



Winston-Salem Transit Authority

Winston-Salem Committee of the
Whole

March 9, 2026

Today's Route Map

Overview:

- Summary of Changes

Proof of concept

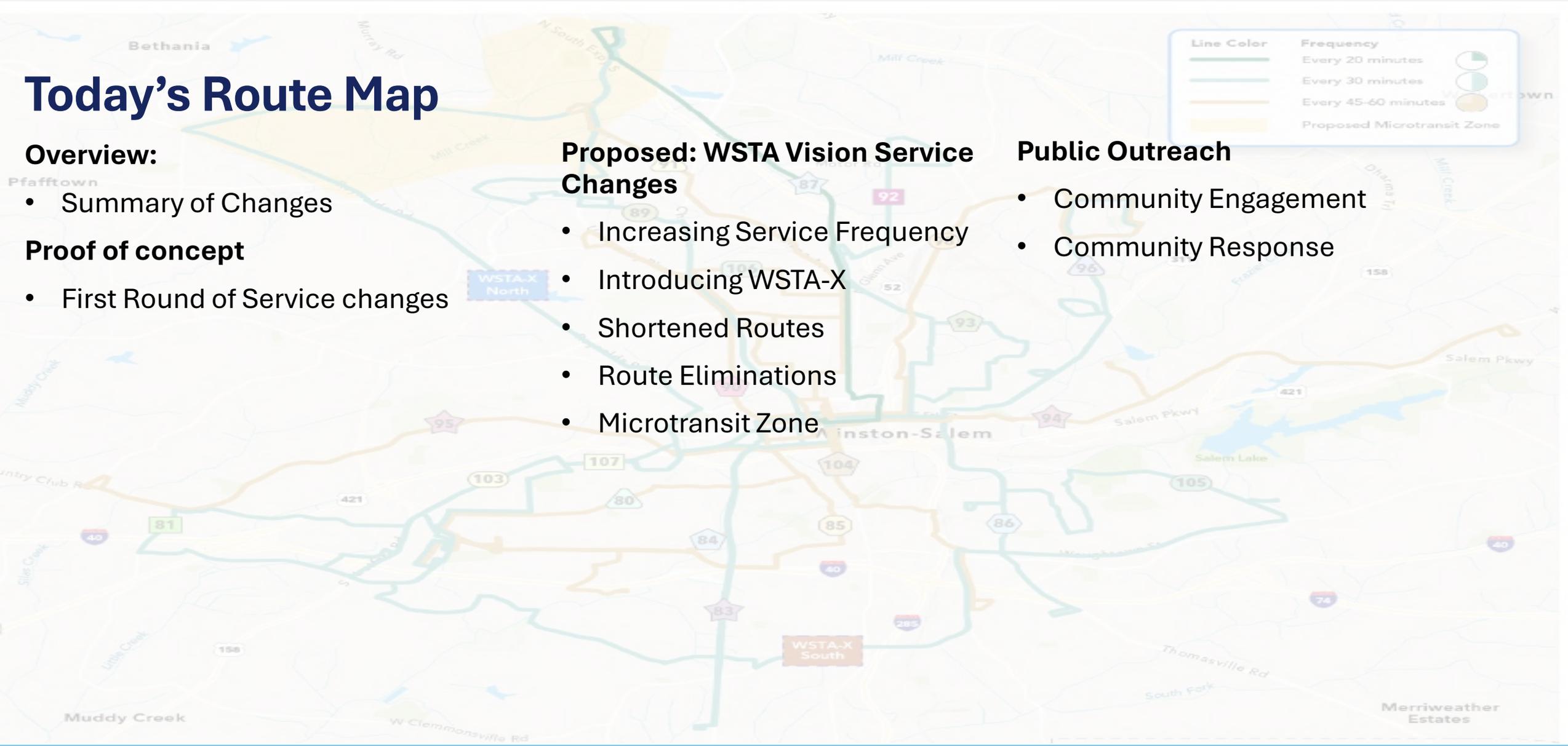
- First Round of Service changes

Proposed: WSTA Vision Service Changes

- Increasing Service Frequency
- Introducing WSTA-X
- Shortened Routes
- Route Eliminations
- Microtransit Zone

Public Outreach

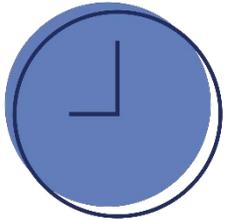
- Community Engagement
- Community Response



Overview of WSTA Vision Implementation



Proposed Service Changes



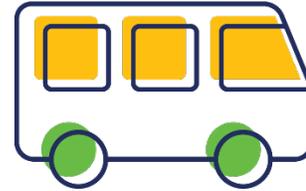
Run our most popular routes more often!

These routes would run every 30 minutes: 81, 86, 89, 92, 93, 96, 103, 105



Make routes more direct!

These routes would cut a few stops to complete their trips faster: 87, 93, 104



Test out a new Microtransit Zone to replace Route 97.

Microtransit works like a rideshare service.



Discontinue some less popular routes:

82, 88, 97, 101, 102, 108, 109

How can WSTA make bus travel faster?



- Total bus travel times involve two kinds of time:
 - Time when riders are on the bus and the bus is moving
 - Time when riders may get off at one bus stop and wait to transfer to another bus
- Time **on the bus** can be shortened by making routes more direct
- Time can be saved transferring if there are **more places to transfer outside of downtown**
- Time **waiting to transfer** can be shortened by running buses more frequently

WSTA Service Standards

WSTA defined service standards in the fall of 2022 using the following metrics :

- Passenger per Hour
- Fare Box Recovery Ratio
- Passenger per Revenue Miles
- Cost per Boarding

It costs the same per hour to run a bus anywhere in Winston-Salem. The more people who board per hour, the more lives WSTA positively impacts per dollar spent.

