

RESOLUTION TO ENTER INTO AN AGREEMENT WITH UMO FOR A MOBILITY SERVICE APPLICATION FOR BUS TRACKING, TRIP PLANNING, AND CASHLESS PAYMENT OPTIONS FOR THE WINSTON-SALEM TRANSIT AUTHORITY

WHEREAS, on August 21, 2023, the Winston-Salem City Council awarded GMV Syncromatics a contract for various Winston-Salem Transit Authority (WSTA) technological upgrades which included bus tracking and trip planning applications; and

WHEREAS, as part of ongoing efforts to enhance the customer experience for current and future WSTA riders, staff recommends a regional mobility platform that aligns with neighboring transit systems; and

WHEREAS, to achieve this, the Winston-Salem Department of Transportation proposes the mobile application, UMO, as it is currently used by our regional partners: Greensboro Transit Authority, High Point Transit, and the Piedmont Authority for Regional Transportation; and

WHEREAS, partnering with UMO and these peer agencies, would allow riders to navigate between these transit systems seamlessly while using a single application and expanding their regional mobility; and

WHEREAS, the UMO platform provides the capability and support for a cashless payment solution for riders; and

WHEREAS, UMO partners with InComm to enable decentralized payment options, allowing customers to purchase bus passes from participating retail locations like Walmart, CVS, and Family Dollar; and

WHEREAS, this improvement would remove the burden of traveling to the Clark Campbell Transportation Center to purchase bus passes and allow riders to purchase passes in their communities; and

WHEREAS, upon award, the five-year agreement would cost a total \$868,529, which would fund the physical upgrades to the fleet and the annual operating expenses associated with the technology; and

WHEREAS, the first year, which includes the capital investment to the fleet, would total \$432,875. Funds are available in accounts 816320-5360-627808 and 5331-5272-9999.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and City Council of the City of Winston-Salem, upon recommendation of the Assistant City Manager for Public Works and the City Manager, that the City Manager is hereby authorized to enter into an agreement with UMO for a mobility service application for bus tracking, trip planning, and cashless payment options for WSTA.