

## First the HealthLine, then the skating rink

RTA's HealthLine can take you to special events this month at Wade Oval in University Circle. Just ride the HealthLine to the Cornell Road Station, and walk north on Ford Drive.

Holiday CircleFest will be held from 1-7 p.m. on Sunday, Dec. 7. Events include the opening of a skating rink at 1 p.m., and a winter lights lantern festival at 5:30 p.m. Bring your own skates, or rent them there.

Rink hours are:

- **Dec. 12-21, Jan. 9-Feb. 16**, noon-7 p.m. Fridays-Saturdays, and noon-5 p.m. Sundays.
- **Dec. 22-Jan. 4**, noon-5 p.m. Sundays-Wednesdays, and noon-7 p.m. Fridays-Saturdays.
- **Jan 19 and Feb. 16** (holidays), noon-5 p.m.

For daily rink info, call 216-707-5003. The rink is sponsored by University Circle Inc. and its member institutions.

## Eyes of nation on City

Quicken Loans Arena will host the US Figure Skating Championships on Jan. 18-25, 2009. More than 1,500 athletes, coaches, and officials will come to Cleveland.

Past event champions include Scott Hamilton and Michelle Kwan.

The last time the championship was in Cleveland, it set an attendance record. This year, officials expect an economic boost of more than \$30 million.

The event will crown 12 national champions in Ladies, Men's, Pairs, and Ice Dancing in senior, junior, and novice levels. The competition includes 14 sessions.

Tickets are available at [ticketmaster.com](http://ticketmaster.com). Use a designated RTA "All-Day" pass for \$5 off coupons for the event of your choice (excludes championships). Use RTA service to reach the event each night. For more information, write [info@cleveland2009.com](mailto:info@cleveland2009.com), or visit [Cleveland2009.com](http://Cleveland2009.com).

## Ride RTA to see Browns, Cavs and holiday fun

### SPORTS

#### Football at Browns Stadium

Dec. 21, Cincinnati Bengals, 1 p.m.  
Game times may change.

Park free at most rail stations. Buy a \$4.50 All-Day Pass. Ride any rail line to Tower City and ride the Waterfront Line to the West Third Street Station.

#### Basketball at Quicken Loans Arena

See one of the NBA's top teams -- the Cleveland Cavaliers -- in action, Dec. 3, 6, 9, 12, 23, 25 and 28.

#### Ice hockey at Quicken Loans Arena

See exciting AHL hockey with the Lake Erie Monsters on Dec. 7, 10, 13, 14 and 26.

Park free at most rail stations. Buy a \$4.50 All-Day Pass. Ride any rail line to Tower City and use the Walkway to reach Quicken Loans Arena. Rail service is available until 12:30 a.m., and is guaranteed to operate for at least 90 minutes after an event ends. For exact times, visit [rideRTA.com](http://rideRTA.com)

### OTHER EVENTS AT THE Q

**Dec. 2**, Music by Sarah Brightman

**Dec. 17-22**, Disney on Ice

**Dec. 27**, Harlem Globetrotters

**Dec. 29-30**, Trans-Siberian Orchestra

# Rider's Digest



A PUBLICATION OF THE GREATER CLEVELAND  
REGIONAL TRANSIT AUTHORITY

## HealthLine ready for holiday season

For the first time in several years, Euclid Avenue -- from Public Square to Windermere -- is open for business, and just in time for the holiday season.

RTA's new HealthLine began service Oct. 24. That means the road is open, the orange barrels are gone, and the merchants are ready to do business.

RTA officials invite you to ride the HealthLine



during December and discover, or re-discover, all that Euclid Avenue has to offer.

Your ride starts at the great holiday light displays at Tower City and Public Square, goes past Playhouse Square (where you can see *A Christmas Carol* and the Radio City Rockettes), past Cleveland State University, Midtown Cleveland, University Circle and into East Cleveland.

The route is lined with major destinations, as well as many diverse small retail businesses and restaurants. They are all eager and ready to help you meet your needs.

Go to [RTAHealthLine.com](http://RTAHealthLine.com), and click on "where it goes" to see all the great destinations about the line.



Greater Cleveland Regional Transit Authority  
[rideRTA.com](http://rideRTA.com)

## RTA's Red Line Airport service marks 40 years

Nov. 15 marked the 40<sup>th</sup> anniversary of rail service to Cleveland Hopkins International Airport. In 1968, a four-mile extension of the heavy-rail Red Line linked the airport to the downtown business district. It was the first rail-to-airport line in the Western Hemisphere.

