

RIDE THE TRIAD

“strengthening Mobility in Our Communities”



A Piedmont Triad Regional Transportation Demand Management Initiative

TDM Programs and Activities

Effective July 1, 2025, through June 30, 2026



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Ride the Triad

FY 25 TDM Strategic Programmatic Work Program

March 18, 2025

1 Introduction

This is the fifth year of the Piedmont Triad Regional TDM Initiative. The initiative continues to evolve, forging partnerships and promoting transportation choices. One visible change is our name and branding. The effort is now referred to simply as, Ride the Triad. This change is less of a mouthful to say, it gets to the point and, after all, it's the web page, RidetheTriad.org. Another change, with several established programs ongoing we are shifting from a goals and objectives plan to a strategic programmatic work program. Each program will be described and include specific tasks. These will be linked to our expected outcomes and NCDOT goals. This change will better highlight what we do and help us evaluate how well we are doing. Also, the work program calendar will cover 18 months instead of 12. It is common for the life cycle of a project or promotional campaign started in month 10 to span two fiscal years. So, we want to recognize that.

As we prepare for another year the commitment to our expected outcomes remains the same, with a few clarifications. They are:

- ✓ Reduce vehicle miles traveled to increase safety and ensure efficient movement of freight.
- ✓ Reduce transportation related CO₂ and particulate emissions to protect air quality and mitigate climate change; and
- ✓ Make walking, biking, carpooling, vanpooling and using public transportation valuable and efficient for all residents and visitors.

To the right, there are four accomplishments completed in FY 25. First, PART created an interactive transit map using a tool called Remix. The interactive transit map provides users with all the fixed route transit systems in the region, highlighting the routes and schedules. It also included an address search function to see if transit serves their home or workplace. Second, the Transit to Trails map was launched last year. Now we are following up with signs at the highlighted bus stops. Next, phase four of our university and college campaign, the Buddy Ride Program, was launched, and invitations have gone out to all our university and college partners. Students who register for the program get hands on experience planning and taking a trip on public transportation. Finally, we welcomed two bicycle advocacy groups to our partner list. The hope is to add more community partners in the coming months.

Ride the Triad is supported by PART's regional vehicle rental tax, vanpool participant payments, aid from several cities for the vanpool program, payments from transit agencies for call center support and the NCDOT-IDM Transportation Demand Management Grant. The program supports five full time employees and a portion of two other employee's salaries. Five additional PART employees actively contribute to the program's success as well as 20 partner agencies and organizations. Funding has remained stable, which is vital for the success of current programs but hampers the development of new programs.



New Ride the Triad Partners



Interactive Transit Map



Transit to Trails Bus Stop Signs



Buddy Rides for College Students

2 Ride the Triad Programs

The regional TDM initiative has six established programs. They represent on-going programs that define support for TDM, and the efforts made.

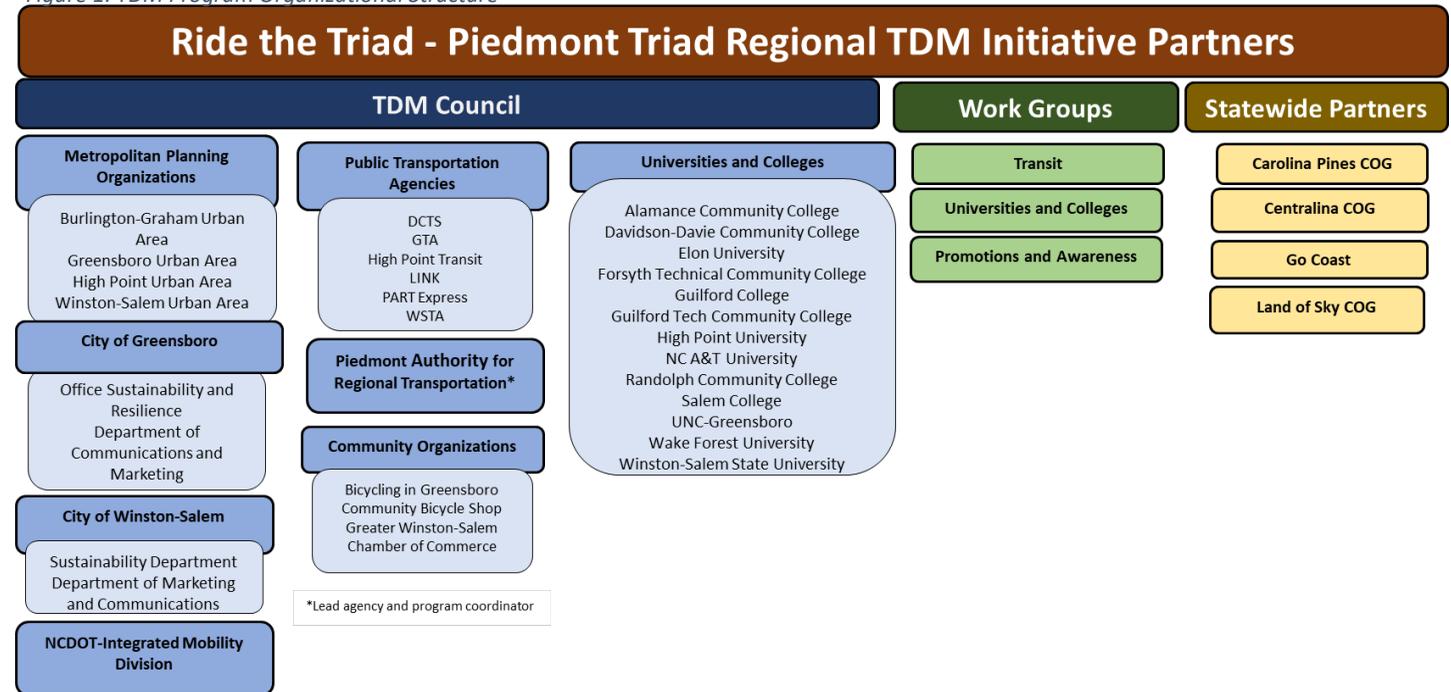
Program Administration

The Regional TDM Initiative partners or TDM Council meets on a quarterly basis. All partners are invited to attend. The council meetings focus on the past quarter’s accomplishments, new projects starting, and insights into other TDM programs across the state and country. They help establish the annual work program, monitor progress, and participate in completing program objectives as needed. The Work Groups meet as needed. Currently there are 66 members of the council representing 24 partner organizations. PART is the primary program administrator. They facilitate quarterly council meetings, Work Group committee meetings, draft the work program, and write and administer grants. PART’s Mobility Manager and planning staff are responsible for guiding the program’s direction, researching best practices, compiling and analyzing data, and participating in state and national TDM activities. PART has five people dedicating time to program administration and planning. The organizational structure is illustrated in Figure 1.

Regional Vanpool Program

The Regional Vanpool Program is a commuter transportation program that serves employees and students traveling to and from various work sites and higher education facilities throughout the Piedmont Triad. The program uses 7 and 15 passenger vans and utilizes participants to drive the vans. The program provides 24/7 coverage to vanpool groups to assist with any transportation related needs that arise. The fare for the service includes the lease, maintenance and repair, insurance, fuel, and emergency ride home expenses. The program goals include providing better access to higher education, expanding the labor market for employers, improving safety on our streets and highways, and improving air quality throughout the region. Vanpools must originate in or travel to a PART member county. PART has two staff members dedicated to this effort.