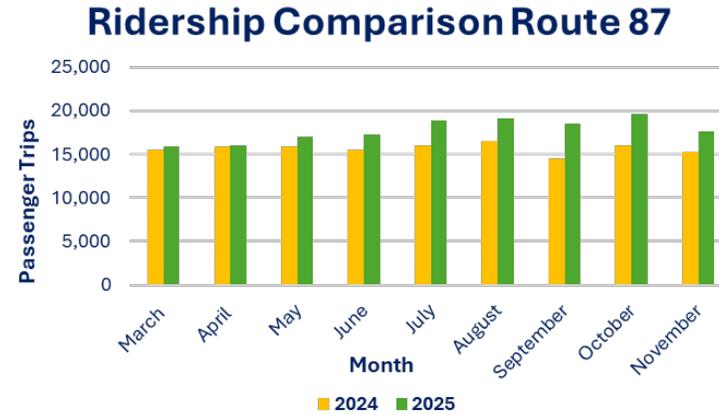
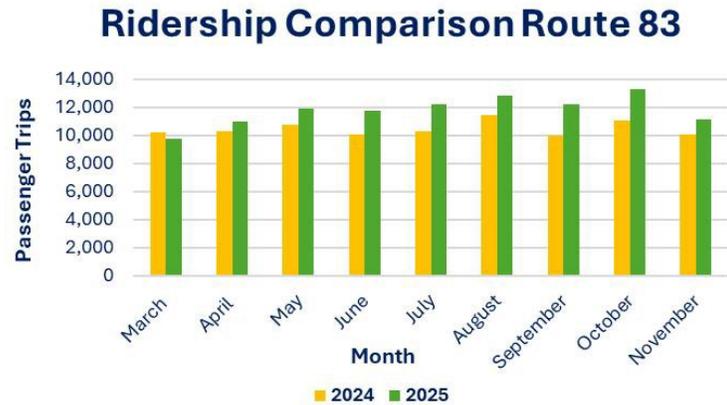
Service Standards Ranking	Current Route	Passenger per Revenue Hour	Passenger per Revenue Mile	Farebox Recovery Ratio	Cost per Boarding
1	92	18.8	1.5	6.9%	\$ 6.19
2	87	16.4	1.0	5.2%	\$ 7.12
3	96	14.6	1.0	6.0%	\$ 7.97
4	83	16.2	1.4	5.8%	\$ 7.17
5	81/82	13.6	0.9	5.5%	\$ 8.57
6	89	14.2	0.9	5.2%	\$ 8.20
7	86	12.5	1.1	4.6%	\$ 9.29
8	93	11.4	1.7	4.0%	\$ 10.22
9	103	11.0	1.0	3.3%	\$ 10.58
22	101	7.16	0.4	2.9%	\$ 16.27
23	97	5.3	0.5	2.3%	\$ 21.97
24	109	7.32	0.4	2.5%	\$ 15.91
25	88	6.0	0.4	2.0%	\$ 19.46
26	82	5.4	0.4	2.2%	\$ 21.71
27	108	4.2	0.2	1.4%	\$ 27.86
28	102	3.2	0.2	1.0%	\$ 36.75

Proof of Concept: March Service Changes



- Routes 83, 87 and 107 increased frequency from 60 minutes to 30 minutes in March 2025
- Ridership grew significantly on all three routes

+ 23%
Ridership
Growth



+ 28%
Ridership
Growth



+ 40%
Ridership
Growth

Service Changes



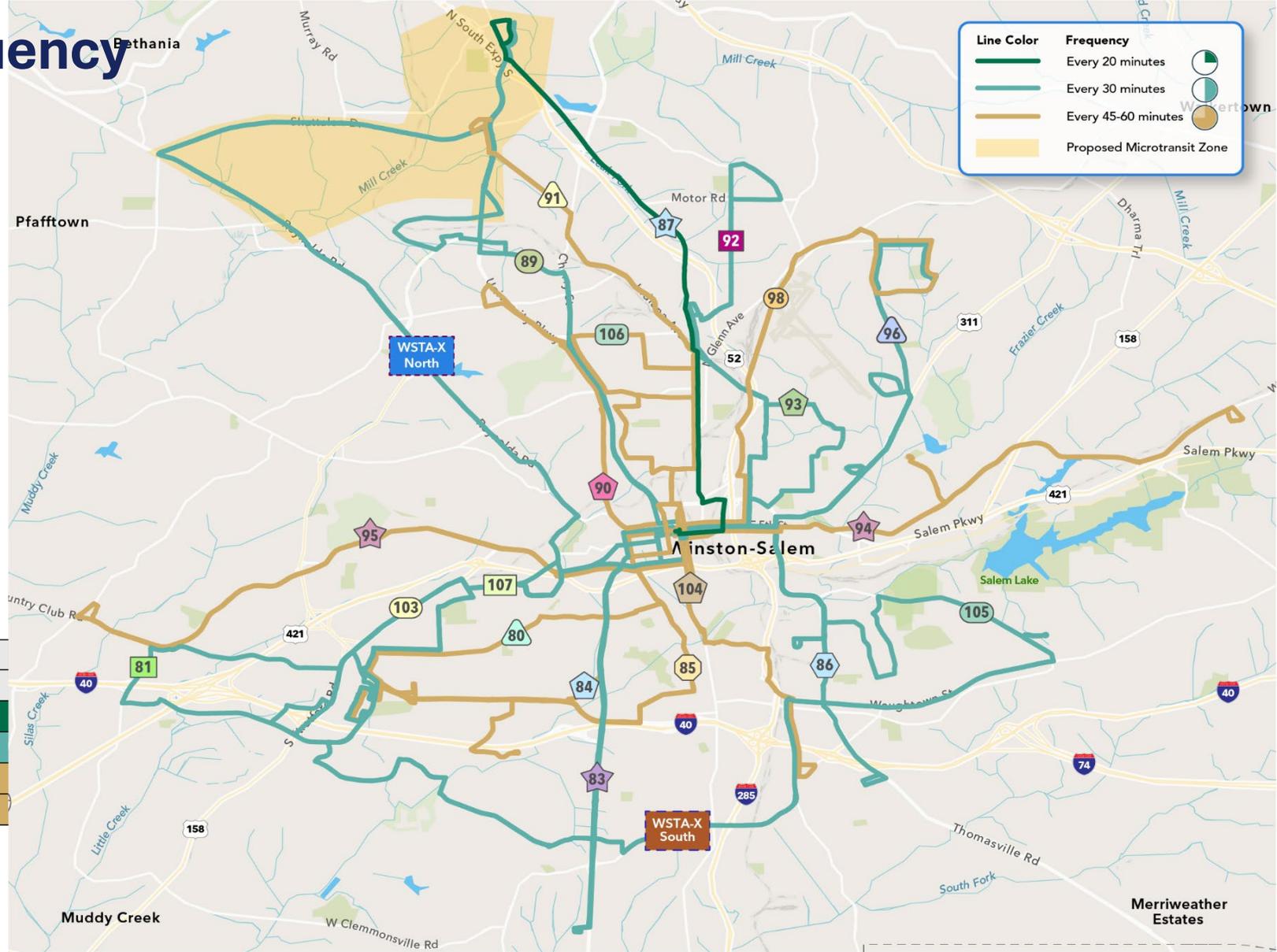
Increasing Service Frequency



Run our most popular routes more often! These routes would run every 30 minutes:
81, 86, 89, 92, 93, 96, 103, 105

% of WSTA Service By Frequency

Service every...	Before Service Changes	After Service Changes
20 minutes	9%	8%
30 minutes	11%	63%
45 minutes	8%	10%
60 minutes	72%	19%



