

Why Ride The Bus?

In recent years, the discussion around transportation safety has gained ground, particularly with the rise of urbanization and increasing traffic congestion. But individuals still may not realize that taking public transportation can be safer than opting for a single-occupancy vehicle.

According to a study released by the American Public Transportation Association, traveling by public transportation is 10 times safer per mile than traveling by automobile. The study points out that an individual can reduce their chance of being in an accident by more than 90% simply by taking public transit instead of commuting by car (www.apta.com).

One of the most significant advantages of public transportation is its ability to reduce traffic congestion. When more individuals share their ride, fewer cars are on the road—coupled with the fact that transit agencies have more stringent vehicle safety standards than individual car owners and their drivers are professionally trained, makes public transportation a much safer choice, and data backs that up.

In addition, public transportation promotes sustainable practices, contributing to reduced pollution and a healthier environment. By decreasing the carbon footprint associated with individual car use, communities can foster safer living conditions, indirectly affecting public health and safety.

While some may view their personal vehicles as the most convenient option, public transportation offers a safer alternative. With reduced congestion, established safety standards, trained personnel, and environmental sustainability, public transit stands out as an excellent choice for individuals and communities.



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PART Swears In Three New Board of Directors

Lisa Mathis
NCDOT Board of Transportation
Division 8

Bob Ward
Burlington Graham MPO

Scott Andree-Bowen
City of Winston Salem



RideTheTriad.org Celebrates One Year!

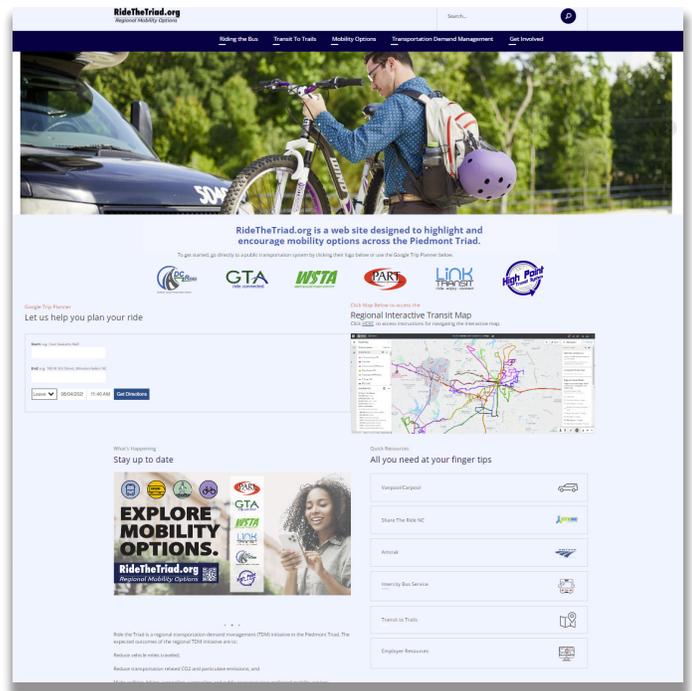
In early 2024, **RideTheTriad.org** was officially launched following a yearlong collaboration with various partner agencies and stakeholders. This initiative aims to promote and enhance mobility options for residents and visitors across the Piedmont Triad region.

The website features a user-friendly interface and a responsive design, making it accessible across different devices. Users can easily navigate to find comprehensive information on various topics, including details on the six transit systems operating within the region, Amtrak services, biking opportunities, interactive maps, and employer resources.

Managed by PART's Transportation Demand Management and Marketing teams, **RideTheTriad.org** is regularly updated with fresh content, which was one of the goals the team identified: that the site needed to have a fluid design. Because of the site's scope, this commitment to regular updates ensures that our audience remains engaged and informed about the latest mobility options available to them. Our goal is to establish the site as a reliable and trusted resource for "getting around" the region.

Over the past year, we have achieved several milestones, including adding an Interactive Transit to Trails Map that features 52 trail systems across our region that are easily accessed by bus service ... and ... a Regional Interactive Transit Map.

Since its launch, the site has garnered over 7,500 visits, received over 21,000 clicks, and had 4,700 users return. This upward trend is most likely attributed to the addition of new features and the promotion of the website through collaborations with partner agencies and a robust marketing campaign. By providing relevant and timely information, **RideTheTriad.org** stands as a significant step toward enhancing accessibility and awareness within the community.



Navigating Ridership!

In 2023, PART's Travel Demand Management and Marketing teams developed a working group of local Transit Agencies and leaders from 26 regional Colleges & Universities. The group's initiative was to identify transportation needs on our regional campuses. Working collaboratively, the need was determined to develop a marketing campaign to communicate the group's key findings, targeting students, faculty, and staff. The campaigns were: 1. Connectivity, 2. Environmental Impact, 3. Ride & Save (money and the environment) and 4. The Buddy Ride.

In September 2023, the first of 4 Marketing Campaigns hit campuses. The project is managed and was produced by PART's team and is running for a two year period ... with the final campaign, the Buddy Ride, currently running through October 2025. Our Buddy Ride has engaged with over 45 responses through our digital information portal. Most of that activity involves students needing help with trip planning or signing up for information for planned 'field trips' that PART's staff will host.

This initiative has been successful in solidifying relationships with the team and gaining a good understanding of how to collectively utilize our combined resources.

