

PARTiculars

PART

Piedmont Authority for Regional Transportation

January 2024

Something Incredible Happened.

In 2023, a collaboration between local college and university representatives was formed. Led by PART's Transportation Demand and Marketing Departments, the group identified four essential messages that needed to be communicated with students, faculty, and staff on campuses across our region. Four public awareness campaigns were planned to focus on: **#1 Connections Across The Triad, #2 Environmental Impact, #3 Ride and Save, and #4 Transit to Trails.** Printed posters, web, social media, email, and digital platforms were decided to be the most comprehensive means to deliver the message.

1. Connections Across The Triad. The need was identified to communicate the wide range of convenient transportation options available across our nine-county regional system. Whether heading to class, exploring the city, getting to the airport, catching Amtrak, or simply hanging out with friends, our vast regional transportation system covers a lot of ground! *This messaging ran on participating college campuses from September to November 2023.*

2. Did You Know? The second marketing need identified was communicating the environmental benefits of alternative commuting methods. Choosing sustainable options, like taking the bus, biking, vanpooling or carpooling, is one of the most impactful ways an individual can do to play their PART in reducing the effects of climate change. *This messaging will run on participating college campuses from November to January 2024.*

3. Ride and Save. The third marketing need identified was to communicate how choosing options other than single-car usage saves money and can have a significant environmental impact! *The creative for this messaging is underway and will run on participating college campuses from January to March 2024.*

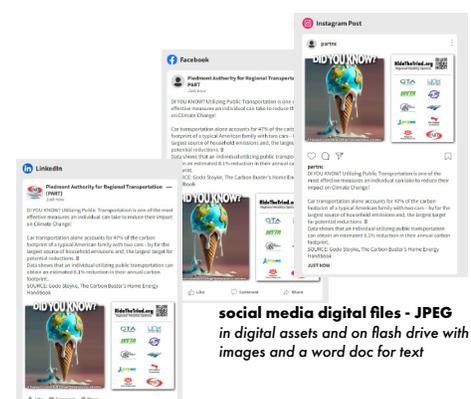
4. Transit to Trails. Across the board, our regional community has some of the most impressive nature trails and greenway systems in the US. This effort's Transit to Trails version will utilize a web-based interactive map of regional systems and link riders to bus stops near trail and greenway entrance points. *This messaging will run on participating college campuses from March to May 2024.*

Contact PART's Transportation Demand Department today to learn more about these exciting initiatives. Let's make transportation a breeze for everyone in our college and university community! **Kyle Laird @ kylel@partnc.org.**

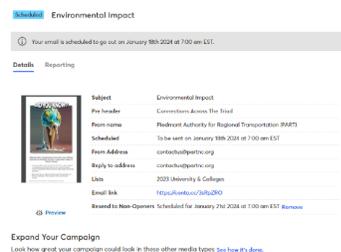
Universities/Colleges and Transit Agencies
 Tool Kit **Campaign #2 Environmental Impact**
 Runs November 2023 - January 2024



Word Document
in digital assets and on flash drive



social media digital files - JPEG
in digital assets and on flash drive with images and a word doc for text



email
will distribute as an email January 18th to Partners from PART for partner's to share



digital displays/web - JPEG
in digital assets and on flash drive

(5) 11x17 PRINTED adhesive posters in mailed kit pdf version in digital assets and on flash drive



Park Your Car & Share The Ride!

PART offers a variety of Park & Ride Lots across the Triad. Some locations can connect you with PART Express Bus and Shuttle services, and others are designed for meeting Carpool, Vanpool, or other groups. All lots are free but may require registration.

Park & Ride Lots are strategically located parking areas placed near major highways, public transportation depots and routes, or busy corridors. By carpooling, vanpooling, or using public transportation, you'll reduce harmful emissions and improve air quality in your community. Imagine a world with fewer cars on the road, where the air is cleaner and the environment is healthier. That's the potential of Park & Ride Lots – a simple choice that can make a big difference.

And they are not just for commuters! Park & Ride Lots are perfect for families, friends, and groups of all sizes. So, whether you're going to work, school, or a fun day out, Park & Ride Lots are a smart choice for everyone. Join the movement today and be PART of the solution. Together, we can create a greener, cleaner future for all.



For more information and locations, go to www.partnc.org/162/Park-Ride-Locations.

MPOs Are Always Planning!

The Burlington-Graham Metropolitan Planning Organization (MPO) recently developed a highway safety plan for the region to contribute to North Carolina's Highway Safety Improvement Program. The state plan drives the mission for local MPOs to reduce fatalities and severe injuries on all public roads.

In 2019, Burlington ranked ninth for the number of car crashes compared to all other cities in North Carolina. Although it is impossible to eradicate crash-causing behavior, such as impaired or aggressive driving, certain road features reduce the likelihood of car crashes and can be controlled. The MPO's plan addresses features such as appropriate speed limits, median barriers, adequate roadway lighting, and more.

It also addresses equity as a determinant of quality of life within a community. Their plan addresses equity within the local transportation systems as essential to ensuring citizens can access affordable and safe transportation options that meet their needs.

For more information about this plan, go to bgmpotransportationsafetyplan.com.