Figure 1: TDM Program Organizational Structure



Regional Call Center

The Regional Call Center functions as a mobility manager for the Piedmont Triad. The Regional Call Center handles transit agency calls related to regional mobility and inquiries about PART Express, High Point Transit, Davidson County Transportation Services, and UMO Digital Faring account management. This includes route and fare information, current service questions, schedules, passenger accommodations and complaints. As a mobility manager the Regional Call Center focuses on a variety of travel options, services, and modes reaching a wide range of users. Multiple transportation providers are represented in the Regional Call Center including the Regional Vanpool Program, carpool through Share the Ride NC, Amtrak, Piedmont Triad International Airport and public transportation. Regional Call Center associates act as travel agents or service coordinators to seek the most effective means for meeting an individual’s transportation needs. The Regional Call Center is looking to the future with a goal to manage calls for additional transit agencies and support proposed microtransit / on-demand services across the region. With multiple mobility providers across the Piedmont Triad, an expanded Regional Call Center would provide efficient communications and consistent information for everyone. PART has three staff members dedicated to call center operations.

Promotion and Marketing of Non-SOV Travel and Modes

Promotion and Marketing efforts are set by the work program. The messages that are part of the effort are fluid, reflecting current program activities. The channels and messages are tailored to employers, commuters and increasingly, the general public. This means numerous forms of communication are used which are illustrated in Figure 2.

Depending on the message and channel promotion, marketing efforts can be agency or location specific or region wide. PART has one staff person dedicating time to this effort aided by the Marketing Work Group which consists of marketing and communications staff from partner agencies.

RidetheTriad.org

RidetheTriad.org is the initiative’s regional TDM web page. The design of the web page provides useful information for anyone traveling in or to the Piedmont Triad. It includes links to transit agency information, bike resources, vanpools, and ridesharing. In addition, it includes two unique interactive maps; one links numerous trails and greenways to transit routes. and the other is an interactive transit map with route and stop information. A rotating message board is used to highlight transportation related public engagement events and TDM promotions. The web page is maintained by PART staff.

Figure 2: Marketing Channels and Messaging

Promotion and Marketing Channels	Audiences		
	Employers	Commuters	General Public
Agency Newsletters	✓	✓	
Billboards		✓	✓
Bus Ads		✓	✓
Chamber Sponsorships	✓		
Cold Calling	✓		
Community Events		✓	✓
Emails	✓	✓	
Employer Events		✓	
HR Association Partnerships	✓		
LinkedIn	✓		
Media Campaigns	✓	✓	
Agency Newsletters		✓	✓
Social Media		✓	✓
Videos	✓	✓	✓
Web Pages	✓	✓	✓
Key Messages			
Commuter Tax Benefits	✓	✓	
Convenience		✓	✓
Connectivity and Mobility	✓	✓	✓
Cost savings		✓	✓
Environmental benefits	✓	✓	✓
Mode Choice		✓	✓
More Opportunities	✓	✓	✓
Recruitment and Retention	✓		

Incentives and Recognitions

There are several incentive programs connected with public transportation systems in the Piedmont Triad. They are system specific and coordinated regional efforts. The PARTnership Program (PART Express) and the Commuter Connections Program (GTA) are examples of employer and commuter-based resources. Another incentive program is reduced transit fares through a common digital faring system. Currently this includes free transit fares for all transit employees as an employee benefit. The long-term goal is to expand this to local government employees and provide a discount to individuals riding multiple systems during their trip. Recognition includes supporting Commute Friendly NC.

3 Frameworks for Organizing the Work

3.1 Strategies to Reduce Vehicle Miles Traveled (VMT)

Our expected outcomes and the travel analysis are the beginning point for developing programs and activities for the TDM work program. The framework for developing strategies comes from the April 2023 NCDOT VMT Reduction Study incorporated in this plan by reference, the Focus Areas identified in this plan, local programs and activities, and input from the TDM Council. The VMT Reduction Study identifies strategies and specific actions communities can take to reduce VMT’s. These strategies are shown below in Figure 3. Activities implemented by more than one jurisdiction are denoted by a check (✓). They are not applied equally across the region, and some are in the early stages of planning. Some strategies are implemented on a limited basis and are not highlighted. For example,

Figure 4: NCDOT VMT Reduction Strategies

Worksite/Workplace

- Employee Parking Cash-Out Program
- Transportation Management Associations
- Alternative Work Schedules

Regional

- ✓ Park and Ride Lots
- ✓ Alternative Mode Sharing
- Carsharing
- ✓ Flexible Public Transit
- ✓ Public Transit
- High Occupancy Vehicle (HOV) Facilities
- Non-Motorized Mode Support
- ✓ Vanpool

Telecommunication

- Internet Based Strategies
- Information Service: Broadband Expansion
- ✓ Telecommuting/Telework

Land Use

- ✓ Providing Affordable Housing
- ✓ Complete Streets
- Transit Oriented Development
- Connectivity
- Development Impact Mitigation
- Jobs/Housing Balance
- ✓ Mixed Land Use

Public Policy/Regulatory

- Access Priority/Restriction
- Trip Reduction Ordinance

Pricing

- Gas Tax Increase
- Parking Pricing
- Road Pricing and Cordon Pricing
- VMT Fee or Tax

Application-Based

- Mobility as A Service
- Ride-Matching Applications

Support

- ✓ Compact Development/Clustering
- ✓ Facility Amenities
- ✓ Guaranteed Ride Home
- ✓ Incentive Programs
- Parking Management
- ✓ Public Education and Promotion
- Ride-Matching Services

Greensboro’s Car Option strategy from the city’s comprehensive plan includes several Land Use strategies that will be implemented in the future. Other cities incorporate Land Use strategies as part of their growth strategies but not specifically as TDM strategies. The Piedmont Triad region has implemented 21 out of 38 strategies.

3.2 Program Focus Areas

The Focus Areas defined below provide a second organizational framework for the strategies. All programs and activities align with one or more of the Focus Areas illustrated in Figure 4.

Collaboration: Ride the Triad is a regional effort consisting of multiple partners. The Piedmont Authority for Regional Transportation (PART) serves as the convening organization, provides staff resources to the initiative, and manages most of the program activities. But it is the collaboration that makes the initiative successful. From idea generation to local support to funding, the partnerships are what elevate Ride The Triad to success.

