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January 2015

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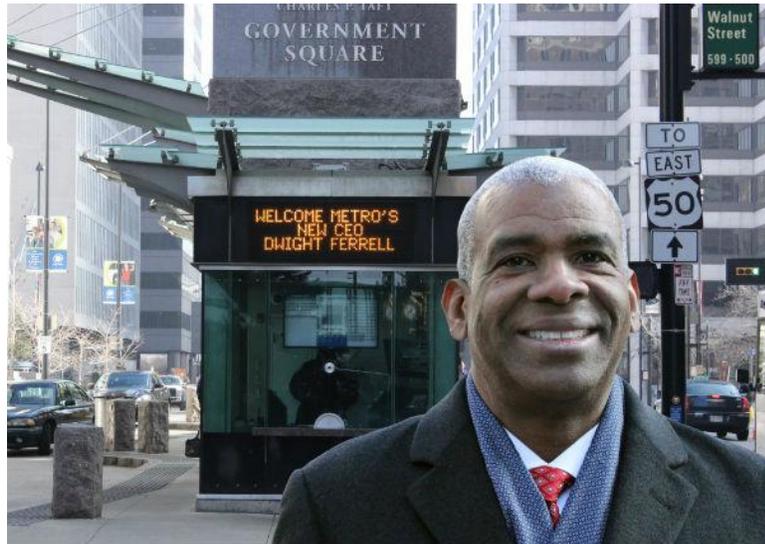


[News](#)



**City of Cincinnati
unveils new
Cincinnati Streetcar
logo**

The City of Cincinnati



Metro welcomes new CEO & General Manager Dwight Ferrell

Southwest Ohio Regional Transit Authority has appointed Dwight Ferrell as Metro's Chief Executive Officer & General Manager, effective Jan. 5, 2015.

Ferrell most recently served as the County Manager of Fulton County, GA, where he led more than 5,000 employees in the management of activities and operations of county departments. In addition, Ferrell developed, recommended and administered the county's state and federal legislative agenda.

introduced the new branding system for the Cincinnati Streetcar, which is slated to begin operation in September 2016.

Using the vehicle design and color palette already finalized by the City of Cincinnati, local firm Kolar Design developed a branding system that includes the logo and guidelines for applying the brand identity on vehicles, signs, stations, operators' uniforms, website, and printed materials. The logo, which is owned by the City of Cincinnati, is in the process of being trademarked. Read more about the new Cincinnati Streetcar logo [here](#).

Along with the Cincinnati Streetcar's new logo, the brand new, official Cincinnati Streetcar Twitter account is now live. Streetcar followers can now stay up-to-date on current news. Follow the Cincinnati Streetcar on [Twitter](#) today!



**Metro hosts
State of Metro**

Ferrell is a recognized leader in the transit industry. For four years, he served as Deputy General Manager and Chief Operating Officer of the Metropolitan Atlanta Rapid Transit Authority (MARTA), managing day-to-day operations for the ninth largest transit system in the United States.

Ferrell held leadership positions at some of the largest, multi-modal public transportation systems in the nation, including Austin, Dallas, New Orleans, and Philadelphia. For many years, he has been actively involved with the American Public Transportation Association, Conference of Minority Transportation Officials, and Transportation Research Board. He participated in the Eno Center for Transit Leadership Executive Development Program and is a graduate of Leadership Atlanta.

Ferrell holds a Bachelor of Arts degree in Business Administration in Management from Huston-Tillotson University in Austin, Texas.



2015 Metro holidays

Metro will be on **regular schedule** for the following 2015 holidays:

- Dr. Martin Luther King Jr. Day, Monday, Jan. 19
- President's Day, Monday, Feb. 16
- Easter, Sunday, April 5
- Columbus Day, Monday, Oct. 12
- Veterans Day, Wednesday, Nov. 11
- Christmas Eve, Thursday, Dec. 24

Metro will be on **holiday schedule** with administrative offices closed for the following holidays in 2015:

- Memorial Day, Monday, May 25
- Independence Day, Friday, July 3 (observed)

annual meeting

The State of Metro annual meeting was held on Friday, Dec. 12.

At the meeting, Metro introduced its new CEO, announced a regional stored-value card with TANK, released results from a study that shows how Metro stacks up against transit systems in peer cities, and highlighted its 2014 successes. To read more about the State of Metro annual meeting click [here](#).

Regional stored-value cards are here



Metro and TANK have made it easier to transfer with NEW regional stored value cards, now for sale. Available in prepaid amounts of \$10, \$20 and \$30, regional stored-value cards provide greater flexibility and convenience for bus riders by allowing

- Labor Day, Monday, Sept. 7
- Thanksgiving Day, Thursday, Nov. 26
- Christmas Day, Friday, Dec. 25

If you have questions please contact Metro's call center at [513-621-4455](tel:513-621-4455).



\$25 Streetcar "Founders' Club" cards sold out!

It's official: all 750 of the \$25 Cincinnati Streetcar "Founders' Club" cards are sold out. A limited number of \$50 and \$100 cards are still available. Click [here](#) for more information.

The limited-edition, commemorative metal "Founders' Club" cards and matching metal cases cards are good for unlimited rides when the streetcar begins operating in 2016.



John W. Blanton internship program

The new John W. Blanton internship program, is geared toward developing future public transportation leaders.

Through Metro's John W. Blanton Internship Program students enrolled in accredited post-secondary academic programs will have a unique opportunity to experience the business side of public transportation.

riders to pay their fares on both systems using one card.

No need to worry about exact change anymore!

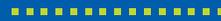
Visit our [website](#) for more information.



2015 Calendar Images



January calendar images available [here](#).



The paid 12-month internship program is designed to prepare interns for careers in public transportation that emulate the professionalism and dedication demonstrated by John W. Blanton, who served as president of the original Southwest Ohio Regional Transit Authority (SORTA) Board of Trustees from 1973-1979.

The learning experience will allow the intern to gain leadership skills by working closely with executive-level staff to develop a broader understanding of the business functions behind a full-service public transportation agency.

Internships are available in Planning, Human Resources, Operations and other disciplines. Participants will be selected based on their demonstration of and commitment to public transportation and will also be considered for a scholarship award from the Cincinnati Chapter of the Conference of Minority Transportation Officials (COMTO). Interested students are encouraged to apply on Metro's website at www.go-metro.com. Applications are being accepted year-round.



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