

# An exciting time at RTS.

In our ongoing quest to become our community's preferred transportation choice, we're rolling out a fresh new look and simplified tools to make it easier than ever for all of our customers to access our safe, convenient, and affordable transit services.

**Take a look inside and see for yourself all the ways we're making it easy to enjoy the ride with Regional Transit Service (RTS).**



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## A FRESH NEW LOOK.



Enjoy the ride



# Our brand: fresh, new, and better than ever.

We're simplifying our brand to make it more customer-friendly. What's changing?

**Our names.** While our legal name is Rochester Genesee Regional Transportation Authority (RGRTA), most people know us better as Regional Transit Service (RTS). So we decided to make things easier: our official name across all eight counties we serve – Monroe, Genesee, Livingston, Ontario, Orleans, Seneca, Wayne, and Wyoming – is now RTS!

We've also given Lift Line, our Monroe County paratransit service, a new name: RTS Access! This new name reflects the purpose of this service: access to jobs, education, health care, shopping, and social activities.



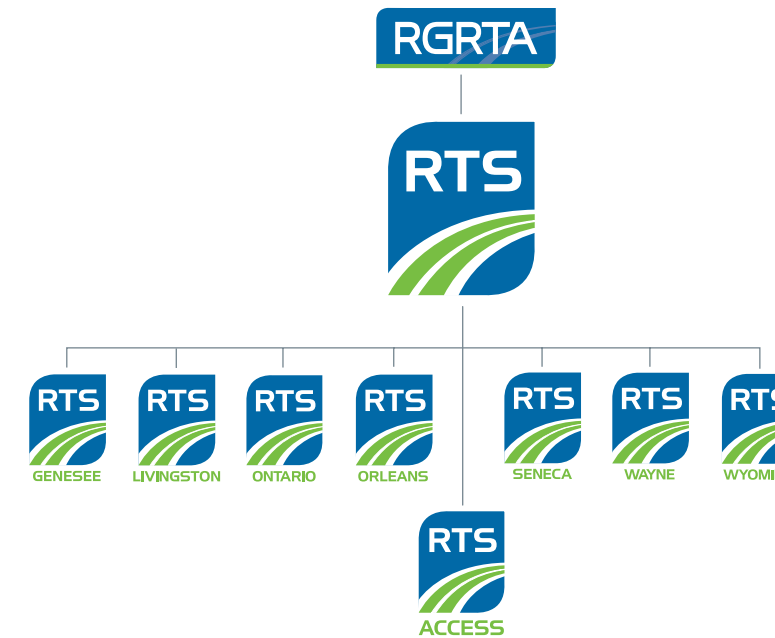
**Our logos.** Not many people understood that we provide service across eight counties. Why? With so many different names and logos, it made us look like multiple companies! Now people can easily see that we're a single company with a single goal: providing safe, reliable, and convenient public transportation.

You'll start seeing this new logo soon – on our schedules, bus stop signs, employee uniforms, and on our buses. It will be the unifying symbol for all the counties we serve.

**Our tagline.** Our new tagline, Enjoy the Ride, is the foundation for our new brand. We strive to make doing business with us easy and convenient so our customers can sit back, and enjoy the ride.

## RTS in Your Area

Here's a complete view of our new identity:



RTS remains the brand name for service in Monroe County.

## Our Website

**myRTS.com:** Helping you connect online.

Our changes also shine through in our new website. It has a fresh new look—and it's easier to use.

So customers can easily find the best route to work, check out travel options for special events, and even get real-time bus arrival info for your bus stop!

**Here are a few other ways our new website will make public transit more convenient than ever:**

- Online maps and schedules to help plan your ride
- An online store where you can buy bus passes
- General info and customer service contacts
- News updates

## Our Mobile App

**We've improved our *Where's My Bus?* app!\***

\*Download from Google Play or the App Store. Available in Monroe & Livingston counties.



The one thing that's not changing is the commitment of our 900+ employees who strive every day to make it easy for our customers to enjoy the ride.

## Keeping you in the loop.

There are a lot of exciting changes going on at RTS in the coming months. And we want you to be the first to know about them.

So we'll keep you up to date with news about the RTS Transit Center, schedule changes, and other improvements!

If you can't wait for new updates, you can find more info online at [myRTS.com](http://myRTS.com). And if you have any questions, give us a call at **585-288-1700**.