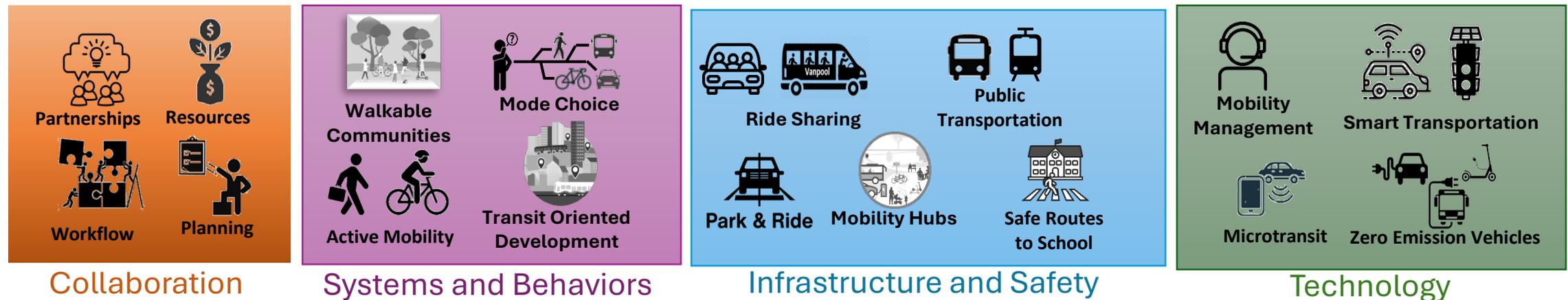
Systems and Behaviors: All our communities in the Piedmont Triad strive to become more walkable and embrace non-single occupancy modes of transportation. Embracing walkable communities requires a different development pattern from familiar suburban neighborhood design. A wider variety of housing, neighborhood oriented commercial development and greater density are needed to support walking, biking, scooters, and public transportation. TDM efforts focus on convincing people to change their mindset about how they travel. As one walks out the door, successful TDM programs offer the community a convenient, efficient, and clear

set of transportation choices. Instead of asking the question, “Where are my car keys?” the question could be, “It’s a beautiful day today, should I walk, take the bus, or bike to work?”

Infrastructure and Safety: Establishing a transportation infrastructure that supports a variety of mobility options requires multiple disciplines and political will. A successful TDM program brings these disciplines and political will together. TDM works to strengthen every mode to ensure it is convenient and efficient, then strives to make everyone aware of the choices. Bike lanes, marked and signalized pedestrian crossings, bus priority lanes, traffic safety measures all contribute to TDM efforts.

Technology: In the future our TDM efforts will need to address smart cars, microtransit and traffic control systems. How will this change our infrastructure development? When and how will driverless vehicles impact travel? Transitioning to electric vehicles will necessitate change. What will be TDM’s role?

Figure 5: Program Focus Areas



Not every program or activity embraced by Ride the Triad came about because of the TDM Initiative. The region’s Metropolitan Planning Organizations (MPO) have Vision Zero and safety plans both of which include elements of TDM. These activities could be incorporated in the regional scope of activities while remaining local initiatives. Finally, the TDM Council is encouraged to suggest activities and promotional campaigns particularly as next year’s plan is being developed. Suggestions are made throughout the year.

3.3 Travel in the Piedmont Triad

As illustrated Figure 6, the Piedmont Triad region is defined by its daily travel patterns. The region, which is roughly the size of Connecticut, has numerous employment centers, hospitals, downtown areas, distribution centers, and manufacturing hubs.

Trip Purpose and Mode

Two beginning points for understanding travel in the region are Trip Purpose and Trip Mode. The tables below show the percentage of trips based on these two measures as documented in the 2022 Household Travel Survey (HTS).

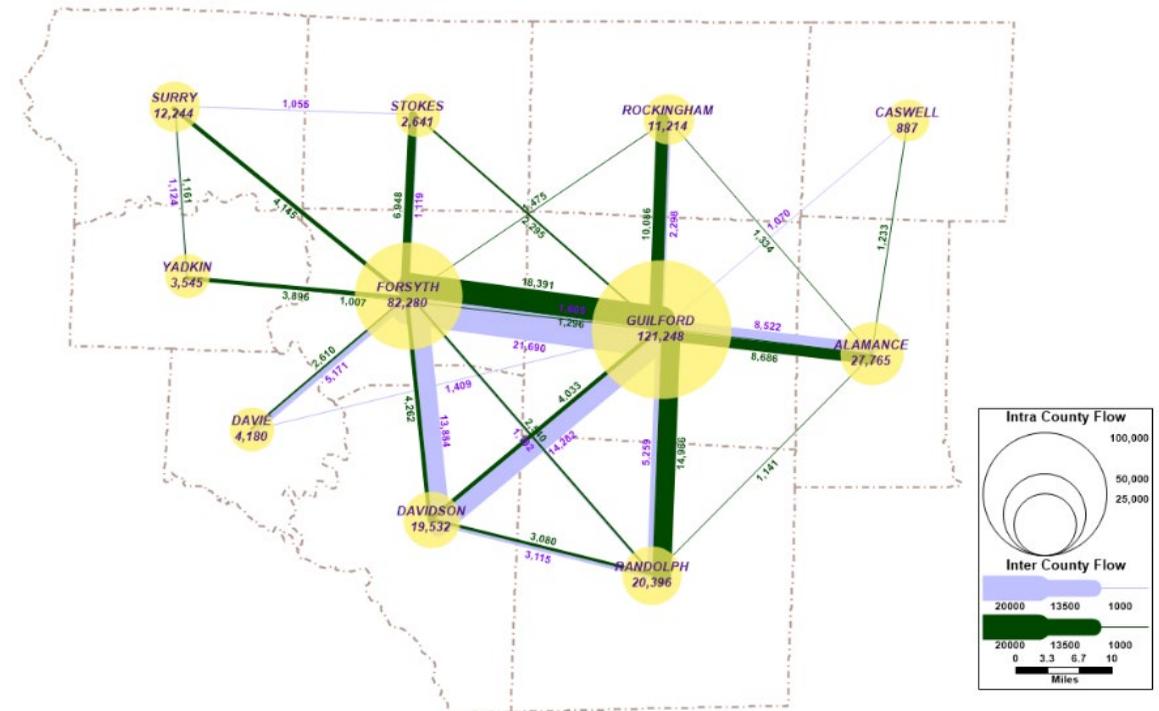
Trip Purpose ...To	% of Trips
Home	32.93%
Work	14.33%
School	5.42%
Volunteer	0.75%
Social / Recreational	31.15%
Maintenance / Errands	14.95%
Something Else	0.38%
Unknown	0.09%

All Trips by Mode	% of Trips
Walk/Bike	3.66%
Driver	70.65%
Passenger	20.91%
Carpool/Vanpool	0.57%
School Bus	1.99%
Public Transit	1.13%
Something else	1.09%

Typically, work trips make up about a third of all trips. An increase in work from home since the pandemic could be the cause for only 14.33% of trip purpose in the region.

According to the HTS 71.61% of the respondents indicated they did not work from home prior to the pandemic. 14.54% indicated they work from home 5 times a week. Yet 2020 Census data indicated that only 5.7% of people work from home prior to the pandemic.

Figure 6: 2022 Daily Commute Travel Between and Within Piedmont Triad Counties



FY 26 Regional TDM Work Program

The HTS analysis suggests that a better measure of the pandemic impact is to look at the number of work trips made on the respondents travel or surveyed day. This shows that 75% of the respondents traveled to work on their travel day. While a 2017 National Household Travel Survey says that 94% travel to work or only 6% work from home. Conclusion, work from home has impact on travel behavior and patterns.

Looking at trips by mode, driver and passenger make up 91.56% of all trips. Breaking down the mode to school trips, driver and passenger make up more than school bus and all other modes combined.

Trip Distance by Mode

The HTS indicated that the average work trip length was 21.72 minutes, and the work trip distance was 16.07 miles. Given the size of the region, one might expect the number to be higher. But the intra-county trips exceed the inter-county trips for most counties. The chart on the left of Figure 8 shows the average trip duration by mode. In the chart on the right, driver and passenger modes are removed to clearly see walk/bike, school bus, public transit and carpool/vanpool.

