

Information Item

Date: February 13, 2018

To: The City Manager

From: Gregory M. Turner, Assistant City Manager/
Toneq' McCullough, Director of Transportation

Subject:

Winston-Salem Transit Authority Services Update.

Strategic Focus Area: Quality Transportation

Strategic Objective: Enhance Public Transit

Strategic Plan Action Item: Yes

Key Work Item: Yes



The Department of Transportation was asked to provide updates each quarter on the performance of the Winston-Salem Transit Authority's (WSTA) operation. This memo provides detailed information on the fixed route ridership for the months of January 2017 to December 2017 with a comparison of total monthly ridership from 2016 versus total monthly ridership in 2017. This update also includes a comparison of ridership information for Para-Transit services provided between January to December 2016 and January to December 2017.



QUARTERLY PERFORMANCE REPORT

Reporting Period; January 2017 to December 2017

FIXED ROUTE PERFORMANCE

The total ridership from *January 2017 to December 2017* is shown in **Table 1**. Although the 2017 data shows an overall decrease in ridership in comparison to the previous year, July to December 2017 exhibits the same monthly growth/decline trends as 2016. This maybe reflective of the system’s efforts to return back to normal conditions since the 2017 revamp. Staff is optimistic and will continue to review ridership trends.

Table 1: Total Ridership per Month (2016 vs 2017)

	2016 Figures	2017 Ridership
January	222,082	178,122
February	271,898	191,141
March	255,108	196,159
April	246,881	169,301
May	237,224	190,135
June	244,399	187,325
July	230,437	181,325
August	262,945	209,426
September	256,853	194,532
October	264,107	217,274
November	249,517	196,917
December	241,600	185,546
Monthly Average	248,588	191,434

In *Table 2*, the annual ridership for each route is provided. The 31 routes include **31** weekday routes, **16** night routes, **17** Saturday routes and **7** Sunday routes.

Table 2: Total Ridership per Route

Route	Route Information (2017 Services)	
80	TC to Hanes Mall- Forsyth Hospital, Hawthorne and Academy	53,104
81	Westside Circular – Walmart at Kester Mill, Jonestown and Hanes Mall, Target (N, Sat)	52,301
82	East Circulator – Burke Mill, Kimel Park Medical Center, Hanes Mall Blvd (N, Sat)	12,450
83	TC to Peters Creek (Walmart)- (N, Sat, Sun)	171,007
84	TC to Hanes Mall- Forsyth Tech West Campus, Silas Creek (N, Sat)	85,660
85	TC to Salem Crest Apartment – Silas Creek, Broad Street, (N, Sat)	93,615
86	TC to Louise and Thomasville- MLK, 5th Street	77,479
87	TC to K&W/Hanes Mill Road- University Parkway, Patterson, DSS (N, Sat, Sun)	265,072
88	TC to IFB- Bethabara Road, Woods, Winston Summit Apartments, Reynolda Road, Coliseum, University Parkway	44,685
89	TC to Sturmer Park - University Parkway (Target), IFB, Cherry Street, University Parkway (N, Sat, Sun)	109,734
90	TC to Wake Forest Campus- University Parkway, Thurmond Street, Broad, 6th Street	43,570
91	TC to Sturmer Park- University Parkway (Target), Cherry Street, Indiana, Patterson Street	84,813
92	TC to Oak Summit/Oak Rural Hall Road- Old Rural Hall Road, Motor Road, Ogburn, Patterson	113,158
93	Eastside Circulator (travels to TC)- Dellabrook, Cameron, 12th Street, 10th Street, DSS, 5th Street (N, Sat, Sun)	116,176
94	TC to East Forsyth HS- Old Greensboro Road, 5th Street	66,328
95	TC to Vinegar Hill/ Briarhurst- Country Club, Stratford, 1st Street. 2nd Street	49,816
96	TC to Butterfield Drive/Oakridge- New Walkertown, Carver School Road, 5th Street (N, Sat, Sun)	147,759
97	Northside Circulator- Shattalon, Bethania Station, Hanes Mill Road, University Parkway, Bethabara Park, Reynolda Road (N, Sat)	47,066
98	TC to Oakridge/Butterfield- Carver School Road, Liberty, DSS	31,248
99	Sturmer Park to Forsyth Tech (Crosstown) – Hanes Mall Blvd, Silas Creek, Reynolda, Bethabara Park, University	12,705
100	Union Station to Forsyth Tech @ Miller- Silas Creek, Main Street, MLK (N, Sat)	7,654
101	Waughtown/Broadbay to Walmart at Peters Creek- Clemmons Road, Main Street. Sprague, Waughtown Street (N, Sat)	63,889
102	TC to Empire Drive/Westpoint- Stratford, Cherry, Stratford, Kimwell	14,185
103	TC to Hanes Mall Blvd- Westgate Center Drive (Home Depot), Stratford, Cloverdale, Baptist Hospital (N, Sat, Sun)	114,165
104	TC to Marta/Teague Road- Old Lexington, Mock, Old Salem, Main Street	43,726
105	TC to Waughtown/Broadbay- Reynolds Park, Pleasant, Argonne, MLK, 5th Street (N, Sat, Sun)	133,255
106	TC to Deacon Blvd/University Parkway- Deacon, Pittsburgh, Cherry, 14th Street, Underwood	46,784
107	TC to Hanes Mall – Forsyth Hospital, Hawthorne, Knollwood, Cloverdale, 1st Street and 2nd Street (N, Sat)	110,421
108	Marta/Teague Road to Plaza Hollow Apartments- High Point Road, Waughtown, Thomasville, Teague, Marta, Willard, Sprague, Broadbay	20,196
109	TC to Reynolda/Shattalon- Reynolda Road, Polo Road, Robinhood, West End (N, Sat)	54,276
110	TC to Lowery Street- 5th Street, MLK	11,413
TOTAL		2,297,710

