



2011 ANNUAL REPORT

A Year of Trials & Triumphs



A REGIONAL TRANSPORTATION PARTNERSHIP

Improving Transportation through Regional Cooperation

February 2012

MISSION STATEMENT: To enhance the quality of all forms of transportation for each of our citizens through efficient use and protection of our natural, economic, and human resources.



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MESSAGE FROM THE CHAIRPERSON

Dear Piedmont Triad Neighbors:

At PART we provide an important public service. Our mission is to "enhance the quality of all forms of transportation for each of our citizens through efficient use and protection of our natural, economic and man-made environments."

Calendar year 2011 was truly a year of trials and triumphs. Early in the year we received our FY '10 Annual Audit only to learn that we had some accounting deficiencies in our finance department. Since then, our Board and the PART staff have worked tirelessly to correct any oversights, and now we look forward to receiving positive feedback from the final audit report.

Meanwhile, PART's traditional funding sources were negatively impacted by state budget cuts and a weakened economy. That led us to scale back some of our bus routes and increase fares. The good news is that, despite having to take those measures, we ended the year with a 12.4% increase in the PART Express ridership. Also, our Transportation Demand Management program maxed-out by leasing all available vanpools, and PART entered into a contract with Guilford County to provide countywide transportation services.

One of the highlights of the year was the Piedmont Triad Regional Transportation Summit which featured Governor Beverly Perdue as keynote speaker. She gave us some great news about the Urban Loop Projects in Forsyth and Guilford Counties. Governor Perdue also announced that the eastern portion of the Northern Beltway in Forsyth would be accelerated to begin in 2014. The Summit also featured former Charlotte Mayor Pat McCrory who gave us his perspective on the advantages of regional transportation systems.

2011 was also a good year for our Annual Triad Commute Challenge. Now in its fifth year, the program helps to inform citizens about the availability of alternative travel choices. This year, PART signed up 4,675 people who agreed to try a mode of transportation other than their car during the summer months. And, we were proud to receive the National AdWheel Award for excellence in Social Media by the American Public Transportation Association for the 2nd consecutive year.

On the financial side, we began the year with a Fund Balance of \$5.2M and ended the fiscal year at \$2.7M. This represents the third consecutive year that our fund balance has declined. This latest decline was due to two factors; (1) the sluggish economy and the 4th consecutive year of decreased local taxation revenue on rental vehicles which PART receives from seven Triad Counties, and (2) the increasing cost to maintain regional transportation services. To help us maintain transit services in the urban core of the region, Guilford and Forsyth Counties stepped up with funding assistance to maintain service at the previous levels between Greensboro, High Point and Winston-Salem.

As we go forward, PART's employees, Officers and Board members are fully committed to planning for the future and providing safe and efficient transportation services for all Triad citizens. Working in partnership with local, state, and federal agencies and valuing integrity, equality and excellence, we will continue to provide exceptional services, and meet the transportation challenges to afford a high quality of living in a region poised for growth.

Sincerely,

Darrell Frye
PART Chairperson



MEETING THE

Regional Transportation Summit

The Piedmont Triad Regional Transportation Summit was held on September 7, 2011 at Grandover Resort in Greensboro, NC. The Summit brought together local and state elected officials, transportation officials and business leaders to discuss the future of the sustainability, economic development and transportation network in the Triad! The Summit was presented by PART in collaboration with NC Center for Global Logistics, Piedmont Triad Partnership, and the three chambers of Commerce in Winston-Salem, Greensboro and High Point.

The Summit Keynote Speaker was Governor Beverly Perdue who gave some great news about the Loop projects in Forsyth and Guilford Counties. Governor Perdue announced that the Eastern leg of Northern Beltway in Winston-Salem will begin in 2014. *“Investing in our state’s infrastructure is about jobs,”* Perdue said. *“Not only will it create jobs, but it also will build an efficient transportation network that will attract new businesses and bring more jobs to our state in the future.”*

The Practical Challenges of Moving Goods around North Carolina panel discussion followed, moderated by Lew Ebert, President and CEO of the NC Chamber and panelist included Jerry Cook, Senior VP of Government and Trade at HanesBrands, Jeff Holcombe, CP of Customer Operations at Ralph Lauren Corporation, and Karl Robinson, President at R&R Trucking Inc.



