



WSTA Update CY-2020

Public Works Committee Meeting January 12, 2021



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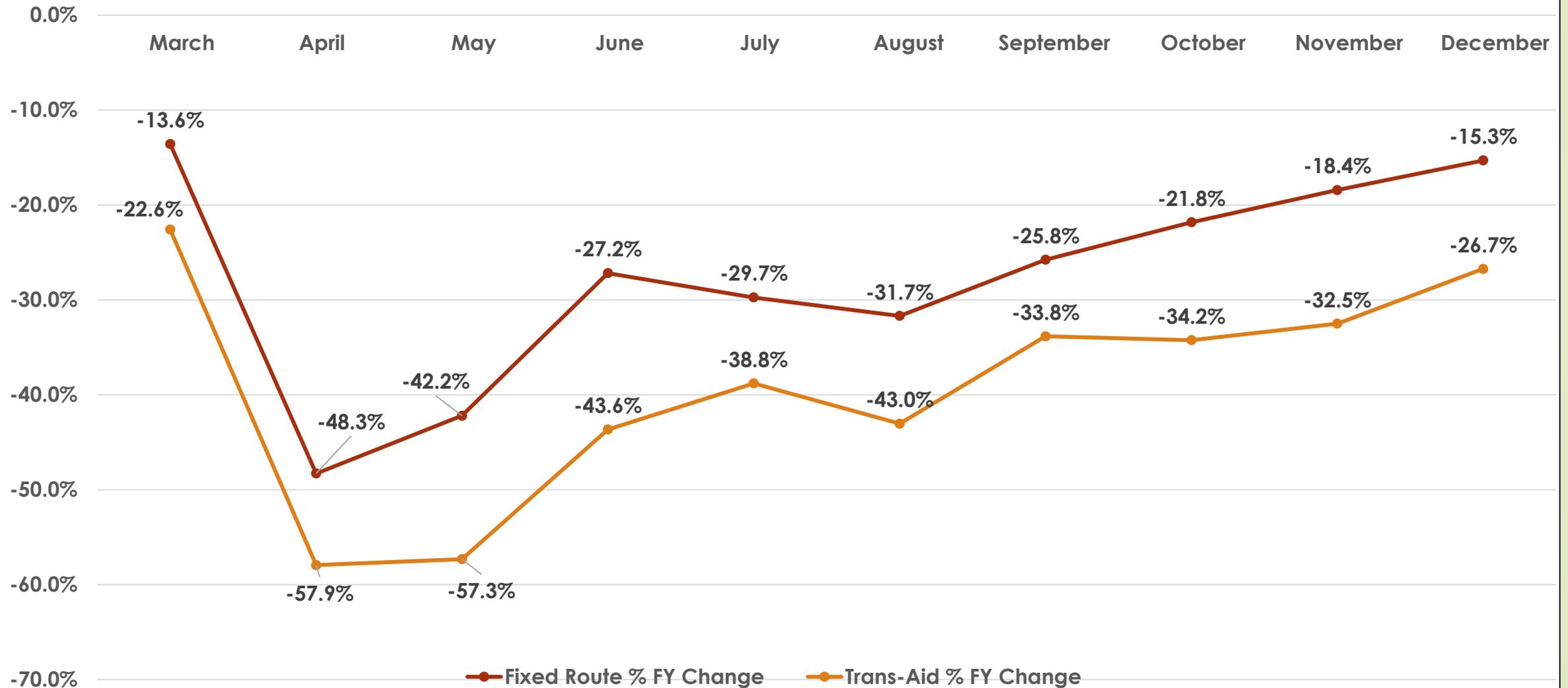
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COVID-19 Ridership Impact

<u>Fixed Route</u>				
	2019	2020	% FY Change	% 2020 Month Change
March	200,369	173,162	-13.6%	
April	196,853	101,803	-48.3%	-41.2%
May	213,050	123,135	-42.2%	21.0%
June	194,146	141,379	-27.2%	14.8%
July	206,549	145,119	-29.7%	2.6%
August	226,502	154,734	-31.7%	6.6%
September	213,030	158,146	-25.8%	2.2%
October	235,024	183,739	-21.8%	16.2%
November	204,244	166,596	-18.4%	-9.3%
December	201,347	170,542	-15.3%	2.4%

<u>Trans-Aid</u>				
	2019	2020	% FY Change	% 2020 Month Change
March	19,963	15,454	-22.6%	
April	19,844	8,345	-57.9%	-46.0%
May	21,201	9,050	-57.3%	8.4%
June	19,183	10,810	-43.6%	19.4%
July	20,182	12,352	-38.8%	14.3%
August	20,427	11,634	-43.0%	-5.8%
September	19,130	12,656	-33.8%	8.8%
October	21,470	14,118	-34.2%	11.6%
November	18,577	12,538	-32.5%	-11.2%
December	17,988	13,179	-26.7%	5.1%

COVID-19 Ridership Impact Continued



CARES ACT 2020 Expenditures

➤ Personal Protective Equipment	\$231,642.13
➤ Temporary Cleaners	\$235,781.34
➤ COVID-19 Marketing	\$7,785.00
➤ Loss Revenues	\$1,011,220.91
➤ Payroll/COVID Sick Pay/Bonus	\$268,731.88
➤ Eight (8) 35Ft Hybrid Buses	\$6,750,000.00
➤ Operation Supplies	\$135,875.42
➤ Guarantee Ride Program (GRP)	\$3,181.00
➤ Union Station Upfit/Furniture	<u>\$372,956.41</u>
➤ Total Expenditures to Date	\$9,017,174.09
➤ Balance Forward=	\$3,372,801.91
➤ Planned Expenditures for balance includes: PPE, Temporary Cleaning staff, Loss Revenues through 1/4/2021, Operational Expenses, marketing and Payroll relative to Covid-19.	

