



## Customer Advisory Committee Minutes October 18, 2023: 5:30 pm to 6:30 pm Mott Branch Library ~ 1010 Dorr Street, Toledo

Committee Members Present: Delores Anderson, Brandon Brown, Kenneth Schumaker, Loren Sengstock, Sara Soper, Becky Opperman, Jennifer Seibel

Committee Members Absent: Mary Finch, Shawn (Cleo) McNeal, Katie Watson, Rebecca Blair, Cindy Kerr

TARTA Staff Present: Mary Morrison - Board of Trustees President, Susan Gettum - Chief of Staff, Andy Cole - Communications and Marketing Manager

### • Brief Updates from TARTA Staff

- Expansion into Oregon (Susan)
  - Shared the map of the new service area with Route 2 expanding as of January 7, 2024
- Flex (Susan)
  - Additional Flex vehicles have been delivered to TARTA and will be set to be put into service soon after they are branded
- TARTA Next Event (Susan)
  - TARTA will be hosting an event to provide updates to the public on our TARTA Next initiative. The breakfast event will be held on November 15, 2023, at 8:00 am at the Glass City Center downtown. All Customer Advisory Committee Members were given invitations to the event and told to spread the word! While the event is free, all attendees need to register at [bit.ly/TARTANextEvent](https://bit.ly/TARTANextEvent)
- Job Fairs (Susan)
  - Two job fairs will be held at TARTA's headquarters 1127 W. Central Ave. (October 26 and November 3) to fill driver and administrative positions.
- Ride Free Election Day (Susan)
  - TARTA will be fare-free on Election Day, November 7 for all services - fixed routes, Flex and TARPS

### • Follow Up from Last Meeting

- Committee Member Bios and Pictures - gentle nudge to committee members who have not turned in their bios or pictures
- Tools for Committee members - went over possible tools to cultivate for committee members (courtesy cards, full-service maps once Oregon service begins, etc.)
- TARTA Website feedback
  - Along with previously sent comments, there was a great discussion on how to improve the TARTA website

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- Need to do a better job showing how the system works
  - Text descriptions of the routes for those who rely on voice translations (cannot obtain this information from current route schedules)
  - Educate riders on Transit app and how to use it
  - Videos that take the mystery out of using TARTA's services and website
  - How to read a bus schedule
  - How to use public transportation if you are not used to it - or are a visitor to Toledo
  - Need a TARPS map on the website
  - Website prompts and tools should look the same on a Smartphone or tablet as they do on a desktop computer
- **New Business**
    - Courtesy Benches - Ken Schumaker
      - City of Toledo removing bus stop benches - when Ken called the city to ask, he was told it is TARTA's responsibility to replace those benches. It is NOT! Update: TARTA is already communicating with the City to replace those benches because it is the City's responsibility.
    - DARC - Loren Sengstock
      - Loren reported that he attended via Zoom the first meeting of DARC (Disability and Aging Passenger Coalition) hosted by the Ability Center's Katie Hunt-Thomas. This group is focusing on high speed and local rail transportation options. Their next ZOOM meeting will be November 21 at 10:30 am.
    - Mission Bus Shelter - Brandon Brown
      - Brandon mentioned the bus shelter was removed from Secor and Monroe Streets in front of Kroger. Shelters ARE the responsibility of TARTA and the plan is when a valid shelter is removed for various reasons (safety, upgraded amenities), it will be replaced within 30-60 days. So this shelter will be replaced soon.
- **Set Next Meeting Date**
    - The group decided to hold the next meeting in January 2024. Exact date TBA.