

2021 ANNUAL REPORT

FISCAL YEAR JULY 1, 2020 - JUNE 30, 2021

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.

PART
piedmont authority for regional transportation

LETTER FROM THE CHAIR

Dear PART Board of Trustees, Member Agencies and Customers:

Fiscal year 2020-2021 has been a year to remember. We have all experienced the challenges placed upon our society due to the COVID-19 Pandemic. PART has been especially impacted with the loss in ridership, local funds, vanpool leasing, and support staff. Even through the extraordinary challenges placed on us, we have been able to remain resilient. Our strong foundation in addition to COVID stimulus funds provided by our federal and local governments, have ensured we will also be sustainable into the future.

This fiscal year began with the continuation of what we started in early 2002 - Safety First! PART Express - Safety First! Regional Vanpool Program - Safety First! Call center, staff operations, regional planning efforts, PART Board of Trustee and Committee meetings, - Safety First! As COVID continues to impact our society, PART will continue to provide the much-needed services to our community - maintaining a Safety First! mentality.

Fortunately, PART has been well positioned to pivot with the ongoing impacts facing public transportation due to COVID. We have taken this as an opportunity to make strides toward the future of mobility in the Triad. We have enhanced our PART Express fleet with the addition of 10 new buses all including Wi-Fi, USB charging ports, and high back reclining seats. We are exploring new options in how public transportation can operate and equipping ourselves with the technology to respond to these changes. And while our Regional Vanpool Program is no longer the largest in the state - we lost 37 vanpool groups during the pandemic - we are ready to revitalize the program. Focusing on what vanpooling "post-pandemic" will be. Continuing to build on the success PART has had to support our commuters, employers, and communities, remains a high priority.

"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 human resources."

The PART mission statement will continue to serve as the foundation for our progress as we move forward. Our MPOs have worked together to develop a cooperatively prosperous Transportation Demand Management (TDM) initiative for the upcoming year. Our transit agencies have come together to expand mobile faring to provide transit riders a convenient and ease way to travel throughout the Triad. Our regional transportation and land use staff have joined together to enhance the regional travel modeling platform for roadway development. These collaborations, along with the relationships built, will carry our region into the future.

I would personally like to commend both staff and the PART Board of Trustees for building a stronger future for PART in a year of challenges, that no one could have ever imagined. All PART staff and the Board of Trustees appreciate the opportunity to serve our riders, our communities, and our member agencies to enhance all forms of transportation in the region. We are here to serve, and we will continue doing so.

Thank you,

Marikay Abuzuaiter

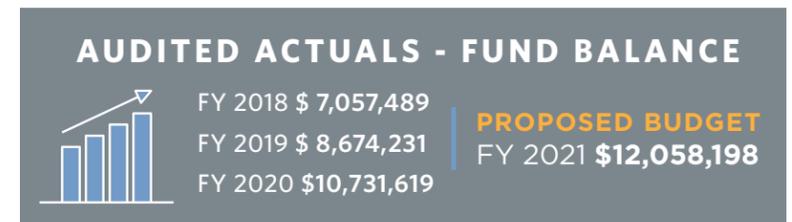
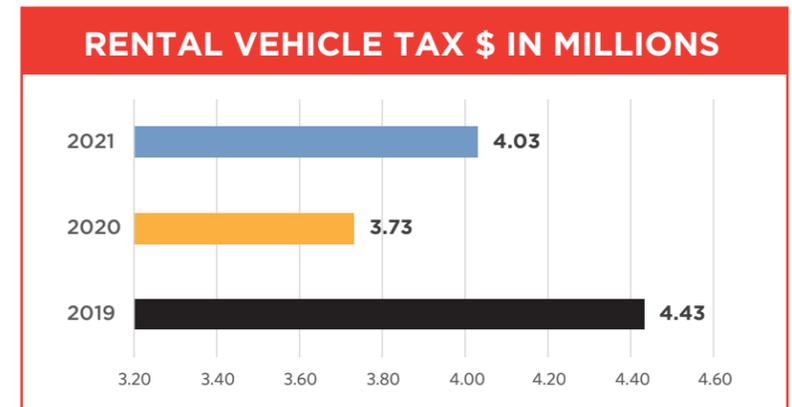
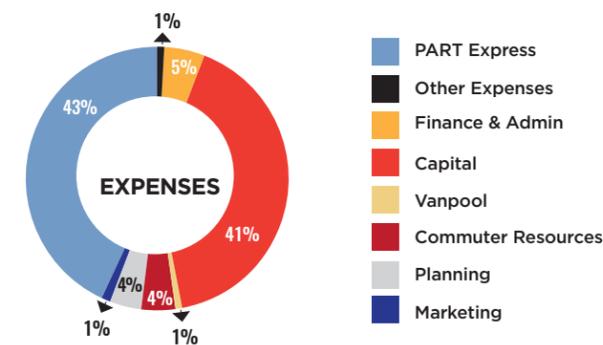
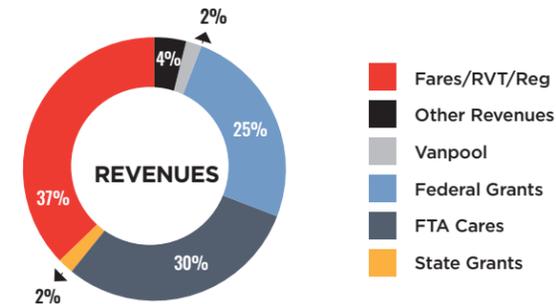
Marikay Abuzuaiter
PART Board Chair
GUAMPO TAC Chair/Council Member At Large, City of Greensboro



