



TARVA
NEXT IS NOW

20 22 R E P O R T T O T H E C O M M U N I T Y



Mary Morrison
Board President

Laura Koprowski
Chief Executive Officer

▶ WE'RE LISTENING

The Toledo Area Regional Transit Authority continued to pave the way for the new TARTA in 2022, with improvements designed to boost customer experience and enhanced services that open the door for more people to make public transit a part of their day-to-day lives. What was most important to us is that every positive change came from listening to the people who depend on our service and putting into action what customers told us they needed.

The TARTA Next redesign and expansion project came to an end late last year, and as changes from TARTA's first redesign project in decades prepare to hit the road, it is important to note that all of the changes came from the people we serve. During close to two years of community engagement, we had the opportunity to talk to so many in the community about what TARTA was doing right or wrong, where they needed to go and how we could help them get there.

Now, it's up to us to put those suggestions into action, with some of the enhancements already coming into place. Those include:

- A microtransit pilot starting in 2023, which will give access to public transportation in western Lucas County
- The extension of our fixed-route service to Spring Meadows Place shopping center in Holland (early 2023) and Oregon (2024)

- Connection points to make it easier and more comfortable for customers to transfer between TARTA services
- New signs and shelters at stops all over the area
- The return of shuttles to Mud Hens and Walleye games in the near future

One of the common threads in America's great cities is that they have great transit systems. A strong, efficient public transportation system has the potential to change lives by expanding opportunities for people without access to affordable alternatives, giving our business community access to our entire workforce and connecting everyone to the great things this area has to offer.

We're proud to be part of this community, which means we want the community to take an active role as we continue to evolve. Our doors are always open for concerns, comments or suggestions as we move out of the underfunded and inefficient agency of the past and into what this area needs and deserves.

In 2023 and beyond, we will continue to listen to the civic leaders, businesses, organizations and customers that we are so fortunate to serve.

MISSION

*Empowering people
to make connections.*

VISION

*A trusted and reliable
source of mobility and
independence for the
community.*

LEADERSHIP TEAM

The transformation at TARTA in recent years has been powered by a dedicated team of professionals in every department, including a leadership team with close to two centuries of combined transit experience. As TARTA modernizes its facilities and fleet and launches new services, it is led by a team of transit problem-solvers.

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The logo for TARTA Next. 'TARTA' is in a bold, dark blue, blocky font. A vertical line separates it from 'Next', which is in a lighter blue, sans-serif font. To the right of 'Next' is a blue play button icon.

TARTA needed dramatic changes, and recent years have delivered them. Among the biggest: The TARTA Next redesign project.

In late 2022, TARTA's board approved recommendations stemming directly from TARTA Next, which engaged customers, TARTA employees and community leaders at a series of events for close to two years. TARTA's evolution in 2023 and beyond will include:

- Microtransit, which will allow public transit options to reach all of Lucas County
- The extension of fixed-route service to Spring Meadows in early 2023, followed by new service for Oregon planned in 2024
- The expansion of the paratransit coverage area beginning in 2023, in line with TARTA's fixed-route service
- Simplification and streamlining service of fixed-route service, including a new connection between the Junction neighborhood and Uptown Toledo
- New customer amenities including covered bus shelters, bus stop signs and connection points throughout the service area to better link to mobility options

"In 2021, the voters expressed their support for modernizing TARTA by approving the change of our funding model to a sales tax and expanding our service area," said TARTA CEO Laura Koprowski. "When they did that, it was with the understanding that we would improve the fleet, technology and customer experience, and provide everyone in Lucas County with access to public transportation."

"We are excited to fulfill that promise with the TARTA Next Vision and to greatly expand the number of people who will be able to use our service. So much hard work by so many people went in to developing this plan. It is amazing to be presenting it to the community, and I cannot wait for the dedicated team at TARTA to put it into action for the benefit of people and businesses across Lucas County."

The TARTA Next Vision also calls for a number of long-term improvements over the course of the next five to 10 years, including:

- Developing new connection points to improve customer experience for those who transfer between different TARTA services
- Increasing special event transportation to festivals, sporting events and other happenings
- Purchasing new vehicles including electric and hydrogen fuel-cell buses
- Improving bus stop positioning, signage and pedestrian access points



"In 2021, the voters expressed their support for modernizing TARTA."



