



Draft to be completed September 20, 2024

**TITLE VI FARE EQUITY ANALYSIS:
ACCOUNT BASED TICKETING**

Prepared by the Planning Department of the Toledo Area Regional Transit Authority
Sept 2024

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OVERVIEW

As indicated in FTA Circular 4702.1B, any Federal Transit Administration (FTA) recipients whose service area contains 200,000 or more residents must conduct a Title VI equity analysis in the course of planning

a major service change or any magnitude of fare change. Equity analyses are required regardless of whether proposed changes would be detrimental or beneficial to riders. Title VI prohibits any form of discrimination on the basis of race, color, or national origin. As the recipient of FTA funding, Toledo Area Regional Transit Authority (TARTA) is required to ensure its transit service is available equally within the service area to minority, non-minority residents, and individuals with low income.

TARTA conducted a fare study prior to implementing a fare change pilot period which began August 1, 2022. Analysis of that fare change found that for single trip passes there is a significant gap between low-income and non-low-income. This gap matters because of the cost-saving potential of the extended passes. For the day pass the use preference flips. This may mean that a number of low-income single pass users are not planning to ride 2 or more times in a day, or they may find other means for a return trip. In case it is due to a cost barrier, TARTA's mitigation plan for this is the fare capping system with account based ticketing. Fare capping allows riders to get the value of extended passes without paying the upfront fee. The day cap will be \$3, the 7-day cap will be \$15, and the 31-day cap will be \$45.

2024 Summer fare structure is as follows:

Pass Type	TARTA Fare Structure
Youth Fare (6-18)	\$0.75 (No reduced fare ID needed)
Regular (ages 19+)	\$1.50 (Free transfer tickets to use within 2 hours of paid fare)
Day Pass	\$3 (Purchase on the bus, EZfare or at the Transit Hub)
Reduced Fare*	
Seniors* (ages 65+)	\$0.75 (with TARTA Reduced Fare ID*)
Veterans*	\$.075 (with TARTA Reduced Fare ID*)
Active-duty Military*	\$0.75 (with TARTA Reduced Fare ID*)
TARPS	
TARPS 1-Trip	\$3 (Free on fixed route with TARPS ID)
TARPS 10-Trip Pass	\$30
TARTA Flex	
TARTA Flex	\$3 (EZfare or cash)
Passes	
1-Day Pass	\$3
7-Day Pass	\$15 (\$7.50 reduced fare)
31-Day Pass	\$45 (\$22.50 reduced fare)

- Children ages 5 and under may ride for free.

- TARPS-eligible riders may take zero-fare trips on fixed route vehicles.

TARTA FARE EQUITY ANALYSIS POLICY

TARTA shall engage the public in the decision-making process prior to adopting, altering, or amending this Fare Equity Analysis Policy.

TARTA proposes to establish this Fare Equity Analysis Policy in compliance with applicable federal requirements under Title VI of the Civil Rights Act of 1964, including 49 CFR Section 21, as well as Environmental Justice requirements under Executive Order 12898 and FTA Circular 4702.1B.

Except for those limited and unique conditions noted below, the FTA requires that recipients of FTA funding prepare and submit fare equity analyses for all proposed fare changes, regardless of increase or decrease. As with the service equity analyses required under Title VI and federal Environmental Justice guidelines, the FTA requires TARTA to evaluate the effects of fare changes on minority populations and low-income populations. TARTA's Fare Equity Analysis Policy is a stand-alone provision, separate from TARTA's Public Participation and Public Engagement Policies. TARTA's Fare Equity Analysis Policy operates in tandem with any other TARTA policies for changing the fare structure, fare media, or fare price.

This policy incorporates by reference the definitions of "disparate impact" and "disproportionate burden" from TARTA's Public Engagement Policy.

This policy incorporates by reference the percentage thresholds for "disparate impact" and "disproportionate burden" from TARTA's Public Engagement Policy.

For proposed changes that would increase or decrease the fares on the entire system, or on certain transit modes, or by fare payments type or fare media, TARTA shall analyze any available information generated from ridership surveys indicating whether minority and/or low-income riders are disproportionately more likely to use the mode of service, payment type, or payment media that would be subject to the fare change.

TARTA shall then—

(i) Determine the number and percent of users of each fare media being change; (ii) Review fares before the change and after the change; (iii) Compare the percentage differences for each particular fare media between minority users and overall users; and

(iv) Compare the percentage difference for each particular fare media between low-income users and overall users.

Should a proposed fare change result in a disparate impact, TARTA will consider modifying the proposed changes to avoid, minimize, or mitigate the disparate impact of the change. If TARTA finds a potential disparate impact and then modifies the proposed change to avoid, minimize, or mitigate potential disparate impacts, TARTA will reanalyze the proposed changes to determine whether the modifications actually removed the potential disparate impacts of the changes.

Where the disparate impacts are identified, TARTA shall provide a meaningful opportunity for public comment on any proposed mitigation measures, including any less discriminatory alternatives that may be available.

If TARTA chooses not to alter the proposed fare changes despite the disparate impact on minority ridership, or if TARTA finds, even after the revisions, that minority riders will continue to bear a disproportionate share of the proposed fare change, TARTA may implement the fare change only if:

(i) TARTA has substantial justification for the proposed change, and (ii) TARTA can show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish TARTA's legitimate program goals.

If at the conclusion of the analysis, TARTA finds that low-income population will bear a disproportionate burden of the proposed fare change, TARTA will consider modifying the proposed changes to avoid, minimize, or mitigate the disproportionate burdens of the change, where practicable.

The purpose of the following analysis is to determine whether the changes to the fare will have disparate impacts on minorities and/or a disproportionate burden on individuals with low income. In this document, TARTA provides results of the evaluation based on census tract data and a rider demographic and fare use survey.

TARTA defines the threshold for a "disparate impact" as follows:

Should the impact of any major service change and/or fare change require a minority population to bear adverse effects twenty percent (20%) or greater than those adverse effects borne by the non-minority population, that impact will be deemed a disparate impact.

TARTA defines the threshold for an "environmental justice disproportionate burden" as follows:

Should the burden of any major service change and/or fare change require a low-income population to bear adverse effects twenty percent (20%) or greater than those effects borne by the non-low-income population, that impact will be considered a disproportionate burden.

