

Welcome Aboard!

Greensboro Transit Authority is your municipal public transportation provider for the city of Greensboro, North Carolina. GTA has served the community since 1991 after assuming transit services from Duke Power who offered bus and trolley services since 1925. Nine board members appointed by the Greensboro City Council creates the policies that govern GTA while City of Greensboro Public Transportation staff carries out the day-to-day operations.

GTA currently offers 16 routes and one connector Monday - Friday, arriving every 30 minutes at the J. Douglas Galyon Depot in downtown Greensboro. On Saturdays, the 15 routes arrive hourly while Sundays offer 7 combined routes arriving hourly. For routes, refer to reverse side. For specific timetables, please refer to the individual route schedules.

Another service offered by GTA is Higher Education Area Transit (HEAT). Formed by a partnership between GTA and local colleges and universities, HEAT provides express service between member campuses and other select locations. Just like GTA, HEAT is available to the public although students of member schools can ride HEAT and GTA for free using school identification cards or school-issued HEAT passes.

For riders who cannot use a GTA or HEAT bus due to a disability, Specialized Community Area Transit (SCAT) offers door-to-door and curb-to-curb service throughout Greensboro. This service is available only to qualified applicants. Learn more about SCAT by visiting ridegta.com or calling 336-373-2634.



RIDE GUIDE

Effective January 2017

336.335.6499
www.ridegta.com

Greensboro Transit Authority

GTA Customer Service

The GTA Customer Service office at the Depot is open whenever buses are in operation. You may visit them during your travels or call 336-335-6499.

Hours of Operation

GTA and SCAT
Monday - Friday • 5:15 am - 11:30 pm
Saturday • 6 am - 10 pm
Sunday • 6 am - 6 pm

HEAT

(August - May, schedule may change with school operating schedules)
Monday - Wednesday • 6:30 am - 9 pm
Thursday - Friday • 6:30 am - 3 am
Saturday • 1:20 am - 3 am
Sunday • 11:10 am - 7 pm

Holiday Service

Bus service may operate on an adjusted schedule on Martin Luther King Jr. Birthday, Good Friday, Memorial Day, Independence Day, Labor Day, the day after Thanksgiving, Christmas Eve and New Year's Eve. Bus service does not operate on Thanksgiving Day, Christmas Day and New Year's Day. Please visit ridegta.com or contact GTA Customer Service for the most recent service information.



Ready to Move? Riding GTA is Easy!

To board the bus, wait for its arrival at any marked GTA or HEAT bus stop. As the bus approaches, view the route name and number on the front to ensure it is the correct bus. Once the bus has come to a complete stop, board the bus with your fare ready for insertion in the fare box. If needed, the operator will extend the wheelchair ramp for assistance on boarding. Upon paying the fare, please have a seat quickly in any available seat. In order to make room for additional passengers, please occupy only one seat. If you have packages and personal items, please store them at your feet within the seat area.

For the elderly and persons with disabilities, we request that the front seats are reserved for their use. If all of the seats are in use, you are welcome to stand, holding on the handrails provided for your safety. Safety regulations require that you do not stand forward of the yellow safety line near the operator.

During the trip, you may hear announcements with important information for your travels. Make sure to listen as any changes in service will be announced. As you are approaching your desired stop, pull the cord located along the windows to signal the operator. The bus will come to a top at the next marked bus stop. You may exit from the rear door as persons may be boarding at the front.

