Information Item

Date:	September 9, 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 City Manager

Subject: INFORMATION – Winston-Salem Transit Authority Microtransit Overview

Strategic Focus Area: Economic Prosperity

Strategic Plan Objective: EP2: Improving economic mobility and reducing poverty

In January 2025, City Council adopted the Winston-Salem Transit Authority (WSTA) Vision Network as part of the WSTA Route Study. This plan establishes the framework for a stronger fixed-route system, featuring shorter headways, straighter routes, and more transfer points outside of downtown.

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. This approach aligns with the "virtuous transit planning cycle," as outlined in the service standards adopted by Council in October 2023.

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. This transit option is typically referred to as microtransit.

Microtransit is a shared, technology-enabled public transportation service that uses flexible routing based on real-time trip demand and origin–destination patterns. Typically subsidized, it offers fares lower than private on-demand services such as Uber or Lyft.

Across North Carolina, microtransit has emerged in recent years as a complementary tool to traditional fixed-route networks. By supporting first-mile/last-mile connections and allowing fixed-routes to operate more directly, microtransit helps improve service efficiency and reduce costs.

Staff has prepared a presentation to provide further information on microtransit and how it could be applied to the Winston-Salem transit network.