Figure 7. Percentage of Workers That Made A Work Trip on Travel Date

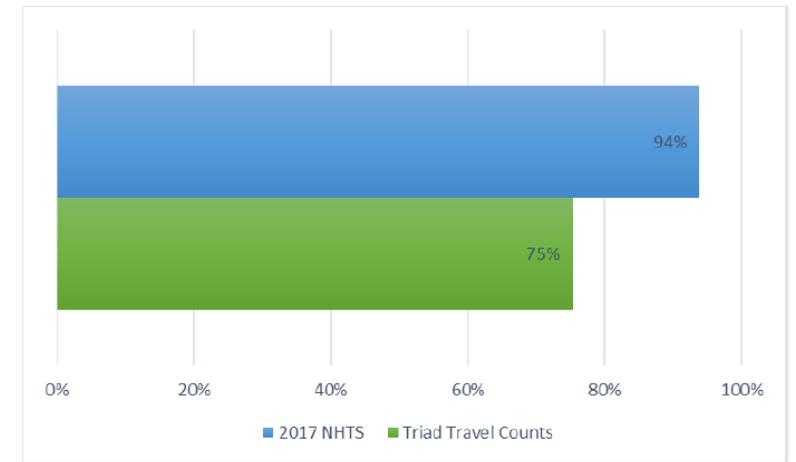
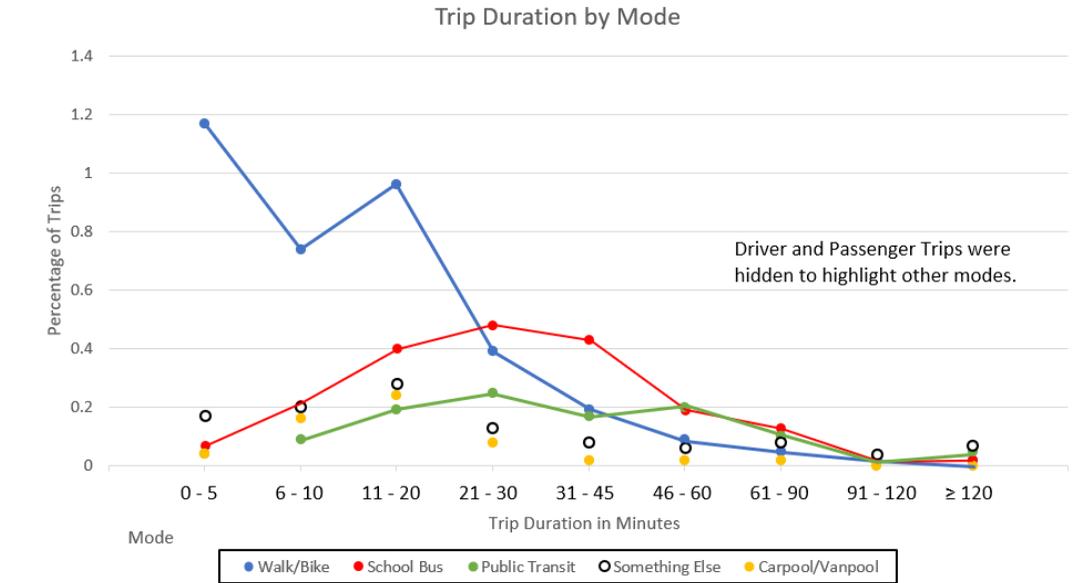
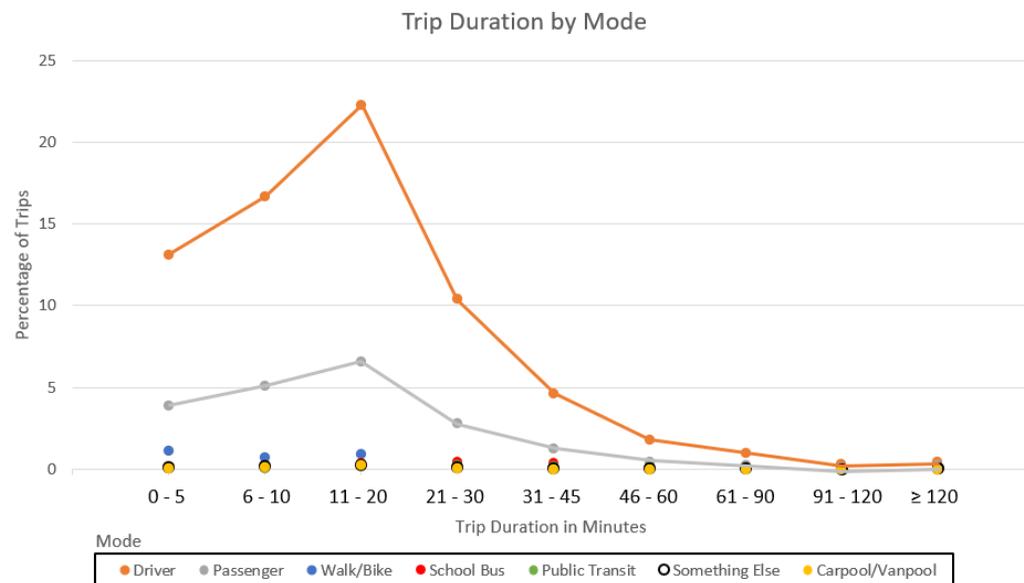


Figure 8: Trip Duration by Mode



Development Patterns

A community’s development pattern is a strong determinant in the types of travel options people have. Public transportation works best when the job density is 10 to 20 per acre and residential density is 4 to 8 dwelling units per acre. This does not equate to dense urban environments but is not the norm for the Piedmont Triad. This limits the efficiency of fixed route bus public transportation. However, small-scale mixed-use development or community centers can provide walk and bike options. Then these centers can be connected to employment centers by public transportation. This is illustrated by the concept of the 15-minute City as shown in Figure 9. This is also supported by the trip distance by mode presented above. Before one chooses not to drive to their destination, it must be conveniently reachable by another mode.

Even though work-related trips make up a third less of all trips, access to jobs is always a primary concern. There are numerous employment centers across the region with job densities that make bus and vanpool public transportation viable as an option. However, low density single use residential developments that are prevalent throughout the region make it difficult for people to access public transportation, including bike or walk to very many destinations.