Marketing Outreach

The American Public Transportation Association (APTA) announced that PART won First Place and Grand Award in the 2011 Annual Adwheel Award competition for the PART Facebook Page in the Social Media Category. This is the 2nd consecutive year that PART received the First Place and Grand Award in this Category!



We Won Again!

Commuter Challenge

The 5th annual Triad Commute Challenge was held April 9, 2011 through July 9, 2011. This three-month targeted effort improved air quality by challenging people to try an alternate commute option at least one time instead of driving alone.



At a Glance

- **4,675 Participants**
- **515 Employers & Schools represented**
- **69% Previously Drove Alone**
- **3.1 Million Vehicle Miles Traveled (VMT) Reduction**
- **\$572,360 Fuel Savings**
- **2,030 Tons of Emissions Reduced**
- **93% will continue to use alternate forms of transportation**

“Thank you for getting the message of alternative travel out to the public. It has helped me to rethink and reorganize the way that I travel and offers another way to save energy and cut expenses.”
- 2011 Participant

PART Board of Trustees



CHALLENGE

PART Express

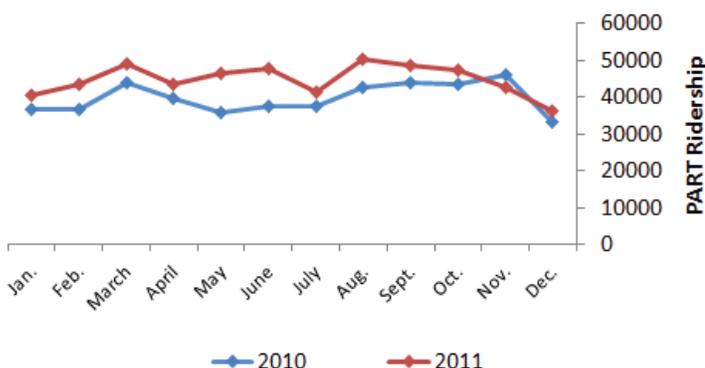
PART Express ridership increased by 12.4%, for a total of 537,141 passenger trips last year! PART Routes served more people in 2011 than in any previous year. The highest monthly ridership totals were the months of March and August. There were 49,044 passenger boardings in March and 50,254 in August.

Three new Park & Ride Lots have been constructed in Yadkinville, King and Graham. To date, PART has 26 Park & Ride facilities throughout the Piedmont Triad to accommodate the routes and passengers.

Our riders are the most important thing in the success of PART Express. Our Customer Satisfaction Survey showed that riders were 92.4% Satisfied with PART services, 81.8% are very likely to continue riding PART, and 81.5% would recommend PART to a friend or colleague! Final results from the Survey can be found in the reports on the PART Website www.PARTnc.org.



PART Express Ridership 2010 vs. 2011



Guilford County Transportation

Effective November 14, 2011 PART began operating the transportation services for Guilford County residents.

Guilford County Transportation Services is provided for residents within Guilford County as follows:

- Non-emergency Medical Appointments
- Employment Transportation
- Continuing Education Transportation
- Senior Services Transportation

Eligible residents may call (336) 641-4848 between 8 a.m. and 5 p.m., Monday through Friday, to make trip reservations.



Vanpool Program at Full Capacity!

Flexibility, monetary savings and the quality of service are amongst the top reasons why PART's vanpool program continues to grow year over year. With rising gas prices, vanpoolers are more than happy to park their personal vehicles and share the ride in the comfort of a PART van. In fact, the program saw a ridership increase of 30% and the average group traveling 87 miles per day to and from work.

