

Enhancing Mobility and Independence for the Blind

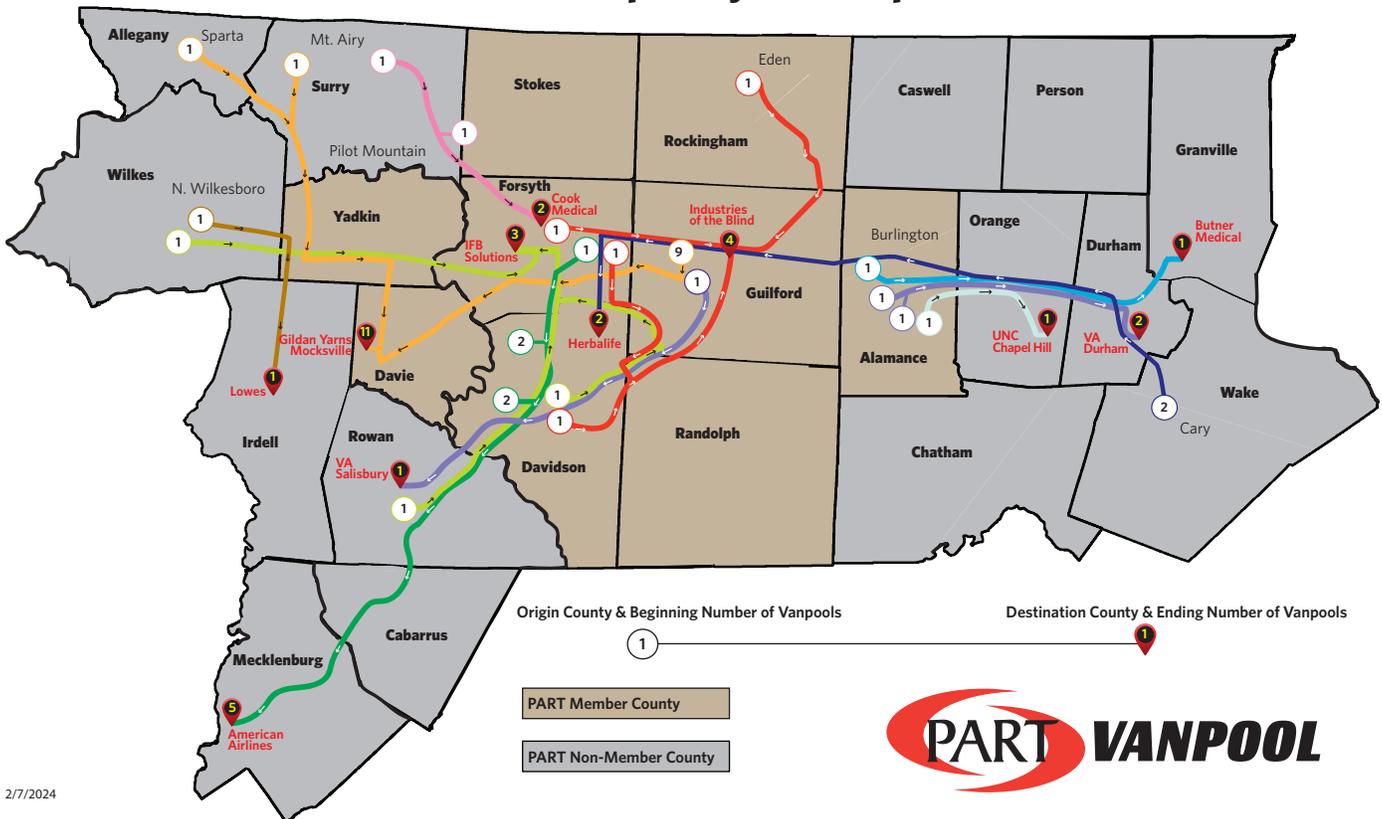
In today's fast-paced world, transportation is vital to our daily lives. However, getting around can often be challenging for individuals with visual impairments. Fortunately, through a collaboration with PART, The Industries For The Blind (IFB) in Winston-Salem, and The Industries Of The Blind (IOB) in Greensboro, a solution has been designed to meet this challenge. PART developed tailored Vanpool programs to enhance opportunities for this visually impaired workforce by providing specialized transportation solutions.

