



# NEWS

## COMMUNICATIONS FOR REGIONAL TRANSPORTATION

VOLUME 7 ISSUE 3 FALL 2009

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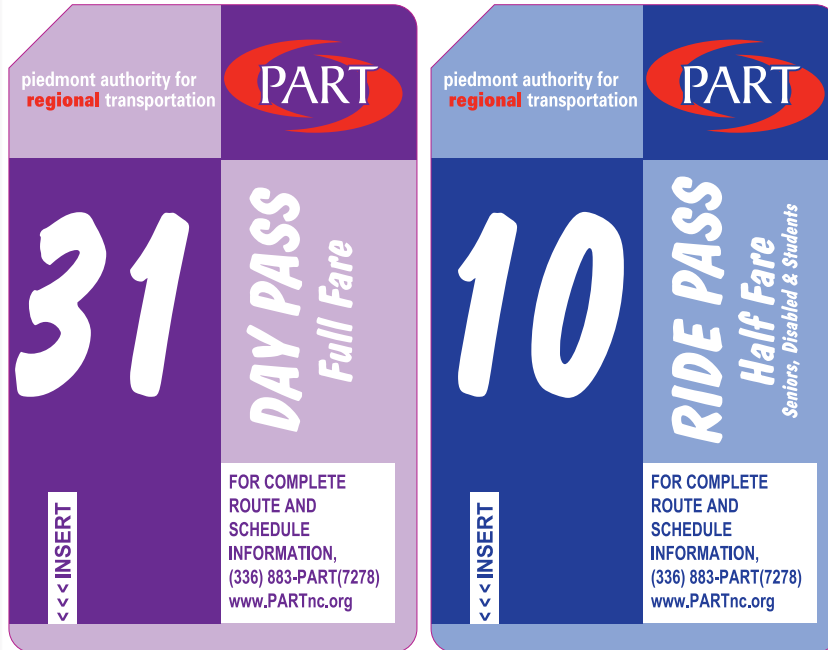
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## ELECTRONIC FARE PASSES

Starting January 1, 2010 PART will begin using new electronic passes! Fareboxes have been installed on all PART buses and shuttles. This will enable improved tracking of passenger boardings which will lead to better system planning. The 31 Day pass will replace the current "flash" monthly pass that runs on the calendar month. The 31 Day pass will be valid for 31 days from the 1st day it is used which will be more convenient for passengers. This will allow for purchases throughout the month. 10 Ride passes are also going to be available for purchase. The passes will continue to be available at the current sales locations as well as on the PART website. A video showing how to use the electronic passes will be available on the PART website in early December.



### Pass Prices

31 Day Full Fare  
\$60.00

31 Day Half Fare  
\$30.00

10 Ride Full Fare  
\$20.00

10 Ride Half Fare  
\$10.00

Single Ride Passes also available for purchase

## THE TRANSPORTATION SOLUTION

A new slogan has been created for PART. The slogan is "The Transportation Solution" and it embodies all that PART exists for. PART programs encourage ridesharing which helps with traffic congestion, air quality, and foreign oil consumption. PART provides regional transportation planning. Our safety program raises awareness of challenges to driving in the Triad. Then there is PART Express, our signature service. So we not only provide solutions for those traveling in the Triad but also for our transit, planning and governmental partners.

# PART EXPRESS CELEBRATES 7 YEARS!



On September 30th, PART Express celebrated 7 Years of service to the Piedmont Triad. PART showed its appreciation to riders by handing out goodies at the PART Regional Hub all day. Anniversary T-shirts were designed and given away to riders. Riders also enjoyed Chick Fila sandwiches and Cheerwine for lunch!

Davidson, Randolph, Stokes, & Yadkin Counties also celebrated 1 Year Anniversary of service. Thank you to all our PART riders!