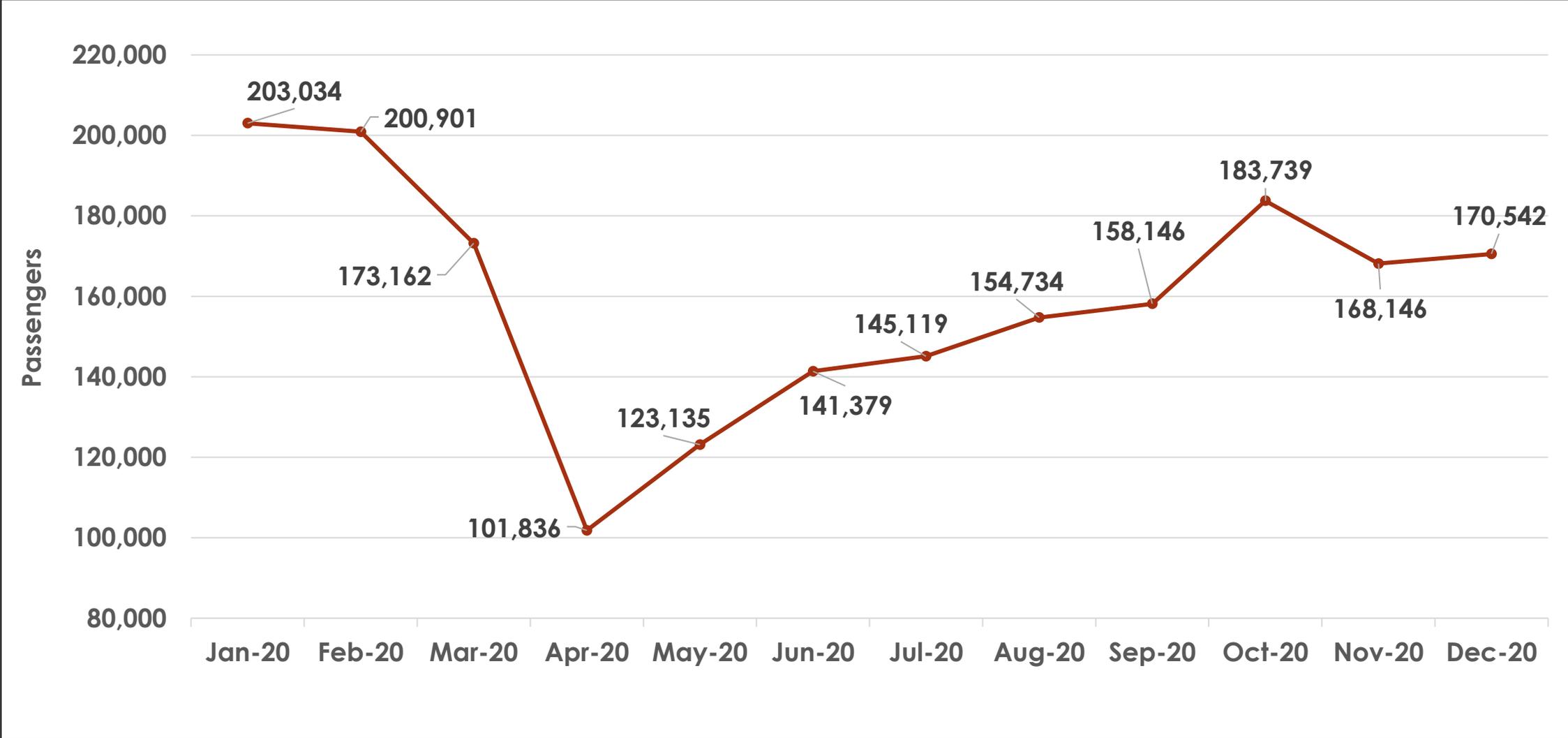
WSTA Bus Shelter Project

- ▶ Shelter Amenities: The delivery was delayed due to COVID; however, the contractor has worked closely with staff and we have begun receiving shipments from both orders.
- ▶ The contractor for Phase I Bus Shelter bid has completed all installations.
- ▶ The Phase II Bus Shelter RFP has to be rebid to comply with Federal Regulations.
- ▶ Staff has established a list of locations to install WSTA bus shelters. We currently have a total of 57 locations identified (locations on the next slide).