Table 3 provides the detailed outline of the ridership performance for each route during the 12-month period.

Table 3: Total Ridership for 2017 (by Month and by Route)

	January	February	March	April	May	June	July	August	September	October	November	December
80	4,756	6,017	5,317	2,646	3,841	4,087	3,966	4,750	4,046	4,579	4,569	4,530
81	3,593	3,881	3,991	3,620	4,132	4,320	4,555	5,311	4,860	5,256	4,611	4,171
82	708	1,173	1,104	1,047	1,204	909	930	1,253	1123	1055	925	1019
83	13,299	14,303	14,684	13,583	14,669	14,002	14,162	15,301	13,710	15,217	13,710	14,367
84	5,633	6,750	7,578	6,072	7,278	7,057	6,564	7,448	7,718	8,397	7,866	7,299
85	7,693	8,550	8,406	6,753	7,442	7,245	6,825	8,917	8,887	8,852	7,569	6,476
86	6,519	7,025	7,326	5,712	6,400	6,505	5,669	7,109	6,516	6,967	6,238	5,493
87	18,108	21,510	21,793	19,283	21,476	21,867	22,537	23,902	22,198	24,909	23,458	24,031
88	3,681	3,737	3,980	3,270	3,649	3,759	3,410	4,066	3,681	4,173	3,821	3,458
89	8,322	8,903	9,355	8,032	8,843	8,984	8,725	10,044	9,017	10,784	9,321	9,404
90	3,708	3,739	4,069	2,900	3,332	3,361	2,972	4,067	3,992	4,073	4,150	3,207
91	8,147	7,014	7,158	5,777	7,070	6,640	5,989	7,714	7,176	7,989	7,584	6,555
92	11,588	10,415	9,644	7,605	8,793	8,952	8,053	9,534	9,364	10,414	9,903	8,893
93	5,212	8,483	8,791	8,963	9,793	9,772	10,016	11,229	10,990	11,766	10,664	10,497
94	5,556	5,324	5,661	5,237	5,750	5,001	4,764	5,603	6,163	6,775	5,389	5,105
95	3,582	4,185	4,847	3,769	4,172	4,211	3,928	4,276	4,204	5,010	4,192	3,440
96	13,234	13,158	13,050	11,087	12,611	11,787	11,234	12,878	12,381	13,598	11,979	10,762
97	4,148	3,884	4,091	3,785	4,144	3,930	3,351	3,966	3,492	4,330	3,945	4,000
98	2,516	2,592	2,660	2,254	2,738	2,544	2,096	2,777	2,680	3,044	2,852	2,495
99	897	1,118	1,085	839	868	1,020	837	1,288	1,241	1,305	1,181	1,026
100	582	518	541	478	557	505	704	962	910	984	574	339
101	4,312	5,306	5,797	5,085	5,571	5,522	5,302	5,787	5,320	5,902	4,955	5,030
102	645	862	1,145	812	1,126	1,510	1,305	1,418	1,512	1,710	1,250	890
103	10,438	9,218	9,381	8,186	9,274	8,976	9,126	10,265	8,967	10,684	10,039	9,611
104	3,453	3,561	3,579	3,017	3,709	3,484	3,359	3,959	3,462	4,161	4,227	3,755
105	10,748	11,214	11,670	10,483	10,770	11,153	10,682	12,014	10,666	12,656	11,163	10,036
106	3,629	3,667	3,847	3,101	3,773	3,906	3,867	4,690	4,145	4,491	4,054	3,614
107	6,235	7,656	8,169	9,485	10,218	10,045	9,625	11,162	9,195	10,251	9,214	9,166
108	1,732	1,589	1,676	1,479	1,682	1,573	1,582	1,786	1,475	1,913	1,965	1,744
109	4,382	4,806	4,803	4,041	4,324	4,192	4,393	5,019	4,524	5,079	4,548	4,165
110	1,066	983	961	900	926	1,013	797	931	917	950	1,001	968
TOTAL	178,122	191,141	196,159	169,301	190,135	187,832	181,325	209,426	194,532	217,274	196,917	185,546