BUY THE NUMBERS

The Annual Report for the fiscal year ending June 30, 2021, reflects a year of unforeseen obstacles. With the commitment of our elected officials, and the receipt of Federal Relief Funding, PART was able to strategically reposition itself and achieve stability in an environment that was ever-changing. Through realistic, long-term planning, and the management of limited resources, PART will continue to reaffirm its commitment to provide transportation enhancements that better connect communities within our region.

PART will invest up to 85% of the 8.3M FY2022 expense budget into local, state, national vendors, and suppliers confirming our commitment to enhance, develop and support the local workforce.

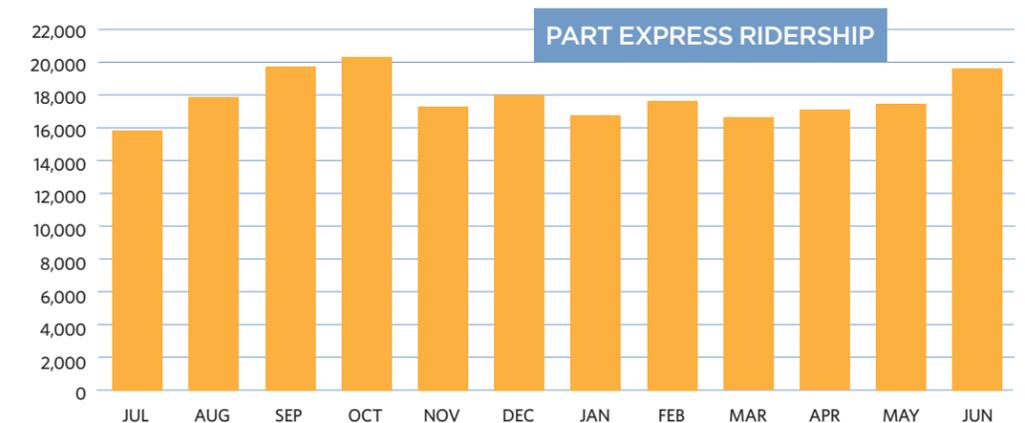


60,228
Regional Call Center Calls

107,846
TouchPass Transactions

17
Avg Vanpools in Operation

7,226,816
Million Vehicle Miles Reduced

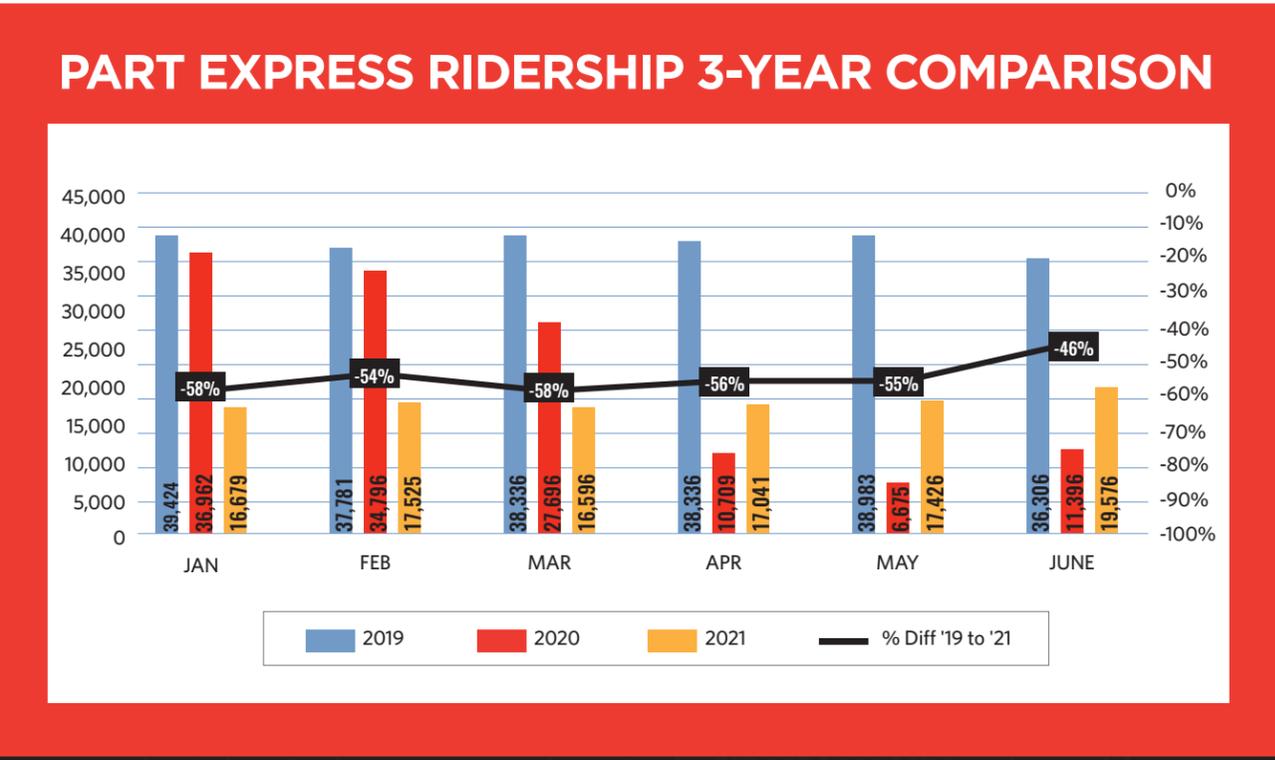
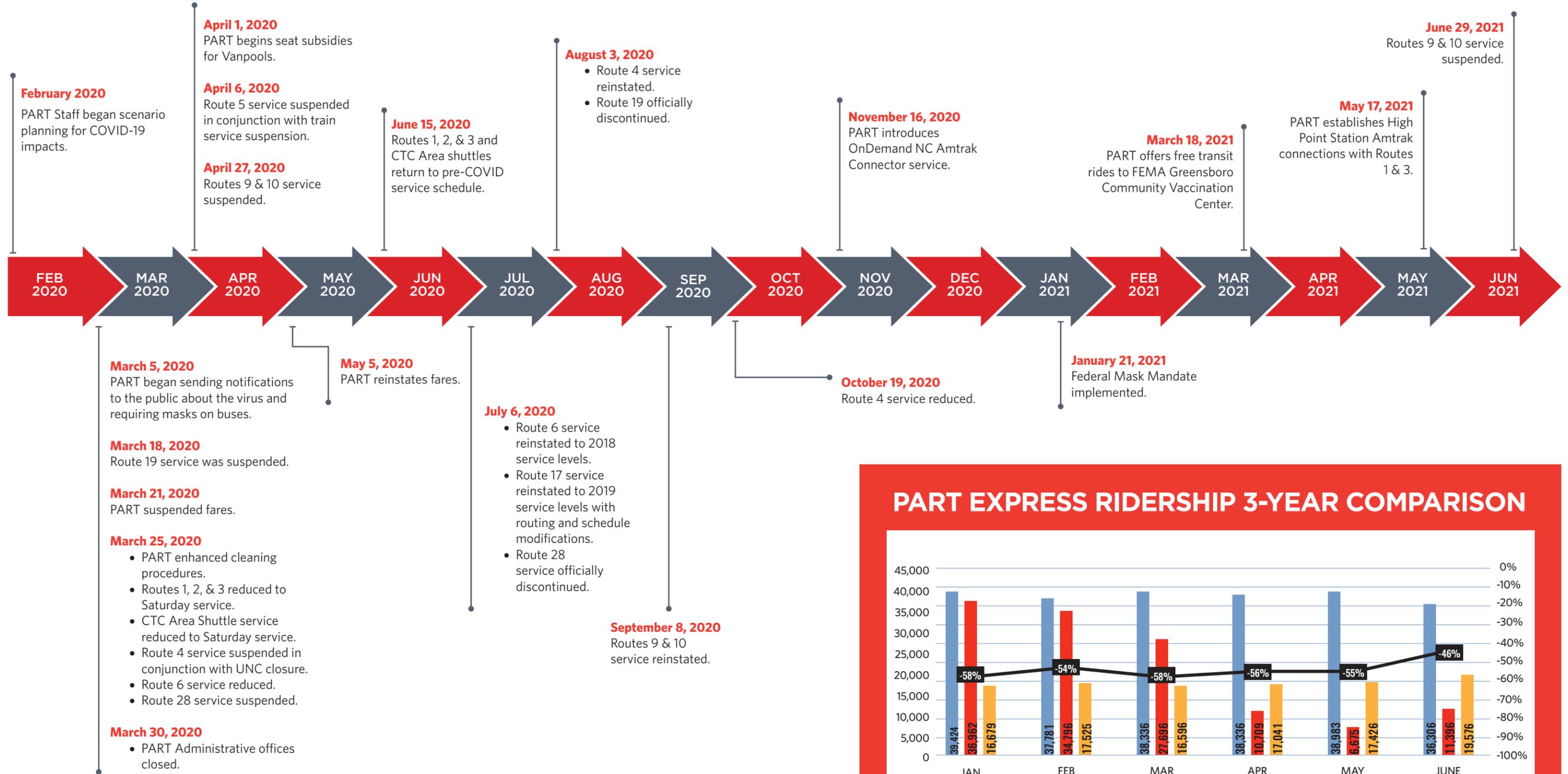


