



Customer Advisory Committee Minutes August 9, 2023: 5:30 pm to 6:45 pm Mott Branch Library ~ 1010 Dorr Street, Toledo

Committee Members Present: Delores Anderson, Rebecca Blair, Brandon Brown, Cindy Kerr, Kenneth Schumaker, Loren Sengstock, Sara Soper, Katie Watson

Committee Members Absent: Mary Finch, Shawn (Cleo) McNeal, Becky Opperman, Jennifer Seibel

TARTA Staff Present: Mary Morrison - Board of Trustees President (via phone), Susan Gettum - Chief of Staff, Rick Bailey - Chief Customer Experience & Mobility Officer, Andy Cole - Communications and Marketing Manager

Mission Statement & Code of Conduct

The group was welcomed by Susan Gettum who shared the group's Mission Statement and Code of Conduct

Introductions by Group

The group briefly introduced themselves and shared their passion for serving on this committee.

Goals

Committee Co-Chair Sara Sopa led the group in a discussion to focus on tangible and measurable goals the committee can focus on for the remainder of the year. Two main categories became evident - those goals that TARTA as an agency can focus on (expanding to Oregon, more Flex vehicles, etc.) and those goals that this committee will focus on and action.

There were many powerful and thoughtful ideas mentioned by the group in this discussion - here are a few:

- Survey all TARTA riders - make the surveys real one on one conversations
- Obtain rider testimonials
- Increase public awareness of TARTA - educate those not familiar with public transportation
- Increase public officials' use of TARTA
- Committee becomes Ambassadors to spread the word - work on tools to do so
- Improve what we currently have
- "Ride with Me" opportunities
- Sharing stories of what a day on transit is like
- TARTA is well known but hidden - people know about it but don't understand it

The group came to agreement that they would create a goal of being Ambassadors and to do so, would have three tasks/goals to complete the journey:

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TARTA.COM

1. Create "Meet the Committee" page on our website and social – short bios of committee members and pictures (individual and/or group). **Bios are due to Susan by August 31.**
2. Look at the TARTA website www.tarta.com to become familiar and create a list
 - a. What do you like about it
 - b. What do you NOT like about it
 - c. What's missing?
3. Tools – create and produce tools that would help committee members out in their communities. Some ideas are:
 - a. Courtesy Cards for feedback/suggestions that could be handed out to customers and collected at the Hub, Central Ave etc. (These Courtesy Cards could also become part of new transit travel training.)
 - i. The idea is NOT to use these for complaints – there are already processes in place to report complaints – but TARTA needs to remind customers about these complaint processes
 - b. Why TARTA works for me
 - c. Printed full-service maps

Brief Updates from TARTA Staff

- Transit Hub (*Rick*)
 - The Here & Now – work on fixes to bring building to ADA code (Timeline of 12-18 months.)
 - Long Term – form Stakeholder group to look at possible new location for transit hub – decide on criteria and how to weigh that criteria. (Timeline of 5-7 years.)
- Third Party Contract (supplement TARPS riders) (*Rick*)
 - Bid(s) ready for review and improvement of contract
 - FYI currently Rick meets regularly with B&W to discuss current issues
- Expansion into Oregon (*Susan*)
 - Expand Route 2 and bring TARPS and Flex to Oregon
 - Service to begin January 7, 2024
- Future fare capping (*Susan*)
 - Moving towards ABT (Account Based Ticketing) – this allows customers to pay per ride on a Smart Card using stored value until they reach the max cost of that pass; then they ride free the remainder of the pass period. In other words, a rider who wants a 31-day pass does not have to come up with the total cost upfront to get that pass.

Next Meeting

Wednesday, October 18, 2023 at 5:30 pm at Mott Branch Library ~ 1010 Dorr Street, Toledo