PUBLIC COMMENT PERIOD

Public comments for this proposal were solicited from July 25 to August 25. Public notices were published in the following manner: TARTA Website, TARTA Transit Hub, Toledo Journal, Sojourner's Truth, La Prensa, and The Blade (See [Appendix A](#)). Translations of notices were made in Spanish, Arabic, and Chinese, these were posted at the TARTA Transit Hub (See [Appendix B](#)). The notice could also be translated on the TARTA website with the Google translate extension.

TARTA also reached out to rider advocate organizations in order to increase awareness and to seek feedback (See [Appendix C](#) for Rider Advocate Letter). Rider advocate organizations include the following:

Toledo Lucas County Public Library
The Ability Center
Toledo Lucas County Board of Developmental Disabilities
The University of Toledo

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The Hospital Council of Northwest Ohio
Toledo Public Schools
Senior Centers, Inc.
Asian Resource Center
United Way of Greater Toledo
Advocates for Basic Legal Equity, Inc. (ABLE)
Area Office on Aging
The Sight Center
US Together
Deaf Services Center
United Pastors for Social Empowerment
MultiFaith Council of NW Ohio

Public Engagement Events were set as follows:

- Virtual - Monday, August 19 5-6 p.m.
- In person - Tuesday, August 20, 6-7 p.m.
- In person – Wednesday, August 21, 11 a.m.-1 p.m.
- Virtual – Friday, August 23, 10-11 a.m.

DEMOGRAPHIC DATA SOURCES

Census data for the minority was gathered through the US Census Bureau 2020 Census.

Census data on low-income populations came from US Census Bureau American Community Survey 2020.

2020 Census Redistricting Data (P.L. 94-171) Shapefiles came from the US Census Bureau.

2022 TARTA/TARPS Rider Survey was conducted by a third party, TransPro Consulting LLC; 202210-TARTA-FARE-SurveyData-v3

TARTA SERVICE AREA AVERAGES FOR MINORITY AND LOW-INCOME POPULATIONS

The calculations for low-income and minority populations provided in the table are based on the following formulas recommended by the Federal Transit Administration (FTA).

- $\text{Minority proportion in the impacted area} = \frac{\text{Minority population in impacted Census Tracts}}{\text{Total population in the same set of Census Tracts}}$
- $\text{Low-income proportion in the impacted area} = \frac{\text{Low-income population in impacted Census Tracts}}{\text{Total population in the same set of Census Tracts}}$

Based on the 2020 Census data TARTA fixed route for the Summer 2024 assignment impact 141 census tracks. The minority percentage for those census tracks was about 35.5% and the low-income percentage was 21.49%.

Figure 1- TARTA Service Area and TARTA Fixed Line Service Area Minority Rate

	Number of Census Tracts	Total Population	Minority	White	Minority%
Lucas+Rossford	171	442,592	137,729	304,863	31.12%
Summer 2024 Fixed Route	141	351,605	124,835	226,770	35.50%

Figure 2- TARTA Service Area and TARTA Fixed Line Service Area Low-Income Rate

	Total Pop	Low Income	Low Income%
Lucas+Rossford	431,387	79,753	18.49%
Summer 2024 Fixed Route	345,680	74,302	21.49%

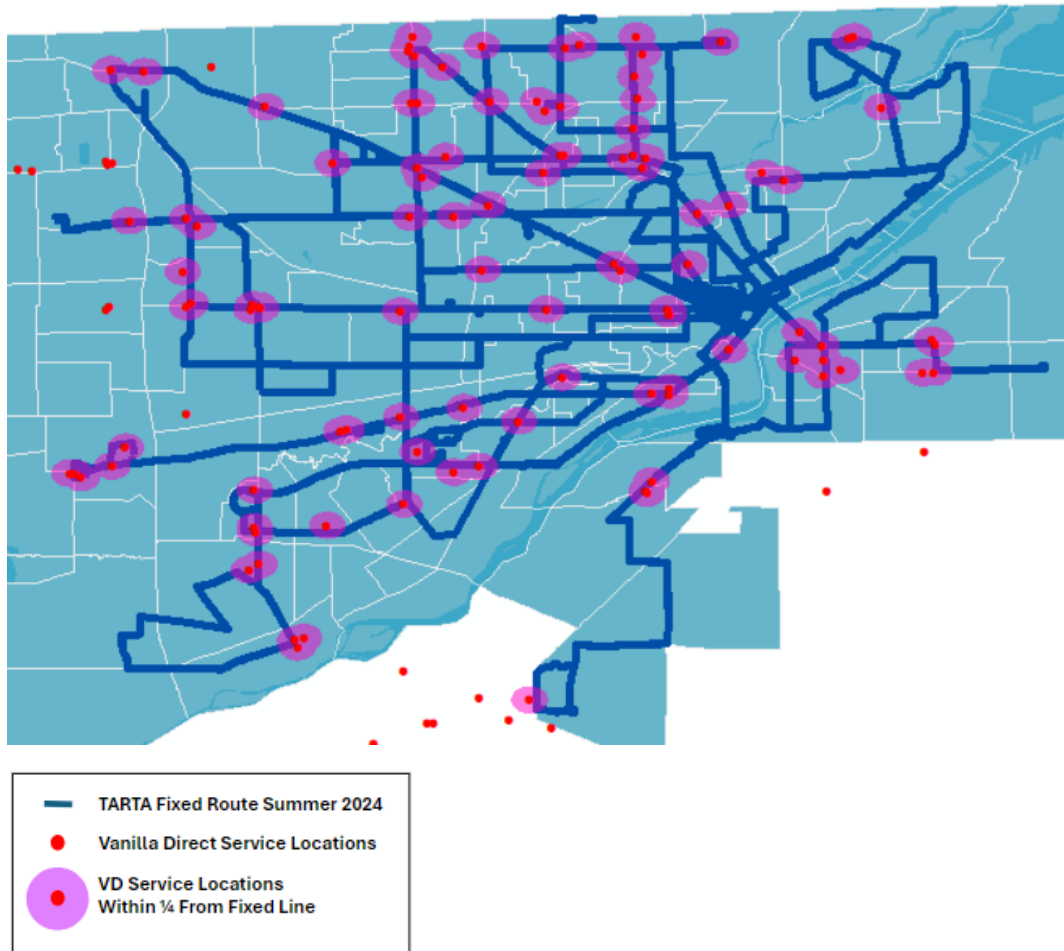
ACCOUNT BASED TICKETING TITLE REVIEW

The Title VI Fare Change 2022 Report concluded that fare capping with account-based ticketing would allow riders to get the value of extended passes without paying the upfront fee. The day cap will be \$3, the 7-day cap will be \$15, and the 31-day cap will be \$45. The following analysis is a review of the accessibility of VanillaDirect, a safe, convenient and secure service that allows riders to use cash to add funds to their EZfare account.

