



Customer Advisory Committee Meeting
May 24, 2023 5:30 pm to 6:40 pm
TARTA Transit Hub, 612 N. Huron, Toledo

Minutes

Committee Members Present: Mary Finch, Kenneth Schumaker, Rebecca Blair, Sara Soper, Brandon Brown, Jennifer Seibel, Becky Opperman, Delores Anderson, Cindy Kerr, Janine Gwozdz

Committee Members Absent: Shawn McNeal, Katie Watson, Loren Sengstock

TARTA Staff Present: Laura Koprowski - CEO, Mary Morrison - Board of Trustees President, Susan Gettum - Chief of Staff, Rick Bailey - Chief Customer Experience & Mobility Officer

Words of Welcome

The group was welcomed by Laura Koprowski - CEO, Mary Morrison - Board of Trustees President, Susan Gettum - Chief of Staff, Rick Bailey - Chief Customer Experience & Mobility Officer.

Code of Conduct

The Code of Conduct for the Customer Advisory Committee meetings was read out loud and shared with the group.

Introductions and Shared Hopes for CAC

The group briefly introduced themselves and shared their hopes for CAC. Some ideas shared:

- See more positive intermingling between TARTA, customers and drivers
- Solutions for staff who need TARTA services
- Increase ridership and driver pool
- Overall improvement of whole system building on gaps of what TARTA doesn't have
- Building on improvements brought in by the new administration
- Advocate for people with disabilities
- Like to see TARTA expand
- See public transportation represent those in outer areas (not Fixed) with increased timeliness
- Seeing TARTA serve disabled customers

Goals

Keeping in mind that goals need to be tangible, specific, and measurable, the following goals for the Customer Advisory Committee were discussed:

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- Find ways to make sure the public knows about TARTA services, especially those individuals with mental illness or other disabilities.
- Make sure all TARTA services are expanding and providing access to the vision impaired including websites and online apps. Pictures in social media posts need to have photo descriptions added and transcribe memes and gifs.
- Improve on capacity and timeliness of Flex.
- Oregon expansion – when, where...
- Work to get 50% of public officials to use TARTA's services within six months.
- Build awareness of TARTA in new areas served.
- Recognize drivers for their hard work – driver of the month?
- Collaborate with seniors again as well as impoverished and underhoused people who may have lost documents to apply for SNAP or Medicaid.
- Expand Muddy Shuttle to Walleye hockey events.
- Provide free passes to events like ADA Day at the Zoo.
- Increase ridership.
- Create stakeholder list to push flyers/announcements out to their networks.
- Use Flex as Designated Driver during holiday season.
- Make sure TARTA has a positive image in the community.

Certainly, this extensive list of goals will need to be narrowed down to focus on for the rest of 2023. Your homework is to choose two or three of the above goals that you really want to see accomplished and come to the next meeting with ideas on how to achieve and measure these goals.

Chair & Co-Chair Roles

After a bit of discussion, the following were nominated and agreed to serve. Thank you!

Co-Chairs (sharing the duties of Chair): Sara Soper and Rebecca Blair

Vice-Chair: Delores Anderson

I will work with the above to further define their roles, plus my role as the meeting facilitator and staff host.

Next Meeting

Wednesday, August 9, 2023 at 5:30 pm at the TARTA Transit Hub, 612 N. Huron, Toledo