



Customer Advisory Committee Minutes October 9, 2024: 5:30 pm to 6:45 pm Mott Branch Library ~ 1010 Dorr Street, Toledo

Committee Members Present: Brandon Brown, Jennifer Seibel, Jodie Summers, Joyce Allen, Ken Schumaker, Sara Soper

Committee Members Absent: Angie Goodnight, Becky Opperman, Cindy Kerr, Katie Wilson, Loren Sengstock, Rebecca Blair,

TARTA Staff and Board Members Present: Susan Gettum - *Chief of Staff*, Andy Cole - *Marketing Manager*, Richard Russell - *Transit Outreach & Education Coordinator*, Kris Sowell - *Transportation Supervisor*, Mary Morrison - *Board of Trustees President*, Brittney Ford - *Board of Trustee member*, Joel Beren - *Board of Trustee member*, Tarik Kadri - *Board of Trustee member*

- **Welcome / Introduction of TARTA Staff and Board Members present**
- **One-Word Check-In (ice breaker)** - Some of the words shared included crazy, embarrassed, tired, energetic, hungry, focused, curious, bedraggled, eager, pragmatic, multi-focused, excited, late
- **Quick update from the Communications/Marketing Team**
 - TARPS/Paratransit rebranding: TARTA Move - Staff have been informed, slow launch throughout rest of 2024
 - TARTA new website update
- **Focus on Fixed Route Services** - Ken Schumaker led the conversation and guided us through a typical day on Fixed routes from his point of view - the routes he might take on any given day etc. with the options throughout going to appointments or doing errands.
 - He uses the monthly pass (digitally with EZFare) and pays full price (even though he qualifies for Reduced Fare)
 - He was asked how he knows the routes off the top of his head:
 - He rides TARTA a lot!
 - As a retired Architect he's a bit of a geek and studies systems
 - He appreciates the full-service map for an overview

TARTA is easy to figure out either by using some of the APPS (Transit) or even Google Maps.

Bus signs need to be updated - which is an ongoing process! Richard advised we have over 1,500 active bus stops that need to have the newly designed signs with route numbers and about the same number of inactive stops that need to be removed. He also mentioned that TARTA is working to add Braille placards to our bus signs. Sara Soper volunteered to test them out and advise.

Brandon Brown also uses fixed route daily - he works two jobs and lives in the South End. Whether

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or not a bus will be on time is a big issue when he is traveling from one job to another.

Options are limited to where he lives. He also uses a monthly pass but chooses the physical fare card and does not use the EZFare app.

Jennifer Seibel lives in Point Place also uses fixed route daily to get to work. Her routes are simple because she lives along Route #15 which she takes to the Hub to transfer to #26 to get to work. Because our routes mostly begin and end at the Hub, this journey takes her about one hour and 15 minutes each way. Interestingly enough, because the #15 has two versions (15A Suder Ave/15E Summit St) if she wants to take the bus from home to Meijer on Alexis, she has to come all the way into the Hub and then double back. Also, she has to watch the timing when making dentist appointments because although her dentist is technically on the same Route #15, she needs to be aware of which version of the #15 she's coming from! Increased frequency of service would make the daily planning of her trips more efficient and easier.

Generally, as a Fixed Route rider you need to understand the system instinctively. Full time riders adjust their day and world where the bus is able to take them, which can be limiting. Ken mentioned that if the bus doesn't take him someplace, he has accepted that he doesn't really need to go there anyway (restaurants for example!)

Ken also shared his concept for a new route in Maumee/Waterville that includes Fallen Timbers. Susan will pass his renderings over to the Planning team.

Brandon mentioned there were some bus stop signs that had been vandalized and/or knocked down. Without those signs riders (or even new TARTA drivers) may not know to stop at those locations. Susan asked to have this information emailed to her and she will pass it on to the proper team.

Main Issues with Fixed Routes:

- Buses being late (or early and not waiting) will always be a problem
- Greater frequency would be appreciated - every 30 minutes - or even 15 minutes - would make a difference in planning trips
- Bus stop locations need to have new sign designs with route numbers
- Need more crosstown routes away from the current hub-and-spoke pattern that don't have to go in/out of the Hub

- **Other Business**
 - It was decided to pick a consistent day of the week/month to have our meetings starting in 2025 so we can plan accordingly. We chose the first Wednesday of every other month.
 - The Listening Session with Jason Daniels on TARTA's DEIA initiative will be on November 20 at 6:00pm via Zoom. The link will be available soon.
 - If you are available, please attend TARTA's community update event *Transforming The Region Through Transit* which will be held at the Glass City Center on Thursday November 14, 2024 at 9 am. This event is free and you are urged to attend but registration is required. Please use this link to register:
<https://www.eventbrite.com/e/tarta-community-update-tickets-990779396847>

- **Next Meeting Date - mark your calendars:**
 - **Wednesday, December 4, 2024** at 5:30 pm at Mott Library in Community Room B

We did not set up someone to speak at our next meeting about our Paratransit Service - any volunteers?