TARTA Connect:

Introducing the Monroe Street–Oregon Bus Rapid Transit Corridor



A Shared Commitment to Better Connections and Opportunities

In September 2026, the TARTA Board of Trustees adopted the Monroe Street–Oregon Bus Rapid Transit (BRT) corridor as the locally preferred alternative (LPA) for northwest Ohio's first rapid transit line. The route runs along Monroe Street from the ProMedica Wellness Facility in Sylvania to downtown Toledo, then continues into East Toledo and Oregon.

The vision for BRT on the Monroe Street-Oregon corridor is made possible through funding from the Ohio Department of Transportation (ODOT), support from four partner municipalities and the active participation of a stakeholder advisory committee representing customers, government, transportation, economic development, education, healthcare, culture, community, small businesses and major employers.

> *Collaboration is a key value for TARTA. The locally preferred alternative for bus rapid transit is a great example. Every step toward BRT means better connections to jobs, healthcare, family events, educational opportunities and community celebrations. Reliable public transportation raises the quality of life for residents, employees and visitors, as we've seen in communities across the U.S. that launch BRT.*
>
> **– TARTA LEADERSHIP**



TARTA and its regional partners celebrate the selection of the locally preferred alternative for BRT in the Monroe Street-Oregon corridor.

Bus Rapid Transit is a Game-Changer

Bus Rapid Transit is a premium transit service with rail-like features designed to get people to their destinations quickly and comfortably. More than just a transit investment, BRT, like trains, is a catalyst for neighborhood revitalization and community growth.

BRT Features

Running Ways: Dedicated lanes or busways with frequent, reliable, faster service.

Stations: Enhanced waiting environments with level boarding at multiple doors, simplified fare payment and real-time arrival information for waiting passengers.

Vehicles: Modern, branded buses.

Fare Collection: Smart card/ticket machines at stations.

Smart Technology: Intelligent Transportation Systems (ITS) for tracking real-time arrival and priority for buses at traffic signals.



A portion of the proposed route could deliver passengers to stations located in the center of the street. This is a conceptual image of a BRT station on Monroe Street near ProMedica Parkway.

Other portions of the proposed route could have stations along the curb on both sides of the street. This is a conceptual image of BRT stations near Front and Main streets in East Toledo.



How the Monroe Street-Oregon Corridor Was Selected

The Monroe Street-Oregon corridor consistently outperformed all alternatives across nearly every evaluation category. This corridor is currently served by Route 2, which carries TARTA's highest concentration of riders and connects some of the region's most important destinations. Special-event riders for Jeep Fest, Sports Shuttles, and JazzFest demonstrate demand for efficient connections along the same corridor.

	Broadway	Cherry-Sylvania	Dorr	Monroe
	Route 31	Route 19	Route 5	Route 2
Route	Conant Street *Maumee* › Summit Street *Downtown*	Sylvania Avenue *at Talmadge Road* › Cherry Street *Downtown*	Holland-Sylvania *Sylvania Township* › Cherry Street *Downtown*	Harroun Road *Sylvania* › Navarre Avenue *Oregon*
Areas Served	› Warehouse › Glendale › Southwyck › Maumee	› Cherry Street › Sylvania Avenue › Deveaux › Franklin Park	› Downtown › University of Toledo › Inverness › Sylvania Township	› Franklin Park Mall › Downtown › East Toledo › Oregon
Current TARTA Ridership	15,759	15,001	16,426	28,011
Average Daily Travel Range	6,545 – 24,846	5,145 – 20,108	3,079 – 21,104	6,276 – 33,796
Total Crashes	1,170	2,040	755	3,186

Sources: Traffic Volume Data from ODOT TIMS. Crash data from AASHTOWare (2021-2025)

The Monroe Street–Oregon corridor also has significant needs and opportunities related to **safety**, **redevelopment**, and **mobility access**.

Within one-quarter mile, 16% of residents live in car-free households, 18% have disabilities, and 29% live in poverty.

