

Shopper Shuttle starts in West Park

A weekly West Park Shopper Shuttle now serves that area from 10 a.m.-4 p.m. each Monday.

The service is being operated under a one-year agreement between RTA and the City of Cleveland. The Shopper Shuttle serves parts of Wards 17, 18 and 19. RTA appreciates the cooperation of Council President and Ward 18 Councilman Martin Sweeney, Ward 19 Councilman Marty Keane, and Ward 17 Councilwoman Dona Brady.

“We are pleased to be able to work with the Cleveland Council persons to provide this service,” says Calabrese. “This will help the residents of West Park to reach their destinations.”

Calabrese points out that the area is also served by several other RTA bus routes and two Red Line Rapid stations – Puritas and West Park.

The Shopper Shuttle will pick up customers at designated stops. All regular RTA fare media will be accepted. A one-way cash fare is \$2.25, senior fare is \$1.

Schedules are available at most pick-up points.

For more information, visit www.riderta.com, or call the RTAanswerline, 216-621-9500.

The Shopper Shuttle stops at these areas:

RESIDENTIAL: Bellaire B Apartments, Bellaire Gardens Apartments, Hawks Landing Apartments, Riverside Park (2 stops), Riverpark Place Apartments, Fairway Manor Apartments, Lorain Square Apartments,

COMMERCIAL: Save-A-Lot, Marc’s (2 stores), K-Mart, Giant Eagle, CVS/pharmacy, Fashion Bug, Walgreen’s, Discount Drug Mart.

COMMUNITY: Gunning Park Recreation Center / Puritas Golden Age Center.

The City of Cleveland agreed to contribute \$15,000 for the service. RTA will match the \$15,000 commitment and supply the Paratransit operator and the ADA-accessible Paratransit vehicle.

RTA also operates a Shopper Shuttle in the Lakewood-Cleveland area on Fridays.

RTA upgrades two Green Line rail crossings

Because of extensive grade crossing work, shuttle buses will replace trains for two weekends on the Green Line this spring.

Workers will replace existing grade crossings, track and sidewalks with a new concrete crossing surface, asphalt road approaches, new track and new concrete sidewalks.

Transit riders will enjoy increased safety, while both transit riders and car drivers will appreciate a smoother ride.

The Coventry Road crossing will be closed to auto traffic from May 14-27. On May 15-16, it will be closed to rail traffic, and shuttle buses will replace trains from Shaker Square to the end of the line. Trains begin normal service early in the morning of Monday, May 17.

The Attleboro Road crossing will be closed to auto traffic from June 4-17. On June 5-6, it will be closed to rail traffic, and shuttle buses will replace trains.

When the U.S. Census knocks on your door

People who did not fill out a Census form on April 1 can expect a visit from a census worker. Census workers can be identified by the official Census Bureau badge they carry, and will never ask for bank or Social Security info. All census information collected is confidential and protected by federal law. The census takers are sworn for life to protect your data.

So open the door to a census taker and open doors for your community.

Rider's Digest



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Follow RTA on Twitter

RTA is now using social media as another tool to communicate with its customers.

Steve Bitto, RTA's Marketing and Communications Director, says that RTA recognizes the tremendous growth of social media. Media such as Twitter must be added to the communications toolbox to help RTA reach the maximum amount of customers.

“We are already using the Web site, Riders’ Alerts, publications, traditional broadcast and print media, and signage on our vehicles and in our stations,” Bitto says. “Our message is the same; we are just communicating it faster and easier with social media.”

If you are already using Twitter:

- To follow RTA on Twitter, subscribe to www.twitter.com/GCRTA.
 - If you are a Park-N-Ride customer, follow RTA at www.twitter.com/GCRTApnr
- If you are not already using Twitter:
- Go to www.twitter.com and create an account for yourself. It's free.

To date, there have been 75 “tweets”, or posts, on @GCRTA, and 27 tweets on @GCRTApnr. Each post is 140 characters or less, and many point the user toward a Web page for more information.

