

RTA Will Save You Money at International Film Festival

It's convenient and economical to ride RTA to the 29th annual Cleveland International Film Festival at Tower City Center, and you can save money!

With your March Monthly Pass (local or express) you receive \$1 off your in-person, phone or on-line purchase. This offer is good for any Festival film except Opening (March 10) and Closing (March 20) nights and Special Events. Additional restrictions may apply.

To purchase the money-saving tickets, just show your March RTA Pass at the Film Festival Store in the Tower City Cinema Lobby. Be sure to use the code RTA when purchasing discount tickets by phone (216-623-3456) or on-line www.clevelandfilm.org.

RTA's Red Line (#66) Airport to Louis Stokes/Windermere, the #67/67A Blue (Van Aken) and Green (Green Road) and the Waterfront lines all provide direct service to Tower City Center.

Monday through Friday, the last Red Line train leaves the Tower City Station at 12:23 a.m.

westbound (Airport) and 11:37 p.m. eastbound to Stokes/Windermere.

On Saturdays and Sundays, the last Red Line train leaves Tower City Station at 12:24 a.m. going westbound and 11:40 p.m. going eastbound.

Monday through Friday, the last Green Road train leaves Tower City at 12:13 a.m. and the last Van Aken train leaves from Tower City at 12:18 a.m.

On Saturdays and Sundays, the last Green Road train leaves from Tower City at 12:15 a.m. and the last Van Aken train leaves at 12:20 a.m.

On the Waterfront Line, the last train leaves Tower City at 11:25 p.m., seven days a week.

Many of RTA's major bus routes provide service to the Public Square area.

For more detailed information about routes and schedules, please visit our website at www.rideRTA.com or call the RTAanswerline at 216-621-9500.

New Timetables are Needed for the #821, #20A and #70

RTA is changing three bus routes this month, and customers that will be affected should pick up new timetables. Effective dates and routes being changed are as follows:

Effective Feb. 6:

- #821 University Circle/Heights Area Circulator— route and schedule change.
- #20A W. 25th/State — schedule change

Effective Feb. 20:

- #70 W. 150/Burtons— route and schedule change

To obtain a new timetable, go to :

- RTA Rotunda at the Tower City Station.
- RTA's Main Office, 1240 W. Sixth St.
- RTA's Customer Service Center, 315 Euclid Ave., from 7 a.m.-6 p.m. Monday-Friday.
- Visit www.rideRTA.com

To receive a new timetable by mail, call the RTAanswerline, 216-621-9500, from 6:30 a.m.-6:30 p.m. Monday-Friday, and 8 a.m.-4:30 p.m. Saturday.



Greater Cleveland Regional Transit Authority
www.rideRTA.com

Rider's Digest

A PUBLICATION OF THE GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY

Repeat Ridership Gains Highlight Improved Service

For only the second time in 25 years, RTA has posted back-to-back increases in ridership.

- RTA finished 2003 with a 1.5 percent increase, or 808,924 more rides.
- 2004 ended with a 3.7 percent increase, or 1,983,700 more rides.

RTA also posted consecutive ridership increases in 1996-7, because of the opening of the Waterfront Line, and back in 1979-80.

"Obviously, we are delighted," says RTA CEO and General Manager Joseph Calabrese. "We have gone 'back to the basics' and improved quality service at every level."

Calabrese compared the first nine months of 2001 to the first nine months of 2004, and cited these improvements.

- **Customer satisfaction:** up 88 percent, as measured by the response to the Ride Happy or Ride Free program
- **On-time performance:** up 24 percent
- **Reliability:** up 144 percent. This is the number of miles an RTA bus or train travels without a mechanical breakdown.

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Ridership *continued from front page*

George F. Dixon III, President of the RTA Board of Trustees, agrees.

"These ridership increases validate the success of our 'back to basics' program," he says. "We can build all the new facilities we want, but at the end of the day, the customer wants service that is on-time, safe and clean. I salute Joe Calabrese and all RTA employees for the hard work they do every day."

Calabrese also noted that the number of companies enrolled in RTA's Commuter Advantage program is 200, double what it was several years ago.

The 2004 ridership increase is unique in that every mode showed gains.

