

## When using the Corridor, STAY SAFE

### If you are using public transit:

- Obey all traffic laws. Jaywalking is dangerous and illegal.
- To cross Euclid Avenue, ALWAYS use a designated crosswalk, and cross only when it is legal.
- As the bus approaches the station, stand back from the platform edge. Tactile pavers mark the caution zone. Because buses now use special mechanical docking arms, they pull up closer to the curb than before.
- Always let exiting passengers off first.
- After you exit the bus, wait until it pulls away from the station. Then walk to a designated crosswalk.

### If you take your bicycle on an RTV:

On Rapid Transit Vehicles (RTVs), board at the rear door, and go to the designated area for bikes and strollers, right behind the articulation point where the RTV “bends.” Stand there with your bicycle. If the vehicle is full, the operator may ask you to wait for the next RTV.

### If you take your bicycle on a standard bus:

All standard buses have exterior racks for two bicycles. Have your bike ready to go as the bus approaches the platform. When the bus stops, signal the bus operator that you are going to load your bike. When the operator motions to you, **carefully** step off the platform, place your bicycle on the rack, and board the bus.

As the standard bus approaches your stop, tell the operator that you need to unload your bicycle. After unloading your bicycle, signal to the operator that you are finished. Walk your bicycle through the station to the designated crosswalk, and back to the bike lane, which extends from CSU to CWRU.

## Our Sponsors

All activities on the grand opening weekend, including the free rides, are being paid for with private-sector dollars. No public funds were used.

RTA sincerely appreciates the strong civic pride of these sponsors.

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Greater Cleveland Regional Transit Authority  
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# Rider's Digest



A PUBLICATION OF THE GREATER CLEVELAND  
REGIONAL TRANSIT AUTHORITY

## HealthLine Opens

We built it. Now it's yours. Please use it, and help us to take care of it.

At 2:30 p.m. on Friday, Oct. 24, 2008, the \$200-million Euclid Corridor Transportation Project will end, and the new HealthLine service will be launched.

The HealthLine replaces the current #6 service. Service on the HealthLine will be free Friday afternoon, Saturday and Sunday. ALL RTA service will be free Saturday and Sunday, thanks to our friends at the Cleveland Clinic and University Hospitals.

Look inside for details of the celebration, including a Corridor-wide Open House Saturday, and a family concert on Mall B on Saturday night.

Normal service resumes on Monday morning, when RTA begins a new proof-payment fare collection system. Read about it inside.

We want you to stay safe on Euclid Avenue, whether you are walking, biking, driving or taking the bus. There are special safety concerns along the HealthLine, and we have tips for you inside.

We thank our sponsors – those who helped us build the project, and those who helped us fund the weekend celebration. Take a bow.

And finally, we thank you, our loyal customers, for your patience and support during the construction. We know it wasn't easy, and we appreciate you sticking with us. Now, enjoy.

Joe Calabrese  
RTA General Manager

# Oct. 24-26, Celebrate the rebirth of Euclid Ave.

Visit [RTAHealthLine.com](http://RTAHealthLine.com) or check *The Plain Dealer* supplement on Oct. 19 for more details, and to obtain your HealthLine Scavenger Hunt card.

## Friday, Oct. 24, 2:30 p.m.

The ceremonial ribbon-cutting will be held at Euclid Avenue and East Fourth Street, with music provided by the House of Blues. Once the ribbon is cut, HealthLine service is free for the rest of the weekend, thanks to underwriting from the Cleveland Clinic and University Hospitals.

## Saturday and Sunday

All RTA service is free, thanks to underwriting from the Cleveland Clinic and University Hospitals.

## Saturday, Oct. 25

### 11 a.m.-5 p.m.

There will be a Corridor-wide open house and scavenger hunt on Euclid Avenue, from Public Square to East Cleveland.

You can explore your community with an afternoon

of free tours and entertainment along the revitalized Euclid Avenue. Jump on the HealthLine and tour the entire route.

Bring your HealthLine Scavenger Hunt card with you on your trek. For each Euclid Avenue destination you visit, receive a stamp on your card. Collect 10 or more stamps and enter the HealthLine Hunt raffle at the downtown concert (6-10 p.m.). Prizes include tickets to museums and theatre performances, plus certificates to restaurants and services.

## 6-10 p.m.

A free family concert and fireworks will be held on Mall B downtown, between St. Clair Avenue and Lakeside Avenue. Just take any Rapid Line to Tower City and walk 5 minutes to Mall B.

Emcees are WMVX's Brian & Joe and their band, the Endorsements. The 2007 *American Idol* winner Jordin Sparks will sing, along with Disney Channel favorites Drew Seeley from *High School Musical the Concert*, and Brenda Song (London Tipton) from *Suite Life on Deck*.

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## Some routes change as RTA HealthLine opens

As the HealthLine begins service on Euclid Avenue, some other RTA routes will change.

## Monday, Oct. 20

Downtown trips on routes #7 and #9 switch from Chester Avenue to the bus lanes on Euclid Avenue, between University Circle and East 17<sup>th</sup> Street. They will stop at every HealthLine station along the route. At East 17<sup>th</sup> Street, they will still use their current route to Tower City.

## Friday, Oct. 24

After the 2:30 p.m. opening, the HealthLine will replace route #6.

## Monday, Oct. 27

Downtown trips on route #32 switch from Carnegie Avenue to the new bus-only lanes on Euclid Avenue, between Stearns / MLK and East 17<sup>th</sup> Street. They will stop at every HealthLine station along the route. At East 17<sup>th</sup> Street, they will still use their current route to Tower City.

## Proof-of-Payment

Proof-of-payment will be required for the #7, #9 and #32 on Euclid Avenue. Riders boarding these routes on Euclid must have prepaid fares. Riders boarding on other streets will pay on board. All #7, #9 and #32 riders should keep their proof-of-payment handy at all times, as they may be asked to provide it by fare enforcement officers or operators.

## RTA begins proof-of-payment fare collection system

On Monday, Oct. 27, RTA begins a new proof-of-payment fare collection system for the HealthLine Rapid Transit Vehicles (RTVs) and for the #7, #9, and #32 when travelling on Euclid Avenue.

### Key points:

- Passes and farecard trips must be activated before boarding.
- Fares will **not** be sold on-board.
- You must pay your fare prior to boarding and retain proof-of-payment while riding.
- If you are a student at a college with a U-Pass program, carry your student U-Pass card.

### Before you board:

- If you already have an activated RTA pass with you, or a farecard with an active trip, hang on to it.
- If you do not have a valid proof-of-payment, you need to purchase one before you board.
- Use the fare vending machine on the platform.
- A fare enforcement officer or the operator may ask you to show a proof-of-payment after you board.

### No pass?

- If you are found on-board without proof-of-payment, you will be issued a "violation fare notice."
- The payment of a violation fare is equal to the cost of a Bus/Rapid monthly pass, and must be paid within 14 days.
- Non-payment of the violation fare may lead to criminal prosecution.

### What needs to be activated before you board:

- Monthly Passes are already activated.
- 7-Day Flex Passes must be activated before first use only.
- All-Day Passes must be activated.
- 5-trip Farecards must be activated before each trip.