

## Explore with Express

Lions and tigers and bears, historical mountain ranges, the Deep River, art, music, and cocktails are all jammed into one charming community in the heart of the state, Asheboro. As part of our *Explore with Express* series, this month's focus will be on PART's Route 10, Randolph County. Asheboro is the county seat for Randolph County, and other communities include Archdale, Ramseur, Liberty, Seagrove, Franklinville, Coleridge, Whynot, Trinity, and Worthville.

We couldn't talk about Randolph County without mentioning the NC Zoo, the world's largest natural habitat zoo and home to more than 1,800 animals. This site encompasses 2,600 acres of wooded land with over 500 developed acres. And while no direct public transportation service goes into the NC Zoo, local planners are collectively working on ideas to make this venue accessible to all citizens.

Located in the heart of downtown Asheboro are local shops, a 35,000-square-foot Antiques Mall, plenty of restaurants, a local craft brewery, traditional baked goods, and fresh pastries. Visitors can find plenty to eat, drink and be merry about, all within walking distance in downtown Asheboro!

Randolph County is also home to the Uwharrie National Forest and the Uwharrie Mountain Range, which is possibly the oldest mountain range in America – more than 500 million years old. And with the Deep River running right through Randolph County, outdoor enthusiasts can enjoy extensive trail systems developed for hikers, bikers, and kayakers. Connections into Asheboro are easily made from any number of our Asheboro to Randleman to Greensboro routes, and all PART buses are equipped with bike racks.

For more information about Randolph County, visit [www.randolphcountync.gov/31/Visitors](http://www.randolphcountync.gov/31/Visitors).



## Our job is to keep you moving.

The City of Asheboro, RCATs, and PART currently have a customer-centric survey asking participants for input to help us improve travel options for Asheboro residents. The survey is geared towards assisting planners in understanding better the challenges residents face getting where they need to go. We partnered with Randolph Community College, the YMCA, and other local businesses and organizations to distribute marketing collateral and drive residents to take the survey. As a result, it is gaining a lot of support, with over 265 responses in the first week.

Mainly taking place as a digital survey, the collateral also includes email, social media, and print. Participants are encouraged to complete the survey for a chance to win a Transit Agency Swag Bag. The survey ends June 24th, and results will be tallied and shared with our partners and the community. There are few things better to hand over to planners than good data!

Our job is to keep you moving ... please complete our survey for a chance to win one of our

Transit Agency Swag Bags!



We need your input!

Please help us improve travel options for Asheboro residents and better understand the challenges they face getting where they need to go.

Take the survey on-line @ [surveymonkey.com/t/RandolphCounty](http://surveymonkey.com/t/RandolphCounty)

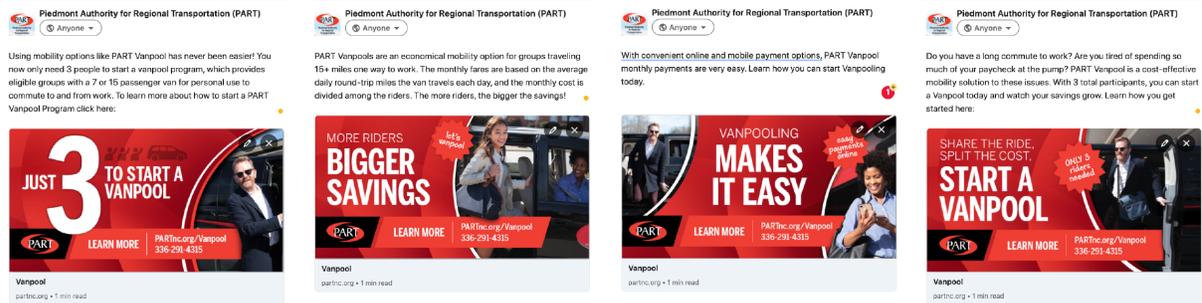
or scan this QR code!



## Jumpstarting PART's Vanpool Program.

A few months ago, PART gave a jump start to our Vanpool program, with much success. Rising gas prices and employee shortages dictated PART pitching the idea of employee incentives and environmental stewardship to help solidify our local workforce. We came out of the gate with our message that Vanpooling is a simple and environmentally sustainable way to get to and from work. Employers, as well as individuals, have taken to the idea. PART gained a 36% growth rate in Vanpool participation since January 2022 ... and trends are mapping out that we will realize continued growth. David Morris was strategically appointed by PART's CEO Scott Rhine to oversee the program. David, a long-standing PART employee and well seasoned Transportation Management professional, noted, "It is good to see our Vans back on the road to recovery." PART is throwing resources into their efforts, hiring a full-time Vanpool Service Coordinator, Jamyia Garrett, and sending the message into our communities by running nine weeks of informational ads through a local news publication, Triad City Beat, and engaging their Social Media audience. The message is being received with a positive response realizing over a 25% increase in engagement through our social media platforms. Vanpooling is a simple process for companies or individuals to set up. If you or your company are interested in more information about PART's Vanpool program, contact [davidm@PARTnc.org](mailto:davidm@PARTnc.org).

### 4 week Social Media campaign: LinkedIn, Instagram, Facebook and Twitter



### Triad City Beat print ad campaign



## Surry County Withdraws Their Membership With PART.

On February 21, 2022, the Surry County Board of County Commissioners voted to withdraw their membership with PART. As a result, effective June 30, 2022, PART Express Route 6 will be eliminated. The County Commissioners did not believe PART Express was a benefit to their local citizens, local businesses, local economy, and the mobility connections from Mt. Airy and Pilot Mountain to King and Winston-Salem. In preparation for this change, current riders have contacted PART about the hardship this withdrawal will have on their ability to get to and from work and other obligations.

In response to these concerns, PART is communicating with Surry County residents about mobility options that are available to them utilizing our Vanpool Program. In addition, our staff will work diligently with concerned riders to assist them in any way we can. For more information, contact PART at [ContactUs@PARTnc.org](mailto:ContactUs@PARTnc.org) or call **336.883.7278**.

