

Our Riders Rode With Us To 23 Years Of Service!

On September 30, 2025, PART celebrated our 23rd anniversary of being 'on the road' ... with a special **Rider Appreciation Day**, a testament to our commitment to our valued riders. This milestone day featured an exciting gesture of gratitude. Every PART Express ride was free for the entire day, system-wide! For riders coming through the CTC, we also gave away Chick-fil-A biscuits for breakfast and sandwiches for lunch, along with snacks and lots of fun swag! This initiative was designed to show our sincere appreciation for our riders, who have remained our greatest asset and a crucial part of our journey over the past two decades.

The support and loyalty of our riders have been instrumental in ensuring the ongoing success. We took this opportunity to express our heartfelt gratitude and reinforce our commitment to providing safe, reliable, and accessible transportation services for many more years to come. We are excited about the future and look forward to building even stronger connections with our riders.



Umo REWARDS

PART wants our riders to take full advantage of the rewards offered through the Umo Fare Payment System. We launched our new Umo campaign on **Rider Appreciation Day** by offering an automatic FREE ride to sign up... along with a chance to win a 10 Ride Pass, to encourage riders to make the switch from cash and Smartcard to the Umo App. Existing Umo users could enter for a chance to win the 10 Free Ride Pass too ... and just for signing in and entering a Benefit Code ... all participants received one FREE ride!!! This incentive ran until October 3, 2025, and will be followed by additional Marketing efforts.

Enter to win **10 FREE RIDES!**
PART wants our riders using the **FREE Umo Mobile App!**

umo
(you - mo)

Download on the App Store
GET IT ON Google Play

PART

Passengers must choose to use the Umo Mobile App or Smart Card. You can't use both!

If you switch from the Smart Card to the App you simply choose "Create an account with my card" and your Umo Wallet will transfer over.

To enter to win **10 FREE RIDES** ... in your Umo Account under "Redeem Benefit Code" enter:

PART - EM94-R75N

enter this code by 10/3/2025 to store one free ride and automatically be entered to win **10 FREE RIDES!** You must have the Umo Mobile App to qualify. **PARTnc.org**

PART ON-DEMAND MicroTransit

We are excited to announce that our ON-DEMAND MicroTransit Service, **COMING SOON**, Marketing Campaign officially launched on October 1st and will continue until we kick off this highly anticipated service. This dynamic campaign is designed to generate buzz and keep our audience engaged as we prepare for the forthcoming launch.

Stay tuned for updates and sneak peeks that will offer insights into what's to come. Our team is working diligently behind the scenes to ensure a seamless experience, and we look forward to sharing more details with you soon.

For more information and updates during this period, please get in touch with PART's Regional Call Center at 336.883.7278 or visit our website at PARTnc.org. Get ready for an exciting, customer-centric ... journey ahead!



Long Standing Relationships

PART's Route 4 Alamance County Express runs daily from the Coble Transportation and connects at the Galyon Depot in Greensboro ... running since April 2004. This Route goes directly onto UNC Chapel Hill's campus, where PART has maintained a long-standing relationship with the university's faculty, staff, and students.

On October 17th, we are excited to announce our participation in UNC's Employee Appreciation Day once again. This annual event has become a cherished tradition for us over the years, allowing us to engage with our riders and share our passion for public transportation. We set up a vibrant presence at the event, where we connect with thousands of UNC employees, offer exciting SWAG, and promote the benefits of using public transportation. Each year, we leave the event feeling a deeper connection to the university and the community it serves, reinforcing our commitment to providing reliable and accessible transit solutions for everyone.

We look forward to another successful year of celebrating and supporting our local UNC community!

