



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

STRATEGIC & OPERATIONAL PLANNING COMMITTEE MEETING  
OCTOBER 13, 2022

MINUTES

PRESENT: Kendra Smith, Chair, Katie Hunt-Thomas, Mary Morrison, Willie Perryman, Neil Greenberg, Sam Melden, Sophie Giviyan-Kermani, Charles Odingbe, Susan Gettum

Ms. Smith called the meeting to order at 4:05 p.m.

TARTA Next, Neil Greenberg, Consultant

TARTA Next has evolved over the last two years from fixed route restructuring to a whole-system vision including paratransit, fixed route, the evolution of microtransit from call-a-ride, connection points and mobility services. The process included interactive engagement with employees, community members and the TARTA Next Advisory Committee.

Draft recommendations include.

- Improve urban mobility
- Expand regional connectivity
- Strengthen customer experience
- Near-term, mid-term, long-term recommendations
- Ability to respond to budget and resource constraints
- TARTA Next is a big-picture framework
- Each individual package of proposed service changes will be subject to Board approval

The overall theme of TARTA Next is – Expand – Simplify – Improve

The first phase of microtransit will have a response time of approximately 30 minutes while the second phase will have a response time of 30 – 60 minutes.

Fixed route and paratransit service is proposed for the Spring Meadows area in the first phase of expansion. Also included in the first phase will be simplifying some fixed routes.

Long-term improvements are recommended by the plan but not budgeted for currently.

Next steps include.

- Board adoption of TARTA Next
- Board adoption of individual service changes

Mr. Perryman made a motion to recommend Resolution No. 63-22 adopting TARTA Next be brought to the full Board for approval at the October 20, 2022, meeting. It was seconded by Ms. Morrison. The motion passed unanimously.

Mr. Perryman made a motion to recommend Resolution No. 64-22 approving near-term improvements with South Toledo and Holland service expansion be brought to the full Board for approval at the October 20, 2022, meeting. It was seconded by Ms. Selking. The motion passed unanimously.

Discussion followed regarding how specific routes are selected for streamlining.

#### Microtransit Branding Timeline, Sam Melden, Director of External Affairs & Communications

Following approval at the September Board meeting to move forward with Hart Associates for video and creative services, Mr. Melden has been working with Hart on branding microtransit. The goal is to position fixed route, paratransit and microtransit as a suite of services that TARTA offers. Currently, Hart has a solid timeline that represents a significant brand development project. However, the rollout of a new TARPS brand is not on the same timeline as microtransit.

Dates to remember -

Pilot – scheduled to begin January 22, 2023.

Full launch – scheduled to begin March 27, 2023

Operationally, the time between the pilot and full launch will be used to fine-tune message development.

There was no further business to discuss, and the meeting adjourned at 4:46 p.m.