



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

STRATEGIC & OPERATIONAL PLANNING COMMITTEE MEETING
DECEMBER 8, 2022

MINUTES

PRESENT: Kendra Smith, Chair, Katie Hunt-Thomas, Mary Morrison, Lou Thomson, Kevin Weaks, Laura Koprowski, Charles Odimgbe, Sophie Giviyani-Kermani, Patty Talbott, Sam Melden, Neil Greenberg

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

Microtransit Presentation, Chief Customer Experience & Mobility Officer Patty Talbott, Director of External Affairs & Communications Sam Melden

Ms. Talbott gave an update on the Microtransit pilot project scheduled to begin with a soft launch on January 23, 2023, highlighting the following –

- Microtransit pilot timeline.
- Proposed Microtransit zones for Lucas County and Rossford phased in over 2023 and 2024.
- Through NEORide, TARTA has contracted with VIA to use their software for the service.
- The Rider App will be tailored to TARTA branding and similar to the Uber / Lyft App.
- TARTA will use 3-passenger Minivans and 5-passenger ProMaster vehicles for the service.
- The service will be provided by TARTA fixed-route drivers. Training for drivers, dispatchers / supervisors and customer service will begin January 9, 2023.

Mr. Melden reported that Hart Associates is working on brand development and will provide brand positioning ideas and naming options.

The Communications Team is developing internal and external support materials for Microtransit.

A media and marketing plan includes pop up events in the pilot Microtransit zone and no fare during the soft launch week. Paid marketing may include recalibrating ad buys for the first quarter of 2023, targeted digital ads, and a radio campaign.

Ms. Morrison made a motion to bring a resolution to the full Board approving a no-fare promotional period during the first week of the Microtransit soft launch. It was seconded by Mr. Thomson. The motion passed unanimously.

Proposed Service Changes – Spring 2023, Consultant Neil Greenberg

The changes proposed for Spring 2023 are structural changes per the recommendation of TARTA Next and are a result of extending service to Springfield Township and Holland. Mr. Greenberg briefly reviewed the proposed route changes and the stops proposed for removal due to low ridership. Customers will be advised of these changes as well as the closest alternative route.

Additionally, TARTA is meeting with the Lucas County Engineer's office regarding improvements to infrastructure surrounding the new service

Discussion followed regarding how this information will be communicated to the public. The period for public input extends through the end of January.

Mr. Odimgbe explained that with the first service expansion it was necessary to look at all the run cuts and develop a more workable schedule for the operators. This has also reduced the number of buses required at peak service times as well as overtime on weekdays and weekends.

Projects Progress Report, Chief Operating Officer Charles Odimgbe

Mr. Odimgbe provided a progress report on the capital projects that were approved by the Board for implementation in 2022.

Capital Projects Prioritization, Chief Operating Officer Charles Odimgbe

Mr. Odimgbe presented the proposed 2023 Capital Projects and Programs for Board approval for funding. The Capital Projects and Programs 2023 budget was also presented to the Finance Committee. The 2023 project are divided into three main areas:

- All carryover projects from 2022
- New 2023 projects

TARTA 2023 fleet replacement schedule by consensus, the Committee recommended that the 2023 Capital Projects and Programs Budget go forward to the Board of Trustees for adoption.

Resolution No. 74-22: Transit Implementation Services Contract Extension

Ms. Morrison made a motion to bring to the full Board for approval Resolution No. 74-22 authorizing the Chief Executive Officer to extend the contract with Neil Greenberg for outsourced consulting services. It was seconded by Mr. Thomson. The motion passed unanimously.

There was no other business to discuss. Ms. Morrison made a motion to adjourn. It was seconded by Mr. Thomson. The motion passed unanimously, and the meeting adjourned at 5:20 p.m.