



WSTA Update

Public Works Committee Meeting September 14, 2021



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WSTA Project Updates

- ▶ Bus Shelter Installations Phase 2- Contractor, ASJ, has begun installations at the following locations:
 - Mock St. @ Alder
 - Broad St. @ YWCA
 - Cloverdale @ Melrose
 - Knollwood @ Hawthorne
 - Patterson @ Burnham
 - 25th @ Bowen
- ▶ The Public Arts Commission has requested WSTA Board approval for a second round of Artwork installations in WSTA bus shelters.
- ▶ DOT/WSTA is currently working with the consultant, HDR, on the WSTA Study to conduct evaluations and make recommendations about WSTA Services.
- ▶ WSTA is participating in the Regional AVL Project

WSTA CARES Act 5307 Grant Update

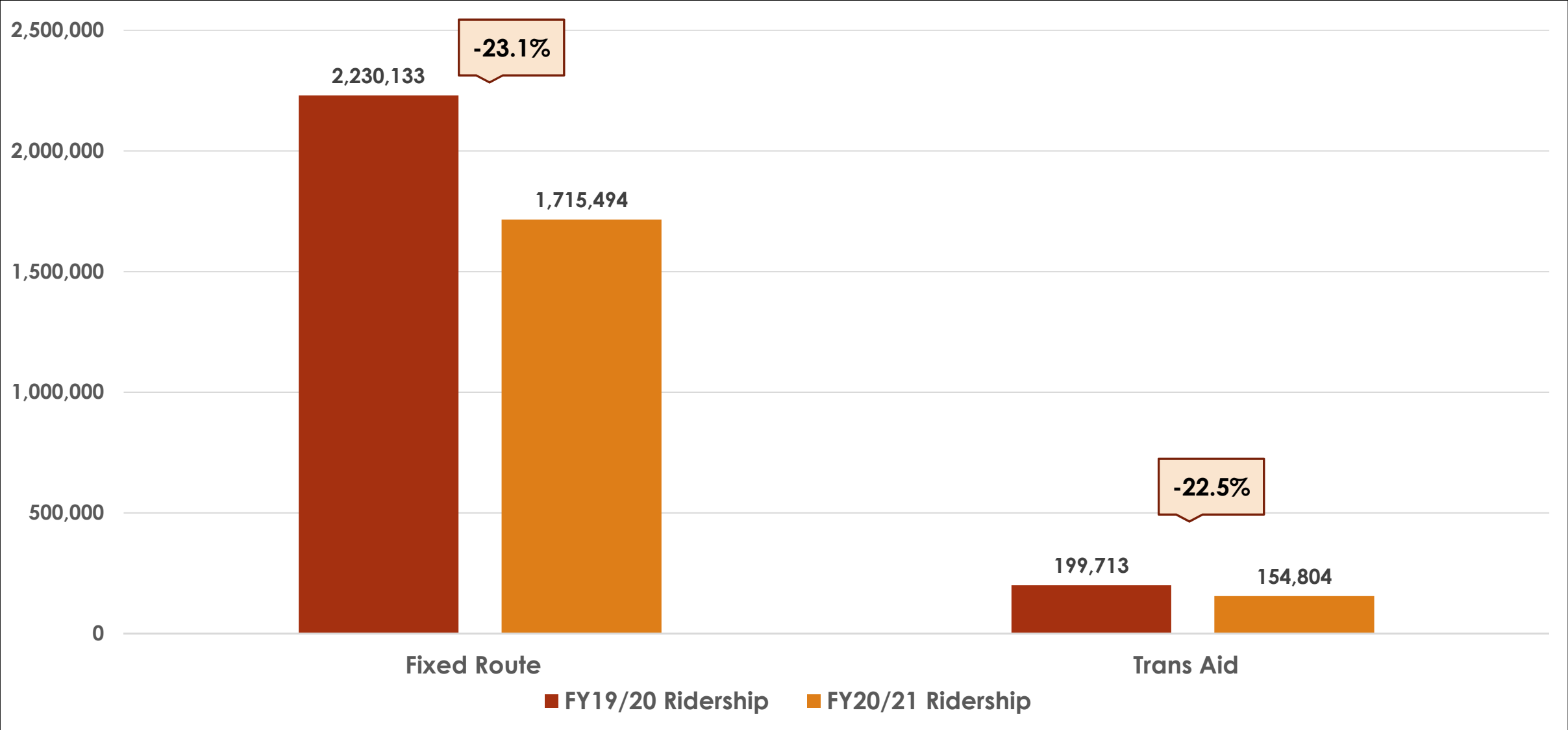
	Awarded	Spent	Remaining Available	Drawn	Will be Drawn for 4th Quarter
Operating Assistance	3,512,000.00	3,512,000.00	0.00	3,512,000.00	0.00
Bus Purchase	6,400,000.00	6,334,269.00	65,731.00	0.00	6,334,269.00
DOT Relocation	425,000.00	265,803.00	159,197.00	265,240.00	563.00
Other Capital Items	2,052,976.00	1,915,957.00	137,019.00	1,915,957.00	0.00
Totals	12,389,976.00	12,028,029.00	361,947.00	5,693,197.00	6,334,832.00
% of Funds Spent	97.08%				