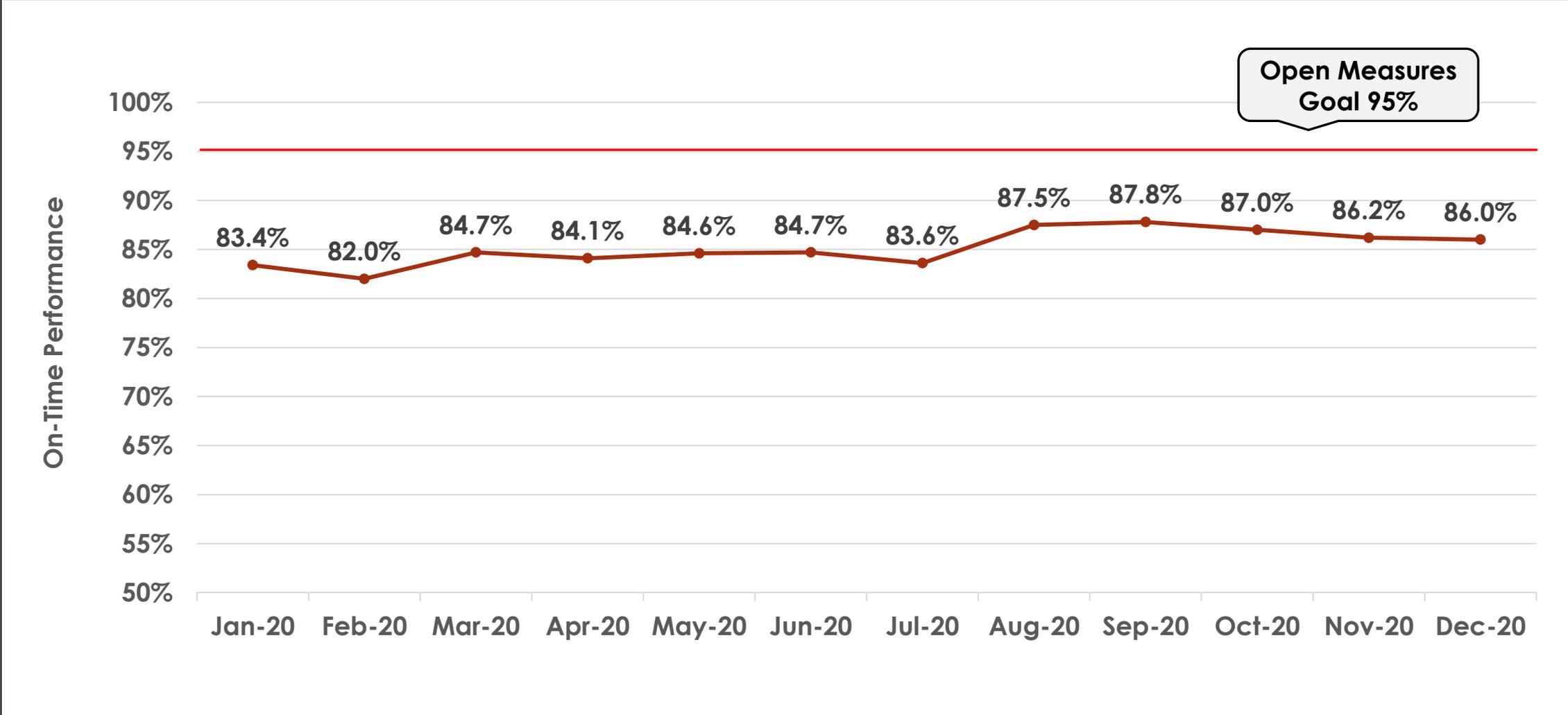
WSTA Bus Shelter Project

WSTA Shelter Location	Ward	WSTA Shelter Location	Ward
Bethabara Park Boulevard & University Parkway	North	Broad Street & YWCA Way	South
University Parkway & Goodwill	North	Forsyth Tech West Campus	South
Thurmond Street & Haywood Street	North	Academy Street & Granville Drive	South
Indiana Avenue & Alspuagh Drive	North	Ebert Road & Salem Crest Lane	South
Patterson Avenue & Burnham Court	North	Peter's Creek Parkway At South Park Shopping Center	South
30th Street & Millbrook Drive	North	Main Street & Waughtown Street	South
Bethabara Park Boulevard & Toll Gate	North	Main Street & Waughtown Street	South
Shattalon Drive & Bethabara Road	North	Hanes Mall Boulevard & Creekshire Way	Southwest
25th Street & Bowen Boulevard	Northeast	Hanes Mall	Southwest
Old Rural Hall Road & Motor Road	Northeast	Westgate Center Drive - Home Depot	Southwest
University Parkway & Summit Square Drive	Northeast	Silas Creek Parkway & Irving Street	Southwest
University Parkway & Summit Square Drive	Northeast	Kimwell Drive & Empire Drive	Southwest
Patterson Avenue & Forsyth Tech	Northeast	Silas Creek Parkway & Parkway Plaza Shop	Southwest
Ogburn Avenue & Mineral Springs Middle School	Northeast	Queen Street & Miller Park Circle	Southwest
Bethania Station & Grassy Creek Boulevard	Northeast	Hawthorne Road & Knollwood Street	Southwest
Attucks Street & Bowen Boulevard	Northeast	Country Club Road & Vinegar Hill Road	West
Old Cherry Street & Cherryview Lane	Northeast	Stratford Road At Exxon Gas	West
MLK Jr Drive & 5th Street	East	Country Club Road & Gordon Drive	West
East Forsyth High School	East	Reynolda Road At Graylyn Center	West
Old Greensboro Rd & Waterworks Rd	East	Robinhood Road & Peace Haven Road	West
Rams Drive & Design Drive	East	Country Club Road & Park Ridge Court	West
5th Street & Cameron Avenue	East	Polo Road Speas School	Northwest
Williamson Street & Timlic Street	East	Reynolda Road & Polo Road	Northwest
Highland Avenue & Carl Russell Drive	East	Reynolda Road At Graylyn Center	Northwest
Mock Street & Alder Street	East	University Parkway & Thurmond Street	Northwest
Willard Road & Green Oaks Drive	Southeast	Robinhood Road & Peace Haven Road	Northwest
Waughtown Street & Marble Street	Southeast	Miller Street At Whole Foods Grocery Store	Northwest
Waughtown Street & Marble Street	Southeast		
Waughtown Street & Pleasant Street	Southeast		
Peter's Creek Parkway & South Park	South		

