

The Basics and Beyond

A review of accomplishments within the Regional TDM Program for FY 2023



Strengthening Mobility in Our Communities
A Transportation Demand Management Initiative for the Piedmont Triad



Save money while you ride to work!
VANPOOL
RideTheTriad.org



A return to the basics

This was the second full year for the Piedmont Triad Regional TDM Initiative. During the second year there was a return to the basics and expansion of our partnerships.

While the first year focused on re-establishing the Regional Vanpool Program after the pandemic, the second year focused on growing the program. MISSION ACCOMPLISHED.

The goal was to grow the program 20% which equated to five additional vanpools. The program gained 6 vanpools for the year. With the staff in place for a full year, 60 companies were contacted in FY 23.

The vanpool program was the first regional program under PART's umbrella. Beginning in 2007, PART developed a TDM program with the Regional Vanpool Program at its core. Then in 2021, to recover from the pandemic, PART reached out to its partner agencies to form a regional TDM program. The effort is guided by PART, and the current program is intended to be more inclusive of all mobility stakeholders in the region. The objective was to actively and frequently engage transit agencies, bike and pedestrian planners, universities and colleges, city PIOs, and chambers of commerce. This would lead to a broader scope of activities beyond vanpools.

The renewed focus on vanpools and broadening the TDM program's scope re-set the program back to a more basic approach --- vanpools and a multi-agency regional structure.

On the organizational side, the number of stakeholders engaged grew by 21 people and 12 organizations. This provided an opportunity to adjust the organizational structure, which led to the creation of the TDM Council and the development of Work Groups.

This has led to good 'ol fashioned face-to-face communication and talking to people, with a dash of social media. Cold calling, presentations to anyone who will listen, fresh attention-grabbing promotional materials and swag are the tools of the trade.

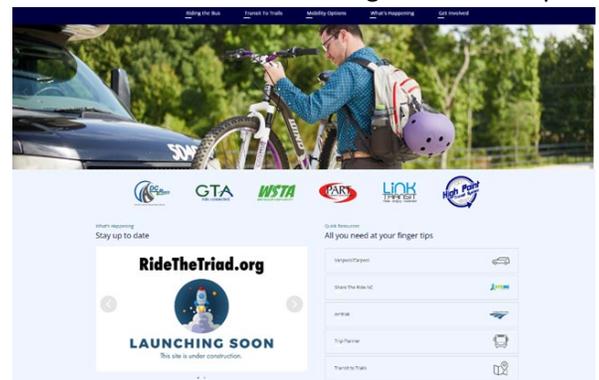
The vision for FY 23

Below are the primary focus areas for the program in the FY 23 work plan.

Administration of TDM Initiative

Focus on the established TDM Work Groups for the Piedmont Triad region. The group was created in response to the FY22 TDM Rideshare Grant, which identified regional TDM strategies and initiatives in coordination with local MPOs, transit agencies, and municipalities. The intention is to increase the TDM Work Groups in terms of people and organizations engaged. This included the development of a Universities and Colleges Work Group.

Alternative Travel Training Education: Support the promotion of alternative modes of transportation based on the regional TDM strategies established with partner MPOs, Transit Agencies, Municipalities, and Counties. These efforts include promoting alternatives to the public in our 9 County region. This involves the continuation of having a "1-stop-shop" for general citizen input provided by the Regional Call Center and the development of a regional TDM web site called RidetheTriad.org.



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Regional Vanpool Program: A key objective for program staff will be the post-pandemic promotion of the Regional Vanpool Program. The majority of the NCDOT Rideshare grant was used to support re-establishing this program. Dedicated staff planned to focus on vanpool activities and extensive outreach activities.



Ride Matching and Mobility Support Services: Implemented social media campaigns to encourage registration in the STRNC platform and promoted the Triad's Mobile and Smartcard faring system. These two services provide online convenience for people wanting to carpool and take transit. The Regional Call Center provides traveling information with a focus on public transportation.



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Mobility as a Service (MaaS): As mobility options continue to grow in the Piedmont Triad, each service and location tends to provide its own means to connect people with services. Integrating all these services into one platform, one method of trip planning and fare payment is a goal of MaaS. During FY 23 efforts will be made to increase public transportation ridership by deploying technology to simplify trip planning, payment, and execution on a uniform platform. Employee pass programs across transit agencies and local governments will be established. The digital faring platform, UMO, will be expanded and a common AVL platform will be integrated across all fixed route transit systems.