Live Bus Tracking/Planning

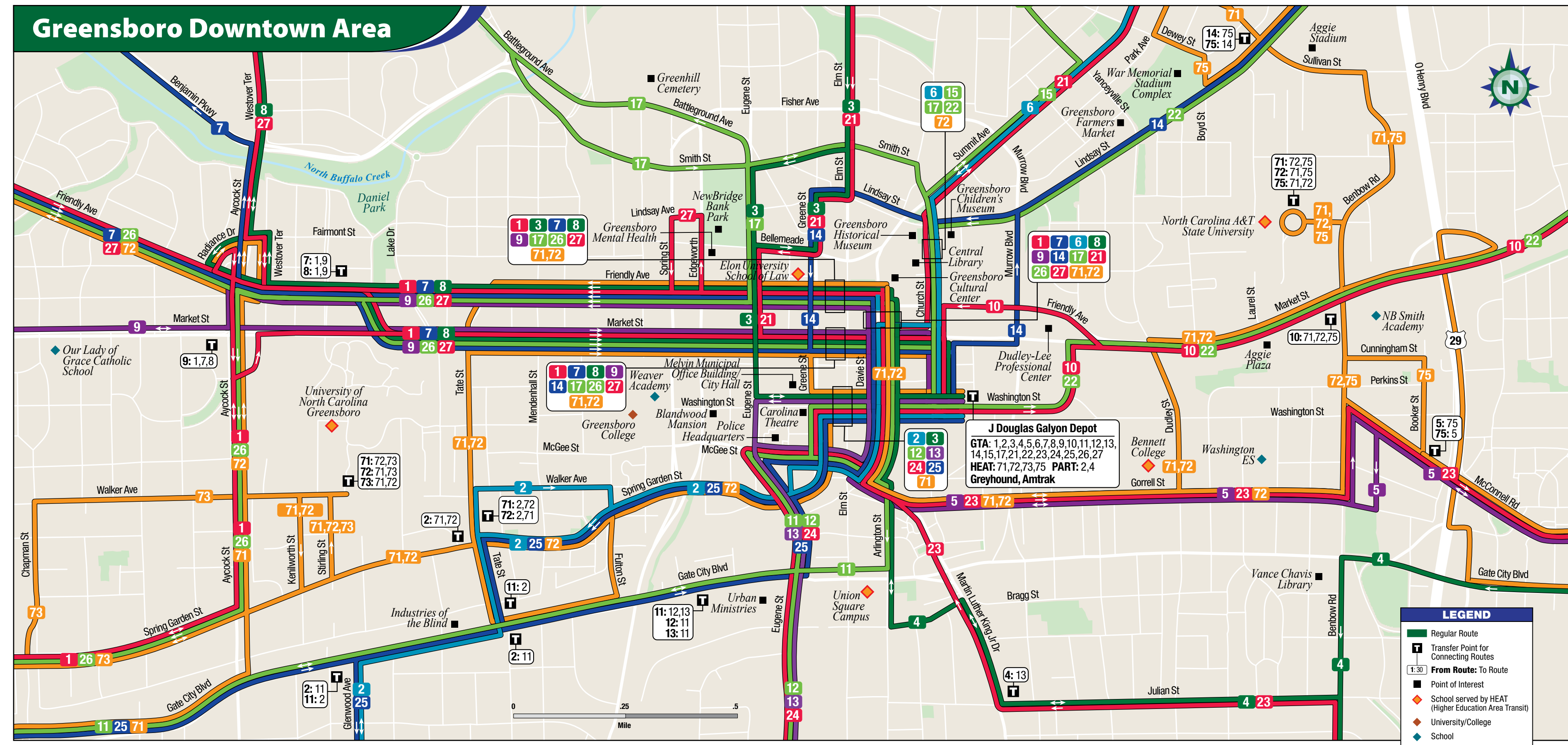
Want to know exactly where your bus is? Use our Transloc live bus tracker, available on the web at gtaheat.transloc.com or as a downloadable app from the Apple or Android app stores. Search for "Transloc Rider" and make sure to select Greensboro Transit Authority in the settings. Also plan your trip using Google Transit available in Google Maps.

Severe Weather Service

GTA makes every effort to maintain service during inclement weather conditions, but bus service may be occasionally delayed or cancelled. You can get service updates from the following:

Websites: ridegta.com, rideheat.com, greensboro-nc.gov, gtaheat.transloc.com
Media: WFMY News 2, WGHP Fox 8

Social Media: Follow us on Twitter @gtaheat



Fares, Passes & Transfers

Fares and Pass Prices

Currently, GTA charges a base fare of \$1.50 per trip with free transfers. For your convenience, we offer a number of discount passes for students, the elderly and persons on Medicare and Medicaid.*

One Way Fare

Adult	\$1.50
Student (6-18 years)	\$0.75
Senior (60+ years)	\$0.75
Disability and Medicare-Medicaid Card Holder	\$0.75
Child (5 years and under)	Free
Transfer	Free

Change card

If you overpay your fare with cash on the bus, the operator can issue a change card by request. The change card can be used for future travel with fares deducted from the balance.

