

Information Item

Date: April 9, 2019

To: The City Manager

From: Damon Dequenne, Assistant City Manager
Toneq' McCullough, Director of Transportation

Subject:

Winston-Salem Transit Authority Services For National "Get On Board for Public Transportation Day."

Strategic Focus Area: Quality Transportation

Strategic Objective: Enhance Public Transit

Strategic Plan Action Item: Yes

Key Work Item: No



The American Public Transportation Association (APTA) has established a new annual rider promotion called "Get On Board For Public Transportation Day" which is scheduled to occur April 25, 2019. This replaces a previous campaign called "Dump The Pump and Try Transit Days". APTA has asked member agencies and organizations across the country to create local promotions to support the national effort by reaching out to the local community to communicate the benefits of using public transportation. The Winston-Salem Transit Authority would like to participate in the promotion this year. The plan would include media outreach and social media outreach to the community to Get On Board on that day and establish a free-fare day to support it.

Ridership and fare box revenues for a typical Thursday this year and last year are shown below:

March 28, 2019 (Thursday)

TransAid: Ridership = 639, Revenue = \$411.00

Fixed Route: Ridership = 8,579, Revenue = \$3,167.89

Total Potential Financial Impact = \$3,578.89

April 26, 2018 (Thursday a year ago)

TransAid: Ridership = 549, Revenue = \$342.18

Fixed Route: Ridership = 7,472, Revenue = \$2,809.62

Total Financial Impact = \$3,151.80

Below is a list of agencies and organizations that are participating. In the Triad, the City of Greensboro and PART are participating with a free-ride day.

Participating Organizations

AASHTO
Access Services
AECOM
Al Engel Consulting
Alameda-Contra Costa Transit
ALSTROM
Amsted Rail
Antelope Valley Transit Authority
Arizona Transit Association
Atomic City Transit
BAE Systems
Birmingham-Jefferson County Transit Authority
Bi-State Development Agency
Blacksburg Transit
Blue Water Area Transit
CALSTART
Capital District Transportation Authority
Center for Urban Transportation Research
Central Midlands Regional Transit Authority
Central Pennsylvania Transportation Authority (dba rabbitransit)
Centre Area Transportation Authority
CH2M
Champaign-Urbana Mass Transit District
Charleston Area Transportation Study
Charlotte Area Transit System
Chatham Area Transit
Chicago Transit Authority
Citizens for Progressive Transit
City of Albuquerque Transit Department
City of Jackson
Clas-Tran
City of Phoenix Public Transit
Connect Transit
County of Lebanon Transit Authority
C-TRAN
Dallas Area Rapid Transit
Delaware Transit Corp./DART First State
Keolis
King County Metro
Knoxville Area Transit
LAKETRAN
Denton County Transportation Authority
Des Moines Area Regional Transit Authority
District Department of Transportation
East Japan Railway Company
Eastern Contra Costa Transit Authority
EMBARC
Erie Metropolitan Transit Authority
Federal Transit Administration
Foothill Transit
Fort Bend County Public Transportation
Fort Wayne Public Transportation Corporation/Citilink
Friends of Clayton Transit
Gold Coast Transit
Golden Empire Transit District
GoRaleigh
GoTriangle
Greater Cleveland Regional Transit Authority
Greater Dayton Regional Transit Authority
Greater Lafayette Public Transportation Corporation
Greater Peoria Mass Transit District
Greater Portland Transit District
Green Mountain Transit
Greensboro Transit Authority
GTrans
Hampton Roads Transit
HDR
Hillsborough Area Regional Transit Authority
Intercity Transit
Iowa Public Transit Association
Jacobs
Jacksonville Transportation Authority
Kansas City Area Transportation Authority
Kansas Public Transit Association
LeeTran
Legacy Resource Group
Lextran
Link Transit

Los Angeles Metropolitan
Transportation Authority
LTK Engineering Services
LYNX - Central Florida Regional
Transportation Authority
Macon-Bibb Transit Authority
Maryland Transit Administration
Memphis Area Transit Authority
Metra
Metro Transit – Minneapolis
Metropolitan Atlanta Rapid Transit
Authority
Metropolitan Transit Authority of
Harris County
Miami-Dade Transit
Minnesota Valley Transit Authority
Missoula Urban Transportation District
Monterey Salinas Transit
moovel North America, LLC
Mountain Line Transit
Muncie Public Transportation
Corporation
MV Transportation
New Orleans Regional Transit
Authority
New York State Department of
Transportation
Nexus Alpha USA
North Carolina Public Transportation
Association, Inc.
North County Transit District
Olivier, Inc.
Omni Strategy, LLC
Ondas Networks
Palm Tran
People Mover
Peoria Mass Transit
Pinellas Suncoast Transit Authority
Port Authority of Allegheny County
Port Authority of NY & NJ
Port Authority Trans-Hudson
Corporation
Portland Streetcar
Pulsar Advertising
Regional Transit District (Denver)
Regional Transit Service (Rochester)
Regional Transportation Authority

Rio Metro Regional Transit
Rock Island County Metropolitan Mass
Transit District
Rock Region METRO
Sacramento Regional Transit District
Salem Area Mass Transit District
San Francisco Bay Area Rapid Transit
District
San Francisco Municipal
Transportation Agency
San Joaquin Regional Transit District
Santa Clara Valley Transportation
Authority
Seattle Department of Transportation
South Florida Regional Transportation
Authority
Southeast Idaho Council of
Governments
Southwest Ohio Regional Transit
Authority
SouthWest Transit
Sportran
Stantec
Stark Area Regional Transit Authority
StarMetro - City of Tallahassee
Suburban Mobility Authority for
Regional Transportation
SunLine Transit Agency
SYSTRA
Tampa Bay Area Regional
Transportation Authority
The Rapid
Torrance Transit System
Transit Authority of River City

Transit Systems Engineering
TransLink
Tri-County Metropolitan Transportation District of Oregon
Tri Delta Transit
Trinity Metro
Tri-River Transit
Tri-State Transit Authority
University of Arizona Parking & Transportation Services
University of Iowa
Utah Transit Authority
Valley Metro
Via Metropolitan Transit
Virginia Railway Express
Washington State Department of Transportation
Williamsburg Area Transit Authority