



QUARTERLY PERFORMANCE REPORT

Reporting Period; January 2017 to April 2019

FIXED ROUTE PERFORMANCE

The total ridership from *January 2017 to February 2019* is shown in **Table 1**. Although the 2017 data showed a decrease in ridership in comparison to the previous year, ridership in 2018 and so far in 2019 has shown an increase overall. With continual improvements since the 2017 revamp staff is optimistic that this increase will continue.

Table 1: Total Ridership per Month (2017, 2018, 2019)			
	2017 Ridership	2018 Ridership	2019 Ridership
January	178,122	182,126	220,918
February	191,141	192,079	194,831
March	196,159	185,992	
April	169,301	199,452	
May	190,135	206,328	
June	187,832	201,355	
July	181,325	202,088	
August	209,426	226,357	
September	194,532	199,718	
October	217,274	231,642	
November	196,917	207,206	
December	185,546	181,790	
Monthly Average	191,476	201,344	207,875

Table 3 provides the detailed outline of the ridership performance for each route during the 14-month period of January 2018-February 2019.

	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19
80	5,337	5,332	5,060	6,523	6,489	6,375	6,408	6,658	6,020	5,942	5,189	4,389	8,137	8,163
81	3,926	4,143	3,819	4,746	4,989	4,437	4,394	5,100	4,322	5,107	4,946	3,868	4,569	3,919
82	859	1,064	912	1,072	972	1,235	1,052	1,367	1,065	1,719	1,410	1,221	1,290	1,196
83	12,594	13,728	13,717	12,852	13,782	14,442	13,746	14,721	12,792	15,059	12,895	11,202	13,371	12,838
84	6,477	6,964	7,197	7,153	7,792	7,528	7,456	8,425	7,427	8,365	7,313	5,929	6,446	5,899
85	7,515	7,788	7,076	7,793	7,911	7,453	6,643	8,459	7,261	8,075	6,131	5,058	9,304	8,522
86	6,626	7,570	7,205	8,413	8,526	8,753	8,397	9,132	8,323	9,594	8,466	6,376	8,550	7,713
87	20,612	20,882	20,929	20,227	22,060	21,963	20,980	22,784	20,032	23,046	20,276	19,203	21,213	19,764
88	3,047	3,204	3,091	3,436	3,467	3,241	3,485	3,875	3,437	4,169	3,445	2,781	3,589	3,429
89	8,138	8,384	8,644	9,781	9,839	8,937	9,622	10,107	9,259	10,266	8,763	7,288	8,398	8,095
90	3,850	4,055	4,041	5,036	4,756	4,878	4,917	5,664	5,587	6,359	5,527	4,665	5,407	5,144
91	6,750	7,253	7,628	9,461	8,154	8,881	8,576	10,502	8,711	9,997	8,722	7,643	8,707	8,165
92	10,256	11,105	9,678	11,799	11,545	10,839	10,831	12,414	10,956	12,927	11,349	10,093	11,610	11,091
93	8,896	9,278	8,363	8,954	8,687	9,347	8,978	10,099	9,122	10,650	9,570	8,580	9,064	7,804
94	5,604	6,519	6,626	6,419	7,295	6,446	6,170	7,627	7,259	8,422	7,364	6,303	7,458	7,387
95	3,630	3,605	3,605	3,451	3,939	3,748	4,145	4,373	3,371	4,690	2,750	2,268	3,945	3,669
96	10,654	10,885	10,915	11,603	11,510	11,375	11,758	13,798	12,500	14,046	11,969	10,316	11,480	10,902
97	3,938	3,867	3,939	4,058	4,353	3,920	3,920	4,385	3,470	4,050	3,566	3,218	3,707	3,843
98	2,893	2,722	2,443	2,652	2,707	2,457	2,373	3,024	2,719	3,435	2,985	2,326	2,896	2,969
99	972	1,080	1,085	1,202	991	953	829	1,161	1,098	1,308	959	811	1,163	1,053
100	285	285	360	288	396	360	422	582	544	1,470	1,021	883	907	359
101	4,397	4,708	4,321	4,944	5,134	5,293	5,468	5,574	5,190	5,119	4,416	4,203	4,502	4,241
102	824	801	718	796	1,168	966	1,359	1,588	1,349	2,008	1,266	1,132	1,242	991
103	9,160	9,428	8,483	9,366	9,687	8,979	10,026	10,021	9,561	9,701	7,304	5,109	10,915	10,166
104	4,411	5,175	4,961	4,732	5,788	5,472	5,360	6,338	5,513	6,420	4,665	3,557	6,270	5,660
105	9,392	9,989	9,432	9,760	10,352	9,568	10,144	11,006	9,379	11,787	10,101	8,396	8,906	8,659
106	4,754	5,420	5,768	5,847	6,178	5,849	5,786	6,769	5,813	7,409	6,634	5,510	6,124	6,045
107	9,262	9,237	8,808	9,463	9,042	9,679	9,897	10,783	8,915	9,947	6,990	5,592	8,632	8,699
108	2,317	2,470	2,535	2,381	3,095	2,881	2,531	2,919	2,493	2,926	2,783	2,536	2,842	2,746
109	3,936	4,344	3,893	4,370	4,652	4,221	4,709	5,104	5,096	4,979	4,869	4,098	4,415	4,191
110	814	794	740	874	1,072	879	884	955	673	929	940	659	879	794