# PART EXPRESS UPDATE

**GETTING YOU WHERE  
YOU NEED TO BE!**



**Davie County Service starts December 7th!**  
Park & Ride from Mocksville and Clemmons to many destinations in Winston-Salem. The Mocksville Park & Ride Lot will temporarily be in the Walmart Parking Lot with a permanent lot being built very close by. The Clemmons Park & Ride will be in the Kmart Parking Lot on Lewisville Clemmons Road. Visit the PART website to view the schedule!

## PARK & RIDE LOTS

### Mount Airy Park & Ride Lot

Land has been purchased and a contract signed for construction of a Park & Ride Lot in Mt. Airy. The new lot will be located adjacent to the temporary location currently being used. Estimated completion is for early next year.

### Mocksville Park & Ride Lot

Land has been purchased on Hwy 601 close to Walmart in Mocksville to construct the Park & Ride Lot. Construction should begin soon with an estimated completion early next year.

## THE FUTURE OF TRANSIT IN THE PIEDMONT TRIAD

What will your work commute be like in 10 or 15 years? How much growth will the Piedmont Triad receive over the next 10 to 15 years? Will this region see 5 to 10% growth rates experienced in the Triangle and Charlotte metro area? Will there be alternatives to being stuck in traffic, wasting time and money? North Carolina's population is projected to reach 12 million people in 2030, ranking it the 7th most populated state in the nation. A convenient and efficient transit system will go a long way towards easing the challenges future growth will bring to the Piedmont Triad. PART is thinking and planning for that future. Managing the benefits and challenges of growth is the single most important issue communities face. While we want to embrace benefits that accompany growth, we need to do so in a sustainable fashion and avoid being like "those other places."

According to the US Department of Energy highway vehicles were responsible for 80% of all transportation energy use in 2007. Of that 32.9% can be attributed to cars and only 0.4% to transit. To that end the PART Board has endorsed the development of a regional planning effort that includes a transit development plan and a strategic corridors analysis. When complete, this plan would provide a blueprint for next 10 to 15 years for the enhancement and development of transit services in the Triad.

This is a regional effort that will benefit all transit systems in the region. As the region continues to address traffic congestion, air quality concerns and removing transportation barriers, the region must continue to develop an integrated, efficient transit system that provides access to jobs, services, educational opportunities and cultural activities. In August Governor Purdew signed into law the Congestion Relief and Intermodal Transportation Fund. This legislation will allow communities, through voter approval, to provide dedicated funding towards transit enhancement and development. The legislation requires the development of a transit and financial plan detailing how money raised through the fund would be used. The effort discussed here will satisfy that requirement.

If you have any thoughts on what a regional transit system for the Triad would look like please email Mark E. Kirstner, Senior Transportation Planner with PART at [markk@partnc.org](mailto:markk@partnc.org).

# DID YOU KNOW? PART RIDERS...

**REDUCED VEHICLES MILES TRAVELED  
BY 10,262,931 FOR A TOTAL  
SAVINGS OF \$5,644,612!  
 (\$.55 PER MILE)**

**KEPT 6,924 TONS OF POLLUTION  
FROM ENTERING THE AIR!**

**SAVED 513,147 GALLONS OF FUEL  
AND SAVED \$1,262,341 ON  
FUEL COSTS!**

**BASED ON FY '09**

## SEAMLESS MOBILITY A REGIONAL COOPERATION

### REGIONAL TRIP PLANNER

Progress is moving forward on the Regional Trip Planner that will allow transit riders to plan their trip throughout the Piedmont Triad using any or all of the systems.

### REGIONAL MARKETING COORDINATION

Every quarter, Marketing Staff from each of the transit agencies in the Triad meet to discuss marketing initiatives. We are excited about this opportunity to promote regionalism by sharing marketing ideas and best demonstrated practices. As we move forward with our joint efforts through our regional marketing partnership, the goal will become more targeted by identifying ways to better convey our message to the citizens of the Piedmont Triad Region.