Even throughout the challenges of FY21, PART continued to actively engage with the public through our social media platforms. We are confident that communicating with our PARTners, has proven successful and translated to increased interest in PART's commuter services!

INSTAGRAM	TWITTER	FACEBOOK	YOUTUBE	LINKEDIN
1,013	2,345	3,647	3,647	196
FOLLOWERS	FOLLOWERS	FOLLOWERS	FOLLOWERS	FOLLOWERS

RESPONDING TO COVID-19

The effects of COVID-19 began during PART's Fiscal Year 2020, but continued to impact PART through Fiscal Year 2021 and beyond.

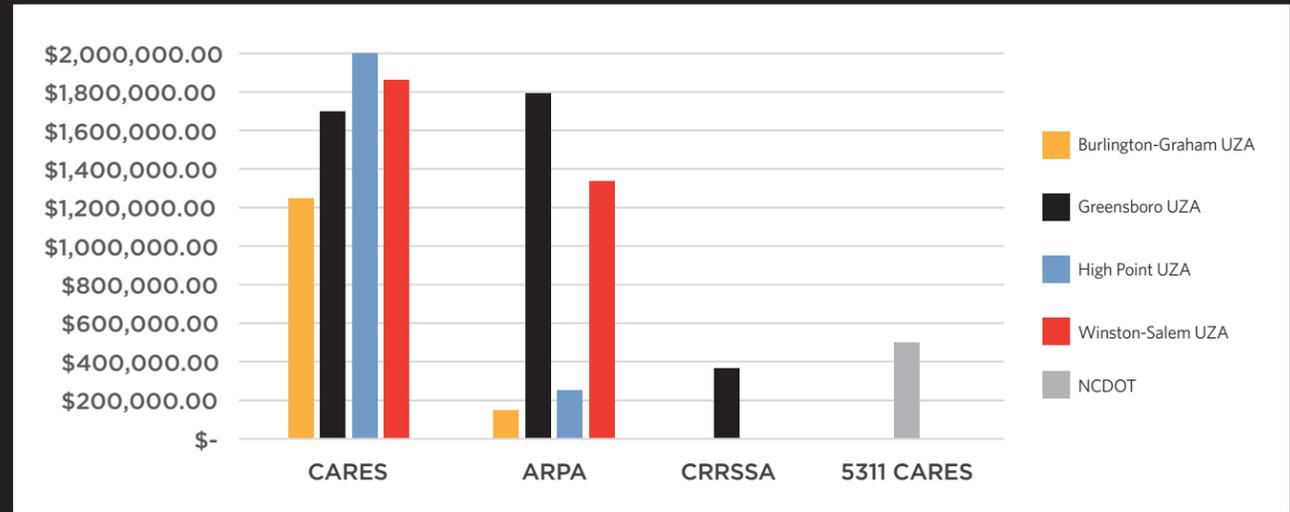




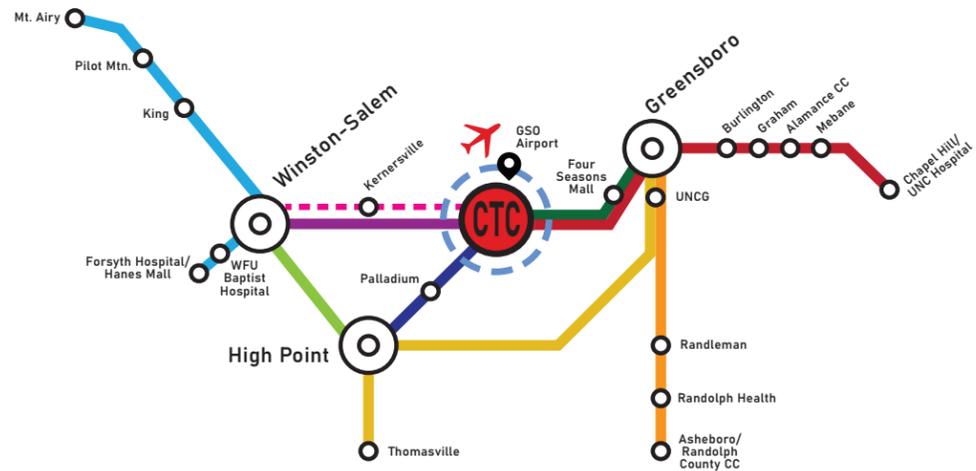
SPECIAL NOTE OF THANKS TO OUR PARTNERS

As with most agencies, PART has been directly impacted by COVID-19. Our main, local funding source comes from rental car proceeds. The shutting down of businesses, restrictions on travel, and changes in workforce, meant PART began fiscal year 2021, 57% below "normal" levels. Although this fiscal year has seen improvement, we are still looking at a 23% decrease in funding.

Special recognition and thanks to our partner agencies, including NCDOT, our local cities, and Metropolitan Planning Organizations (MPOs) for providing much needed Federal Transit Administration Cares Act, Coronavirus Response, and Relief Supplemental Appropriations Act, and American Rescue Plan funds. The FTA Cares Act, CRRSSA, and ARPS funds have supported PART Express service operations and the additional safety measures for both FY21 and FY22.



PART REGIONAL SYSTEM MAP CONNECTING COMMUNITIES



ROUTES

- | | |
|-------------------------------|-------------------------------|
| 1 Winston-Salem Express | 6 Surry County Express |
| 2 Greensboro Express | 9 Davidson Greensboro Express |
| 3 High Point Express | 10 Randolph Express |
| 4 Alamance Burlington Express | 17 Kernersville Express |
| 5 NC Amtrak Connector | 20, 21, 22, 23, 24 Shuttles |

PART CONNECTS TO YOUR LOCAL TRANSIT SYSTEM...