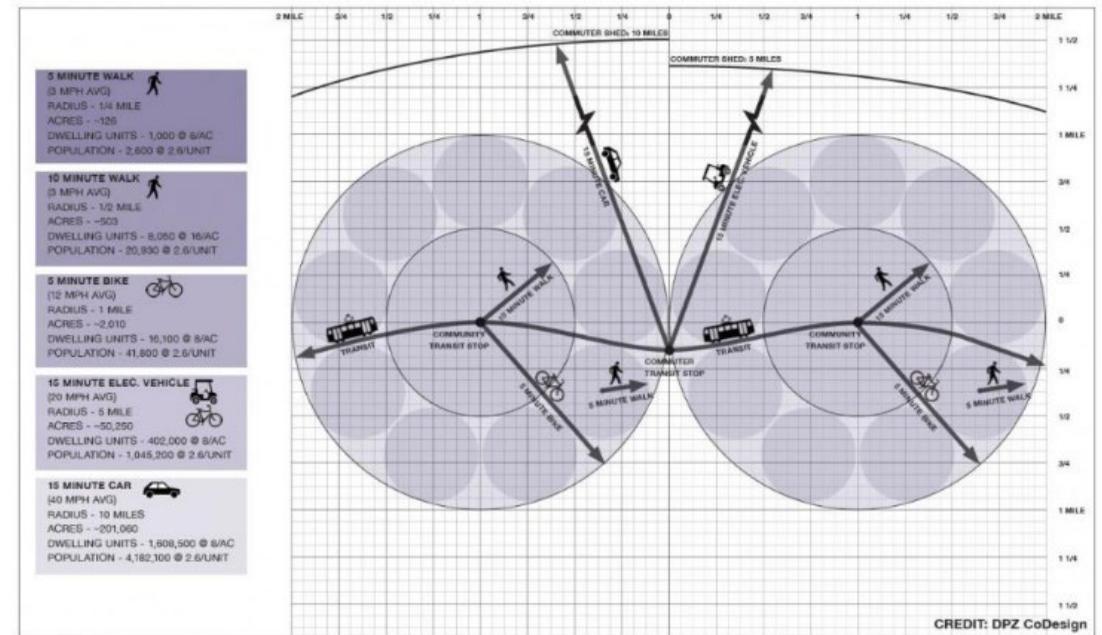
Impacts on Providing Mobility Options

The Piedmont Triad does not have air quality issues. Nor does it have traffic congestion problems like the Charlotte and Triangle regions have. It does not have the development pattern that would support mass transportation. Yet in two recent surveys, one in Winston-Salem and one in Greensboro, respondents showed strong support for enhancing public transportation and support better walking and biking infrastructure.¹

From the elements presented above, three guiding principles can be used to formulate TDM strategies for the Piedmont Triad over the next three years. They are:

- High Reliance on Driving & Low Public Transit Use
- Decentralized Development & Travel Patterns
- Public Interest in Better Transit, Walking, and Biking Options

Figure 9: Illustration of the 15-Minute City



¹ Winston-Salem Area TPO 2050 Metropolitan Transportation Plan online survey, February 2025. When responding to the question, “I would prefer to travel more often by? The responses were 23% Biking, 18% Driving, 31% Transit, 29% Walking and 3% Other. 92% of the respondents indicated they drive most of the time. GoBORO Transit Plan, public engagement survey results, February 2025. 51% of respondents Strongly Agreed with the plan’s proposals and 30% Agreed. Then 51% of respondents said Yes, they would vote for a ½ cent Sales Tax referendum to implement the plan, 32% said Maybe and 17% said No.

The Piedmont Triad’s unique transportation characteristics require targeted strategies to help reduce reliance on single-occupancy vehicles, improve mobility, and enhance quality of life. The travel behaviors and conditions of non-SOV infrastructure can help frame strategies that can be built into a TDM plan.

Expand Vanpool and Carpool Programs: Due to the size of the region, its high reliance on driving, and low-density development patterns, vanpools and carpooling remain very viable options. This supports the need to continue efforts to expand the Regional Vanpool Program and invest in promoting and facilitating carpooling.

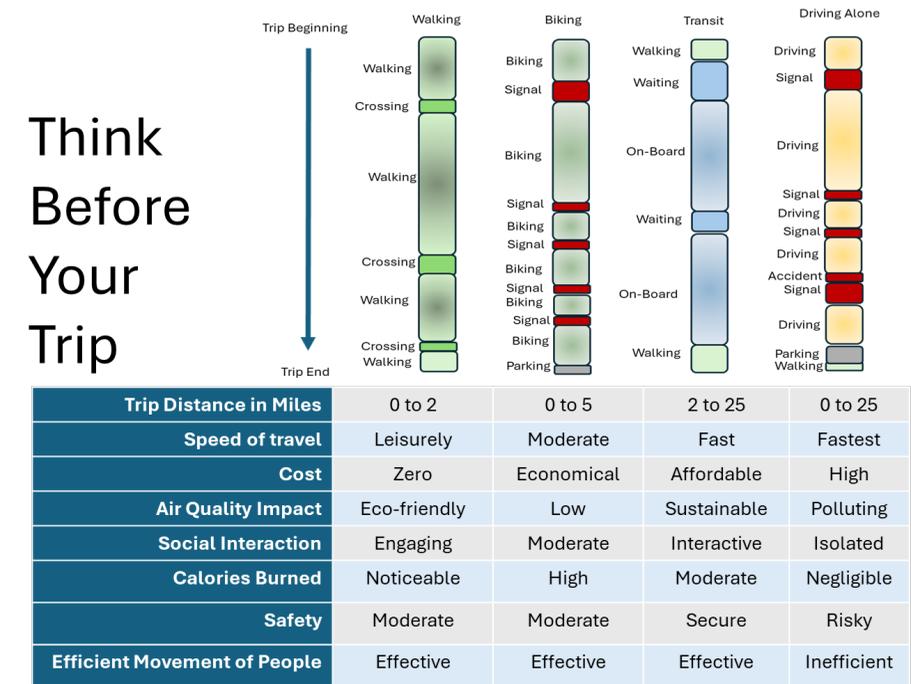
Strengthen Public Transit through Employer Partnerships and Ride Incentives: Employers benefit from a robust public transit system. Their support is needed for identifying local funding and promoting employees to use the service. This provides employees with reliable transportation and reduces on-site parking demands. Subsidized transit passes and embracing Vanpools are two solutions for employers to consider.

Support Traditional Conveniences and Implement New Incentives to Boost Transit Ridership: For current and future public transit ridership, the system must be easy to use. Travel across the region via public transit requires trips on multiple systems. There are challenges when riding multiple systems including having the correct fare and payment options, understanding multiple schedules and policies, and potentially making multiple calls for customer service and scheduling of trips. Therefore, the Regional Call Center should be supported and expanded, and a regional fare payment system should be explored. Without significant motivators to ride public transportation, creative messaging is needed. Each trip a person takes requires a series of decisions. Touting the advantages and disadvantages of one mode over another for each trip one takes is one mode over another.

Encourage Development Patterns and Development Infrastructure that Support Walking, Biking and Public Transit as Viable Trip Making Options: Concerted community development goals between planning and transportation staff should be given to:

- Promote small-scale mixed-use developments to reduce the need for long-distance car trips.
- Incentivize transit-oriented development (TOD) in areas where transit can be viable.
- Implement zoning changes that allow for a better mix of residential, commercial, and retail areas which lead to mobility hubs in mixed-use centers providing seamless transfers between walking, biking, transit, ridesharing and micromobility vehicles.
- Improve bike and pedestrian infrastructure in areas with potential for short-distance travel.
- Expand micro transit or on-demand shuttles to bridge gaps between neighborhoods and job centers.

Figure 10: Mode Choice Decision Chart



4 What's New!

Reflecting on our current programs and looking to expand into new areas, our new programs and associated tasks for next year are:

Collaboration

Expand partnerships to include human service community organizations and communities in the rural areas of the region.

The strength of the program is rooted in its partnerships. Two years ago, it was universities and colleges. In 2024, two community organizations joined. With the BE Safe - Walk, Bike and Ride Transit event, we have a chance to add more community organizations. TDM activities are most often associated with urban areas; but much of our coverage area is not urbanized. There are many strategies and activities for rural areas. Our rural area needs to be incorporated and programs for them need to be explored.

Systems and Behaviors

Address land use considerations and walkable communities to change mode choice behaviors.

