



NEWS RELEASE

Nov. 22, 2013

Media Contact:

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

Lift Line Program Connects Disabled Vets to the Community

Transportation foundation and local partners join to help vets regain independence

Through grants obtained from the Greater Rochester Community Transportation Foundation, federal funding, and The Pike Company, local disabled veterans will now be eligible for free transportation from Lift Line, Rochester Genesee Regional Transportation Authority's (RGRTA) paratransit service.

RGRTA CEO Bill Carpenter said, "RGRTA established the Greater Rochester Community Transportation Foundation in 2001 to provide grants to groups or organizations that could not afford transportation for educational, cultural, or athletic activities. Thanks to the Foundation and generous support from The Pike Company, we are now able to provide 5,000 vouchers for disabled veterans to use for any transportation need they choose—medical and social service appointments, or recreational and social activities." There are 42,000 military veterans in Monroe County.

The program will be administered by the Veterans Outreach Center, Inc. (VOC). CEO and President Colonel Gary Yapple said, "The availability of veteran services in the Rochester community is among the best in the nation—but without access, without reliable transportation, our veterans wouldn't be able to benefit from them. There are many conditions, battle wounds both visible and invisible, that can present a challenge to these heroes in their ability to access public transit. The caring and personal service of Lift Line opens up a new world of possibility for these men and women, and we are beyond thankful to be able to connect veterans to this program. It will change lives."

"After a recent successful partnership with the GRCTF, we could not have been more pleased when we were invited to be part of this program. We cannot do enough for the brave men and

women who have served our country,” added Patrick Rogers, Vice President of The Pike Company.

In 2013, Lift Line covered 1.6M miles, providing more than 169,000 rides to customers who are mobility-impaired.

To qualify for the free Lift Line vouchers, disabled veterans must be certified by Lift Line and identified for participation in the program by submitting proof of veteran status to the VOC. Distribution of the Lift Line vouchers will be at the sole discretion of VOC. Veterans who have not been certified by Lift Line will be required to complete a brief application for certification. The application can be filled out online or by hand. Once certified, a Lift Line identification card will be issued and an orientation provided on how to use Lift Line Services. Lift Line will assist program participants with any issues pertaining to scheduling and canceling rides, service areas and service issues.

The Lift Line Disabled Veterans Program is made possible by a \$5,000 grant from the Federal Transit Administration New Freedom Funds, matching funds of \$2,500 from the Greater Rochester Community Transportation Foundation, and \$3,000 from The Pike Company—totaling \$10,500.

About Lift Line—*Lift Line is an RGRTA para-transit service which mirrors the RTS fixed-route service in Monroe County. Lift Line buses provide curb-to-curb, shared-ride service for customers who are unable to ride the bus. In 2012/2013 Lift Line provided more than 169,000 rides covering more than 1.6M miles. Lift Line services meet or exceed ADA regulations. Lift Line service is known for providing customers with transportation to medical appointments and shopping but customers can also use Lift Line service to reach any destination. For more information about Lift Line, call them at (585) 654-8330 or visit their website at <http://www.rgrta.com/LiftLine/ServiceOverview.aspx>.*

About the Veterans Outreach Center—*The Veterans Outreach Center is an independent community-centered non-profit providing support services to veterans of the U.S. Armed Forces and their families in the greater Rochester area. Opened in 1973, VOC is the oldest non-profit organization in the nation that helps veterans and their families receive the spectrum of supportive services needed to regain mental, physical and economic health, reconnect with society and resume productive lives. For information, visit www.veteransoutreachcenter.org or call them at (585) 295-7800.*

About the Greater Rochester Community Transportation Foundation—*GRCTF provides financial assistance for transportation to groups or organizations to enable them to provide activities with an educational, cultural or athletic focus, or that contributes to the health, well-being or personal growth of people that would otherwise not be possible due to the lack of transportation. Since February 2000, the GRCTF has helped transport over 9,000 recipients to a wide variety of activities including tutoring, support services, college tours, museums and sporting events. For more information, visit www.rgrta.com.*

###