Table 4 shows the Top and Bottom 5 Routes. The top 5 routes provide night, Saturday and Sunday services. In addition, route 87 is served by 2 buses due to the heavy concentration of ridership. The bottom 5 routes provide less services (Night, Saturday and Sunday). As the top 5 routes exhibit the strongest ridership and each have extended services (night, Saturday and Sunday), staff is optimistic that new 2018 services will provide significant growth to overall ridership as well.

Table 4: Total Ridership for 2017

Route	Route Information (Black: 2017 Current Services)	Ridership	
87	TC to K&W/Hanes Mill Road- University Parkway, Patterson, DSS (N, Sat, Sun)	265,072	Top 5 Routes with Highest Ridership
83	TC to Peters Creek (Walmart)- (N, Sat, Sun)	171,007	
96	TC to Butterfield Drive/Oakridge- New Walkertown, Carver School Road, 5th Street (N, Sat, Sun)	147,759	
105	TC to Waughtown/Broadbay- Reynolds Park, Pleasant, Argonne, MLK, 5th Street (N, Sat, Sun)	133,255	
93	Eastside Circulator (travels to TC)- Dellabrook, Cameron, 12th Street, 10th Street, DSS, 5th Street (N, Sat, Sun)	116,176	
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107	TC to Hanes Mall – Forsyth Hospital, Hawthorne, Knollwood, Cloverdale, 1st Street and 2nd Street (N, Sat)	110,421	
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109	TC to Reynolda/Shattalon- Reynolda Road, Polo Road, Robinhood, West End (N, Sat)	54,276	
80	TC to Hanes Mall- Forsyth Hospital, Hawthorne and Academy	53,104	
81	Westside Circular – Walmart at Kester Mill, Jonestown and Hanes Mall, Target (N, Sat)	52,301	
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102	TC to Empire Drive/Westpoint-Stratford, Cherry, Stratford, Kimwell	14,185	Bottom 5 Routes with the Lowest Ridership
99	Sturmer Park to Forsyth Tech (Crosstown) – Hanes Mall Blvd, Silas Creek, Reynolda, Bethabara Park, University	12,705	
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100	Union Station to Forsyth Tech @ Miller- Silas Creek , Main Street, MLK (N, Sat)	7,654	

TRANSAID - PARATRANSIT PERFORMANCE

At the end of the 12-month period, TransAid ridership experienced a decrease in rides as anticipated with the with the increase in TransAid fare and the removal of the Medicaid exemption in October 2017, *Table 5*.