American Rescue Plan Act (ARPA)

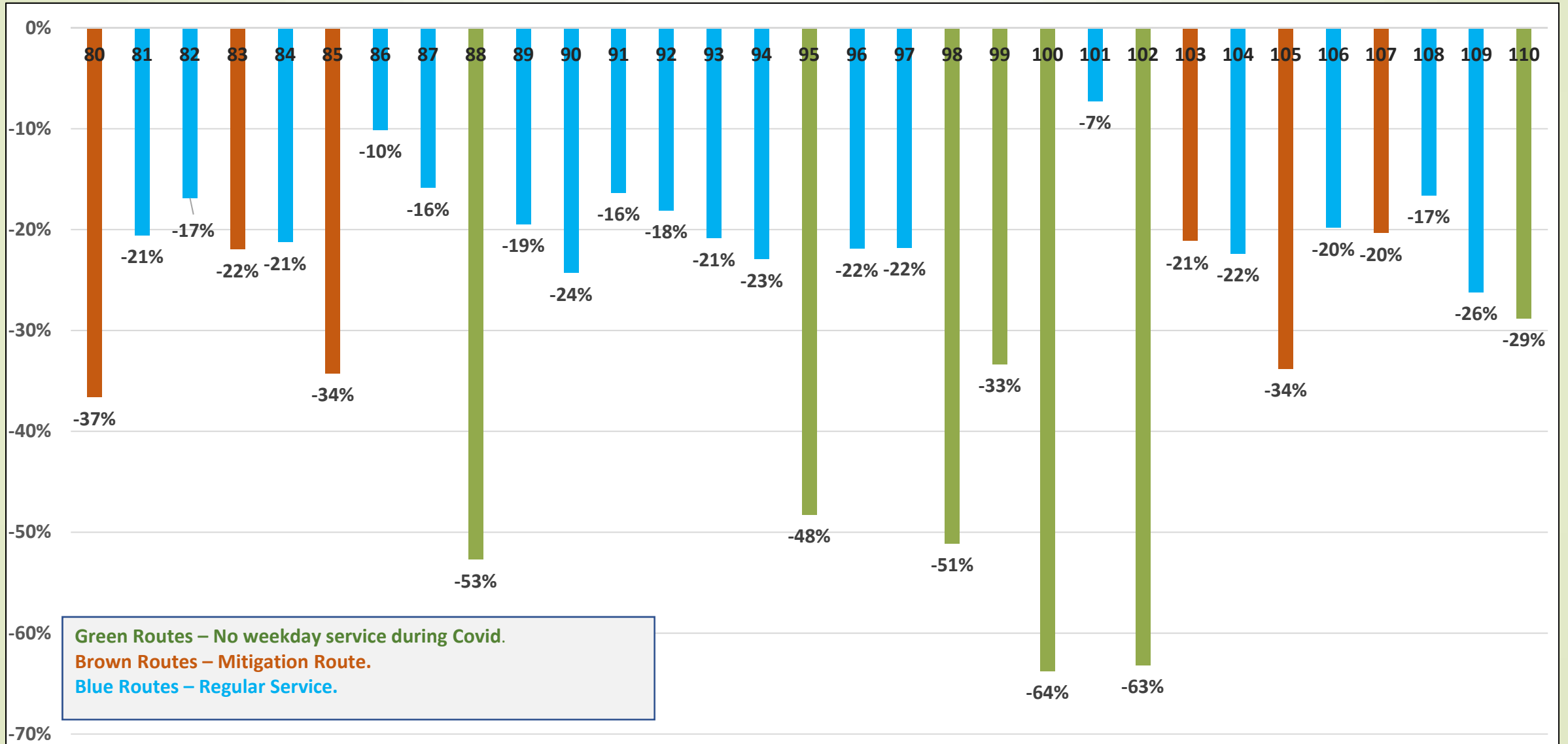
ARPA	2022	2023	2024	New Total
	Year 1	Year 2	Year 3	
Operating Assistance	\$ 900,000.00	\$ 900,000.00	\$ 900,000.00	\$ 2,700,000.00
Hampton Haith Study-OA	\$ 300,000.00	\$ -	\$ -	\$ 300,000.00
Preventative Maintenance	\$ 1,195,370.00	\$ 1,050,000.00	\$ 900,000.00	\$ 3,145,370.00
Temp Cleaners	\$ 280,000.00	\$ 260,000.00	\$ -	\$ 540,000.00
Payroll	\$ 408,210.00	\$ 408,210.00	\$ 408,210.00	\$ 1,224,630.00
PPE	\$ 374,938.00	\$ 374,938.00	\$ 374,939.00	\$ 1,124,815.00
				\$ 9,034,815.00
				\$ (9,034,815.00)
Balance				\$ -

