

go* INFO

People you know... go*METRO



January 2014

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Customer Profile



Why do YOU go Metro?

"I have been riding the Metro off and on for over 30 years. I have made friends on the bus over the years, which are still friends of mine today. I recently reconnected with Metro about three years ago. Since that time, we have a group that rides the 15X Daly on weekdays. We consider

Dear Alex,

Welcome to the January 2014 edition of *go*INFO* newsletter. News you can use for Metro riders.

New Park & Ride at Meijer's on Montgomery Rd.

Attention [Rt. 71X](#) Metro riders: In December, Metro began serving a new park & ride lot at the Meijer's store on Montgomery Rd. (3911 W SR 22-3, Loveland, OH) near the intersection with Fields Ertel Rd. This park & ride will be served by all Kings Island-Fields Ertel Express trips on Rt. 71X. This new park and ride replaces the Fields Ertel Park & Ride which closed permanently Saturday, Dec. 14.

Rt. 71X service will enter the Meijer's parking lot at the driveway opposite Green Arbor Dr. and service a bus stop adjacent to the Meijer's parking lot along the driveway closest to Montgomery Rd., then exit the Meijer's parking lot via the driveway opposite Crestview Dr.

After exiting the Meijer's parking lot, Rt. 71X service will operate south on Montgomery Rd. to right on Fields Ertel Rd. then straight through the intersection with Mason Montgomery Rd. to turn left onto the ramp to southbound I-71. This new routing will eliminate routing on Mason Montgomery Rd. and Escort Dr.

ourselves the 'Metro Family.' We look out for each other when it's time to board (to make certain one is not left behind) and ask questions about each other when we notice a rider isn't there to catch the bus. Since we are all from the same neighborhood, it allows us to discuss issues that occur in our neighborhood while we wait for our bus connection. Thank you Metro, not only do we save money, we get a chance to begin and end our days with our 'Metro Family' staying informed about our neighborhood!"
-Joyce Gaither

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

News



William L. Mallory, Sr.:
Oct. 4, 1931 -
Dec. 10, 2013

The Southwest Ohio Regional Transit Authority would like to offer its sincere condolences to the family and friends of



Give Your Input on Oasis Rail Transit

In December the Ohio Department of Transportation hosted a series of three public involvement meetings to share updates on the proposed Oasis Rail Project-Greater Cincinnati's first commuter rail line. Project Planners still want to hear about what's most important to you. Please take a few minutes and participate in this simple-to-use, [interactive survey](#).

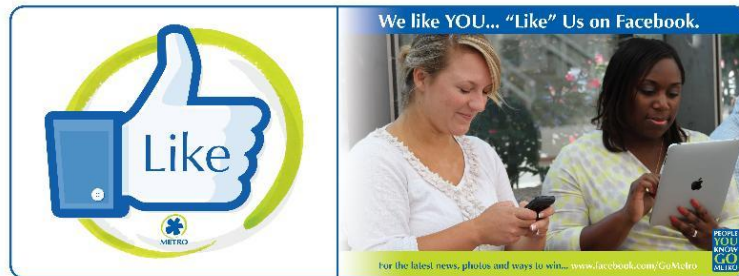
The more input provided, the better planners can develop a project that best meets the needs and desires of local communities. Be sure to pass this link along to your friends and neighbors. The public comment period ends on Jan. 10.

More information is available [here](#).



Cincinnati Streetcar Construction Update

Work on the Cincinnati Streetcar has resumed. Sign up for construction update e-mails at <http://cincinnati-streetcar.com> or call the Streetcar hotline at [513-352-3333](tel:513-352-3333) to learn the latest about construction. Visit the [City of Cincinnati's streetcar website](#) for all streetcar information.



We like you... "Like" Us on Facebook and Twitter

In 2013, Metro gained many followers on Facebook and Twitter. Thanks to all of you who stay up-to-date with us on social

William L. Mallory, Sr. Mr. Mallory served on the SORTA board for more than six years, including service as Vice Chair of the board from 2008 through 2010.

In Cincinnati, Mr. Mallory played a major role in the creation of Metro, Cincinnati's publicly owned transit system, by serving as co-chairman of the Citizen's Transportation Committee.

In August 2013, Metro dedicated the first *Metro*Plus* bus to him in honor of his many years of service to public transit in Greater Cincinnati.

Metro on regular schedule for Martin Luther King Jr. Day

Metro will operate on regular schedule for Dr. Martin Luther King Jr. Day on Monday, Jan. 20. Metro administration, Customer Service and the Sales Office will be closed.

2014 Calendar Images



January calendar images available [here](#).

Reminder: Buy

media. In 2013 we had over 1,100 people "Like" us on [Facebook](#) (now more than 2,630 fans) and over 1,800 new followers on [Twitter](#) (now more than 5,630 followers).

Metro strives to keep all our customers informed about what is occurring around the Greater Cincinnati area, and we hope you will continue to rely on us in 2014.



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

Rt. 17 - Seven Hills/Mt. Healthy/ Mt. Airy/Northgate

Metro's [Rt. 17](#), takes you to many areas of Cincinnati. Need to get to class at the University of Cincinnati? Or how to travel to and from Northside, College Hill, Mt. Healthy, Northgate or Fairview?

The Rt. 17 is broken up into four separate lines: Rt. 17 Mt. Healthy, Rt. 17 Mt. Airy, Rt. 17 Northgate and Rt. 17 Seven Hills.

Destinations include Knowlton's Corner, Mt. Storm Park, Burnet Woods, Cincinnati State, Aiken High School, Hebrew Union College, Clovernook Center for the Blind and Visually Impaired, and Deaconess and Good Samaritan Hospitals

A busy and popular line, ride Metro's Rt. 17 this year when you go*Metro!



REMINDER: Fare Deal customers must use "Smart Cards"

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

Stored-Value Cards 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.

Visit our [fare information](#) webpage for more information about all of Metro's fare options.

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

New Fare Deal smart cards were 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 the operator and pay your fare.

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

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

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.

Cover photo above by Darius Pinkston

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