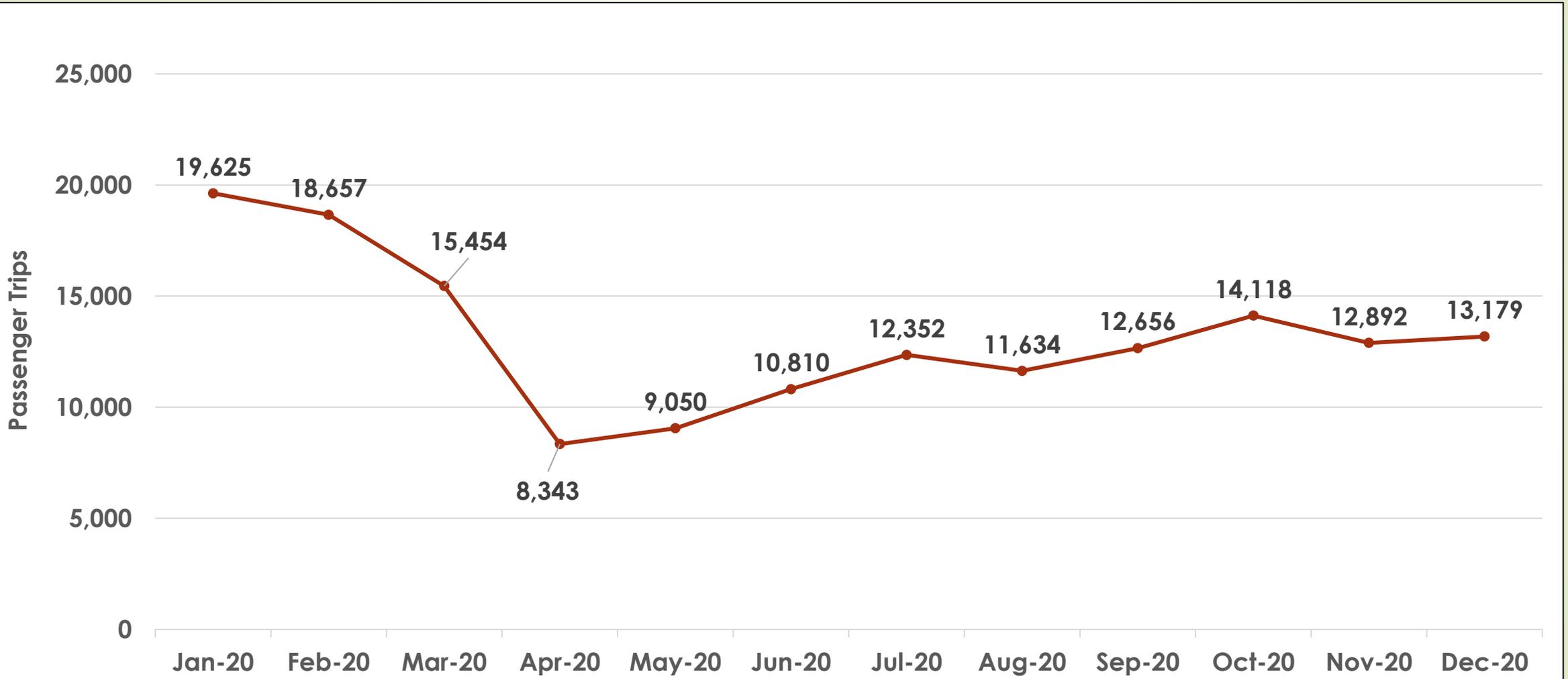
Fixed Route Ridership - 2020



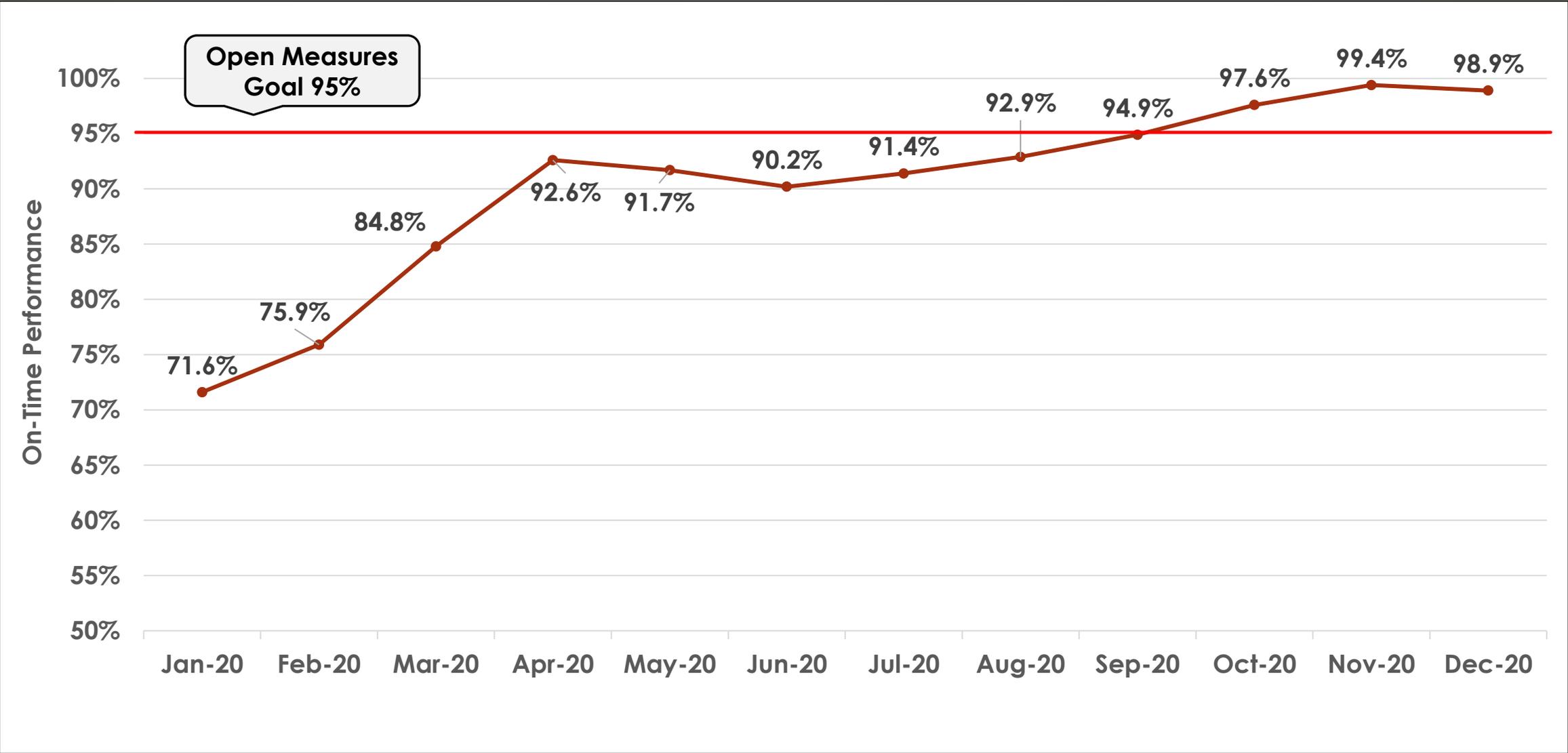
Fixed Route On-Time Performance – 2020



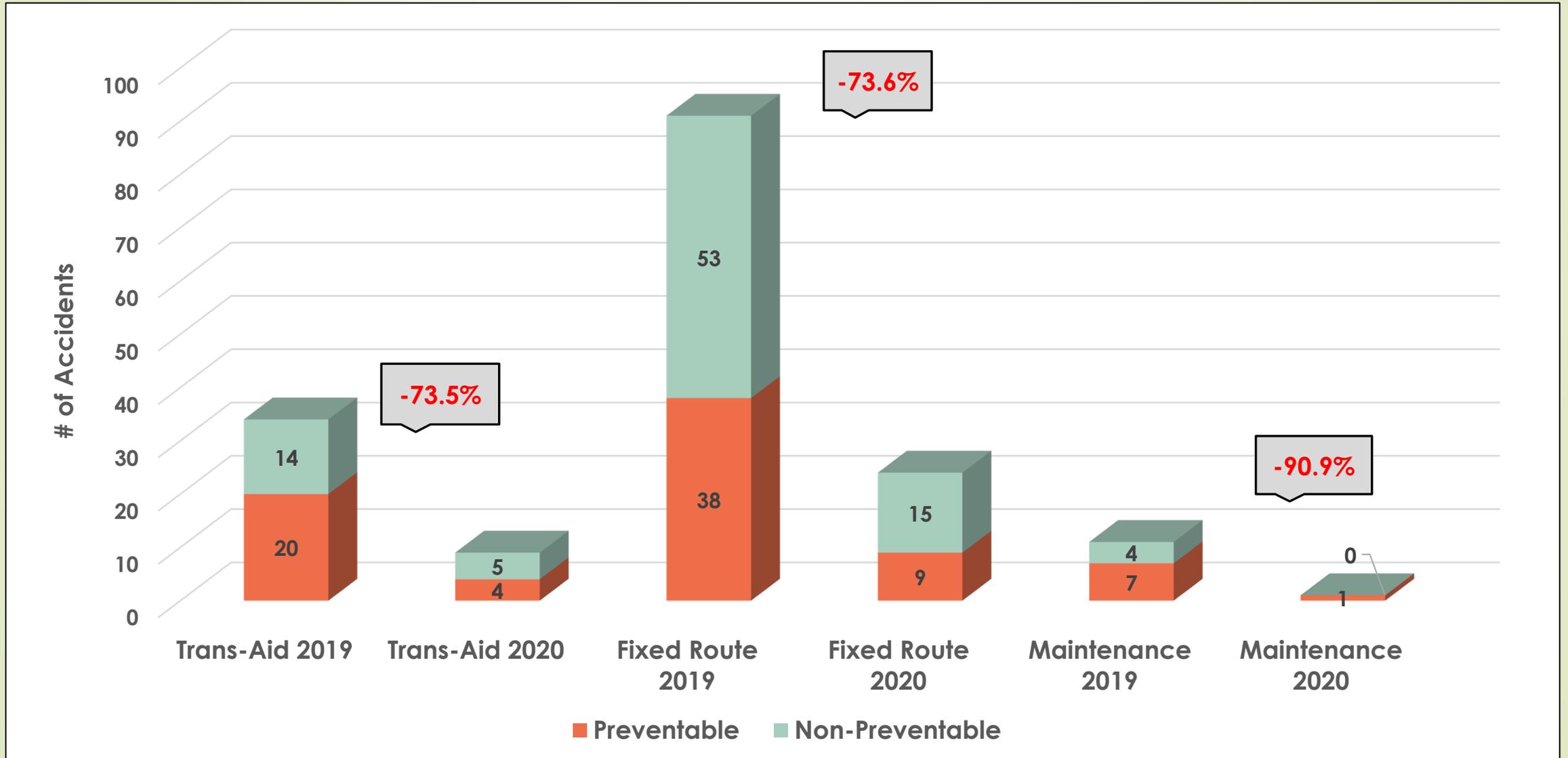
Trans-Aid Passenger Trips - 2020



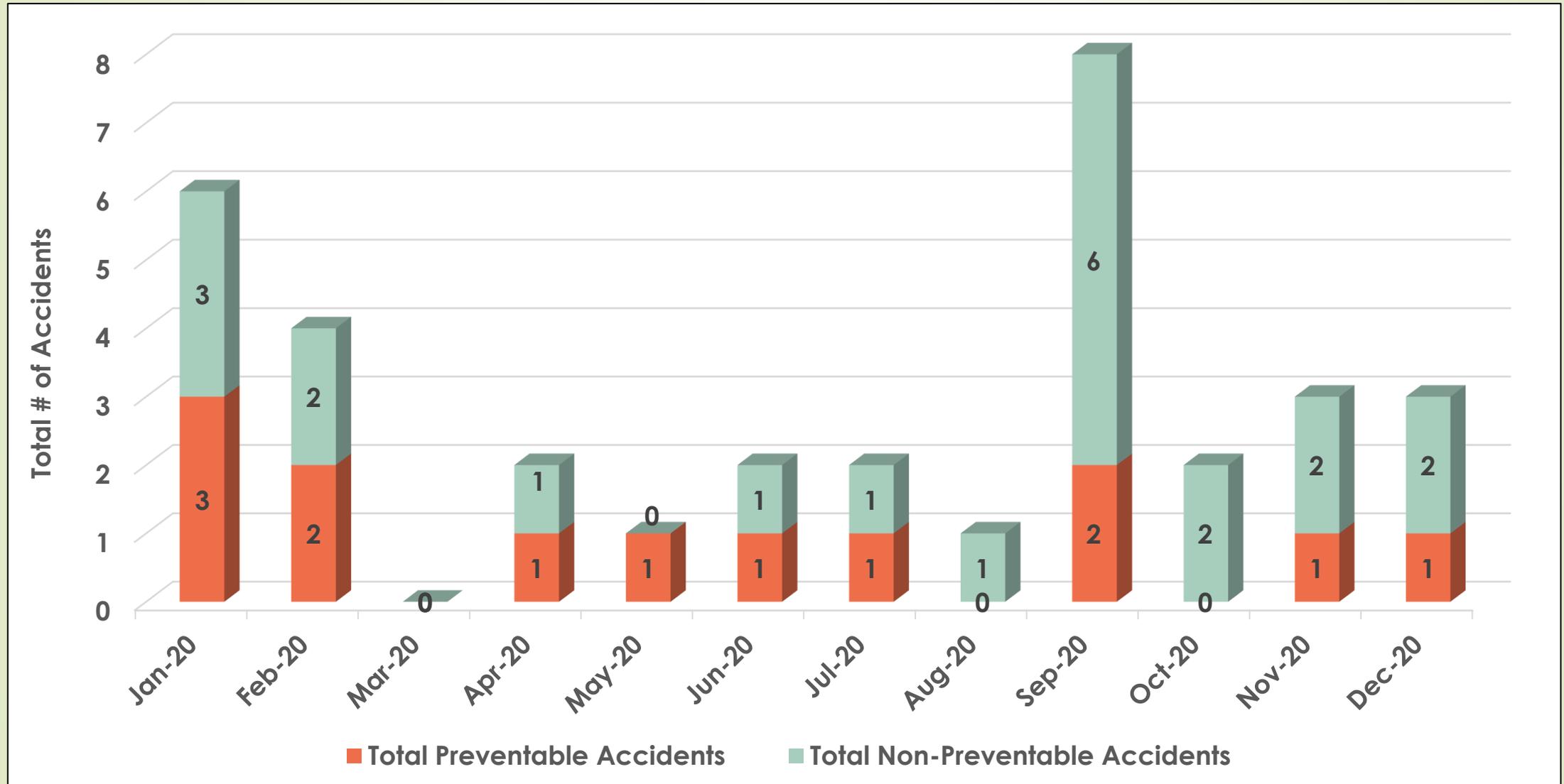
Trans-Aid On-Time Performance - 2020



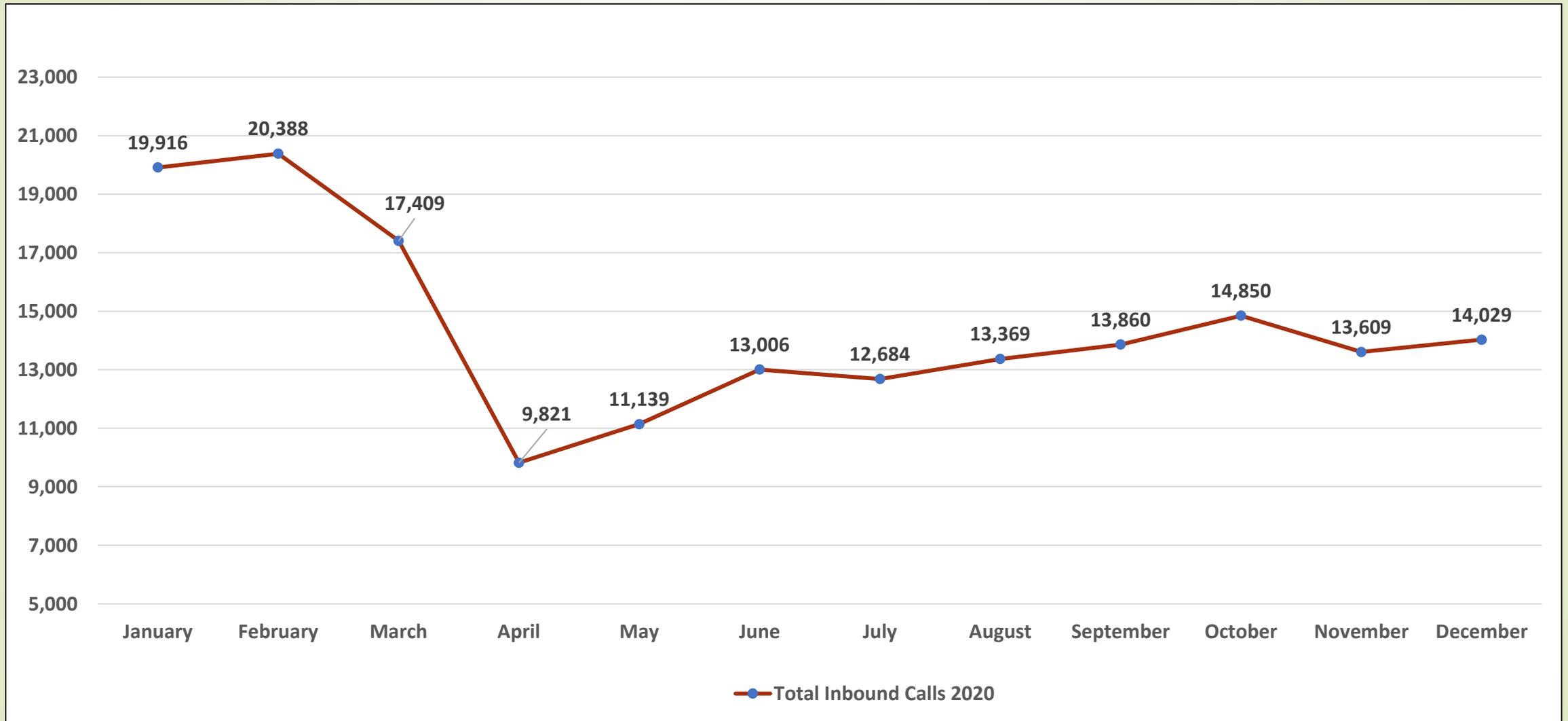
Accidents Compare 2019 to 2020



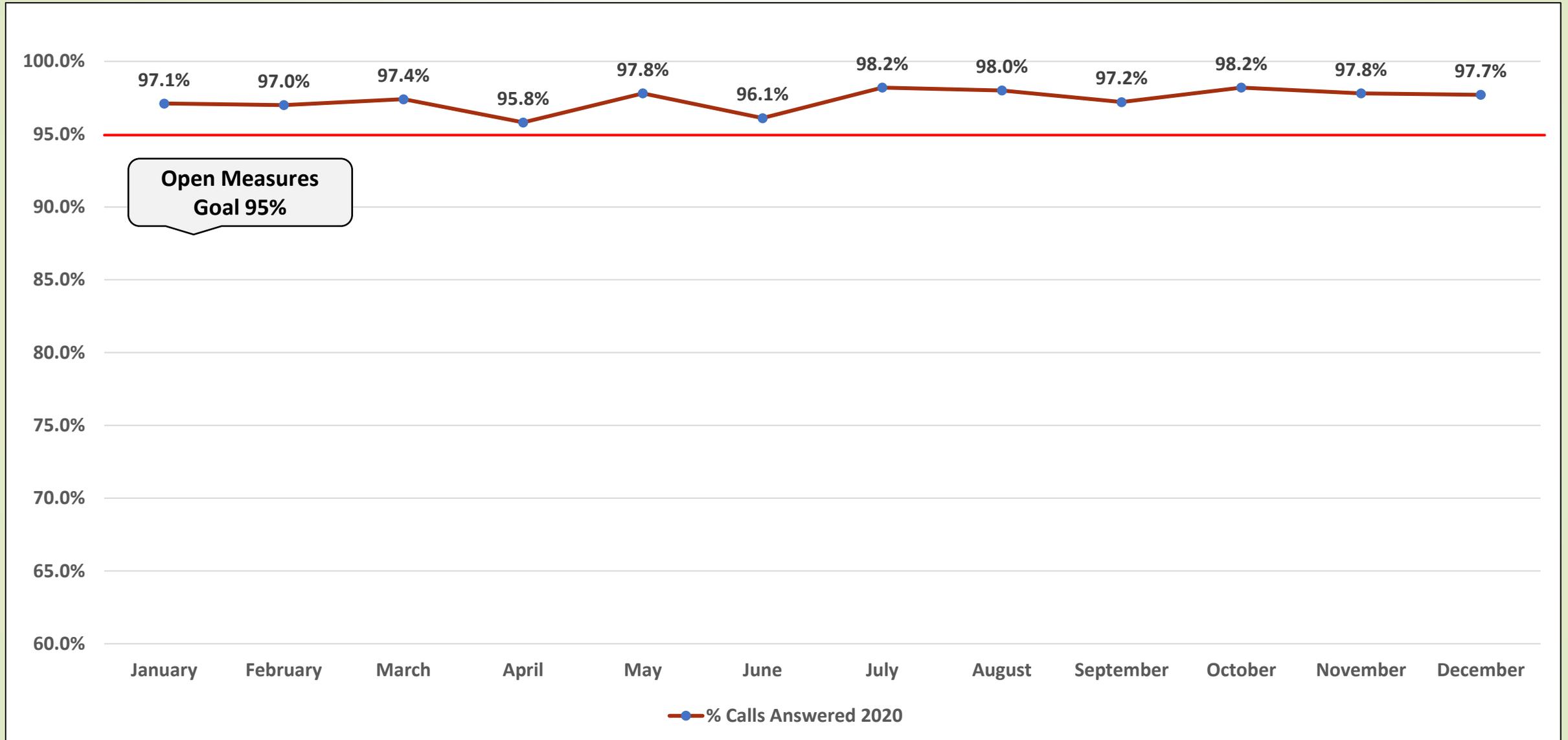
Total Accidents - 2020



MM Incoming Phone Calls - 2020



Percentage of Incoming Phone Calls Answered - 2020



Winston-Salem Transit Authority

2020 – Marketing Year End Review



WSTA Service Alert!

Due to current events surrounding the spread of COVID-19, effective Monday, March 23, the Winston-Salem Transit Authority (WSTA) will begin providing:

Level 1 Fixed Route service

This service level change will allow WSTA to schedule vehicle disinfectant procedures throughout the day and evening, which provides safer transportation for our passengers and operators.

Level 1 Fixed Route service is WSTA's Saturday service schedule. Our Sunday service schedule is not affected and we will continue to provide Monday, March 23, 2020, service as of the full-day service schedule, which will be provided.