WSTA Operational Data

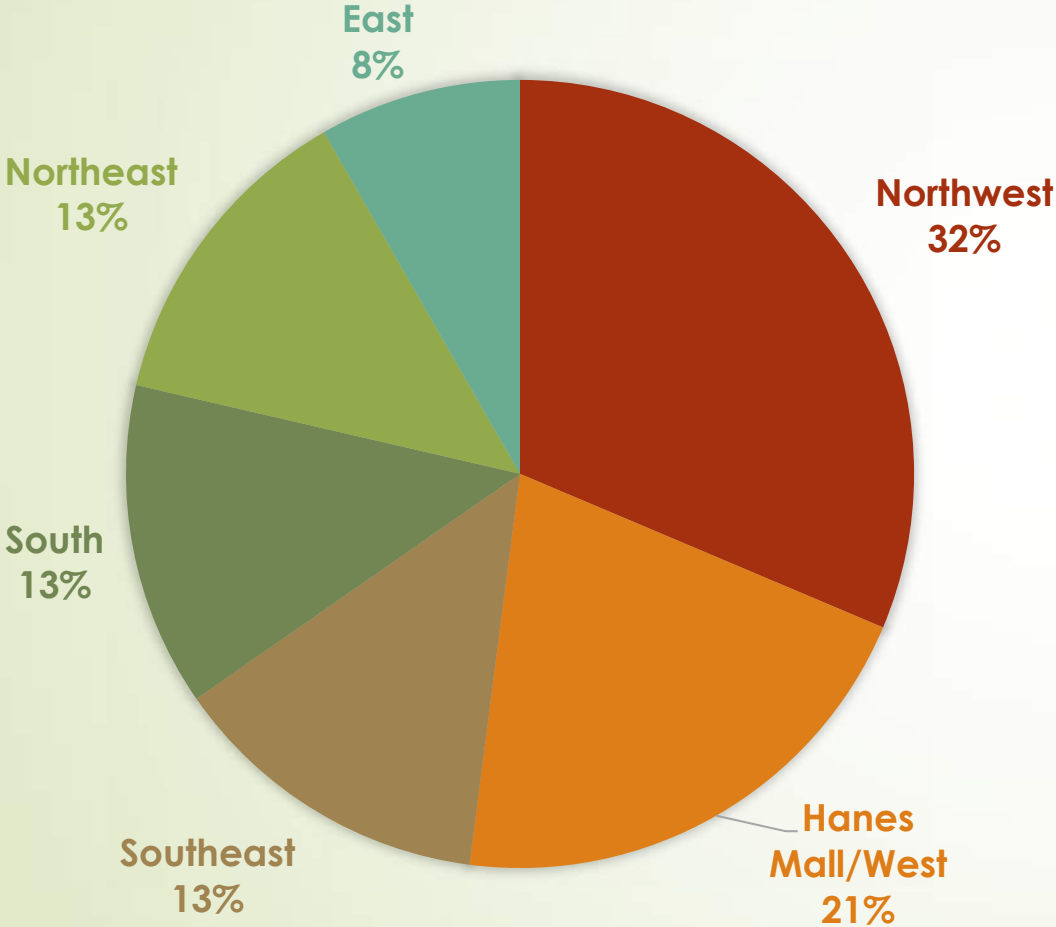
WSTA Fiscal Year Ridership Performance Comparison



