

STEPPING UP TO THE CHALLENGE: BUSINESS 40 MITIGATION



CHALLENGE

In November 2018 a 1.2-mile section of Business 40 was closed, scheduled to be completed in 2020.

80,000

Number of vehicles using Business 40 daily / Affected by the closure

STRATEGY

The Piedmont Authority for Regional Transportation (PART) in collaboration with North Carolina Department of Transportation (NCDOT), City of Winston-Salem, and Winston-Salem Transit Authority (WSTA) began planning in early 2016 on ways to help reduce the challenges commuters would face during the closure. New and improved transportation options were developed with funding from Federal Highway Administration (FHWA) and NCDOT.



PART EXPRESS

Introduced & expanded bus routes serving Downtown Winston-Salem.

XPASS INCENTIVES

Employees of registered companies receive 50% off PART Express passes.

COMMUNICATION STRATEGY

PART developed a comprehensive marketing/communications strategy to keep commuters informed and up to date on alternative ways to get to and from Downtown Winston-Salem.

Began with a 2-week launch starting prior to the closing

Followed by a robust 6-month plan to capitalize on awareness

Targeting commuters into/out of the Traffic Relief Zone

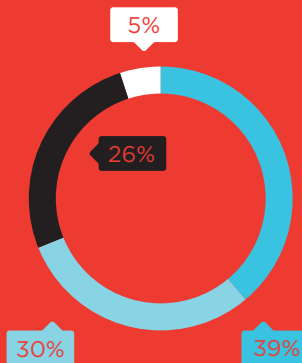
2
WEEK

6
MONTH

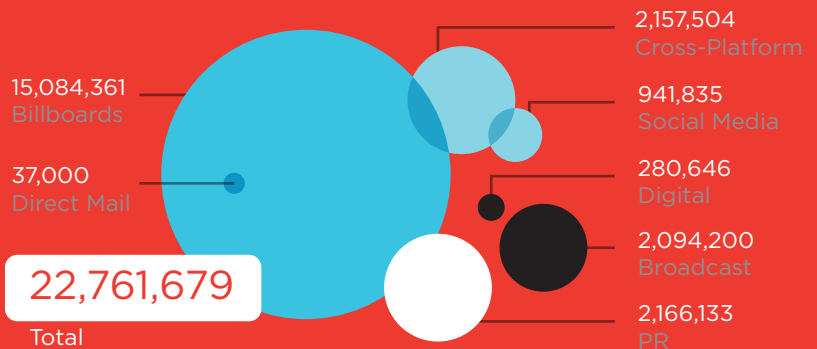


MEDIA SPEND BREAKDOWN

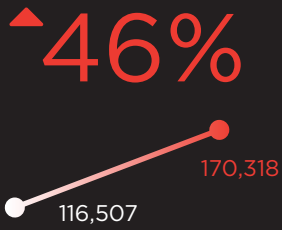
Display
Digital
Audio
PR



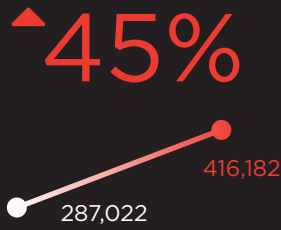
IMPRESSIONS BY MEDIA TYPE



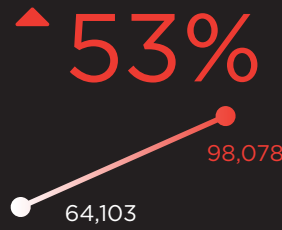
RESULTS MARKETING STATISTICS
PART WEBSITE