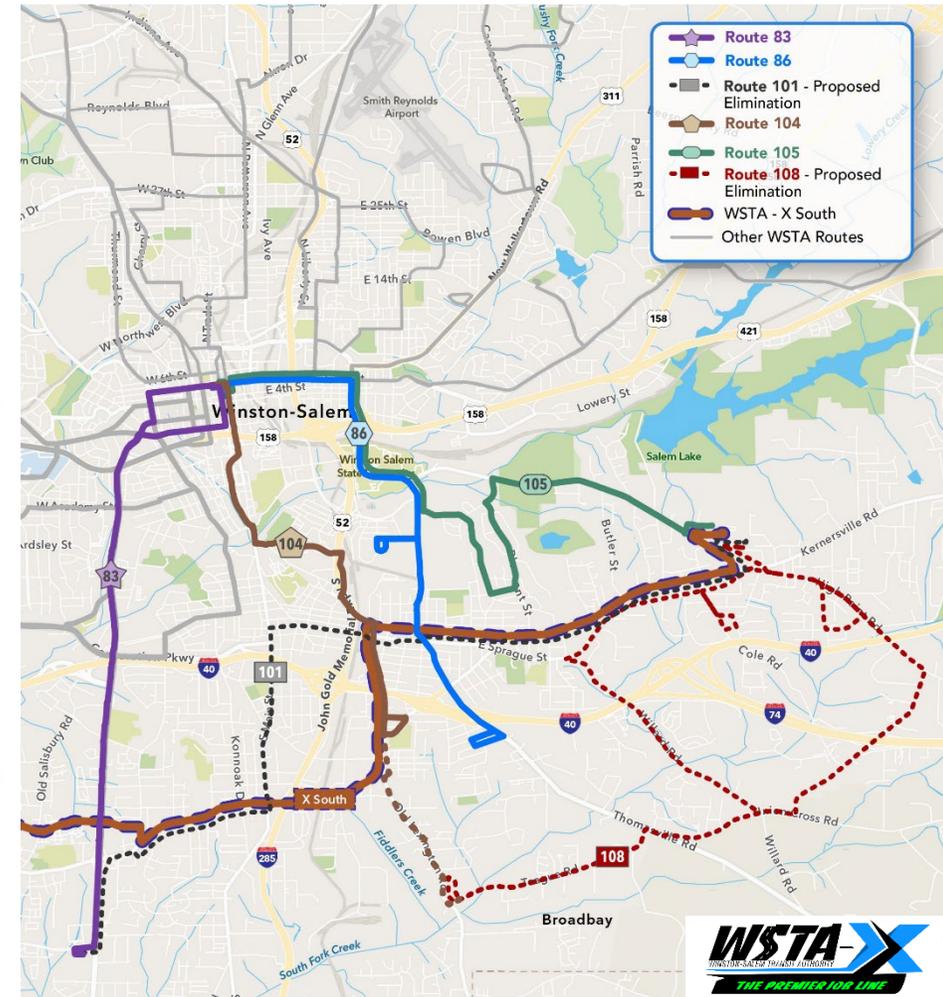
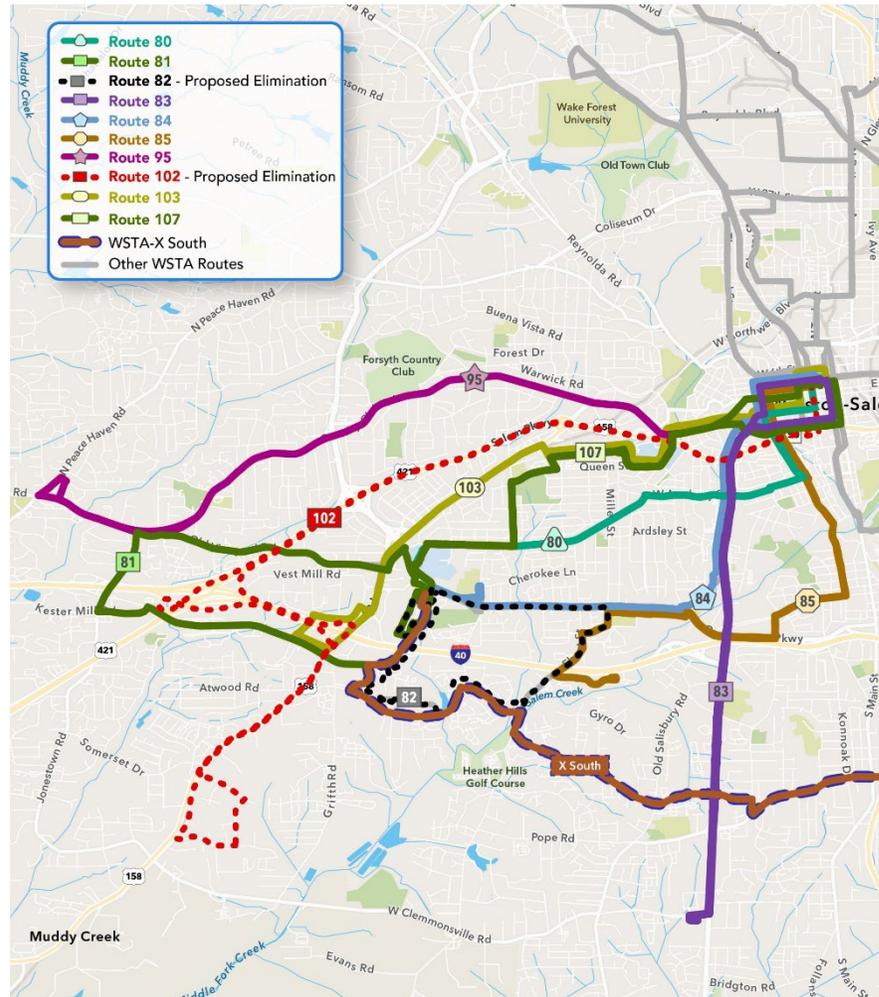
Introducing WSTA-X



These two new crosstown routes will skip Downtown to connect people and jobs, running every 30 minutes.