EZfare allows TARTA transit users to download one app and purchase fares on multiple transit systems, anytime, anywhere. The EZfare app is available in the iPhone App Store, Google Play and online. All TARTA and TARPS riders can purchase daily, weekly or monthly passes online or through their smartphones. Customers who wish to purchase fares with cash will be able to add cash onto their EZfare account by visiting any VanillaDirect retail location.

The app is designed specifically for public transit users – meaning once a ticket is purchased, it is available even without an internet connection, so riders without data plans or limited data plans, are always able to travel.

131 retailers in the Toledo area offer VanillaDirect service (See Appendix D). 105 are within ¼ mile of the TARTA fixed line. Each fixed line route is within ¼ mile of at least 2 VanillaDirect retail locations. On average fixed line routes have access to 10 VanillaDirect retail locations. 277 out of 1256 TARTA bus stops are within ¼ mile of a VanillaDirect location. About 20% of boardings occur within ¼ mile of VanillaDirect locations based on a ridership sample from June 13-15, 2024. About 30% of those were within ½ mile. TARTA is planning to have Smart Card Kiosks installed at the Hub by the first quarter of 2026. Kiosks at the TARTA Hub will provide a service option for an additional 35% of riders. Other locations are under review for additional kiosks, factors for installation include distance from alternative service locations, average boardings, and security.



Routes 26, 31 and 2 have the greatest number of service locations with access to 18, 18, and 15 respectively. Routes 15, 12, and 10L have the lowest number of service locations, these three routes also have the greatest ridership per service location. TARTA staff will prioritize efforts to increase access and convenience for these routes.

Routes	VanillaDirect 2024 Locations (.25 miles)	Boardings 04/01/2024 - 04/30/2024	Riders/VD
15	3	8,738	2,913
12	2	4,026	2,013
10L	4	6,518	1,630
Overall	105	163,687	1,559
16	5	7,268	1,454
19	10	14,167	1,417
2	15	19,587	1,306
14	6	7,475	1,246
22	8	8,388	1,049
5	14	14,586	1,042
20	8	7,297	912
31	18	14,143	786
17	10	7,674	767
32	13	9,242	711
33	8	5,063	633
27	12	6,954	580
34	8	4,636	580
26	18	6,844	380
3	11	2,790	254
52	14	1,119	80

Note on Rite Aid Bankruptcy: At the time of this analysis, Rite Aid is filing for bankruptcy. There are 17 Rite Aids which provide Vanilla Direct service in the area, two are marked for closure with an option to object. This would impact routes 22, 26, and 31.

- 2434 WEST LASKEY ROAD
- 2450 SOUTH REYNOLDS ROAD

DETERMINATION OF ADVERSE EFFECTS ON MINORITY AND LOW-INCOME RIDERS

Based on the 2020 Census Data Route 12 has a minority rate of 40.15% which is above that of the overall fixed line service area. This does not reach the threshold to be considered a disparate impact. Routes 15, 12, and 10L have low income rates of 25.83%, 41.51%, and 30.29% respectively. The low income rate for Route 12 is over 20% which means a disproportionate burden could occur.

To mitigate negative impacts and burdens TARTA staff will prioritize efforts to increase access and convenience for these routes. Below are potential locations that could provide VanillaDirect service and increase access and convenience for these three routes.

Route 12:

- Toledo Food Market
- Sunoco Gas Station (2x Front St)

Route 15:

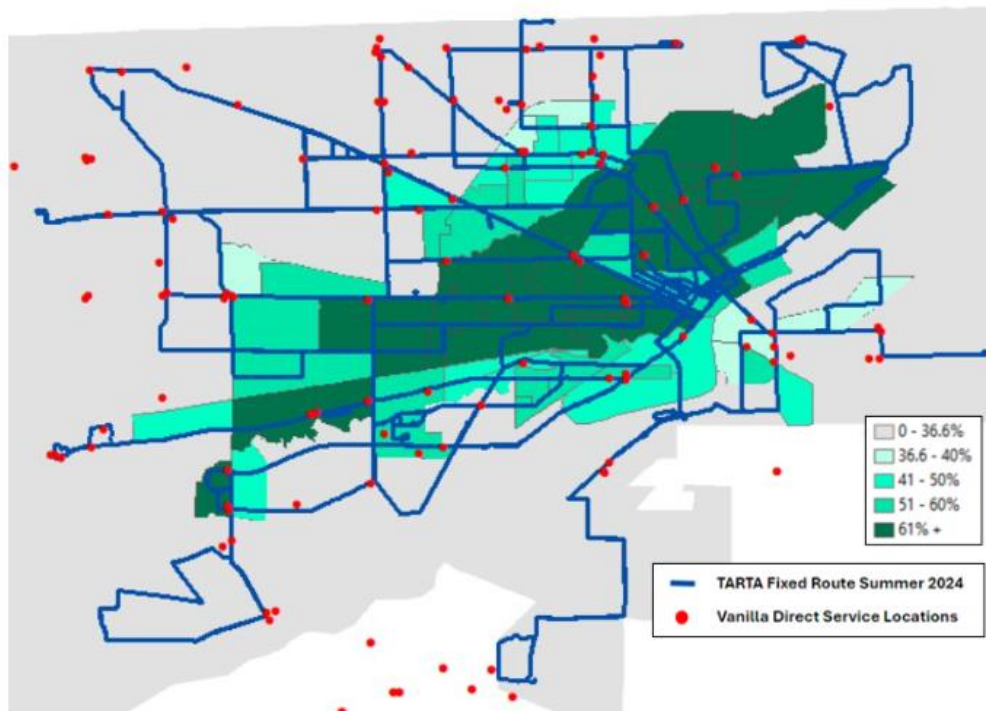
- On Summit
 - 5/3 Bank
 - Dollar Tree
 - Rite Aid
 - Dollar General

