



Customer Advisory Committee Minutes May 22, 2024: 5:30 pm to 6:45 pm Mott Branch Library ~ 1010 Dorr Street, Toledo

Committee Members Present: Kenneth Schumaker, Rebecca Blair, Brandon Brown, Becky Opperman, Jennifer Seibel, Cindy Kerr, Loren Sengstock, Katie Watson, Sara Soper (via phone)

Committee Members Absent: Delores Anderson (resigned from committee)

TARTA Staff Present: Susan Gettum - Chief of Staff, Sylvester Jones - Operations Manager, Jason Daniels - TARTA DEI Consultant

- **Welcome and One-Word Check-In:**
 - Some of the words shared were tired, happy, calm, over-whelmed
- **Brief Update from TARTA Staff:**
 - Sylvester Jones, Operations Manager
 - Sylvester updated the group on our new third-party partner for Paratransit service (VIA) who have done over 800 rides since their contract started with TARTA, averaging about 130/day at this point.
 - Q&A - there were a lot of good questions for Sylvester and sharing of information especially the training of VIA's drivers and their vehicles.
 - Sylvester left flyers for the committee to take/share on the new partnership with VIA.
- **Update on Projects:**
 - Working with the **Communications Team on deliverables** - Courtesy Cards, full-service maps, website, etc. **Becky Opperman and Ken Schumaker (lead)**
 - Ken and Becky have been working with TARTA's Senior Digital Resource Specialist Gina Scherzer on a full-service map and are close to a final design. This will be a fold-out map that riders can carry with them
 - **Increase public awareness of TARTA** - educate those not familiar with public transportation. Find ways to make sure the public knows about TARTA services, especially those individuals with mental illness or other disabilities. **Loren Sengstock (lead), Rebecca Blair, Cindy Kerr, Sarah Soper**
 - Loren and Sara have spoken more of a base survey - was happy to hear that our consultants TransPro (<https://www.transproconsulting.com/>) have completed the rider surveys for TARTA's three services (Fixed, Paratransit, and Flex). Those results will be shared with the entire CAC committee once available. At that point, this sub-committee can focus on top few issues/concerns and work with TARTA's Communications team to have talking points

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- Also spoke about promoting TARTA on social media feeds. Sara mentioned the need for TARTA to tag photos used in social media posts focusing on accessibility for visually impaired people. Susan will pass this on to the Communications team for social media posts and the website.
 - **Create stakeholder list** to push flyers/announcements out to their networks. **Brandon Brown (lead), Jen Seibel**
 - TARTA is working on cleaning up our master list of stakeholders and will share that with this sub-committee once done
 - This sub-committee will also work to create a list of those contacts that TARTA may not have to push out branded updates and information based on their community contracts and expertise.
- TARTA's Diversity Equity and Inclusion update / Staff Workgroup - Jason Daniels, JAYRAMON (<https://jayramon.com/>)
 - Mr. Daniels explained TARTA's DEI (Diversity, Equity and Inclusion) initiative and the need to have a Listening Session with this CAC group as well as in the future.
- New/Old Business: Ken reintroduced two subjects:
 - Courtesy Bus Benches
 - The City of Toledo controls these and has removed many/most of them, especially along popular bus corridors. Susan will connect with TARTA staff to check if we are in talks with the City on reinstating these benches.
 - TARTA controls bus shelters, not benches.
 - Traffic Engineering - Coordination with street geometrics
 - TARTA is going to explore BRT for the future (Bus Rapid Transit) which will also take this subject into consideration
 - Again, Susan will touch base with TARTA staff to see if these discussions are happening
- Next Meeting Date - mark your calendars:
 - **Wednesday, August 14, 2024** at 5:30 pm at Mott Library

Questions for Follow-Up:

- Will TARTA's new Fixed route vehicles have outlets to charge phones?
- Is TARTA in conversation with the City of Toledo regarding courtesy benches and street geometrics
- TARTA needs to implement the tagging of photos in social media and our website to make them accessible for visually impaired folks.