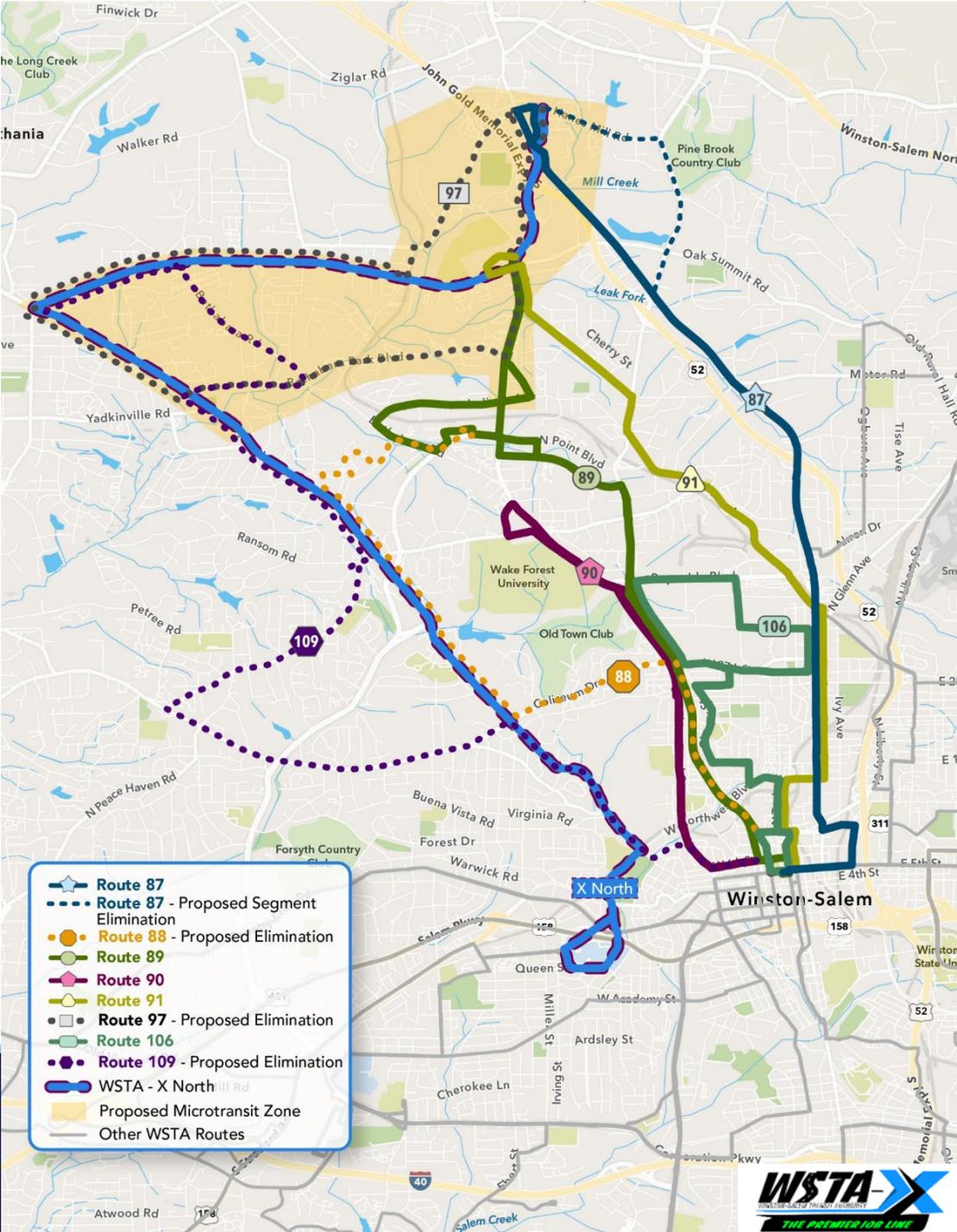
Introducing WSTA-X South

WSTA-X South would connect Salem Gardens to Hanes Mall.



WSTA-X North

WSTA-X North would go from Atrium Health Wake Forest Baptist Medical Center through the Hanes Mill area.



Why Propose Route Eliminations and Geography Changes When We're Trying to Improve Frequency?

- **WSTA Resources**: Need to work within existing budgets
- **Vehicles**: Cannot improve 60-minute service to 30-minutes without reassigning buses from other routes
- **Policy**: Can use data-driven Service Standards approved by City Council to make decisions about where to add and remove service
- **Community**: Expanding who WSTA serves in addition to existing riders requires changes to the network

Northeast Area:

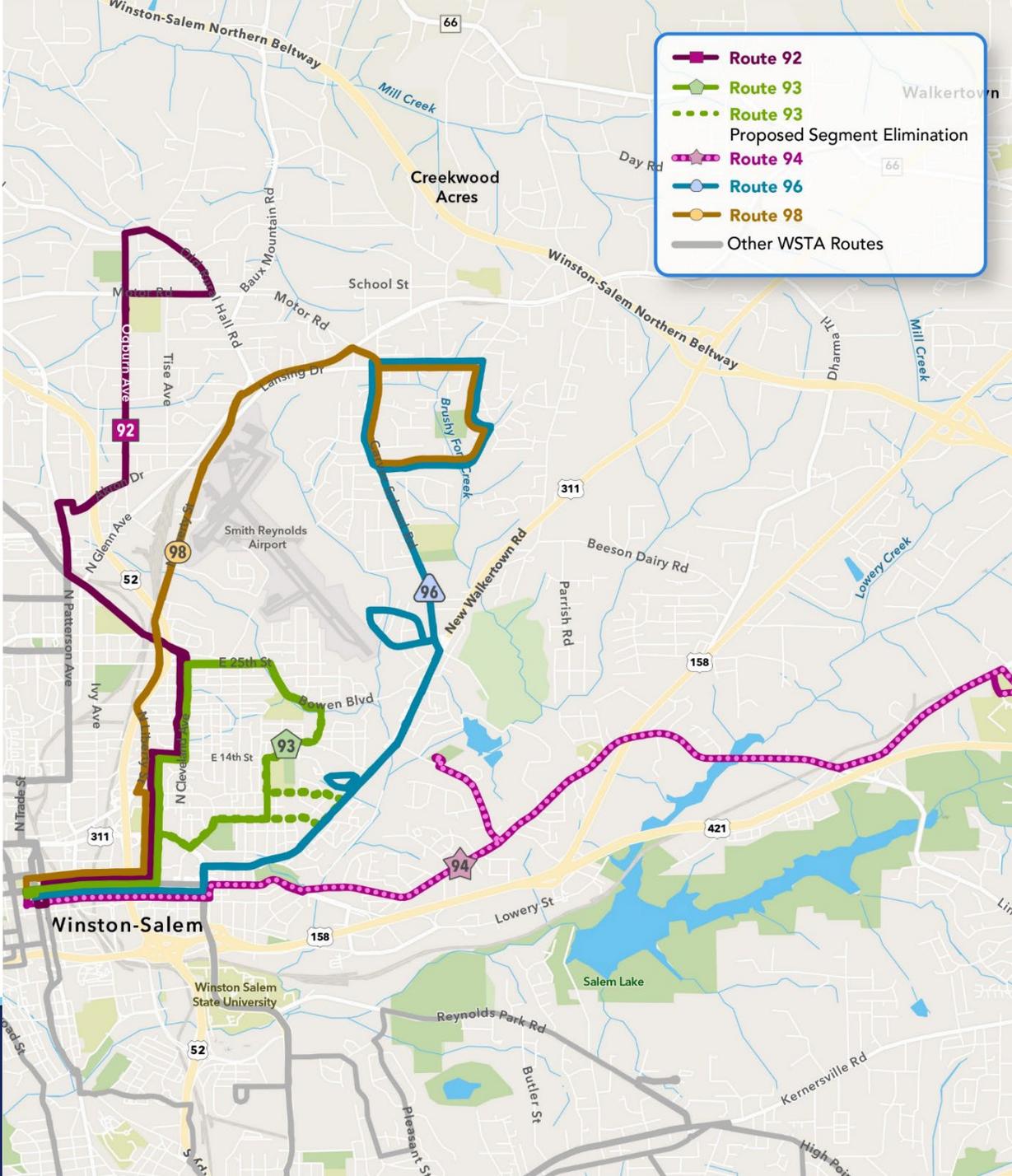


Route 93

- We are proposing to shorten the route by **eliminating the sections on 10th Street, East 12th Street, Gerald Street, and New Walkertown Road.**
- With this change, we would increase service from one bus every 60 minutes to one bus every 30 minutes.