PARTNERING ACROSS THE PIEDMONT TRIAD

As the regional transportation authority, we take our role in facilitating the collaboration of our transit and transportation providers in the Piedmont Triad, very seriously. While the past year has been challenging, it has provided opportunities for PART to coordinate several regional projects.

"Transit is OK"

"TRANSIT IS OK" FACEBOOK AD CAMPAIGN

Recognizing the apprehension of commuters across the Piedmont Triad to ride the bus, PART worked with our regional transit partners to launch a "Transit is OK" Facebook Ad Campaign between April 27, 2021, and May 24, 2021. Our focus highlighted the various safety precautions our agencies have implemented and reminded passengers, we are here when they are ready-to-ride.

DAVIDSON COUNTY TRANSPORTATION (DC RIDES)

LINK TRANSIT (LINK)

GREENSBORO TRANSIT AUTHORITY (GTA)

PIEDMONT AUTHORITY FOR REGIONAL TRANSPORTATION (PART)

HIGH POINT TRANSIT SYSTEMS (HPTS)

WINSTON-SALEM TRANSIT AUTHORITY (WSTA)

191,986 IMPRESSIONS

34,117 SOCIAL REACH

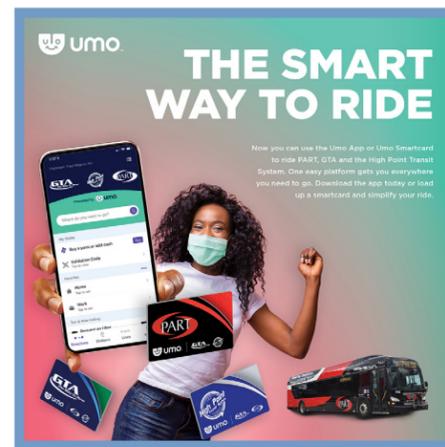
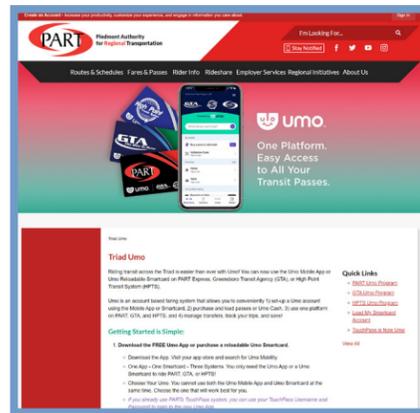
UMO - OPTIMIZING THE WAY PEOPLE MOVE

In 2019, PART lead the introduction of mobile faring in North Carolina with the implementation of the TouchPass system by Delerrok. In late 2020, it was announced that TouchPass was purchased by Cubic Transportation Systems, Inc and would be transitioning to the Umo Mobility Platform. Like TouchPass, Umo provides a digital fare payment system through the use of the Umo Mobile App or Smartcard. Passengers establish an online account and buy passes or place money in an account, then use the App or Smartcard to tap and pay their fare on the bus. Umo is unique because it has integrated travel solutions, including multi-modal trip planning, vehicle location tracking, and even rewards programs into the platform.

Even more exciting news is the adoption of the Umo platform by both the Greensboro Transit Agency (GTA) and High Point Transit System (HPTS) in FY 2021! GTA implemented Umo in May 2021 and HPTS plans on full implementation later in 2021. Use of the Umo platform by these three transit systems has introduced new innovations to support regional travel across the Piedmont Triad.

Working with GTA and HPTS, PART coordinated efforts to promote the use of Umo through a comprehensive marketing campaign including:

- Development of a the triadumo.org website
- Radio ads on six regional stations
- Social media ads on Facebook
- Bus ads and street decals
- Regional 'How-to-Ride' Video



BUS ADVERTISING

In 2016, PART coordinated efforts for a regional Bus Advertising procurement for several transit agencies in the region. This procurement was established to identify a vendor for selling exterior and interior advertising on buses. As with most contracts, to ensure the highest rate of return and to comply with federal, state, and local procurement regulations, many of the region's agencies needed to revisit the solicitation of proposals from advertising companies.