This reliable means of transportation not only empowers the visually impaired community to lead independent lives by participating in the workforce but also equips these employers with the ability to secure a dedicated pool of workers. Something all businesses struggle with. Realizing the benefit this program offers to secure reliable workers, both IFB and IOB subsidize the program's cost for their employees.

PART's Vanpool Program provides an affordable, secure, and comfortable mode of transportation by offering door to door pick-up and drop-off, eliminating the need to navigate unfamiliar routes or rely on standard public transit. This personalized service ensures that visually impaired individuals can get to work safely and familiarly. Vanpooling not only facilitates mobility but also fosters social connections. By sharing rides with fellow passengers who face similar challenges, individuals can engage in meaningful conversations, exchange experiences, and build a supportive network. Vanpooling transforms the commute into a social experience, reducing isolation, enhancing overall well-being, and facilitating the ability of the visually impaired to navigate getting to a dependable job with confidence and independence.

Because PART concentrates on mobility options, we have played a significant role in the success of these programs by bringing years of specialized route and trip planning to the table. This allows these employers the flexibility to add and switch riders around as needed with little to no impact on the cost of trips and eliminates disruption to participants. Because of PART's experience in transportation planning, this vanpool program has emerged as a game-changer for employees and employers. With its safety, convenience, social benefits, cost-effectiveness, and environmental advantages, vanpooling is transforming the lives of these workers and securing a solid workforce for employers. By offering innovative transportation solutions, PART continues to play a significant role in creating an inclusive community where everyone has equal opportunities to thrive.

PART Vanpool System Map



Money And The Environment

Hitting college campuses in mid-February is our 3rd campaign in a series of 4. *Ride & Save* is the topic of conversation this go-round!

This series of 4 campaigns has been developed to encourage college students to embrace a forward-thinking mindset by choosing public transportation, contributing to the development of sustainable cities, and supporting initiatives aimed at improving air quality.

The message for this campaign is:

"By choosing public transportation, you can save hundreds, if not thousands of dollars each year ... and do your PART in reducing the effects of Climate Change!"

Imagine what you could do with that extra money - a vacation, a new gadget, or even investing in your future ... financially and environmentally.

So, do your PART and join the millions of people who have already made the choice to use public transportation. Together, let's create a cleaner world while saving money."

Ride & Save

MONEY AND THE ENVIRONMENT

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RideTheTriad.org
Regional Mobility Options

A Regional University & College Transportation Initiative

And The Beat Goes On

PART's commitment to keeping our communities informed and engaged is a task we take much pride in. *Triad City Beat*, a trusted local publication, is a tool PART utilizes to communicate with our community. By partnering with this well-respected publication, we stay connected with our target audience and demonstrate our dedication to the growth and success of our community.

Utilizing *Triad City Beat* has been an ongoing effort. Starting again in February and running through May, PART will run 1/2 page print ads, an entire suite of digital placements, and four email blasts.

The first ads will focus on PART Express and connectivity across the region with our partner agencies. Pick up a copy of *Triad City Beat* and see what PART and local businesses are talking about!

Print ads run 8 weeks: 2/8, 2/22, 3/7, 3/21, 4/4, 4/18, 5/2, 5/16 and digital ads run the same times.

Ads run twice and then switch out for a total of 4 sets of creative.

4 email blast will run 2/22, 3/21, 4/18 and 5/16.

Ad #1 runs 2/8 and 2/22

Three-Ad Suite for website publication

PART Express. Connecting Communities!

PART has easy connections to help you get to where you need to go. Save money and help the environment ... Ride with PART!

PART Express Fares One Way = \$2.50*

* Riders aged 60+, Veterans, Disabled, Students & Medicare Cardholders get **half off fares** with ID.

RideTheTriad.org

PART connects to these local transit systems:

Wide Skyscraper 300x600px

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RideTheTriad.org

PART connects to these local transit systems:

Large Tile 336x280 px

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RideTheTriad.org

PART connects to these local transit systems:

1/2 page print ad 9.88x4.875 inches

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RideTheTriad.org

PART connects to these local transit systems:

Billboard 970x250 px



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