Route 16:

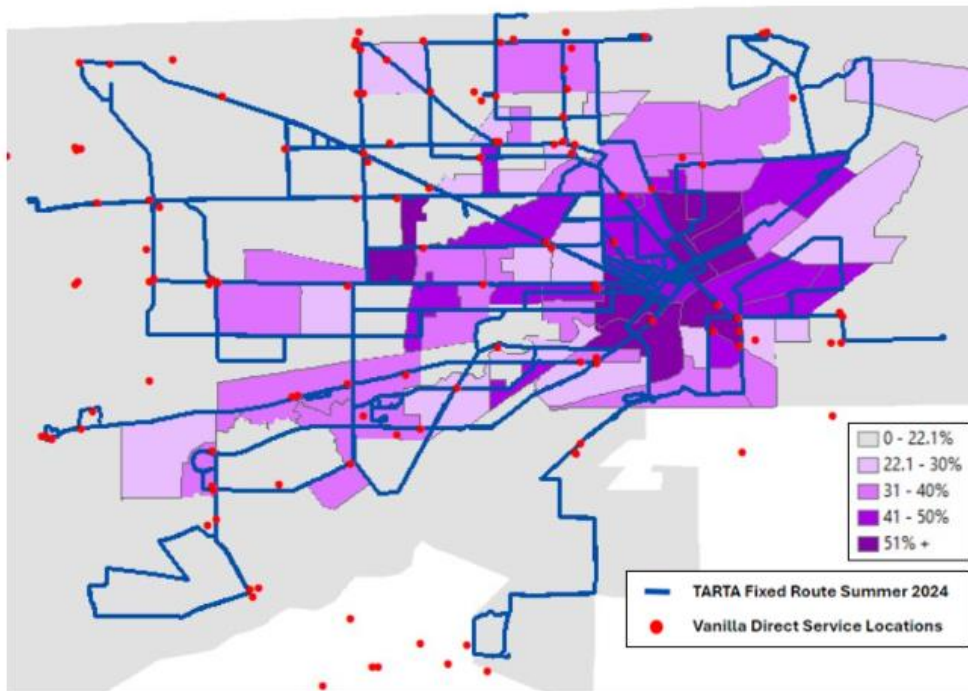
- Seaway Market Place

Census Tract	2020 Census Pop	Minority Rate	Low Income Rate
Fixed Service	351,605	35.50%	21.49%
2	74,203	31.53%	22.25%
26D/L	60,464	42.17%	22.74%
20F/M	56,686	39.87%	19.89%
5	52,334	50.64%	28.10%
3	51,662	45.06%	26.10%
31G/H	50,450	32.10%	22.30%
19	49,431	42.33%	21.47%
22	48,816	45.47%	25.31%
17B/E	44,799	41.77%	27.08%
52	44,316	26.01%	14.65%
32H/R	42,500	47.20%	28.97%
27H/N	39,986	51.16%	23.80%
34	33,950	41.48%	30.44%
33	28,841	59.21%	34.45%
16	28,703	53.35%	36.63%
15A/E	25,328	31.65%	25.83%
10L	23,881	33.10%	30.29%
14	23,589	38.45%	38.78%
12	19,075	40.15%	41.51%

Minority Percentage by Census Tract



Low Income Percentage by Census Tract



LIMITED ENGLISH PROFICIENCY (LEP) IMPACT

2020 LEP	Spanish:		Chinese (incl. Mandarin, Cantonese):		Arabic:
Summer 2024 Fixed Route	2345	Summer 2024 Fixed Route	818	Summer 2024 Fixed Route	1132
2	592	3	237	5	517
31G/H	482	5	192	27H/N	331
32H/R	434	22	175	2	299
14	433	20F/M	166	52	233
34	429	2	164	26D/L	107
19	356	52	129	20F/M	104
17B/E	354	32H/R	128	3	100
10L	331	26D/L	80	22	100
26D/L	329	17B/E	63	31G/H	86
33	236	19	52	19	76
12	190	31G/H	21	17B/E	73
52	184	16	6	15	62
3	170	15	6	14	30
16	155	27H/N	0	12	20
27H/N	139	34	0	10L	10
5	132	33	0	32H/R	8
15	132	10L	0	34	0
20F/M	110	14	0	33	0
22	108	12	0	16	0

Routes 10L, 12, and 15 do not have significant numbers of individuals who speak English less than very well, based on the 2020 Census questionnaire. The EZFare app does offer a Spanish language option and Google Translate can be used on the website for VanillaDirect. Details about transit apps used by TARTA and additional information about fares is available on the TARTA website which also supports Google Translate.

ACCOUNT BASED TICKETING TIMELINE

August 2024

- Public Marketing
 - Traditional Media
 - Social Media
 - Email and Mobile Alerts
 - Hub and bus placard
- TARTA Staff Training

October 2024

- Soft Launch
 - Identify a small, manageable group of users (e.g., employees, frequent riders, and stakeholders) to participate in the initial pilot program.

- Assist pilot users in setting up their accounts and linking their payment methods.
- Assess the overall performance of the system, including user satisfaction, system reliability, and operational impact.
- Loud Launch
 - Arrange Q&A sessions, webinars, and live chats for users to interact with transit authority representatives.
 - Host launch events at TARTA Transit Hub with live demonstrations and support staff on-site.
 - Collaborate with community organizations to reach underserved populations and ensure equitable access to the new system.
 - Use social media and the transit authority's website to update users on system status and improvements.
 - Offer multiple support channels, including phone, email, live chat, and in-person assistance at key locations.

2022 FARE USE REVIEW

TARTA conducted a Fare Survey on September 29, 2022. In person surveys were collected by TransPro, a third-party contractor. The survey collection consisted of 435 responses. These results allowed TARTA to review how riders use fares to measure the impacts of fare changes on minorities and low-income riders. See [Appendix E](#) for the Fare Survey.

In the survey riders were asked, "Do you use any of the payment methods for TARTA trips? Select all that apply." There is some variation between non-minorities and minorities, but no significant gap. We do see that non-low-income users are significant cash users, the difference is greater than 20%. There was also a 20% difference for those who indicated "none of the above", some in this group include those who received passes from another organization; which may be why there is a larger representation of low-income individuals.