### REGIONAL SUPER PASS

Transit agencies in our Region met to discuss the creation of a Regional Super Pass. The Regional Super Pass would allow a rider to use one single ticket to board a WSTA, Hi tran, GTA, or PART bus and not have to pay different fares when boarding. The initial discussion was positive. Once PART implements the electronic fare passes a process will be determined by which the Regional Super Passes will be utilized.



## AIR QUALITY CORNER

### TAKING THE NEXT STEP - ON YOUR JOURNEY TO SUSTAINABILITY

We've all jumped on the "Green" bandwagon in some way over the past year. But how can we continue our path to a more sustainable future, one which is both environmentally and economically sound?

Changes are being made at all levels of business and government, in policy and incentives, which enables us to have greater power in making choices toward sustainable living. Being human, however, we quickly settle into our comfort zone and forget that with growth, comes change. For many, the comfortable journey is one made of small steps toward a goal. Others prefer the bold leap. Whether you are stepping or leaping, it is time once again to make a move.

The biggest impact we can have on both the environment and economy is in the way we use energy. Every time we save energy, we save money and reduce our impact on the environment. One of the largest consumption of energy is for transportation. Commuting, driving our kids to school, going to the market, moving goods and products all consumes a significant amount of energy and resources. It's time to choose transportation options that will bring us farther along the path of sustainability, and this is exactly what PART is helping to do.

Transportation choices impact many issues such as air quality, congestion, energy security and climate change. Simple changes in our daily behaviors, such as choosing to vanpool, carpool, ride the bus, walk or work from home even one day a week, will help address these important topics. **Let PART be your Transportation Solution!**



**SHARE** the  
**RIDENC**

Share the Ride NC is a **FREE** rideshare matching service that allows people to find carpools, vanpools, bus routes and much more!

[www.sharetheridenc.org](http://www.sharetheridenc.org)



PRESORTED STANDARD  
US POSTAGE  
PAID  
Greensboro, NC  
Permit No. 478

## COMMUNICATIONS FOR REGIONAL TRANSPORTATION

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7800 Airport Center Dr., Suite 102  
Greensboro, NC 27409

### MISSION

TO ENHANCE THE  
QUALITY OF ALL  
FORMS OF  
TRANSPORTATION  
FOR EACH OF OUR  
CITIZENS THROUGH  
EFFICIENT USE AND  
PROTECTION OF  
OUR NATURAL,  
ECONOMIC AND  
HUMAN RESOURCES.

### PART STAFF

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**PROGRAMS MANAGER**  
SCOTT RHINE  
**OPERATIONS MANAGER**  
DAVID MORRIS  
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**BUDDY RIDE  
COORDINATOR**  
RAY COBLE  
**ACCOUNTANT**  
LE'TEYA HARGROVE  
**MARKETING INTERN**  
MARIANA TOLEDO

**STAY UP-TO-DATE ON WHAT'S HAPPENING AT PART**



**BY SIGNING UP FOR OUR MONTHLY  
NEWSLETTER VISIT [WWW.PARTNC.ORG](http://WWW.PARTNC.ORG)  
TO JOIN OUR EMAIL LIST!**

## NOTE FROM THE DIRECTOR

### WHY IS TRANSIT GOOD FOR THE TRIAD?

Well, the answer may vary for the individual persons. First of all, know that last year PART Express riders achieved a reduction in fuel consumption of 513,000 gallons over what would have been consumed with former driving habits. These riders realized an immediate savings of \$1.2 Million for fuel only...and there are other savings too!



Some residents like the "going green" aspect of transit while daily drivers appreciate fewer vehicles on our roadways and the safety aspect especially during peak times. Some Triad residents want to reduce the flow of money to foreign governments where 72% of our fuel is purchased while others appreciate a choice to meet their transportation needs. Did you know that some Americans do not like to drive! And some residents are truly burdened with spending an average of \$8,000 per vehicle annually for transportation; some residents could actually call for a taxi ride every day for less money! **For these many reasons and a few others, I think transit is pretty good for the Triad.**

Sincerely,  
Brent McKinney  
Executive Director, PART