



QUARTERLY PERFORMANCE REPORT

Reporting Period; January 2018 to December 2018

FIXED ROUTE PERFORMANCE

The total ridership from *January 2018 to November 2018* is shown in **Table 1**. Although the 2017 data showed a decrease in ridership in comparison to the previous year, ridership in 2018 has shown an increase overall. With continual improvements since the 2017 revamp staff is optimistic that this increase will continue.

Table 1: Total Ridership per Month (2017 vs 2018)

	2017 Ridership	2018 Ridership
January	178,122	182,126
February	191,141	192,079
March	196,159	185,992
April	169,301	199,452
May	190,135	206,328
June	187,832	201,355
July	181,325	201,266
August	209,426	223,919
September	194,532	197,616
October	217,274	228,547
November	196,917	222,738
December	185,546	Data not yet available
Monthly Average	187,930	199,239

In *Table 2*, the total ridership for each route from January through August 2018 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 (2018 Services)	
80	TC to Hanes Mall- Forsyth Hospital, Hawthorne and Academy	65,333
81	Westside Circular – Walmart at Kester Mill, Jonestown and Hanes Mall, Target (N, Sat)	49,929
82	East Circulator – Burke Mill, Kimel Park Medical Center, Hanes Mall Blvd (N, Sat)	12,727
83	TC to Peters Creek (Walmart)- (N, Sat, Sun)	150,328
84	TC to Hanes Mall- Forsyth Tech West Campus, Silas Creek (N, Sat)	82,097
85	TC to Salem Crest Apartment – Silas Creek, Broad Street, (N, Sat)	82,105
86	TC to Louise and Thomasville- MLK, 5th Street	91,005
87	TC to K&W/Hanes Mill Road- University Parkway, Patterson, DSS (N, Sat, Sun)	233,791
88	TC to IFB- Bethabara Road, Woods, Winston Summit Apartments, Reynolda Road, Coliseum, University Parkway	37,897
89	TC to Sturmer Park - University Parkway (Target), IFB, Cherry Street, University Parkway (N, Sat, Sun)	101,740
90	TC to Wake Forest Campus- University Parkway, Thurmond Street, Broad, 6th Street	54,670
91	TC to Sturmer Park- University Parkway (Target), Cherry Street, Indiana, Patterson Street	94,635
92	TC to Oak Summit/Oak Rural Hall Road- Old Rural Hall Road, Motor Road, Ogburn, Patterson	123,699
93	Eastside Circulator (travels to TC)- Dellabrook, Cameron, 12th Street, 10th Street, DSS, 5th Street (N, Sat, Sun)	101,944
94	TC to East Forsyth HS- Old Greensboro Road, 5th Street	75,751
95	TC to Vinegar Hill/ Briarhurst- Country Club, Stratford, 1st Street. 2nd Street	41,307
96	TC to Butterfield Drive/Oakridge- New Walkertown, Carver School Road, 5th Street (N, Sat, Sun)	131,013
97	Northside Circulator- Shattalon, Bethania Station, Hanes Mill Road, University Parkway, Bethabara Park, Reynolda Road (N, Sat)	43,466
98	TC to Oakridge/Butterfield- Carver School Road, Liberty, DSS	30,410
99	Sturmer Park to Forsyth Tech (Crosstown) – Hanes Mall Blvd, Silas Creek, Reynolda, Bethabara Park, University	11,638
100	Union Station to Forsyth Tech @ Miller- Silas Creek , Main Street, MLK (N, Sat)	6,013
101	Waughtown/Broadbay to Walmart at Peters Creek- Clemmonsville Road, Main Street. Sprague, Waughtown Street (N, Sat)	54,564
102	TC to Empire Drive/Westpoint- Stratford, Cherry, Stratford, Kimwell	12,843
103	TC to Hanes Mall Blvd- Westgate Center Drive (Home Depot), Stratford, Cloverdale, Baptist Hospital (N, Sat, Sun)	101,716
104	TC to Marta/Teague Road- Old Lexington, Mock, Old Salem, Main Street	58,835
105	TC to Waughtown/Broadbay- Reynolds Park, Pleasant, Argonne, MLK, 5th Street (N, Sat, Sun)	110,910
106	TC to Deacon Blvd/University Parkway- Deacon, Pittsburgh, Cherry, 14th Street, Underwood	66,227
107	TC to Hanes Mall – Forsyth Hospital, Hawthorne, Knollwood, Cloverdale, 1st Street and 2nd Street (N, Sat)	102,023
108	Marta/Teague Road to Plaza Hollow Apartments- High Point Road, Waughtown, Thomasville, Teague, Marta, Willard, Sprague, Broadbay	29,331
109	TC to Reynolda/Shattalon- Reynolda Road, Polo Road, Robinhood, West End (N, Sat)	50,173
110	TC to Lowery Street- 5th Street, MLK	9,554
TOTAL		1,593,912