1-Day Unlimited Ride Pass

Adult	\$4.00
Senior (60+ years)	\$2.00
Disability and Medicare-Medicaid Card Holder	\$2.00

11-Ride Pass

Adult	\$14.00
Student (6-18 years)	\$7.00
Senior (60+ years)	\$7.00
Disability and Medicare-Medicaid Card Holder	\$7.00

31-Day Unlimited Ride Pass

Adult	\$58.00
Student (6-18 years)	\$29.00
Senior (60+ years)	\$29.00
Disability and Medicare-Medicaid Card Holder	\$29.00
Child (5 years and under)	Free
Transfer	Free

SCAT Service and ID

If you qualify for SCAT service, you can use your SCAT ID for free fares on GTA. Simply show your card to the operator. You may also bring a Personal Care Assistant (PCA) who will be charged half-fare.

Transfers

For your convenience, a series of free transfer points have been established along GTA routes. These stops allow you to change buses at no-charge without visiting the Depot transfer center. The following rules apply:

- Transfers shall only be issued at the passenger's request when the fare is paid.
- Transfers shall be good for only one hour or until the arrival of the next available bus.
- Transfers shall not be used on the same route from which the transfer was issued. (An exception to this rule would be where the inbound and outbound stops cross, as with routes 1, 5, 6 and 12.)
- Transfers shall not be issued to passengers who used a transfer on the prior trip, with the exception of connector routes. (An exception to this rule would be to allow transfers to passengers who used a transfer from a connector route.)
- Transfers will be accepted at the depot or at any of the locations noted on the map.

GO pass

GTA offers a rechargeable smart card to pay your bus fare conveniently on all GTA and HEAT buses. To use, simply tap the card on the farebox and the proper amount is automatically deducted from the card. When empty, the card can be reloaded at the Depot or GTA Administrative Offices. By using the GO pass, you will actually pay less per trip, making your money go further than with cash or a paper pass.

Pass Purchase Locations

- GTA Customer Service Center at the J. Douglas Galyon Depot, 236-C E. Washington St.
- Greensboro Transit Authority Operations/Maintenance Facility and Administrative Offices, 223 W. Meadowview Rd.
- Melvin Municipal Office Building (City Hall) Cashier's Office, 300 W. Washington St.
- J. Edward Kitchen Operations Center, 2602 S. Elm-Eugene St.
- All Greensboro Public Libraries

* Purchase and use of discount passes may require presentation of a free GTA-issued identification card. Cards are made weekly at the Depot under the following schedule: Tuesdays 10 am to 2 pm, Thursdays and Fridays 1-4 pm. Please be prepared to present proper documentation. For your convenience, we are also able to visit your group or agency to take group photos for ID cards. To schedule a visit, contact Edward Waldon at 336-373-2732. Questions? Call GTA Customer Service at 336-335-6499.

SCAT Service and ID

If you qualify for SCAT service, you can use your SCAT ID for free fares on GTA. Simply show your card to the operator. You may also bring a Personal Care Assistant (PCA) who will be charged half-fare.

GTA Benefits

For the comfort of the riding public, GTA offers a number of amenities to make your trip enjoyable:

Kneeling Feature
All GTA buses are equipped with the ability to kneel, or lower closer to the ground for easier access. Please ask the operator to lower the bus if needed for boarding.

Security Cameras
For your safety, GTA and HEAT buses are equipped with cameras that record video and audio while they are in service.

Talking Bus
During your trip, automated announcements will keep you updated on route and service changes, meetings, rider rules and more. Please pay attention for this useful information.

Wheelchair Access
Both GTA and HEAT buses are equipped to carry persons in wheelchairs. The combination of rider and wheelchair must not exceed 600 pounds. When boarding with assistance of the operator, wheelchairs must be secured in the designated area for the safety of all the passengers.