- **47 Vans Leased**
- **11.6 Million Vehicle Miles Traveled Reduction**
- **530 Daily Vanpool Riders**
- **133,560 Total Annual Vanpool Ridership**

Regional Fare Cards

The public transit agencies in the Triad have initiated a Regional Fare Value Card! Riders can purchase cards in \$5, \$10, and \$20 denomination that can be used on PART, GTA, Hi tran, and WSTA Buses. Each time a rider boards the bus, the fare box deducts the transit systems dollar value of the single ride. The Regional Value Cards are an investment in our Region; it will make it more convenient to ride across all triad agencies by allowing riders to purchase one single fare card!

www.PARTnc.org



CREATING THE FUTURE

Regional Sustainability Plan Update

Several organizations in the Piedmont Triad have embarked on a cooperative effort designed to promote livable communities resulting in a sustainable future. The Piedmont Triad Sustainable Communities Planning Project will be a 3-year process and we want you to get involved! A main focus of this project is to help create and sustain jobs and investment throughout the region, as well as promoting housing affordability and a sustainable environment. The 12-county regional plan will promote sustainable communities, highlighting the great things already happening in our region and helping communities develop or implement plans to grow or revitalize. The project is made possible through a grant from the US Department of Housing and Urban Development.

This project provides the Piedmont Triad with the opportunity to grow and prosper over the next two decades, if we act locally and think regionally. Planning is about looking several years into the future and making decisions today that produce results 10 to 20 years from now. Creating a sustainable region means tying each unique community and its assets together with a regional vision centered on Jobs, Housing and Transportation. It's that simple. How we get there, is up to ALL of us!

- **100,000+ jobs lost in the Piedmont Triad over the last several decades. The new economy requires a different strategy that focuses on Innovation – Design – Production and creating vibrant, livable communities.**
- **Piedmont Triad residents spend an average of 58% their family income on housing and transportation. This is primarily due to the disconnect between location of housing and jobs.**
- **Everyday 33% of Piedmont Triad commuters leave their county and go to another county to their job. 95% of all commuters do so by a single mode of travel, their car. Without choices we lose our freedom. Without being able to access educational and job opportunities our economy suffers. Without being able to walk or bike as we shop, recreate or attend cultural events our health suffers.**



To date 29 organizations, agencies and local governments have pledged support and are active participants in the planning process. The Piedmont Authority for Regional Transportation (PART) and the Piedmont Triad Regional Council are the lead agencies.



The Project Kick-Off Meeting was held on Monday, May 3, 2011 at the Deep River Event Center in Greensboro. This was the first gathering of the project consortium and its new partners. Attendees learned the project details; hear from representatives of US Department of Housing and Urban Development, and about sustainable efforts currently taking place in the Piedmont Triad. You can watch a video summary of the kick-off event on the Project Website. We would like to invite you to participate in this vital project!

Visit the Project Website!
www.TriadSustainability.org

Regional Transit Development Plan

The Regional Transit Development Plan, which was completed in 2010, is now serving as a guide for Yadkin Valley Economic Development District, Inc. (YVEDDI) and Regional Coordinated Area Transportation System (RCATS). As the Yadkin Valley and Randolph County community systems are redeveloping their plans, they are using the Regional Transit Development Plan as a blue print. The Regional Transit Development Plan serves as the transit vision for the Region.





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Greensboro, NC 27409

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TOUCHING THE TRIAD

*Last year PART provided **537,141 passenger trips** and reduced **12 Million Vehicle Miles Traveled** off the roadways. The result of this was **\$1.9 Million dollars saved** by our riders by not having to buy fuel, reduced congestion on highways primarily during peak hours, reduced emissions into the air, arrival at destinations on time, better “quality of life” for citizens of our Region, and strong support from the business community.*



WWW.PARTNC.ORG (336) 662-0002