

# Rider's Digest



A PUBLICATION OF THE GREATER CLEVELAND  
REGIONAL TRANSIT AUTHORITY

## 2007: A great year for RTA

2007 was a great year for RTA.

RTA was named the best transit system in North America by the American Public Transportation Association (APTA) – a prestigious honor. RTA received other awards for increasing ridership and offering world-class customer service.

The long-awaited Euclid Corridor Project began taking shape. A stretch of the road, from East 17th to East 55th street, opened a year early to rave reviews. The grand opening is set for Oct. 25, 2008.

Ridership increased for the fifth straight year. Official totals will be announced later this month. Downtown trolley service really took off, with some days recording more than 4,000 customers.

Bicyclists also responded to expanded hours for bikes on rail. As late as November, customers took their bikes on more than 4,000 transit trips per month.

Two major capital improvements were completed – the expansion of the parking lot at the ever-popular North Olmsted Park-n-Ride, and a new transit station at West 117th Street.

Security cameras were added to some rail stations, rail vehicles and buses, and RTA introduced functional testing to help limit Paratransit customers to those who truly need a ride.

## 2008 budget approved

Even with revenue from a fare change taking effect on Jan. 7, RTA's 2008 operating budget will be a "challenge," officials said. Expenses are rising faster than revenue.

Because of a weak economy, the budget reflects limited revenue from a one percent countywide sales tax. Fuel costs are unpredictable, and health-care costs continue to rise. In addition, state funding for transit has been reduced dramatically.

"Our mission remains the same: to provide effective public transportation and superior customer service while maintaining financial health. But this year, meeting that goal will be more challenging than ever," says RTA CEO Joe Calabrese.

To help balance the budget, a service reduction was implemented Dec. 16, and other reductions will be considered later this year. The budget also funds 51 fewer positions than last year.

This year, RTA will take the lead in a statewide push to develop strategies to increase revenue by looking at non-traditional sources of income, including the possibility of a dedicated funding source from the State.

Nearly \$725,000 in additional resources is being allocated for disabled and Job Access services to keep up with increasing needs and demands.

### Capital improvements:

- Construction will continue on the Euclid Corridor.
- Construction will begin on the East 55th Street and Puritas stations, as well as design of the Brookpark and East 120th Street stations.
- The Westlake Park-N-Ride expansion will be completed.
- Several rail bridges will be rehabbed.

## Let's be courteous

Because of the recent surge in riders on the Rapid Transit, this is a good time to remind all riders of a few simple rules.

All RTA vehicles and facilities are smoke-free. This includes all buses and trains, all transit centers and rail stations. It also includes outside areas, such as rail station platforms, bus waiting areas or just outside the rail station doors at the street level.

This is state law and a common courtesy. Sometimes, the no-smoking signs aren't there, but the rules are always in effect.

Keep the front seats open for seniors and people with disabilities.

When trains are crowded, seats are for passengers, not packages, luggage, knapsacks or your laptop. Keep these items with you or use the space inside the rail car to store luggage or packages.

Feet also belong on the floor of the rail car, not on the seat. It's no treat...to sit on a seat...that's been covered by feet.

Use trash cans in stations to dispose of your personal trash and newspapers. Rail car floors can be slippery. When they are covered with trash, they are more hazardous.

Listening to music? Just make sure that only your ears hear your music. Some folks may not appreciate your music choices.

Finally, please wait for all passengers to exit a rail car before boarding. Trying to board a train while others are trying to leave is unsafe, and could cause an accident. Some folks need extra time to exit. Please give them the time they need.

A little common courtesy can mean a nicer ride for everyone. Thanks for riding RTA.



Greater Cleveland Regional Transit Authority  
rideRTA.com

## New fares effective Jan. 7

New RTA fares take effect Monday, Jan. 7. This is the second phase of fare modifications approved in May 2006. The first phase took effect July 1, 2006, after an extensive round of public hearings.

After the hearings, the Board agreed to split the increase into two parts to lessen the impact on customers. The action was RTA's first across-the-board increase in 13 years, and can largely be attributed to the rising cost of fuel.

### THE NEW FARES

#### All-Day Pass, unlimited rides

Individual, \$4.00

Senior/disabled/child, \$1.75

#### Bus/Rapid

Cash, \$ 1.75

5-trip farecard, \$8.75

7-Day Pass, \$ 17.50

Monthly Pass, \$63.00

#### Trolley/Loop/Circulator

Cash \$1.00

(trolleys free because of sponsorship)

5-trip farecard, \$5.00

#### Park-N-Ride Bus

Cash, \$ 2.00

5-trip farecard, \$10.00

7-Day Pass, \$ 20.00

Monthly Pass, \$70.00

#### Senior/disabled

Cash, \$ .75

5-trip farecard, \$3.75

7-Day Pass, \$ 7.50

Monthly Pass, \$29.00

#### Student

5-trips farecard, \$7.50

#### Other cash fares

Paratransit \$1.75

Out-of-county \$3.00

## Nominations sought for awards

### Customer Service

Nominations for the RTA General Manager's 2007 Customer Service Award will be accepted until Jan. 18, 2008.

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

Nominators should 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 then review all nominations for compliance with criteria and make the final selection of award recipients.

The accomplishments should have been achieved within the calendar year for which the award is being given.

### Volunteerism

RTA officials and the Citizens Advisory Board are seeking nominations for the F. Robert Wiesenberger Community Volunteer Award.

Nominees should be residents of Cuyahoga County and perform volunteer work in this region. They should have demonstrated a willingness to get involved, an unselfish giving of oneself, an ability to lead others and a desire to enhance the quality of life in the community.

Nominations will be accepted from individuals and organizations until March 31.

Nomination forms are available at [rideRTA.com](http://rideRTA.com). If you have questions, call 216-566-5220.

Send the nomination form to: Volunteer Award Committee, Marketing & Communications Department, RTA, 1240 W. Sixth St., Cleveland, Ohio 44113.

## RTA news briefs

### Shaker Square now WiFi

Shaker Square -- an historic shopping and restaurant district -- is now a WiFi Hot spot. Web users can enjoy free wireless Internet service 24/7 anywhere in the outdoor space that is within the confines of the Square. The wireless access is available 24 hours a day. The move was made by The Coral Company, owner of Shaker Square.

### How to request timetables

Because RTA has changed many of its routes on Dec. 16, you must be more specific when requesting timetables from the information line.

Some examples:

- If you rode #4 or #38, ask for \$4/#38.
- If you rode #14, ask for #14 and #24.
- If you rode #22, ask for #22 and #52.
- If you rode #25, ask for #12, #13 and #25.
- If you rode #35, ask for #11 and #35.
- If you rode #39X/BX or #39F, ask for #39/#39F.
- If you rode #77F, ask for #17 and #77F.
- If you rode #326, ask for #3, #4/#38 and #26.

### Sign up for RTA's e-newsletter

To subscribe to RTA's twice-a-month free e-mail newsletter, go to [rideRTA.com](http://rideRTA.com), click on "Important Information", and fill in the information on the right-hand column.

### All meetings are open

All RTA meetings are open to the public. They are held at RTA Main Office Building, 1240 W. Sixth St.

- Fri., Jan. 4, 8:30-11 a.m., Volunteer Action Committee (VAC) of the Citizens Advisory Board.
- Tues., Jan. 8, 9 a.m., Board Committees meet.
- Thursday, Jan. 10, 8:30-10 a.m., Citizens Advisory Board, 20 volunteers.
- Tues., Jan. 22, 9 a.m., Regular Board meeting.