MEET TARTA FLEX

Residents of many parts of Lucas County on tight budgets have never had access to affordable public transportation. That's about to change.

TARTA will convert its current Call-A-Ride service into TARTA Flex – a pilot microtransit system – in early 2023, to serve parts of Lucas County where public transit has never before been available.

“This is a big win for our area and those who have the chance to join the thousands of Lucas County and Rossford residents who already depend on public transportation,” said TARTA Chief of Staff Susan Gettum. “We want to thank ODOT and our state legislators who are down at our state capital every day advocating for TARTA. They recognize the positive impact that programs like this can have on the lives of their constituents.

“We are happy to be reaching new communities with microtransit, and to be able to provide those with mobility challenges an additional lifeline and a way for those residents to connect with their communities.”

The on-demand service is designed to connect suburban and rural areas with TARTA’s fixed-line service. Customers will be able to use an app or call 419-382-9901 to summon an affordable ride in a smaller, accessible vehicle, for significantly less than the price of other rideshares.

This point-to-point service will be of particular use for those with mobility challenges, as paratransit-eligible passengers in western Lucas County will be able to reach any place in TARTA’s service area for \$3 each way, as long as their destination or origin point is within a microtransit zone.

MICROTRANSIT ZONES INCLUDE:

Northwest:

- Franklin Park Mall
- Ottawa Hills
- Sylvania
- Sylvania Township
- University of Toledo Transit Center

Southwest:

- Eugene F. Kranz Toledo Express Airport
- Holland
- Maumee
- Monclova Township
- Springfield Township
- Waterville
- Whitehouse

Rossford:

- All points in the City of Rossford



“We continue to find ways of modernizing our fleet of vehicles and continue to do so in a cost-effective manner.”

AN ELECTRIC FUTURE

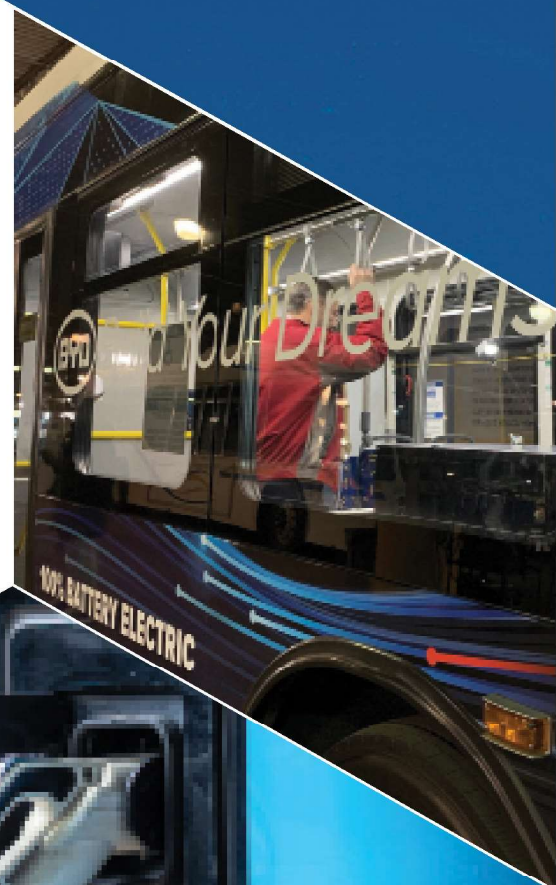
For both environmental and economic reasons, electric vehicles have been in the long-term plans for TARTA. The planned capital budget released by TARTA for 2023 brings the concept of electric public transit one step closer to reality in northwest Ohio.

Among the projects that will take shape in the coming year is the installation of an electric vehicle charging station. Work will also take place on grid capacity and facilities to support an increasingly electric fleet.

While TARTA has not yet secured electric fixed-route vehicles, the budget includes the planned purchase of two electric paratransit vehicles in 2023, and TARTA continues to apply for grants that would bring electric buses to the fleet, supplementing the new vehicles added in 2022.

“Adding electric vehicles to the TARTA fleet has numerous benefits ranging from environmental factors to providing a better customer experience,” said TARTA COO Charles Odingbe. “While we work on taking the fleet electric, a charging station is going to be the first step to preparing our facilities and our workforce to embrace that.

