

Transportation Is Key To An Equitable Community

PART's goal to provide easily accessible Public Transportation options to our community continues with the daily coverage of a Microtransit type service to specific PART Express Shuttle Routes. Microtransit is a highly flexible routing and scheduling model that allows for individual service in response to demand. The term "microtransit" is relatively novel but describes what can be thought of more generally as "flexible transit." Conceptually, microtransit fits somewhere between private individual transportation and public mass transit (bus service). Microtransit allows agencies to offer riders an on-demand option that is more flexible than designated fixed routes.

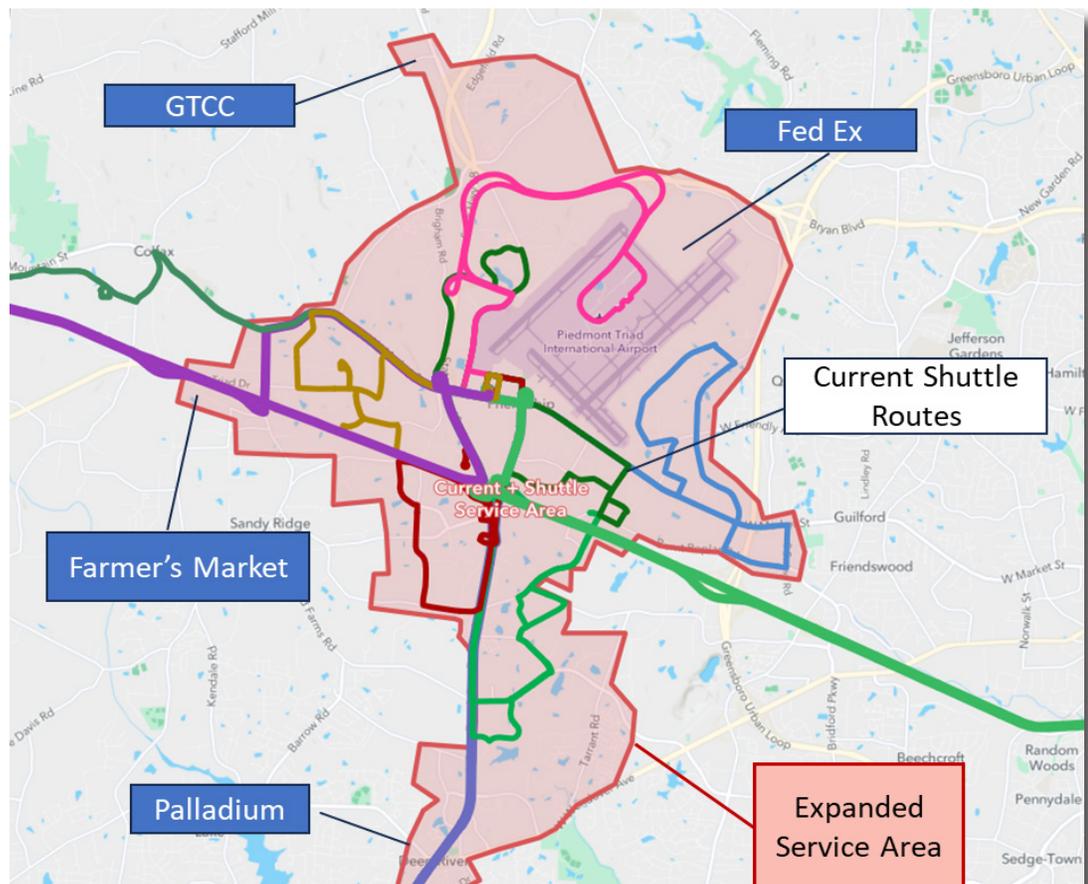
Since agencies that utilize this type of service have the opportunity to maximize the use of their resources and reduce road congestion in their communities, microtransit is likely to become more mainstream, especially in areas that do not warrant the need for dedicated fixed route service. Most importantly, microtransit enables flexible service and gives riders the power to manage their own transportation. While the microtransit model may be new to some transit agencies, PART has a solid history of offering this type of on-demand service ... having provided first and last-mile connections out of its terminal on Regional Road to employers at and near the Piedmont Triad International Airport (PTIA), successfully, for years! The service was referred to as the PTIA PART Express Shuttle Service.

In 2011, the service area was expanded to include employers along NC 68 from the airport to north High Point. Passengers told the driver where they needed to go when they arrived at the terminal, then called for a pickup in the afternoon to start the trip home. Over time, this type of on-demand service became more challenging to deliver the service our ridership needed. As a result, in 2018, PART Express designed five fixed routes for their shuttle service areas with predetermined stops and time schedules. Recently, ridership needs have changed, and PART Express is not shying away from tailoring a service that is the most efficient and effective for our riders.

Effective August 5, 2024, PART Express Shuttle Service will return to an on-demand type of service for existing shuttle routes utilizing a microtransit model. This will get commuters to their work site quicker and provide flexibility to serve more locations. Each trip will need to begin or end at the CTC. Designated stops will still be used instead of door-to-door service. Passengers can schedule a series of trips for an entire week instead of calling daily. PART is also considering using smartphone technology to schedule these on-demand trips, which may include non-work-related runs.

Our core values of accessibility, affordability, and environmental sustainability drove the solution to revamp this service. PART understands the challenges some riders face when commuting. With microtransit, PART aims to solve these problems and provide a seamless, stress-free transportation experience.

