



NEWS RELEASE

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RTS Adds New Feature to Further Enhance Convenience for Customers

Automatic Notification option added to popular "Where's My Bus?" suite of tools

Regional Transit Service (RTS), has launched a campaign to highlight the latest customer convenience feature added to its "Where's My Bus?" tool that provides real-time information on bus locations and arrival times. *Where's My Bus?* allows customers to text or email their bus stop number and within seconds receive the next three bus arrival times for that location.

New to the *Where's My Bus?* toolbox is "Notify Me", an automatic notification system that each day sends arrival times for specific stops and times selected by the customer when they sign up for the service. *Notify Me* eliminates the need for customers to text or email their stop information every day, saving additional time and providing greater peace of mind.

"Since we launced *Where's My Bus?*, our customers have embraced it," said RGRTA CEO Bill Carpenter. "Our data shows that we're receiving more than 4,000 *Where's My Bus?* texts a day, helping to make the riding experience even better and easier for our customers We believe the new *Notify Me* feature raises the bar even higher, and provides a greater level of comfort and convenience to the people we serve. It's part of our ongoing commitment to introduce new ways to create a better experience for those who rely on us to get to work, school or anyplace else they need to go."

Individuals can learn more about *Where's My Bus* and sign up for automatic notification at rgta.com. Questions can also be directed to RGRTA customer service, at (585) 288-1700.

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Rochester Genesee Regional Transportation Authority provides public bus transportation in Monroe, Genesee, Livingston, Orleans, Seneca, Wayne, and Wyoming Counties. Recognized as one of the best-run transit systems in the nation, our 800+ employees proudly enjoy serving our customers who count on us for 18 million rides each year. A public benefit entity, RGRTA is governed by 13 appointed commissioners who represent the City of Rochester, County of Monroe, and the surrounding counties in which RGRTA provides services. For more information, visit rgta.com.