



2019

ANNUAL REPORT

Fiscal Year July 1, 2018 - June 30, 2019



CONNECTING COMMUNITIES

ACROSS THE PIEDMONT TRIAD

Enhancing the quality of all forms of transportation for each of our citizens through the efficient use and protection of our natural, economic, and human resources.

Dear PART Board of Trustees, Member Agencies, Customers:

Growth and innovation best define this past fiscal year for the Piedmont Authority for Regional Transportation (PART). We stepped up when the region needed help during the Business 40 closure, the first time a major urban highway was completely closed for reconstruction. PART worked closely with NCDOT, the City of Winston-Salem, and local businesses in developing transit services and marketing campaigns to mitigate congestion resulting from the closure. Improved PART Express service combined with an employer incentive program have shown good results. We look forward to sustaining and expanding this growth of ridership when the new Salem Parkway re-opens.

PART has also implemented mobile ticketing for PART Express bus fares. The new TouchPass system, launched as one of the mitigation strategies for the Business 40 closure, has now gone system-wide for PART Express. Now, passengers can choose an app for their mobile phone, or a new re-loadable Smartcard, to pay for their rides. This technology initiative will allow us to continue creating a seamless passenger fare system for public transit in the Triad. When passengers can ride with ease, they are even more likely to choose clean, convenient transit options.

The Commuter Resources department continued to engage employers in the XPass pilot program, partnering with businesses affected by the Business 40 closure to create a discount ride program for their employees. Local PARTnerships have aided other universities and businesses to develop their own Share the Ride NC carpooling portals. Our Regional Vanpool program continues to provide reliable ride services for more than 50 PART Vanpool groups. PART's Vanpool program has avoided over 12 million miles of single occupancy travel on our roadways. This provides a flexible and cost-saving option for Triad commuters, cuts air pollution, and reduces expensive wear and tear on our roads.

PART and our planning partner agencies worked to collect local freight and truck movement data to use in our regional travel demand model. An expanded data-based freight demand analysis will better inform transportation planning and roadway design. PART's planning staff has also worked with local jurisdictions to advance the use of CommunityViz, a land use planning tool to help make informed decisions on growth management and planning.

PART staff continue to provide valuable services and resources for our customers and member agencies. I would like to commend both staff and the PART Board of Trustees for an energetic year of achievement. All of the PART staff and trustees appreciate the opportunity to serve our riders, our member agencies, and our communities throughout the Piedmont Triad.

Thank you,

Dan Besse

PART Board Chair & Council Member, City of Winston-Salem



PART Board of Trustees 2019

ACHIEVEMENTS OF THE BOARD OF TRUSTEES

- **Maintained Finance and Operations/Planning committee meetings**
- **Utilized local funds for vehicle investments and passenger amenities**
- **Adopted new fare collection equipment and updated policy to benefit our customers**

BOARD OF TRUSTEES

CHAIRPERSON

Dan Besse

Winston-Salem City Council

VICE-CHAIRPERSON

Leonard Williams

Burlington-Graham
Transportation Advisory
Committee

TREASURER

Carolyn Coleman

Guilford County Commissioner

SECRETARY

Marikay Abuzuaiter

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Advisory Committee

Neal Grimes

High Point Transportation
Advisory Committee

Larry Williams

Winston-Salem Transportation
Advisory Committee

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Jim Butler

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Terry Renegar

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Mark Marion

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Rick Morris

Stokes County Commissioner

Kevin Austin

Yadkin County Commissioner

Scott Piper

Airport Commission of Forsyth
County

Paul Mengert

Piedmont Triad Airport

Michael S. Fox

NCDOT Board of Transportation

Andrew Perkins

NCDOT Board of Transportation

R. Michael Wells Sr.

NCDOT Board of Transportation



PART Administrative Staff 2019

BY THE NUMBERS



20

Million Vehicle Miles Reduced



16

Express Bus & Shuttle Routes



53

Vanpools in Operation



112,461

Calls Answered in Regional Call Center



28

Park & Ride Lots



449,516

Annual Passenger Trips



1,901

Vehicles Off the Road Daily



88

Employees on PART & National Express Staff

FINANCIALS

The Annual Report for fiscal year that ended June 30, 2019 reflects the fiscal policies our elected officials have established to achieve their annual priorities for services and capital investments. PART is committed to providing more choices and better access to connect communities within our region while maintaining financial stability through realistic long-term planning and management of resources.

