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**CCTA's PARC Program:
An Affordable Parking Alternative for Downtown Burlington Employees**

BURLINGTON, VT - With the holiday season fast approaching, the Burlington Business Association (BBA), the Church Street Marketplace, and the City of Burlington have teamed with the Chittenden County Transportation Authority (CCTA) to create more downtown parking for holiday shoppers. Downtown businesses can free up scarce parking spaces, boost holiday retail sales, and save money on parking when their employees park at the General Dynamics lot and take CCTA's Park and Ride Connection (PARC) Shuttle to downtown. PARC passes will be free to downtown employees currently not participating in the program during November and December.

"There are many employers that pay between \$70.00 and \$90.00 per month for each of their employees to park in downtown Burlington. At \$18.00 per employee per month, the PARC Shuttle is an affordable benefit to offer employees, either just during the holiday season to make more parking assessable for shoppers, or year round to support public transportation," said Chris Cole, General Manager of CCTA.

CCTA's PARC program is a convenient and affordable alternative to downtown parking garages and street parking. Employees park Monday through Friday at the General Dynamics lot on Lakeside Avenue and catch the PARC Shuttle every 15 minutes during commuting hours to downtown.

Burlington businesses wishing to join the PARC Program should call Julie Witherell, CCTA's Rideshare Program Manager, at (802) 864-0211 to obtain passes for their employees.

CCTA operates the region's public transit buses and provides over 2 million rides per year in the Burlington area. CCTA's 56-bus fleet serves Burlington, Essex, Shelburne, South Burlington, Williston, Winooski, and a portion of Colchester. CCTA operates Link Express commuter buses connecting Burlington to Montpelier, St. Albans and Middlebury, and operates bus services in Washington County as Green Mountain Transit Agency.

The mission of CCTA is to make efficient, safe, accessible, reliable, clean, affordable, and sustainable transportation services available to the Chittenden County region, enhancing the quality of life for all residents and visitors. For CCTA or GMTA route and schedule information, call toll-free at 802-864-0211 or visit www.cctaride.org.