

## Information Item

**Date:** October 9, 2018

**To:** The City Manager

**From:** Damon Dequenne, 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 2018 to August 2018 with a comparison of total monthly ridership from 2017 versus total monthly ridership in 2018. This update also includes a comparison of ridership information for Para-Transit services provided between January to August 2017 and January to August 2018.



## **QUARTERLY PERFORMANCE REPORT**

*Reporting Period; January 2018 to August 2018*

### **FIXED ROUTE PERFORMANCE**

The total ridership from *January 2018 to August 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)**

	<b>2017 Ridership</b>	<b>2018 Ridership</b>
<b>January</b>	178,122	182,126
<b>February</b>	191,141	192,079
<b>March</b>	196,159	185,992
<b>April</b>	169,301	199,452
<b>May</b>	190,135	206,328
<b>June</b>	187,325	201,355
<b>July</b>	181,325	201,266
<b>August</b>	209,426	225,314
<b>Monthly Average</b>	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	48,182
81	Westside Circular – Walmart at Kester Mill, Jonestown and Hanes Mall, Target (N, Sat)	35,554
82	East Circulator – Burke Mill, Kimel Park Medical Center, Hanes Mall Blvd (N, Sat)	8,533
83	TC to Peters Creek (Walmart)- (N, Sat, Sun)	109,582
84	TC to Hanes Mall- Forsyth Tech West Campus, Silas Creek (N, Sat)	58,992
85	TC to Salem Crest Apartment – Silas Creek, Broad Street, (N, Sat)	60,638
86	TC to Louise and Thomasville- MLK, 5th Street	64,622
87	TC to K&W/Hanes Mill Road- University Parkway, Patterson, DSS (N, Sat, Sun)	170,437
88	TC to IFB- Bethabara Road, Woods, Winston Summit Apartments, Reynolda Road, Coliseum, University Parkway	26,846
89	TC to Sturmer Park - University Parkway (Target), IFB, Cherry Street, University Parkway (N, Sat, Sun)	73,452
90	TC to Wake Forest Campus- University Parkway, Thurmond Street, Broad, 6th Street	37,197
91	TC to Sturmer Park- University Parkway (Target), Cherry Street, Indiana, Patterson Street	67,205
92	TC to Oak Summit/Oak Rural Hall Road- Old Rural Hall Road, Motor Road, Ogburn, Patterson	88,467
93	Eastside Circulator (travels to TC)- Dellabrook, Cameron, 12th Street, 10th Street, DSS, 5th Street (N, Sat, Sun)	72,602
94	TC to East Forsyth HS- Old Greensboro Road, 5th Street	52,706
95	TC to Vinegar Hill/ Briarhurst- Country Club, Stratford, 1st Street. 2nd Street	30,496
96	TC to Butterfield Drive/Oakridge- New Walkertown, Carver School Road, 5th Street (N, Sat, Sun)	92,498
97	Northside Circulator- Shattalon, Bethania Station, Hanes Mill Road, University Parkway, Bethabara Park, Reynolda Road (N, Sat)	32,380
98	TC to Oakridge/Butterfield- Carver School Road, Liberty, DSS	21,271
99	Sturmer Park to Forsyth Tech (Crosstown) – Hanes Mall Blvd, Silas Creek, Reynolda, Bethabara Park, University	8,273
100	Union Station to Forsyth Tech @ Miller- Silas Creek , Main Street, MLK (N, Sat)	2,978
101	Waughtown/Broadbay to Walmart at Peters Creek- Clemmons Road, Main Street. Sprague, Waughtown Street (N, Sat)	39,839
102	TC to Empire Drive/Westpoint-Stratford, Cherry, Stratford, Kimwell	8,220
103	TC to Hanes Mall Blvd- Westgate Center Drive (Home Depot), Stratford, Cloverdale, Baptist Hospital (N, Sat, Sun)	75,150
104	TC to Marta/Teague Road- Old Lexington, Mock, Old Salem, Main Street	42,237
105	TC to Waughtown/Broadbay- Reynolds Park, Pleasant, Argonne, MLK, 5th Street (N, Sat, Sun)	79,643
106	TC to Deacon Blvd/University Parkway- Deacon, Pittsburgh, Cherry, 14th Street, Underwood	46,371
107	TC to Hanes Mall – Forsyth Hospital, Hawthorne, Knollwood, Cloverdale, 1st Street and 2nd Street (N, Sat)	76,171
108	Marta/Teague Road to Plaza Hollow Apartments- High Point Road, Waughtown, Thomasville, Teague, Marta, Willard, Sprague, Broadbay	21,129
109	TC to Reynolda/Shattalon- Reynolda Road, Polo Road, Robinhood, West End (N, Sat)	35,229
110	TC to Lowery Street- 5th Street, MLK	7,012
<b>TOTAL</b>		<b>1,593,912</b>

Table 3 provides the detailed outline of the ridership performance for each route during the 8-month period.

