

**ROCHESTER-GENESEE REGIONAL
TRANSPORTATION AUTHORITY**

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News Release

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Red, White and Blue Gets Greener and Smarter with Ridership Rising

***RGRTA expands fleet with 50 new eco-friendly, state of the art of
the buses to meet increasing ridership***

ROCHESTER, NY. –Rochester Genesee Regional Transportation Authority held a news conference today at the Golisano Institute for Sustainability at the Rochester Institute of Technology to unveil 50 new smart-clean diesel buses in the Regional Transit Service, Inc (RTS) fleet.

RGRTA Chief Executive Officer Mark Aesch was joined by Nabil Nasr, Assistant Provost for Academic Affairs, Director of the Center for Integrated Manufacturing Studies, and Director of the Golisano Institute for Sustainability at Rochester Institute of Technology for the announcement.

“As ridership in Rochester grows at a rate two times higher than the national average – our public transportation system is a key component to strengthening the local economy, growing our fleet was essential to meet the service demands of the community, said Mark Aesch, Chief Executive Officer of RGRTA.

Ridership has increased with more than 2 million more people utilizing public transportation this year as compared to last year. Riding the bus is more affordable, more productive than driving alone and now with the clean-diesel technology, riding the bus is a sound investment in our environment.

“We continue to make fiscally responsible choices, increase operating efficiencies, and control our expenses, said Aesch. “The new fleet will allow us to continue to pass on the savings to our customers and continue to keep the fare at just \$1.00.”

Clean diesel technology can deliver the combination of proven performance, reliability, energy efficiency, low CO2 emissions and clean air performance of the diesel. The new clean diesel technology offers a savings of \$15,000 in fuel and parts per bus. An RTS bus carrying 40 customers is much more energy efficient than one person riding alone in a car. With 50 new buses carrying this new technology it will yield an annual savings of \$750,000.

"The arrival of these 50 new smart – clean diesel buses highlights our efforts to become more energy independent and offer a local solution to a global problem," said Nabil Nasr, Assistant Provost for Academic Affairs, Director of the Center for Integrated Manufacturing Studies, and Director of the Golisano Institute for Sustainability at Rochester Institute of Technology. "RIT and RGRTA are actively working on clean air initiatives and

this announcement is another major step in our commitment to meet our goal of implementing environmentally friendly solutions in our community."

The fifty- (50) eco-friendly buses will keep particulates out of the air with the "clean-diesel" DPF-technology (diesel particulate filter). The clean diesel technology delivers greater fuel efficiency, lowers exhaust emissions and will reduce maintenance costs.

"Not only are the new buses greener – they are smarter," said Aesch. "Last year when we made our old price our new price and lowered the fare to just one dollar- ridership hit a twenty year high. Coming soon, customers will have wi-fi access right on the bus, automated stop announcements, and signal light prioritization."

RTS is running a 2-week television campaign to attract new customers to the eco- and consumer friendly option of using public transportation to support our local community.

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