Increase Frequency on Routes 92 and 96



Southeast Area:



Route 104 : We are proposing to shorten the route by **eliminating the section along Old Lexington Road from Teague Road to Clemmons Circle**



Eliminate Routes 101 & 108

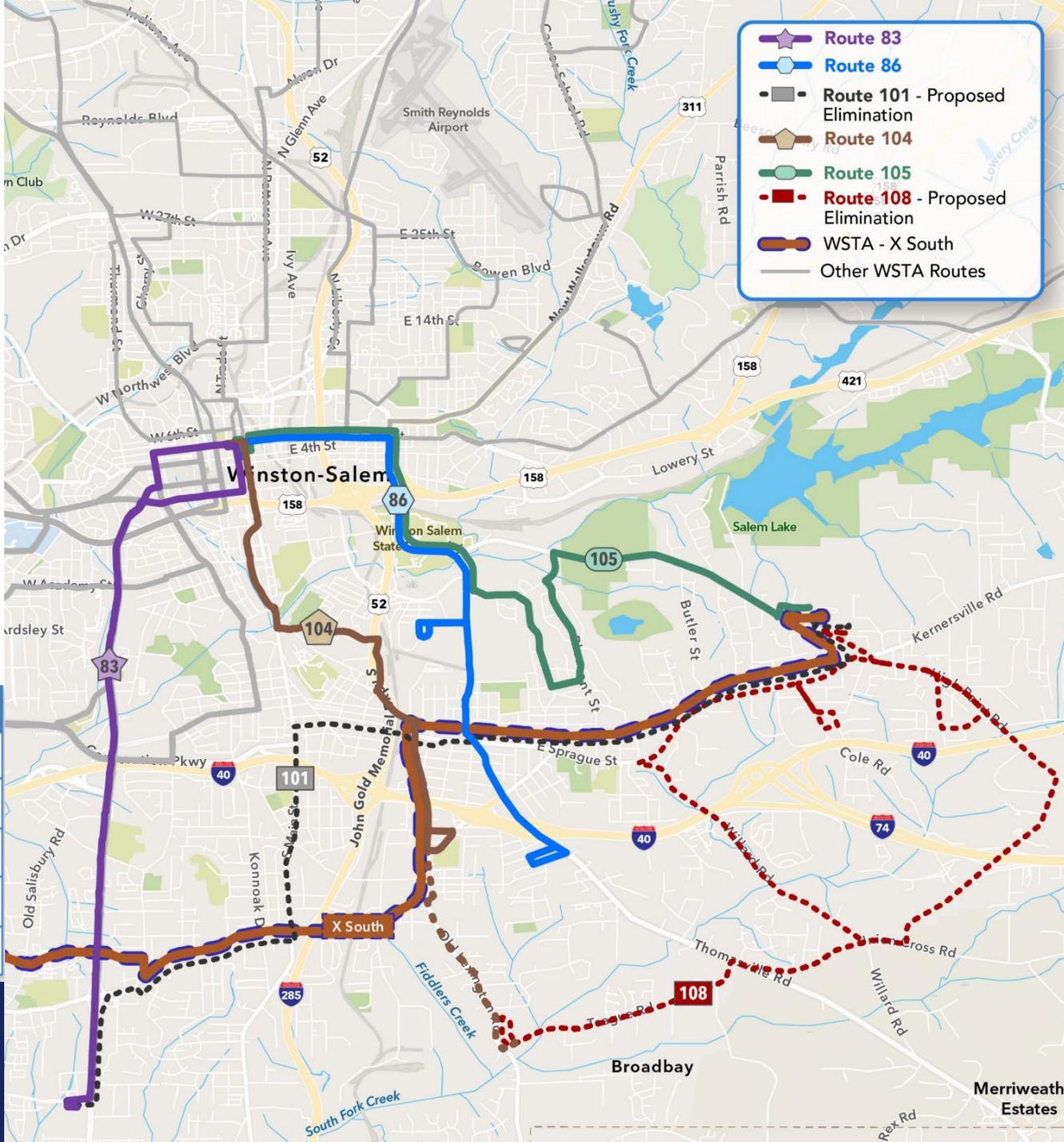


Increase Frequency on Routes 86 and 105



Introducing a WSTA-X South

Stop #	Stop Name	Daily Avg Boardings	Alternate Route Nearby
1	Peters Creek Parkway Walmart Shelter	68	83
2	Salems Garden Apartments	45	105 and X South
3	Waughtown Street at Food Lion	24	86 and X South
4	Willard Road & Green Oaks Street	19	none
5	Main Street & Strickland Avenue	12	X South



Southwest Area:



