

From Data to Decisions

Numerous agencies within the Piedmont Triad are tasked with planning and developing our transportation infrastructure. However, our travel patterns significantly define our needs as a region. Forsyth and Guilford counties serve as key destinations for employment, commerce, and entertainment. Each day, over 30% of Triad residents begin their day in one county and commute to another.

Since 2004, the region's four Metropolitan Planning Organizations (MPOs) and PART have collaborated to maintain a tool that projects travel demand and patterns, marking the initial phase of the planning process. This tool, known as the Piedmont Triad Regional Model (PTRM), is a mathematical instrument designed to predict future travel behaviors. It plays a crucial role in analyzing transportation plans and policies, aiding decision-makers in selecting the most effective strategies to address transportation challenges.

PART and the MPOs are concluding a significant update to the Piedmont Triad model. This update encompasses several components, including a Household Travel Survey, revisions to the transportation network and Traffic Analysis Zone (TAZ) boundaries, introduction of a Tour-Based Freight Model, updating of population and employment data, and incorporation of public transportation projects alongside highway initiatives.

An additional noteworthy advancement, particularly for transportation planners, is the newly developed methodology aimed at identifying potential sites for future development within the region. Although it does not serve as a definitive forecast, the Growth Allocation and Scenario Planning Project equips transportation planners with a systematic approach to analyze and compare various future scenarios. The process begins by identifying areas suitable for growth, followed by inputting assumptions related to land use, population increases, and factors that may attract or hinder growth. These variables can then be adjusted to explore different developmental scenarios.

In 2025, the Piedmont Triad MPOs will commence preparing their 2050 Metropolitan Transportation Plans (MTPs), utilizing the updated PTRM model for this purpose. Transportation planners anticipate that the enhanced model will yield improved post-pandemic projections, thereby facilitating the efficient allocation of limited transportation resources.



sample map showcasing road networks, traffic flow patterns and GIS data overlays to support transportation planning logistics and infrastructure management

Connecting Communities: Mobility Options at Your Fingertips!

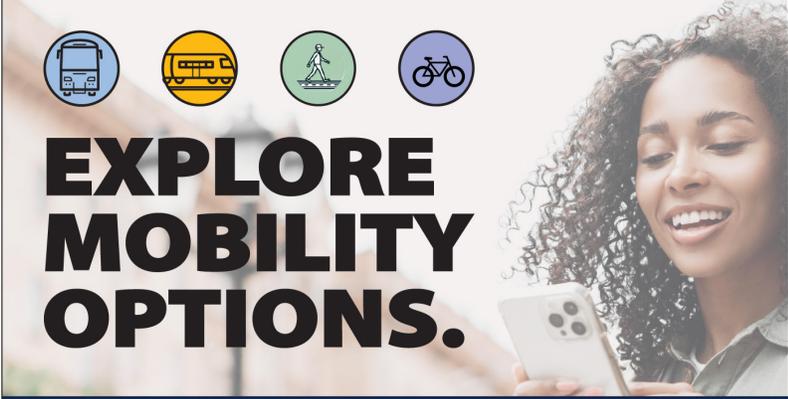
PART's Transportation Demand and Marketing Departments are embarking on an exciting initiative to enhance community engagement with the mobility options available in our region. **Explore Mobility Options** is an extensive marketing campaign launched in February and designed to run through May, signaling our commitment to promoting sustainable and accessible ... regional ... transportation options.

This multifaceted campaign features print and digital ads and targeted email outreach. We are also leveraging the reach of local transit systems by showcasing bus advertisements on vehicles operated by the Greensboro Transit Agency, Winston-Salem Transportation Authority, Davidson County DC Rides, and the High Point Transit System. In addition, strategically placed billboard advertisements will run across key locations, expanding the reach of our message and ensuring it resonates with a broad audience.

In alignment with PART's mission to inform and engage our community, we are placing a strong emphasis on **RideTheTriad.org**, a comprehensive web-based resource designed to help citizens navigate our region's diverse transportation options. This website serves as a one-stop platform where users can explore various mobility services, from public transit routes to ridesharing and biking options. We aim to empower individuals to make informed decisions about their transportation needs by highlighting this resource.

To illustrate the importance of community engagement in transportation, consider recent studies that show regions with robust public transit systems experience a 10-20% increase in local business activity. A case study from the Greater Charlotte area demonstrated that a focused marketing effort towards public transit options led to a 15% increase in ridership over the course of a year, directly correlating to improved economic vitality in the region. These statistics underscore the critical role effective communication plays in shaping public perception and usage of transportation services.

The Transportation Demand and Marketing Departments at PART are not just promoting mobility options; we are fostering a culture of connectivity and accessibility within our community. Through our continued commitment to comprehensive marketing campaigns, we aim to inform, engage, and inspire our residents to **Explore Mobility Options**.



EXPLORE MOBILITY OPTIONS.

RideTheTriad.org
Regional Mobility Options



Join us for a BUDDY RIDE!



RideTheTriad.org

* 2. Fill out the information below and a Buddy Ride representative will contact you about a customized trip!

Where are you leaving from?

Where are you going?

Estimated number of riders participating.

Do you have a day and time you would like to try to plan for?

Excitement Sparks Across Local Campuses!

Part 4 of a 4-part Marketing effort for PART's regional initiative with universities and colleges launched in November 2024. This is a ride incentive for participating campuses, the **Buddy Ride**. Our goal is to encourage and promote the use of public transportation among college students, faculty, and staff. The Buddy part of the Ride is a staff member will ride along ... upon request. The incentive includes a FREE first-time ride and SWAG!

Printed posters and digital ads reached the 10 participating campuses in November 2024. The program is realizing engagement with several request from 4 campuses to-date.

Interested persons scan a QR code or go to a provided URL, which directs them to a digital form where they can sign up for various offerings.

This is another regional initiative utilizing **RideTheTriad.org**.