Expand bike resources on RidetheTriad.org.

Conduct a Walk-Bike University/College Campaign.

Travel Training Program.

Building off Greensboro's goal to be Car Optional and the increased amount of mixed-used development occurring, there is an opportunity to strengthen the concept of transit-oriented development, mobility hubs and compact, and dense activity centers across the region. Secondly, while bike information is included on RidetheTriad.org, the material mostly links to biking resources on MPO web pages. With two bicycling groups as partners, the opportunity now exists to feature useful biking information directly on RidetheTriad.org. With that information in place, a targeted campaign with our university and college partners can promote biking as a mode choice. Two travel training activities were identified in last year's plan. They are in the process of being implemented as this plan was prepared. They are Buddy Rides and the BE SAFE – Walk, Bike and Ride Transit event. Both activities will become permanent additions to the regional TDM program.

Infrastructure and Safety

Investigate parking as an infrastructure improvement to support public transportation ridership.

Identify needs for bus stop amenities and signalize pedestrian crossings at transfer points or mobility hubs.

Downtown areas in the four major cities in the Piedmont Triad have plenty of parking. However, there is no parking designated for transit riders, even with three cities having Amtrak Stations. Is there a relationship between park and ride lots and transit ridership? There are numerous transfer points among PART Express and local fixed route systems. Would better amenities at these locations encourage more transit ridership? Are these transfer points part of a regional bus stop and facility inventory? Making access points to transit safe and visible increases the likelihood of attracting new riders. Mobility hubs and transfer stations show a community's commitment to all transportation infrastructure and provide opportunities to promote multiple forms of travel.

Technology

Re-visit MaaS as multiple transit systems implement microtransit zones

PART Express switched several shuttle routes that operate out of its Coble Transportation Center to demand response zones. The GoBORO 2040 transit plan identifies several microtransit zones, and other Piedmont Triad transit systems considering microtransit services. Linking trips across the region is one of the functions of the Regional Call Center. In the future one trip might include two different fixed systems and two different microtransit systems. This could generate confusion for the traveler as they research and schedule trips across several systems, platforms or technologies. As a region we need to be out in front of this possibility with the passenger in mind. Looking at regional travel through a MaaS lens can make travel more efficient.

5 Charting the Course

The programs and activities that make up the TDM work plan are listed below. The Programs are grouped by Focus Area providing a connection to TDM’s organizational framework. Then each Program is provided a description followed by a list of tasks. The new programs and activities are italicized. Reference to the NCDOT VMT Reduction Strategies and frameworks defined in the NCDOT TDM Grant are provided below the tasks. Finally, performance measures are suggested for each program. This structure is illustrated to the right.

Focus Area

5.1 Program

Program Description

✓ Task (New task in italics)



Collaboration – Partnership, Resources, Workflow, Planning

5.1 Program Administration

Effective program administration is vital to success. PART is the primary program administrator. They facilitate quarterly council meetings and work group committee meetings, draft the work program, and write and administer grants. PART’s Mobility Manager and planning staff are responsible for guiding the program’s direction, researching best practices, compiling and analyzing data, and participating in state and national TDM activities. PART has five staff dedicating time to program administration and planning. The TDM Council is designed to encourage participation in activities and programs, act as advisers, and serve as initiative ambassadors. In 2025, emission reductions were introduced as a performance measure. After the process was established, the TDM Initiative began reporting PART Express and the Regional Vanpool Program reductions. During FY 26 the goal is to include other transit systems in the process as well as reductions from other TDM programs where possible. A third party will be sought out to perform the calculations.

- A. Maintain partnership interest by holding quarterly council meetings to engage and inform participants.
- B. Hold work group meetings as needed and maintain participant interest.
- C. Document local initiatives to strengthen our regional success and impact.
- D. *Expand partnerships to include human service community organizations and Rural Planning Organizations.*
- E. *Track VMT reduction and air quality improvement across all TDM activities.*



Systems and Behaviors - Walkable Communities, Mode Choice, Active Mobility, Transit Oriented Development

5.2 Promotion and Marketing of Non-SOV Travel and Modes

Promotion and Marketing efforts are set by the work program. The messages that are part of the effort are fluid and reflect current program activities. The channels and messages are tailored to employers, commuters and increasingly, the general public. This means numerous forms of communication are used. Depending on the message and channel, promotion and marketing efforts can be agency specific or location specific or regional wide. PART has one staff person dedicating time to this effort aided by the Marketing Work Group which consists of marketing and communications staff from partner agencies.

- ✓ Conduct BE SAFE – Walk, Bike and Ride Transit event in Greensboro for newcomers. Document process and repeat event in Burlington, High Point and Winston-Salem.
- ✓ Conduct campaigns promoting local and national events and activities such as Bike Month, Year of the Trails, Get on Board etc.
- ✓ Design, produce and install identification signs at Transit to Trails bus stops and trail heads.
- ✓ Conduct campaign promoting public transportation connections to AMTRAK/NCDOT Rail stations and the Piedmont Triad International Airport.
- ✓ Conduct campaigns encouraging registration on the STRNC platform.
- ✓ *Conduct a Walk-Bike University/College Campaign.*

Non-motorized Mode Support; Public Education and Promotion

Recruitment of Travelers into Non-SOV Modes

Website Activity; Newsletter/Email Blast; Media Activities; Social Media

5.3 RidetheTriad.org

RidetheTriad.org is the initiative’s regional TDM web page. The design of the web page provides useful information for anyone traveling in or to the Piedmont Triad. It includes links to transit agency information, bike resources, vanpools and ridesharing. In addition, it includes two unique interactive maps; one links numerous trails and greenways to transit routes, and the other is an interactive transit map with route and stop information. A rotating message board is used to highlight transportation related public engagement events and TDM promotions. The web page is maintained by PART staff.

- ✓ Maintain and update the RidetheTriad.org web page, as needed.
- ✓ *Add videos that highlight success stories of TDM efforts.*
- ✓ Promote the Transit to Trails map.
- ✓ Promote RidetheTriad.org as a single source for information about transit, biking, walking, trails, greenway, etc. opportunities across the region.
- ✓ *Expand bike resources on RidetheTriad.org.*

Non-motorized Mode Support; Public Education and Promotion

Education of Travel Options; Tool for Employers and Commuters

Website activity

5.4 Travel Training Program

Two activities from last year that will continue in 2025 and beyond led to the establishment of a new TDM Initiative program: the Travel Training Program. As part of a regional initiative with universities and colleges, led by PART’s TDM and Marketing staff, PART is offering a ride incentive for students. The program runs from November 2024 through October 2025. Our goal is to encourage and promote the use of public transportation among college students. Buddy Rides will offer a unique opportunity for participating students to experience the convenience, affordability, and environmental benefits of public transportation while riding with PART representatives. Students will gain valuable insights into navigating the bus system, discovering the best routes, and optimizing travel time. As an added bonus, Buddy Rides will also cater to the educational needs of college students. Our University & College Work Groups have been instrumental in guiding PART to plan student-centric messages and offerings. Our program will be crafted to teach students how to plan their trips, pay for their rides, and utilize multiple transportation systems to get around our region. Our goal is to create a more sustainable future while fostering a sense of community among students ... one Buddy Ride at a time.

