

### PART's TDM Initiative is Moving The Needle

The Piedmont Triad Regional Transportation Demand Management (TDM) Initiative has completed its third year. It has expanded its reach and now includes 24 partners. Participation in our quarterly TDM council meetings consistently reaches 15 to 25 active participants.

The vanpool program remains strong, boasting 34 vans in service. The regional vanpool program and Gildan Corporation have partnered with Triad refugee agencies to create employment and transportation to and from their place of employment for refugees living in Greensboro. This is about a 40-mile trip one way. The regional Vanpool Program provides much-needed transportation so these communities can be employed and help support their families while securing Gildan a dependable workforce.

PART's Planning Department developed an emissions reduction calculation in another innovative step forward that includes fixed-route buses and vanpools. Passenger miles and vehicle type are the two main factors used in the calculation. Currently, only PART Express and the regional vanpool vehicles are used in the calculation, but the 2024 – 2025 work plan includes adding data from the other transit agencies to our formula. The TDM team will also investigate including other modes, such as walking and biking.

The Initiative's third major accomplishment was the launch of Transit to Trails, an interactive map linking public transportation to trails and greenways across the region. The map is hosted on a dedicated web page, [RidetheTriad.org](http://RidetheTriad.org). The map allows the user to quickly find the trail they want to explore, information about the trail, and most importantly, how to get there utilizing public transportation. There are 50 trails, greenways, and parks highlighted on the map across five counties and served by four transit agencies. The launch was in February 2024, and by June, the map had been viewed 1,985 times.



## Bosting Success And Facing Challenges

PART's Vanpool Program has achieved significant success but faces challenges. Supply chain issues persist, causing delays in ordering and delivering new vehicles and hindering program expansion and vehicle replacement.

Driven by our mission, PART has faced these challenges head-on, and we are working hard to expand our program. In a significant step towards this, in July 2024, PART took delivery of 14 2024 Ford Transit 15-passenger vans. With their advanced features and increased capacity, these vans will not only replace aging vehicles but also contribute to expanding our fleet.

PART's Vanpool Department, working closely with our Finance Department, will continue creatively finding solutions to procure, update, and grow our fleet despite supply chain challenges.

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## Navigating the Future With Interactive Maps

PART continuously seeks ways to offer our riders valuable and relevant information about our services. Our User Experience (UX) Design strategy for website management led us to develop our first interactive map for our Transit To Trails guide on RideTheTriad.org. We produced this Interactive map as a way to offer dynamic and visually appealing data and information to our community and our current riders as a way to access some of the many trail systems our vast and beautiful region has to offer.

Building on the success of our first interactive map, PART's Planning Department has developed another Interactive Map to assist users in navigating our newly expanded On-Demand Shuttle Service. This map, along with a comprehensive Regional Interactive Map, is a testament to the success of our user-centric approach. It allows users to explore PART's entire regional transit system, easily accessed from our website. We have ensured that the map is seamlessly compatible with both desktop and mobile devices. Our planners are also working to produce maps not only covering PART's service region, but including all transit agency partners and regional Vanpool routes as well.

This is another innovative and successful effort by PART's Marketing and Planning departments to offer creative ways to engage with more people, make information easily accessible for our current riders, and promote mobility options regionally.

