

## Ambitious And Inclusive Plans

The Piedmont Triad region includes 12 counties – Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, and Yadkin. Serving the region’s Economic Development District, designated by the U.S. Economic Development Administration, the Piedmont Triad Regional Council (PTRC) is responsible for developing and maintaining a Comprehensive Economic Development Strategy (CEDS) to stimulate economic growth, diversity, and sustainability.

The PTRC created an ambitious and inclusive plan to serve as the foundation for economic development for our 12-county region. The plan is a cooperative between local leaders, organizations, and stakeholders to increase economic capacity and achieve regional goals for collective prosperity. The strategy to advance projects that meet the identified regional interests and support change has been chosen to encompass the Council’s goals.

Accomplishing the CEDS vision and goals requires regional partners and stakeholders across both public and private sectors. Included in this team are representatives from Public Transportation Authorities, Piedmont Authority for Regional Transportation (PART), Winston-Salem Transit Authority, Greensboro Transit Authority, High Point Transit Access, City of Burlington Link, Davidson County Transportation, Regional Coordinated Area Transportation, and Yadkin Valley Economic Development District Incorporated Transportation Services. These transportation professionals collaborate to offer mobility options that serve citizens’ needs. This is achieved by developing local and regional mobility options that focus on improving access to public transportation while protecting our natural, economic, and human resources. To learn more go to [PTRC.digitalceds.com](http://PTRC.digitalceds.com).



## System Wide Ride Free 5.26.2023

As PART’s Route 10 Randolph County Express service expansion approaches one year in August of this year, we will celebrate with a **System Wide Ride Free All Day** event on **May 26th**.

This route expansion included service into the North Carolina Zoo at the North American entrance. As the warmer weather ramps up Zoo attendance we are offering this additional incentive to peak community interest in riding PART. While industry-wide ridership in public transportation continues to struggle to gain ‘before COVID numbers’, PART is providing valuable and creative ways to engage with our community.



## Planners Plan ... that's what they do!

As part of the ongoing regional Transportation Demand Management (TDM) planning efforts, PART is participating in monthly meetings with a group of Piedmont Triad University and College TDM professionals. The group is focusing on policies institutions of higher education use to ensure students and employees have transportation options to access classes, jobs, and other resources.

This planning group comes together with a collective understanding that some people who want to attend classes or work at their institutions need transportation options. They are also aware that their communities want environmentally friendly options. This team has also voiced a common interest that more parking lots and parking decks will not solve their ongoing transportation needs—for economic and environmental reasons.

The goal is, that this collaboration will encourage dialogue that creates change in the way institutions of higher learning approach transportation demands. Through sharing what has worked and what has not, these TDM professionals will build on each other's strengths with a goal to effect change beyond individual campuses and into the greater Piedmont Triad Region. PART continues to work diligently to reach our objective of improving transportation through regional cooperation.



## Hosting A Full House

PART hosted the *Transportation Planning Capacity Building Scenario Planning Peer Exchange* workshop May 3rd and 4th. Attendance was excellent as the concept of Scenario Planning was introduced to build awareness and encourage information-sharing among PART, its MPOs, and two peer agencies. The event provided an excellent opportunity to share information on the Piedmont Triad's s current scenario planning efforts. Peer experts Dale Stith, Principal Transportation Planner from the Hampton Roads Transportation Planning Organization, and Martin Rivarola, Assistant Director of Transportation and Land Use at the Mid-America Regional Council, gave presentations on their agencies' scenario planning activities and perspectives on using scenario planning in the transportation planning process. The peer exchange featured an additional virtual live presentation from Todd Litman, Founder and Executive Director of the Victoria Transport Policy Institute.

The meeting was a success and the group looks forward to implementing our ideas collaboratively. THANK YOU to all in attendance!



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