Program Accomplishments

Below is a list of program accomplishments from July 1, 2022, to June 30, 2023.

Administration of TDM Initiative

- Held quarterly meetings with TDM Work Group participants.
- Met with Triangle and Land of Sky TDM staff to share successes and program ideas.
- Expand the scope of the regional partnership and prepare for the FY 24 TDM Grant.
 - Expand efforts to include economic development entities and business organizations.
 - Vanpool staff opened a dialogue with Greensboro Chamber staff.
 - Attended monthly Business Advisory Council meetings through Goodwill Industries in Winston-Salem to assist with transportation needs for participants and their agencies.
 - Vanpool staff partnered with STRNC to attend the 2023 NC Main St Conference in Statesville to spread awareness of vanpooling and connect with City Council members across NC.
 - Attended the 2023 NC Manufacturing Conference in Winston-Salem.
 - Attended two Winston-Salem Urban League Career Expo.
 - Coordinate with regional partners to identify specific local TDM activities and funding to incorporate in the FY24 TDM grant.
 - Initiated Bus Ad campaigns with local transit systems
 - Established the framework for adding a University and Colleges Work Group.
 - Formularized a regional TDM Council and Work Group structure.
 -



Recruitment of Travelers into Non-SOV Modes

- Vanpool Outreach and Education Program
 - Actively worked with various employers including LT Apparel, Ziehl-Abegg, Toyota, Pfizer, P&G Foods, Amazon Ashely Furniture, Mountaineer Farms, Goodwill, Unifi, Herbalife, Gildan Yarns, UPS and American Airlines. In total 68 companies were contacted.
 - Created digital and print marketing material as outreach mediums.
 - Organized notes, emails, and strategies for vanpool development by company name.
 - Implemented a month-long LinkedIn campaign about vanpooling. Repeated campaign on PART's website, digital displays, and printed posters at GTA & WSTA.
 - Gave presentations at the following locations: Winston-Salem Business Advisory Council, Lowes Home Improvement Warehouse, 2023 NC Main St Conference Winston-Salem Urban League, Goodwill Industries, NCSU Industry Expansion Solutions and UPS.
 - Held or attended events promoting the vanpool program at the Ziehl-Abegg Benefits Fair, virtual meetings with B&G Foods, UPS, NCSU, Forsyth Tech and Ashley Furniture
 - Started FY 23 with 20 vanpools and closed the year with 26, a 23% increase. The peak was 29 vans at the end of March 2023.

PART VANPOOL
PART's Regional Vanpool Program is designed to help people in the Triad share the ride and reduce how much they spend getting to and from work.

HOW DOES VANPOOLING WORK?

- Made up of a group of 2 or more people who usually work and live near one another.
- One member will become the group's captain/driver.
- Everyone can qualify to drive, but every group needs at least one driver and one back-up driver.
- The group decides on the meeting location, route, hours, rules, etc.
- PART provides the group with a 7 or 10 passenger van.

HOW MUCH DOES IT COST?

THE MONTHLY FARE IS DETERMINED BY

- The size of the van
- Daily roundtrip mileage

EACH VANPOOLER SUBMITS THEIR MONTHLY FARE PAYMENT DIRECTLY TO PART ONLINE.

PAY DIRECTLY FROM YOUR PHONE!

GO TO [PAY.XPRESS-PAY.COM](https://pay.xpress-pay.com)

THE FARE IS SPLIT AMONG THE MEMBERS OF THE GROUP. THE MORE PEOPLE, THE LOWER THE COST.

THE FARE COVERS

- Gas
- Insurance
- Maintenance
- An emergency ride home (where available)

TO GET STARTED

Visit our website where commuters can be matched with an existing Vanpool or other commuters looking to start a Vanpool.

Visit: PARTnc.org/Vanpool
Call: 336-291-4322

- Regionwide Transit, Bike, Commute Promotions
 - Completed a Bike on Bus, Vanpool, and new transit service to the NC Zoo campaigns.
 - Ran a vanpool specific LinkedIn Campaign.
 - Published STRNC, the Regional Call Center, RideTheTriad.org and updated PART website articles in PARTiculars.
 - Updated Regional System Map to include route changes and park & ride lot updates.
 - Vanpool, STNC and RideTheTriad.org bus ads ran on GTA, WSTA and HPT.
 - Ran Social Media post promotion the Regional Vanpool Program, Bike and Ride, and RideTheTriad.org.
 - Ran billboards—promoting Ridethetriad.org: Mobility options-- Regional Vanpool Program, STRNC and protecting the environment.
 - Provided two updates to the PART Planning and Operations board committee on regional TDM initiatives.