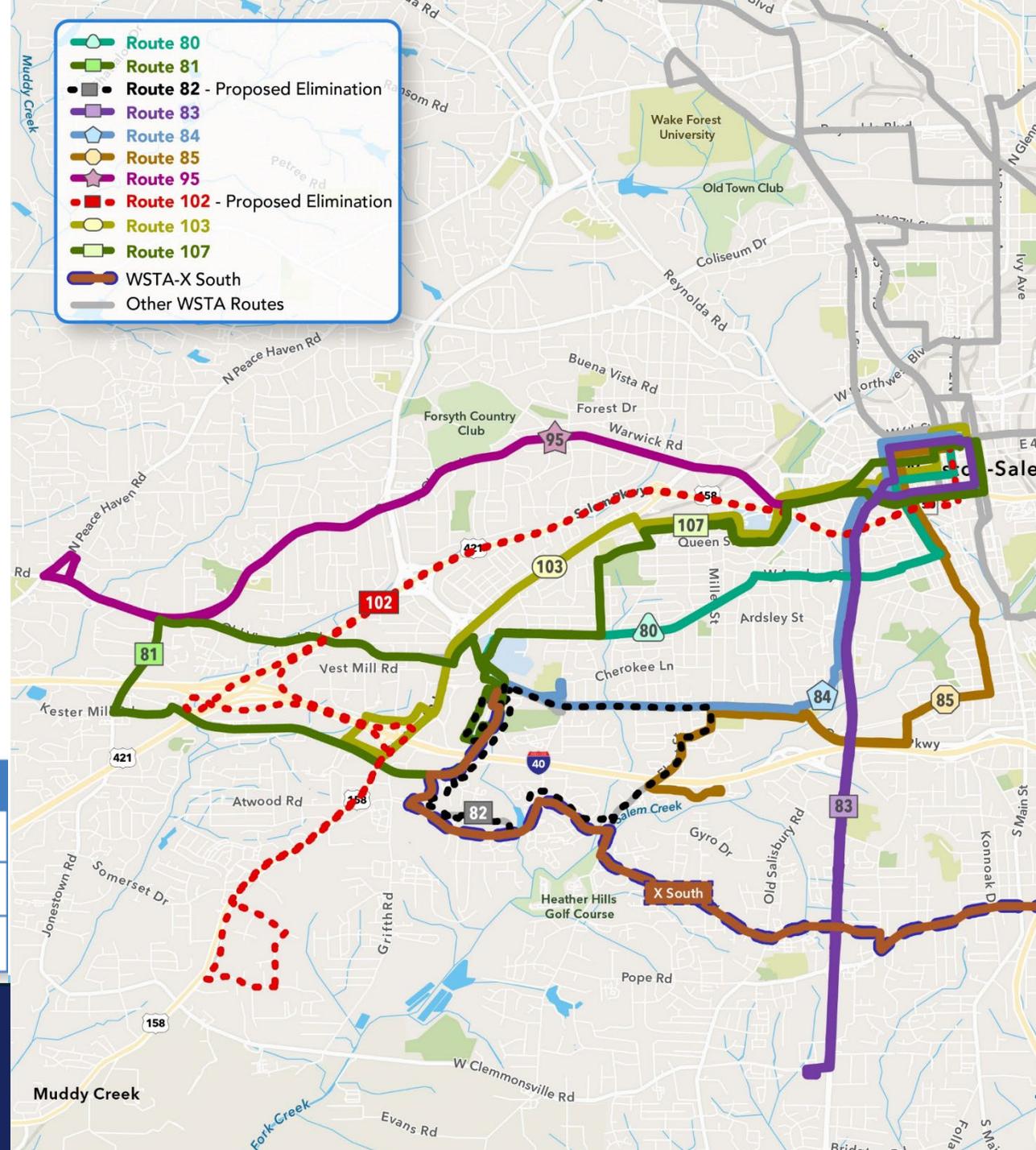
Eliminate Routes 82 and 102



Increase Frequency on Routes 81 and 103



Introducing a WSTA-X South



Stop #	Stop Name	Daily Avg Boardings	Alternate Route Nearby
1	Hanes Mall (Fridays)	26	81, 84, and X South
2	Empire Drive & Westpoint Boulevard	8	none
3	Hanes Mall Blvd & Brookview Hills Blvd	8	84 and X South

Northwest Area:



Shortening Route 87

- We are proposing to shorten the route by **eliminating the section along Germanton Road and East Hane**