Figure 1- 2022 Fare Survey Payment Type

Count	Usage by Group			
Payment Type	Non-Minority	Minority	Non-Low-Income	Low-Income
(Cash ONLY)	70	201	82	42
Cash	81	228	94	50
Pre-paid debit or credit	8	30	18	10
Regular debit or credit	19	40	16	16
None of the above	30	48	11	27

Percentage	Usage by Group			
Payment Type	Non-Minority	Minority	Non-Low-Income	Low-Income
(Cash ONLY)	57.9%	66.8%	71.3%	47.2%
Cash	66.9%	75.7%	81.7%	56.2%
Pre-paid debit or credit	6.6%	10.0%	15.7%	11.2%
Regular debit or credit	15.7%	13.3%	13.9%	18.0%
None of the above	24.8%	15.9%	9.6%	30.3%

The survey found that for single trip passes there is a significant gap between low-income and non-low-income, 50% and 27% respectively. This gap matters because of the cost-saving potential of the extended passes. Fare capping with account-based ticketing can reduce the cost barrier for extended use passes which offer a per use discount if fully utilized.

Figure 1- 2022 Fare Survey Pass Type

Count	by Group			
Pass Type	Non-Minority	Minority	Non-Low-Income	Low-Income
Single Trip Pass	47	95	30	41
Day Pass	23	86	40	17
7-Day Pass	12	54	15	14
31-Day Pass	30	52	26	10

Percentage	by Group			
Pass Type	Non-Minority	Minority	Non-Low-Income	Low-Income
Single Trip Pass	42.0%	33.1%	27.0%	50.0%
Day Pass	20.5%	30.0%	36.0%	20.7%
7-Day Pass	10.7%	18.8%	13.5%	17.1%
31-Day Pass	26.8%	18.1%	23.4%	12.2%

PUBLIC QUESTIONS AND FEEDBACK

TBD

APPENDIX A – PUBLIC NOTICES

TARTA Website –

The screenshot shows the TARTA website header with navigation links: ROUTES & SCHEDULES, TARTA SERVICES, RIDER INFORMATION, NEWS & ALERTS (highlighted), and ABOUT US. A search icon is also present. Below the header is a navigation menu with links for Routes & Schedules, TARTA Vaccine Mobile, and Contact Us. The main content area features a news article titled "TARTA SEEKS FEEDBACK ON UPCOMING FARE SYSTEM UPGRADE" dated July 25, 2024. The article text discusses the planned rollout of an account-based ticketing system and the value of extended passes. It lists four public events: a virtual meeting on Monday, August 19; an in-person meeting on Tuesday, August 20; an in-person meeting on Wednesday, August 21; and a virtual meeting on Friday, August 23. The article also mentions language assistance services and registration details.

TARTA
TAKING YOU PLACES

ROUTES & SCHEDULES | TARTA SERVICES | RIDER INFORMATION | **NEWS & ALERTS** | ABOUT US

TARTA SEEKS FEEDBACK ON UPCOMING FARE SYSTEM UPGRADE

Routes & Schedules | Select Language Powered by Google Translate

TARTA Vaccine Mobile

Contact Us

July 25, 2024
TARTA News

TARTA SEEKS FEEDBACK ON UPCOMING FARE SYSTEM UPGRADE

The Toledo Area Regional Transit Authority (TARTA) has scheduled a series of public events to collect community feedback on the planned rollout of an account-based ticketing system. If approved by TARTA's Board of Trustees, this fare-capping system will allow customers to get the value of extended passes without paying the upfront fee. For card-holders, the day cap would be \$3, the 7-day cap will be \$15, and the 31-day cap will be \$45.

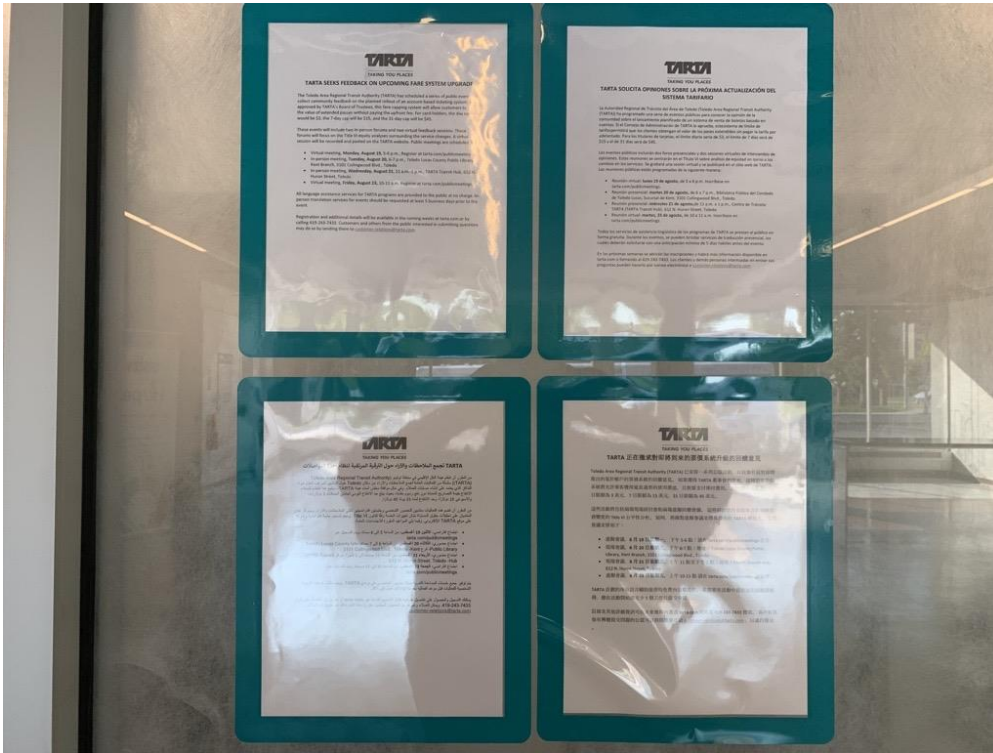
These events will include two in-person forums and two virtual feedback sessions. These forums will focus on the Title VI equity analyses surrounding the service changes. A virtual session will be recorded and posted on the TARTA website. Public meetings are scheduled for:

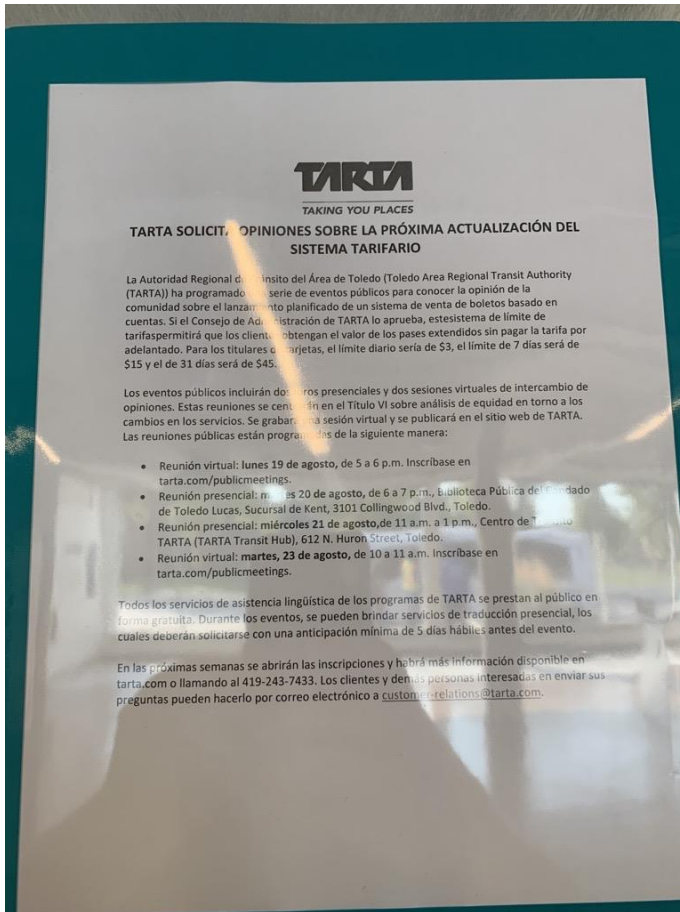
- Virtual meeting, **Monday, August 19**, 5-6 p.m., Register at tarta.com/publicmeetings
- In-person meeting, **Tuesday, August 20**, 6-7 p.m., Toledo Lucas County Public Library, Kent Branch, 3101 Collingwood Blvd., Toledo
- In-person meeting, **Wednesday, August 21**, 11 a.m.-1 p.m., TARTA Transit Hub, 612 N. Huron Street, Toledo
- Virtual meeting, **Friday, August 23**, 10-11 a.m. Register at tarta.com/publicmeetings.

All language assistance services for TARTA programs are provided to the public at no charge. In-person translation services for events should be requested at least 5 business days prior to the event.

Registration and additional details will be available in the coming weeks at tarta.com or by calling 419-243-7433. Customers and others from the public interested in submitting questions may do so by sending them to customer-relations@tarta.com.

TARTA Transit Hub –





TARTA
TAKING YOU PLACES

TARTA SOLICITA OPINIONES SOBRE LA PRÓXIMA ACTUALIZACIÓN DEL SISTEMA TARIFARIO

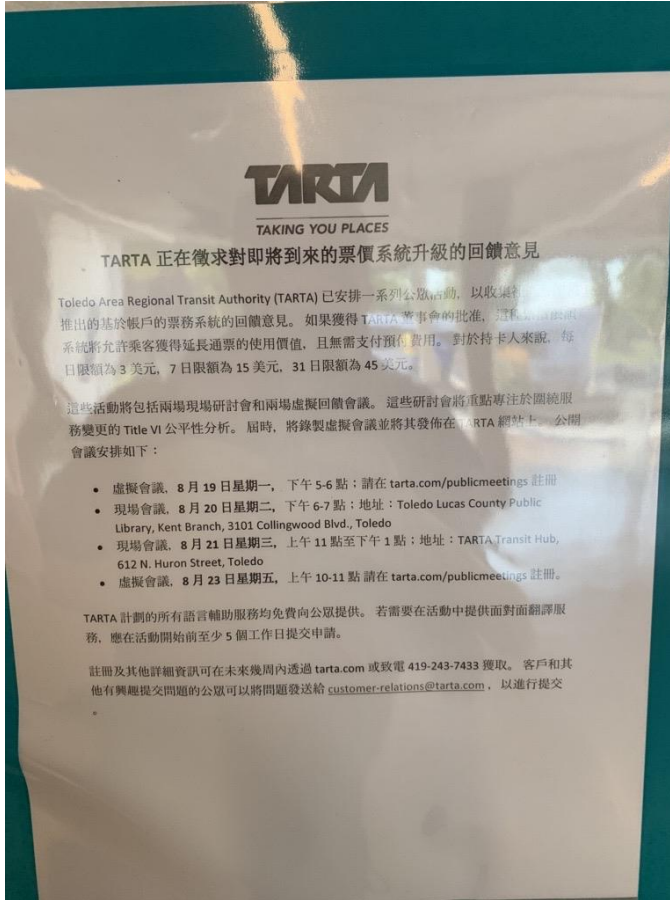
La Autoridad Regional de Tránsito del Área de Toledo (Toledo Area Regional Transit Authority (TARTA)) ha programado una serie de eventos públicos para conocer la opinión de la comunidad sobre el lanzamiento planeado de un sistema de venta de boletos basado en cuentas. Si el Consejo de Administración de TARTA lo aprueba, este sistema de límite de tarifas permitirá que los clientes obtengan el valor de los pases extendidos sin pagar la tarifa por adelantado. Para los titulares de tarjetas, el límite diario sería de \$3, el límite de 7 días sería de \$15 y el de 31 días sería de \$45.

Los eventos públicos incluirán dos sesiones presenciales y dos sesiones virtuales de intercambio de opiniones. Estas reuniones se centran en el Título VI sobre análisis de equidad en torno a los cambios en los servicios. Se grabará una sesión virtual y se publicará en el sitio web de TARTA. Las reuniones públicas están programadas de la siguiente manera:

- Reunión virtual: **lunes 19 de agosto**, de 5 a 6 p.m. Inscríbese en tarta.com/publicmeetings.
- Reunión presencial: **miércoles 20 de agosto**, de 6 a 7 p.m., Biblioteca Pública del Condado de Toledo Lucas, Sucursal de Kent, 3101 Collingwood Blvd., Toledo.
- Reunión presencial: **miércoles 21 de agosto**, de 11 a.m. a 1 p.m., Centro de Tránsito TARTA (TARTA Transit Hub), 612 N. Huron Street, Toledo.
- Reunión virtual: **martes, 23 de agosto**, de 10 a 11 a.m. Inscríbese en tarta.com/publicmeetings.

