

**RESOLUTION AMENDING THE WINSTON-SALEM TRANSIT AUTHORITY
FAIR POLICY TO ESTABLISH A NEW MICRO TRANSIT RATE**

WHEREAS, in January 2025, City Council endorsed the Winston-Salem Transit Authority (WSTA) Vision Network as part of the WSTA Route Study; and

WHEREAS, the Vision plan establishes the framework for a stronger fixed-route system, featuring shorter headways, straighter routes, and more transfer points outside of downtown; and

WHEREAS, to bring this vision to life, staff must continuously evaluate opportunities to eliminate underperforming routes and reallocate service hours to areas where they can increase ridership and strengthen the overall network; and

WHEREAS, at the same time, the Route Study identified a flexible option for areas where fixed-route service may be reduced or removed to be replaced by an on-demand service known as microtransit; and

WHEREAS, microtransit is a shared, technology-enabled public transportation service that uses flexible routing based on real-time trip demand and origin–destination patterns; and

WHEREAS, microtransit is typically subsidized and offers fares lower than private on-demand services such as Uber or Lyft; and

WHEREAS, City Council establishes fare policy for WSTA, and staff recommends amending the policy to include a fare of \$2.00 per each microtransit ride; and

WHEREAS, while microtransit is expected to exceed the operating cost when compared to traditional fixed-route service, it has the potential to generate higher ridership in lower density areas by providing more flexible, demand-responsive service; and

WHEREAS, as ridership grows, the cost per passenger is expected to decline improving overall service and better aligning resources with community travel needs.

NOW, THEREFORE, BE IT RESOLVED that the Mayor and the City Council of the City of Winston-Salem hereby adopt this amendment to the Winston-Salem Transit Authority Fare Policy to establish a \$2.00 microtransit fare rate.