Advancing Regional Goals

The locally preferred alternative defines the rapid transit service, key features and route that will move forward for further study and potential federal funding.

Proposed Frequent, Convenient Service

WEEKDAYS	WEEKDAY RUSH HOURS	ALL OTHER WEEKDAY PERIODS	WEEKENDS/ HOLIDAYS
5:00 a.m. to midnight	Every 15 minutes	Every 20 minutes	Every 20 minutes

The proposed BRT service will run more often and for a longer span of the day than the existing Route 2 service in the corridor. The selected BRT route best advanced regional goals.

Corridor Alternatives Assessment Summary

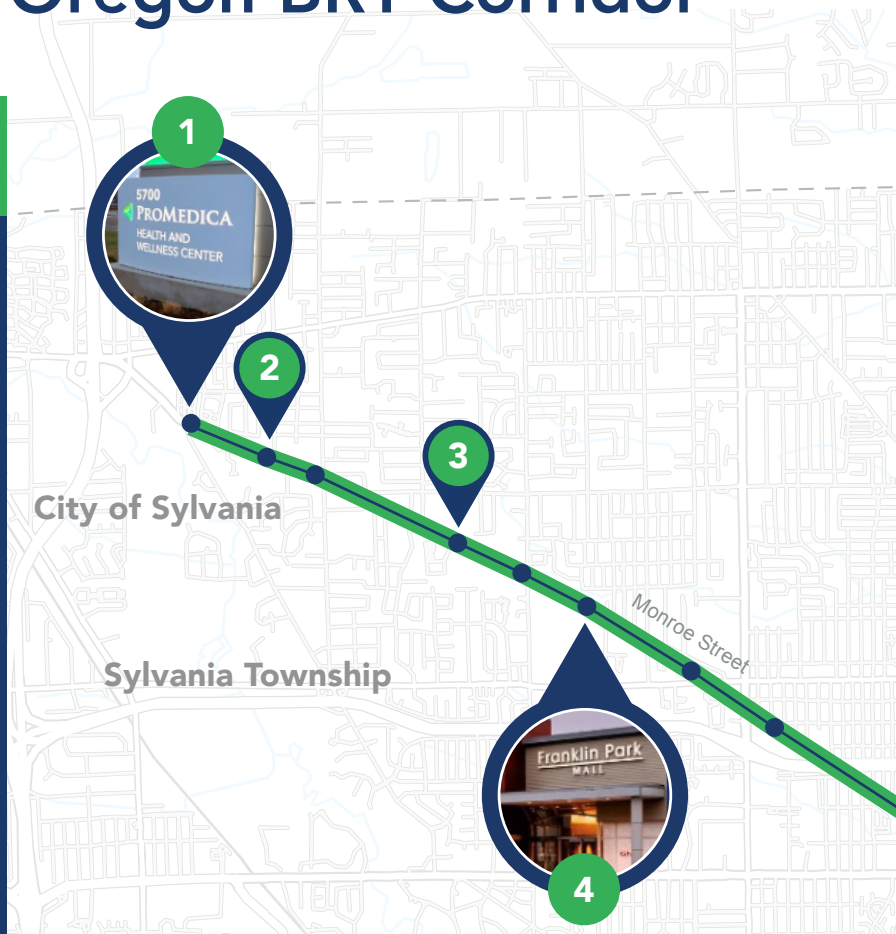
	Broadway	Cherry-Sylvania	Dorr	Monroe
Expand Regional Connectivity	›››	›››	›››	›››
Improve the Mobility and Safety of All Road Users	›››	›››	›››	›››
Foster Economic Development	›››	›››	›››	›››
Enhance Regional Quality of Life	›››	›››	›››	›››

Assessment Rating Categories	››› Significantly Meets Goals	››› Partially Meets Goals	››› Minimally Meets Goals