BUDGETED FUND BALANCE FISCAL YEAR 2019

\$6,811,317

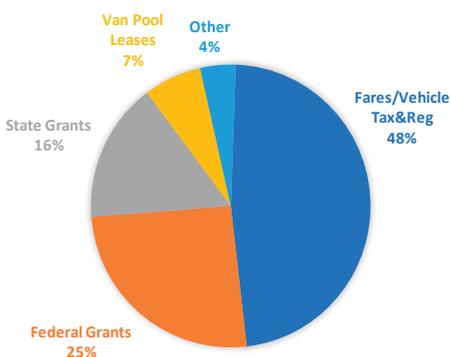
- 30% Fund Balance Policy
- Fund Future Capital Investments



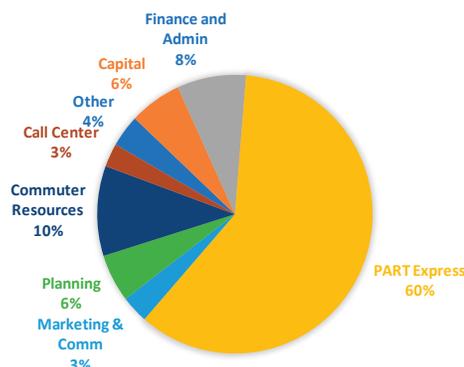
An Investment in the Workforce

85% of the \$8.8M PART budget is utilized for local, state and national vendors and suppliers reconfirming our commitment to enhance, develop and support the local workforce.

REVENUES



EXPENSES



Audited Fund Balance Comparison

FY 2016	\$6,438,883
FY 2017	\$6,465,796
FY 2018	\$7,057,489



U.S. Department of Transportation
Federal Highway Administration



BUSINESS 40 MITIGATION EFFORTS

When the announcement about Business 40 closing for two years was first discussed, many people were shocked and worried about how it would affect them and their commute. It was a first in the state to completely close a major highway, a decision that the North Carolina Department of Transportation (NCDOT) decided upon based on feedback from citizens.

A coordinated effort was made ahead of time to help ease the burden this would place on our region. NCDOT and other local agencies began working together to prepare a mitigation plan. After a year of planning PART applied for a grant through the Federal Highways Administration and received funding to mitigate the highway closure.

Since the project began in November 2018, PART buses have seen an average of approximately 1,800 passenger trips per day, with Vanpools reporting an additional 950. Together, these commuters have helped reduce over 20 million miles in single occupancy vehicle travel this fiscal year.

"Our goal is to provide safe and convenient transportation options that make traveling via a rideshare service during this project both easy and desirable," PART Executive Director Scott Rhine said. "We are excited to see so many commuters taking advantage of our PART programs and services, and helping to improve our commuting conditions."

PART has been providing enhanced transportation options including increased bus service, discounted Vanpool programs and rideshare matching services like ShareTheRideNC for commuters to and from areas impacted by the road closures and across the Triad. These programs are part of the organization's efforts to reduce single occupancy vehicle travel in the project's high Traffic Relief Zone (TRZ) with the hopes that fewer cars on the road will result in better commuting conditions.

To learn more about the additional efforts and services PART is providing, or to see if you are eligible for the discounted Employer Pass Program, visit www.partnc.org/biz40.

PART Express Ridership – Business 40 Closure

132 People Per Day Increase in Daily Ridership

31% Increase In Passenger Trips Since Nov 2018



XPass Employer Program

During the Business 40 Closure one of the initiatives was to develop an employer incentive to encourage employees within the Traffic Relief Zone (TRZ) to ride transit instead of driving into work. This program called the XPass Employer Discount Program launched in October 2018. This program allowed employers in the TRZ to enroll for FREE in PART's Employer Pass program, allowing employees to receive a 50% discount on 31-Day or 10-Ride passes for the first year of construction.

