

City Council – Action Request Form

Date: November 18, 2024

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

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

Council Action Requested:
Resolution to Enter into an Agreement with UMO for a Mobility Service Application for Bus Tracking, Trip Planning, and Cashless Payment Options for the Winston-Salem Transit Authority

Strategic Focus Area: Quality Transportation
Strategic Objective: Improve Integrated Road Network
Strategic Plan Action Item: N/A
Key Work Item: No



Summary of Information:

On August 21, 2023, the Winston-Salem City Council awarded GMV Syncromatics a contract for various Winston-Salem Transit Authority (WSTA) technological upgrades which included bus tracking and trip planning applications. As part of ongoing efforts to enhance the customer experience for current and future WSTA riders, staff recommends a regional mobility platform that aligns with neighboring transit systems. To achieve this, the Winston-Salem Department of Transportation proposes the mobile application, UMO, as it is currently used by our regional partners: Greensboro Transit Authority, High Point Transit, and the Piedmont Authority for Regional Transportation. Partnering with UMO and these peer agencies, would allow riders to navigate between these transit systems seamlessly while using a single application and expanding their regional mobility.

Additionally, the UMO platform provides the capability and support for a cashless payment solution for riders. Customers would be able to purchase and/or reload passes from the mobile application or from the UMO website.

Committee Action:

Committee	Committee of the Whole 11/28/24	Action	Hold in Committee 12/10/24
For		Against	

Remarks:

Furthermore, UMO partners with InComm to enable decentralized payment options, allowing customers to purchase bus passes from participating retail locations like Walmart, CVS, and Family Dollar. This improvement would remove the burden of traveling to the Clark Campbell Transportation Center to purchase bus passes and allow riders to purchase passes in their communities.

Upon award, the five-year agreement would cost a total of \$868,529, which would fund the physical upgrades to the fleet and the annual operating expenses associated with the technology. The first year, which includes the capital investment to the fleet, would total \$432,875. Funds are available in accounts 816320-5360-627808 and 5331-5272-9999.