An Economic Generator for Northwest Ohio: The Monroe Street–Oregon BRT Corridor

Corridor Landmarks

1. ProMedica Wellness Center – Sylvania
2. The Ability Center
3. Monroe Street Retail District / Target Area
4. Franklin Park Mall
5. ProMedica Toledo Hospital Complex
6. Colony Lofts
7. Toledo Museum of Art
8. Cherry Street Mission
9. Fifth Third Field
10. Glass City Riverwalk
11. National Museum of the Great Lakes / Glass City Metro Park
12. Marina Lofts
13. Mercy Health St. Charles Hospital
14. Oregon Town Center
15. Walmart



Map Legend

- Proposed BRT Route
- Potential Station Locations
- 1 Landmark Locations

The BRT corridor can reliably connect our region's **major employment centers**, thousands of **retail and service jobs**, **healthcare**, **cultural destinations**, growing **residential districts**, **maritime activity** and a rapidly developing **riverfront**.

- More than **3 billion dollars has been invested** in the landmarks and infrastructure along this corridor
- Nearly **one quarter of Lucas County residents** live within a mile
- Approximately **20% of the region's jobs** are located here
- Close to **45% of residents** live in single car households



A Transit Vision Shaped by Community Input

The Monroe Street-Oregon BRT corridor was selected after one of the most extensive stakeholder and public engagement efforts in TARTA's history. Activities included stakeholder advisory committee meetings, business outreach, community events, website engagement, public presentations, virtual reality presentations and an online survey.

Engagement by the Numbers

Employers engaged along the corridor **100+**

ProMedica employees engaged **4K+**

Stakeholders experienced the BRT virtual reality **150+**



Survey Results

Which of the following best describes your response to this proposed Bus Rapid Transit (BRT) route?

Support/Neutral*
**72% support, 25% neutral*
97%

Oppose **3%**

Who did we hear from?

Current TARTA Riders **55%**

Future TARTA Riders **45%**

Bus Rapid Transit is a Proven Model Globally

More than 190 cities on six continents rely on BRT to connect millions of people to jobs, education, healthcare and opportunity. This includes mid-sized U.S. cities like Grand Rapids, Omaha and Madison and larger cities like Cleveland, Indianapolis and Pittsburgh.



Omaha is investing in walkable neighborhoods with housing, jobs, shops, and services near transit—with working residents in mind and a focus on growth that expands opportunity.

Transit-supportive development, as shown here on Euclid Avenue in Cleveland, puts homes, businesses and community spaces near transit. It makes it easier for people to walk, bike or take transit to work while supporting local businesses, creating new economic opportunities and strengthening neighborhoods.

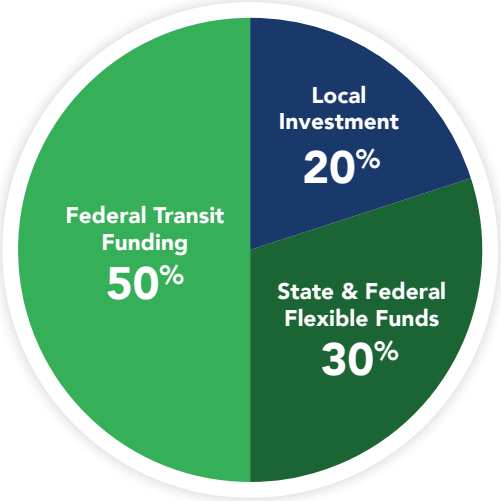


BRT can help create the conditions for investment—but the greatest benefits come when transit investment is paired with deliberate planning, supportive land-use policies and public-private partnerships with the development community.

Funding the BRT

The Federal Transit Administration (FTA) has invested billions of dollars in BRT projects through its Capital Investment Grants program, helping more than 40 communities across the country build high-quality BRT systems. Compared to heavy and light rail investments, BRT projects are usually less expensive and faster to build. To compete with other cities, TARTA and its partners must devise a thoughtful financial plan that leverages local, state and regional funds to match federal funds.

