



Public Square/Downtown Construction Messaging

Key Information needs:

- Renovation of Public Square is scheduled to begin in Mid -February and continue thru late Spring 2016. It will require the closing of both Ontario and Superior thru the Square.
- Customers who board or alight, from stops within the construction zone will be directed to use another existing stop along their routes normal alignment. And in a few cases, customers will be directed to a new stop on the Public Square reroute.
- Customers will be directed to additional sources of reroute information (rideRTA.com and RTAnswerline).

Planned Outreach Methods:

- Media outlets will be supplied with detailed information regarding the Square closure and subsequent service reroutes. Information will include graphics of the construction zone and locations of alternate bus stops. Media will be instructed to direct interested parties to the Authority's website or Telephone information Center (216) 621-9500 for additional Information. **(February 3 immediately following Board Meeting).**
- RTA staff will be on the Square throughout the service day for upwards to a week in advance of the closure to personally communicate planned reroutes to customers. **(February 16 - 27)**
- Staff will also be stationed at the Tower City Center Rapid Station to disseminate similar information. **(February 9 - 27)**
- Service related postings on the Authority's Facebook and Twitter accounts prior to and following the Square's closing. **(February 3- 27)**
- rideRTA.com will have a page dedicated to the Square's closing with up-to-the-minute information regarding reroutes and suggested alternate bus stops. **(Launch web page Feb. 3 maintain page through the completion of the project)**
- Signs will be posted in all shelters in the construction zone prior to closing. Signs will direct customers to alternate stop locations. **(Post signs no later than Monday, February 9)**
- General information will be provided in the February and March Riders Digest as well as RTA's twice monthly, e-newsletter. **(February - March 15)**
- Operators on affected routes will disseminate route specific information to riders prior to and following the closure of the Square. **(February 16 - 27)**

RTA