

TARTA





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## LEADERSHIP

### Laura Koprowski

Chief Executive Officer  
lkoprowski@tarta.com

### Rick Bailey

Deputy Chief Executive Officer  
rbailey@tarta.com

### Ursula Barrera-Richards

Chief Human Resources Officer  
ubarrera@tarta.com

### Susan Gettum

Chief Planning and Program Officer  
sgettum@tarta.com

### James Karasek

Chief Financial Officer  
jkarasek@tarta.com

### Sam Melden

Chief Communications and  
Customer Experience Officer  
smelden@tarta.com

### Charles Odimgbe

Chief Operating Officer  
codimgbe@tarta.com

# POWERED BY PROGRESS

In 2025, TARTA achieved a variety of positive outcomes to deliver on its mission of empowering people to make connections. TARTA continued to bring reliable, safe, and innovative transit solutions to Northwest Ohio:

- Fixed-route bus ridership increased by more than 10 percent
- More than 11,000 commuters have downloaded the TARTA Flex app to utilize our popular microtransit service
- TARTA leadership and staff have been awarded state and national honors, including awards from the Ohio Public Transit Association and METRO Magazine's Innovative Solutions Award
- TARTA engaged community members in the creation of a new strategic plan that will guide the agency in 2026 through 2031

As highlighted in this 2025 Annual Report, it has been an exciting and productive year at TARTA. We are proud that 2025 included the addition of new buses to our fleet, modernized facilities and bus stops, and new programs to improve employees' professional performance and customer service. The changes have resulted in more efficient and cost-effective changes felt by our riders and our community. Our customer survey results tell us TARTA has some of the highest customer satisfaction scores achieved in TARTA's history.

Our agency has gone from teetering on the edge of insolvency to a financially healthy and operationally sound organization, prioritizing transparent fiscal management and achieving great success securing state and federal grants.

As we celebrate 2025, we are also excited for what's to come in 2026, as we celebrate 55 years of service.

With the input of community members and employees, TARTA developed a new strategic plan in late 2025. This plan lays out a clear roadmap to continue the trends of innovation, resilience, flexibility and improvement that have been a calling card of TARTA since 2021, when sweeping operational changes, as a result of the pandemic, were implemented. Our focus remains on four key objectives:

- Continue to improve the **customer experience** through service and affordability
- Deliver the **operation elements** that matter to customers, including greatly improved safety standards
- Build on the **growth as an organization** we've already experienced, and continue to communicate TARTA's role in getting passengers to work and driving the local economy
- Strong **financial stewardship** that ensures that the changes made are not only noticeable, but can be sustained for the long haul

Our workforce levels and service delivery rates are higher than they have been in years, but the great things happening at TARTA aren't accidental. They are the result of hard work by a dedicated team, and direct and timely feedback from riders and community stakeholders on what we are doing well and what challenges they see ahead.

TARTA's Board and leadership team are always listening, and with your help, we will continue building the mobility system this region needs and deserves. Thank you for your support as we look forward to the next 55 years and beyond!

Kendra Smith, President, TARTA Board of Trustees  
Laura Koprowski, CEO, TARTA



# BY THE NUMBERS



## OUR FLEET

- 76** Buses
- 52** Paratransit Vechicles
- 16** Microtransit Minivans
- 18** Misc. Vechicles



## OUR TEAM (2025)

- 307** Employees
- 184** Operators
- 18** Mechanics
- 14** Customer Service Personnel



## TOTAL TRIPS PERFORMED (2025)

- 2,252,366** Fixed Route
- 120,508** TARTA Move
- 52,746** TARTA Flex

## MOST POPULAR FIXED-ROUTES

(with 2025 Trip Numbers)

<b>2</b>	Flower Hospital to Oregon via Monroe	337,430
<b>5</b>	Flower Hospital or UT Transit Center via Dorr	194,432
<b>31</b>	UTMC or Maumee Via Glendale	187,762
<b>19</b>	Franklin Park Mall via Sylvania Avenue	180,934
<b>32</b>	Holland/Spring Meadows via South/Airport	131,805
<b>15</b>	Meijer Alexis via Suder or Summit	112,915
<b>22</b>	Franklin Park Mall via Bancroft	103,820
<b>17</b>	Miracle Mile via Lagrange, Bennett or Eleanor	95,904
<b>26</b>	Miracle Mile via Douglas/Lewis	95,114
<b>16</b>	Meijer Alexis via Manhattan	90,052
<b>10</b>	Meijer Rossford via Amazon Rossford	89,613
<b>20</b>	Franklin Park Mall/Meijer via Central/Collingwood	89,287

## TARTA'S BUDGET

2025 Operating and Non-operating Revenue

**\$50,077,075**

2026 Operating and Non-operating Revenue

**\$49,924,500**

*Anticipated*

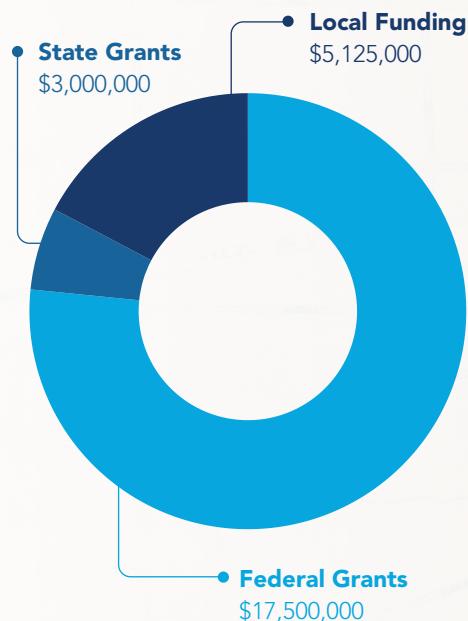
2025 Operating Expenses

**\$44,687,499**

2026 Operating Expenses

**\$47,003,314**

## CAPITAL IMPROVEMENT BUDGET



# INVESTING IN COMMUNITY

Local Investment in Transit Enhancements (LITE) funding, provided to TARTA's member communities through the sales tax that funds it, continued to make an impact in 2025.

