

## A Year of Re-focusing and Expansion

This was the first full year PART and the four regional MPO's worked together on Transportation Demand Management (TDM) initiatives. Much of the effort centered on invigorating the vanpool program post-pandemic, engaging, and educating partners on local TDM efforts, and developing a focus on regional participation and strategies.

Below is a list of achievements and advancements to the Regional TDM Initiative. The list includes items from the broad regional initiative and previously established objectives and strategies from PART's Rideshare Grant with NCDOT-IMD. The transportation industry has been faced with several challenges these past few years, including this previous fiscal year. Prior to COVID-19, our vanpool program was thriving with 52 vans leased across the region. Unfortunately, the pandemic struck and single-handedly changed transportation forever. The pandemic caused the vanpools to dwindle down to only 12 vans. First Quarter started out slow as more vanpool participants were being sent home to work remotely, some furloughed, or a few that simply no longer felt comfortable riding in a group.

After closing the first half of the fiscal year we remained steady with 12 vanpools, however moving into Quarter 3, a new van was leased to Gildan Yarns, LLC. bringing the total active vanpool count to 13, now officially having a new van leased for fiscal year '22. Moving into fourth Quarter, the momentum picked up and we closed out the first month of Quarter 4 with five new vans leased to both Wilson-Cook Medical and Gildan Yarns, bringing our total van count to 18. In May, a new van was leased to the EPA/NIEHS bringing the program total to 19 vans. Going into the last month of Quarter 4 we lost one van due to lack of participation, but we were able to end strong adding two more

**A BRIEF HISTORY**  
The Piedmont Authority for Regional Transportation has provided a regional vanpool program since the early 2000's. Then in 2007 it launched a regional Transportation Demand Management (TDM) program expanding the promotion of vanpool to other modes such as walking, biking, carpooling and public transportation.

The 2020 COVID Pandemic resulted in a reduction in vanpools and public transportation ridership. PART decided to take advantage of situation and in early 2021 formed Regional TDM Initiative Stakeholder Group. The group consists of staff from PART, the Burlington-Graham Metropolitan Planning Organization, the Greensboro Metropolitan Planning Organization, the High Point Metropolitan Planning Organization, and the Winston-Salem Metropolitan Planning Organization.

By mid-2021 the group had developed a set of regional TDM initiatives and promotional campaigns.



### Creating Mobility Options in Our Communities

A Transportation Demand Management Initiative for the Piedmont Triad



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vans leased to Gildan Yarns bringing the total to 20 vans for the year.

As efforts continue, the vanpool program is back on the rise. As we move into fiscal year 2023, preparations have been made to lease three more vans by August 1 to Industries of the Blind, which we have been connecting with for the past year. The best part of vanpooling is the flexibility and ability to tailor it to fit your needs. We will continue to connect with employers and various others across the region to continue to build the option of vanpooling to several. Many individuals simply are unaware or have not been educated on the benefits of mobility options and we are striving to change that narrative for the piedmont region of North Carolina.



Below of a summary of achievements from FY 22 followed by a detailed list of accomplishments achieved under the NCDOT-IMD Rideshare Grant.

## Personnel

### Re-established a Vanpool Team

Two staff members are now focused solely on growing vanpool participation.

### Gained Marketing and Communications Stability

Job market challenges resulted in a marketing and communication vacancy.

### Dedicated Coordinating and Planning

Dedicated planning staff to coordinate discussions, plan and execute tasks. Developed a framework for creation of a FY 23 Work Program.

## Regional Initiatives

### Established regional stakeholder group

Stakeholder group consist of MPO and transit agency staff.

### Spreading the Word

The Burlington-Graham MPO developed and adopted a local MPO plan that supports the regional effort. The Greensboro MPO formally endorsed the Regional TDM Initiative

### Vanpool Growth

On July 1, 2021, there were 12 active vanpools. By June 30, 2022, there were 20 active vanpools. Both dedicated vanpool personnel were in place January 2022. During the first two quarters of fiscal year 2022, 16 employees had been contacted. By June 30, 83 had been contacted.

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### Campaigns

#### Transit is Safe

This multi-agency Campaign ran 4/11-June 22, 2022. It included three boosted Facebook Ads, email campaigns, 30-second Streaming Audio Ads, 30-second Local Radio Ads, Cross Platform Digital Display Banner Ads, and Partner Agencies loaded a pixel onto their websites to track campaign clicks to a Vanity URL created for this Campaign, RideTheTriad.org. The landing page continues to be hosted on PARTnc.org. Combined, Banner ads, FB post/ad boost, radio, and streaming audio, we received close to 3 million impressions for the Campaign! In addition, RideTheTriad.org drove almost 8,500 new users to the landing page. We will continue messaging moving forward, utilizing the RideTheTriad.org vanity URL.