BE SAFE – Walk, Bike and Ride Transit is a new program that was initiated in late 2024. The first event is planned for May 2025 in Greensboro, NC. The event is also planned to be held in Winston-Salem, High Point and Burlington. The events are designed to provide a hands-on experience focusing on pedestrian and bike safety and how to use public transportation. How the event was planned and executed will be documented for other communities to guide the planning of their event.

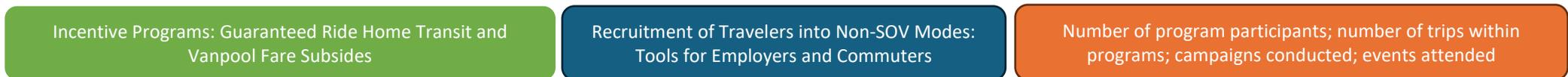
- ✓ Conduct Buddy Rides within 30 days of being requested.
- ✓ Follow-up on promotion of program each quarter.
- ✓ Hold BE SAFE – Walk, Bike and Ride Transit events across the region.



5.5 Incentives and Recognitions

There are several incentive programs connected with public transportation systems in the Piedmont Triad. They are system specific and coordinated regional efforts. The PARTnership Program (PART Express) and the Commuter Connections Program (GTA) are examples of employer and commuter-based resources. Another incentive program is free reduced transit fares through a common digital faring system. Currently this includes free transit fares for all transit employees as an employee benefit. The long-term goal is to expand this to local government employees and provide a discount to individuals riding multiple systems during their trip. Two transit systems also support fare capping. The Regional Call Center provides information on these incentives and administers the UMO program. Recognition includes supporting Commute Friendly NC.

- A. Update list of targeted companies and employer locations to promote incentives and recognitions.
- B. Promote PARTnership and Commuter Connections Programs with targeted contacts and through attended events.
- C. Conduct campaigns promoting UMO, the Triad’s mobile and smartcard fare system.
- D. Expand transit pass program implemented for transit employees to be included as a city and county government employee benefit.
- E. Implement a Regional Pass or Fare to make travel across multiple systems simpler and for a lower cost.
- F. Expand the State Employee pass program to the Triad area administered through PART.
- G. Support Commute Friendly NC as a Piedmont Triad branded program.



5.6 *Developing Community Mobility*

Building off Greensboro's goal to be Car Optional and the increased amount of mixed-used development occurring, there is an opportunity to strengthen the concept of transit-oriented development (TOD), mobility hubs and compact, dense activity centers. The first step will be to have regional discussions about growth and development in the region. The goal of this discussion will be to develop a common regional development goal and then translate it to the local level.

- A. *Address land use considerations and walkable communities to influence mode choice behaviors.*
- B. *Begin regional discussions among land use and transportation planners addressing land use considerations.*
- C. *Develop an action plan for incorporating TOD mobility hubs and compact, dense activity centers into a regional growth strategy.*

All Land Use Strategies

Transportation Innovation

Partners engaged; discussions held; decisions made

Infrastructure and Safety - Ride Sharing, Active Mobility, Public Transportation, Parking, Safe Routes to School

5.7 *Regional Vanpool Program*

The Regional Vanpool Program is a commuter transportation program that services employees and students traveling to and from various work sites and higher education facilities throughout the Piedmont Triad. The program uses 7 and 15 passenger vans and utilizes participants to drive the vans. The program provides 24/7 assistance to vanpool groups for anything that arises. The fare for the service includes the lease, maintenance and repair, insurance, fuel, and emergency ride home expenses. The program goals include providing better access to higher education, expanding the labor market for employers, improving safety on our streets and highways, and improving air quality throughout the region. Vanpools must originate in or travel to a PART member county. PART has two staff members dedicated to this effort.

- A. Update list of targeted companies and employer locations.
- B. Explore a digital option for vanpoolers to report daily travel, mileage etc. for NTD and as a performance metric.
- C. Contact new employers each quarter and maintain a database tracking contacts and outreach mediums.
- D. Explore opportunities to form vanpools for non-traditional purposes including job training and education.
- E. Give presentations to local community organizations, economic development entities, chamber of commerce organizations, municipal partners, trade associations, etc.
- F. Hold events at businesses and companies to promote the vanpool program.
- G. Implement a LinkedIn campaign about vanpooling targeting decision makers in Triad companies.

- H. Increase visibility of Regional Vanpool Program on city and county websites.

Vanpool

Recruitment of Travelers into Non-SOV Modes

Number of program participants; number of trips; campaigns conducted; events attended

5.8 Regional and Local Public Transportation Projects

Downtown areas in the four major cities in the Piedmont Triad have plenty of parking. However, there are no parking designated for transit riders, even with three cities having Amtrak Stations. Is there a relationship between park and ride lots and transit ridership? There are numerous transfer points among PART Express and local fixed route systems. Would better amenities at these locations encourage more transit ridership? Are these transfer points part of a regional bus stop and facility inventory? Making access points to transit safe and visible increases the likelihood of attracting new riders. Mobility hubs and transfer stations show a community’s commitment to all transportation infrastructure and provide opportunities to promote multiple forms of travel.

- ✓ Investigate parking as an infrastructure improvement to support public transportation ridership.
 - Consolidate existing parking studies and complete a literature review of the relationship between parking and transit ridership.
- ✓ Consolidate existing bus stop inventories across the regions.
 - Identify needs for bus stop amenities and signalized pedestrian crossings at transfer points or mobility hubs.

Parking Pricing; Facility Amenities; Parking Management

Transportation Innovation

Number of program participants; number of trips campaigns conducted; events attended

Technology – Mobility Management, Microtransit, Smart Transportation, Zero Emission Vehicles

5.9 Regional Call Center

The Regional Call Center functions as a mobility manager for the Piedmont Triad. The Regional Call Center handles transit agency calls related to regional mobility and inquiries about PART Express, High Point Transit, and Davidson County Transportation Services, and UMO Digital Faring account management. This includes route and fare information, current service questions, schedules, passenger accommodations and complaints. As a mobility manager the Regional Call Center focuses on a variety of travel options, services, and modes reaching a wide range of users. Multiple transportation providers are represented in the Regional Call Center including the Regional Vanpool Program, carpool through Share the Ride NC, Intercity Bus Network, Amtrak, Piedmont Triad International Airport and public transportation. Regional Call Center associates act as a travel agent or service coordinator to seek the most effective means for meeting an individual’s transportation needs. The Regional Call Center is looking to the future with a goal to manage calls for additional transit agencies and support proposed microtransit / on-demand services across the region. With multiple mobility providers across the Piedmont Triad, an expanded Regional Call Center would provide efficient communications and consistent information for everyone. PART has three staff members dedicated to call center operations.

- A. Promote Regional Call Center.
- B. Ensure efficient operation with effective tools and adequate staffing.

C. Expand Regional Call Center participation and prepare for microtransit services within the Piedmont Triad.

Public Education and Promotion;
Ride Matching Services

Education of Travel Options

Number of program participants;
number of mobility manager calls

5.10 Regional On-demand Trip Scheduling

MaaS or Mobility as a Service was introduced to the region a few years ago. MaaS is a concept where users can access various transportation options like public transit, bike sharing, and on-demand transit through a single digital platform, allowing for the planning, booking, and payment for their entire journey seamlessly, essentially "buying mobility." The goal is to provide a convenient, integrated, and cost-effective way to travel by combining different modes of transportation under one interface such as a smartphone app. There are numerous components that have moved transit systems toward MaaS. Several transit systems have implemented a common AVL system. But the bigger impact has come from the implementation of a standard digital faring system.