PART brought together five transit agencies within the region and will serve as the primary on a joint selection. What makes this project even more exciting this time around are the advancements in available advertising opportunities; for example, the ability to advertise on LCD monitors in transit hubs or ground decals at facilities.



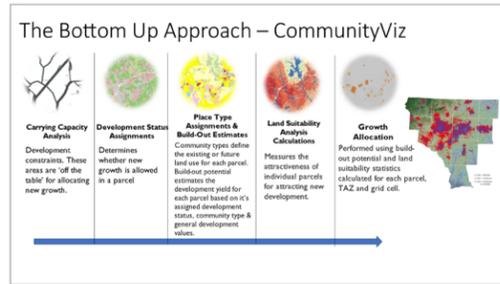
REGIONAL TDM INITIATIVE - "GETTING AROUND THE TRIAD"

Since the beginning, PART has managed the Regional Vanpool Program. Historically, one of the largest programs in North Carolina, the regional Vanpool Program was the main focus of Transportation Demand Management (TDM) activities in the Piedmont Triad. In 2019, PART expanded their TDM Program Activities with the introduction of the PARTnership Employer Resource Program. This program was developed to help employers improve mobility for their employees by identifying alternatives to driving alone, marketing sustainable options, and reporting results.

Even prior to COVID-19, commuter's travel behaviors were undergoing a transformation. More recreational trips are being taken by walking, scooters, bikes, and even transit. And now with more employers embracing work-from-home activities, commute trips are seeing even more change. As we come to understand the new ways people need and want to travel, the promotion and management of these options require new approaches.

PART, in collaboration with the four regional Metropolitan Planning Organizations (MPOs) have developed an initiative that promotes embedding TDM programs locally. Meeting monthly, this core stakeholder group is establishing the framework to provide better education and promotion of not only existing programs, like the Regional Vanpool Program, but programs that will encourage and support alternative mobility in the future.





REGIONAL TRANSPORTATION PLANNING

PART has a long history of regional transportation planning, mostly outside the view of the public. This includes maintaining the Regional Travel Demand Model for the four Metropolitan Planning Organizations (MPOs) in the region. The model is a complex tool that in simple terms, predicts where traffic congestion will be in the future, so planners can develop infrastructure improvement projects to relieve the negative impacts of congestion.

- Working with the MPOs, PART entered the final stages of a multi-year project to address the improvement of freight movements across the region.
- Working with regional partners, state and federal funding was secured to develop a scope of work for a regional Household Travel Survey.
- Managing the CommunityViz scenario modeling tool which is used to develop accurate growth projections.

INTRODUCING OUR NEW FLEET

PART welcomed a new addition to our fleet family! Our New Flyer Xcelsior, 40-foot buses are packed with innovative style and increased comfort, providing our valued commuters with an enhanced riding experience. PART purchased a total of 10 new buses. In March 2021, we received six buses that went into operation in May. In June 2021, we received four additional buses which are scheduled to be in operation by mid-October. The total cost for the new additions to PART's fleet was roughly \$4.9 million with 80% FTA grant funds and 20% local funds.

Here are some of the amenities:

- Seating accommodations are for 38 and can hold up to 52 passengers
- Passenger windows can open and close on the upper transom
- Installation of boarding camera above driver's headspace
- Enhanced 'talking bus' features, announcing stop arrivals
- Driver safety partitions
- Rear route signage



FOCUSED ON THE FUTURE

Although we may not have figured out what the "new norm" is or exactly what the future of public transportation services will look like, we are still aggressively and strategically planning for the future. Here's a sneak-peek at some of the exciting projects for the upcoming fiscal year:

- Expand Regional TDM Program with Member Agencies
- Re-envision Rural and Urban Public Transit Services
- Implement Technologies to Support a Seamless Transit Experience
- Finalize Capital & Construction Projects
- Reintroduce Vanpooling to the Region





CONNECTING WITH PART



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