<b>Table 3: Total Ridership for 2017 (by Month and by Route)</b>								
	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>
<b>80</b>	5,337	5,332	5,060	6,523	6,489	6,375	6,408	6,658
<b>81</b>	3,926	4,143	3,819	4,746	4,989	4,437	4,394	5,100
<b>82</b>	859	1,064	912	1,072	972	1,235	1,052	1,367
<b>83</b>	12,594	13,728	13,717	12,852	13,782	14,442	13,746	14,721
<b>84</b>	6,477	6,964	7,197	7,153	7,792	7,528	7,456	8,425
<b>85</b>	7,515	7,788	7,076	7,793	7,911	7,453	6,643	8,459
<b>86</b>	6,626	7,570	7,205	8,413	8,526	8,753	8,397	9,132
<b>87</b>	20,612	20,882	20,929	20,227	22,060	21,963	20,980	22,784
<b>88</b>	3,047	3,204	3,091	3,436	3,467	3,241	3,485	3,875
<b>89</b>	8,138	8,384	8,644	9,781	9,839	8,937	9,622	10,107
<b>90</b>	3,850	4,055	4,041	5,036	4,756	4,878	4,917	5,664
<b>91</b>	6,750	7,253	7,628	9,461	8,154	8,881	8,576	10,502
<b>92</b>	10,256	11,105	9,678	11,799	11,545	10,839	10,831	12,414
<b>93</b>	8,896	9,278	8,363	8,954	8,687	9,347	8,978	10,099
<b>94</b>	5,604	6,519	6,626	6,419	7,295	6,446	6,170	7,627
<b>95</b>	3,630	3,605	3,605	3,451	3,939	3,748	4,145	4,373
<b>96</b>	10,654	10,885	10,915	11,603	11,510	11,375	11,758	13,798
<b>97</b>	3,938	3,867	3,939	4,058	4,353	3,920	3,920	4,385
<b>98</b>	2,893	2,722	2,443	2,652	2,707	2,457	2,373	3,024
<b>99</b>	972	1,080	1,085	1,202	991	953	829	1,161
<b>100</b>	285	285	360	288	396	360	422	582
<b>101</b>	4,397	4,708	4,321	4,944	5,134	5,293	5,468	5,574
<b>102</b>	824	801	718	796	1,168	966	1,359	1,588
<b>103</b>	9,160	9,428	8,483	9,366	9,687	8,979	10,026	10,021
<b>104</b>	4,411	5,175	4,961	4,732	5,788	5,472	5,360	6,338
<b>105</b>	9,392	9,989	9,432	9,760	10,352	9,568	10,144	11,006
<b>106</b>	4,754	5,420	5,768	5,847	6,178	5,849	5,786	6,769
<b>107</b>	9,262	9,237	8,808	9,463	9,042	9,679	9,897	10,783
<b>108</b>	2,317	2,470	2,535	2,381	3,095	2,881	2,531	2,919
<b>109</b>	3,936	4,344	3,893	4,370	4,652	4,221	4,709	5,104
<b>110</b>	814	794	740	874	1,072	879	884	955
<b>TOTAL</b>	<b>182,126</b>	<b>192,079</b>	<b>185,992</b>	<b>199,452</b>	<b>206,328</b>	<b>201,355</b>	<b>201,266</b>	<b>225,314</b>

## **TRANSAID - PARATRANSIT PERFORMANCE**

During the 2018 calendar year TransAid ridership continues to experience a decrease in rides as anticipated with the increase in TransAid fare and the removal of the Medicaid exemption in October 2017, *Table 4*.

<b>Table 4: TransAid Ridership</b>		
	<b>2017</b>	<b>2018</b>
<b>January</b>	17,397	14,464
<b>February</b>	18,837	15,941
<b>March</b>	19,350	16,107
<b>April</b>	17,862	16,677
<b>May</b>	18,380	18,786
<b>June</b>	18,381	17,951
<b>July</b>	20,552	18,171
<b>August</b>	22,653	19,568
<b>Total</b>	<b>153,412</b>	<b>137,665</b>
<b>Average</b>	<b>19,177</b>	<b>17,208</b>

*Table 5* provides the telephone performances for the 8-month period for 2017 and 2018 which shows a very similar trend for both years.

<b>Table 5: TransAid Telephone Performance</b>		
	<b>2017</b>	<b>2018</b>
<b>January</b>	1:25	1:05
<b>February</b>	1:07	1:28
<b>March</b>	0:56	1:07
<b>April</b>	0:59	0:55
<b>May</b>	1:04	0:53
<b>June</b>	1:04	0:58
<b>July</b>	1:03	0:55
<b>August</b>	0:58	1:00

## **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 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.

<b>PARTICIPATING, APPROVED NON-PROFIT ORGANIZATIONS</b>	
<b>ORGANIZATION NAME</b>	<b>ADDRESS</b>
<b>Enrichment Center An Affiliated Chapter of the ARC</b>	1006 S Marshall Street Winston Salem NC 27101
<b>Monarch</b>	651 N. Highland Avenue Winston Salem, NC 27101
<b>Senior Services, Inc.</b>	2895 Shorefair Drive Winston Salem, NC 27105
<b>Positive Wellness Alliance</b>	704 Brookstown Avenue Winston-Salem, NC 27101