Tweets so far have included news about community events, bus reroutes, rail delays and shutdowns, and parking lot availability on St. Patrick’s Day.



Greater Cleveland Regional Transit Authority
rideRTA.com

RTA rolls out National Safe Place initiative for local teens in need

Youths in Cuyahoga County now have a rolling support network, thanks to RTA's participation in Safe Place.

This national outreach initiative offers immediate access to a network of safety and support services, such as food, shelter and family counseling. When threatened or in a crisis, youths can board an RTA bus or train and alert the operator. They will then be taken to a community safe haven for needed services.

This is the first transit-focused Safe Place initiative in the nation.

RTA's partner agencies are Next Step/West Haven Youth Shelter and Bellefaire's Homeless Youth Program. These agencies will assist the youth in crisis, and may then put youths and families in touch with assistance programs available in Cuyahoga County.

The program began May 1.

"Our buses and trains are visible on neighborhood streets throughout the county, providing youths literally hundreds of ways to get help," says Joe Calabrese, CEO and General Manager of RTA. "We are excited to bring this program to Northeast Ohio, and encourage other organizations to participate as well."

Easy access to help is a key to the success of Safe Place. In other cities, along with transit systems, convenience stores, fast food restaurants, grocery stores, and discount retailers have been designated Safe Place locations. These are places where youths between the ages of 12 and 17 are familiar. Safe Place stickers are used to identify the spot as an outreach for assistance.

"When a teen runs away from home trying to resolve a difficult or threatening situation, proximity to help is very important," says Cleveland Metropolitan Schools Superintendent Dr. Eugene Sanders. "RTA makes a perfect Safe Place location, because many teens are familiar with the bus and train routes in their neighborhoods."

RTA has developed interior bus and rail "car cards" to promote program awareness. Each bus and rail car will also carry a Safe Place logo decal. Safe Place training continues for hundreds of RTA bus and rail operators.

Over the next several months, RTA will work with school districts across Cuyahoga County to educate students about Safe Place.



Consider buying an RTA Monthly Pass, it offers many benefits

When you decide which fare media to use to ride RTA, please be aware of all of your choices.

Monthly Pass

If you ride RTA regularly, the Monthly Pass may be the ticket for you, and the savings involved can be substantial.

Let's assume you ride an RTA bus or Rapid to and from work five days a week, for 22 days a month, with no transfers.

If you pay cash for each ride, the rides would cost you \$2.25 one-way, or \$4.50 a day, or \$99 a month.

If you bought a Monthly Pass for \$85, your savings would be \$14 a month, or \$168 a year. All transfers would be free, and there is no limit as to how often you use it.

For those who use RTA's Park-n-Ride service,

the savings are even greater. A month's worth of cash fares is \$110, but a Monthly Park-N-Ride pass is only \$95. That's a savings of \$15 a month, or \$180 a year. All transfers would be free, and there is no limit as to how often you use it.

Other benefits

Savings is just one of many benefits of using an RTA monthly pass. Speed and ease of use are two others.

Riders who use RTA fare media board a bus 4 times faster than those who use cash. The farebox swipe reader is fast and dependable.

Monthly Passes are easy to obtain.

- If your employer is signed up with Commuter Advantage, you can obtain them at work, with pre-tax dollars deducted from your paycheck.

- Most RTA fare media are on sale at various retail outlets in the community. A complete list of vendors can be found on rideRTA.com.
- All RTA fare media are on sale at the Customer Service Center in the Rotunda of the Tower City Station, from 7 a.m.-noon Monday-Friday.
- All RTA fare media can be purchased at rideRTA.com. Just select the page marked "Passes and Farecards." For complete information on all RTA fares, go to rideRTA.com/fares
- Monthly Passes are sold out of Customer Service Kiosks (CSKs) at key passenger facilities along the Red Line