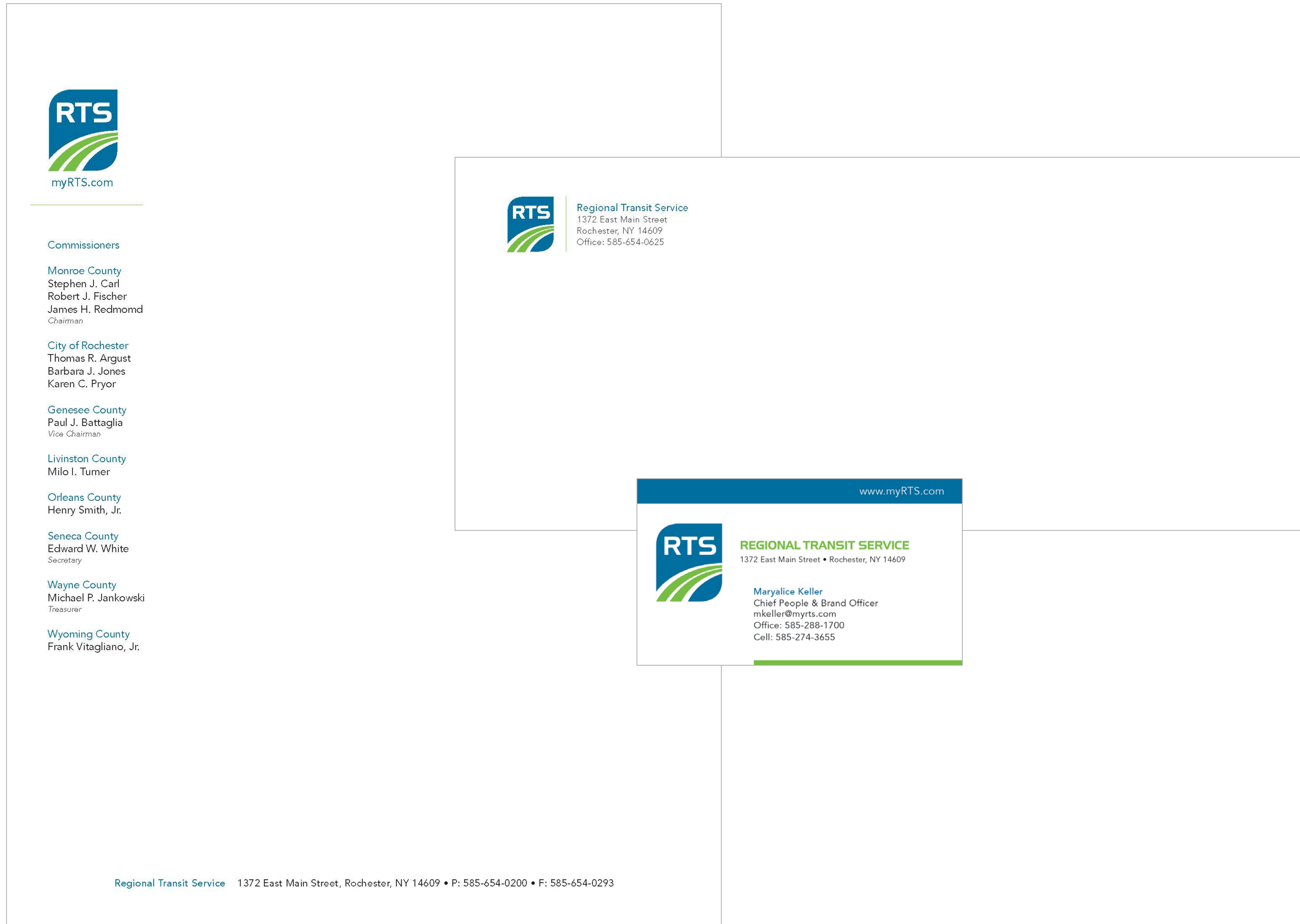
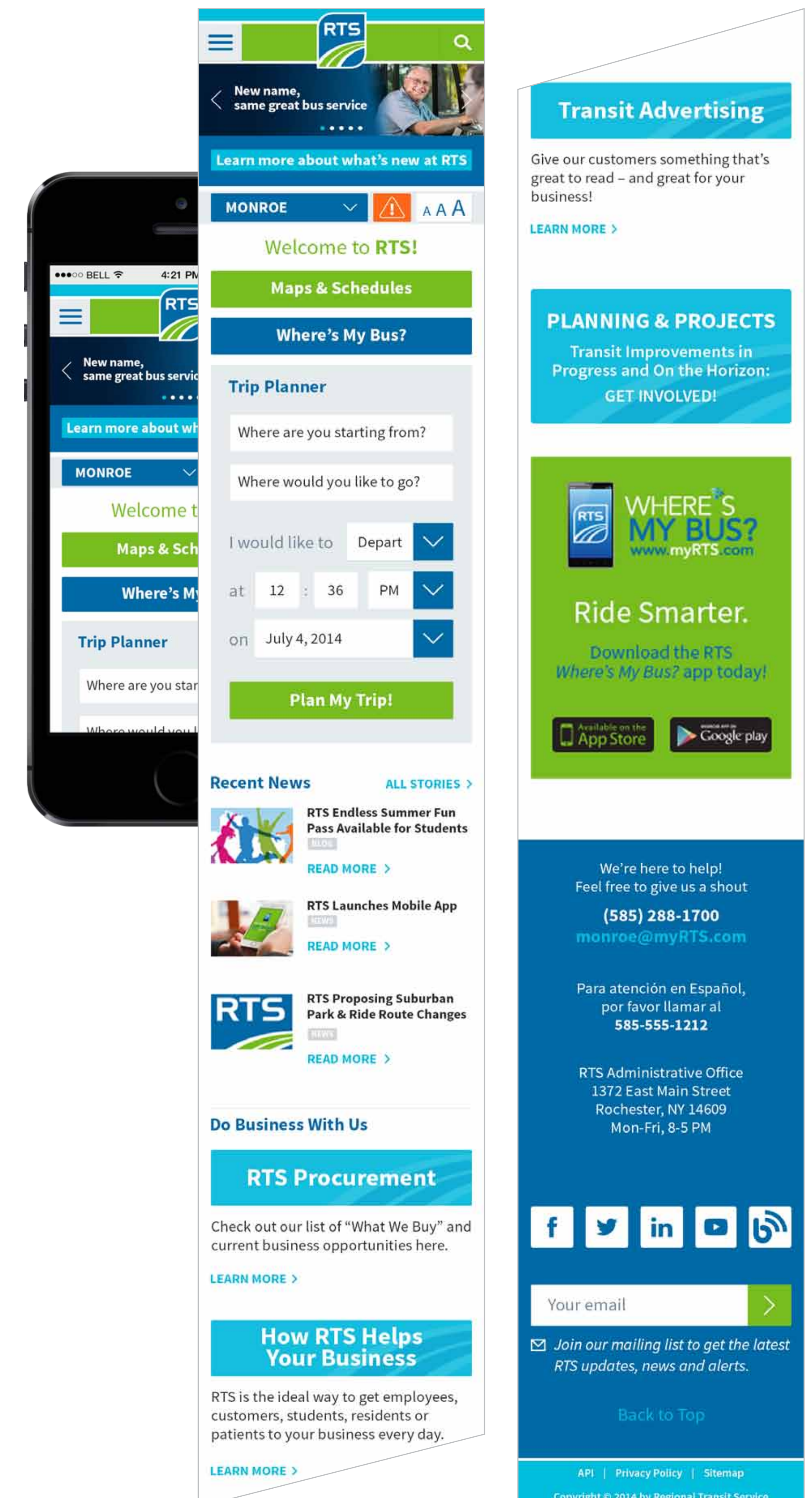
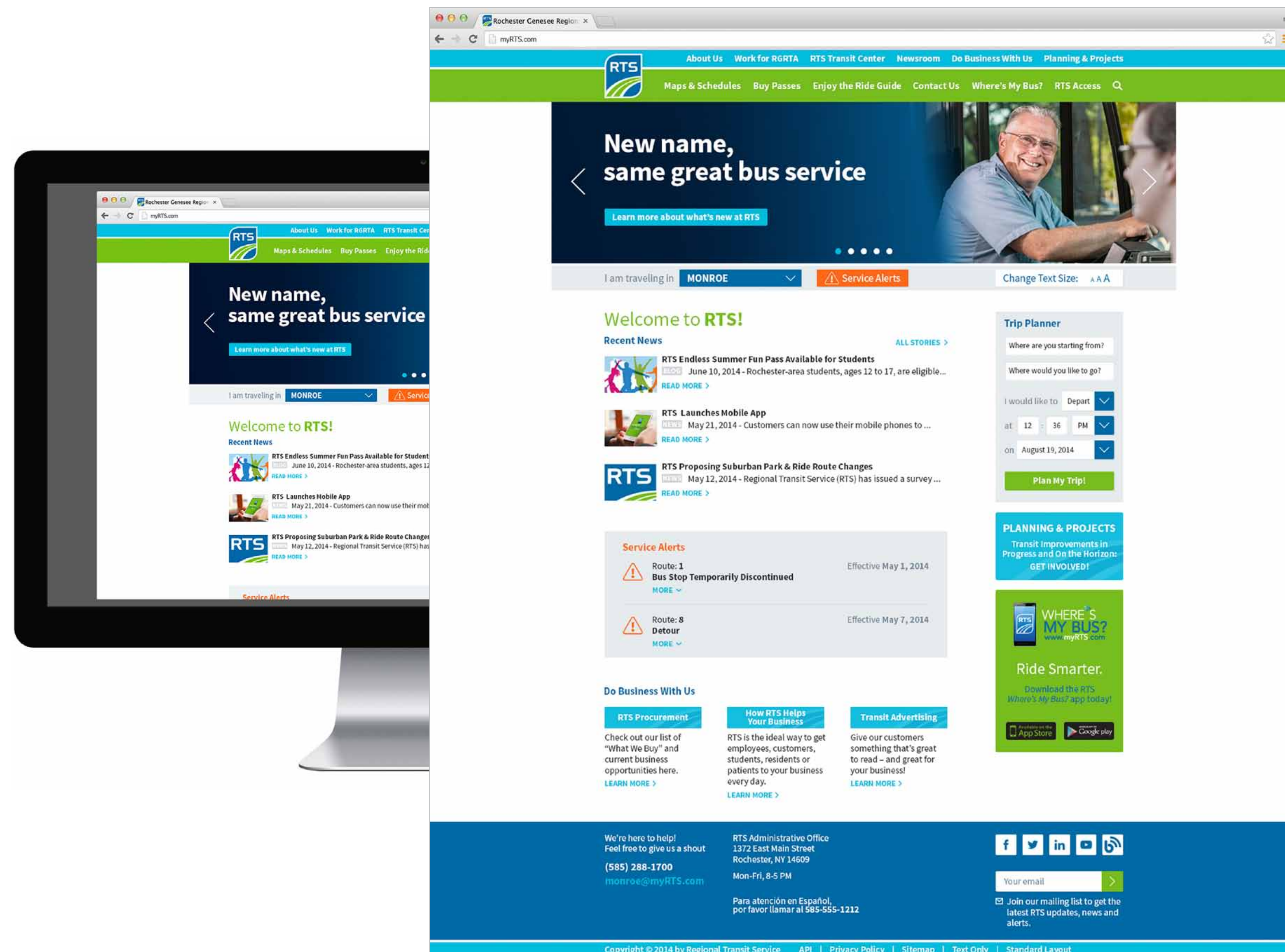