Table 3 provides the detailed outline of the ridership performance for each route during the 11-month period. *Data for December was not available

	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Total
80	5,337	5,332	5,060	6,523	6,489	6,375	6,408	6,658	6,020	5,942	5,189		65,333
81	3,926	4,143	3,819	4,746	4,989	4,437	4,394	5,100	4,322	5,107	4,946		49,929
82	859	1,064	912	1,072	972	1,235	1,052	1,367	1,065	1,719	1,410		12,727
83	12,594	13,728	13,717	12,852	13,782	14,442	13,746	14,721	12,792	15,059	12,895		150,328
84	6,477	6,964	7,197	7,153	7,792	7,528	7,456	8,425	7,427	8,365	7,313		82,097
85	7,515	7,788	7,076	7,793	7,911	7,453	6,643	8,459	7,261	8,075	6,131		82,105
86	6,626	7,570	7,205	8,413	8,526	8,753	8,397	9,132	8,323	9,594	8,466		91,005
87	20,612	20,882	20,929	20,227	22,060	21,963	20,980	22,784	20,032	23,046	20,276		233,791
88	3,047	3,204	3,091	3,436	3,467	3,241	3,485	3,875	3,437	4,169	3,445		37,897
89	8,138	8,384	8,644	9,781	9,839	8,937	9,622	10,107	9,259	10,266	8,763		101,740
90	3,850	4,055	4,041	5,036	4,756	4,878	4,917	5,664	5,587	6,359	5,527		54,670
91	6,750	7,253	7,628	9,461	8,154	8,881	8,576	10,502	8,711	9,997	8,722		94,635
92	10,256	11,105	9,678	11,799	11,545	10,839	10,831	12,414	10,956	12,927	11,349		123,699
93	8,896	9,278	8,363	8,954	8,687	9,347	8,978	10,099	9,122	10,650	9,570		101,944
94	5,604	6,519	6,626	6,419	7,295	6,446	6,170	7,627	7,259	8,422	7,364		75,751
95	3,630	3,605	3,605	3,451	3,939	3,748	4,145	4,373	3,371	4,690	2,750		41,307
96	10,654	10,885	10,915	11,603	11,510	11,375	11,758	13,798	12,500	14,046	11,969		131,013
97	3,938	3,867	3,939	4,058	4,353	3,920	3,920	4,385	3,470	4,050	3,566		43,466
98	2,893	2,722	2,443	2,652	2,707	2,457	2,373	3,024	2,719	3,435	2,985		30,410
99	972	1,080	1,085	1,202	991	953	829	1,161	1,098	1,308	959		11,638
100	285	285	360	288	396	360	422	582	544	1,470	1,021		6,013
101	4,397	4,708	4,321	4,944	5,134	5,293	5,468	5,574	5,190	5,119	4,416		54,564
102	824	801	718	796	1,168	966	1,359	1,588	1,349	2,008	1,266		12,843
103	9,160	9,428	8,483	9,366	9,687	8,979	10,026	10,021	9,561	9,701	7,304		101,716
104	4,411	5,175	4,961	4,732	5,788	5,472	5,360	6,338	5,513	6,420	4,665		58,835
105	9,392	9,989	9,432	9,760	10,352	9,568	10,144	11,006	9,379	11,787	10,101		110,910
106	4,754	5,420	5,768	5,847	6,178	5,849	5,786	6,769	5,813	7,409	6,634		66,227
107	9,262	9,237	8,808	9,463	9,042	9,679	9,897	10,783	8,915	9,947	6,990		102,023
108	2,317	2,470	2,535	2,381	3,095	2,881	2,531	2,919	2,493	2,926	2,783		29,331
109	3,936	4,344	3,893	4,370	4,652	4,221	4,709	5,104	5,096	4,979	4,869		50,173
110	814	794	740	874	1,072	879	884	955	673	929	940		9,554
Total	182,126	192,079	185,992	199,452	206,328	201,355	201,266	225,314	199,257	229,921	194,584	-	2,217,674

