



# WINSTON-SALEM TRANSIT AUTHORITY BOARD OF DIRECTORS' MEETING

MINUTES  
for  
THURSDAY; November 13, 2025

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**PRESENT:**

**WSTA BOARD MEMBERS**

Keith King, Chairperson  
David Wren  
Ms. Sarah Morath  
Latonya Wright

**CITY STAFF**

Jeff Fansler, Director of DOT  
Tia Ramsey, Financial Manager for DOT  
David Torres, Transit Contract Manager for DOT  
Maddie Burgiss, Transportation Planner for DOT

**WSTA/RATP DEV, USA STAFF**

Bruce Adams, General Manager RATP Dev, USA  
Carlo Poladian, Assist. General Manager of  
Maintenance, RATP Dev, USA  
Levine Hedgepeth, Assist. General Manager of  
Safety, RATP Dev, USA

Brandie Peterson, Director of Marketing and  
Community Engagement, RATP Dev, USA  
Lisa Sides, Operations Manager, RATP Dev, USA  
Jackie Settle, Customer Service Manager, RATP  
Dev, USA  
Tikiha Alston, ADA Eligibility Manager, RATP Dev,  
USA  
Teika Holloway, Administrative Assistant, RATP  
Dev, USA  
Myra Stafford, Facilities Supervisor, RATP Dev,  
USA  
Zavia Halliday, HR Recruiter, RATP Dev, USA  
Jose Najera, Fixed Route Operator  
Linda Goode, Fixed Route Operator

**OTHER ATTENDEES**

Allison Gerrity, UMO  
Angela Ubben, UMO

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**Meeting Opened:** 4:03 pm

Chairperson Keith King called November 13, 2025, Winston-Salem Transit Authority (WSTA) Board Meeting to order.

**Safety Message** (Chairman Keith King):

Thanksgiving is coming. Chairman King warned everyone to be mindful of fire hazards and asked everyone to be safe. Especially if plans include deep frying a turkey.

**Public Comment** (limited to two minutes per speaker):

There were no public commenters present.

**Action Items:**

**Approval of September 25, 2025 WSTA Board Meeting Minutes:**

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WSTA Board of Directors: Mr. Keith King (Chairperson), Mrs. Jeanette Lawson-Jackson (Vice-Chairperson), Mr. Willie Clark, Ms. Latonya Wright, Dr. David Wren, Ms. Sarah Morath, Mr. Suneel K. Parvathareddy

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Chairman King allowed time for Board members to review the minutes from the September 25, 2025 WSTA Board meeting minutes.

**Board member Ms. Latonya Wright moved to approve of the November 13, 2025 WSTA Board Meeting Minutes. Board member Ms. Sue Morath made the second move.**

**Following a short vote initiated by Chairman Keith King, the minutes for the November 13, 2025 WSTA Board Meeting Minutes were approved.**

### **Employee of the Month:**

- a. Jose Najera, Fixed Route Operator**-Mr. Najera has been an operator for WSTA’s bus services for twenty-seven years. When his manager nominated him, they said he always does what he is asked. He has never had a customer complaint. He represented WSTA’s transit system at the NCPTA winning medals.
- b. Linda Goode, Fixed Route Operator**-Ms. Goode does what is asked of her as well. There is never an issue with her completing requests. In addition, she is also one of our operators who receives the most compliments. Impressing your passenger to the point they call in a compliment is not easy to accomplish.

### **Information Items:**

- a. Signed Letter of Support for Shepherd Center of Greater Winston-Salem:** Chairman King stated Mrs. Kelly Garvin contacted him over a week ago with the detail of this letter and it was presented to him for his signature in which he gave. The letter was offered in support of the Community Grant application submitted by the Shepherd Center of Greater Winston-Salem for their 2026-2027 request for Forsyth county funding. The Shepherd Center has received county funding for ten years and does an excellent job providing outstanding service for senior center programming throughout Forsyth county.

It is indeed our pleasure to write this of support for the Shepherd Center. We are thankful they are a part of the community and fully support the work they do throughout Forsyth county.

**Transit Demand Management Program** [Mark Kirstner, Piedmont Authority for Regional Transportation (P.A.R.T.)]: Mr. Mark Kirstner introduced himself as the Director of Planning for P.A.R.T. He has been with P.A.R.T. for 17 years. He shared when he walked into the room, he realized this was his first time attending a WSTA Board Meeting. He expressed P.A.R.T.’s appreciation for the partnership with WSTA.

Mr. Kirstner said he is a transit nerd. He likes to think about how transit can benefit everyone in our community, he has a favorite planner (not himself), and his office is filled with transit logos. He asked how many people in the room know what transportation demand management (TDM) is. There were a few people that raised their hands. Ride the Triad is a TDM initiative that has been going on for 5-years. TDM’s are



supposed to reduce congestion and vehicle travel miles. They are supposed to improve air quality, support sustainable land use, and multimodal travel. They are to

encourage transit, vanpooling, biking, walking, teleworking, everything that is a transportation mode or something to support someone's mobility other than driving in a car. This involves changing behavior. There are reasons why people do not use transit during the week. Understanding those reasons is also a part of what transportation management is. What can be done by transit providers to help make people understand the transit system and help them feel comfortable using it.