Todos los servicios de asistencia lingüística de los programas de TARTA se prestan al público en forma gratuita. Durante los eventos, se pueden brindar servicios de traducción presencial, los cuales deberán solicitarse con una anticipación mínima de 5 días hábiles antes del evento.

En las próximas semanas se abrirán las inscripciones y habrá más información disponible en tarta.com o llamando al 419-243-7433. Los clientes y demás personas interesadas: en enviar sus preguntas pueden hacerlo por correo electrónico a customerrelations@tarta.com.



Toledo Journal -

Sojourner's Truth –

La Prensa –

The Blade –

APPENDIX B – TRANSLATED NOTICES

APPENDIX C – LETTER TO RIDER ADVOCATES

Andy Cole

From: Andy Cole
Sent: Tuesday, August 6, 2024 3:31 PM
Subject: Public Meetings on TARTA Fare System
Attachments: PublicMeetingsAugust24.pdf

At a series of upcoming public meetings, TARTA will be looking for feedback on a potential new way for fixed route customers to pay for and save on their commute. In the coming months, TARTA’s Board of Trustees will consider the adoption of an account-based ticketing system, the **TARTA Card**. By paying with this card, customers would be able to get the value of extended passes without the upfront fee. For those paying with the card, the amount charged for rides would be capped at \$3 per day, \$15 per week and \$45 per 31-day period. If this option is approved, **TARTA would not be taking away any other way customers currently pay for their fixed route ride**. This would simply be another option available to them. More information on these feedback sessions is attached. Please feel free to join us and let your clients who are TARTA customers know about our virtual meetings on **Monday, Aug. 19** (5-6 p.m.) and **Friday, Aug. 23** (10-11 a.m.), as well as in-person feedback sessions on **Tuesday Aug. 20** (6-7, Kent Branch Library) and **Wednesday, Aug. 21** (11 a.m.-1 p.m., TARTA Transit Hub). Please feel free to reach out with any feedback or attend these meetings (registration at tarta.com/publicmeetings), and look for more information on the TARTA Card soon.



1127 W. Central Ave.
 Toledo, OH 43610



Andy Cole
 Communication and Marketing Manager
 Toledo Area Regional Transit Authority

P: 419-245-5213
M: 567-249-5980
E: acole@tarta.com

TARTA.COM

APPENDIX D – VanillaDirect Retail Location Lucas County and Rossford

Business	Address	Business	Address
7 Eleven	8645 WATERVILLE SWANTON	Rite Aid	8310 SYLVANIA METAMORA ROAD
7 Eleven	2601 W BANCROFT ST	Rite Aid	8239 WATERVILLE SWANTON ROAD
7 Eleven	3749 UPTON AVE	Rite Aid	7225 AIRPORT HIGHWAY
7 Eleven	4505 LEWIS AVE	Rite Aid	4018 NORTH MCCORD ROAD
7 Eleven	537 WOODVILLE ROAD	Rite Aid	5224 DORR STREET
7 Eleven	1321 NAVARRE AVE	Rite Aid	2450 SOUTH REYNOLDS ROAD
Circle K	103 ANTHONY WAYNE TRL	Rite Aid	105 GOLDEN GATE PLAZA
Circle K	6775 DORR ST	Rite Aid	5765 SECOR ROAD
Circle K	1235 HOLLAND SYLVANIA RD	Rite Aid	3325 WEST CENTRAL AVENUE
Circle K	26580 DIXIE HIGHWAY	Rite Aid	1175 LOUISIANA AVE
Circle K	3516 Airport Highway	Rite Aid	2434 WEST LASKEY ROAD
Circle K	6008 SECOR RD	Rite Aid	3013 MONROE STREET
Circle K	2969 TREMAINSVILLE RD	Rite Aid	1012 WEST SYLVANIA AVENUE
Circle K	1444 W ALEXIS RD	Rite Aid	801 DIXIE HIGHWAY
Circle K	5342 LEWIS AVE	Rite Aid	1605 BROADWAY STREET
Circle K	3819 Haverhill Dr	Rite Aid	810 EAST MANHATTAN BLVD.

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Circle K	305 Clayton St	Rite Aid	210 MAIN STREET
Circle K	2460 Navarre Ave	Speedway SSA	8645 WATERVILLE SWANTON
Circle K	401 S WHEELING ST	Speedway SSA	7155 AIRPORT HIGHWAY
CVS Pharmacy	7510 SYLVANIA AVE.	Speedway SSA	6700 SYLVANIA AVENUE
CVS Pharmacy	2104 S. BYRNE RD	Speedway SSA	6601 MONROE STREET
CVS Pharmacy	4121 MONROE	Speedway SSA	6757 AIRPORT HIGHWAY
Dollar General	828 PHILLIPS AVE.	Speedway SSA	6500 WEST CENTRAL AVENUE
Dollar General	6730 SYLVANIA AVE	Speedway SSA	5904 WEST CENTRAL AVENUE
Dollar General	1121 N MCCORD RD	Speedway SSA	2510 SOUTH REYNOLDS ROAD
Dollar General	815 S HOLLAND SYLVANIA RD	Speedway SSA	1500 REYNOLDS ROAD
Dollar General	5886 DORR ST	Speedway SSA	5160 DORR STREET
Dollar General	5543 ALEXIS RD	Speedway SSA	5430 MONROE STREET
Dollar General	5229 DORR ST	Speedway SSA	502 CONANT STREET
Dollar General	4400 HEATHERDOWNS BLVD	Speedway SSA	4305 WEST SYLVANIA AVENUE
Dollar General	4250 AIRPORT HWY	Speedway SSA	26020 DIXIE HIGHWAY
Dollar General	5009 SECOR RD	Speedway SSA	145 EAST INDIANA AVENUE
Dollar General	5720 SECOR RD.	Speedway SSA	5010 SECOR ROAD
Dollar General	110 W SOUTH BOUNDARY ST	Speedway SSA	11141 SANDUSKY STREET
Dollar General	2857 AIRPORT HWY STE A	Speedway SSA	2502 WEST ALEXIS ROAD
Dollar General	4925 JACKMAN RD STE 23	Speedway SSA	2172 ARLINGTON AVENUE
Dollar General	1901 DORR ST	Speedway SSA	1922 WEST LASKEY ROAD
Dollar General	4020 JACKMAN RD	Speedway SSA	1708 TREMAINSVILLE ROAD
Dollar General	1621 W ALEXIS RD	Speedway SSA	939 DIXIE HIGHWAY
Dollar General	6630 LEWIS AVE	Walgreens	1910 S REYNOLDS RD
Dollar General	5860 LEWIS AVE UNIT 127	Walgreens	1330 N REYNOLDS RD
Dollar General	961 DIXIE HWY	Walgreens	5815 SECOR RD
Dollar General	845 - 865 SOUTH AVE	Walgreens	4580 MONROE ST
Dollar General	551 DORR ST	Walgreens	10003 FREMONT PIKE
Dollar General	324 W. BANCROFT ST.	Walgreens	925 WOODVILLE RD
Dollar General	236 NEW TOWNE SQ DR	Walgreens	2562 NAVARRE AVE
Dollar General	3136 LAGRANGE ST.	Kroger	8730 Waterville SWanton Rd
Dollar General	404 E BROADWAY ST	Kroger	7545 Sylvania Ave
Dollar General	7000 WALES RD	Kroger	7059 Orchard Centre Dr.
Dollar General	2450 WOODVILLE RD	Kroger	6235 Monroe St
Dollar General	2553 STARR AVE	Kroger	2257 N Holland Sylvania Rd
Family Dollar	245 GOLDEN GATE PLAZA	Kroger	1435 Reynolds Road
Family Dollar	4210 AIRPORT HWY.	Kroger	4533 Monroe St
Family Dollar	3535 DORR STREET	Kroger	2555 Glendale Ave