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- Participated in Business Action Council meetings.
- Worked with Randolph County on transportation options to the Toyota mega site.
- Worked with Pfizer on transportation options to their facilities.
- Participated in activities with SEACT.
- Renewed membership to Alamance Chamber, High Point Chamber, Winston-Salem Chamber and Greensboro Chamber.



PARTiculars
 Piedmont Authority for Regional Transportation

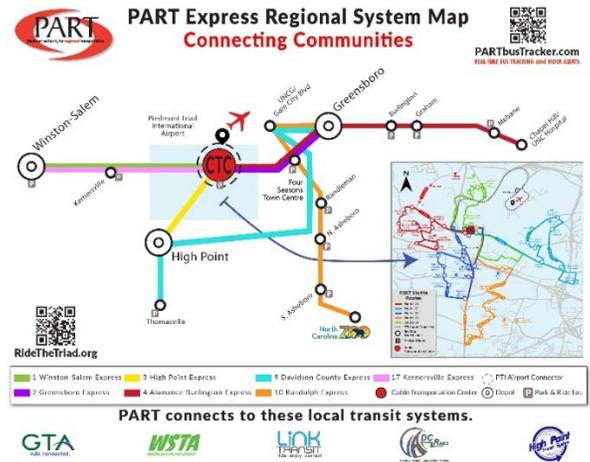
A Formula For Fairer Fares: Fare Capping

Fare capping means a growing transit is able to travel because it offers both agencies and riders a safe. Fare Capping offers an incentive for riders to switch to public transit systems...
Umo
 RIDE, RELAX, RECEIVE REWARDS. THE MORE YOU RIDE, THE MORE YOU SAVE WITH UMO CASH!

Explore with Express
 Since 2014, Piedmont Parkway is one of our early morning to late evening routes, running 4.5 miles. This new working route has new stops along the way and two Destination Stops, available by reservation only. Detailed maps can be scheduled by contacting our Call Center at 336.852.7278.

How Does Sharing Relate To Public Transit?

Share the Ride (STR) is a carpooling and vanpooling program...
Start Tracking Your Bus Today!
 On November 1, 2022, PART used Bus with our new web-based Real Time Bus Tracking System...
RidetheTriad.org



- **Tools for Employers and Commuters**
 - Worked with STRNC to update administrative access for PART staff.
 - Analyzed STRNC reports weekly. Qualified responses were screened, and potential participants were called. When vanpool is not feasible, they are encouraged to use STRNC.
 - STRNC led to two new vanpools.
 - Promote STRNC with the public.
 - Began development of RidetheTriad.org a regional website for all things TDM.
 - Winston-Salem and Greensboro agreed to participate in promoting vanpools on social media.
 - PART staff researched university and college TDM programs across the country. Then surveyed Universities and Colleges in the region to understand local programs. This led to establishing a University and Colleges Work Group.

Alternative Travel Training Education

- Implement a social media campaign to encourage registration in the STRNC platform.
- Ran banner ad on website linking to STRNC
- Implemented a social media campaign promoting the Triad's Mobile and Smartcard Faring System
- Ran a PARTiculars article, banner ads on website, social media posts, digital displays about Fare Capping and UMO .

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Mobility as a Service (MaaS)

- All the transit systems in the region coordinated deployment of the same AVL system. Four transit systems implemented the new system.
- Implemented regional vehicle location through AVL provider and trip planning through UMO app.
- Began discussions about a regional pass and fare structure.



Piedmont Authority for Regional Transportation (PART)
Anyone

Using mobility options like PART Vanpool has never been easier! You now only need 3 people to start a vanpool program, which provides eligible groups with a 7 or 15 passenger van for personal use to commute to and from work. To learn more about how to start a PART Vanpool Program click here:

An advertisement for PART Vanpool. It features a large white number '3' on a red background with the text 'JUST 3 TO START A VANPOOL'. Below the number is a photo of a man in a suit. At the bottom, there is a red bar with the PART logo, 'LEARN MORE', and the website 'PARTnc.org/Vanpool' and phone number '336-291-4315'.