- **Big bus:** 3.1 percent, or 1,423,900 more rides.
- **Community Circulator:** 6.0 percent, or 133,000 more rides.

- **Light rail:** 1.2 percent, or 33,500 more rides.

- **Heavy rail:** 9.8 percent, or 448,700 more rides.

- **Paratransit:** 24.8 percent, or 391,000 more riders

About 60 percent of all RTA trips are work-related. Yet, these ridership gains came as Cleveland's economy continues to be soft, Calabrese says.

- According to the Downtown Cleveland Partnership, office vacancy rates downtown have more than doubled, from 9.34 percent in 2000 to 20.4 percent in 2004.

• According to the Council for Economic Opportunities in Greater Cleveland (CEOGC), Cuyahoga County has lost almost 64,000 jobs, or more than 8 percent of jobs the County had four years ago.

Ridership highlights:

- 2003 total ridership, 53.515 million
- 2004 total ridership, 55.498 million
- Systemwide ridership has increased for the last six consecutive quarters.
- Circulator ridership increased for seven consecutive months.
- 2004 was the best December ridership since 1999.
- The Average weekday ridership in 2004 was 190,652, a 3.48 percent increase over the 2003 figure of 184,249.

RTA Plans to Move Customer Service Center April 1

RTA will move its Customer Service Center from 315 Euclid Ave. to two new locations – Tower City Center and RTA's Main Office Building at 1240 W. Sixth St. — by Friday, April 1.

"The move represents a 'win-win' situation for our customers and for RTA," says RTA Marketing Director Steve Bitto. "Both new locations are easily accessible, either by rapid transit or bus. By dividing our staff and their duties between the new locations, they will be in a better position to focus on the needs of our customers. And finally, the move will save RTA more than \$132,000 in rent annually, and that money can be used to further enhance services and our growing customer satisfaction rating."

According to Bitto, customers will be able to purchase passes and farecards at the newly-renovated "satellite" customer service center in the rotunda of the Tower City Station (between the Red and Blue/Green/Waterfront line entrance/exit locations).

The other Customer Service Center will be located on the first floor of the RTA Main Office Building, where staff members will help customers with ADA and Senior Citizen-related requests, as well as overseeing the processing of the newly-mandated functional testing program.

Updates on the scheduled Customer Service Center moves will soon be available on the transit agency's website: www.rideRTA.com.

Ground Broken for Rail Station at E. 105th St. & Quincy Ave.

RTA officials and civic leaders recently broke ground for a new \$1.3 million Red Line rail station at East 105th St. and Quincy Ave.

The station will support future development in the area, including a \$120-million planned juvenile facility for Cuyahoga County. That facility, to be located on Quincy Ave., from East 93rd to East 101st streets, should be open by the end of 2008. It is expected to employ 500-600 persons.

Among those participating at the ground breaking were Cleveland Mayor Jane Campbell and County Commissioner Peter Lawson Jones

The new station will be an asset to the Fairfax neighborhood, says RTA CEO & General Manager Joe Calabrese.

"This is very much a neighborhood station," he says. "There are many residents who live within walking distance of this station, which is also served by the # 10 and # 35 bus routes. RTA is committed to working with the City of Cleveland, and the Cuyahoga County, to maintain neighborhood access and help develop the area."

The new station will include:

- ADA accessible, with an elevator
- A concrete platform
- A steel and masonry stair tower
- A sheltered landing area for customer convenience
- A more attractive visual appeal
- Improved lighting, security cameras and "blue light" emergency phones.

Euclid Corridor is Subject of Lectures at the Library

RTA's Euclid Corridor Transportation Project (ECTP) will be the focus of three lectures in the auditorium of the Stokes Wing, Cleveland Public Library, 325 Superior Ave. Each lecture lasts from 11:30 a.m.-12:30 p.m. Lecture dates and subjects are as follow:

- Feb. 7,** What is a Rapid Transit System?
 - March 7,** The transformation of Euclid Avenue (urban and design streetscape improvements)
 - April 4,** ECTP Public Art - from integration to independent artwork
- Persons with questions can contact Danielle Willis, 216-771-2144, dwillis@gcrta.org.