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Family Dollar	3344 GLENDALE AVE	Kroger	27322 Carronade Drive
Family Dollar	2944 W SYLVANIA AVE	Kroger	4925 Jackman Rd
Family Dollar	2849 W CENTRAL AVENUE	Kroger	833 W Alexis Rd
Family Dollar	1703 AIRPORT HWY	Kroger	4633 Suder Ave
Family Dollar	1121 W BANCROFT STREET	Walmart	1355 S MCCORD RD
Family Dollar	1135 W SYLVANIA AVE	Walmart	5821 W CENTRAL AVE
Family Dollar	5020 LEWIS AVE	Walmart	2925 GLENDALE AVE
Family Dollar	537 Dorr Street	Walmart	10392 FREMONT PIKE
Family Dollar	537 DORR ST		
Family Dollar	1516 BROADWAY STREET		
Family Dollar	3020 CHERRY ST		
Family Dollar	557 E MANHATTAN BLVD		
Family Dollar	610 E BROADWAY STREET		

APPENDIX E – SAMPLE FARE SURVEY 2022



FARE SURVEY 2022

The following questions are about how you use and pay for the bus and paratransit services in Toledo. This information will be used to help TARTA improve the service. The survey will only take a few minutes to complete. Your input is greatly appreciated.

TARTA Usage

- 1) Which Route/Service do you use the most? (Radio buttons/Select only one)
 - a) _____
- 2) How many different TARTA buses/TARTA vehicles did you have to take to make this one-way trip to where you are going now?
 - a) One
 - b) Two
 - c) Three or more
- 3) Do you have a vehicle you could have used, either as the driver or the passenger, to make this trip?
 - a) Yes
 - b) No

Passes

- 4) What type of pass did you use for your most recent trip?
 - a) Single Trip Pass
 - b) Day Pass
 - c) 7-Day Pass
 - d) 31-Day Pass
- 5) How did you pay for your most recent trip?
 - a) Cash
 - b) Credit/Debit/Prepaid Card
 - c) Passes provided by another organization
- 6) Do you use reduced fare? (Youth 6-18, Veteran, Active-duty military, seniors 65+, person with disability, Medicare cardholder)
 - a) Yes

- b) No
- 7) Where did you buy your fare for your most recent trip?
 - a) On the bus
 - b) EZfare App
 - c) TARTA Hub at Huron and Cherry
 - d) Other
- 8) Do you have access to any of the below payment methods? Select all that apply.
 - a) Pre-paid debit or credit card
 - b) Regular debit or credit card
 - c) Cash
 - d) None of the above
- 9) Do you use any of the payment methods for TARTA trips? Select all that apply.
 - a) Pre-paid debit or credit card
 - b) Regular debit or credit card
 - c) Cash
 - d) None of the above

Information

- 1) Which of the following apps or websites do you regularly use for TARTA services? Select all that apply.
 - a) TARTA.com
 - b) TARTA Mobile Alerts
 - c) EZfare
 - d) PassioGo
 - e) Moovit
 - f) Google Maps
 - g) Not Applicable
- 2) Do you own a smartphone?
 - a) Yes
 - b) No

Demographics

- 1) Do you speak a language other than English?
 - a) Yes
 - b) No
- 2) How well do you speak English?
 - a) Not at all
 - b) Not Well
 - c) Well
 - d) Very Well
- 3) What is the zip code of your house?

-
- a) _____
 - 4) What is your age?
 - a) Under 18
 - b) 18-24
 - c) 25-34
 - d) 35-55
 - e) 45-54
 - f) 55-64
 - g) 65+
 - 5) Are you of Hispanic, Latino, or of Spanish origin?
 - a) Yes
 - b) No
 - 6) What is your race/ethnicity? Select all that apply.
 - a) American Indian or Alaska Native
 - b) Asian
 - c) Black or African American
 - d) Hispanic, Latino, or Spanish
 - e) Native Hawaiian or Other Pacific Islander
 - f) White
 - g) Prefer not to say
 - h) Other (please specify) _____
 - 7) What is your household annual income?
 - a) Less than \$25,000
 - b) \$25,000-\$49,999
 - c) \$50,000-\$74,999
 - d) \$75,000 or more
 - e) Prefer not to say

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APPENDIX F – SOCIAL MEDIA POST COMMENTS/QUESTIONS

APPENDIX G – PUBLIC PRESENTATION

APPENDIX H – PUBLIC MEETING Q&A TRANSCRIPT

APPENDIX I – SIGNED BOARD RESOLUTION