Vanpool
partnc.org • 1 min read

Piedmont Authority for Regional Transportation (PART)
Anyone

PART Vanpools are an economical mobility option for groups traveling 15+ miles one way to work. The monthly fares are based on the average daily round-trip miles the van travels each day, and the monthly cost is divided among the riders. The more riders, the bigger the savings!

An advertisement for PART Vanpool. It features the text 'MORE RIDERS BIGGER SAVINGS' in large white letters on a red background. A photo shows a woman and a man in a van. A red starburst says 'let's vanpool'. At the bottom, there is a red bar with the PART logo, 'LEARN MORE', and the website 'PARTnc.org/Vanpool' and phone number '336-291-4315'.

Vanpool
partnc.org • 1 min read

Piedmont Authority for Regional Transportation (PART)
Anyone

With convenient online and mobile payment options, PART Vanpool monthly payments are very easy. Learn how you can start Vanpooling today.

An advertisement for PART Vanpool. It features the text 'VANPOOLING MAKES IT EASY' in large white letters on a red background. A photo shows a woman in a suit and a man in a blue shirt. A red starburst says 'easy payments online'. At the bottom, there is a red bar with the PART logo, 'LEARN MORE', and the website 'PARTnc.org/Vanpool' and phone number '336-291-4315'.

Vanpool
partnc.org • 1 min read

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Performance Metrics

The performance scorecard below was completed each quarter and submitted as required by the NCDOT TDM Grant.

Performance Measure	Metric	Baseline (2022 F Y)	Q1	Q2	Q3	Q4	FY23
			Jul-Sept 22	Oct-Dec 22	Jan-Mar 23	Apr-Jun 23	TOTAL
Travel Options Coordinator							
Employer and community partners engaged with TDM program	Number of organizations		13	15	15	17	60
Commuters represented by partner organizations above	Number of commuters		260	300	280	265	1105
College and university partners engaged with TDM program	Number of organizations		1	1	7	7	16
Travelers represented by college/university partner organizations	Number of travelers		6	6	6	151	169
Integration of TDM strategies into planning documents, local zoning or regulations, and construction projects.	Number of documents, regulations or projects		None	None	None	None	0
Education of Travel Options (Marketing)							
Website	Total Page Views	170254.00	74668	67231	64393	66575	272867
	Visitors/Users	41877.00	17903	19672	17509	18426	73510
	New Visitors/Users	40827.00	17176	19029	16857	17757	70819
	Average Session Duration	240.00	2:52 mins	2:21 mins	2:25 mins	31:00	0
Facebook	Total Posts	133.00	47	44	34	18	143
	Followers	3691.00	3714	3600	3700	3737	14751
	Impressions	146000.00	5600	5700	6700	5800	23800
	Engagements	1933.00	491	452	450	490	1883
	Cost for Boosted Content		\$30.00	\$0.00	\$0.00		30
Twitter	Total Posts	133.00	37	8	21	stopped posting	66
	Followers	2368.00	2400	2400	2400		7200
	Impressions	31000.00	1800	572	1700		4072
	Engagements	0.03	92	36	92		220
	Cost for Boosted Content			\$0.00	\$0.00		0
Instagram	Total Posts	133.00	47	44	33	18	142
	Followers	1031.00	1128	1130	1047	1046	4351
	Impressions	8000.00	1200	1800	1900	1300	6200
	Engagements	0.07	91	77	78	68	314
	Cost for Boosted Content			\$0.00	\$0.00	\$0.00	0
LinkedIn	Total Posts	133.00	24	21	33	18	96
	Followers	223.00	240	253	259	265	1017
	Impressions	6000.00	1400	1600	1600	1500	6100
	Engagements	0.07	18	114	134	116	382
	Cost for Boosted Content			\$0.00	\$0.00	\$0.00	0
Feedback	Total Feedback Comments Received						0
Tools for Employers and Commuters							
ShareTheRide NC	New Accounts Created				39	24	63
	Active Registered Users	202.00			313	339	652
	App Downloads				0	0	0
	Total Users	212.00			323	478	801
	Total Trips Logged				97	106	203
	Average Trip Distance				17.7	10.9	28.6
	Total VMT Reduced				1716.9	1165	2881.9
	Fuel Saved (gallons)				68	54	122
	Greenhouse Gases Reduced (lbs)				1344	1070	2414
	Gas Money Saved				375	186	561
	Calories Burned				47526	62050	109576