PART's XPass Employer Discount Program makes it even more attractive to ride. Not only can commuters sit back and ride PART Express instead of fighting traffic with their daily commute, but they can save money!

23

XPass Companies Registered

147

XPass Registrants for Biz40 Closure



PART Passes at Your Fingertips

Load. Tap. Ride.



Download the TouchPass Mobile App or buy a TouchPass Smartcard and you're ready to ride

PARTnc.org/TouchPass

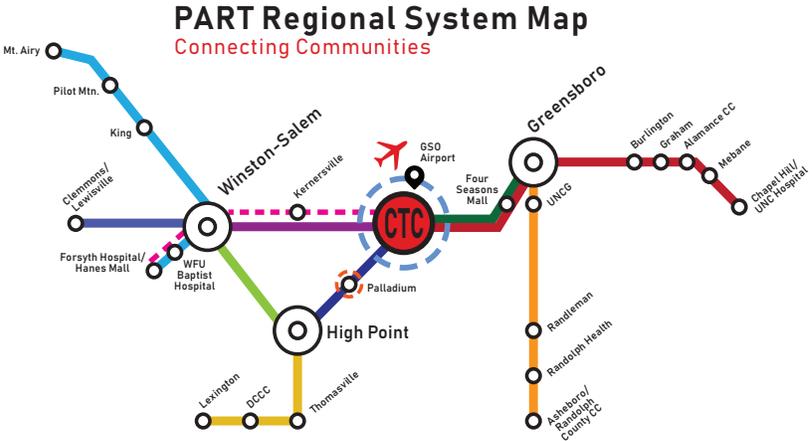
Successful Transition to Mobile Ticketing

Two new digital payment methods are now available on PART Express in the form of TouchPass Mobile and Smartcard Ticketing. This electronic fare technology will allow passengers to conveniently purchase passes online or through the app, pay fares easily with a scan or a tap, and ultimately speed up the boarding process. Passengers can create a TouchPass account where they can buy and keep track of bus passes, load stored value, and monitor activity such as transfers.

"Now that the TouchPass mobile app has been implemented, boarding the bus has become so much easier," Jennifer Chapman, a PART rider of seven years, said. "Rather than having to keep track of cash, change, or a pass card, I can use something I already have (my phone) to quickly and easily board the bus."

Of all the enhanced features this system boasts, likely the most significant is the PART Rewards program. The system automatically keeps track of trips and payments and will put a cap on a passenger's account, saving them money. Once a passenger spends \$5 per day or \$80 per month, they will not have to pay for additional trips the rest of the day or month.

To learn more about PART's TouchPass system visit www.partnc.org/TouchPass.



7,472,660

Vehicle miles reduced thanks to PART Express

449,516

Annual Passenger Trips On PART Express

PART Express Regional System

WHAT'S HAPPENING

▪ **Driver of the Year:** Congratulations to Crystal Farrior who was recognized as the PART Express Driver of the Year. As a driver for National Express Transit, Crystal operates the Route 1 Winston-Salem Express. She has set a standard for all operators with a customer friendly and service quality focus every time she gets behind the wheel. Thank you Crystal for your service and dedication for the past 9 years!



▪ **NCPTA Bus Roadeo Award Winners:** Congratulations to PART Operator, Nate Love, who placed 1st place in the Bus Transit Division at the North Carolina Public Transportation Association (NCPTA) Roadeo in Wilmington in April 2019. PART Operator JW Gilley also placed 2nd in the LTV division. They both did a great job representing the PART/NETS team!

▪ **WiFi On Board:** This year PART announced to passengers that they could now enjoy on board WiFi while riding PART Express! The response has been excellent. Passengers can log onto the free WiFi and check emails, browse the internet or catch up on social media while they ride.



FOR OUR CUSTOMERS



IN THE NEWS

PART has a variety of social media and networking channels for the public to stay up-to-date on activities and services.

Make sure to visit one of these sites and sign up for the email list at www.partnc.org/alerts.



