



Customer Advisory Committee Minutes August 5, 2025: 5:30 pm to 6:45 pm Mott Branch Library ~ 1010 Dorr Street, Toledo

Committee Members Present: Angie Goodnight, Brandon Brown, Jennifer Seibel, Katie Wilson, Lisa Justice, Tina Sprouse.

Committee Members Absent: Becky Opperman, Cindy Kerr, Jodie Summer, Joyce Allen, Rebecca Blair, Sara Soper, Sirlema Crowley

TARTA Staff and Board Members Present: Jessica Rood-*Customer Care Manager*, Kwinlyn Tyler-*Community Affairs Manager*, Susan Gettum-*Chief of Staff*, Richard Russell-*Outreach and Education Coordinator*, Kendra Smith-*Board President*

- Introductions
- TARTA Staff Updates:
 - Kwinlyn Tyler-
 - **Parade update**-TARTA will be participating in:
 - Toledo Pride parade 8/16/2025
 - Rossford Halloween parade
 - Blade Holiday parade
 - CAC members are welcome to join TARTA staff at these events.
 - More information will be sent via email

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- Photo descriptions being added to digital imaging is currently being worked on and will be implemented in all social media as well as our TARTA website.
- Jessica Rood-
 - **Virtual meeting update-** After attending other CAC hybrid meetings and learning about the technology that is available to us. It has been decided that in person meetings will be the best option for our CAC.
 - **TARTA Next Community Update Save the date**
 - Thursday October 23rd from 9am-10am and 10am-12pm for round table discussions at Glass City Center.
 - CAC members are invited to come and will have their own dedicated table.
 - **TARTA Customer Advisory Committee logo**
 - TARTA's Senior Digital Resource Specialist, Gina Scherzer, has created a logo for our CAC. This was presented to the group and feedback was requested.
 - The description of the reasoning behind the logo showed not only creativity but also genuine thought and respect for what CAC represents.
 - Positive feedback was received from members.
 - Members can submit any further feedback to Jessica Rood at jrood@tarta.com
 - Susan Gettum-
 - **TARTA's Strategic Plan Consultants attending next CAC meeting**
 - EXMI will be attending our next CAC meeting to gather information and input from our group. Helping to identify the wants and needs of our riders allowing for continual improvement and elevation of services.
 - EXMI will spend 30-40 minutes working with our CAC due to the high value TARTA and our consultants' place on our CAC.

- Subcommittee brainstorm session
 - Previous ideas:
 - Obtain rider testimonials
 - Increase public awareness
 - Increase public officials' use of TARTA
 - Ambassadors to spread the word
 - "Ride with me" opportunities
 - Sharing stories of what a day on transit looks like
 - New Ideas:
 - Comment cards w/ QR codes and drop boxes
 - Lunch and Learns
 - Promote a week without driving
 - CAC members pair up with Para, Flex and Fixed riders to experience a form of transportation they haven't experienced.
 - Community travel training short videos
 - Provide Strategic plan feedback
- Other Business:
 - Concerns regarding Via were brought up to the group
 - Jessica will be meeting with Rick Baliey- *Chief Customer Experience and Mobility Officer*, Sylvester Jones- *Operations Manager*. As well as Via's management team to have these concerns rectified.
- Next Meeting Date - mark your calendars:
 - Wednesday, October 1, 2025, at 5:30 pm at Mott Library in Community Room A

Remaining 2025 Meeting dates:

- October 1, 2025
- December 3, 2025