Letterhead, Envelope, & Business Card



myRTS.com Homepage: Web & Mobile



Mission / Vision Poster



Our Promise:
RTS makes it easy to enjoy your journey.

Our Mission:
We are our community's provider and partner for safe, reliable and convenient public transportation that more and more people can build their lives around.

Our Vision:
The preferred transportation choice.

Our Values:

INTEGRITY: We do what we say we are going to do and take responsibility for our actions.

RESPECT: We value and appreciate the diversity and opinions of those we work with and those we serve.

SERVICE EXCELLENCE: We strive to meet the needs of our customers every day, no exceptions.

PERFORMANCE FOCUS: We establish the outcomes that define our success and use data-based decision making to achieve them.

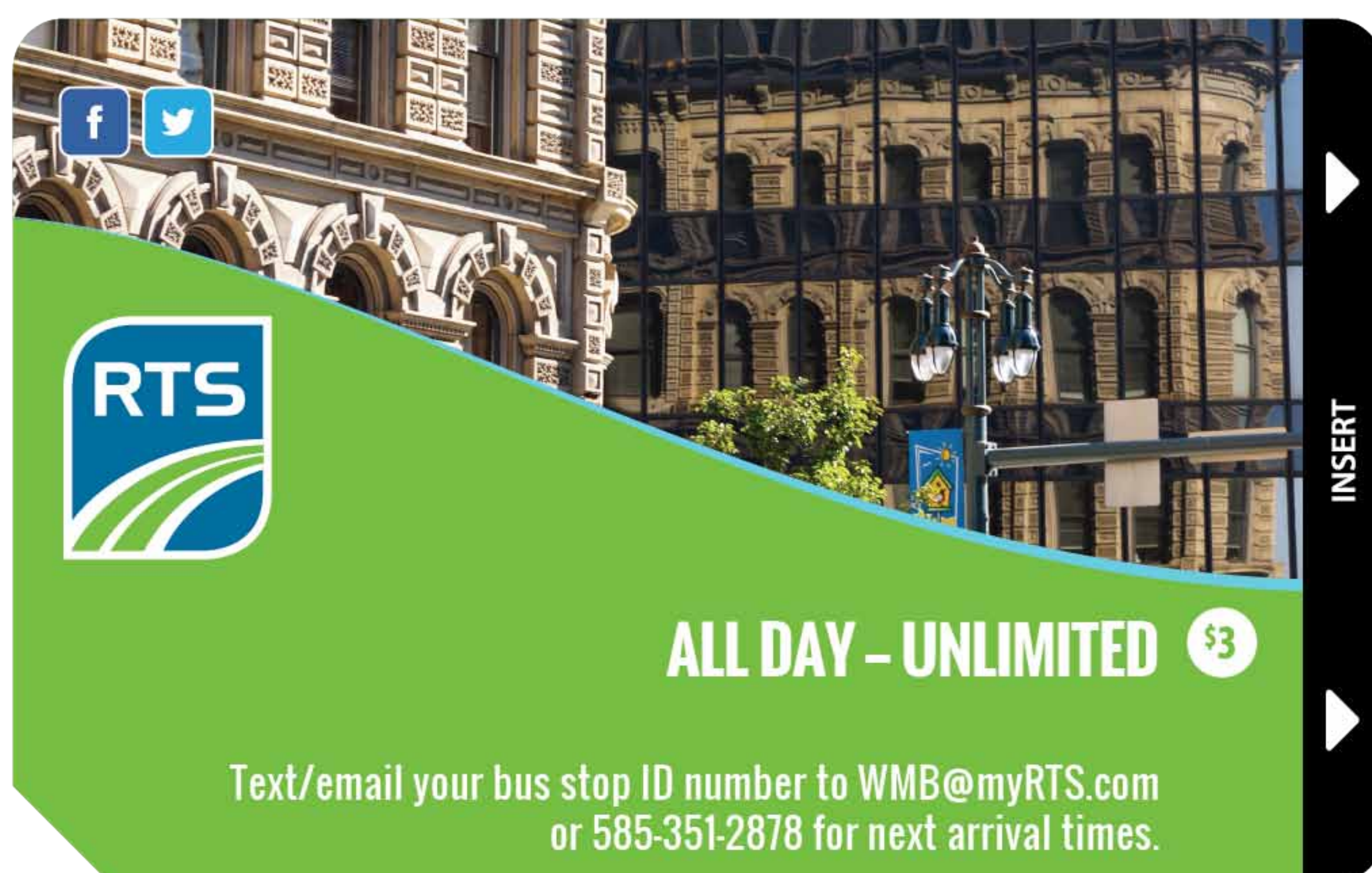
ENGAGEMENT: We understand how our work impacts customers and we maintain an environment focused on teamwork, dedication, and fun.

FRESH THINKING: We take time to discover and develop ideas that create value for our company, our customers, and our community.

WHO WE ARE, WHAT WE BELIEVE IN, AND HOW WE MAKE A DIFFERENCE.



RTS Bus Passes



Bus Shelter Poster

Introducing the
new RTS!



OUR
LOOK

OUR
WEBSITE

OUR
WHERE'S
MY BUS?
APP

Have you noticed some changes?

We're updating our look,
including a new logo!



Visit **myRTS.com** for all the info you need to make riding with RTS easier than ever before.

Features include:

- Updated schedules
- Bus stop information
- Bus pass online store
- Service alerts

RTS brings you the very latest tech to make it easy to enjoy the ride. Download the RTS *Where's My Bus?* app today from the Google Play Store or Apple Store and:

- Track your bus in real time
- Find the nearest bus stop
- Plan your trip
- Save your favorites
- Calculate your savings
- Get service alerts
- And much more!

