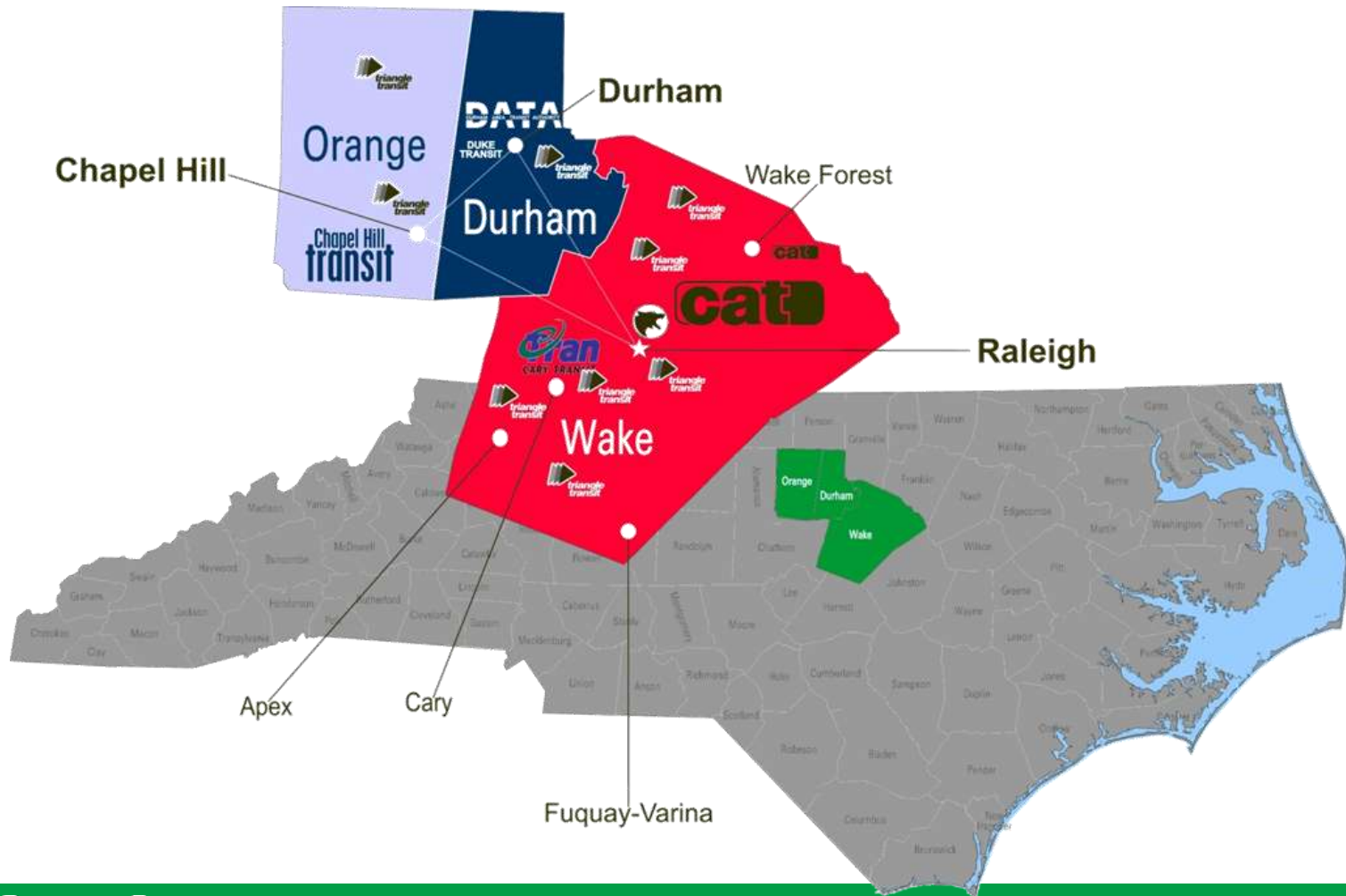


# Regional Transit Branding in the Research Triangle



# gotriangle

Your Trip Starts Here





## MEMORANDUM OF UNDERSTANDING

Provide the most seamless public transportation service possible in the Triangle region, without merging staffs or consolidating operations under a single regional system.

# gotriangle

Your *Trip* Starts *Here*





## What is GoTriangle?

GoTriangle is a family of services united in an effort to provide commuter services, including public transportation and ride sharing, to residents and visitors traveling between cities and counties in the Triangle region.

2005

- Regional Memorandum of Understanding
- Regional Farebox Shop & Regional Bus Passes

2006

- Implement Regional Work Plan: Marketing, Bus Integration, Customer Service, Paratransit, Capital Procurements, Maintenance Services, IT

2007

- Regional Call Center
- Launched Regional Brand

2008

- Regional Try Transit Week
- Regional Bus Stop Signs

2009

- Regional Marketing Staff
- Regional Marketing Plan and Redesigned Regional Website



- **Regional Press Conference**
- **New Regional Website Launched**
- **Regional Event Coordination**
  - **Online Scavenger Hunt**
  - **Food Drive**
  - **Fare Free Day**

**CELEBRATE TRY TRANSIT WEEK**  
**9/28/09-10/2/09**

click to find  
out more



**gotriangle**

follow us on **twitter**

# gotriangle

Your Trip Starts Here

## TRY TRANSIT

September 28 - October 2, 2009



**Monday, 9/28:**  
Try Transit Week Kick-Off

**Tuesday, 9/29:**  
Rack and Ride Day  
Ride your bike to a bus stop and ride for FREE!

**Wednesday, 9/30:**  
Stuff the Bus Food Drive

Donate at least 3 cans and receive a Chick-Fil-A coupon.

Food collections at:  
Downtown Raleigh, Fayetteville St., 9am - 2pm  
Glenwood Ave., Townedge Shopping Ctr., 3:30 - 4pm

**Thursday, 10/1:**  
Rider Appreciation Day  
FREE FARE! FREE Ice Cream at Moore's Square, 12:30-4:30pm

**Friday, 10/2:**  
Operations Appreciation Day  
Say thank you to your bus driver!

For more information, call  
919-985-RIDE or visit  
raleighnc.gov/transit



## TRY TRANSIT WEEK '09

September 28 - October 2

## RACK & RIDE DAY 9/29



Bike to any bus stop in the Triangle  
and get a FREE RIDE!

*Load your bike on the rack & come aboard!*



For more info, call 919-485-RIDE or visit gotriangle.org

### FOLLOW US

twitter.com/  
GoTriangle



## gotriangle scavenger hunt

WIN A CAROLINA PANTHERS PRIZE PACK



PRIZE  
SPONSORS



### BECOME A FAN



CAT • Chapel Hill Transit • C-Tran • DATA • Triangle Transit • Wolfline

Celebrate Try Transit Week 9/28/09 – 10/2/09

Click for Details & Special Offers

gotriangle.org

(919) 485-RIDE



# SmartCommute CHALLENGE



## RESULTS

YEAR	PLEDGES	DRIVES	SPONSORS	EMPLOYERS
2005	12,071	75	92	92
2006	12,780	85	75	120
MOVED CHALLENGE FROM FALL TO SPRING IN 2007				
2008	12,210	93	36	119
2009	11,074	113	31	71

[www.smartcommutechallenge.org](http://www.smartcommutechallenge.org)



## THANK YOU

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