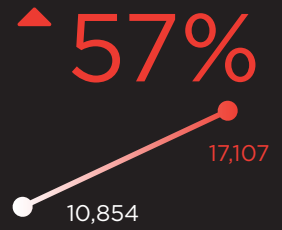
More unique sessions over previous year



More page-views from Nov 18 - Sept 19 when compared to previous year



More users when compared to previous year



More sessions in Winston-Salem when compared to previous year

22,761,679 Media Impressions

312 Outreach Meetings and Events Promoting PART Business 40 Initiatives

RIDERSHIP ON BUSINESS 40 EXPRESS ROUTES



SINGLE OCCUPANCY VEHICLE REDUCTIONS

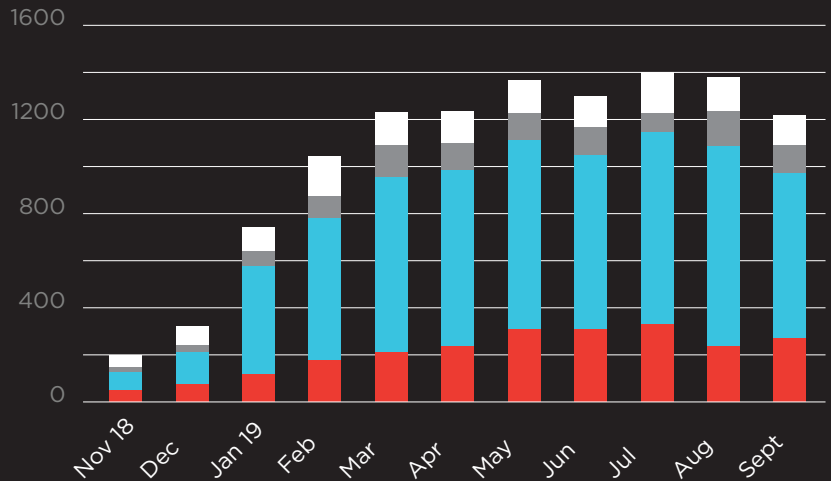


XPASS PROGRAM

23 XPass Companies: Ardmore Family Practice, BB&T, Brenner Children's Hospital, City of Winston Salem, CML Microsystems Inc., Constangy, Brooks, Smith & Prophete, County of Forsyth, Crisis Control Ministry, Department of Veterans Affairs, Goodwill Winston-Salem, Housing Authority of Winston-Salem, Inmar, Novant Health Forsyth Medical Center, Reynolds American, Trulliant Federal Credit Union, United Way of Forsyth County, VetLaw, Wake Forest Baptist Health Medical Center, Wake Forest University, Wells Fargo, Winston-Salem Journal, Winston-Salem State University (WSSU), Womble Bond Dickinson

171 XPass Registrants for Biz 40 Closure

13,582 Total XPass Trips Since Closure



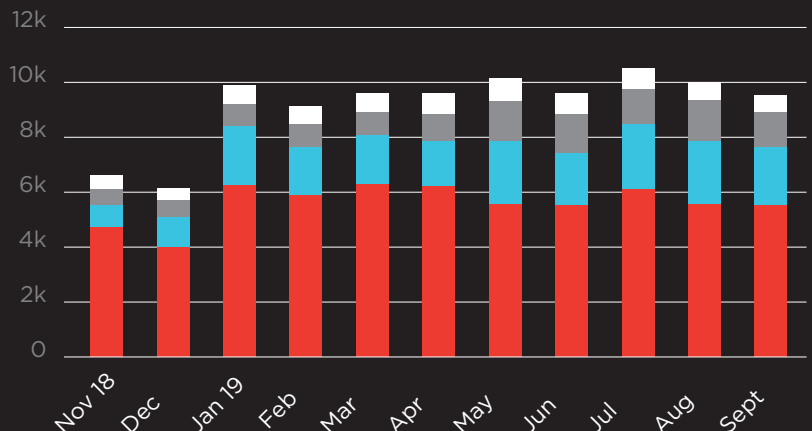
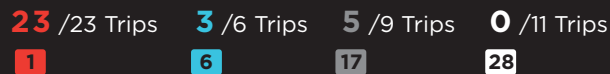
XPASS USERS BY ROUTE



DAILY BUS TRIPS INTO DOWNTOWN WINSTON-SALEM

Funding received from FHWA allowed increased frequency of public transit service into Downtown Winston-Salem. One can infer the increase frequency significantly contributed to the increase in ridership.

Prior to the closure PART had 31 bus trips serving Downtown Winston-Salem. During the closure Downtown has been served by 49 bus trips.



TOTAL RIDERSHIP BY ROUTE