Ridership Per Route Comparison FY19/20 to FY20/21 Fixed Route

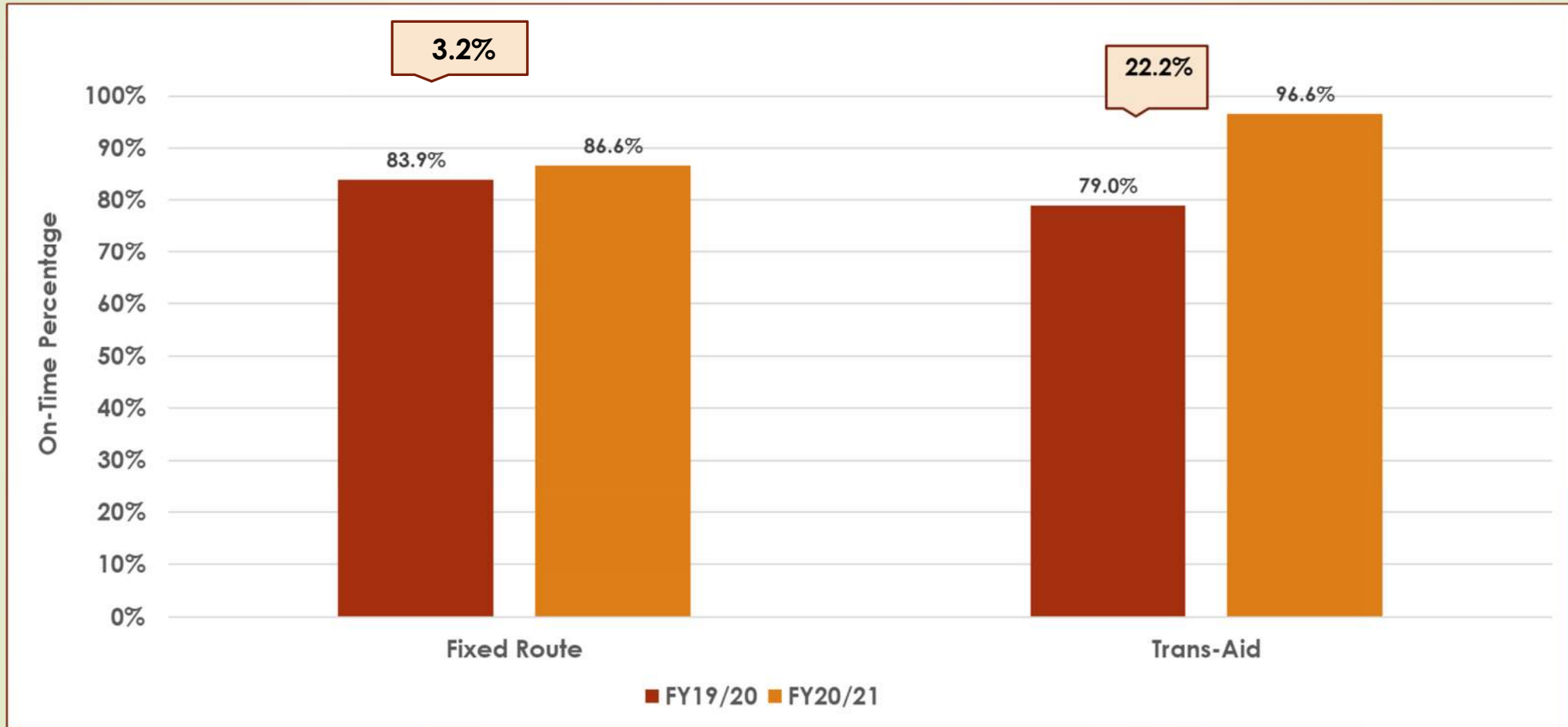


Percentage of Ridership Per Region FY20/21

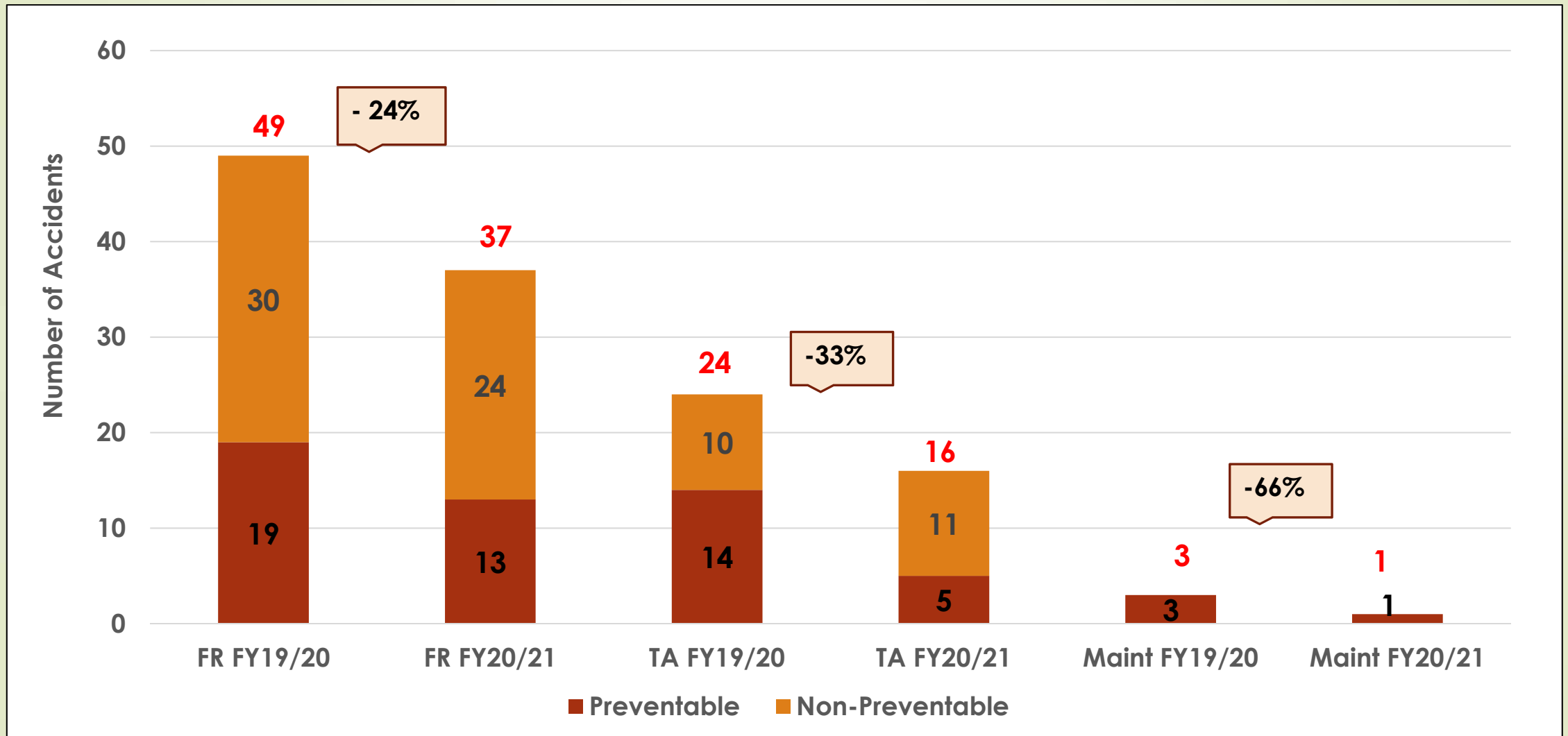


Northwest (Rts: 87, 88, 89, 90, 91, 97, 99, 106, 109)
Hanes Mall/West (Rts: 80, 81, 82, 84, 95, 100, 102, 103, 107)
Southeast (Rts: 86, 104, 105, 108)
South (Rts: 83, 85, 183, 101)
Northeast (Rts: 92, 96, 98)
East (Rts: 93, 94, 110)

