




TOLEDO AREA REGIONAL TRANSIT AUTHORITY



# Microtransit-Project Update

Strategic Planning and Operational Planning Committee

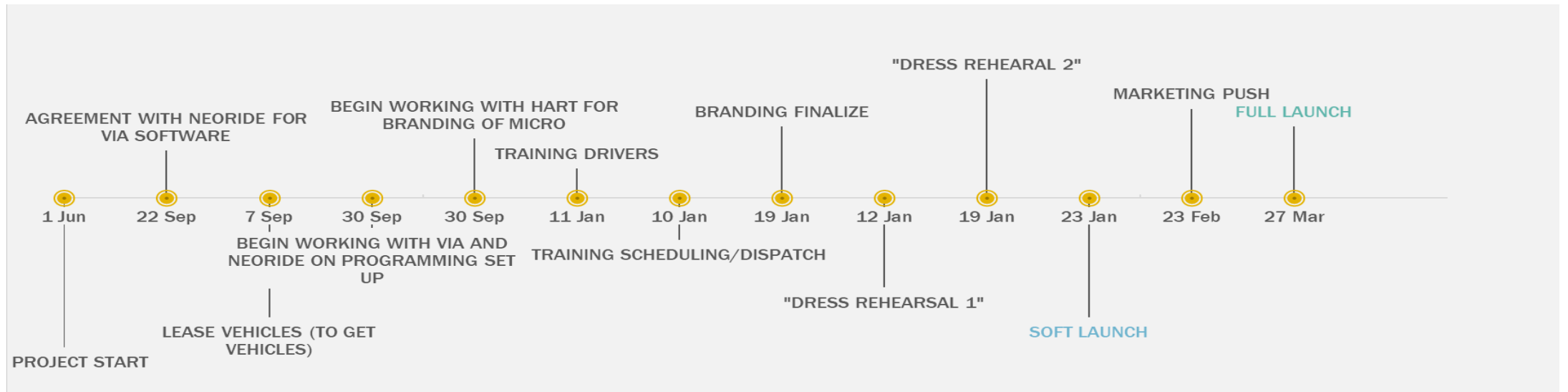
Susan Gettum  
January 2023



# Microtransit Pilot- Timeline



We are here!



# Details...Details...Details...

Kick off for service is  
**Sunday, January 22**

Soft Launch Includes **NW  
and SW Inner Zones &  
Rossford**

Parking and service  
location for vehicles will be  
**Central Garage**

## Remember!

Riders will be able to schedule rides to **connection points** where they can connect to fixed-route service.

Microtransit is an **on-demand service**, but we are offering a **24-hour window** for advance reservations **BASED ON AVAILABILITY!**

Rides can be booked via the branded app or by calling Customer Service. Starting in March, rides can be booked online on [www.tarta.com](http://www.tarta.com)



# Training Program- January 12 & 13, 2023

Drivers

Dispatch/Supervisors

Customer Service

# Fare ~ \$3.00 per person, per trip

Microtransit to Fixed Route or TARPS – one time fare of \$3.00

Fixed Route or TARPS to Microtransit – one time fare of \$3.00

## TARPS Riders & 65 +

TARPS and riders over 65 years old will have a special promo code\* that allows them to travel point-to-point anywhere in TARTA's coverage area (as long as their pick up OR drop off point is in one of the Microtransit zones).

*\*code can only be entered by TARTA staff within rider's profile*

# Getting the Word Out

- Name and Logo



We will go straight to decals on the vehicles and skip the temporary magnets

- Internal and external support materials for staff and riders

- Earned and paid media



Board approval to be fare free promotional first week

- Microtransit Advisory Board in the works

# How to Book & Create Profile

1. Rider App
2. Call Customer Service who will book using VOC (Via Operations Center)
3. Web Portal (March 2023)

- **On Demand** aka “soon as possible” = Via searches for a vehicle that can service the ride and provides an ETA (or unavailable error if not available)
- **Prebooking** = available up to 24 hours in advance & riders can request pick up or drop off time:

**Depart at** - when a client needs to leave at a specific time

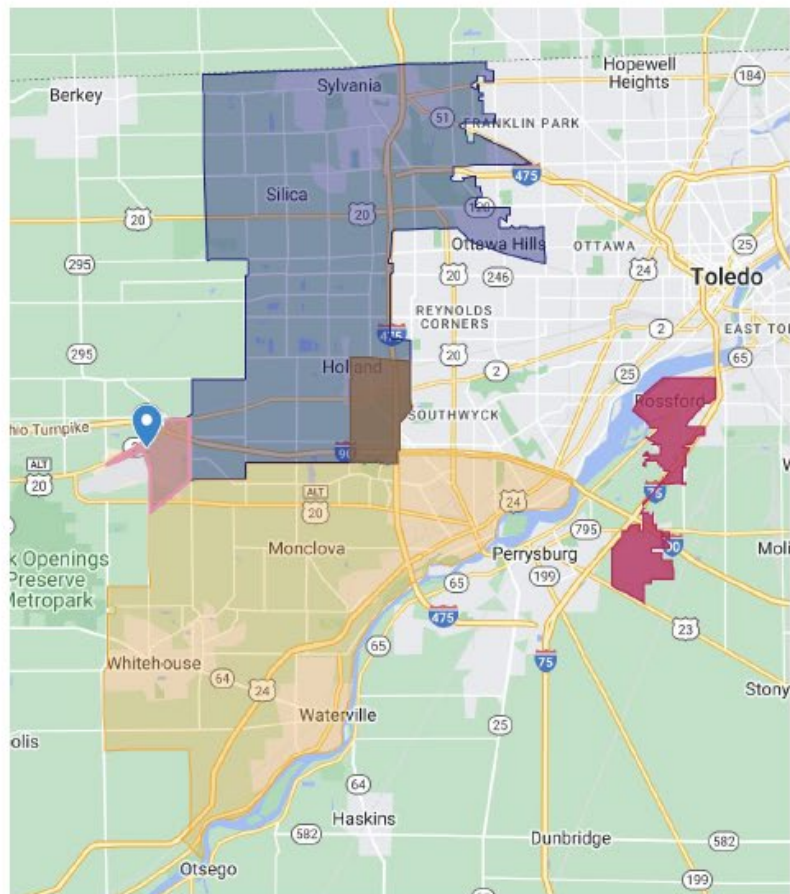
“I want to go to the grocery store at 4:15pm...”

|                                     |                                    |  |          |
|-------------------------------------|------------------------------------|--|----------|
| Schedule                            |                                    |  |          |
| <input type="checkbox"/> Round Trip | <input type="checkbox"/> Recurring | <input checked="" type="radio"/> Arrive by |          |
| Start date                          |                                    | <input checked="" type="radio"/> Depart at | Set Time |
| 02/17/2022                          |                                    | Depart at                                  | 4:15 PM  |

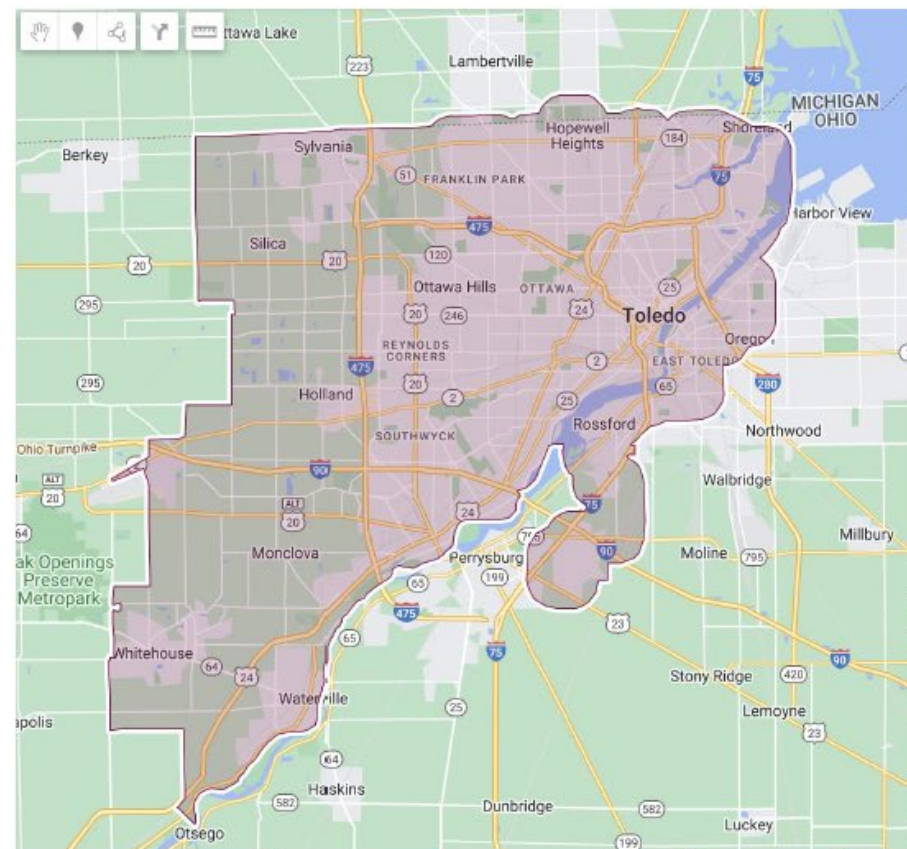
**Arrive by** - when a client needs to reach their destination by a specific time

“I have a doctors appointment at 3:00pm...”

|                                     |                                    |  |          |
|-------------------------------------|------------------------------------|--|----------|
| Schedule                            |                                    |  |          |
| <input type="checkbox"/> Round Trip | <input type="checkbox"/> Recurring | <input checked="" type="radio"/> Arrive by |          |
| Start date                          |                                    | <input type="radio"/> Depart at            | Set Time |
| 02/15/2022                          |                                    | Arrive by                                  | 3:00 PM  |



**General Mobility Zones**



**Elderly Plus Zone**

**P65+**