixed Route Ridership per Route - Detailed (January 2017 to August 2017)

	January	February	March	April	May	June	July	August
80	4,756	6,017	5,317	2,646	3,841	4,087	3,966	4,750
81	3,593	3,881	3,991	3,620	4,132	4,320	4,555	5,311
82	708	1,173	1,104	1,047	1,204	909	930	1,253
83	13,299	14,303	14,684	13,583	14,669	14,002	14,162	15,301
84	5,633	6,750	7,578	6,072	7,278	7,057	6,564	7,448
85	7,693	8,550	8,406	6,753	7,442	7,245	6,825	8,917
86	6,519	7,025	7,326	5,712	6,400	6,505	5,669	7,109
87	18,108	21,510	21,793	19,283	21,476	21,867	22,537	23,902
88	3,681	3,737	3,980	3,270	3,649	3,759	3,410	4,066
89	8,322	8,903	9,355	8,032	8,843	8,984	8,725	10,044
90	3,708	3,739	4,069	2,900	3,332	3,361	2,972	4,067
91	8,147	7,014	7,158	5,777	7,070	6,640	5,989	7,714
92	11,588	10,415	9,644	7,605	8,793	8,952	8,053	9,534
93	5,212	8,483	8,791	8,963	9,793	9,772	10,016	11,229
94	5,556	5,324	5,661	5,237	5,750	5,001	4,764	5,603
95	3,582	4,185	4,847	3,769	4,172	4,211	3,928	4,276
96	13,234	13,158	13,050	11,087	12,611	11,787	11,234	12,878
97	4,148	3,884	4,091	3,785	4,144	3,930	3,351	3,966
98	2,516	2,592	2,660	2,254	2,738	2,544	2,096	2,777
99	897	1,118	1,085	839	868	1,020	837	1,288
100	582	518	541	478	557	505	704	962
101	4,312	5,306	5,797	5,085	5,571	5,522	5,302	5,787
102	645	862	1,145	812	1,126	1,510	1,305	1,418
103	10,438	9,218	9,381	8,186	9,274	8,976	9,126	10,265
104	3,453	3,561	3,579	3,017	3,709	3,484	3,359	3,959
105	10,748	11,214	11,670	10,483	10,770	11,153	10,682	12,014
106	3,629	3,667	3,847	3,101	3,773	3,906	3,867	4,690
107	6,235	7,656	8,169	9,485	10,218	10,045	9,625	11,162
108	1,732	1,589	1,676	1,479	1,682	1,573	1,582	1,786
109	4,382	4,806	4,803	4,041	4,324	4,192	4,393	5,019
110	1,066	983	961	900	926	1,013	797	931
TOTAL	178,122	191,141	196,159	169,301	190,135	187,832	181,325	209,426

Table 4 shows the Top and Bottom 5 Routes. The top 5 routes provide night, Saturday and Sunday services. In addition, route 87 is served by 2 buses due to the heavy concentration of ridership. The bottom 5 routes provided less services (Night, Saturday and Sunday). In addition, route 100 has an upcoming public hearing to discontinue the service.

TABLE 4

Total in 8 Months		
Route	Ridership	
87	170,476	Top 5 Routes with Highest Ridership
83	114,003	
96	99,039	
105	88,734	
103	74,864	
92	74,584	
107	72,595	
93	72,259	
89	71,208	
85	61,831	
91	55,509	
84	54,380	
86	52,265	
94	42,896	
101	42,682	
109	35,960	
80	35,380	
81	33,403	
95	32,970	
97	31,299	
106	30,480	
88	29,552	
90	28,148	
104	28,121	
98	20,177	
108	13,099	
102	8,823	Bottom 5 Routes with the Lowest Ridership
82	8,328	
99	7,952	
110	7,577	
100	4,847	

TransAid Performance (January 2017 to August 2017)

At the end of the 8-month period, TransAid ridership increased on an average of 657 rides monthly. As noted in the *Table* below and *Figure 1*, ridership in 2017 surpassed the data from 2016.

	TransAid Ridership	
	2016	2017
January	14,513	17,397
February	17,130	18,837
March	18,290	19,350
April	18,944	17,862
May	16,651	18,380
June	17,230	18,381
July	16,012	20,552
August	18,511	22,653
Total	137,281	153,412

Figure 1

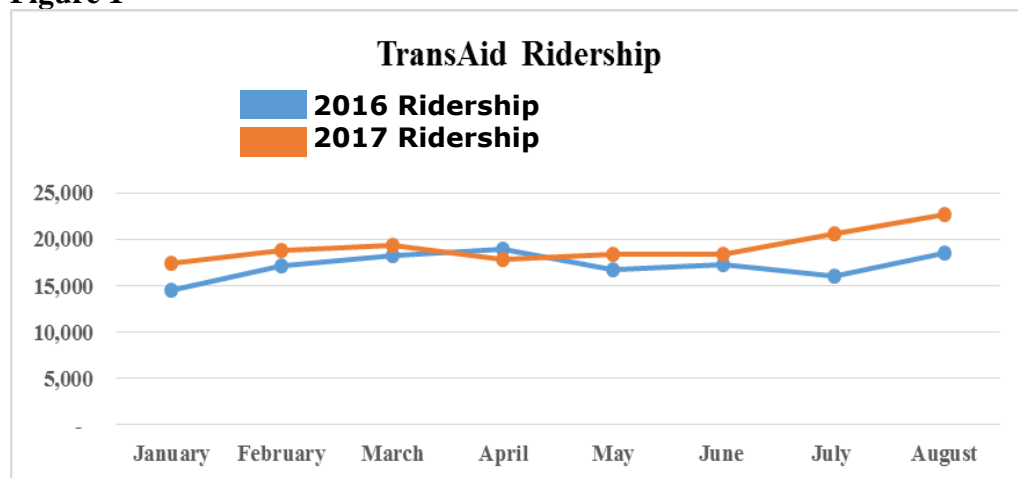


Table 5 provides the telephone performances for the 8-month period for 2016 and 2017, which shows a very similar trend for both years. The time shown represents average hold times.

TABLE 5	TransAid Telephone Performance	
	2016	2017
January	1:30	1:25
February	1:00	1:07
March	1:00	0:56
April	0:58	0:59
May	0:58	1:04
June	0:57	1:04
July	1:03	1:03
August	1:03	0:58
Average (by minute)	1:04	1:05

In addition, local non-profit organizations that provide, or are willing to provide, free WSTA bus passes to their clients were invited to apply for additional free passes under a Bus Pass Matching Distribution Program that the City Council authorized as part of the City’s Fiscal Year 2017-2018 budget. City Council allocated \$90,000 for the program, which will be used for two types of passes: 10-ride bus passes on WSTA’s regular routes, or 30-ride Trans-Aid passes. For every pass that an agency buys for its clients, the City will provide a matching pass. To date, two agencies have applied and been approved. DOT continues to market the program and process applications as they are received. Complete details and an application are posted at DOT.CityofWS.org.