



# Public Square Communication Plan

Board of Trustees Meeting  
February 17, 2015

Greater Cleveland Regional Transit Authority

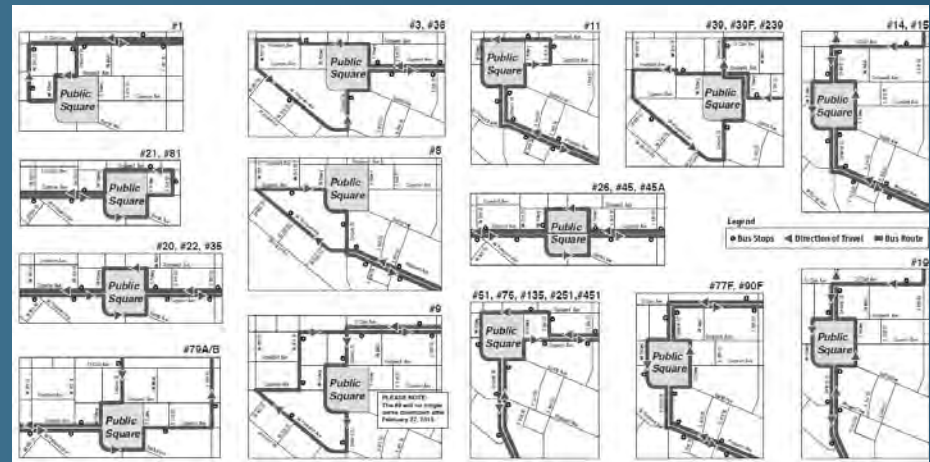
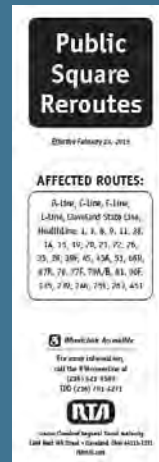


# Communication Elements – Printed Material

## Public Square Map and Reroute Flyer



Reroute Flyer displays Public Square routing for all affected routes, including stop locations.



Map displaying Public Square stop locations with listing of routes serving each stop

## Communication Elements – Printed Material Public Square Map and Reroute Flyer

Reroute Flyer and Stop Maps printed for distribution to public:

- Volunteers on Public Square Feb 18 – 27
- Info Table Tower City Feb 18 – 27
- Distributed on buses & trains, Transit Police, SQ Personnel, Service Monitors
- DCA Safety/Clean Staff

# Public Square - Shelter Signage



Signs posted at all stops to be removed on Saturday, February 14.

**STOP CLOSING**

Beginning February 24, 2015:

**THIS STOP WILL BE CLOSED.**

**#39, #39F and #239 New Route**

**Alternative Stops:**

Inbound:	Outbound:
• Superior & E Roadway	• W Prospect & W 3th
• Frankfort & W 3rd	• Ontario & Euclid
• W. Prospect & W 6th	• Ontario & St. Clair

RTA

# Digital Elements – Web Site

Short cut to Public Square Reroute page prominently displayed on rideRTA.com home page

Greater Cleveland Regional Transit Authority

Schedules Fares Accessibility Contact Us Print | Share Search

Home Schedules & Maps Riding RTA Visitors About RTA Doing Business

Public Square work starts soon, learn about changes to your bus route

Routes & Schedules Rail Bus Park-N-Ride BRT Trolley Real-time Paratransit

New to RTA? Start here.

- How to Ride
- Fares
- Rack-N-Roll
- Airport Service

Plan a Trip Google TRANSIT

Start (e.g. Hopkins Airport)

End (e.g. Rivergate Park)

Depart Arrive Best Route

Feb 13 2015

07 : 26 P.M.

Get Directions

Service Alerts

Rail	Bus	BRT	Trolley
Red Line			
Green Line			
Blue Line			
Waterfront Line			

Normal Service

View All Service Alerts

# Digital Elements – Web Site

Greater Cleveland Regional Transit Authority

Home Schedules & Maps Riding RTA Visitors About RTA Doing Business

## Public Square Redesign Reroutes

Home > Service Alerts >

**ALERT Effective: TBA**

Effective on a date to be determined, but no earlier than Monday, February 23, 2015, Ontario Street and Superior Avenue through Public Square will be closed to all traffic. A total of 33 bus routes will have relocated stops and changed routes.

Generally, passengers will be directed to use the **closest available stops outside the Square**. Buses that would normally travel along Superior and/or Ontario will use the perimeter roads to travel around the construction zone.

The affected routes are as follows (click each route for a detailed map and description):

#1: St. Clair	#3: Superior	HealthLine	#8: Cedar
#9: Mayfield	#11: Quincy - Buckeye	#14: Kinsman	#15: Union - Harvard
#19: Broadway - Miles	#20: W. 25 - State	#21: W 25 - Clark	#22: Lorain
#26: Detroit	#35: W. 25 - Broadview	#38: Hough	#39-39F: Lakeshore - Lakeshore Flyer
#45-45A: Ridge	#51: W. 25 - Pearl	#55-A-B-C: Cleveland State Line	E-Line
B-Line	C-Line	L-Line	#76: Broadway - Turney
#77F: Brecksville	#79A-B: Fulton	#81: Tremont - Storer	#90F: Broadway - Libby
#135: Broadview -	#239: Euclid Park-N	#246: Westlake	#251: Strongsville

**Plan a Trip** [Google TRANSIT](#)

Start (e.g. Hopkins Airport)

End (e.g. Rivergate Park)

Depart  Arrive

Feb 13 2015

07 : 36 P.M.

[Get Directions](#)

**Service Alerts**

Rail Bus BRT Trolley

Red Line Normal Service

Green Line Normal Service

Blue Line Normal Service

Waterfront Line Normal Service

[View All Service Alerts](#)

[View Elevator / Escalator Status](#)

Table of affected routes are linked to interactive route map.

# Digital Elements – Social Media

Facebook  
postings to  
15,000  
followers.

The screenshot shows the Facebook profile of the Greater Cleveland Regional Transit Authority (RTA). The page header includes navigation tabs for Page, Messages, Notifications (with a red indicator), Insights, and Posts. The main content area features a cover photo of a bus with '78 NASA' on its destination sign. The profile picture is the RTA logo. The page is categorized as 'Community & Government' and 'Travel & Transportation'. A recent post from February 6, 2015, at 10:03am, discusses bus reroutes around Public Square. The post includes the RTA logo and a link to a service alert page. The post has reached 358 people and includes interaction icons for Like, Comment, and Share. On the right side, a 'Promote' dropdown menu is visible, showing statistics for 'THIS WEEK': 18 Page Likes, 873 Post Reach, 1 Notification, and 0 Messages. A 'Recent' list on the right shows years from 2015 down to 2000. At the bottom right, there is a 'See Your Ad Here' section with a 'Cleveland Corporate Fund' logo.

Greater Cleveland Regional Transit Authority



# Digital Elements – E-News

**Greater Cleveland Regional Transit Authority**

Schedules Alerts Fares Accessibility Contact Us

## E-News - Feb. 13, 2015

### Public Square to close soon for makeover, to re-open June 2016

Closing date is 'right around the corner,' and so is your new bus stop location

Public Square will close soon for a major makeover. This affects about half of all RTA bus routes. Go to the RTA Web site to [view a map of the changes](#), and [route-by-route details](#). RTA's goal is to make the transition as smooth as possible for all customers, so you will find that -- in most cases -- your new bus stop is very close to your current bus stop. After the construction fence goes up, Superior Avenue and Ontario Street will be closed, and pedestrians must use the perimeter sidewalks.

### March 1: Spring service changes take effect, many near Public Square

Most timetable changes are minor, but two routes deserve a special mention

A total of [26 routes change on March 1](#). Many are tied to the changes on Public Square, but two deserve more details. For the [9 Mayfield](#), all trips will start and end at the [Cedar - University Station](#). All trips for the [451 Strongsville Park-N-Ride - Brunswick](#) will be renumbered as 251 trips. [New timetables are available now.](#)

### Feb. 17: Public meeting set to review design of East 116 Rapid Station

Come get a sneak peek at what's in store for the neighborhood west of Shaker Square

[RTA will hold a public meeting from 5:30-7 p.m. on Tuesday, Feb. 17](#), at the Rice Branch of the Cleveland Public Library, [11535 Shaker Blvd.](#), right across the street from the East 116th Street light-rail Station. This is just west of Shaker Square. RTA staff and [City Architecture](#) will be there to share details of the proposed design, and the findings of the cultural resources report.

### Feb. 20 - March 1: Downtown Cleveland Restaurant Week offers deals

Attention, foodies: Ride RTA's free downtown trolleys to a great meal at a discount price

Want to take a free ride to a great restaurant and buy a healthy meal at a discount? Of course you do. [Just go to the Web](#), select a

E-News(letter) sent to over 10,000 subscribers ; linked to Web page with Public Square map and route by route details.



# Media Relations Activities

- Editorial Board Briefings
  - Television: WKYC, WEWS, WOIO/WUAB, WVIZ WJW (Feb 26)
  - Print: Call & Post, Northeast Ohio Media Group (Feb 19), Crain's Business (Feb 25)
  - Radio: WTAM (Feb 19)
- Series of two PSA's produced for TV-20

# Miscellaneous Communications

50,000 copies of Riders Digest placed on all Revenue Vehicles

VOLUME 27 | ISSUE 1 | JANUARY 2014



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## Work starts soon on Public Square, bus info coming

RTA continues to work with officials from the City of Cleveland, and consultants finalizing the plan for the Public Square re-design. Here are some important dates.

**On Jan. 20**, the RTA Board of Trustees will hear an update on the project.

**In late January**, RTA will hold 1-on-1 customer information sessions in the Rotunda of the Tower City Station, with specific information on new bus stop locations and bus routing details. Exact dates will be announced in the RTA e-newsletter and on the Web at [rideRTA.com](http://rideRTA.com).

**Early February 2015 - May 2016**, Ontario Street and Superior Avenue will be closed as through streets during construction. Superior Avenue will likely re-open in spring 2016. Bus and car traffic will share the Public Square perimeter streets.

**RTA's goal remains the same:** To work with consultants to minimize customer inconvenience during construction and have a public transit-friendly environment when the new Public Square configuration is unveiled in spring 2016.

**Continued on back**

**For Your Safety**

## RTA Customer Code of Conduct

- Pay the required fare for all trips.
- Allow room for boarding, keep aisles clear.
- Take only one seat.
- Use earphones with audio devices.
- Speak softly on cell phones.
- Refrain from using profane language.
- Be considerate to fellow passengers.
- Follow all posted safety and restriction signage.
- Place trash in receptacles at stations and stops.
- Exit through the rear door on buses.

Misconduct on a public transit system is a crime.


## Public Square (Continued from Front)

### Background

Every weekday, more than 30,000 customers are served by RTA's rail hub at the Tower City Station, and 40,000 customers are served by RTA's bus hub on Public Square. As many as 50 percent of these customers transfer between modes.


Systemwide, 62 percent of all RTA trips are work-related, and 23 percent are education-related. RTA has had "a seat at the table" for all Public Square discussions.

"We remain optimistic about this great opportunity to make Public Square look better, and work better, for all Clevelanders," says RTA CEO and General Manager Joe Calabrese.



Greater Cleveland Regional Transit Authority  
[rideRTA.com](http://rideRTA.com)

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## GM Message: RTA's Mission Statement is all about YOU

We've got good news for you. RTA staff spent several months in 2014 looking at what we do, and searching for ways we can do it better.

It all starts with having a strong basic Mission Statement. We developed such a statement, and guess what? It's all about YOU - our valued customers.

At first glance, the Mission Statement appears simple - **To provide safe, reliable, clean and courteous public transportation.**

To achieve that Mission means that every employee - from the General Manager to the Janitor - has an important job to do.

**Safe:** We will do everything in our power to make sure YOU arrive to your destination safely, and every employee finishes their shift without incident. Even one accident is one accident too many.

**Reliable:** We will follow through on every promise, whether it be service delivery, or completing a construction project. Our word is our bond.

**Clean:** Our vehicles and facilities will be clean and attractive - a source of community pride. Here's where we need your help. If YOU pick up your own

*Continued Inside*

## Brite Winter Festival heats up Ohio City

RTA provides the easiest transportation to the sixth annual Brite Winter Festival, an outdoor celebration of art and music, from 4-11 p.m. Saturday, Feb. 21. Most activities will be near Market Square Park, at West 25th Street and Lorain Avenue.

This year, there are 60+ bands in 10 locations, and bonfires will again keep you warm. Admission is free. Art installations will be present at many sites in that area.

Last year, RTA saw a 32 percent higher ridership on festival day than at any other day in February. That's because RTA is the easiest way to reach the festival site. Ride the Red Line to the West 25th Street Rapid Station and walk a block. Or, hop on one of seven bus routes serving Ohio City -- 20, 21, 22, 35, 51, 70, 81.

### UPDATE: Public Square work

Construction work on a new and Improved Public Square is set to start in February, and last until May 2016. Superior Avenue and Ontario Street through the Square will be closed during the work.

All traffic - including RTA buses - will use the perimeter streets. The work affects 33 of RTA's 61 bus routes.

RTA's plan to relocate shelters and bus stops is intended to make things as easy as possible for transit customers. Customer information sessions are being held before the work begins.

For details of RTA's service plan, visit [www.ridearta.com](http://www.ridearta.com). Details will be posted as soon as the construction date is announced.

**For project background:**  
[www.ridearta.com/majorprojects/publicsquare](http://www.ridearta.com/majorprojects/publicsquare)  
[www.grooupplan.org](http://www.grooupplan.org)

← Feb Issue: More detailed info, direct customers to web for more route specific information.

← January Issue: Overview, heighten awareness to pending closure



# Comments / Questions

Greater Cleveland Regional Transit Authority

