

Transportation Models That Work For Communities

Investment decisions related to transportation infrastructure are made through a complex series of steps involving leaders and transportation planners at federal, state, and local levels, with participation from civic involvement. Each year, Congress appropriates funding, establishes funding programs, and provides procedural guidance. The budget is passed down to each state's Transportation Department, which distributes the funds to MPOs. Reaching the regional MPOs allows each community to use this funding to address their community's unique needs.

One tool used to evaluate the need for future investments in roads, highways, rail, aviation, and public transportation is a travel demand model. PART is responsible for leading the development and maintenance of our region's travel demand model. The Piedmont Triad Regional Modeling Program (PTRM) has been in place since February 2003 and began with the development of a regional travel demand model. Today it includes a four-step travel demand model, a tour-based freight model, a growth allocation model, and a transit ridership projection model.

PART's team is updating the model in preparation for the 2025 Metropolitan Transportation Plans by the region's four MPOs. This revision of the travel demand model will include several first:

- A more detailed freight movement analysis using the tour-based freight model;
- Scenario planning and the allocation of future population and employment growth across each MPO using CommunityViz, a powerful analysis tool used for urban planning, land use planning, geodesign, transportation planning, and resource management applications;
- Household travel data from the *Triad Travel Counts'* state-wide survey and;
- The inclusion of future public transportation projects, along with the projected growth of transit ridership

These enhancements to the PTRM represent PART's continued commitment to ensuring that our transportation infrastructure meets the community's future needs and provides the highest level of transportation planning for the benefit of our MPOs and the NCDOT.

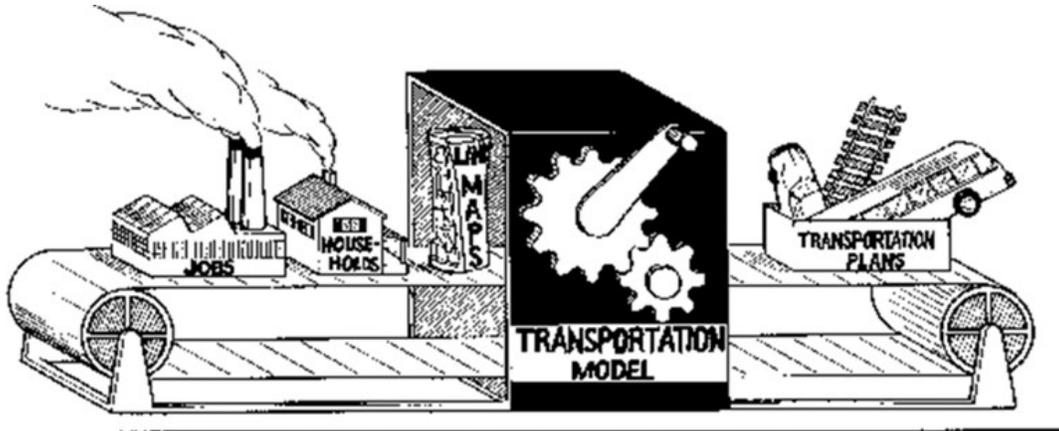


Image Source: From "Inside the black box: Making transportation models work for livable communities," 1996. In the public domain.

Earth Day 2024

PART was proud to sponsor the Piedmont Environmental Alliance's Earth Day Celebration for another year. Once again, we partnered with our friends at Winston-Salem Transit Authority and tabled with Forsyth County Office of Environmental Assistance and Protection. Over 8,500 people attended this year's event. We understand the significance of this global event and are committed to supporting initiatives that promote environmental awareness and sustainability.



Bringing Back the Buddy Ride!

As part of a regional initiative with universities and colleges, lead my PART's Transportation Demand Management and Marketing Departments, PART is offering a ride incentive for students—a revamped PART program originally dubbed “Buddy Rides.” Our goal is to encourage and promote the use of public transportation among college students.

Buddy Rides will offer a unique opportunity for participating students to experience the convenience, affordability, and environmental benefits of public transportation. By riding with PART representatives, students will gain valuable insights into navigating the bus system, discovering the best routes, and optimizing travel time. We kick off our first Buddy Ride in August 2024 with three participating colleges. We will take advantage of our new *Transit To Trails* initiative and visit Purgatory Trail directly outside of the North Carolina Zoo. Students and our PART representatives will take Greensboro Transit Authority into the Galyon Depot and ride PART's Route 10 Randolph County Express directly into the North Carolina Zoo. From there, we will hike Purgatory Trail, a public trail that is part of the Uwharrie Mountain Range and is accessed without paid entrance into the Zoo. Students will be given the opportunity to stay after the hike and visit the Zoo, a true community treasure.

As an added bonus, Buddy Rides will also cater to the educational needs of college students. Our University & College Work Groups have been instrumental in guiding PART to plan student-centric messages and offerings. Our program will be crafted to teach students how to plan their trips, pay for their rides, and utilize multiple transportation systems to get around our region. Our goal is to create a more sustainable future while fostering a sense of community among students ... one Buddy Ride at a time.

Join us for a BUDDY RIDE!



We want to take you for a FREE ride! We are planning local 'field trips' to areas of interest and giving away SWAG! Scan the QR code to get your college or university's schedule ... and sign up!



A Regional University & College Transportation Initiative



Adding Voices To The Conversation

The City of Greensboro is asking residents' opinions about a proposed expansion of its Public Transportation Service, Greensboro Transit Agency (GTA). As part of GoBORO, the City's long-range transit planning process, planners are asking residents to review a Draft Bus Network and take an on-line survey. The deadline to participate is June 30. Take the on-line survey at: www.surveymonkey.com/r/CHBRWM

Learn more about the GoBORO planning process and view the Draft Plan at: www.greensboro-nc.gov/GoBORO.

Explore the Draft Plan



The Draft Plan focuses most of its resources on high-ridership services and provides more coverage than the Ridership Concept.

This network assumes that more long-term funding would be available to support the increase in service.

This network also introduces demand-response zones. These zones are marked in tan. In this type of service, passengers will have to request a pickup with an average wait time of about 30 minutes.

Key Stats

6,500 more jobs would be accessible in 45 minutes for the average person, compared to the Existing Network. That's a 100% increase.

30 percent of residents will be close to frequent service (service coming every 15 minutes or better).

43 percent of jobs will be close to frequent service (service coming every 15 minutes or better).