PART understands that public transportation is vital to an equitable community. Finding ways to plan our transportation networks to provide more flexible options beyond the standard fixed-route paradigm is a step in the right direction. So hop on board and let PART Express help you get where you need to go. We can make our communities more connected, sustainable, and vibrant. Ride with us and be PART of the solution.



Every Thread Counts™

Gildan, LLC, one of the world's largest apparel manufacturers, has been able to successfully reach a workforce throughout our region by participating in the PART Vanpool Program. Because of our Vanpool Program's unique flexibility, PART can assist with the transportation needs of their employees getting to and from work by helping participants with customized transportation solutions available 24 hours a day, seven days a week. Given that Gildan runs shifts 24 hours a day, the ability to tailor a transportation program to suit their specific needs has successfully allowed them to secure a dedicated pool of reliable workers. Realizing the benefits this program offers to secure reliable workers, Gildan also subsidizes the program's cost for their employees. This partnership has enabled many people to access much-needed jobs and allows Gildan to continue its manufacturing processes with a solid, dependable workforce.

In 2022 PART started providing Gildan with vans and to-date boast a total of 11 Gildan vanpools in operation. And because PART's Vanpool Program is able to transport throughout the Piedmont Triad Region, Gildan has reached into six counties to help get workers to work and home everyday! Bringing years of specialized transportation planning to the table, PART has played a significant role in the success of this program. PARTnc.org/Vanpool

GILDAN®

Join Umo And SAVE!

The PART Rewards Program gives daily and monthly savings to passengers using the stored value in their Umo account through our Fare Capping program.

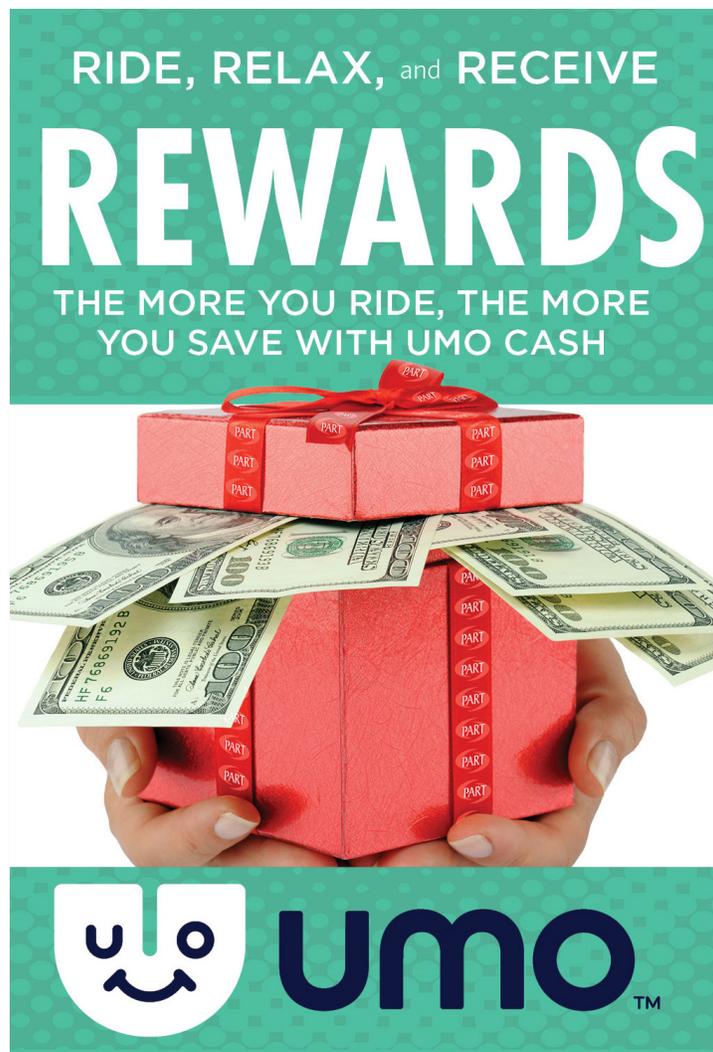
Passengers load money, known as stored value, into their Umo account. They can load anywhere from \$5 - \$100 at a time. Then, as they ride, the Umo system deducts money from their account for each trip. And transfers within the PART system are free for Umo users!

By joining the PART Rewards Program, after just two rides and a total payment of \$5 in one day (\$2.50 for discount riders), the Umo system rewards you with a fare-free ride for the rest of the day. This means that regardless of whether you ride three or ten times, you will only pay \$5 a day, ensuring you get the most out of your budget!

Looking at the bigger picture, the PART Rewards Program offers significant long-term savings. Starting from the beginning of the calendar month, the Umo system starts counting your rides. Once you've ridden 32 times and paid \$80 (\$40 for discount riders), the Umo system rewards you with a fare-free ride for the rest of the month. So, for someone who commutes to and from work every day, after just 16 days, no matter how many more times they ride, they won't pay any more that month, ensuring you save more as you commute!

Join Umo and start saving TODAY! The PART Rewards Program is only available to passengers that use stored value through the Umo system because the technology automatically counts the number of trips and payments riders make and confirms when they reach their 'cap.'

For more information or to sign up for Umo, visit PARTnc.org/358/Umo-Mobile-Smartcard-Faring.



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