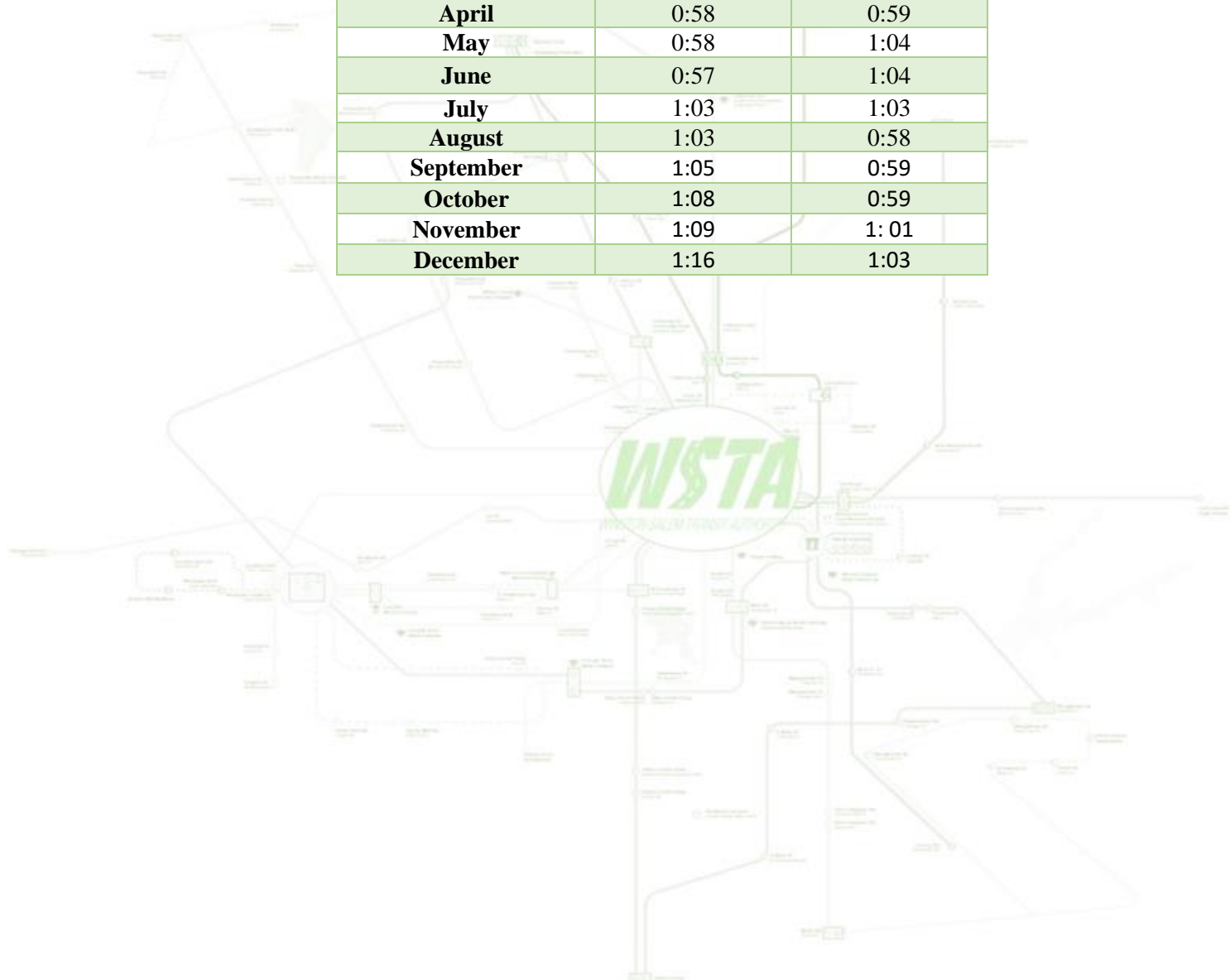
Table 5: TransAid Ridership		
	2016	2017
January	14,513	17,397
February	17,130	18,837
March	18,290	19,350
April	18,944	17,862
May	16,651	18,380
June	17,230	18,381
July	16,012	20,552
August	18,511	22,653
September	17,898	17,902
October	17,571	16,988
November	16,436	15,246
December	16,255	14,096
Total	205,441	217,644
Average	17,120	18,137

Table 6 shows an increase in rides paid directly by paratransit riders. These payments do not include state or federal program assistance.

