



## Customer Advisory Committee Minutes April 2, 2024: 5:30 pm to 6:45 pm Mott Branch Library ~ 1010 Dorr Street, Toledo

Committee Members Present: Angie Goodnight, Becky Opperman, Brandon Brown, Cindy Kerr, Jennifer Seibel, Rebecca Blair, Sara Soper

Committee Members Absent: Jodie Summers, Joyce Allen, Katie Wilson

TARTA Staff Members Present: Susan Gettum - *Chief of Staff*, Jessica Rood - *Customer Care Manager*, Gary Doran - *Manager, Planning and Service Development*, Becky Eby - *Mobility Planner and Scheduler*, Richard Russell - *Transit Outreach and Education Coordinator*, Vanessa Valencia - *Mobility Specialist*, Gina Scherzer - *Senior Design Resource Specialist*

- **Welcome / Introduction of TARTA Staff, Guests and Board Members present**
- **One-Word Check-In (ice breaker)** - Some of the words shared included spicy/snarky, hungry, enthusiastic, excited, tired, relaxed, chocolaty, relieved, concerned, grateful, eager, rushed, blessed
- **Preview of new Website** - Gina Scherzer introduced the new TARTA website to us and asked everyone to check it out on all devices - desktop, tablets, and smartphones.
  - It is anticipated that the new website will go live on Tuesday, April 22, 2025 at TARTA.com.
  - Preview the website at staging.tarta.com. Experience the interactive trip planner for Fixed Routes at go.tarta.com (Hopefully Stage 2 of the web design will have this feature for Flex)
  - Report any feedback on the new website to Gina at [gscherzer@tarta.com](mailto:gscherzer@tarta.com) or Susan at [sgettum@tarta.com](mailto:sgettum@tarta.com)
- **Committee Transition** - This Customer Advisory Committee will transition to Jessica Rood and the Customer Experience team to facilitate and manage. Look for this change to occur this summer.
- **New Paratransit Guidelines and Applications** - Jessica and Vanessa offered a look into draft versions of the new ADA Rider Guide, TARTA Move guide, TARTA Move application and TARTA Move Recertification Application. These were all draft versions. These documents (especially the recertification version) have been shortened and edited to be easier to follow.
  - Vanessa confirmed that in addition to mailed notices that a MOVE rider needs to recertify, she will also be calling riders individually within two months of their expiration date.
  - Some long-time paratransit riders have certifications valid until 2099. These individuals will need to update information. Permanent certifications will be honored for 5 years after information has been updated.
  - Vanessa advised that applications are rarely turned down but TARTA does assess on a case-by-case basis. LCBDD has been doing their own assessments in the past but will cease to do them in the future. In any case, TARTA's assessment rulings override LCBDD's.

1127 West Central Avenue, P.O. Box 792  
Toledo, Ohio 43697-0792  
P: 419.243.7433 | F: 419.243.8588

- Since the documents handed out are draft versions, please feel free to provide any feedback you may have to [jrood@tarta.com](mailto:jrood@tarta.com) or [vvalencia@tarta.com](mailto:vvalencia@tarta.com)
- CAC members were able to look at the draft version for the ADA Rider Guide but could not take it with them because it is not approved yet!
- **Fixed Routes #12 and #14** - Gary and Becky were on hand to discuss the changes made in fixed routes #12 and #14 along Main Street/East Toledo. Ridership trends take hold at about six to nine months from implementation so TARTA is still looking at the ridership numbers.
- **New Customer Advisory Committee Member Search Update** - Applications will be accepted until April 25 and the list will be taken to the Board for approval. All applicants have had their submissions acknowledged and informed of the timeline.
- **New Business** - Richard asked for everyone to participate in the LOCHSTP Public Transit Survey and handed out a flyer with the link and QR code. The link is <https://tinyurl.com/44ra6d2j>

**Next Meeting Date - mark your calendars: Wednesday, June 4, 2025 at 5:30 pm at Mott Library in Community Room A/B**

Remaining 2025 Meeting dates:

- August 6, 2025
- October 1, 2025
- December 3, 2025