#### Chance to Win – Transit Rider Survey

This multi-agency Survey was created as a customer satisfaction and public transportation needs-based questionnaire. It included printed paper surveys distributed by partners at their Depots and on their buses, ballot boxes for collection, printed posters, social media and web graphics, and email campaigns distributed by partner agencies. Users were driven to the digital Survey by a QR code and a survey link. An incentive was offered for five winners to receive a Multi-agency SWAG bag. The Survey received 362 responses, 5 winners were drawn, and Partner agencies included 37 items of unique, transit-specific giveaways in the SWAG bags.

#### Re-tooled for FY 23

PART proposed a series of objectives and strategies that would provide support for the vanpool and call center like had been done in previous years. However, support for marketing and promoting TDM activities would have a more regional impact. It was also proposed that the regional implementation of a common AVL system for the Piedmont Triad transit systems should be a major focus. This regional implementation will improve the transit ridership experience across the region.

## Rideshare (Grant) Program Accomplishments

The FY 22 Rideshare Grant agreement contained 15 strategies focusing on current efforts and expanding the regional footprint of TDM. Achievements during FY 22 are documented below.

### Develop a Regional TDM Plan

**STRATEGY:** Continue efforts with regional partners to develop a Regional TDM Plan which will outline the goals and objectives of the region as it relates to TDM.

**GOALS:**

1. Regional TDM Plan Document.
2. Adoption by local government partners.

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3. Development of a stakeholder group.
4. Identify work program for FY23.

**ACHEIVEMENTS:**

- A. Stakeholder group formed and met quarterly.
- B. Developed a Regional TDM Plan Document.
- C. Stakeholder group developed regional campaign activities under Rideshare Grant.
- D. Stakeholders group developed a FY 23 Work Program.
- E. PART applied for FY 23 Rideshare Grant to support van pool programs and regional marketing campaigns.

Figure 1: Proposed FY 23 TDM Initiatives

## Regional Presentations Campaign

**STRATEGY:** Coordinate TDM presentations for various local partners and potential stakeholder committee members including but not limited to MPOs, RPOs, TCCs, Chambers, workforce development, major employers.

**GOALS:**

1. Increase awareness of TDM in the region.
2. Introduce Regional TDM Plan.
3. Identify potential TDM Stakeholder participants.
4. Identify regional TDM needs and activities.

**ACHEIVEMENTS:**

- A. Introduced Regional TDM Plan to partners and MPO.
- B. Initiative formally adopted by Burlington-Graham MPO, Greensboro MPO, and PART Board of Trustees.
- C. Burlington-Graham MPO adopted a local TDM Plan that identified local strategies and supported the regional effort.
- D. Increased awareness of TDM in the region at a Piedmont Transportation Professionals forum.
- E. Promoted multi-modal options and public engagement in the transportation planning process in partnership with BGMPo with an ad in the annual Alamance Chamber publication

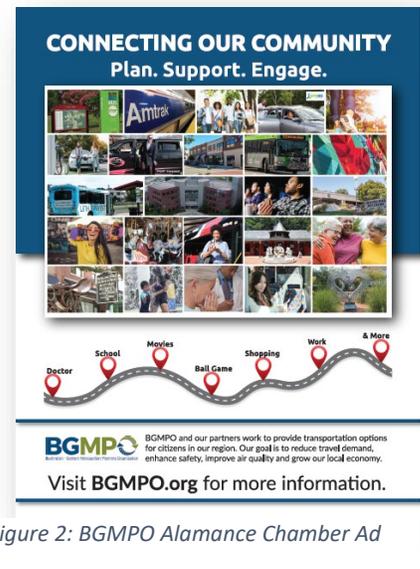


Figure 2: BGMPo Alamance Chamber Ad

## Update TDM Website Content for Regional Partners

**STRATEGY:** Coordinate with regional partners to update their websites to include information and resources on TDM programs and services.

**GOALS:**

1. Increase awareness of TDM in the region.
2. Provide additional resources for Triad commuters to find information on programs and services.

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### ACHEIVEMENTS:

- A. Identified locations on City partner websites to make them more TDM friendly and informative.

### Expand Regional Call Center Umo Ticketing System Management

STRATEGY: Work with HPTS and GTA to enhance support services provided by Regional Call Center for Umo related activities.

### GOALS:

1. Provide enhanced customer service for commuters.
2. Streamline processes for transit agencies.

### ACHEIVEMENT:

1. Regional call center provided access to HPT UMO administrative functions to support customers inquiries and manage UMO program.