Rossford's wonderfully creative use of these funds to create a "pocket park" in what was once an empty area on Superior Street served as a great example of that impact. Using LITE funds, Rossford placed circular tables under umbrellas, lighting and a small fountain near a bus stop, providing the public with seating and a rest area. TARTA personnel and city officials were there to help celebrate the ribbon-cutting in August.

These funds also made possible new traffic signals near Flower Hospital, improvements to bus stops and sidewalks in Toledo, and several other projects designed to make the commute easier for transit riders, drivers and pedestrians alike.

Annual distribution of LITE Funds includes \$300,000 to the City of Toledo and \$90,000 each to Rossford, Sylvania, Maumee, Waterville, Ottawa Hills and Sylvania Township.

Over the course of four years, \$3 million has been distributed to TARTA communities. TARTA is proud to be a part of the community beyond getting people from Point A to Point B, and looks forward to partnering with area leaders on future projects.

## A MORE FREQUENT, MORE RELIABLE SERVICE

TARTA's investment in itself made another impact in early 2026, with changes to routes that brought \$480,000 in added service to the roads. Every TARTA fixed route was effected in some way by the changes, which included:

- Service increased to every 30 minutes on routes 3, 10, 20 and 31 between the hours of 6:30-9:30 a.m. and 2:30-5:30 p.m.
- The new Route 18, which connects TARTA's Transit Hub to the Meijer on Alexis Road
- Extending Route 2 to Lourdes University
- Extending service 30 minutes later for both fixed route and TARTA Move
- Eliminating route letter branches to simplify navigation

These shifts focus on where most customers travel and when they do so, paving the way for TARTA to improve efficiency and rightsize its system.

TARTA has heard from current and potential riders and numerous community leaders that greater frequency is a key to making the system better. We hope January's changes set a base for what is to come on many more routes.

# EXPANDING OPPORTUNITY

With 55 years of connecting communities behind it, TARTA is looking to what may be next.

With an eye on faster, innovative service that fits the needs to northwest Ohioans, TARTA and its partners have conducted two studies funded by Ohio Department of Transportation in the first year:

## BUS RAPID TRANSIT (BRT):

TARTA is working with community leaders and transit consultants to determine what the possibilities for BRT are in this area. BRT is designed to make bus service more frequent, reliable and easier to use, with common elements in similar-sized communities across the country including:

- Service every 15 minutes
- Platform-level boarding for passengers with mobility challenges
- Improved light and waiting areas at bus stops
- Off-board fare payment

At different events in 2025, TARTA was even able to show people how it may look through a virtual reality presentation. A survey in early 2026 will help TARTA and its partners determine which elements of BRT could be successfully implemented at the local level.

## WORKLINK:

Employers and businesses should not be limited by county lines. TARTA, the Toledo Metropolitan Area Council of Governments (TMACOG) and the Great Lakes Community Action Partnership (GLCAP) have been studying what would be necessary to better connect Wood County's workforce to existing job centers and those that will exist in the near future.





# RIDERSHIP ON THE RISE

Over 5 consecutive months in the late summer and early fall of 2025, TARTA fixed route service completed 1 million trips. Five consecutive months with 200,000 rides each is a milestone TARTA hadn't achieved in more than five years.

That growth was not limited to just a five month snapshot in time, with increased readership trending upward on every TARTA service (14 percent on fixed route, five percent on TARTA Flex on-demand and one percent for TARTA Move paratransit).

More people are on board, and customers have had an elevated experience, thanks to Team TARTA members. A survey of ridership taken in the spring of 2025 indicated some of the highest customer satisfaction rates TARTA has seen in its history, including 96 percent on Flex, 95 percent on TARTA Move and 84 percent on fixed route. A deeper dive into those numbers revealed a few areas where TARTA has excelled in particular:

- For TARTA Move, 97 percent of customers were pleased with both driver safety and driver courtesy, and 94 percent were pleased with travel time (eight percent above national average)
- Every rider surveyed was pleased with the safety of TARTA Flex vehicles, with 99 percent pleased with the price of the ride and 98 percent lauding driver courtesy and helpfulness
- Fixed route satisfaction scores soared above national averages in several categories, including value (86 percent, 14 percent above average), safety of operation (85 percent, seven percent above average) and ease of fare purchase (88 percent, eight percent above average)



## PASSES WITH PURPOSE

TARTA's Youth Summer Blast Pass continued to grow in its 3rd year of operation, and opportunities for northwest Ohio's young people to work, stay healthy and connect to their community are growing with it.

The 2025 Blast Pass program provided more than 3,100 pass holders with no cost transportation on all TARTA services from May to August, a 39% increase in pass holders from 2024. In three years, the program has seen a growth of more than 56 percent, demonstrating the need for this service in the community.

TARTA Community Affairs personnel met with area youth and community organizations at dozens of events to talk about the pass, and passes were also distributed to summertime readers through a partnership with Toledo Lucas County Public Library.

TARTA thanks the John Henry Eldred Jr. Foundation and the City of Toledo's Parks and Rec Department for providing funding for the Youth Summer Blast Pass in 2025, and we look forward to helping young people reach summer educational, recreation and entertainment opportunities for years to come.



1127 WEST CENTRAL AVENUE  
TOLEDO, OHIO 43697-0792  
P: 419.243.7433  
F: 419.243.8588  
[TARTA.COM](http://TARTA.COM)