Adopt-A-Stop
Is your organization looking for a great way to help keep Greensboro clean? You can Adopt-a-Stop! The Adopt-a-Stop program gives community organizations and businesses the opportunity to partner with Greensboro Transit Authority (GTA) to help keep our city beautiful. Partners "adopt" a bus stop or shelter and agree to keep it clean throughout the year and report any observed damage.

Bus Orientation Classes
As a public service, GTA reaches out to our future riders with a free transit orientation program. A guide can pick up your class or group from your location and educate everyone on the beneficial use of public transportation services. At the Depot, the guide will familiarize guests with the transit transfer center, as well as the other public transportation and service offerings located on site. The bus orientation requires a minimum of 12 participants.

PART Express (Piedmont Authority for Regional Transportation)

PART provides bus service throughout the Triad area serving Greensboro, Winston-Salem, High Point and other locations. Several transfer points with GTA are available including the Depot. Additional fare is required. For additional information, visit www.partnc.org or call 800-588-7787.

Bike Racks

Each bus contains a bicycle rack capable of carrying two bikes on a first-come, first-served basis. The rider is solely responsible for safely securing and removing their bicycles from the rack.

To use the rack, simply lower the bicycle rack into place and insert the bike into one of the two available slots. For security, make sure to lift up the support arm and secure it over the wheel for travel. When you arrive at your destination, advise the operator that you will be retrieving your bike and follow the loading instructions in reverse.

Corporate Connections
In the Corporate Connections partnership, employers provide their staff with transit passes for travel while GTA provides efficient transit services, travel training, route coordination, and communications and promotional assistance. Participation in the program can help reduce your transportation expenses and support public transportation. You can start the process by contacting your human resources office or GTA.

Bus Routes and Stops
GTA's system of routes and stops were created with the goal of serving the most number of riders throughout Greensboro. As the population and travel patterns change, GTA will reevaluate route and stop locations and make adjustments as needed. We also accept and review recommendations from our riders. Requests can be submitted through the website or by written request with most responses occurring within 30 to 60 days.

Bus Shelters
Greensboro Transit Authority has placed an emphasis on providing sturdy protective coverings at high use bus stops in Greensboro. While many factors may affect the feasibility of installing shelters, priority is given to locations requested by the public. You can submit a request for a bus shelter through the website at ridegta.com



GTA Rider Guidelines

As GTA is a shared-ride system, the following rules and responsibilities were established to help make the trip enjoyable for you and your passengers:

- Air Conditioning/Heating** - The interior temperature of the buses are regulated by GTA policy that operators cannot override. Since some riders may be hot while others cold, it is recommended that passengers dress in layers for travel including a jacket or coat.
- Animals** - Only trained guide and service animals assisting persons with disabilities are permitted on GTA vehicles. For the full Service Animal policy, please refer to the GTA website or call 336-373-2634.
- Baby Strollers and Seats** - Infant children/toddlers must be removed from strollers and car seats while on the bus and the items stowed away safely.
- Carry-On Items** - GTA policy limits the amount of shopping bags/carry-on items to four per passenger. These items must be in the control of the passenger at all times and may not be used to take up additional passenger seats.
- Drinking and Eating Prohibited** - Please refrain from eating or consuming beverages while on board GTA vehicles. Closed food and beverage containers are permitted but must remain closed during travel.
- Fares** - Have your fare ready as you board the bus to avoid unnecessary delays. Change cards are available on board if you do not have exact change.



- Front Row Seating** - Please allow senior riders and persons with disabilities the use of the first two rows of seating. If a wheelchair passenger must be secured, please move to other available seating or stand.
- Headphones** - Passengers must use headphones when listening to portable electronic devices. Please keep the volume at a reasonable level to avoid disturbing your fellow riders and to stay alert for important service announcements.
- Profanity and Unruly Behavior** - Disruptive and unruly behavior including using profanity is not permitted at GTA stops, shelter, facilities and on board vehicles. Please be considerate around your fellow passengers.
- Proper Attire** - GTA policy requires appropriate dress while on the bus and GTA property that forbids sagging pants and revealing tops. Violators will be asked to adjust their clothing or leave the property. The full policy is available in the GTA Policy Manual at ridegta.com.