“We continue to find ways to modernize our fleet of vehicles, and continue to do so in a cost-effective manner. As a team, there are a lot of reasons to be excited about what the future holds for us.”





“Our customers and community leaders will see the positive impact of these improvements.”

CAPITAL IMPROVEMENTS

TARTA is taking steps to improve its facilities, fleet and customer experience by addressing those areas in a balanced budget of \$16 million for capital projects in 2023.

“From technology to facility improvements to our fleet, there are so many areas that went neglected for far too long,” said TARTA CFO Sophie Giviyon. “TARTA has been careful and conscientious when spending public funds to make them go as far as possible, and the people of Lucas County and Rossford can count on TARTA to continue to do that. Between earning state and federal grants and partnering with quality firms to get the work done, we’re going to get the most for the public’s money.

“Our customers and community leaders will see the positive impact of these improvements. Each of these projects is going to make this agency more efficient and effective.”

Last year brought a new, equitable fare collection system, funding of informational screens that will be installed soon on all fixed-route vehicles, and the selection of a new bus tracking system to make it easier for customers to get real-time information on when their ride is arriving.

Coming in 2023 on the technology front are server replacements and on-board surveillance cameras.

Other capital projects on deck for TARTA in 2023 are:

- A complete replacement of the fire and sprinkler system at the Central Avenue garage
- Replacement of the entire roof and supporting structure at the Central Avenue garage
- New tow truck and bus wash
- Four new 30-foot diesel buses, one new standard van, 949 new bus stop signs and 65 new bus shelters
- Bus operator restrooms modernized at the Central Avenue garage
- Concrete work on employee parking lots and apron at the Central Avenue garage

TARTA BY THE NUMBERS

STAFF

245 Employees
148 Operators

TOTAL TRIPS PERFORMED (2022)

1,735,880 Fixed Route
124,892 Paratransit
13,390 Call-A-Ride

OUR FLEET

70 Buses
36 Paratransit
8 Cutaways
7 Microtransit Minivans

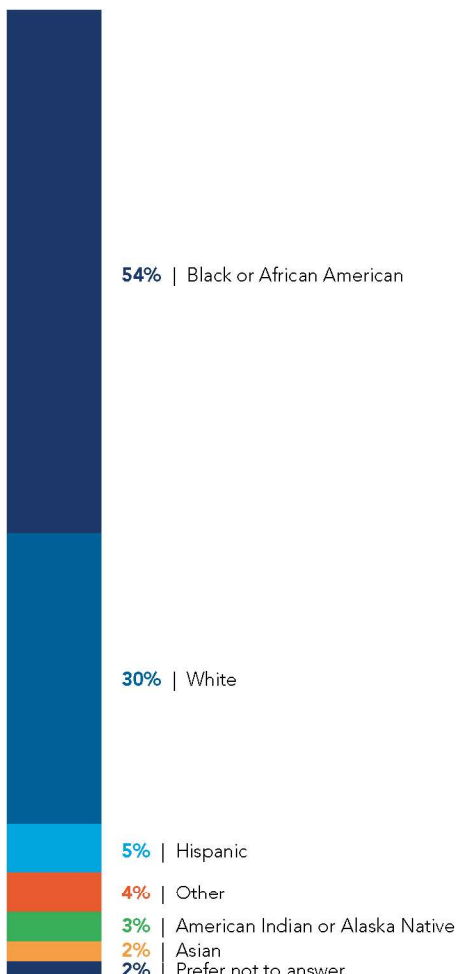


CUSTOMER INFORMATION

TRIP PURPOSE



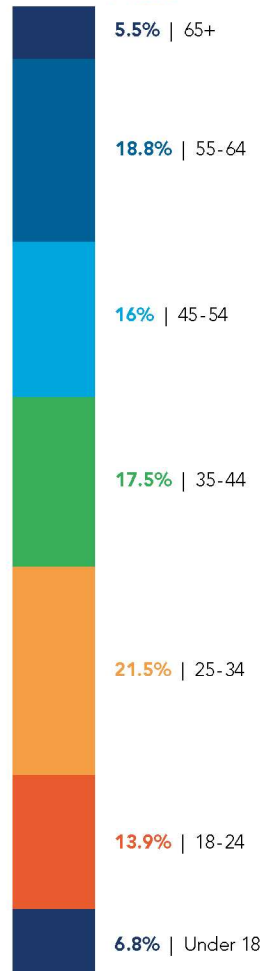
RACE



INCOME LEVEL



AGE



CUSTOMER SURVEY

How satisfied are you with TARTA service?

