

## Community Engagement With A Twist!

PART's Transportation Demand Management (TDM) team conceived, coordinated, and participated in the very first **Be Safe Event** on Saturday, August 9th! This exciting and unique program is a model of how collaboration works. It was designed as a boots-on-the-ground community-focused educational experience about safety skills related to walking, biking, and using transit effectively.

FaithAction International hosted the main event at its headquarters in Greensboro, NC. The **Be Safe Event** was integrated into FaithAction's annual Back-to-School Backpack Giveaway, a popular community staple. By aligning with this event, we reached families who often face barriers to transportation resources.

The event was packed with interactive activities designed to make learning fun. Be Safe's contribution was:  
**Bike Rodeo** - An engaging and interactive bicycle course designed especially for families! Bicycling in Greensboro provided bikes and built a course. The kids (and their parents) had a blast while learning safe riding techniques! Every child who participated in the Bike Rodeo was fitted for and received a new bike helmet. PART gave away 52 helmets!

**Bicycle Raffle** - The Community Bicycle Shop donated two brand new bikes. As part of the educational experience, participants were asked to visit each vendor table and get a 'stamp' on a Raffle Card. Once each table had been visited and a stamp received, the completed Raffle Card was used to enter into a drawing to win a free bike.

**Using Bike Lanes & Sharrows** - Designed to help participants gain the confidence needed to navigate the roads safely and effectively.

**Planning a Transit Trip** - Provided so participants could see how proper planning is easy and essential to make their journey seamless and stress-free.

**Paying Transit Fare** - Offered to help participants understand the different fare options available to keep their travels affordable.

**Getting a Bike on the Bus** - GTA provided a bus, allowing participants to experience hands-on practice in loading bikes, view a fare box, take a ride, and see how easy it is to combine biking and transit. FREE bus ride 'tours' were provided so participants could experience how fun and easy it is to ride the bus!

**Rules at Pedestrian Crossings** - was designed to teach vital safety tips to help participants stay safe while walking in busy areas.

The event brought together 20+ community partners, including the Greensboro Police Department (who grilled up free hot-dogs!), High Point University's mobile dental clinic, and the Greensboro Fire Department (with a full-sized fire truck!). Translation services and multilingual materials ensured everyone felt welcome, reflecting our commitment to under-served communities.

We are grateful for our community partners who helped make our participation in this event possible:

- FaithAction
- Ride the Triad
- Greensboro Transit Agency
- Greensboro Urban Area MPO
- Bicycling in Greensboro
- Community Bicycle Shop

All partners unanimously agreed that the event was a huge success, and we're looking forward to partnering again next year! PART's TDM and Marketing teams are currently working on packaging a 'tool kit' for partners moving forward.



## Connecting Communities: PART Collaborates With The Alamance Chamber of Commerce

On August 28th, PART had the honor of being invited by the Alamance Chamber of Commerce to present at their Education & Workforce Council Meeting. This Council serves as a vital collaborative forum that connects local businesses, educational institutions, and workforce development resources. Its overarching goal is to address the workforce needs driven by local businesses and to promote economic vitality within the community.

Representing PART, David Morris and Jamiya Garrett delivered an informative presentation focused on regional connectivity, the concept of Park & Ride Lots, PART's Vanpool Program, and how community members can effectively utilize the mobility resources available to them. Our team emphasized various transportation solutions that can facilitate commuting and enhance accessibility across the region.

The feedback from participants was overwhelmingly positive, highlighting a significant increase in awareness about the transportation options they have in their localities. Many attendees expressed their appreciation for the insights shared, stating that they learned valuable information they were previously unaware of. The interaction fostered by the meeting demonstrated a keen interest in improving workforce mobility, paving the way for enhanced economic participation and growth.

Overall, the event underscored the importance of collaboration between businesses and transportation resources in meeting today's workforce challenges and aligning them to support the local economy effectively.



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