



NEWS RELEASE

April 22, 2014

Media Contact:

Carole Dowling
(585) 654-0730 (office)
(585) 733-0346 (cell)
cdowling@rgrta.com

'How to Ride the Bus' Workshop set for April 29

Getting on a bus for the first time can feel awkward for some

If the last bus you took was a yellow school bus, you might be due for a refresher course. RTS has scheduled a "How to Ride the Bus" transit orientation for 10 a.m. to noon, Tuesday, April 29, at Rochester Genesee Regional Transportation Authority (RGRTA) John G. Doyle Jr. Administration Building located at 1372 East Main Street, Rochester. The orientation is the first of a series designed to help guide first-time riders of any age or those who might need a brush up. All are free and open to the public.

The workshop will cover everything you have ever wanted to know about riding the bus—conducted by RTS Customer Service Representatives in a stress-free and relaxing environment. It also includes taking a test ride on an RTS bus.

Director of Customer Service Krystle Hall said, "This is a practical solution for those who might feel awkward because they have never been on a bus before. We go over the basics, like how much the fare costs; how to purchase fares and use the farebox; how to request your stop and get off the bus. We are there to answer questions—and we have a bus standing ready to allow everyone to practice their skills."

RTS has regularly provided personalized training for seniors and paratransit customers, but recognized a need to educate new groups of the public who are embracing public transit. In particular, Baby Boomers who are downsizing and moving into the City, those who appreciate the environmental aspects of taking the bus, and Millennials who are increasingly drawn to urban areas.

Topics that will be covered:

- How to locate a bus stop and how to read a sign
- How to use a farebox
- Fares—cash or card?
- How to read destination signs on a bus
- How to exit the bus
- Bus passes—all day, 5-day, monthly and reduced fares

- How to read a bus schedule
- How to plan a trip online at rgrta.com
- How to use “Where’s My Bus?”
- How to contact Customer Service

The next workshop is scheduled for July 15. More workshops are planned for later in the year and as the RTS Transit Center opening approaches on Nov. 28, 2014. Information on how to ride the bus is also available online at www.rgrta.com.

For more information or to register, contact RTS Customer Service at (585) 288-1700 or email at rts.customerservice@rgrta.com. Visit the website at www.rgrta.com.

###