Mid-2020	74%
Late-2022	86%
Industry Average	80%

TARTA has gotten better in the past year.

Mid-2020	37%
Late-2022	63%
Industry Average	32%

TARTA bus drivers are helpful and courteous.

Mid-2020	78%
Late-2022	78%
Industry Average	78%

TARTA information operators are helpful and courteous.

Mid-2020	86%
Late-2022	89%
Industry Average	78%

TARTA uses up-to-date technology.

Mid-2020	59%
Late-2022	84%

How satisfied are you with TARPS service?

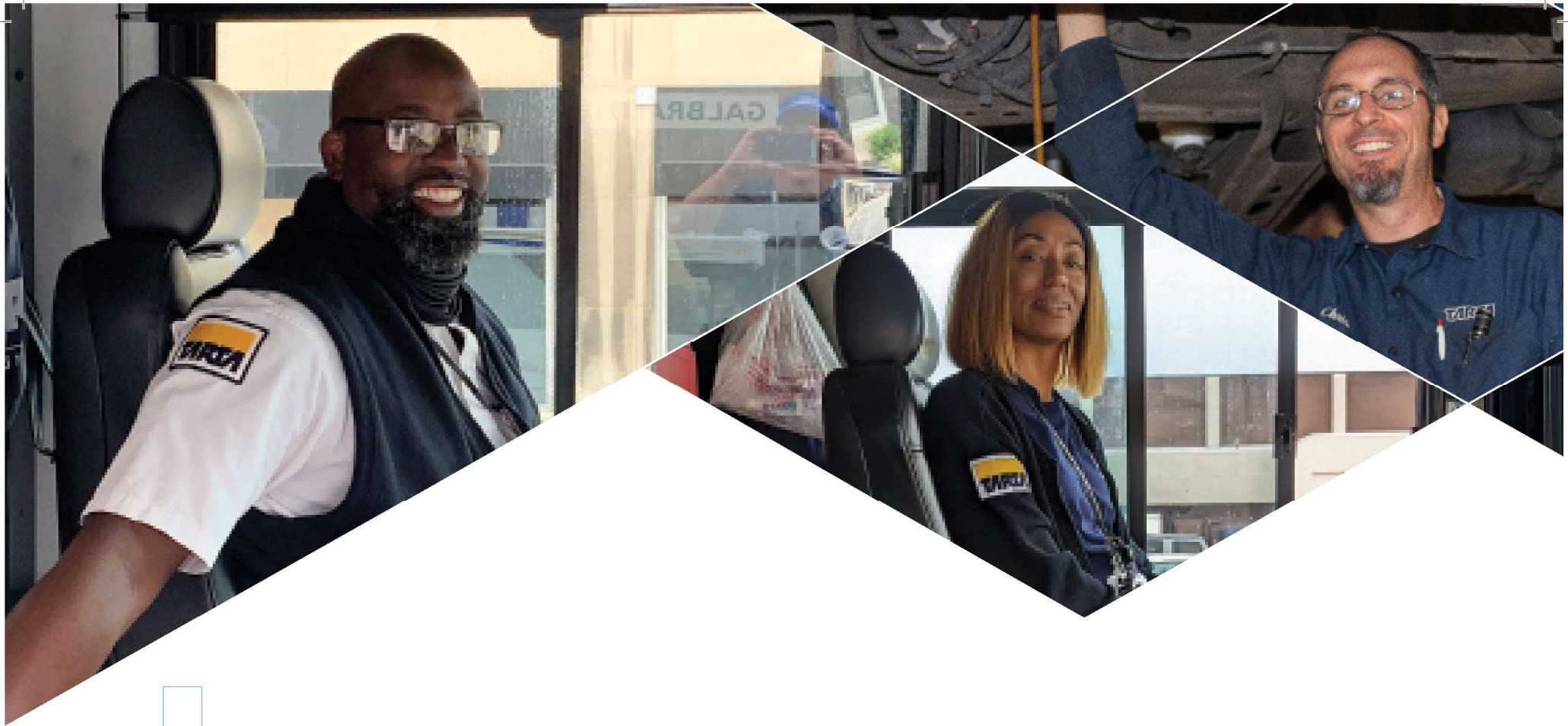
Mid-2020	94%
Late-2022	92%
Industry Average	89%

TARPS drivers are helpful and courteous.