TRANSAID - PARATRANSIT PERFORMANCE

During the 2018 calendar year TransAid ridership continued to experience a decrease in rides as anticipated with the increase in TransAid fare and the removal of the Medicaid exemption in October 2017 until May 2018 where numbers began to slowly rise. However the growth has not reached the peaks seen in July and August of 2017. **Table 4.**

Table 4: TransAid Ridership		
	2017	2018
January	17,397	14,464
February	18,837	15,941
March	19,350	16,107
April	17,862	16,677
May	18,380	18,786
June	18,381	17,951
July	20,552	18,171
August	22,653	19,568
September	17,902	16,618
October	16,988	19,897
November	15,246	18,107
December	14,096	*
Total	217,644	192,287
Average	18,137	17,481

* December Data is not available at time of printing

Table 5 provides the telephone performances for the 11-month period for 2017 and 2018 which shows a very similar trend for both years.

Table 5: TransAid Telephone Performance		
	2017	2018
January	1:25	1:05
February	1:07	1:28
March	0:56	1:07
April	0:59	0:55
May	1:04	0:53
June	1:04	0:58
July	1:03	0:55
August	0:58	1:00
September	0:59	1:05
October	0:59	1:07
November	1:01	1:05
December	1:03	*

* December Data is not available at time of printing

BUS PASS MATCH DISTRIBUTION PROGRAM

The Bus Pass Match Distribution Program continued in July 2018. Local non-profit organizations that provide, or are willing to provide, free WSTA bus passes to their clients can apply for additional free passes under the program. City Council allocated \$90,000 for the program, which will be used for 10-ride bus passes on WSTA's regular routes, or 30-ride Trans-Aid passes or one ride or single passes for both systems. For every pass that an agency buys for its clients, the city will provide a matching pass.

As of July 2018, the program has approved the following programs and passes have been purchased:

PARTICIPATING, APPROVED NON-PROFIT ORGANIZATIONS	
ORGANIZATION NAME	ADDRESS
Enrichment Center An Affiliated Chapter of the ARC	1006 S Marshall Street Winston Salem NC 27101
Monarch	651 N. Highland Avenue Winston Salem, NC 27101
Senior Services, Inc.	2895 Shorefair Drive Winston Salem, NC 27105
Positive Wellness Alliance	704 Brookstown Avenue Winston-Salem, NC 27101
Redemption & Recovery Restoration Ministries, Inc.	128 Louella Drive Winston-Salem, 27105
Exchange Club Center for the Prevention of Child Abuse of NC	500 W. Northwest Blvd Winston-Salem, 27105

ROUTE 100 DATA EVALUATION:

Staff has been asked to provide feedback on Ridership for Route 100. While in the past ridership on Route 100 was the lowest of all routes, a most recent review reveals of the data will show that ridership has doubled on Route 100 during the months of October and November 2018. Staff is reviewing this upward trend to determine what factors may be contributing to the increased ridership.

	2017	2018
January	582	285
February	518	285
March	541	360
April	478	288
May	557	396
June	505	360
July	704	422
August	962	582
September	910	544
October	984	1,470
November	574	1,021
December	339	
Total	7,654	6,013

Staff was also asked that Route Changes be posted at bus stops. WSTA actively posts route changes on the Website, on the buses and on the NEXTBus System. Riders can access changes when they call in to the system for updates on when the next bus will arrive.