2,355 Followers @partnc



766 Followers @partnc



3,388 Likes facebook.com/partnc



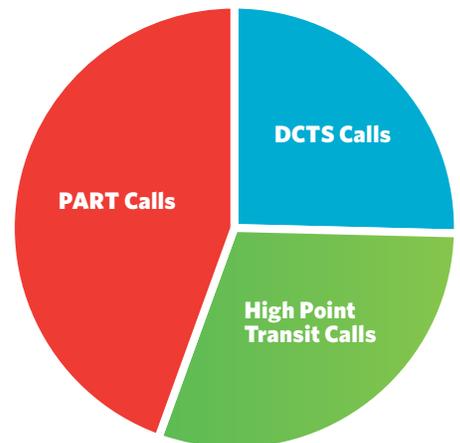
231 Videos youtube.com/partnc



130 Followers linkedin.com/company/partnc

Regional Call Center

The Piedmont Transit Resources Call Center team answered over 112,000 calls on inquiries related to PART Express, Davidson County Transportation, and High Point Transit through the Regional Call Center.



112,461 Answered Calls for FY 2019

Commuter Resources

Educating on, advocating for, and providing alternative transportation strategies to reduce single-occupancy vehicle trips in the Triad.

The Commuter Resources department has continued to serve as a resource for commuters interested in riding transit, carpooling, or vanpooling in the Triad.

Visit www.partnc.org/tdm for more information about our programs and services.



298 Share the Ride NC Carpool Registrants

ShareTheRideNC.org is a rideshare matching service for commuters to find carpool or vanpool partners.

PARTnership

- 105** Employer Activities
- 37** Commuter Activities
- 27** Networking Activities
- 96** Partner Agency Activities

The PARTnership program is a FREE full service resource for major employers with transportation options for employees. Contact us at partnership@partnc.org or visit www.partnc.org/partnership.



12,356,820

Vehicle miles reduced thanks to the PART Vanpool Program

53

Vanpools in Operation

451

Average Number of Vehicles Off the Road Daily

467

Average Number of Daily Riders



FOR OUR REGION

Regional Planning Takes A Turn

From the beginning of PART's existence; our agency has been founded on enhancing the Piedmont Triad's regional transportation planning. Knowing that the Piedmont Triad was the third largest region in the State, transportation directors in the region wanted to get ahead of anticipated growth and adequately plan for future transportation improvements.

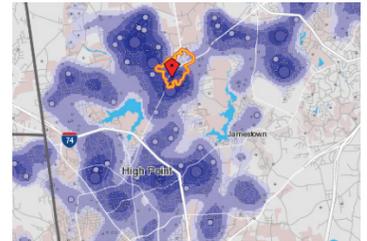
From the late 1990's to 2010 PART guided regional congestion, growth, passenger rail and transit studies. During this period the four Metropolitan Planning Organizations (MPO) in the region and the North Carolina Department of Transportation formed a partnership to create one travel demand model for the region with PART being the custodian of the travel model. This partnership collectively saves our MPO's thousands of dollars each year.

In 2011, PART; in corporation with other regional partners, began the development of Piedmont Together. Piedmont Together was a regional plan funded by a Housing of Urban Development (HUD) Regional Sustainable Communities planning grant. The regional plan developed strategies related to jobs, transportation, the environment, places, spaces, and housing all through an equity lens. The completion of the plan set the stage for numerous efforts across the region to improve the social and economic future for all Piedmont Triad residents.

For PART and regional transportation, Piedmont Together provided direction to initiate three projects that are in various stages of completion. They are:

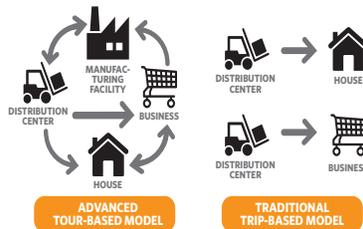
- Development of a tour-based freight model;
- Elevating transit route planning through the use of data and route planning tools; and
- Integrating scenario modeling into the transportation planning process.

These three efforts have been the primary focus for PART's planning department over the past year. During the next twelve months these initiatives will take hold and re-frame how transportation planning is done for next decade. Learn more at www.partnc.org/planning.