Mid-2020	98%
Late-2022	94%
Industry Average	94%

TARPS customer service reps are helpful and courteous.

Mid-2020	94%
Late-2022	94%
Industry Average	83%



INVESTING IN US

TARTA's most valuable asset continues to be its dedicated and talented workforce. In addition to ramping up the hiring of drivers in the last year, TARTA took steps to greatly improve the wages and benefits of all employees with new three-year contracts with both Amalgamated Transit Union Local 697 and Toledo Association of Administrative Personnel UAW Local 5242.

Each agreement brought pay and benefits in line with transit industry standards and was designed to help TARTA both retain its talented people and recruit new workers with the same high level of talent, work ethic and sense of community.

The contract with Local 697 members (operators and maintenance employees) included wage increases of 20 percent over the next three years, including an immediate eight percent increase. Due to TARTA's past financial issues, some elements of the ATU bargaining unit had not received meaningful compensation increases in five years.

The pact with TAAP provides for raises between 10 and 25 percent for all employees covered by the contract. The agreements also place every TARTA employee covered by a union under the same unified health plan.

"We're very pleased to have come to agreements that reflect how important our team members are to our organization and to the people who depend on public transportation every day," said TARTA Chief Human Resources Officer Jim Fight. "The positive momentum created at TARTA in recent years would not have been possible without the hard work, dedication and expertise of these employees.

"I am thrilled to offer our team members a contract that reflects how valuable they are and cannot wait to see what we as a team can do moving forward. This contract will also support our efforts to attract and retain a talented workforce at TARTA in this competitive labor market."

While driver shortages continue to force shortened schedules at transit systems nationwide, TARTA has stayed one step ahead with six new operators classes in the last year.



“Team TARTA members continue to go above and beyond to make their presence felt at community events.”

COMMUNITY

There's more to connecting people with the community than taking them from Point A to Point B. Team TARTA members continue to go above and beyond to make their presence felt at community events in Toledo and beyond.

“Team TARTA is very proud to be part of the communities we serve all throughout the year,” said Sam Melden, TARTA's Chief Communications and External Affairs Officer. “Staying involved and supporting our member communities is important to TARTA's mission, and 2022 was a great example of the value we bring to Lucas County and Rossford.”

In 2022, TARTA:

- Fielded a team at the Susan G. Komen Race for the Cure for the sixth year in a row
- Sponsored Toledo Jeep Fest, had a large team of volunteers representing TARTA at the event, and took close to 400 passengers from Franklin Park Mall to the parade and back with special event transportation
- Continued Hub of Hope, which brought community partners to the Hub to let customers waiting for their buses know about helpful programs they may not have known about, including education, food banks and workforce development
- Won the championship of Keep Toledo/Lucas County Beautiful's Litter League, as the TARTA Trash Troops collected and properly disposed of 182 ½ bags of refuse
- Participated in the Rossford Halloween Parade with two Call-A-Ride buses full of volunteers

- Decorated a bus and marched in The Blade Holiday Parade
- Marched with a bus in Toledo's African American Festival
- Collected coats, blankets, hats and other winter-wear items from TARTA staff and gave them away to customers at the Hub for Share The Warmth
- Collected four boxes of toys to give to children in need through Lucas County Children Services
- Ran special event transportation to both the Glass City Marathon and Glass City JazzFest
- Continued to partner with the University of Toledo to bring awareness to human trafficking issues

TARTA is proud to be part of the Lucas County and Rossford communities, and continues to strive to build the strong, efficient public transportation system that will serve those communities best.

The TARTA logo is displayed in white, bold, uppercase letters on a blue background. The logo is positioned within a complex geometric design of overlapping blue, green, and orange shapes that cover the right side of the page. The background of the entire page features a collage of images: a woman with braids smiling, a blurred woman in the background, a bus stop structure, and a bus on a street at sunset.

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