WSTA routes that will not be available until further notice:
83 Express, 88, 95, 96, 99, 100, 102 and 110

If you are a regular passenger on any of the above-mentioned routes, please contact WSTA's Mobility Management office at 336.727.2000 to determine if another WSTA route will be able to accommodate your travel needs.

We apologize for this inconvenience. However, the safety of our passengers and employees is our first priority.

Thank you for understanding.

WSTA
Winston-Salem Transit Authority



WSTA Passenger Alert!

Effective Sunday, September 20, 2020,
WSTA will return to its regular
Sunday through Saturday Schedule!

Our passenger capacity will be **25** for the fixed route service
and **12** passengers for Trans-AID.

We will remain fare-free and will continue to have rear-door
entrance/exit on all fixed route buses until further notice.
The Guaranteed Ride Program will be discontinued as of
September 19, 2020. If you have any questions or concerns,
call 336.727.2000 to speak with a Customer Service
Representative. We appreciate your patronage.



Advertising @ WSTA

No cost to WSTA

- Website
- Social Media – Facebook/Twitter
- NextBus
- Transportation Center IVR system
- Signage
- Transportation Center & on buses

Paid Advertising

- Radio
- Print media
- Geofencing & boosting ads using social media

WSTA 2020 Marketing Efforts

WSTA planned events/campaigns

- WSTA Bus Shelter Artwork Project
- WSTA Memory Wall Artwork Project
- Transit Drivers Appreciation Day
- Get On Board Day
- Earth Day
- Accessible Festival
- Elimination of Mitigation Services
- Job Fair
- Community Resource Fair
- Bus2Vote

Covid-related information/campaigns

- Stay Home-Stay Safe-Stay Healthy
- WSTA Video Created
- Levels of Service – Level 1
- WSTA Video Created
- Fare-free Service
- Mask Up Awareness Campaign
- Covid-19 Testing at the TC
- Reinstatement of fares
- WSTA/GTA/High Point Transit Video

Covid-19 Customer Awareness Campaigns

How can you help prevent the spread of
Covid-19?

Stay Home
as much as you can



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Stay Safe



Stay Healthy

Heading to work, a medical appointment, the grocery store for essential items or the pharmacy for medications? **Welcome Aboard!**

WSTA Service Level Information

On March 30, WSTA's Fixed Route service began Level 1 service. This change in service stemmed from the current events surrounding COVID-19. This service level change allowed WSTA to schedule vehicle disinfectant procedures throughout the day and evening, which provides safer transportation for our passengers and operators.

This level of service will be in place until the current conditions improve or worsen. If the COVID-19 worsens, WSTA will reduce the level of service to Level 2.

WSTA will continue to provide transportation for Fixed Route and Trans-AID until a mandate is made to discontinue public transportation. This would require WSTA to reduce services to Level 3. *WSTA's Level 3 service is defined differently from the service provided by the City of Winston-Salem.*

Level 1- Saturday service Monday-Saturday with Sunday service as normal. 6am-12am/Trans-AID normal service.

Level 2- Sunday service seven days a week. 7am-7pm (the end time may be extended depending on the order of shut down)/ Trans-AID trips to medical, life-sustaining, grocery & pharmacy.

Level 3 No Fixed Route service/Trans-AID life sustaining only (If the governor, mayor or president mandate a city/state/nation wide shutdown with curfews).

WSTA will attempt to keep passengers informed of any changes as we all navigate through this pandemic. We urge you to continue following the guidelines for prevention of Covid-19, as published by the CDC. Feel free to share this information with other passengers.



WINSTON SALEM TRANSIT AUTHORITY ANNOUNCES FURTHER CHANGES TO SERVICE DUE TO COVID-19

The Winston-Salem Transit Authority announces another change in bus service in response to the COVID-19 pandemic. Effective Wednesday, April 15, 2020, all WSTA fixed route and paratransit services will be **fare free** until further notice.

- All routes will continue running on Level 1 service (Saturday service schedule)
- There will be a **15-passenger limit** on all vehicles – in the event operators encounter additional riders on a route, another bus will be dispatched to that location along the route.
- Passengers will be asked to board and alight using the rear door unless they need to use the ramp or have the bus kneel.

Due to the nature of the Trans-AID paratransit system, passengers will continue to board and alight through the front door and will continue to operate mirroring the service hours of the WSTA fixed route service.

We encourage the public to follow the "Stay at Home" issued by NC Governor Roy Cooper and Winston-Salem Mayor Allen Joines. If it essential that you travel, please follow CDC guidelines, including social distancing, washing/sanitizing hands, covering coughs and sneezes and avoid touching your face, to help #FlattenTheCurve.

Respectfully, WSTA asks that anyone experiencing cold or flu-like symptoms please stay at home. Do not travel on WSTA or Trans-AID. This protects the drivers and other passengers!

WSTA joined in the fight to slow the spread of Covid-19

Below you will find a list of several upcoming community COVID-19 testing events. As a reminder, testing is at no-cost to the participant. Insurance will be billed if applicable, but no co-pay is charged. For individuals without insurance, the Health Resources & Services Administration (HRSA) will be billed, again with no charge to the attendee. Testing events are subject to cancellation due to inclement weather. For a complete list of community testing events, visit the [NCDHHS Find My Testing Place page](#). Thank you for sharing with others!

Date	Site Name	Address	Event Hours
12/12/2020 Saturday	Winston Salem Fairgrounds	421 W. 27th Street (gate 9), Winston Salem, 27105	10a-1p
12/14/2020 Monday	Winston Lake YMCA	901 Waterworks Rd, Winston Salem, 27101	9a-12:30p
12/15/2020 Tuesday	Winston Salem Fairgrounds	421 W. 27th Street (gate 9), Winston Salem, 27105	12n-3p
12/17/2020 Thursday	Triangle Station EMS (Waughtown)	3260 Kernersville Road, Winston Salem, 27127	12n-3p
12/19/2020 Saturday	Triangle Station EMS (Waughtown)	3260 Kernersville Road, Winston Salem, 27127	10a-1p
12/21/2020 Monday	Winston Lake YMCA	901 Waterworks Rd, Winston Salem, 27101	9a-12:30p
12/22/2020 Tuesday	Winston Salem Fairgrounds	421 W. 27th Street (gate 9), Winston Salem, 27105	12n-3p
12/26/2020 Saturday	Winston Salem Fairgrounds	421 W. 27th Street (gate 9), Winston Salem, 27105	10a-1p

No Cost Covid-19 Testing is available at these locations this week.



