

## CTTRANSIT Adds New Bus and Rail Service

CTTRANSIT, the state-owned bus transit system serving the greater Hartford, New Haven, Stamford, Waterbury, New Britain, Meriden, Bristol and Wallingford areas, introduced several service enhancements in 2002 to help provide public transit users with seamless, convenient transportation options.

In April, a mid-day express trip was added on nine express bus routes serving greater Hartford commuters. Many riders who take advantage of a shortened workday still are able to take the bus. A new Windsor Express route also was added to the Hartford service area. It provides service from the ever-growing Day Hill Road area in Windsor to downtown Hartford with three trips each weekday morning and afternoon.

Rail service also got a boost. New Haven's State Street Railroad Station opened for travel, and the CTTRANSIT Commuter Connection shuttles began meeting Shore Line East trains at the station. The shuttles travel to and from downtown New Haven and the Sargent Drive/Long Wharf Drive area work sites.

Stamford area commuters benefited from the addition of a fourth Commuter Connection route—the Commuter Connection Route 1 East. Schedules on established Commuter Connection services were improved to offer a faster evening trip from Summer Street to the Stamford Railroad Station. Commuter Connection buses are designed to meet arriving and departing trains.

## TSB Working Groups Submit Recommendations

The Connecticut Transportation Strategy Board (TSB), formed in June 2001, has been working for the past year to develop a recommended transportation strategy for the state. The board submitted its recommendations to Gov. John Rowland and the Connecticut General Assembly at the end of 2002. The TSB's working groups focused on Movement of People, Movement of Goods, Land Use and Economic Development, Funding and Finance, and Evaluation. The governor and the General Assembly are expected to discuss parts of the new strategy during the 2003 Legislative Session.

The TSB's goals include:

- Improving personal mobility within and through Connecticut

- Improving the movement of goods and freight within and through Connecticut
- Integrating transportation with economic, land-use, environmental and quality-of-life issues
- Developing policies and procedures that will integrate the state economy with regional, national and global economies
- Identifying policies and sources that provide adequate and reliable funding necessary for a quality multi-modal transportation system

*Reports from the TSB and its working groups can be reviewed online at [www.tsb.state.ct.us](http://www.tsb.state.ct.us)*

## New Year's Resolutions

### ✓ Improve Marketing & Communications

- ✓ Provide Value-Added Information to Current Customers
- ✓ Ensure Customer Retention
- ✓ Introduce New Products & Services
- ✓ Increase Sales
- ✓ Reach New Prospects
- ✓ Reinforce Brand Identity

### ✓ Call Greg Sandler @ Global Business Perspectives Inc. for a free marketing consultation

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