PART Express switched several shuttle routes that operate out of its Coble Transportation Center to demand response zones. The GoBORO 2040 transit plan identifies several microtransit zones, and other Piedmont Triad transit systems are considering microtransit services. Linking trips across the region is one of the functions of the Regional Call Center. In the future one trip might include two different fixed systems and two different microtransit systems. This could generate confusion for the traveler as they research and schedule trips across several systems, platforms or technologies. As a region we need to be out in front of this possibility with the passenger in mind. Looking at regional travel through a MaaS lens can make travel more efficient for the traveler.

To date three systems have implemented a standard faring system with two or more scheduled to do so. This has provided a single platform for payment of fares across multiple systems. This integration will also support regional fares, and fare capping designed to reduce the cost of a trip across multiple systems. Several systems are considering implementing microtransit services. While microtransit options will provide more travel options, taking trips across multiple systems will become more complicated. If microtransit is introduced in the region, a single platform and customer service center should be considered.

A. Engage Transit workgroup and discuss the feasibility of centralizing on-demand functions, trip scheduling and dispatching.

Flexible Public Transit; Mobility as a Service; Ride Matching Platforms and Services

Pilot Project, Transportation Innovations

Discussions held and decisions made

6 Work Program Schedule

Below is the general timeline tasks, campaigns and initiatives will be conducted.

Timeline for Implementation of Program Tasks	TDM Grant Focus	2025						2026					
		July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Collaboration													
5.1 Program Administration													
A. Maintain partnership interest by holding quarterly council meetings to engage and inform participants.	Education of Travel Options												
B. Hold work group meetings as needed and maintain participant interest.													
C. Document local initiatives to strengthen our regional success and impact.													
D. Expand partnerships to include human service community organizations and Rural Planning Organizations.													
E. Track VMT reduction and air quality improvement across all TDM activities.													
Systems and Behaviors													
5.2 Promotion and Marketing of Non-SOV Travel Modes													
A. Conduct BE SAFE – Walk, Bike and Ride Transit event in Greensboro for newcomers. Document process and repeat event in Burlington, High Point and Winston-Salem.	Recruitment of Travelers into Non-SOV Modes												
B. Conduct campaigns promoting local and national events and activities such as Bike Month, Year of the Trails, Get on Board etc.													
C. Design, produce and install identification signs at Transit to Trails bus stops and trail heads.													
D. Conduct campaign promoting public transportation connections to AMTRAK/NCDOT Rail stations and the Piedmont Triad International Airport.													
E. Conduct campaigns encouraging registration on the STRNC platform.													

Timeline for Implementation of Program Tasks	TDM Grant Focus	2025						2026					
		July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
F. Conduct a Walk-Bike University/College Campaign.													
5.3 RidetheTriad.org													
A. Maintain and update the RidetheTriad.org web page, as needed.	Recruitment of Travelers into Non-SOV Modes, Tools for Employers and Commuters												
B. Add videos that highlight success stories of TDM efforts.	Recruitment of Travelers into Non-SOV Modes, Tools for Employers and Commuters												
C. Promote the Transit to Trails map.													
D. Promote RidetheTriad.org as a single source for information about transit, biking, walking, trails, greenway, etc. opportunities across the region.													
E. Expand bike resources on RidetheTriad.org.													
5.4 Travel Training Program													
A. Conduct Buddy Rides within 30 days of being requested.	Pilot Program												
B. Follow-up on promotion of program each quarter.													
C. Hold BE SAFE – Walk, Bike and Ride Transit events across the region.													
5.5 Incentives and Recognitions													
A. Update list of targeted companies and employer locations to promote incentives and recognitions.	Recruitment of Travelers into Non-SOV Modes												
B. Promote PARTnership and Commuter Connections Programs with targeted contacts and through attended events.	Recruitment of Travelers into Non-SOV Modes, Tools for Employers and Commuters												
C. Conduct campaigns promoting UMO, the Triad’s mobile and smartcard fare system.	Recruitment of Travelers into Non-SOV Modes												
D. Expand transit pass program implemented for transit employees to be included as a city and county government employee benefit.	Recruitment of Travelers into Non-SOV Modes, Tools for Employers and Commuters												
E. Implement a Regional Pass or Fare to make travel across multiple systems simpler and for a lower cost.	Recruitment of Travelers into Non-SOV Modes, Tools for Employers and Commuters												

Timeline for Implementation of Program Tasks	TDM Grant Focus	2025						2026					
		July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
F. Expand the State Employee pass program to the Triad area administered through PART.													
G. Support Commute Friendly NC as a Piedmont Triad branded program.	Recruitment of Travelers into Non-SOV Modes, Tools for Employers and Commuters												
5.6 Developing Community Mobility													
A. Address land use considerations and walkable communities to influence mode choice behaviors.	Transportation Innovation												
B. Begin regional discussions among land use and transportation planners addressing land use considerations.	Transportation Innovation												
C. Develop an action plan for incorporating TOD mobility hubs and compact, dense activity centers into a regional growth strategy.	Transportation Innovation												
Infrastructure and Safety													
5.7 Regional Vanpool Program													
A. Update list of targeted companies and employer locations.	Recruitment of Travelers into Non-SOV Modes												
B. Explore a digital option for vanpoolers to report daily travel, mileage etc. for NTD and as a performance metric.													
C. Contact new employers each quarter and maintain a database tracking contacts and outreach mediums.													
D. Explore opportunities to form vanpools for non-traditional purposes including job training and education.													
E. Coordinate and give presentations to local community organizations, economic development entities, chamber of commerce organizations, municipal partners, trade associations, etc.													
F. Hold events at businesses and companies to promote the vanpool program.													
G. Implement a LinkedIn campaign about vanpooling targeting decision makers in Triad companies.													

Timeline for Implementation of Program Tasks	TDM Grant Focus	2025						2026					
		July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
H. Increase visibility of Regional Vanpool Program on city and county websites.	Recruitment of Travelers into Non-SOV Modes												
5.8 Regional and Local Public Transportation Projects													
A. Investigate parking as an infrastructure improvement to support public transportation ridership. ➤ Consolidate existing parking studies and complete a literature review of the relationship between parking and transit ridership.	Transportation Innovation												
B. Consolidate existing bus stop inventories across the regions. ➤ Identify needs for bus stop amenities and signalized pedestrian crossings at transfer points or mobility hubs.	Transportation Innovation												
Technology													
5.9 Regional Call Center													
A. Promote Regional Call Center.	Education of Travel Options												
B. Ensure efficient operation with effective tools and adequate staffing.	Education of Travel Options												
C. Expand Regional Call Center participation and prepare for microtransit services within the Piedmont Triad.	Education of Travel Options												
5.10 Regional On-demand Trip Scheduling													
A. <i>Engage Transit workgroup and discuss the feasibility of centralizing on-demand functions, trip scheduling and dispatching.</i>	Pilot Program, Transportation Innovations	TO BE DETERMINED											
TDM Grant Focus Areas / A = Education of Travel Options (Marketing) B = Recruitment of Travelers into Non-SOV Modes (Outreach) C = Tools for Employers and Commuters (Program) D = Pilot Program E = Transportation Innovations													