TRANSAID - PARATRANSIT PERFORMANCE

During the 2018 calendar year TransAid ridership continued to experience a decrease in rides as anticipated with the increase in TransAid fare and the removal of the Medicaid exemption in October 2017 until May 2018 where numbers began to slowly rise. However, the growth has not reached the peaks seen in July and August of 2017. **Table 4.**

Table 3: TransAid Ridership			
	2017	2018	2019
January	17,397	14,464	18,772
February	18,837	15,941	18,227
March	19,350	16,107	
April	17,862	16,677	
May	18,380	18,786	
June	18,381	17,951	
July	20,552	18,171	
August	22,653	19,568	
September	17,902	16,618	
October	16,988	19,897	
November	15,246	18,107	
December	14,096	15,660	
Total	217,644	207,947	
Average	18,137	18,904	18,500

Table 5 provides the telephone performances for the 14-month period for 2017, 2018 and 2019 which shows a very similar trend for both years.

Table 5: TransAid Telephone Performance			
	2017	2018	2019
January	1:25	1:05	0:57
February	1:07	1:28	0:56
March	0:56	1:07	
April	0:59	0:55	
May	1:04	0:53	
June	1:04	0:58	
July	1:03	0:55	
August	0:58	1:00	
September	0:59	1:05	
October	0:59	1:07	
November	1:01	1:05	
December	1:03	1:00	

BUS PASS MATCH DISTRIBUTION PROGRAM

The Bus Pass Match Distribution Program continued in July 2018. Local non-profit organizations that provide, or are willing to provide, free WSTA bus passes to their clients can apply for additional free passes under the program. City Council allocated \$90,000 for the program, which will be used for 10-ride bus passes on WSTA's fixed routes, or 30-ride Trans-Aid passes or single passes for both systems. For every pass that an agency buys for its clients, the city will provide a matching pass.

As of July 2018, the program has approved the following programs and passes have been purchased:

PARTICIPATING, APPROVED NON-PROFIT ORGANIZATIONS	
ORGANIZATION NAME	ADDRESS
Enrichment Center An Affiliated Chapter of the ARC	1006 S Marshall Street Winston Salem NC 27101
Monarch	651 N. Highland Avenue Winston Salem, NC 27101
Senior Services, Inc.	2895 Shorefair Drive Winston Salem, NC 27105
Positive Wellness Alliance	704 Brookstown Avenue Winston-Salem, NC 27101
Redemption & Recovery Restoration Ministries, Inc.	128 Louella Drive Winston-Salem, 27105
Exchange Club Center for the Prevention of Child Abuse of NC	500 W. Northwest Blvd Winston-Salem, 27105
City with Dwelling, A Community First Initiative	633 W. Fourth Street, Winston-Salem, 27101
Winston-Salem Street School	630 W. Sixth Street, Winston-Salem, 27101
TCK Providence Inc. (Second Harvest Food Bank)	5790 University Parkway, Winston-Salem 27105
Forsyth County Veterans Treatment Court	1811 Meadowlark Drive, Winston-Salem 27101
Triad First In Families	450 West Hanes Mill Road, Suite 223, Winston-Salem 27101
Bethesda Center for the Homeless	930 N. Patterson Ave., Winston-Salem 27101

ROUTE 100 DATA EVALUATION:

Staff has been asked to provide feedback on Ridership for Route 100. Staff has a separate presentation on the performance of Route 100. Ridership data for the last 14 months is provided below.

