

Rider's Digest



A PUBLICATION OF THE GREATER CLEVELAND
REGIONAL TRANSIT AUTHORITY

Board examines budget

The RTA Board of Trustees will examine the 2012 capital and operating budgets over the next two months.

Meetings begin at 9 a.m. Tuesdays at 1240 W. 6th St. Both trolley lines serve the RTA Main Office.

- **Nov. 1,** The CEO presents the 2012 operating budget to the Finance Committee.
- **Nov. 15,** The 2012 Service Plan goes to Finance Committee. A public hearing follows.
- **Dec. 6,** Another public hearing will be held, and the Board votes on adoption of the budget.
- **Jan. 1, 2012,** The new fiscal year begins.

RTA adds three more unique bus shelters

RTA has added three more examples of unique bus shelters to its on-going efforts to spruce up the Transit Waiting Environment (TWE).

Two solar-powered bus shelters are now open in Cleveland Heights on Mayfield Road. One is at the intersection of Coventry Road, and the other is at the intersection of Warrensville Center Road.

They are a joint venture between RTA, Cleveland Heights and the Federal Transit Administration (FTA).

The shelters feature inside and outside lighting, powered by a rooftop solar-powered battery system. The shelters are also energy efficient. The interior lights turn on only when customers are in the shelter.

In Euclid, RTA worked with City officials and the FTA to build an attractive two-shelter waiting area to serve riders in a redeveloped downtown area at Babbitt Road and Lake Shore Boulevard. The #30 and #94 buses stop there. Upgrades include more seating, trash receptacles, landscaping and planters, along with additional electronic signage.

Other unique bus shelters have also been installed in Lakewood, Slavic Village, Tremont and Ohio City.

Nominations sought for customer service award

Do you know an RTA employee who has provided exceptional customer service? Nominations for the General Manager's Customer Service Award must be received by Jan. 10, 2012.

This award recognizes employees for exceptional service. Nomination forms can be found on buses, trains and at riderta.com/customerservice.

The General Manager reviews all nominations and selects the winners. Employees must meet one or more of the following criteria:

- Solve an extraordinary problem, achieve or exceed 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 RTA and results in a delighted customer.

Follow the instructions on the nomination form to describe why the nominee deserves the award. Limit attachments to no more than three pages.

RTA wins two awards

RTA has won two awards from the American Public Transportation Association (APTA).

RTA won the an AdWheel award and the grand prize in the Promotional Special Events Category for the bus simulator that was used as part of RTA's display in the 2011 Cleveland Auto Show.

Bus seats were placed on the floor of the display area. Attendees could view a humorous video of all the things they could do to spend time while riding a bus or Rapid.



Greater Cleveland Regional Transit Authority
rideRTA.com

A letter from the General Manager

Many thanks

I thank our rail riders for their patience and cooperation while the Cuyahoga River Viaduct was shut down for necessary track work. We wanted to keep the Viaduct open, but the nature of the work that was needed left no option but to close it completely.

Now, we can offer you a faster, safer and smoother ride for years to come, as we move on to upgrade other parts of our rail system. We appreciate your ongoing support.

West Side work continues

RTA continues to recover from a massive lighting hit on July 22. The strike burned out the Red Line signal system from Hopkins Airport to the Puritas Rapid Station.

In September, RTA Trustees approved two contracts – one to design future repair work, and one to clean and test circuit boards. More contracts will be brought to the Board as work continues. It will take several months for repairs to be completed and normal operations to resume.

In the meantime, we at RTA will take every measure possible to ensure your safety, and to maintain a regular schedule.

Joseph Calabrese, General Manager

Ride RTA to family events on Thanksgiving weekend

Here are some tips to help you enjoy events on Thanksgiving weekend.

Thursday, Nov. 24

Buses and trains operate on a Sunday/holiday schedule.

Friday, Nov. 25

RTA operates a regular weekday schedule, so you can easily board any rail line and, ride into Tower City. Or, visit Shaker Square on the Blue/Green Line. The historic outdoor area will be bathed in holiday lights that can be enjoyed from the train, or by stopping and visiting the shops.

RTA buses serve many shopping areas. For details, visit rideRTA.com and select “popular destinations.”

Two special events are set. Progressive Field opens for Snow Days from 10 a.m.-10 p.m. Friday and Saturday. At 7:30 p.m. Friday, the Lake Erie Monsters skate at Quicken Loans Arena.

Saturday, Nov. 26

Thousands of persons are expected to come downtown for the traditional lighting ceremony. This year, the event has been expanded to all four

quadrants of Public Square.

RTA will offer increased rail service for the event. Park free at many stations, and ride any rail line into Tower City.

Events begin at noon. Watch a major college football game on giant TV screens, listen to music from Radio Disney, ride a horse-drawn carriage, and of course, shop.

At 6 p.m., the lighting ceremony begins. Santa flips the switch at 7 p.m., and fireworks follow. Several events will be held that evening. For details, visit downtownCleveland.com/winterfest. The event is coordinated by the Downtown Cleveland Alliance.

Ride the HealthLine

RTA's HealthLine operates 24/7 on Euclid Avenue, from Public Square to the Louis Stokes Station at Windermere. Buy a \$5 All-Day Pass, jump on the HealthLine, and get on and off as many times as you wish. It's the best way to see the variety of merchants and attractions that make Euclid Avenue unique. The pass expires at 3 a.m. the following day.

Snow Days, ice hockey return to Progressive Field

Snow Days returns to Progressive Field Nov. 25-Jan. 16. RTA is again a partner in this winter wonderland family event. Snow Days include:

- The Batterhorn, a 10-lane snow tubing hill sponsored by RTA, with eight adult lanes stretching more than 200 feet into the field.
- The Frozen Mile, an ice skating track around the outfield. Skate rental will be offered.
- The Rookie Rink, a smaller rink for beginning skaters.
- The Frozen Diamond, a regulation-sized ice rink on the infield. At 5 p.m. on Jan. 15, the rink will host an ice hockey game between Ohio State and the University of Michigan in the first modern-day college outdoor hockey game in Ohio.

Hours vary, but are usually 10 a.m.-10 p.m. The Walkway will be open for all Snow Days, giving riders easy access from RTA's Tower City Rapid Station.

Show your RTA farecard at the Progressive Field Box Office, and purchase an all-day discounted Combo Pass for Snow Days for just \$22. Information about Snow Days can be found at indians.com/snowdays, and Indians Team Shops.

Snow Days run every day, with the exception of nine dates for group rental. Snow Days are open on Dec. 24-25, Dec. 31 (with fireworks) and Jan. 1.

If the weather does not cooperate, the Indians will blanket the field with 150 tons of produced snow each day.

Ride RTA rails for local sports and entertainment

November is filled with sports action – 2 Browns football games, 7 Lake Erie Monster hockey games, and 6 Cavalier basketball games – plus an ice show, a concert and 3 Snow Days.

RTA can take you to all these events.

Browns Stadium: RTA hosts a tailgate party at 10 a.m. each game day at the South Harbor Station on the Waterfront Line. Ride the HealthLine to Tower City, or park for free at a rail station, and take any rail line into Tower City. From there, ride the Waterfront Line to the South Harbor Station, enjoy free hot dogs, soft drinks and sports talk on ESPN radio, 850 AM, WKNR. Then, go to the 1 p.m. game.

Gateway: To reach either Quicken Loans Arena or Progressive Field, ride the HealthLine to Public Square, and walk two blocks south on Ontario.

OR, park for free at a rail station, and take any rail line into Tower City. From there, walk through Tower City and the Walkway to Gateway, into your Arena seat. Headed for Snow Days? It's just one more block south. Either way, service is guaranteed for 90 minutes after the event ends.

Happy birthday to RTA on Facebook and Twitter

RTA's major efforts in cyberspace are maturing.

The Facebook page for rideRTA, a newcomer on Sept. 30, 2010, has more than 11,000 friends.

RTA began tweeting on Oct. 11, 2010. The Twitter account @GCRTA has more than 1,100 followers.

Commuter Alerts, a special service for rail riders, has more than 1,300 subscribers. It began 18 months ago, on April 27, 2010. To sign up, go to: www.rideRTA.com/commuteralerts

RTA began publishing an e-newsletter on Feb. 1, 2006. Nearly 8,800 persons now subscribe. To sign up, go to: www.rideRTA.com/e-news.