

## Finding The Right Intersections.

Not by using street maps but through collaborative thinking. And who better to help you 'think' than a group of academics? PART is taking the lead on an advisory council with local Universities and Colleges in a collective effort to gauge the transportation needs on their campuses. PART's Transportation Demand Management (TDM) Division has partnered to develop this advisory council, with a goal to enhance mobility options, focusing on students, faculty, and staff that are part of our vast system of college campuses in the region.

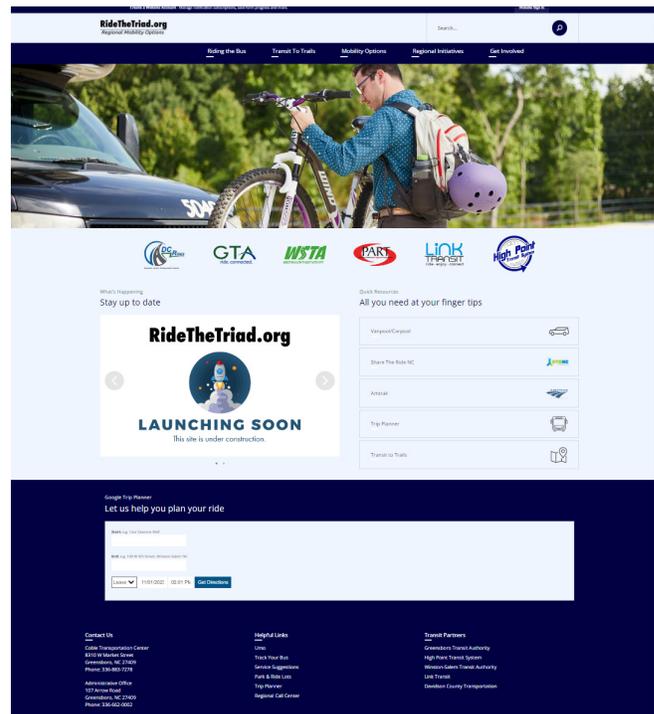
Boding much success in this early effort, PART immediately put boots on the ground. Not only is PART managing a nine-month focused Marketing Campaign working with our University and College partners, but we have already been invited to and visited two of our partner campuses, to help get the word out about regional mobility options. PART's Vanpool and Marketing team enjoyed participating with Alamance Community College and UNC at events hosted on their campuses. Listening, learning, and engaging with these specific groups will help PART understand their needs so that together, we can work towards a less car-centric way of getting around our region.



## Transit to Trails.

PART started early 2023 participating in the **NC 2023 Year of The Trail** initiative by implementing several marketing efforts to assist in awareness. But the real investment came when PART's Management Team decided to create a web-based *Transit to Trails* interactive map. PART identified the need for all citizens to be able to enjoy the incredible network of trails in our region, and started working to map out trails that could be easily accessed utilizing local bus systems. The project is close to completion and will launch as part of the new **RideTheTriad.org** website.

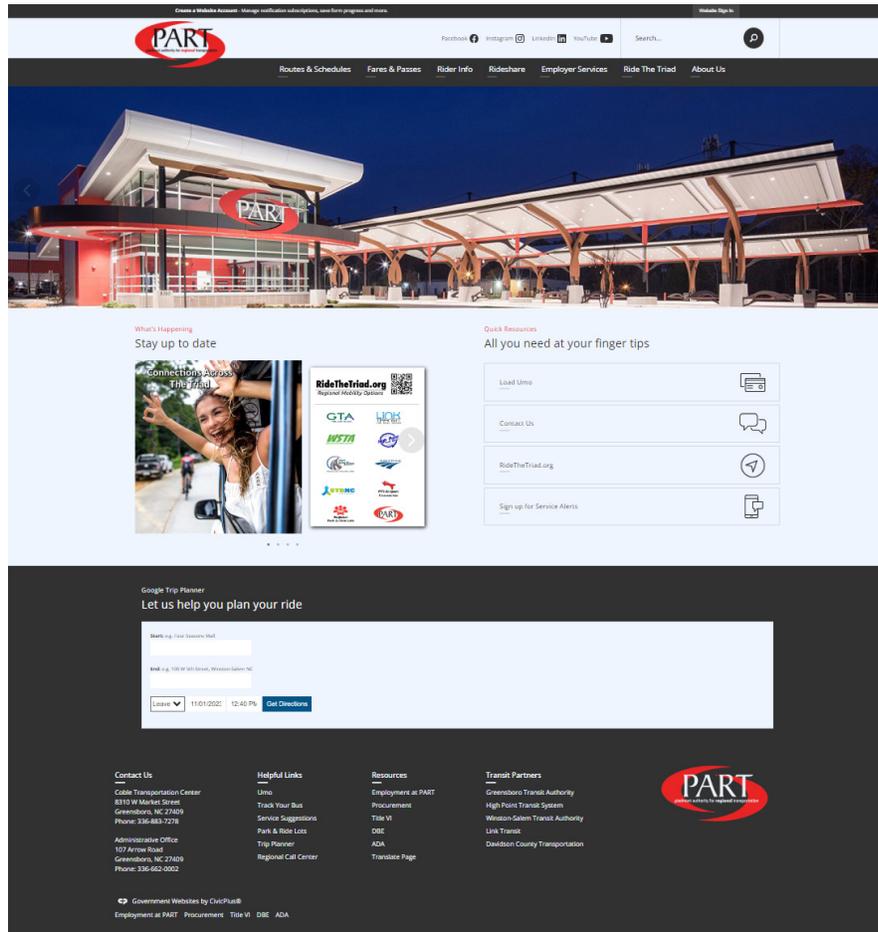
The **RideTheTriad.org** website was designed with input from the Regional Partners and will be managed by PART's website administrator. The goal of this site is to be a landing spot for information on all Regional PARTner's mobility options.



## We Took The Long Way Home!

PART launched its website redesign in October. The direction the website team worked under was to update the look and feel of the site while applying User Experience Design (UX Design). The UX approach to website design requires teams to take a strategic look at the user's experience, not just visual appeal. Typically this takes an investment in time because of the more inclusive methodology and the variety of talent needed to achieve desired results ... but it almost always pays off for the end user. UX design considers the user's needs and abilities, the technology or device, and the ultimate goals the website administrator wants for a visitor.

The new site has a clean transition between laptop and mobile devices, as well as edits to the overall verbiage and visuals the site utilizes. The Americans with Disabilities Act (ADA) was also considered, and the site now uses ADA recommendations for tagging images and other items. The site can also leverage Google Translation so that language barriers are lifted, and the page can be easily translated into a wide range of language choices. When looking at the overall needs of the end user, PART's choice to apply UX Design is a big win for their end user! **PARTnc.org**



## WHAT'S HAPPENING / Stay up to date @ PARTnc.org

**GOBORO**  
Greensboro's Long-Range Transit Plan

**Can Greensboro be "car-optional" by 2045?**  
GoBORO is the City's long-range plan to reach this goal by defining a new vision for public transportation.

**Be a part of the shaping the future!**  
**November 14**  
**GoBORO Pop Up with the Hopper Trolley**  
**11 am to 2 pm**  
**South End downtown on Lewis Street**

**Fare-capping**  
one of the benefits for PART Umo users!

**THE MORE YOU RIDE,  
THE MORE YOU SAVE  
WITH UMO!**

**umo**