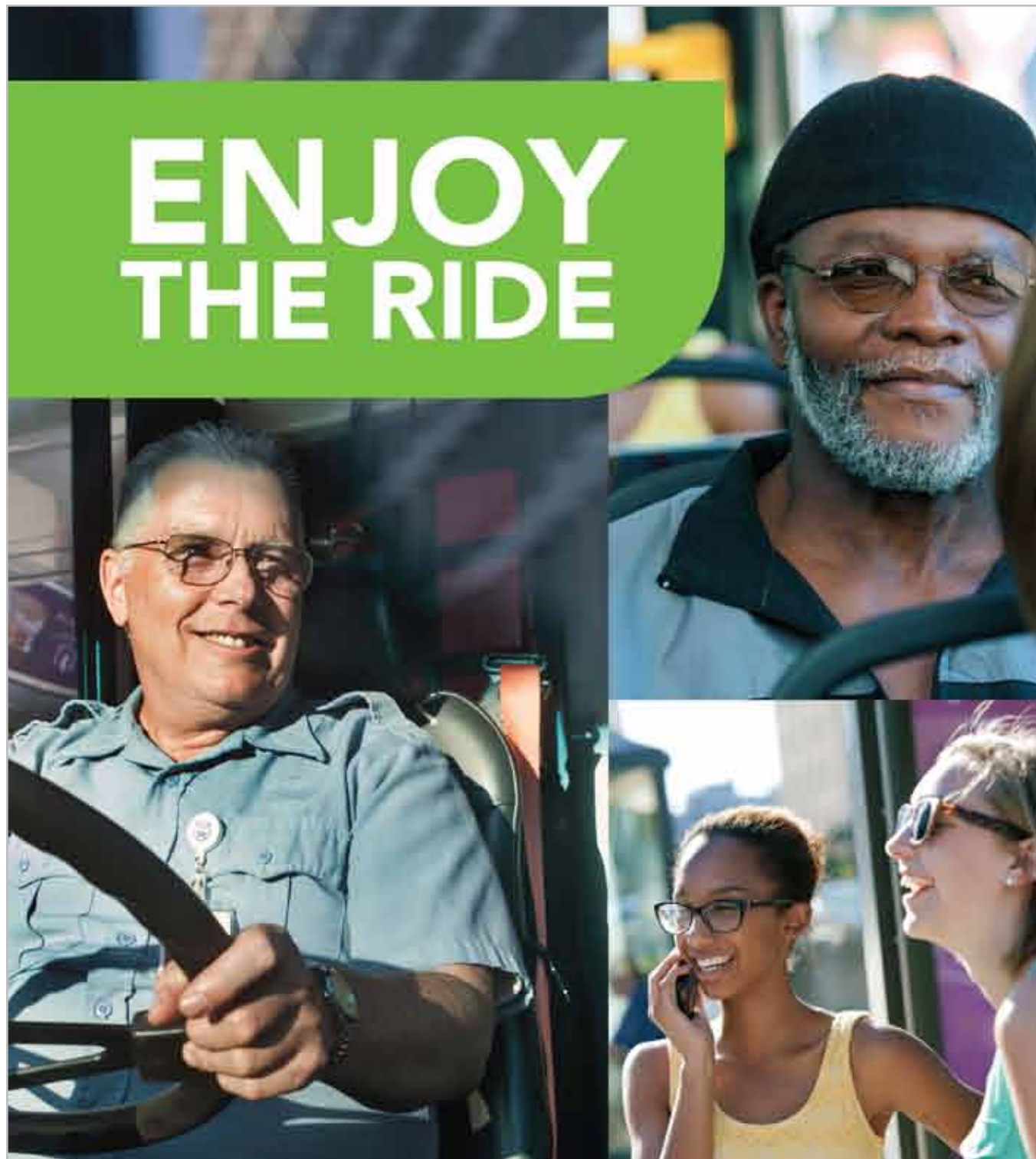
Don't have a smartphone?

- Check the sign at your bus stop and find the ID number
- TEXT the ID number to **585-351-2878***
- or-
- EMAIL the ID number to **WMB@myRTS.com**
(include the ID number in the subject line)

**Standard messaging rates may apply.*

For more information, visit **myRTS.com**
or call RTS at **585-288-1700**.

Rail Cards



**ENJOY
THE RIDE**

New look,
same great
bus service.



To learn more visit myRTS.com

INTRODUCING myRTS.com

– the official new and improved RTS website!

Come explore our wide array of features including:



Where's My Bus? app



Trip Planner

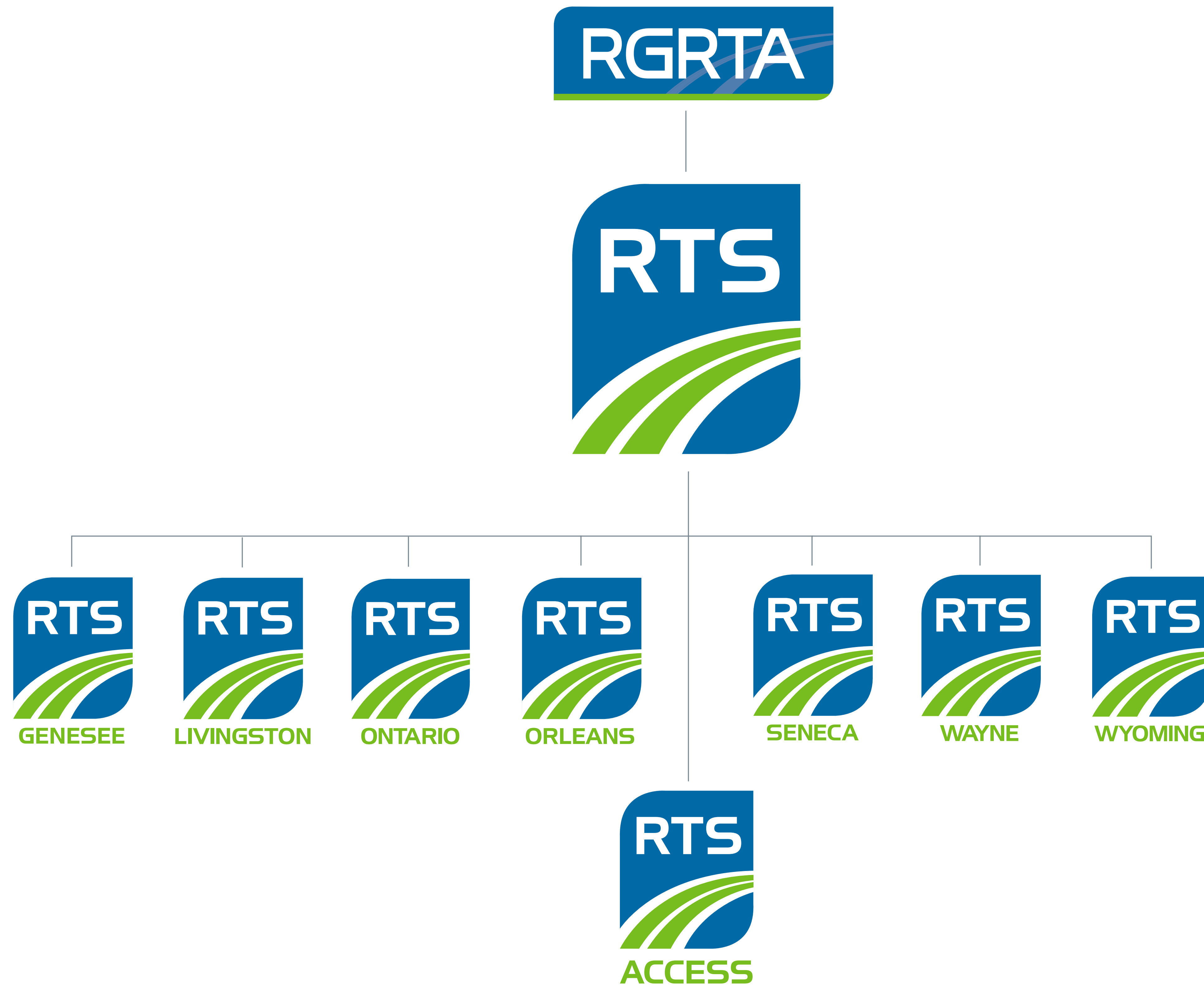


Buy Passes

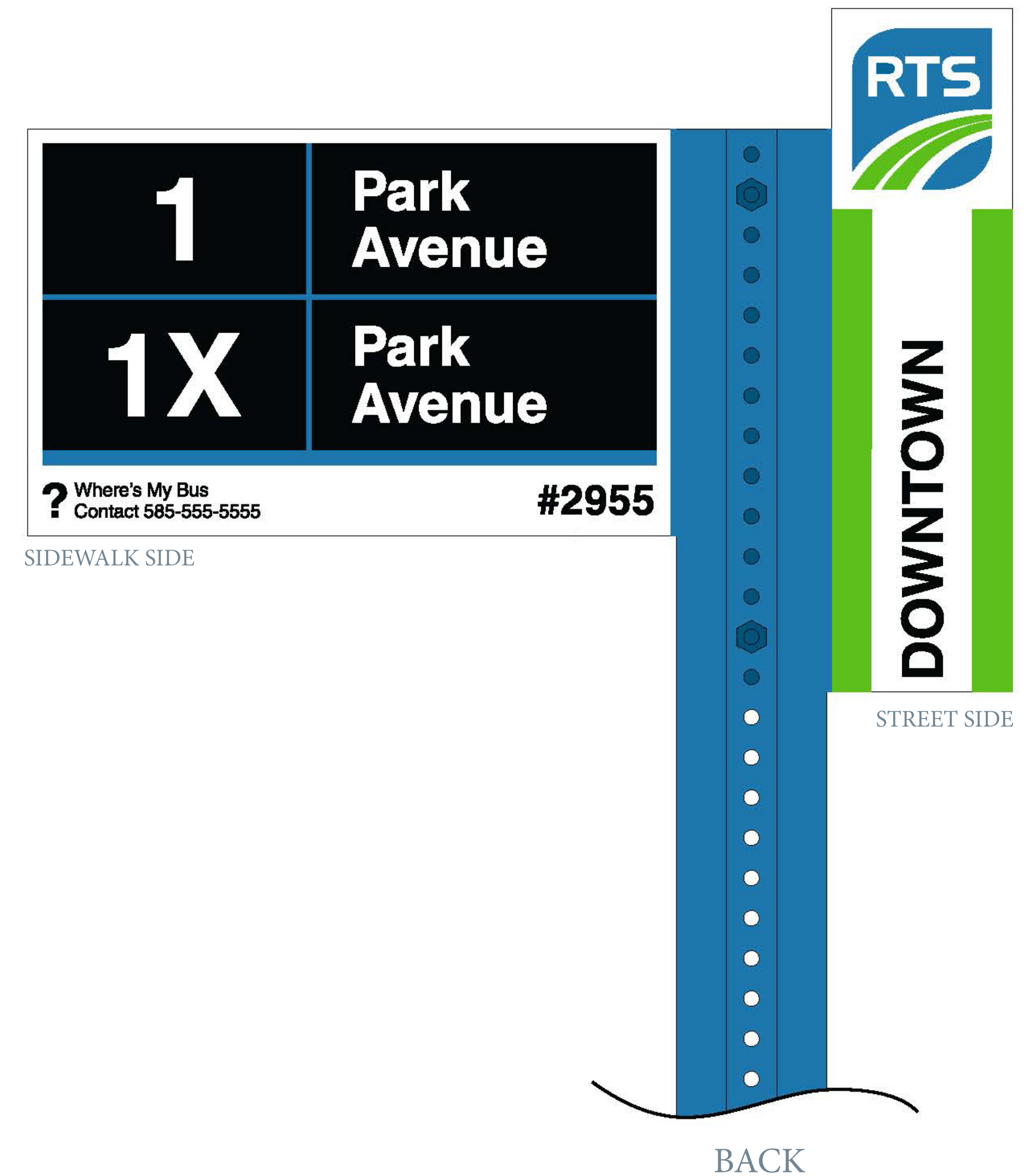
We hope you
