

PART Is Promoting The Knowledge Of Mobility

PART's Transportation Demand and Marketing Departments continue to leverage their knowledge to keep the community engaged with our region's network of Mobility Options. Starting in February, the first of an extensive Marketing Campaign was launched that will run through July. The campaign includes a series of three creative concepts placed as Print Ads, Digital Web-based Ads, Email Campaigns, and Bus Ads, available on Greensboro Transit Authority, Winston Salem Transportation Authority, Davidson County DC Rides, and High Point Transit System's buses and shuttles, and Billboard Ads which will be placed strategically across the region.

Taking their mission to inform riders 'to the streets,' the campaign will focus on three key messages: PART Express service and connections throughout the region, the Regional Vanpool program, and the concept that choosing public transportation not only saves money but also helps reduce the effects of climate change. The bus ads will also run a headline graphic promoting RideTheTriad.org.

CONNECTING COMMUNITIES!

PART connects to these local systems.

- GTA
- LINK
- WSTA
- High Point
- EC
- AAJ
- STRNC
- PTA
- PART

PARTnc.org RideTheTriad.org

Regional Shared Lease Program for Commuting to Work!

PART VANPOOL

pedmont authority for regional transportation

RideTheTriad.org

Ride Public Transit

Save money and reduce the effects of climate change.

RideTheTriad.org

High Point Transit System

Regional Mobility Options. RideTheTriad.org

Regional Shared Lease Program for Commuting to Work!

PART VANPOOL

RideTheTriad.org

Fare-Capping with UMO ... it's a thing!

PART Express, High Point Transit, and Greensboro Transit riders don't have to do anything to participate in fare capping. They simply load and use Cash Balance funds in their Umo Account and pay fares through the Umo App or an Umo Smart Card.

Umo will automatically track the fares paid. Once the transit system's fare cap amount is met, riders will no longer be charged the participating system's fares for future trips taken during the rest of the fare cap period. Riders using Umo save money! **PARTnc.org**



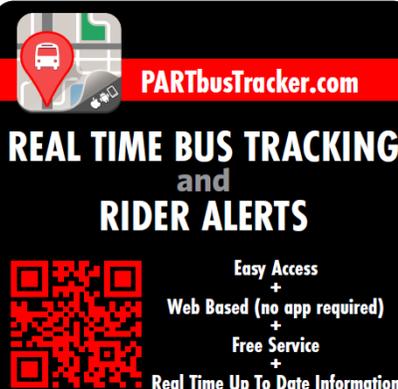
umo
SIMPLIFY
YOUR RIDE

All Your Transit Passes Now in One Place
Now you can use the Umo App or Umo Smartcard to ride PART, GTA and the High Point Transit System. One easy platform gets you everywhere you need to go.
Download the app or load up a smartcard and simplify your ride.

Lighting-Fast Customer Service

Public Transportation is a fast-paced industry where lightning-fast communication and timing are essential. PART's Regional Call Center keeps all the necessary parties well-connected so riders can seamlessly get to their destinations on time. Customer Service Representatives are available to take calls in real-time and assist riders across our region. The call center serves three systems: High Point Transit System, Davidson County's DC Rides, and PART Express. The call center also screens calls to help riders access mobility options across our region, helping to connect them to other regional systems. Leveraging technology has proven to be a valuable tool to better serve riders, a key priority of the participating partners.

In addition to the Regional Call Center, **PARTbusTracker.com** adds another technology element to PART's customer service efforts. Both services offer riders the ability to get fast answers in real-time, helping them reach their destinations on time and without a snag.



PARTbusTracker.com
**REAL TIME BUS TRACKING
and
RIDER ALERTS**
Easy Access
+
Web Based (no app required)
+
Free Service
+
Real Time Up To Date Information



PART
Piedmont authority for regional transportation
Call Center
336-883-7278