

It's A BIG DEAL!

Included in our responsibilities as a Regional Transportation Authority is PART's Transportation Demand Management (TDM) Program. TDM could be defined as serving as a regional link to form partnerships for commuter ridesharing and its planning applications.

There is no cookie cutter formula to follow, each community has its own set of needs, resources and geography to consider. A strong TDM Program, like PART's, links regional partners to share resources and address their specific needs more efficiently. TDM is critical to understanding how people make their transportation decisions and guiding behavior toward using existing infrastructure more efficiently. This includes reducing single-occupancy vehicle trips and promoting the use of transit, ridesharing, walking, and biking. By designing transportation based on physical infrastructure to encourage alternative modes of transportation naturally, TDM helps create more balanced transportation systems that are focused on community, sustainability and the impacts on our natural environment ... where each individual plays a vital role.

As part of our TDM Initiative, through a collaborative effort with agency and community partners, a website was developed and is managed by PART's Planning and Marketing Departments, RideTheTriad.org. The site is a resource for regional transportation options and provides information and links to agency partner websites. It serves as an overarching communication hub for regional mobility options.

PART's TDM leadership team is always looking to leverage our knowledge and resources to keep our community engaged and informed. As part of that commitment, we have pledged to participate in the Association for Commuter Transportation's (ACT) TDM Week 2024. This year's theme is Carbon Reduction.

As part of our pledge, we will participate in a series of marketing efforts utilizing RideTheTriad.org, social media posts, and public relations outreach efforts. PART's focus will be to promote carbon reduction through biking, walking, and riding the bus as alternatives to using single-occupancy vehicles.

We invite you to join PART for the week of September 16-20 for Transportation Demand Management Week. We think it's a BIG DEAL! It's a week where we can all come together to make a significant impact on our environment and our community.



The More You Ride, The More You Save.

Fare capping represents a growing trend in public transit because it offers both agencies and riders options. Fare Capping offers an incentive for riders to switch to mobile or card payment options reducing the agency overhead associated with handling cash. Meanwhile, riders recognize the convenience and assurance of not paying more for fares than necessary.

The *PART Rewards Program* gives daily and monthly savings to passengers using the stored value in their Umo account through our Fare Capping program. The *PART Rewards Program* is only available to passengers that use the Umo payment system, because the technology automatically counts the number of trips and payments riders make and confirms when they reach their 'cap'.

How it works?

Passengers load money, known as stored value, into their Umo account. They can load anywhere from \$5 -\$100 at a time. Then, as they ride, the Umo system deducts money from their account for each trip. And transfers within the PART system are free for Umo users!

Once they have ridden two times and paid a total of \$5 in one day (\$2.50 for discount riders), the Umo system will let them ride fare-free for the rest of that day. That means whether they ride three or ten times that day, they won't pay more than \$5!

Starting at the beginning of the calendar month, Umo will start counting how many times they ride. Once they have ridden 32 times and paid \$80 (\$40 for discount riders), the Umo system will let them ride fare-free for the rest of the month. So for someone who rides to and from work every day, after 16 days, no matter how many more times they ride, they won't pay any more that month!

Visit PARTnc.org/358/Umo-Mobile-Smartcard-Faring.

Options To Book PART's On-Demand Service.

PART's Commuter Operations Department is responsible for our PART Express Bus and Shuttle Services and our Regional Call Center. They not only keep our PART Express Buses on the road while helping riders navigate our regional network but also keep our buses and riders up-to-date on technology.

As part of our new PART Express On-Demand Shuttle Service, riders can book their On-Demand trip request several ways ... what ever works best for the them!

This is just another reason why riders will enjoy utilizing an Umo account! partnc.org/361/Umo-Mobile

Get the Umo Mobility Mobile App from the App Store or Google Play Store.

HOW IT WORKS:

1. To book your ride at least 30 minutes in advance
 - > Call **336-883-7278**
 - or
 - > [click here to book on-line](#)
 - or
 - > **book through your Umo app**
2. Each Trip MUST either begin or end at the Coble Transportation Center
3. Pick-up or Drop-off at designated stops only