This pie chart shows the ideal mix of local, state and federal funding needed to build a BRT corridor.



Aligning Investments. Amplifying Impact.

Northwest Ohio received a Safe Streets and Roads for All (SS4A) implementation grant from the U.S. Department of Transportation to improve safety along key corridors, including Monroe Street. TARTA is coordinating with its partners to leverage these grants and safety improvements as BRT moves into the design phase.

TARTA is jointly pursuing additional state and federal grants with its municipal and regional partners.

Recent grant wins include:

- **RAISE** - supporting transit infrastructure near Monroe & 16th Ave
- **BUILD** - supporting pilot BRT station pads and curbing along Front & Main
- **TARTA Local** - supporting improvements to TARTA Transit Hub and Station area on Monroe Street

Potential grant wins include:

- **FTA TOD Planning** - to support BRT TOD catalyst site planning and economic Impact
- **ODOT TRAC and HSIP** - to support project development, street work and safety improvements
- **FTA 5307** - to support engineering/design, bus-related capital, passenger facilities and capital investments in fixed-guideway systems
- **USDOT BUILD** - to continue to support infrastructure integration in a multimodal corridor
- **FHWA CMAQ** - to support better air quality through transit frequency
- **FTA 5339 Bus, Bus Facility & Lo-No** - to support buses and bus-related equipment and facilities

What's Ahead: Three Phases to Reach Opening Day

The next phase will further develop funding strategies, refine project design and implementation plans, coordinate future development and service plans to make BRT a reality. Two additional phases will follow. It's a lengthy journey that requires ongoing communication and collaboration.



SHORT-TERM

Project Readiness

Understand Needs and Build the Foundation

- Engage with community and employers
- Evaluate current transit service and ridership trends
- Develop and refine early BRT concepts (0–30% design)
- Study potential economic and travel impacts
- Coordinate with local communities on land use, streets and development
- Continue exploring funding strategies and partnerships

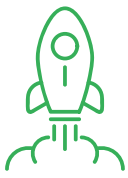


MID-TERM

Design/Funding

Refine the Concept and Pursue Funding

- Coordinate with other planned infrastructure and safety projects (SS4A)
- Advance detailed design and environmental review (NEPA)
- Refine station locations and corridor design (30–90%)
- Pursue federal, state and local funding opportunities
- Enter FTA project development process (if pursued)



LONG-TERM

Implementation/Launch

Deliver the System

- Communicate throughout construction to minimize disruptions
- Construct improvements in phases
- Install vehicles and station infrastructure
- Test systems and train operators
- Launch service with public outreach and rider education

A Transformational Opportunity for Our Region

The BRT vision is only possible through strong relationships with public and private partners, TARTA customers and residents throughout the Toledo Region. With strong community support, a dedicated funding base and alignment with federal transit priorities, the Monroe Street–Oregon BRT corridor is positioned to become one of the most significant transportation investments in northwest Ohio.

Stakeholder Partnership Organizations

Public Agencies and Government

TARTA, City of Toledo, City of Toledo City Council, City of Sylvania, Sylvania Township, City of Oregon, Lucas County, Lucas County Engineers Office, Lucas County Economic Development, Lucas County Land Bank, Lucas County Metropolitan Housing Authority, Toledo-Lucas County Planning Commission, Toledo Metropolitan Area Council of Governments (TMACOG), Ohio Department of Transportation (ODOT)

Transportation, Economic Development and Regional Partners

Lucas County Port Authority, Oregon Economic Development Foundation, Greater Toledo Community Foundation, Toledo Design Collective, Toledo Area Regional Transit Authority Citizens Advisory Committee

Education, Cultural and Community Institutions

University of Toledo, Toledo Museum of Art, Metroparks Toledo, Cherry Street Mission, Area Office on Aging, Ability Center, NAACP

Business and Major Employers

ProMedica, Owens Corning, Toledo Mud Hens/Toledo Walleye

TARTA

You can learn more at the TARTA BRT website: