

City Council – Action Request Form

Date: August 12, 2025

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

From: Kelly Garvin, Assistant Director of Transportation

Jeff Fansler, Director of Transportation

Aaron King, Assistant Director of Transportation

Council Action Requested:

Resolution Authorizing the City Manager to Enter into an Agreement Between the City of Winston-Salem, the Piedmont Authority for Regional Transportation, the City of High Point, the City of Greensboro and the City of Burlington for a Regional Fare.

Strategic Focus Area: N/A

Strategic Plan Objective: N/A

Summary of Information:

On January 6, 2025, City Council approved the procurement of the UMO Transit Mobility Application to support bus tracking, trip planning, and contactless fare payment. Staff recommended adopting a regional mobility platform aligned with neighboring transit systems to enable seamless travel throughout the Triad and eliminate technological barriers that may discourage regional transit use.

The proposed interlocal agreement between the City of Winston-Salem (on behalf of the Winston-Salem Transit Authority (WSTA)), the Piedmont Authority for Regional Transportation (PART), the City of High Point, the City of Greensboro (on behalf of the Greensboro Transit Authority), and the City of Burlington seeks to remove fare collection barriers between agencies.

As outlined in the agreement, the regional fare system would allow riders to load a single UMO card or account that can be used across all participating transit providers. This eliminates the need for riders to maintain separate UMO accounts or balances with each agency, as is currently required.

Committee Action:

Committee P/W 8/12/2025

Action

Approval

For Unanimous

Against

Remarks:

Utilizing the existing system, a rider traveling between the WSTA and PART systems would load funds onto their UMO account for each provider, creating an inconvenient and fragmented transit experience.

To address this issue, staff reviewed transit systems in the Triangle region. GoRaleigh, GoCary, GoDurham, and GoTriangle have successfully implemented a shared fare system. This coordinated approach allows for more efficient and rider-friendly regional travel.

By partnering with transit agencies across the Triad, the City would replicate this successful model. Riders would benefit from a unified UMO platform, simplifying transfers and payments across systems. Fare revenue would be reconciled quarterly by PART, which would compare UMO value sold by each agency to actual fare usage. Agencies that collected more than they sold (i.e., their system was used more by riders with externally loaded UMO value) would receive reimbursement. Conversely, agencies that sold more than was used within their system may owe a balance to ensure equitable distribution of fare revenue.

Approval of this resolution would authorize the City Manager to execute the regional fare agreement with the City of Greensboro, the City of High Point, the City of Burlington, and PART upon execution by all parties listed above.