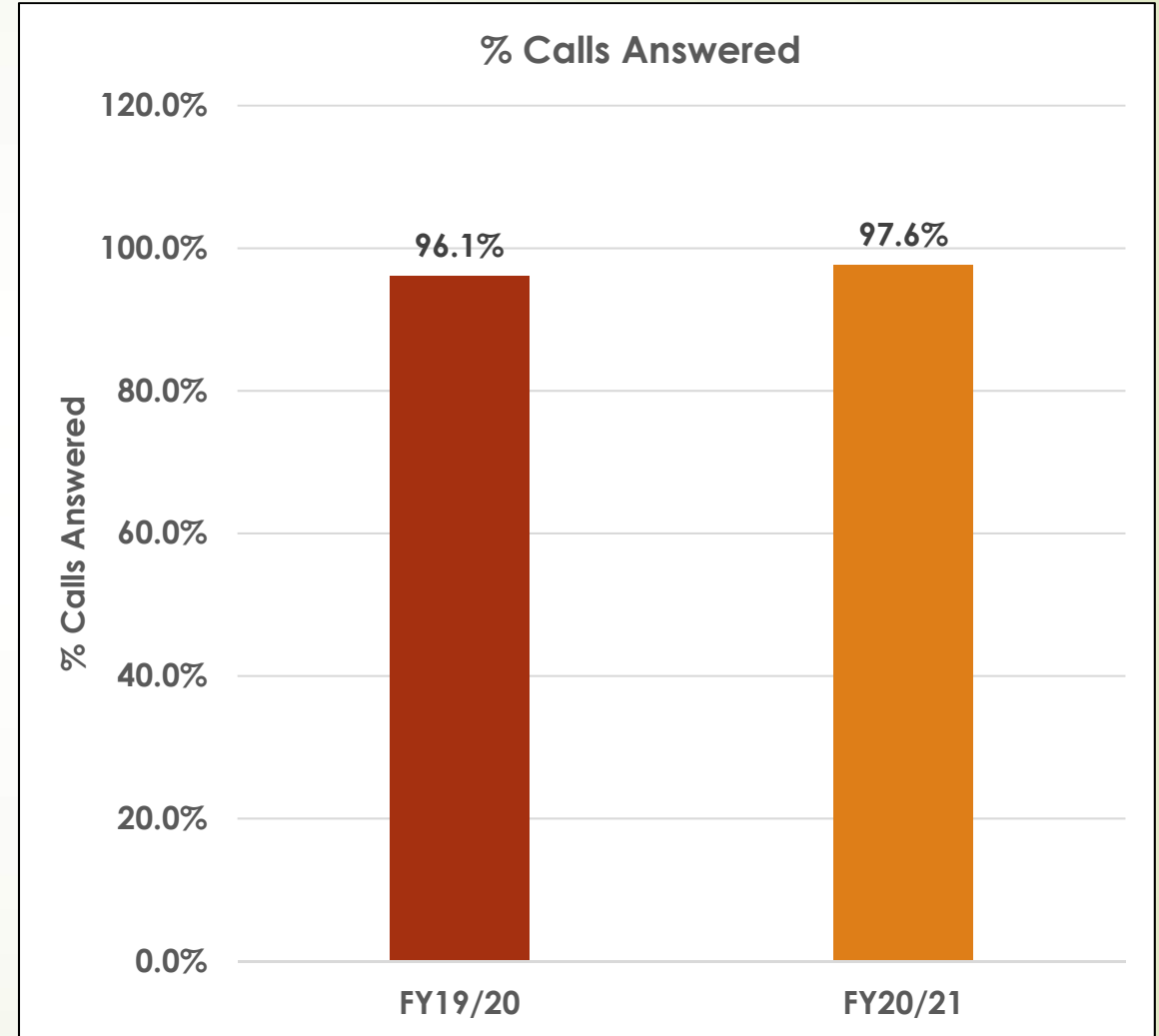
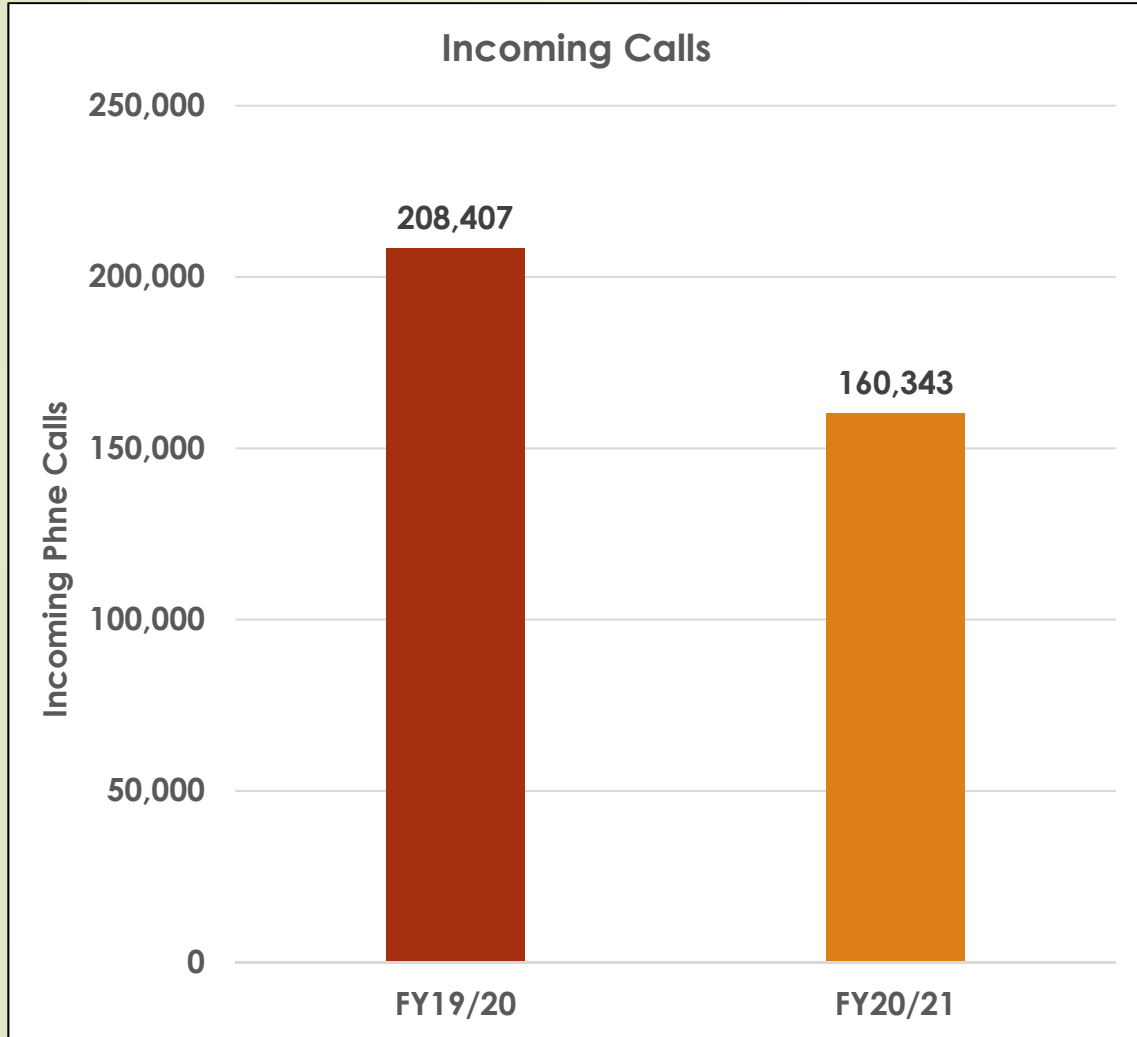
WSTA On-Time Performance FY19/20 to FY20/21