No-cost COVID-19 Testing

Tuesday, Oct. 13, 4 p.m. - 7 p.m. WALK UP EVENT
CLARK CAMPBELL TRANS. CENTER (WSTA), 100 W. 5th Street, Winston-Salem



WSTA Encouraged passengers to take the bus to Vote: Fare Free

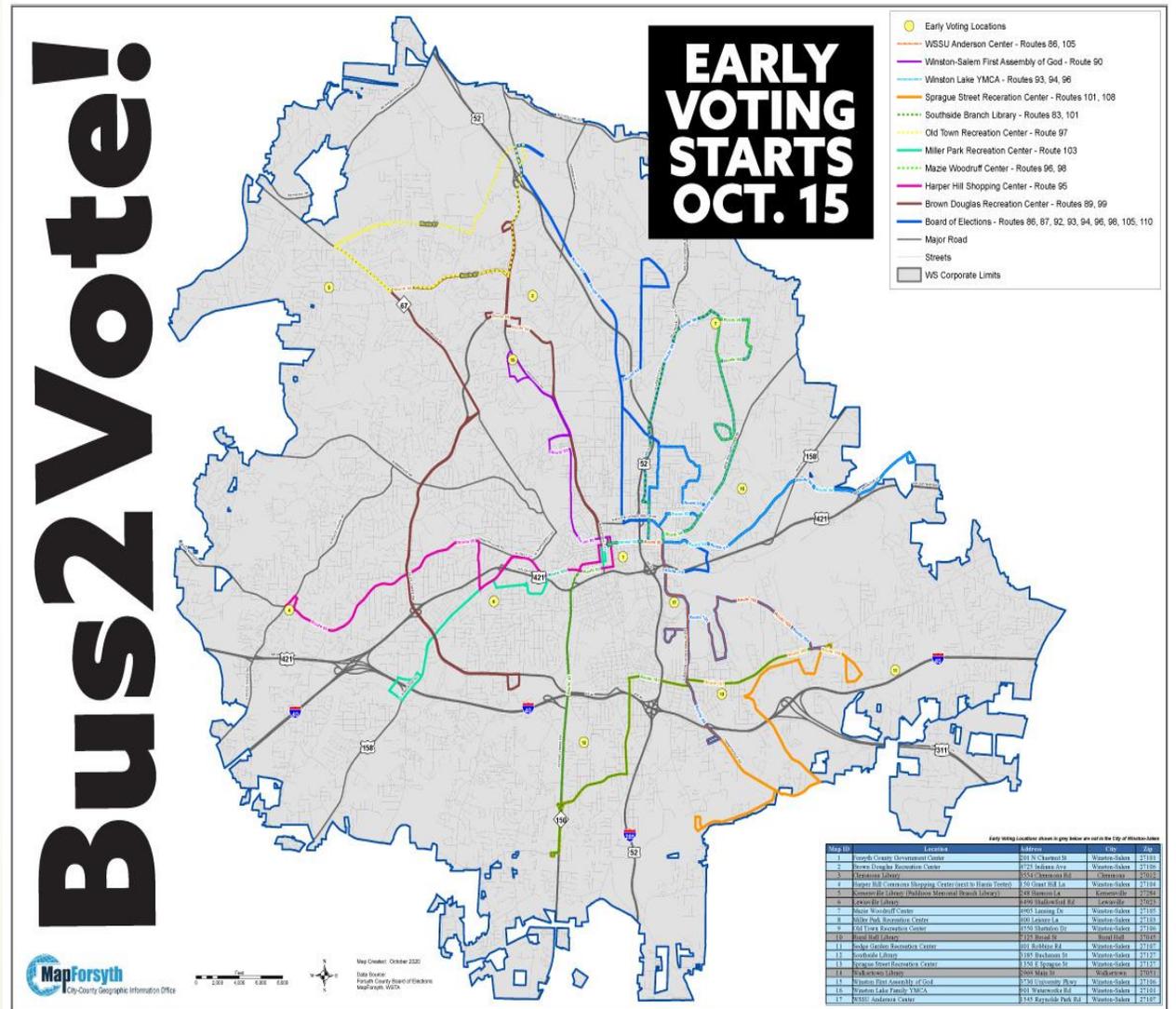
WSTA Bus2Vote Initiative

If you or someone you know needs a ride to the polls on Election Day, take the **Bus2Vote!** WSTA is encouraging passengers to ride the bus free to Early voting sites and to the polls on Election Day.

The **Bus2Vote** Initiative has created a list of its routes that travel to or near many of the poll locations. We will make the list accessible to anyone who needs it. **Bus2Vote** route information is also available on our website (wstransit.com) at the Transportation Center, on WSTA's Facebook and Twitter pages.

Additionally, upon request, WSTA will use it's trip planner to help citizens figure out how to get to their voting location.

Just call 336.727.2000 to get help planning your trip to the polls. Take the **Bus2Vote!**



Preparing for the New Year

**As we look forward to 2021,
WSTA reinstated fares on
January 4, 2021.**



Partnership with GTA & HPTS to share the news of fare reinstatement in the Triad

All three local transit systems are reinstating fares beginning January 4. We partnered to share the news with passengers in all three communities. GTA used their trade opportunity with Fox 8 to run a commercial on television. WSTA paid for radio advertising with Entercom Communications and La Raza radio to get the word out on behalf of all three systems.



WSTA's future plans include... Safety First!

WSTA celebrates TDAD!

Annually, March 18 is Transit Drivers Appreciation Day (TDAD)! Among other surprises we have planned, WSTA is serving Krispy Kreme doughnuts & coffee...celebrating YOU!

Join us from 11am—4pm Wednesday in the Trade Street Drivers Lounge for TDAD Doughnuts & Coffee.



Thursday, April 23, is National Get On Board For Public Transportation Day. It's your opportunity to experience the many benefits of public transportation. What's even better... April 25th, you can ride WSTA, Trans-AID, GTA, HEAT, SCAT, High Point Transit and PART Express services free all day long. So, get on board for Public Transportation. Plan your trip and access real-time bus arrival information at wstransit.com, ridegta.com, highpointnc.gov and partnc.org.

See you on the bus April



Due to concerns regarding the spread of Covid-19,

WSTA has canceled the 2020 Accessible Festival.

We will miss all the fun, friendship and excitement. However, we look forward to seeing you July 9, 2021 in the Education Building at the W-S Fairgrounds. In the meantime...if you leave home, know the 3 W's! Wear a cloth face covering. Wash your hands often or use hand sanitizer. And...Wait 6-feet apart.

See you at the 2021 Accessible Festival!

WANTED
Artists for Bus Shelters

Apply at www.cityofws.org/publicart
Deadline: **March 18, 2020**

Artist Workshop
Wednesday, **March 18, 2020**
6:00 - 7:30 p.m.
Clark Campbell Transportation Center
100 West Fifth Street, Winston-Salem, second floor

QUESTIONS