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Don't BLINK and Drive

Metro, TANK, CincyLink work together to provide free rides to experience BLINK®

CINCINNATI (September 26, 2024) -- Metro, TANK, Butler Co. Regional Transit Authority (BRCTA) and BLINK® are making it easier to experience the nation's largest immersive light and art show with fare-free rides and direct access from Park and Ride locations to this year's immersive art experience. In 2022, BLINK, illuminated by ArtsWave, successfully worked with Metro and TANK to provide nearly 185,000 free rides during the festival.

"This partnership is a win for everyone, in convenience, cost and energy efficiency," said Justin Brookhart, Executive Director of BLINK. "We like to say 'Don't BLINK and drive,' because this festival is meant to be experienced walking through the streets of downtown and NKY. Free rides from Metro and TANK make that easier, and enhance the BLINK experience for everyone."

Metro and TANK will offer fare-free rides beginning at 6 p.m., October 17-20. All rides on both transportation networks, including direct routes to BLINK, will be free. Direct routes to BLINK will be available via three Park and Ride locations. These Park and Ride locations will drop attendees off at the Riverfront Transit Center for both Metro and TANK. BCRTA's CincyLink will shuttle attendees from Park and rides to the Riverfront Transit Station, from 5:30-11pm each night of BLINK.

The Park and Rides will be located at:

- Cincinnati State, 3658 Central Pkwy, Cincinnati, OH 45220
- Crossroads Oakley, 3500 Madison Rd, Cincinnati, OH 45209
- Northern Kentucky University, 1 Louie B. Nunn Drive, Highland Heights, KY, 41099 (Fri. & Sat. only)
- Meijer, 3651 Towne Blvd., Middletown, OH 45005
- Meijer, 7390 Tylersville Rd., West Chester. OH 45069

"BLINK is a one-of-a-kind event that highlights the incredible offerings of the Cincinnati region, and Metro is proud to be a part of it," said Brandy Jones, Metro's Chief Communications and Marketing Officer. "Now with 24-hour service, increased frequency and more weekend service, in addition to the park and ride shuttles, connecting to BLINK on Metro has never been easier and more convenient."

"TANK is excited for the return of BLINK and our partnership to provide bus service to this amazing art experience for the people in Northern Kentucky," said TANK General Manager Gina Douthat. "BLINK is best enjoyed as a pedestrian, which is why we want to encourage people to leave their cars at home and navigate the event on foot. To make it an experience that everyone in our community can enjoy, TANK will provide free rides on all services on the evenings of the event."

"BCRTA is excited to provide a 'Link to BLINK' for Butler County residents," said Shawn Cowan, Director of Customer Care and Communications at BCRTA. "This marks the first opportunity for us to participate in such a major event, and we are eager to see its impact. The success of this initiative will serve as a key indicator of our ability to continue offering special transportation services for future events in downtown Cincinnati. We look forward to making these events accessible to our community and enhancing regional connectivity."

Full details for Metro:

- All Metro Fixed-Route service will be free between 6 pm.-12:30 a.m. and Access service will be free until 2 a.m.

- Due to street closures, Government Square will close nightly at 6:00 p.m. and service will be relocated to the Riverfront Transit Center until 12:30 a.m.
- Park and Ride service begins at 6 p.m.; return service concludes at 12:30 a.m.
- Park and Rides will feature promotional giveaways and DJs to kick off the BLINK festivities.
- Vehicles are not permitted to be left overnight at park and ride locations.

Other Metro Service Information

- The Government Square information booth will be staffed from 5 p.m. - 1 a.m. nightly during the event.
- The Metro Customer Care Center (513-621-4455) will remain open until midnight nightly during the event.
- Metro staff will be on-hand at Cincinnati State, Crossroads and the Riverfront Transit Center to assist with information, wayfinding and general assistance.

Full Details for TANK:

Beginning at 6 p.m. all TANK services, including the Friday and Saturday evening direct bus service for BLINK, will be free of charge, for all 4 nights of BLINK.

**Park & Ride at Northern Kentucky University (Lots K, L, M)
Available ONLY Friday, October 18th and Saturday, October 19th**

- TANK will have promotional giveaways, music, refreshments, and fun at NKU as people wait for their bus to leave.
- Service begins each night at NKU at 6 p.m. Last trip from NKU to RTC is at 9 p.m.
- Bus makes no stops in between and goes straight to the Riverfront Transit Center.
- Beginning at 9 p.m. each night, buses will ONLY provide return transportation from the Riverfront Transit Center and drop off at NKU (no pick-ups).
- Buses will operate from the Riverfront Transit Center back to the park and ride for drop offs until 11 p.m. each night.
- TANK staff will be on-hand at Northern Kentucky University and the Riverfront Transit Center to assist with information, wayfinding and general help.

The Southbank Shuttle will be on a detour for all 4 nights of BLINK after 6PM and will not be servicing the normal Southbank street stops. Instead the Southbank Shuttle will connect BLINK goers with one stop in Newport, one stop in Covington and a stop at the Riverfront Transit Center for anyone wanting to experience BLINK on both sides of the river.

Local Fixed Route Bus Routes

All local TANK service will operate as scheduled, with this exception: bus service in Cincinnati will be limited after 6 p.m. and will operate only to the Riverfront Transit Center after 6 p.m. No "on street" service will be provided in Cincinnati by TANK after 6 p.m. for the duration of the BLINK event.

Full details for Butler Co. Regional Transity Authority:

CincyLink will offer free transportation from October 17 to October 20 from the above Park and Ride locations. The CincyLink Blink shuttle will start at 5:30pm and run hourly until 11:00pm. The service will be a direct route from Butler County to the Riverfront Transit Station.



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