WSTA Accidents Per Department FY19/20 to FY20/21



WSTA Call Center Performance Comparison



WSTA's Marketing Communication and Outreach Participation

WSTA Bus Shelter Artwork Project

- ▶ Project considering artwork in a second set of shelters
- ▶ Longitudinal and latitudinal information has been compiled and submitted to the Project Manager, Kelly Bennett
- ▶ WSTA is seeking approval for the next phase of Artwork in



Vaccination Transportation Campaign @WSTA

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Vaccine Transportation Campaign

	MARCH		APRIL				MAY				JUNE						
	15	22	29	5	12	19	26	3	10	17	24	31	7	14			21
TELEVISION																Est Total Ads	Est Cost
WXII TV																102	\$ 10,017.50
RADIO																Est Total Ads	Est Cost
WQMG-97.FM Adult Urban																121	\$ 4,110.00
WSMW 98.7 FM Adult Contemporary																72	\$ 3,150.00
WPOL 103.5 FM Christian Gospel																80	\$ 2,800.00
WIST 98.3FM Mexican Regional																37	\$ 1,480.00
TOTAL RADIO																310	\$ 11,540.00
DIGITAL																Est Imp	Total Cost
Facebook/Instagram																952,000.00	\$ 4,000.00
PRINT 1/4 page ads																Total Ads	Cost
WS Chronicle																4	\$ 1,764.00
WS Journal																2	\$ 1,272.00
TOTAL PRINT COST																	\$ 3,036.00
TOTAL MEDIA COST+ AGENCY FEE																	\$ 28,593.50
CREATIVE FEE	:15 & :30 sec video + Facebook/Instagram Image															\$ 700.00	
																CAMPAIGN TOTAL	\$ 29,293.50

Community Engagement Efforts @ WSTA

Recent Events

ADA 31 1990 - 2021
Americans with Disabilities Act
Celebrate the ADA! July 26, 2021

LET'S CELEBRATE!
31st Anniversary of the Americans with Disabilities Act (ADA)

JOIN US FOR AN
SOLUTIONS FOR Independence
OPEN HOUSE!

July 26, 2021
1pm - 4pm
7744 North Point Blvd.
Winston-Salem, NC 27106

Disability Awareness Activities | Door Prizes & Giveaways | Refreshments | Vendor Fair | Covid-19 Vaccine Resources

Marble Art by Gideon, age 8

NOVANT HEALTH | WS FCS | BRAIN INJURY ASSOCIATION OF NORTH CAROLINA | IFBSolutions

Upcoming Events

- Employee Appreciation Event
- Welcome Back Fest – Sponsored by Novant Health
- You Never Walk Alone event spearheaded by the Forsyth County Sheriff's Office

QUESTIONS ?