



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

STRATEGIC & OPERATIONAL PLANNING COMMITTEE MEETING (VIRTUAL)
THURSDAY, JUNE 9, 2022

PRESENT: Kendra Smith – chair, Heather Baker, Lou Thomson, Kevin Weaks, Kelsie Hoagland, Mary Morrison, Laura Koprowski, Charles Odimgbe, Sophie Giviyan, Sam Melden, Patty Talbott, Neil Greenberg, Lucas Boehm

Ms. Smith called the meeting to order at 4:00 p.m.

Facility Assessment Update – Chief Operations Officer Charles Odimgbe

The Request for Proposals (RFP) for the Site Selection/Alternative Site Analysis project has been prepared. This project is necessary to ensure that the current locations for the transit center and administrative offices are the ideal locations for TARTA's operations. The results will be brought to the Board who will then decide whether to move forward on any of the recommendations.

The Site Analysis is proposed at this time as currently TARTA is investing a considerable amount in repairs and upgrades at both locations as a result of neglect over an extended period.

The selected Environmental Engineer will assist TARTA in deciding the optimum location for the transit center and administrative offices based on the following:

- Accessibility by riders, employees, contractors, visitors
- Mileage from garage to starting points and accessibility to major arterials
- Budgetary impacts of current locations
- Aligning the agency for Zero Emission Vehicles in the future
- Improve the facilities to Silver LEED (Leadership in Energy and Environmental Design) status and continue a commitment to sustainability

The assessment will take approximately 90 days. If relocating to another location is recommended, then the process would likely take 5 – 7 years.

The proposed RFP will be brought back to the Committee for a motion and vote once this project is included in the mid-year budget update.

Microtransit Project Overview – Chief Customer Experience and Mobility Officer, Patty Talbott

Transforming the current Call-A-Ride system to Microtransit will allow TARTA to provide a more effective and efficient service to varying areas within Lucas County.

Microtransit will initially be offered as a pilot service and will include the following.

- Accessible transportation for all within the zone / connect to fixed route
- Same day booking / pilot to operate 7 days a week / hours TBD
- Door to door / shared ride / directly operated by TARTA

- Exemptions – persons with ADA paratransit eligibility and persons over 65 may travel county-wide

Proposed zones for a pilot effort in 2023:

- Zone 1 – Northwest – Sylvania, Sylvania Twp., Ottawa Hills, Springfield / Holland
 - Berkey and NW Lucas County - 2nd half of pilot period at a later date to be determined
- Zone 2 – Southwest – Maumee, Monclova, Whitehouse, Waterville
 - SW Lucas County – 2nd half of pilot period at a later date to be determined

The pilot will allow TARTA to understand the demand for the service, receive public feedback, learn popular destinations, and determine the cost.

The RFP for the technology portion of the project is expected to be issued soon. The pilot project is expected to begin in the fourth quarter of 2022 and conclude approximately one year later.

Grant funding may be available for this project.

No action is needed by the Committee or the Board at this time.

Proposed Advertising Policy Update – Director of External Affairs and Communications, Sam Melden

On April 14, 2022, the Committee saw a presentation on alternative ideas for advertising on TARTA vehicles and bus shelters.

The Committee requested an overview of each alternative. One alternative is for TARTA to use the available space to promote service. There was also the concept of creating mission partner relationships whereby TARTA would use the space to promote the programs and services of organizations that share the Authority’s mission. During this process the term “nonpublic forum” came into view. As a result, Mr. Melden will need more time to research how a public entity uses its space and remains consistent relative to free speech.

The Committee agreed that more research is needed and asked for a market comparative with other similar size agencies in Ohio.

Mr. Melden will report back to the Committee on his findings.

There was no other business to discuss, and the meeting adjourned at 4:47 p.m.