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# go\* INFO

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## December 2013

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### Connect with Metro



### Customer Profile



#### Why do YOU go Metro?

"I've been riding metro since I was six years old back when they had the Neoplan buses and before they said express they said sunrun. I've watched Metro grow and become one of the best transit companies. I love the new

Dear Dave,

Welcome to the December 2013 edition of *go\*INFO* newsletter. News you can use for Metro riders.



### Important Reminder for Fare Deal Customers

**Fare Deal customers must use "Smart Cards" starting Jan. 1**

**Effective Jan. 1, 2014**, the current Fare Deal card with the magnetic stripe will no longer be accepted by Metro's fareboxes regardless of the expiration date printed on the swipe card.

Also effective Jan. 1, you must have a valid Fare Deal "tap and show" smart card to ride for a reduced fare.

New Fare Deal smart cards are being mailed in December to all customers who have re-certified. If you have not re-certified, you must complete an [application](#) to be considered for continued eligibility.

Just tap your smart card on the target of the farebox, show it to

changes Metro made in August, it gets me to work faster and I love how the *Metro\*Plus* gets me to school and the mall a lot faster! Keep up the good work Metro, I look forward to the new service changes in December."

-Jaemeel Nevins,  
Mt. Airy

*Want to be featured in a future go\*INFO Customer Profile? Email your story and photo to [areed@go-metro.com](mailto:areed@go-metro.com). If you are selected to be featured, we'll send you some free ride tickets.*

## News

### Exchange your 10-ride tickets for stored-value cards

Now through Dec. 31, turn in your unused 10-ride tickets for a stored-value card worth \$17.50. Visit the Metro Sales Office located in the Mercantile Center at 120 E Fourth St., for more information or call [513-621-4455](tel:513-621-4455).



### Metro Winter Weather Information

the operator and pay your fare.

Customers with new smart cards may still purchase monthly stickers good for unlimited rides for \$38.50, but effective Dec. 15, customers must have a valid smart card to purchase a Fare Deal sticker. MAIL AND PHONE ORDER SALES OF FARE DEAL STICKERS WILL BE DISCONTINUED DEC. 10, 2013.

Please visit our [website](#) or call [513-632-7540](tel:513-632-7540) for additional Fare Deal information.

### Fare Deal Smart Card Open Houses

Metro is launching the new Fare Deal smart cards on Jan. 1, 2014 and you're invited to attend a special open house session to learn about the new smart cards and how they work:

- Tuesday, Dec. 10, 10 a.m. - 12 p.m. in the Mercantile Center lobby, 120 East 4th Street downtown
- Tuesday, Dec. 10, 2 - 4 p.m. at the Fare Deal office, 7000 Montgomery Rd. in Silverton
- Wednesday, Dec. 11, 4:30 - 6 p.m. at the Fare Deal office, 7000 Montgomery Rd. in Silverton
- Thursday, Dec. 12, 10 a.m. - 12 p.m. in the Mercantile Center lobby, 120 East 4th Street downtown
- Thursday, Dec. 12, 3 - 5 p.m. at the Fare Deal office, 7000 Montgomery Rd. in Silverton.



**HOLLY JOLLY TROLLEY**  
Santas you know... go\*METRO

Ride free Saturdays through Christmas, noon-5 p.m.

Get into the holiday spirit this year and ride the Holly Jolly Trolley around downtown every Saturday through Dec. 21, FREE from noon-5 p.m. The Trolley picks every five to seven minutes outside the Westin.

Metro's [website](#) provides bus detour information and bus schedules. Standard snow detours can be found [here](#).

Metro's Detour Hotline at 632-7538 provides a recorded message, updated continuously from 5 a.m. to 11 p.m. on severe winter weather days to give the most current bus detour information.

Customers can also follow Metro snow information on [Twitter](#) and [Facebook](#).

Metro's call center at 621-4455 is open weekdays 6:30 a.m. to 6 p.m. for complete bus-riding information.

Metro buses cannot stop safely on snowy or icy hills. Customers should board at the top or bottom of hills.

### Stuff the Bus food drive

On Nov. 23, Metro along with 103.5 WGRR, Kroger and Freestore Foodbank, helped stuff a Metro bus full of non-perishable food items for needy families. Many generous people came out to the Anderson Kroger on Beechmont Ave and donated items. Thank you to everyone who participated for a great



*In this section we'll showcase a route from our system and highlight the information and sights to see along the route.*

### Route 1 Mt. Adams - Eden Park - Museum Center

Metro's [Rt. 1](#) takes you to many holiday sites this season near downtown Cincinnati. Starting at the [Museum Center](#), visitors can learn about the rich history of Cincinnati or catch a movie at the Robert D. Lindner Omnimax Theatre. The Museum Center is a great place to bring family and friends. Stop off at Fountain Square along your journey on the Rt. 1 and visit Santa Claus at the Macy's store or lace up your ice skates for some winter time skating at the U.S. Bank Ice Rink.

Continue east on the Rt. 1 and you'll be in Eden Park where you can stop at the Krohn Conservatory and see the Schmalz Family Holiday Village or make your way up to Mt. Adams and catch a matinee performance of *A Christmas Carol* at the Marx Theater at the Playhouse in the Park. With so many great holiday events this season, let Rt. 1 be your guide!



### Stored-Value Cards now available for purchase online

Metro Stored-Value Cards are now for sale online (\$30 value only) and at Metro's sales office, 120 E. Fourth Street, Mercantile Building arcade downtown, weekdays 7 a.m. to 5:30 p.m.

Stored-Value Cards can be used like cash to pay all zone fares, buy transfers, pay discounted fares such as Fare Deal, children's fares or UC or Cincinnati State fares, and even for multiple riders. Remember, stored-value cards make GREAT holiday



cause. Metro collected 1,800 pounds of food. TANK stuffed a bus in Northern Kentucky and collected 1,600 pounds.

[Click here](#) to view some pictures of the event.



### CAI Goes Metro

Twenty CAI Insurance Agency employees rode Metro's Rt. 43 Winton Hills downtown to have lunch on Oct. 11. The outing was part of the CAI's Total Transformation Team's effort to teach employees and customers the benefits of riding the Metro and going green.

**Reminder:**  
Metro on  
holiday schedule for  
Christmas Day, Dec. 25.

### 2013 Calendar Images



December calendar images available [here](#).

gifts!

## go\*FORWARD▶

Metro Transit Plan

We are pleased to share with the community Metro's next steps at improving our service throughout the Greater Cincinnati Area. On Nov. 19, Metro held its first State of Metro Annual Meeting to share with the community transit improvements for the future. Click below to watch a short video about the Metro Transit Plan.



go\*FORWARD with Metro



Take the [go\\*FORWARD Transit Vision Survey](#) to share your thoughts and for a chance to win a \$30 stored-value card.

You can also submit your feedback to Metro at [mymetrostory@go-metro.com](mailto:mymetrostory@go-metro.com) or on Metro's [Facebook](#) page or via [Twitter](#).

### Share the News

Use the "Forward this email" link at the bottom of this email to

send this on to others who may want Metro news. They can [subscribe](#) if they would like to receive the newsletter each month.

### **We're hiring!**

Join Metro's team! We are now seeking applicants for several positions. Click [here](#) for additional information.

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