Eliminate Routes 88, 97 & 109



Increase Frequency on Routes 89

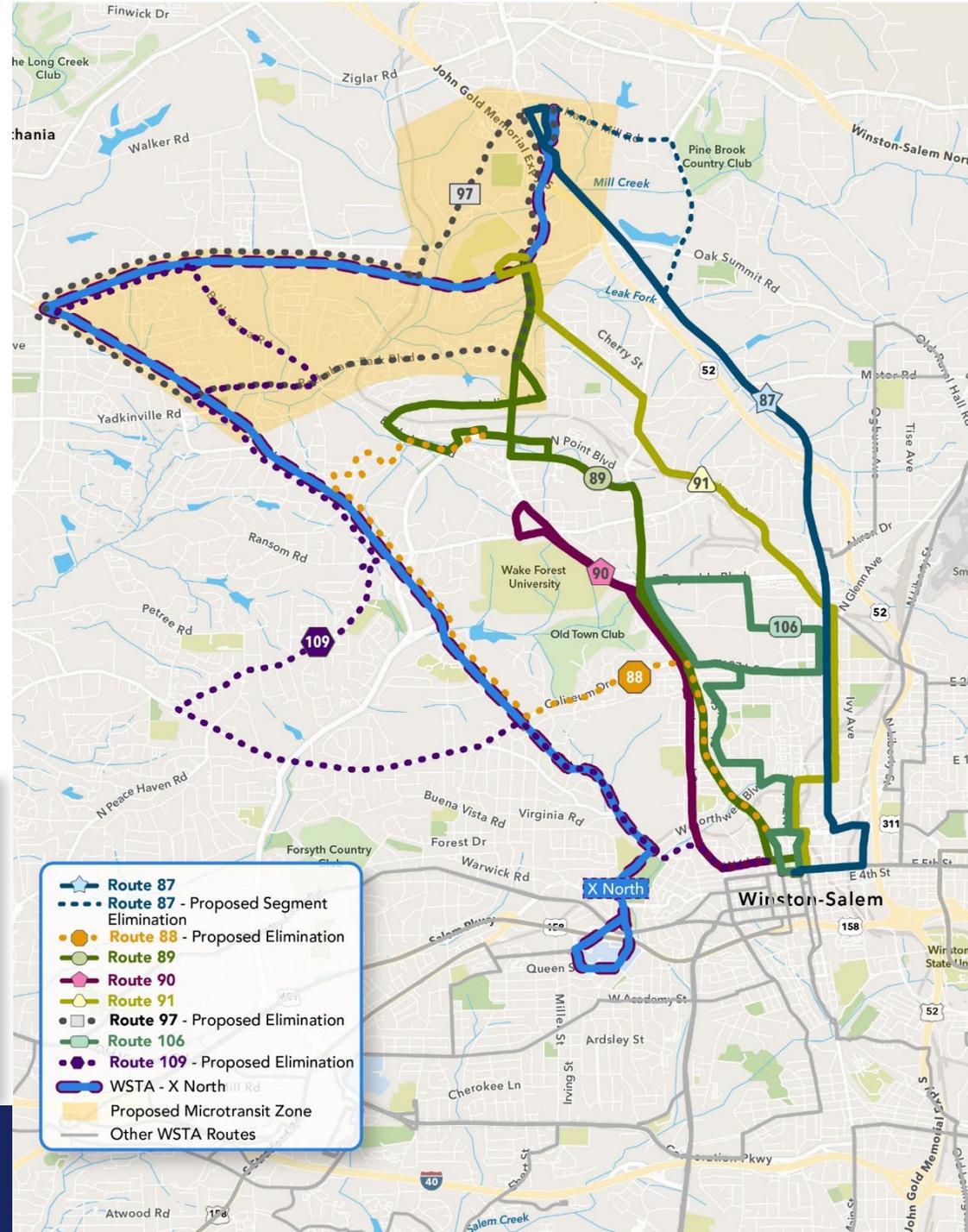


Introducing a WSTA-X North



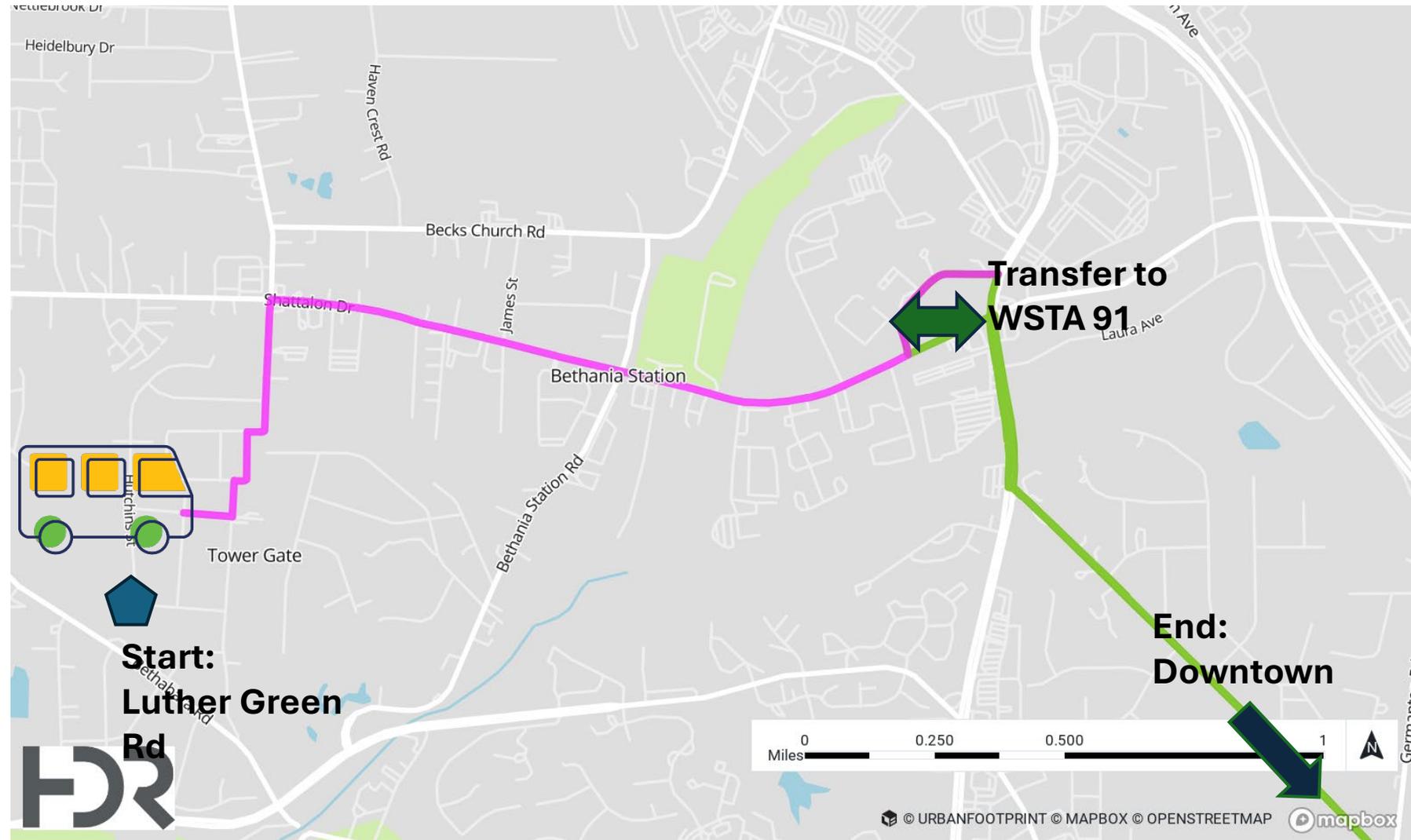
Introducing a Micro Transit Zone

Stop #	Stop Name	Daily Avg Boardings	Alternate Route Nearby
1	University Parkway & Sturmer Park Circle	43	87, 89, and X North
2	Sturmer Park	38	87, 89, and X North
3	Hanes Mill Road Walmart	30	87 and X North
4	Reynolda Rd & Old Town Dr	12	X North
5	Bethania Station Rd & Shattalon Dr	11	X North



Microtransit Zone: Example Trip

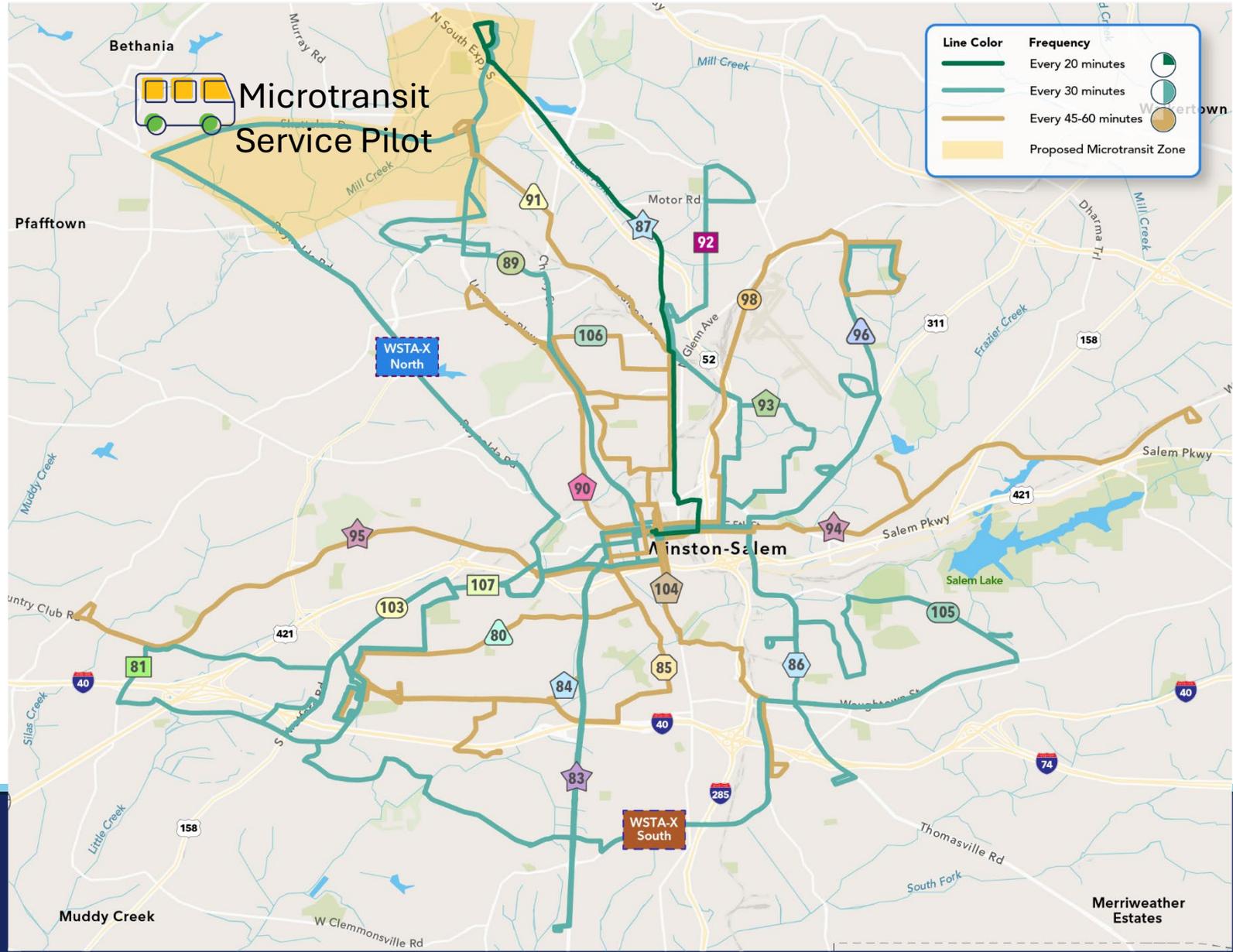
- A senior citizen who lives on Luther Green Rd needs to go downtown.
- They call or use an app to reserve a Microtransit ride from their home address to the Sturmer Park WSTA stop.
- At Sturmer Park, they then take the 91 bus to downtown Winston-Salem.