### UMO Regional Employee Transit Pass Program

STRATEGY: Develop a program for PART, HPTS, and GTA that would allow for free rides on all agencies for employees.

### GOALS:

1. Increase awareness of regional transit connectivity and options.
2. Increase transit ridership.
3. Expand utilization of the Umo platform.



Figure 3: UMO Transition Campaign

### Introduce NCDOT's Commute Friendly NC Employer Recognition Program to Region

STRATEGY: Continue to work with TJCOG on the launch and introduction of the Commute Friendly NC employer recognition program.

### GOALS:

1. Increase statewide coordination and partnerships.
2. Increase employer awareness of TDM.

### ACHEIVEMENTS:

- A. Gave overview of project to regional TDM team

### Support and Promote National TDM Campaigns with Regional Partners

STRATEGY: Promote activities such as Clean Air Month, Bike Month, Bike to Work Day, etc. in partnership with regional partners.

### GOALS:

1. Increase partnerships with local agencies.
2. Increase awareness of TDM in the region.
3. Encourage short-term alternative

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### ACHEIVEMENTS:

- A. Completed Transit is Safe campaign.

### Social Services Transit Campaign

STRATEGY: Target Social Service agencies in our three largest municipalities to increase usage of PART Express through a transition to the Umo platform.

### GOALS:

1. Increase transit ridership.
2. Increase usage of Umo platform.
3. Identify potential partners for TDM stakeholder committee.

### ACHEIVEMENTS

- A. Developed outreach list of Social Service Agencies
- B. Promoted UMO and TouchPass phase out

### Vanpool Campaign

STRATEGY: Launch a social media campaign to promote the benefits of vanpooling. The campaign will target both employers and commuters in the Triad

### GOALS:

1. Increase awareness of vanpooling in the region.
2. Increase number of leased vanpools.

### ACHEVIEMENTS:

- A. Implemented 1st month ½ off discount of vanpool's operation.
- B. Updated the fare structure with reduction of depreciation for monthly costs.
- C. Confirmed that 5307 funding was a viable option.
- D. ??? New vanpools have been established. Refer to vanpool report.



Figure 4: Regional Vanpool Ad Campaign

### University STRNC Campaign

STRATEGY: Reconnect with existing college and university partners to promote their STRNC sub-sites.

### GOALS:

1. Rebuild relationships with college and university partners.
2. Increase usage of STRNC platform.
3. Increase carpooling.

### ACHEIVEMENTS:

- A. Expanded Elon U coordination with STRNC
- B. Coordinated STRNC for new PART vanpool program staff

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## Transit Promotional Campaigns and Engagement

STRATEGY: The regional TDM partners agreed to pivot to a “why are you riding” survey and a “Transit is Safe” Campaign that will engage existing and potential transit riders

### GOALS:

1. Develop a positive opinion of alternative mode use post-COVID.
2. Gain insights into how and why ridership has changed.
3. Increase alternative mode usage.

### ACHEIVEMENTS:

- A. Internal PART discussion led to refinement of campaign focus
- B. Campaign was presented and approved by the regional TDM team
- C. Marketing team has been engaged
- D. Campaign details were developed
- E. Campaign ran during the month of June.

## Social Media Training

STRATEGIES: Develop and execute a social media training to equip all TDM stakeholders with social media basics.

### GOALS:

1. Enhance all TDM promotion efforts.
2. Provide a basis understanding and setting up and posting to social media accounts.

### ACHEIVEMENTS:

- A. Developed curriculum in partnership with stakeholders
- B. Utilized PART’s advertising and media firm already on contract
- C. Coordinated dates
- D. Training completed – Focus was on setting a Facebook Business page

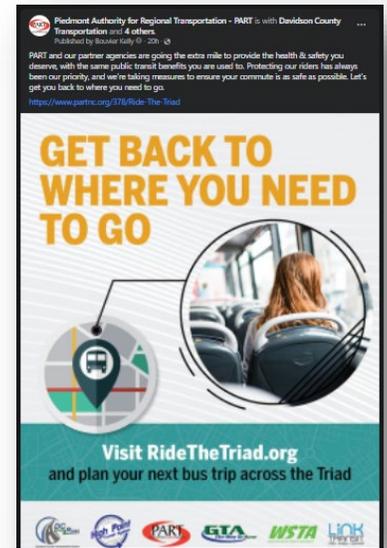


Figure 5: Transit is Safe campaign



Figure 6: Social Media Training for MPO's

**TDM encourages people to use sustainable modes of transportation to reduce the volume of vehicles on roadways.**