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**RGRTA debuts Route 52 to connect Park Avenue with URMC**

*Partnership with University of Rochester offers direct route for commuters*

**Rochester, N.Y. –** The Rochester Genesee Regional Transportation Authority has partnered with the University of Rochester to establish a brand new bus route that will transport customers between East Avenue and Strong Memorial Hospital at the University of Rochester Medical Center (URMC) without stopping downtown to transfer.

To better serve residents of Park and East avenues as well as URMC employees and current RTS customers, Route 52 will run every 30 minutes from Wegmans East Avenue and offer a direct trip to Strong Memorial Hospital. Route 52 will begin September 2.

“We’re excited to launch our new RTS Route 52,” said Bill Carpenter, CEO of the Rochester Genesee Regional Transportation Authority, which operates RTS. “We’re working to become our community’s preferred transportation choice by building a system that people can build their lives around. In partnership with the University of Rochester, we’ve customized Route 52 especially for the needs of URMC employees who live in the Park Avenue area. RTS makes it easy, convenient and affordable for UR employees to get to work safely and on time. We look forward to serving many new customers from the University of Rochester community.”

The first new RTS bus route launched since 2011, it will originate at Wegmans East Avenue, travel along Park Avenue, South Goodman Street and Elmwood Avenue and end at the Jackson Loop entrance at Strong Memorial Hospital. It will stop at any RTS-designated stop along the way. This front-door service will save time and money for URMC employees in terms of both parking costs and long walks or shuttles from parking spots.

“As roadwork and construction continue to increase congestion in the area, we are finding staff reconsidering driving their car to work,” said Hugh E. Kierig, Director of Parking and Transportation Services at the University of Rochester. “RGRTA stepped in to offer a convenient alternative at just the right time.”

Kierig continued, “We want to make trying the bus as appealing and as risk-free as possible. There is no charge for our “Occasional Parker” program which allows staff to drive and park at the University when necessary—and our parking office always guarantees a ride home in case of emergency.

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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 840+ 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* [*http://www.rgrta.com/route52*](http://www.rgrta.com/route52).