



**PEDRO E. SEGARRA**  
MAYOR

## **MAYOR SUPPORTS STAR SHUTTLE**

### **SERVICE TOO IMPORTANT TO CITY'S FUTURE ECONOMIC GROWTH**

#### **NEWS AND COMMUNITY RELEASE**

(August 25, 2011)--- “We need to put our foot on the gas and not on the brake.” That’s the point Hartford Mayor Pedro Segarra today shared with State Transportation Officials who are considering reducing or cutting the free Star Shuttle circulator bus service in Downtown Hartford.

The Star Shuttle first came into service in September of 2005 and has been a deal maker when it comes to Hartford attracting conventions because of its convenience to transporting group members from the Convention Center to hotels, restaurants and Downtown Arts and Entertainment attractions.

“This service is environmentally friendly and economically sound when it comes to our conventions and tourism. As Hartford strives to be a choice destination through our rebranding campaign, the Star Shuttle is perfectly designed to play a strategic marketing role. In the short term, I want to see the city and the state collaborate to better market and promote this important service, and perhaps tweak the route so that it can be more inclusive of such cultural treasures as the Mark Twain House and the Harriet Beecher Stowe Center. It is crucial that we increase ridership on non-event days and let people know how it can get them from one venue to another in safe, fast, and green way. Simply put, people need to know when this free bus service runs, where it stops and what it has to offer them--- which is a lot,” said Mayor Segarra.

The Mayor explained how this mode of transportation is a perfect fit for Hartford’s *One City, One Plan* for conservation and development--- our strategic 10-year plan that also includes the *iQuilt* to better connect our parks and open space with our cultural assets. While this is important for visitors, it is just as complementary to Hartford’s growing Downtown population, which is currently almost at capacity.

As Hartford continues to position itself for future economic development and growth, Connecticut’s Capital City will be the transportation center and job hub of the state. The Star Shuttle will serve as a connector for the Hartford-New Britain Busway and later the high speed rail, helping people get to work. Employees can also be encouraged to take the Star Shuttle from the parking garages to their workplace.

“There’s a difference between rethinking service versus reducing service. Give us just a few months to work with the state and we shall be able to present you with a whole new set of numbers. To shut down or reduce service now would be taking wrong turn at just the right time when Hartford needs it most,” explained the Mayor.