- Smoking** - Smoking is not permitted on board GTA vehicles or in GTA facilities including bus shelters. This applies to traditional cigarettes and cigars as well as electronic cigarettes.
- Standing** - To accommodate additional passengers on the bus, please stand behind the standee line if a seat is not available. As you board the bus, move towards the back to allow others to board behind you. Please do not stand or sit in the rear stairwell.
- Trash** - Dispose of waste in on-board receptacles or in trash cans provided at bus shelters and stops. Please do your part to keep our buses and community clean.
- Weapons** - Any object that is used to threaten, injure or cause damage to a person or property may be regarded as a weapon and is prohibited on GTA vehicles and property.
- Wireless Phones** - Are permitted to be used on GTA vehicles, but please show consideration to other passengers by keeping your voice low and conversations to a minimum.



For a full listing of GTA Operating Policies and Procedures, please visit ridegta.com

GTA Title VI Notice To The Public

The Greensboro Transit Authority is committed to ensuring that no person is excluded from participation in or denied the benefits of its services on the basis of race, color or national origin, as provided by Title VI of the Civil Rights Act of 1964, as amended. It is GTA's objective to:

- Ensure that the level and quality of transportation service is provided without regard to race, color, or national origin
- Promote the full and fair participation of all affected populations in transportation decision-making
- Prevent the denial, reduction, or delay in benefits related to programs and activities that benefit minority populations or low-income populations
- Ensure meaningful access to programs and activities by persons with limited English proficiency.

GTA Customer Service

We value your input and feedback to ensure GTA is serving your needs. GTA offers the following options for sharing your thoughts with us:

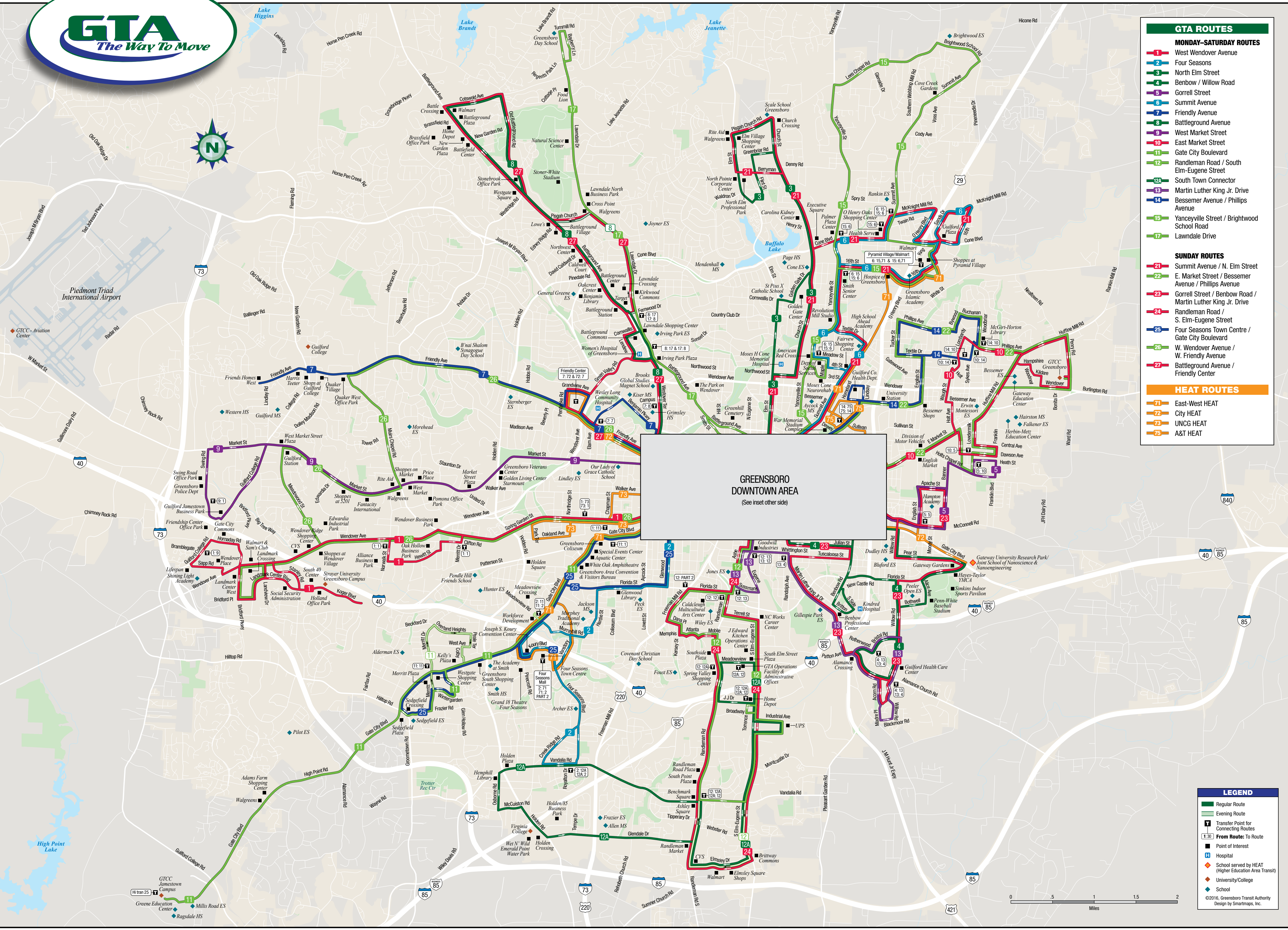
- Phone/Online**
Staffed whenever our buses are in operation, you can call our live customer service agents at 336-335-6499. Also submit your feedback online at ridegta.com.
- Service Evaluation Committee**
GTA riders and supporters meet quarterly to review service levels and explore potential new routes and services. For more information, call 336-412-6237.
- Board Meetings/Public Meetings & Hearings**
GTA holds open meetings to receive feedback on potential board actions affecting GTA riders and the transit community. For meeting times, visit ridegta.com.
- Comment Cards**
Available on every bus and at the Depot, we welcome your comments, concerns and praises. Please make sure to include your contact information if you wish to receive a response to your inquiries.





- GTA ROUTES**
- MONDAY-SATURDAY ROUTES**
- 1 West Wendover Avenue
 - 2 North Seasons
 - 3 North Elm Street
 - 4 Benbow / Willow Road
 - 5 Gorrell Street
 - 6 Summit Avenue
 - 7 Friendly Avenue
 - 8 Battleground Avenue
 - 9 West Market Street
 - 10 East Market Street
 - 11 Gate City Boulevard
 - 12 Randleman Road / South Elm-Eugene Street
 - 12A South Town Connector
 - 13 Martin Luther King Jr. Drive
 - 14 Bessemer Avenue / Phillips Avenue
 - 15 Yanceyville Street / Brightwood School Road
 - 17 Lawndale Drive
- SUNDAY ROUTES**
- 21 Summit Avenue / N. Elm Street
 - 22 E. Market Street / Bessemer Avenue / Phillips Avenue
 - 23 Gorrell Street / Benbow Road / Martin Luther King Jr. Drive
 - 24 Randleman Road / S. Elm-Eugene Street
 - 25 Four Seasons Town Centre / Gate City Boulevard
 - 26 W. Wendover Avenue / W. Friendly Avenue
 - 27 Battleground Avenue / Friendly Center
- HEAT ROUTES**
- 71 East-West HEAT
 - 72 City HEAT
 - 73 UNGC HEAT
 - 75 A&T HEAT

GREENSBORO DOWNTOWN AREA
(See inset other side)



LEGEND

- Regular Route
- Evening Route
- Transfer Point for Connecting Routes
- 1:30 From Route: To Route
- Point of Interest
- Hospital
- School served by HEAT (Higher Education Area Transit)
- University/College
- School

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