



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

FINANCE COMMITTEE MEETING (VIRTUAL)
THURSDAY, MAY 12, 2022

MINUTES

PRESENT: Jim Caldwell – Chair, Kendra Smith, Kelsie Hoagland, Mary Morrison, Laura Koprowski, Sam Melden, Sophie Giviyan, Charles Odimgbe, Andy Cole, Mariel Kirschen and Paul Lutey, Nelson/Nygaard

Mr. Caldwell called the meeting to order at 3:06 p.m.

Fare Collection Presentation – Muriel Kirschen, Nelson/Nygaard

TARTA plans to resume fare collection on August 1, 2022. The fare study was divided into two phases, Phase 1, Federal Transit Administration (FTA) approved a six-month fare structure pilot and Phase 2, long-term fare structure to be in place by February 1, 2023.

Goals of the Fare Study

- Simplify fares
- Align with other transit agencies
- Affordability
- Modernize fare structure and capability to move to a cashless system

Phase 1 Overview

- Examine existing conditions including high-level ridership and revenue estimates
- Peer and best practice review shows nearly all Ohio transit agencies have returned to fare collection and many are simplifying and modernizing their fare structure
- Develop fare structure recommendations for August 1, 2022 implementation that includes lower costs for riders and a simplified fare structure

Phase 2 Changes

- Look for opportunities to further simplify fare structure
- Explore options for expanding pass programs for low-income riders and employers

Phase 1 Next Steps

- Board approval of fare structure pilot
- Install / program fareboxes
- Resume fare collection August 1, 2022

Phase 2 Next Steps

- Public outreach and fare equity analysis
- TARTA Next recommendations
- Long-term fare structure in place February 1, 2023

Token and Pass Exchange Discussion

Ms. Giviyon explained the TARTA Token and Pass Exchange Policy as follows.

- Individuals or stakeholders may exchange their exiting tokens and passes from 2020 August 1, 2022 thru September 30, 2022. This timeframe may be revisited.
- Tokens will be exchanged at a rate of 1 token for 1 current one-way ticket
- Passes will be exchanged for current passes of the same value
- Individual tokens and passes may be exchanged at the Hub
- Customers with ten or more tokens or passes from 2020 should make an appointment to exchange at Central Avenue

Single ride tickets do not have an expiration date. However, passes are dated.

Discussion ensued regarding communicating the conversion time for tokens and passes to the public.

Ms. Smith asked if there has been any pushback from the public regarding resuming fares.

Mr. Melden replied that while opposition to resuming fares is typical, it is vital and important that TARTA charge a fare to run the type of transit agency that will serve the customer best.

Ms. Koprowski added that local funding is critical and will be directed back into the system.

Mr. Caldwell asked the Committee to recommend to the full board that they proceed with the Nelson Nygaard report and the report from the staff regarding tokens and passes as they move forward to reinstate fares August 1, 2022.

Mr. Odingbe discussed the thought process that went into arriving at the new fare structure and the importance of setting fares consistent with peer agencies as well as industry standards.

Discussion ensued regarding the fare payment types that will be available to riders as well as a fare free system.

Mr. Caldwell suggested that the subject of free fare could be revisited for further discussion in a year. The current path is the most user friendly at this time.

By consensus it is the Committee's recommendation that TARTA move forward with the action items presented today.

There was no other business to discuss, and the meeting adjourned at 4:08 p.m.