**ENJOY
THE RIDE!**



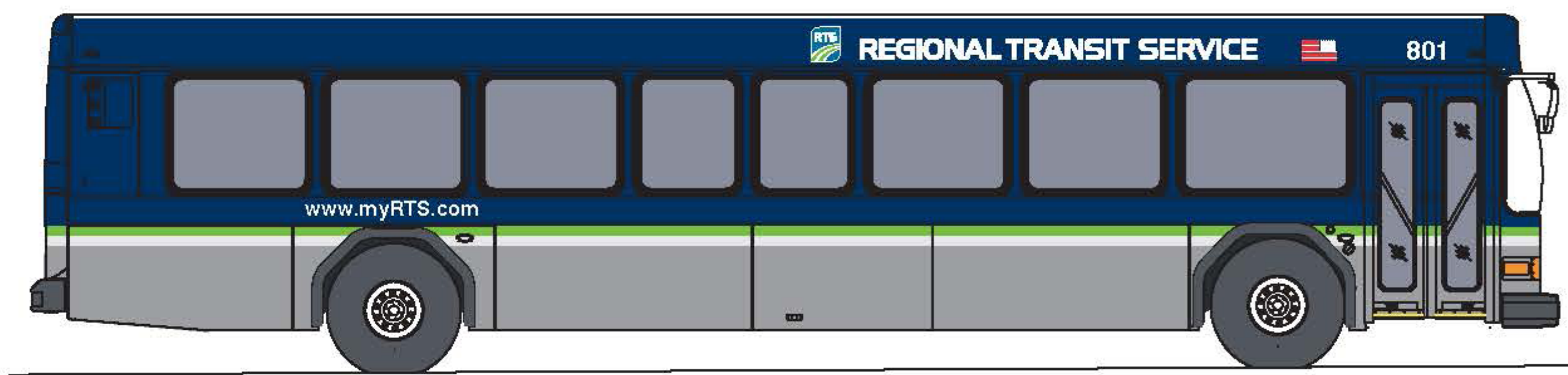
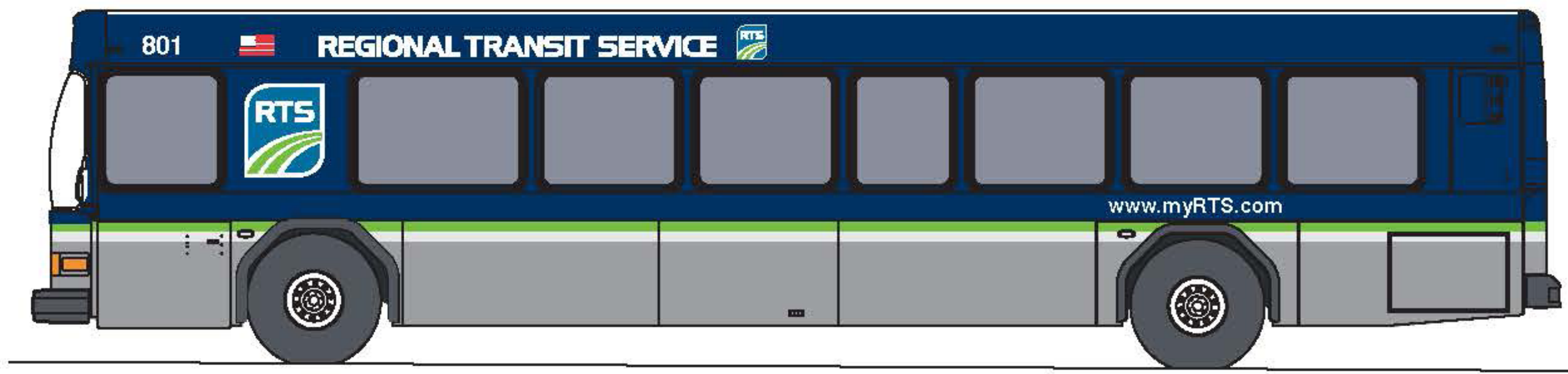
Our New Naming Structure & Logos



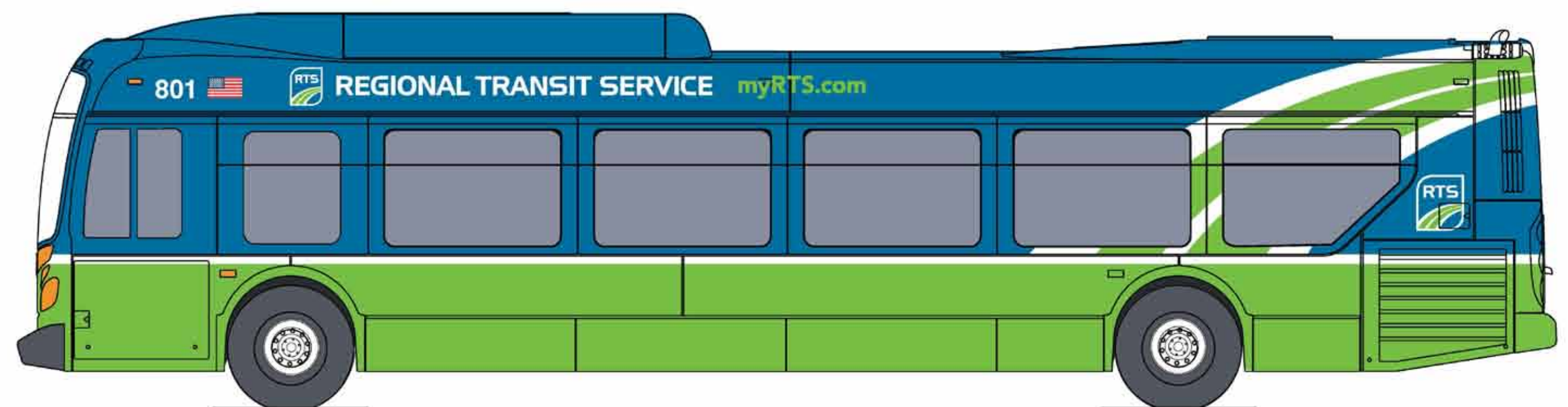
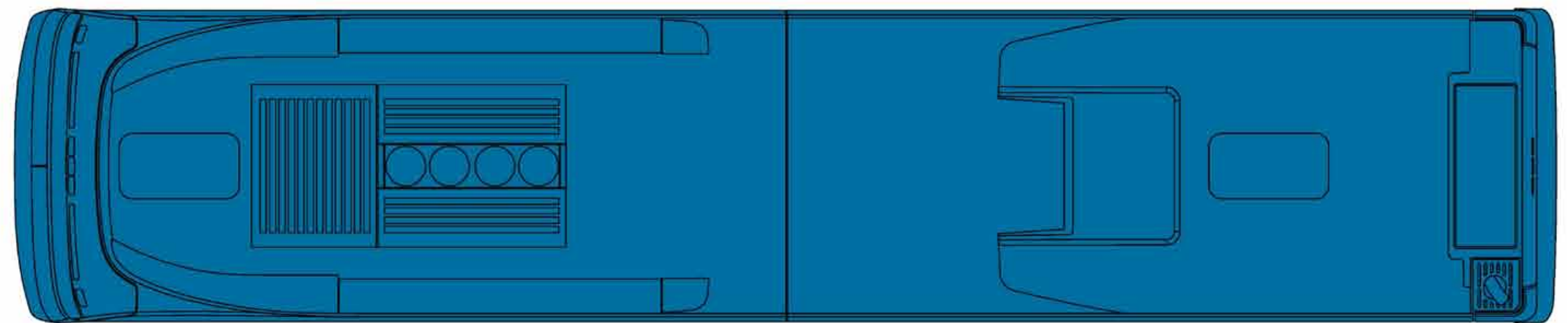
Bus Stop Signs



New Bus Designs



EXISTING BUS DESIGNS



NEW BUS DESIGNS

Bus Designs for RTS Access & Regional Buses



RTS ACCESS BUS DESIGN



RTS REGIONAL BUS DESIGN

Billboard



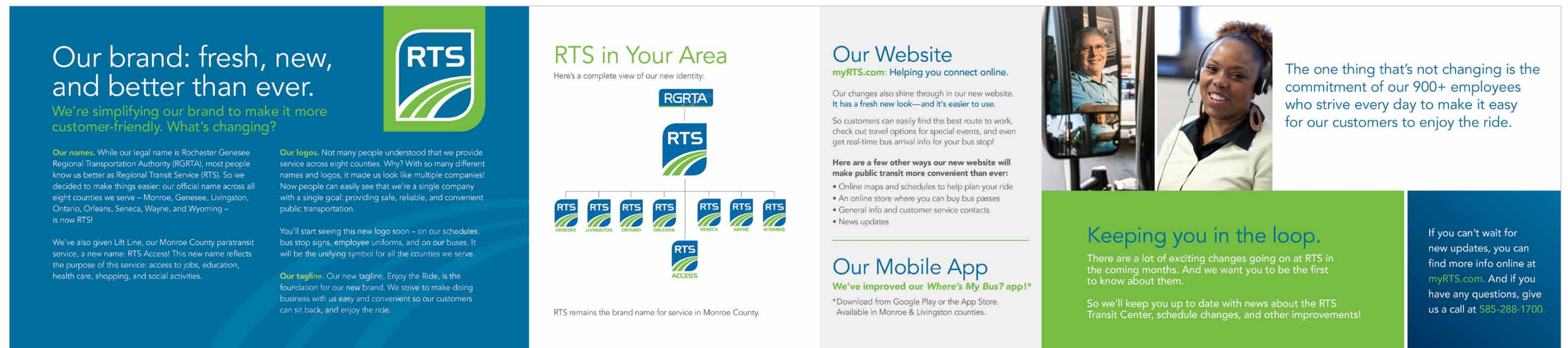
Sample Direct Mail Piece



INSIDE FOLD

BACK

FRONT



INSIDE SPREAD

Sample Bus Schedules

1 Park — Saturdays			1 Park — Sundays & Holidays		
Downtown to Park			Downtown to Park		
From Route	To Route	From Route	From Route	To Route	From Route
1	2	3	1	2	3
5:40	5:46	5:54	6:20	6:25	6:30
6:20	6:27	6:36	7:05	7:12	7:20
7:05	7:12	7:21	7:50	7:57	8:05
7:50	7:57	8:06	8:35	8:42	8:50
8:35	8:42	8:51	9:20	9:27	9:35
9:20	9:27	9:36	10:05	10:12	10:20
10:05	10:12	10:21	10:50	10:57	11:05
10:50	10:57	11:06	11:35	11:42	11:50
11:35	11:42	11:51	12:20	12:27	12:35
12:20	12:27	12:36	13:05	13:12	13:20
13:05	13:12	13:21	13:50	13:57	14:05
13:50	13:57	14:06	14:35	14:42	14:50
14:35	14:42	14:51	15:20	15:27	15:35
15:20	15:27	15:36	16:05	16:12	16:20
16:05	16:12	16:21	16:50	16:57	17:05
16:50	16:57	17:06	17:35	17:42	17:50
17:35	17:42	17:51	18:20	18:27	18:35
18:20	18:27	18:36	19:05	19:12	19:20
19:05	19:12	19:21	19:50	19:57	20:05
19:50	19:57	20:06	20:35	20:42	20:50
20:35	20:42	20:51	21:20	21:27	21:35
21:20	21:27	21:36	22:05	22:12	22:20
22:05	22:12	22:21	22:50	22:57	23:05
22:50	22:57	23:06	23:35	23:42	23:50
23:35	23:42	23:51	24:20	24:27	24:35
24:20	24:27	24:36	25:05	25:12	25:20
25:05	25:12	25:21	25:50	25:57	26:05
25:50	25:57	26:06	26:35	26:42	26:50
26:35	26:42	26:51	27:20	27:27	27:35
27:20	27:27	27:36	28:05	28:12	28:20
28:05	28:12	28:21	28:50	28:57	29:05
28:50	28:57	29:06	29:35	29:42	29:50
29:35	29:42	29:51	30:20	30:27	30:35
30:20	30:27	30:36	31:05	31:12	31:20
31:05	31:12	31:21	31:50	31:57	32:05
31:50	31:57	32:06	32:35	32:42	32:50
32:35	32:42	32:51	33:20	33:27	33:35
33:20	33:27	33:36	34:05	34:12	34:20
34:05	34:12	34:21	34:50	34:57	35:05
34:50	34:57	35:06	35:35	35:42	35:50
35:35	35:42	35:51	36:20	36:27	36:35
36:20	36:27	36:36	37:05	37:12	37:20
37:05	37:12	37:21	37:50	37:57	38:05
37:50	37:57	38:06	38:35	38:42	38:50
38:35	38:42	38:51	39:20	39:27	39:35
39:20	39:27	39:36	40:05	40:12	40:20
40:05	40:12	40:21	40:50	40:57	41:05
40:50	40:57	41:06	41:35	41:42	41:50
41:35	41:42	41:51	42:20	42:27	42:35
42:20	42:27	42:36	43:05	43:12	43:20
43:05	43:12	43:21	43:50	43:57	44:05
43:50	43:57	44:06	44:35	44:42	44:50
44:35	44:42	44:51	45:20	45:27	45:35
45:20	45:27	45:36	46:05	46:12	46:20
46:05	46:12	46:21	46:50	46:57	47:05
46:50	46:57	47:06	47:35	47:42	47:50
47:35	47:42	47:51	48:20	48:27	48:35
48:20	48:27	48:36	49:05	49:12	49:20
49:05	49:12	49:21	49:50	49:57	50:05
49:50	49:57	50:06	50:35	50:42	50:50
50:35	50:42	50:51	51:20	51:27	51:35
51:20	51:27	51:36	52:05	52:12	52:20
52:05	52:12	52:21	52:50	52:57	53:05
52:50	52:57	53:06	53:35	53:42	53:50
53:35	53:42	53:51	54:20	54:27	54:35
54:20	54:27	54:36	55:05	55:12	55:20
55:05	55:12	55:21	55:50	55:57	56:05
55:50	55:57	56:06	56:35	56:42	56:50
56:35	56:42	56:51	57:20	57:27	57:35
57:20	57:27	57:36	58:05	58:12	58:20
58:05	58:12	58:21	58:50	58:57	59:05
58:50	58:57	59:06	59:35	59:42	59:50
59:35	59:42	59:51	60:20	60:27	60:35
60:20	60:27	60:36	61:05	61:12	61:20
61:05	61:12	61:21	61:50	61:57	62:05
61:50	61:57	62:06	62:35	62:42	62:50
62:35	62:42	62:51	63:20	63:27	63:35
63:20	63:27	63:36	64:05	64:12	64:20
64:05	64:12	64:21	64:50	64:57	65:05
64:50	64:57	65:06	65:35	65:42	65:50
65:35	65:42	65:51	66:20	66:27	66:35
66:20	66:27	66:36	67:05	67:12	67:20
67:05	67:12	67:21	67:50	67:57	68:05
67:50	67:57	68:06	68:35	68:42	68:50
68:35	68:42	68:51	69:20	69:27	69:35
69:20	69:27	69:36	70:05	70:12	70:20
70:05	70:12	70:21	70:50	70:57	71:05
70:50	70:57	71:06	71:35	71:42	71:50
71:35	71:42	71:51	72:20	72:27	72:35
72:20	72:27	72:36	73:05	73:12	73:20
73:05	73:12	73:21	73:50	73:57	74:05
73:50	73:57	74:06	74:35	74:42	74:50
74:35	74:42	74:51	75:20	75:27	75:35
75:20	75:27	75:36	76:05	76:12	76:20
76:05	76:12	76:21	76:50	76:57	77:05
76:50	76:57	77:06	77:35	77:42	77:50
77:35	77:42	77:51	78:20	78:27	78:35
78:20	78:27	78:36	79:05	79:12	79:20
79:05	79:12	79:21	79:50	79:57	80:05
79:50	79:57	80:06	80:35	80:42	80:50
80:35	80:42	80:51	81:20	81:27	81:35
81:20	81:27	81:36	82:05	82:12	82:20
82:05	82:12	82:21	82:50	82:57	83:05
82:50	82:57	83:06	83:35	83:42	83:50
83:35	83:42	83:51	84:20	84:27	84:35
84:20	84:27	84:36	85:05	85:12	85:20
85:05	85:12	85:21	85:50	85:57	86:05
85:50	85:57	86:06	86:35	86:42	86:50
86:35	86:42	86:51	87:20	87:27	87:35
87:20	87:27	87:36	88:05	88:12	88:20
88:05	88:12	88:21	88:50	88:57	89:05
88:50	88:57	89:06	89:35	89:42	89:50
89:35	89:42	89:51	90:20	90:27	90:35
90:20	90:27	90:36	91:05	91:12	91:20
91:05	91:12	91:21	91:50	91:57	92:05
91:50	91:57	92:06	92:35	92:42	92:50
92:35	92:42	92:51	93:20	93:27	93:35
93:20	93:27	93:36	94:05	94:12	94:20
94:05	94:12	94:21	94:50	94:57	95:05
94:50	94:57	95:06	95:35	95:42	95:50
95:35	95:42	95:51	96:20	96:27	96:35
96:20	96:27	96:36	97:05	97:12	97:20
97:05	97:12	97:21	97:50	97:57	98:05
97:50	97:57	98:06	98:35	98:42	98:50
98:35	98:42	98:51	99:20	99:27	99:35
99:20	99:27	99:36	100:05	100:12	100:20
100:05	100:12	100:21	100:50	100:57	101:05
100:50	100:57	101:06	101:35	101:42	101:50
101:35	101:42	101:51	102:20	102:27	102:35
102:20	102:27	102:36	103:05	103:12	103:20
103:05	103:12	103:21	103:50	103:57	104:05
103:50	103:57	104:06	104:35	104:42	104:50
104:35	104:42	104:51	105:20	105:27	105:35
105:20	105:27	105:36	106:05	106:12	106:20
106:05	106:12	106:21	106:50	106:57	107:05
106:50	106:57	107:06	107:35	107:42	107:50
107:35	107:42	107:51	108:20	108:27	108:35
108:20	108:27	108:36	109:05	109:12	109:20
109:05	109:12	109:21	109:50	109:57	110:05
109:50	109:57	110:06	110:35	110:42	110:50
110:35	110:42	110:51	111:20	111:27	111:35
111:20	111:27	111:36	112:05	112:12	112:20
112:05	112:12	112:21	112:50	112:57	113:05
112:50	112:57	113:06	113:35	113:42	113:50
113:35	113:42	113:51	114:20	114:27	114:35
114:20	114:27	114:36	115:05	115:12	115:20
115:05	115:12	115:21	115:50	115:57	116:05
115:50	115:57	116:06	116:35	116:42	116:50
116:35	116:42	116:51	117:20	117:27	117:35
117:20	117:27	117:36	118:05	118:12	118:20
118:05	118:12	118:21	118:50	118:57	119:05
118:50	118:57	119:06	119:35	119:42	119:50
119:35	119:42	119:51	120:20	120:27	120:35
120:20	120:27	120:36	121:05	121:12	121:20
121:05	121:12	121:21	121:50	121:57	122:05
121:50	121:57	122:06	122:35	122:42	122:50
122:35	122:42	122:51	123:20	123:27	123:35
123:20	123:27	123:36	124:05	124:12	124:20
124:05	124:12	124:21	124:50	124:57	125:05
124:50	124:57	125:06	125:35	125:42	125:50
125:35	125:42	125:51	126:20	126:27	126:35
126:20	126:27	126:36	127:05	127:12	127:20
127:05	127:12	127:21	127:50	127:57	128:05
127:50	127:57	128:06	128:35	128:42	128:50
128:35	128:42	128:51	129:20	129:27	129:35
129:20	129:27	129:36	130:05	130:12	130:20
130:05	130:12	130:21	130:50	130:57	131:05
130:50	130:57	131:06	131:35	131:42	131:50
131:35	131:42	131:51	132:20	132:27	132:35
132:20	132:27	132:36	133:05	133:12	133:20
133:05	133:12	133:21	133:50	133:57	134:05
133:50	133:57	134:06	134:35	134:42	134:50
134:35	134:42	134:51	135:20	135:27	135:35
135:20	135:27	135:36	136:05	136:12	136:20
136:05	136:12	136:21	136:50	136:57	137:05
136:50	136:57	137:06	137:35	137:42	137:50
137:35	137:42	137:51	138:20	138:27	138:35
138:20	138:27	138:36	139:05	139:12	139:20
139:05	139:12	139:21	139:50	139:57	140:05
139:50	139:57	140:06	140:35	140:42	140:50
140:35	140:42	140:51	141:20	141:27	141:35
141:20	141:27	141:36	142:05	142:12	142:20
142:05	142:12	142:21	142:50	142:57	143:05
142:50	142:57	143:06	143:35	143:42	