

Countywide Mobility Planning

*Advancing livability by connecting
people, places, and opportunity*

Objectives

- Integrate Existing Transit Systems and Plans
- Enhance Service Coordination and Rider Experience
- Advance Accessible Transit and Mobility
- Support Regional Mobility and Economic Development
- Establish a Long-Term Vision with Actionable Strategies
- Position Guilford County for New Funding Opportunities
- Foster Collaboration Across Agencies and Stakeholders

Engagement: Transit and Mobility

City of
Greensboro

City of High
Point

PART

Goodwill

GCN

UNC-CH

Guilford
County
Schools

PTI

NCDOT

What We Have Accomplished

- ✓ Established Guilford County Transportation Work Group with cross-functional stakeholders
- ✓ Collaborated with partners to identify key transportation challenges
- ✓ Analyzed data shared from partner agencies
- ✓ Developed problem statements across five critical focus areas
- ✓ Generated evidence-based strategy recommendations with prioritization
- ✓ Piloted mobility solutions in identified gaps
- ✓ Created a foundation for coordinated countywide transportation planning

Core Challenges

- Current transit services limit access to transportation for employment for some shifts and large workplaces.
- Current transit services limit access to behavioral health and other resources that support vulnerable populations.
- Fleet maintenance and expansion is tied to ridership and reliable transit options.
- Connecting and enhancing regional mobility.

Five Critical Focus Areas

1. Workforce & Employment – Employment access and job readiness
2. Human Services (DSS/Justice/Homelessness) – Supporting vulnerable populations
3. Behavioral Health Services – Meeting healthcare access needs across all hours
4. System Infrastructure – Unified vision, data sharing, and coordination
5. Regional Integration – Seamless connectivity between municipalities

Transportation Stakeholder-Prioritized Strategies

Develop Shared Vision & Alignment

- Unified, county-wide approach
- 14 votes

Online Reservation & Scheduling System

- Improve accessibility and planning
- 9 votes

Comprehensive County & Regional Services

- Seamless connections between municipalities
- 6 votes

Revisit Jurisdictional Policies

- Address barriers at major employment centers
- 6 votes

HopeLink Expansion

- Extend services to crisis intervention and court-ordered mandates
- 6 votes

Emerging Priorities from Transportation Stakeholders

Van pool expansion
to 2nd/3rd shifts
with better
communication

Expanding service
during peak times
and non-traditional
hours

Improving amenities
at transportation
hubs (daycare, food
services)

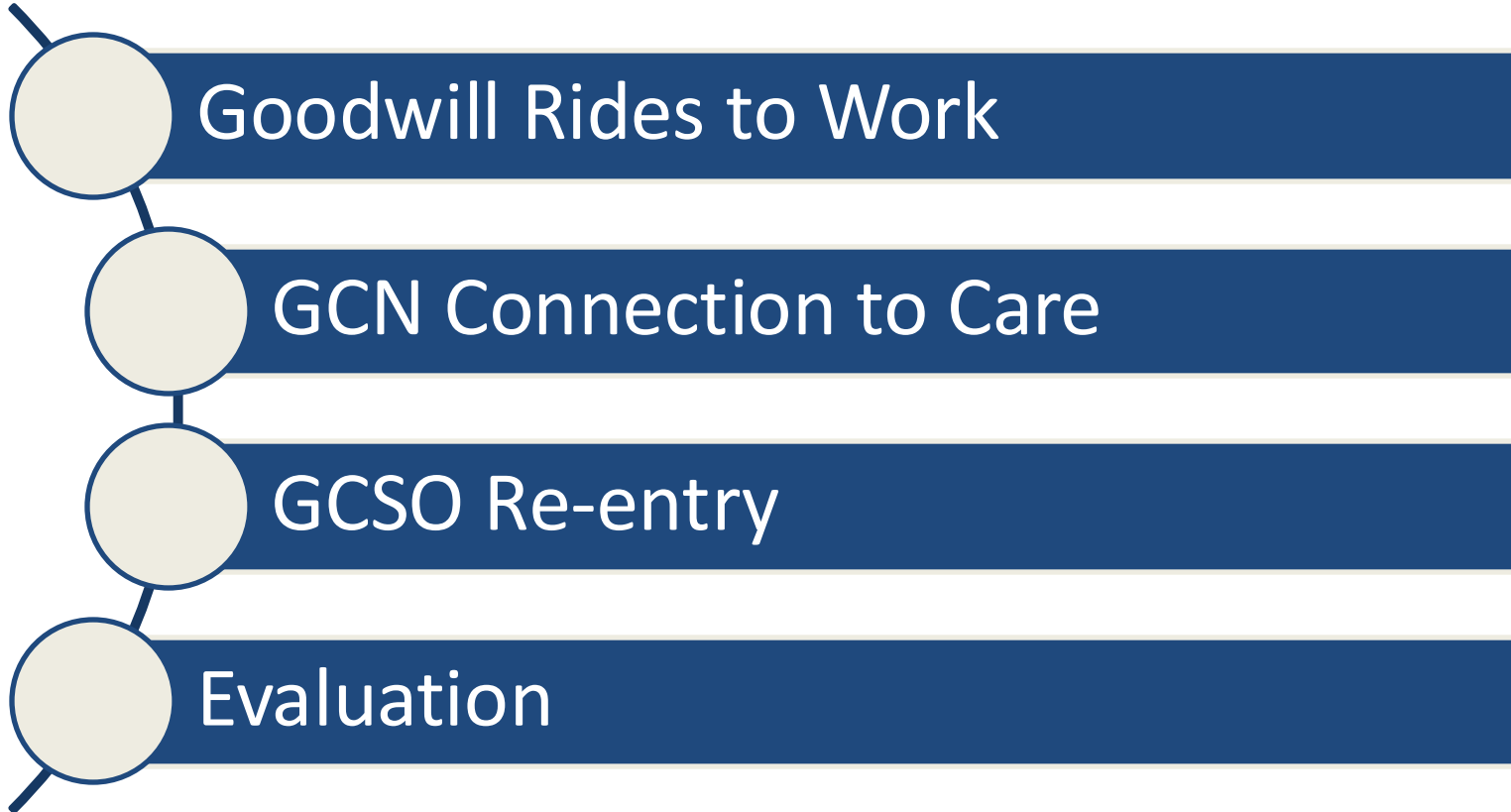
Making signage user-
friendly for diverse
populations (DD, ESL,
learning impaired)

Single asset inventory
to reduce duplication
and improve
efficiency

First mile/last mile
solutions (micro-
transit, employer
partnerships)

Shared resources
around faring and
call centers

Pilot Updates



Mobility Plan Objectives



Mobility Plan RFP Deliverables

1. Project administration, management, and coordination
2. Stakeholder and community engagement
3. Inventory analysis of existing conditions
4. Needs assessment and gap analysis
5. Develop a regional vision, county mobility goals, and evaluation measures
6. Develop service integration options
7. Develop an implementation strategy and phased action plan
8. Final report and public-facing materials

Expected Outcomes & Benefits

- ✓ Improved access to employment opportunities
- ✓ Improved access to behavioral health services
- ✓ Increased mobility vulnerable populations
- ✓ More efficient use of transit resources through coordinated services
- ✓ Regional mobility that supports economic development
- ✓ Improved livability across Guilford County

Budget

Project	Contract Amount	Expended	Remaining:
Guilford Community Care Network	\$ 258,000.00	\$ 2,000.00	\$ 256,000.00
Law Enforcement Re-Entry Pilot	\$ 2,000.00	\$ 2,000.00	\$ -
Goodwill Rides for Work	\$184,000	\$ 2,598.36	\$ 181,401.64
UNC-CH	\$ 30,724.00	\$ 30,724.00	\$ -
Transportation Taskforce Consulting	\$ 5,000.00	\$ 5,000.00	\$ -
Total:	\$ 479,724.00	\$ 42,322.36	\$ 437,401.64
Total in Taskforce initiatives:	\$1,000,000		
Remaining unobligated:	\$520,276.00		

Action for Board Consideration

Receive the update from the transportation initiative work that has been done thus far.

There will be a future ask to use the remaining ARPA funds to support a Countywide Transportation Plan

At this point we are planning to solicit an RFP for the Countywide Transportation Plan with an 30-60-day award.