The Red Line was originally built in 1955. The 19-mile system ran from Windermere Station in East Cleveland to Lorain Avenue and West 140<sup>th</sup> Street. The airport extension, added 13 years later, opened with great celebration.

It more than cut in half travel time to the airport from downtown. It averaged 4,000 passengers daily in the first two months of operation, and cost only 35 cents for the 20-minute ride.

Since 1968, the price has risen to \$2 for one-way cash fare. Officials note it still makes a convenient, cost-effective, and environmentally friendly way to reach the airport directly by public transit.

Weekdays, the Red Line's first train to the airport arrives at 4:29 a.m., and the last one reaches it at 12:55 a.m. On weekends and holidays, the first airport train arrives at 4:32 a.m., and the final one arrives at 12:51 a.m.

Recent developments have made the airport service even more attractive. Customers can leave their plane, walk through the airport terminal, board a Rapid car, ride for 24 minutes, enter Tower City, and go to either their hotel room or Quicken Loans Arena – and never go outside.

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## RTA's holiday schedule

On Dec. 25 and Jan. 1, RTA offices will be closed, and RTA will operate Sunday/Holiday service.

On Dec. 31, RTA offices will be open, and regular weekday service will be in effect.

On Dec. 24, RTA offices will be closed, and a special service schedule will be followed. Visit [rideRTA.com](http://rideRTA.com) for more details later this month.

## Ding, ding, ding Trolley ridership nears mark

In October, RTA ridership grew 2.5 percent systemwide.

By far, the largest growth occurred on the downtown trolley system. More than 126,000 rides were taken in October, a 70.3 percent increase over the previous year.

That means in just two years, daily ridership on trolleys has grown from 700 to almost 5,500.

Trolley service remains *Free with a Smile*, thanks to the generous sponsorship of Dollar Bank.

The trolleys, the first of their kind in the nation, began service on two downtown routes on April 10, 2006. They replaced RTA's outdated loop service.

The trolleys, designed to inspire nostalgia, are recognizable by their distinct dark green color with gold trim. They are complete with cowcatchers, wooden rails, and brass bells. These low-floor vehicles were specifically designed for Cleveland by Optima Bus.

The #61 route is known as the "E-Line" trolley, with the "E" standing for entertainment, Euclid Avenue (its main route), and education, because it serves Cleveland State University. The route starts in the Warehouse District, and travels east on Euclid Avenue, serving the East 4th Street entertainment area and Playhouse Square on its way to CSU.

The #62 route is known as the "B-Line" trolley, with the "B" standing for business. It serves the Warehouse District, Public Square, and business and government offices along Superior Avenue, East 12<sup>th</sup> Street and Lakeside Avenue.

Both lines operate from 7 a.m.-7 p.m., Monday-Friday, with a 10-minute frequency.

RTA's trolley operators, called "Ambassadors," have strong customer service skills and are trained to handle questions from downtown visitors. They are dressed in old-fashioned streetcar uniforms, which were designed to enhance the unique experience of riding trolleys.

## Nominations sought for General Manager's award

Nominations for the RTA General Manager's 2008 Customer Service Award will be accepted until Jan. 9, 2009.

The award recognizes employees or employee groups for exceptional customer service. The award is given annually to a small number of recipients.

All employees are eligible for the award. An employee group could be a task force, team, or any combination of employees who work together on a project.

External or internal customers (no self-nominations) can nominate employees -- just complete the nomination form and submit it to CEO/General Manager Joe Calabrese. Nomination forms are available at [rideRTA.com](http://rideRTA.com), or call 216-566-5283. Calabrese will review all nominations for compliance with criteria and make the final selection of award recipients.

Recipients must meet one or more of the following:

- Solving an extraordinary problem, achieving or exceeding a significantly difficult goal that serves internal and/or external customers.
- Successful implementation of an innovative customer service idea or concept where the result is identifiable and measurable.
- Outstanding act of customer service that brings positive recognition to the Authority or results in a delighted customer.

The accomplishments should have been achieved during 2008.

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## Thank you!

We thank you for being one of 200,000 "security personnel" who ride RTA every day. Riders are an important part of our security team. Please keep our community safe by immediately reporting unattended packages or suspicious behavior to RTA personnel or by calling 216-566-5163.