



Customer Advisory Committee Minutes
June 4, 2025: 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, Jodie Summers, Joyce Allen, Sara Soper, Lisa Justice, Tina Sprouse.

Committee Members Absent: Katie Watson, Rebecca Blair, Sirlema Crowley

TARTA Staff and Board Members Present: Jessica Rood-*Customer Care Manager*, Kwinlyn Tyler-*Community Affairs Manager*, Susan Gettum-*Chief of Staff*, Richard Russell-*Transit Outreach & Education Coordinator*

- **Introductions** -Brief introductions stating your name and something about yourself. This simple introduction is to allow for a comfortable space to give a short description or update of yourself, allowing for genuine connections to be made.
- **Welcoming of new CAC members-**
 - Lisa Justice- introduced
 - Sirlema Crowley- not introduced due to absence
 - Tina Sprouse-introduced
- **Reminder of requirement and expectations of the CAC**
- **Gave out updated member document to be completed**
 - Those not submitted at meetings have been asked to be submitted virtually.
- **Reviewed past goals**
 - Promote TARTA
 - Would like a 1 pager helping to explain EZFare
 - Kwinlyn spoke about community outreach completed by Kwinlyn, Richard and Brandon.
 - Jessica presented the ADA Rider Guide that has been mailed out to Paratransit riders to help explain services.

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- Improve adaptations for the visual impaired population, including photo text descriptions to website and social media images.
 - Kwinlyn is addressing this needed improvement
- Wanting to improve TARTA ridership of public officials
- Collection of rider testimonials
 - Suggestion was made to start with CAC members testimonials.
- **Consider the option of hybrid CAC meetings incorporating a virtual option**
 - This idea was met with both excitement and concerns regarding sound barriers via virtual meetings
 - Jessica will contact Mott Branch library to learn more about the options for the incorporation of virtual meeting options.
- **Kwinlyn presented seasonal updates**
 - Presented a one (1) pager with TARTA 2025 events
 - CAC members expressed interest in participating in upcoming parades.

Next Meeting Date - mark your calendars:

- **Wednesday, August 6, 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

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