Mr. Kirstner explained how van pools are formed and how they function. He said the first digital transit fare system in the region was born out of Business 40 closure project. Now the whole family is getting involved. There is a regional pass, which is a game changer. It is not only about adding infrastructure, but we also must make sure existing options work better. We want to make the transit services we provide preferred and not just available as an alternative.

*Below is a snippet of the Transit Demand Management Program given by Mr. Mark Kirstner. If you would like a full-size copy of the presentation, please make your request by emailing Ms. Holloway at [teika.holloway@ratpdev.com](mailto:teika.holloway@ratpdev.com).*



- c. **Follow-Up WSTA Board Vision and Goals (Brandie Peterson, RATP Dev/WSTA):** Ms. Peterson said Mrs. Kelly Garvin wanted to know if the members of the Board had any question regarding the list of information she sent to them. Ms. Peterson said she was open to answer any questions they may have.

She said a lot of organic work has been done and this topic will be re-shared at a frequency that the Board needs. There are ordinances put in place by the City of Winston Salem that laid the foundation for assembling a transit board. It is left up to each board to



establish their own by laws within the guidelines of the City of Winston-Salem ordinance.

Mr. Jeff Fanler added that the Board will need to establish a mission and vision all members agree on. As conversations continue questions like, “What is our mission?” and “How can we implement it?” need to be asked. Moving forward produce actional goals to adopt and make part of our work plan.

### **Staff Reports:**

- ***Operations-Lisa Sides, Operations Manager:*** Gave an update on the route changes taking effect in September of 2026. Currently the new routes are being assessed for efficiency. New turn-by-turns are being created.
- ***Safety-Tangela Turner, Assistant Safety Manager:*** The road supervisors are getting tablets so that accident reports can be completed on the spot. They also will have access to drive cam which allows them to view video footage of the accident. The tablets will give live location status of all the buses. The Safety department is conducting refresher training with all the operators. A member of the board asked what happens when the operator has an accident from not doing an incorrect maneuver. Ms. Turner answered the question by saying the operator receives post-accident training from anywhere between two to three hours. It depends on the severity of the accident. In addition to post-accident training, the operator is shown the video of the accident.
- ***Human Resources-Andrea Ingram, Human Resources Manager:*** Ms. Andrea Ingram said HR is continuing appreciation events and recognition activities as a part of monthly employee engagement. She and Ms. Peterson are creating an employee store with personalized gift options for service awards.

HR is focused on finding ways to reduce turnover. We have partnered with NC Works and Positech to participate in job fairs for recruiting. Templates used for onboarding and coaching are being updated. This will ensure consistency of coaching and corrective action.

- ***Maintenance-, Carlo Poladian, Assistant General Manager of Maintenance:*** Mr. Poladian stated it is going on his second full month as the Assistant General Manager of Maintenance. During this time there have been some challenges and some accomplishments. The number of vehicles that are out of service has gone down immensely. Currently maintenance is revamping all the bus signage. Mr. David Torres, Transit Contract Manager for Winston-Salem DOT, worked with GMV techs this past week on this project. KPI’s were shared for the first time in months prior to my arrival.
- ***Marketing-Brandi Peterson, Director of Community:*** Ms. Peterson said she has a guest to bring into the room. This is why she asked to be last on the list for staff reports. She brought out the UMO mascot. Ms. Peterson shared the exciting news that installation of the UMO system began this week on the buses. The screens have a message that says, “Coming Soon.”



There are still some things that must be done before we can fully launch UMO. Without giving a definite date, we are hoping to go live in January. Press releases have been put out, and our Marketing campaign has been initiated.

Mr. Jeff Fansler, the Director of Winston-Salem DOT said, let the record show that from the City's perspective, he thinks this is the biggest service change since the rerouting of all the fixed route buses. The launch of UMO has the potential to change how service is provided in our City. He said, let the record also show that he commends Mr. Kirstner of P.A.R.T. His steadfast nature in the region has been a resource for our team, for me (Mr. Fansler), and our staff for many years. He has been an anchor in the region. Let the minutes reflect we all appreciate his work and his efforts. Mr. Kirstner thanked Mr. Fansler for his kind remarks.

Chairman King, seconded Mr. Fansler's kind regards given to Mr. Kirstner. He said he had the opportunity to serve with Mr. Kirstner on the Winston-Salem Foundation's transportation committee a few years back. Prior to serving with Mr. Kirstner, Chairman King said he did know regional transportation was an organize thing. Hearing Mr. Kirstner talk about it, he learned a lot from him. Chairman King said, if he had not had those transit conversations with Mr. Kirstner, he does not know if he would be sitting in a WSTA Board Meeting today.

**Meeting Adjourned: 5:10 p.m.**

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Transcribed by: Teika Holloway  
December 2025

**\*\*THE NEXT BI-MONTHLY WSTA BOARD MEETING WILL BE HELD MARCH 26, 2026\*\***