Table 6: TransAid Ridership			
	No. of Paid Ridership	Total Ridership 2017	Percentage of Paid Ridership
January	5,984	17,397	34.40%
February	6,732	18,837	35.74%
March	8,103	19,350	41.88%
April	6,663	17,862	37.30%
May	6,802	18,380	37.01%
June	6,964	18,381	37.89%
July	7,045	20,552	34.28%
August	8,290	22,653	36.60%
September	7,401	17,902	41.34%
October	14,243	16,988	83.84%
November	13,815	15,246	90.61%
December	13,651	14,096	96.84%

Table 7 provides the telephone performances for the 12-month period for 2016 and 2017, which shows a very similar trend for both years.

Table 7: TransAid Telephone Performance		
	2016	2017
January	1:30	1:25
February	1:00	1:07
March	1:00	0:56
April	0:58	0:59
May	0:58	1:04
June	0:57	1:04
July	1:03	1:03
August	1:03	0:58
September	1:05	0:59
October	1:08	0:59
November	1:09	1: 01
December	1:16	1:03



BUS PASS MATCH DISTRIBUTION PROGRAM

In September 2017, local non-profit organizations that provide, or are willing to provide, free WSTA bus passes to their clients were invited to apply for additional free passes under a Bus Pass Matching Distribution Program the City Council authorized as part of the city's Fiscal Year 2017-2018 budget. City Council allocated \$90,000 for the program, which will be used for two types of passes: 10-ride bus passes on WSTA's regular routes, or 30-ride Trans-Aid passes. For every pass that an agency buys for its clients, the city will provide a matching pass.

As of December 2017, the program has approved over \$70,000 of matched tickets.

PARTICIPATING, APPROVED NON-PROFIT ORGANIZATIONS		
ORGANIZATION NAME	CONTACT PERSON	ADDRESS
The Exchange Club Center for the Prevention of Child Abuse of NC, Inc.	Elizabeth M. Miller (Executive Director)	500 W. Northwest Blvd Winston Salem, NC 27105
Samaritan Ministries	Willis Miller (Assistant Director)	414 E. Northwest Blvd Winston Salem, NC 27105
Community Care Center for Forsyth County, Inc.	James T. Robinson (Executive Director)	2135 New Walkertown Road Winston Salem, NC 27101
Enrichment Center An Affiliated Chapter of the ARC	Julie Wood (Program Director)	1006 S Marshall Street Winston Salem NC 27101
Downtown Health Plaza of Wake Forest Baptist Health	Monica T. Brown (Health Center Manager)	1200 N. Martin Luther King, Jr Drive Winston Salem NC 27101
Redemption and Recovery Restoration Ministries, Inc.	Jimmie Evans (Minister)	128 Louella Drive Winston Salem, NC 27105
The Empowerment Project of Wake Forest Baptist Health	Dr. Teresa Cutts (Director) // Obie Johnson (Team Lead)	414 E. Northwest Blvd Winston Salem, NC 27105
First in Families of North Carolina	Philip Curatalo (Quality Director)	3109 University Drive Winston Salem, NC 27105
Eliza's Helping Hand, Inc.	Kenya Thornton (Founder)	1225 E. Fifth Street Winston Salem, NC 27101
Springwell Network, Inc. <i>formally Group Homes of Forsyth, Inc.</i>	Charlene Warren (Executive Director); Renita Rolle (Operations Director)	3820 North Patterson Avenue Winston Salem, NC 27105
Monarch	Sharon Burns (Director of Program Operations)	651 N. Highland Avenue Winston Salem, NC 27101
The Salvation Army	Robin Stone (Resource Development Director)	901 N. Cleveland Avenue Winston Salem, NC 27021
Positive Wellness Alliance	Julie Meyers (Executive Director)	704 Brookstown Avenue Winston-Salem, NC 27101

Additional changes which have occurred this quarter include:

- Expansion of services adding night, Saturday service and Sunday Service to routes. The expanded services began January 2, 2018.
- WSTA and DOT staff worked together to develop a modernized overall system map and route maps. A copy of the map for Route 86 is attached as a sample.

Route 100 is also schedule to change, effective Sunday February 25th. The revised route is shown on the attached map. The anticipated hours for Route 100 are Monday-Saturday 8a-10p and Sunday 10a-7p.