Tour-Based Freight Modeling

Tour-Based Freight Modeling provides a more accurate projection of freight and truck related travel through and around the region. The Piedmont Triad is one of a handful of regions that have this type of sophisticated model. The project, which started in 2014, is in its final stage. The model has been developed and is ready for use. The final stage is to collect travel diaries from truck drivers across all truck vehicle types - semi's, panel trucks, and service vehicles. The analysis from the freight model will lead to the development of a regional freight infrastructure plan and the elevation of highway projects in the NC SPOT process that include improvements to freight movements. Find out more at www.partnc.org/ptrm.



Data & Route Planning Tools

In 2015, a ridership projection process was developed that created a method of improving PART's route planning and evaluation process. A tool called Remix was introduced in 2016. This route planning tool provides route details such as cost, revenue hours, and demographics, instantly, reducing the time it takes to evaluate routes and service schedules. Next, US Census Data called Longitudinal Employment and Housing Data (LEHD) was integrated into the process. This allows planners to prepare detailed analyses of where people live and work in the Piedmont Triad. Most recently PART enhanced the use of this data by developing visualization tools to quickly view and analyze all types of ridership and transit service-related data. All these enhancements have provided new insights into origins and destinations that could support, or benefit from, public transportation, increase ridership on PART Express, and make its service as efficient and effective as possible. Learn more at www.partnc.org/data.

CommunityViz Scenario Modeling Tool

Arguably the most impactful regional planning project is the implementation of CommunityViz as a scenario modeling planning tool. Accurate results from the travel demand model used by Piedmont Triad MPO's depends on reliable and realistic growth projections. County growth totals provided by the NC Demographer are used as the basis for projecting growth within a county. Communities in the county then subjectively distribute growth throughout the county. The growth is placed within a traffic analysis zone based on future land use plans. This is referred to as a top-down approach. CommunityViz uses the same county growth projections but distributes future growth from the bottom up. This is done by distributing future growth to individual parcels based on that parcel's capacity to accept growth through pre-defined growth influencers that attract or inhibit growth. This method will not reduce the amount of projected growth for a county but it will give a more accurate prediction of where growth will occur. But more importantly it will allow communities to see the impact of different growth scenarios to ensure development of the most effective and efficient transportation infrastructure possible. Find out more at www.partnc.org/communityviz.



PIEDMONT AUTHORITY
FOR REGIONAL TRANSPORTATION

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Greensboro, North Carolina 27409

STAY CONNECTED

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contactus@partnc.org



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[@partnc](https://twitter.com/partnc)



youtube.com/partnc



Bus Tracking App

OUR CUSTOMERS

"The best thing about riding the PART bus is the fact that I'm not driving and having to manage the traffic."

- Sharon G., Route 1

"If I had to describe my experience riding PART in three words, they would be: efficient, comfortable and affordable."

- Alexcia L., Routes 1, 2, 3

"Riding the PART bus feels like I have my own private chauffeur who knows and cares about me and my daily life outside of my commute."

-Greg S., Route 28

NEW WEBSITE

This year a new and refreshed website was revealed to keep our current passengers, potential passengers, and stakeholders informed with exciting features and updated content.

The new features include:

- Better mobile design and responsiveness to various devices
- New notifications system called Notify Me
- More focus on our PART Express passenger experience
- New blog with updated content each month
- Fresh photos and videos for understanding how to ride
- Easier interface for filling out forms

Visit www.PARTNC.org to experience the website!



NCDOL Safety Award

The North Carolina Department of Labor (NCDOL) presented PART Administrative Division with a certificate of Safety Achievement - Fourth Consecutive Year Gold Award. The award is in recognition of the outstanding safety and health efforts that resulted in a substantial reduction of injuries, illnesses and promotion of safer working conditions.

MOBI Award Honorable Mention

NCDOT held the inaugural MOBI - Multi-modal Investments Transforming Communities Awards recognizing projects that showcase the important and transformational role that investments in multi-modal transportation can have. PART was the Innovation Award honorable mention for the development of the Coble Intermodal Transportation Center (CTC).