WSTA Network 2026 After Changes

- WSTA will transition from a system where 72% of buses only come once an hour...
- To a system where 63% of buses will come every 30 minutes and 8% of buses will come every 20 minutes.

% of WSTA Service By Frequency		
Service every...	Before Service Changes	After Service Changes
20 minutes	9%	8%
30 minutes	11%	63%
45 minutes	8%	10%
60 minutes	72%	19%



Community Engagement



The Plan



We are proposing updates to our bus network to help more people get where they need to go faster. These service changes include faster travel times, new and modified routes, as well as route adjustments, and finally microtransit in some areas.

Visit our transit planner
at www.wsta.com
for more information.
87. 88. 92. 93
87. 88. 92. 93

Make routes more direct

There are many routes that are not as direct as they could be. We will be making these routes more direct to help you get to your destination faster.

Test out a new Microtransit Zone to replace Route 97

Microtransit will be a flexible service that allows you to get to your destination faster than a traditional bus route.

Discontinue some less popular routes

82. 88. 97. 01
102. 108. 109

Introducing WSTA's new premier job line!

These bus routes will skip downtown to connect people to their jobs, saving them 30 minutes.

WSTA is proud to announce that we are launching a new job line that will connect people to their jobs faster than ever before. This new job line will be a premier service that allows you to get to your destination faster than a traditional bus route.

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How are we gathering feed back?

Virtual Meeting

Monday, February 23, 2026

5:30 - 7:30 pm

In-Person Open House

Tuesday, February 24, 2026

5:30 - 7:30 pm

Central Library

660 W. 5th Street

Winston-Salem, NC 27101

TC Pop-Up Table

Wednesday, February 25, 2026

8:00am – 5:00pm

Clark Campbell Transportation Center

100 W. 5th Street

Winston-Salem, NC 27101

In-Person Open House

Wednesday, March 4, 2026

5:30 - 7:30 pm

Sprague Street Community Center

In-Person Open House

Thursday, March 5, 2026

5:30 - 7:30 pm

Hanes Hosiery Community Center

Online Survey :

- Opened February 16, 2026, through March 24, 2026

Scan the QR Code



to visit the website and take our survey!

[movewinstonsalem.com/
wsta-proposed-service-changes](https://movewinstonsalem.com/wsta-proposed-service-changes)

How are we gathering feed back?

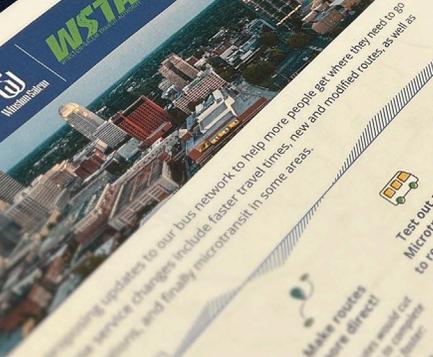
The screenshot shows a Zoom meeting window with a presentation slide titled "WSTA-X North". The slide includes the WSTA logo and the following text: "WSTA-X North would go from Atrium Health Wake Forest Baptist Medical Center through the Hanes Mill area." Below this, it lists the route: "WSTA-X North would travel from the Hanes Mill Rd Walmart along University Parkway, Shattalon Drive, Reynolda Rd, Northwest Blvd, S Hawthorne Rd, Queen St, and Medical Center Blvd." To the right of the text is a map of the Winston-Salem area with a highlighted route. A legend at the bottom of the map lists various routes and their statuses: Route 87 (Proposed Segment), Route 87 (Proposed Elimination), Route 88 (Proposed Elimination), Route 89 (Proposed Elimination), Route 90 (Proposed Elimination), Route 91 (Proposed Elimination), Route 92 (Proposed Elimination), Route 93 (Proposed Elimination), Route 94 (Proposed Elimination), Route 95 (Proposed Elimination), Route 96 (Proposed Elimination), Route 97 (Proposed Elimination), Route 98 (Proposed Elimination), Route 99 (Proposed Elimination), WSTA-X North (Proposed Segment), Proposed Microtransit Zone, and Other WSTA Routes. The Zoom meeting interface shows several participants in a video call at the top.



Community Response



The Plan



We are proposing updates to our bus network to help more people get where they need to go faster. These service changes include faster travel times, new and modified routes, as well as faster, convenient, and finally microtransit in some areas.

West Hill Transit Authority
10000 West Hill Road
West Hill, NY 10988
607-525-1100



Make routes more direct
These routes would cut a few stops to complete your trip faster.
87, 91, 104



Test out a new Microtransit Zone to replace Route 97.
Microtransit will offer a flexible service.

Discontinue some less popular routes:
82, 88, 97, 101
102, 106, 109

Introducing WSTA's, your premier job line!
These bus routes connect routes will skip downtown to connect people and jobs, reducing travel time 30 minutes.

WSTA's 10 routes would go from Midtown Health Wake Forest Baptist Medical Center through the historic Midtown area.
WSTA's 10 routes would go from Midtown Health Wake Forest Baptist Medical Center through the historic Midtown area.

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Survey Responses Key Findings

- Survey data indicates public response to the Proposed Service Changes depends heavily on two things:
 - Is the Route that the survey respondent uses the most proposed for elimination?
 - Are they taking the survey:
 - on paper (where there are City staff nearby to answer questions) or
 - online (where there is not a way to immediately ask questions)

Survey Responses Key Findings



- As of March 3rd we have received (Online and In Person): 87
- Paper surveys generated significantly more positive responses than the online surveys
- In general:
 - Those individuals who retained service were in favor of the changes
 - Those individuals who lost access to the network were opposed to the changes
- Of all the proposed service eliminations route 108 generated the most concern: both online and paper survey takers indicate that the loss of Route 108 is significant for them. 11 out of 15 respondents said there is no other way to make their trip.

Conclusion And Next Step

Conclusions:

- The majority of existing WSTA riders will see a positive impact from the recommended service changes
- The proposed service changes have the potential to attract new riders
- Additional community education will be needed in the affected service areas

Next steps:

- Public hearing scheduled for March 23, 2026
- City Council Consideration on April 6, 2026

Stay connected.

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