	2017	2018	2019
January	582	285	907
February	518	285	359
March	541	360	
April	478	288	
May	557	396	
June	505	360	
July	704	422	
August	962	582	
September	910	544	
October	984	1,470	
November	574	1,021	
December	339	883	
Total	7,654	6,896	

WSTA Website Update:

In response to Public Works request, WSTA staff has engaged in several meetings to discuss various options to revised the current website. Our goal is to enhance the site making in user friendly for all users. Staff met with employees at Industries for the Blind for suggestions as well as Council Member Besse for insight. (Website Demo Presentation)

Route 100 Performance Update and Recommendation

Route performance is based on passengers per hour (PPH) and passengers per mile (PPM). The ridership on Rt. 100 has increased; however, the performance of the route falls significantly below the other 30 routes WSTA operates. WSTA staff has prepared a recommendation for council's review. (Power point presentation)

WSTA joins GTA, HPTS & PART for the Get On Board Public Transit Day Initiative

The Winston-Salem Transit Authority (WSTA) participated in a national public transit initiative sponsored by the American Public Transportation Association (APTA). On Thursday, April 25, passengers in the Piedmont Triad had the opportunity to Get On Board for Public Transit...fare free! The major local transit systems, PART, GTA, High Point Transit System and WSTA joined forces to make the first-ever Get On Board Day a success in the Triad.

A day of advocacy and awareness, the 2019 National Get On Board for Public Transit Day was developed to encourage support of public transportation and to showcase the benefits it brings to communities; highlighting public transportation as a cornerstone of local economies in urban, suburban, and rural communities. Every \$1 invested in public transportation generates approximately \$4 in economic returns, powering community growth and revitalization (APTA, 2019).

WSTA, Part, GTA and High Point Transit System combined efforts to educate the Triad about the fare-free transit day and why public transportation is vital, not only in our respective communities, but the entire Piedmont Triad.

Each system took advantage of marketing materials provided by APTA, placing the information on social media, local government television in Greensboro, and commercials on four radio stations in the Triad. The goal was to collectively inform, enlighten and motivate the community to consider using public transit with an invitation to ride the bus free on Get On Board Day. Passengers in Winston-Salem were pretty happy to have access to transportation all day at no cost. WSTA's fixed route service provided 8,893 passenger trips; an increase of 229 passenger trips more than the same day a week earlier. WSTA's Trans-AID service supplied a total of 794 passenger trips on Get On Board Day, an increase of 77 passenger trips; more than the 717 trips provided on Thursday the week before.

Kevin Elwood, GTA's Marketing & Communications Manager shared that around 12,711 rides were provided by GTA's fixed route service, reflecting an increase of 1,129 rides over the same date last year. GTA's paratransit trips decreased slightly with 999 passenger trips on Get On Board Day, compared to 1047 passenger trips last year. Manager of Marketing & Communications for PART, Brooke Kochanski, mentioned their normal weekday ridership is around 1,650 passenger trips. PART's ridership increased around 30%, equating to about 500 additional passenger trips for the day. High Point Transit System's ridership increased too. According to Angela Wynes, Transit Manager for the City of High Point, "Get On Board Day looked like the first of the month. We had about 4,400 trips for the day which was higher than the ridership for both April 3rd and April 4th."

WSTA staff rode buses and walked around the Transportation Center engaging with riders on both the fixed route and paratransit service. The most asked question by passengers? "Will this be something WSTA does every year?" Get On Board Day gave our community an opportunity to see for themselves - why public transit matters.

