



Customer Advisory Committee Minutes March 20, 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

Committee Members Absent: Katie Watson, Delores Anderson, Sara Soper

TARTA Staff Present: Susan Gettum - Chief of Staff, Laura Koprowski - TARTA CEO, Mary Morrison - TARTA Board of Trustee President, Jessica Rood - Customer Experience Manager, Gina Scherzer - Senior Digital Resource Specialist

- **Welcome and One-Word Check-In**
 - Some of the words shared were tired, happy, weary, over-whelmed
- **Report to the Community 2023** distributed to the committee
 - Overall, committee members liked receiving the report especially the numbers shared on pages 8 and 9
 - In the future add the total number of fixed routes (By the way, there are 19 fixed routes!)
 - How is this report distributed to the public?
 - Website (<https://tarta.com/report/>)
 - Suggested we have copies in libraries and at the Hub
- Gina from the Communications Team shared the new design concept for the **rebranding of our TARPS** service and asked for feedback from this committee.
 - Moving away from the name TARPS to reinforce that all services are under the TARTA umbrella (fixed, Flex and the newly branded paratransit)
 - Overwhelming YES for "TARTA Thrive" with the wheelchair icon (mostly orange, one green). One vote for "TARTA Plus". Other feedback included:
 - TARTA Thrive tells you what the goal is, Plus does not.
 - Keep in mind that color blind individuals can't see in color.
 - Consider brail and/or sounds the busses make that differentiate the services upon arrival (like a crosswalk sound).
 - Recommend that you become familiar with person-centered language. Hard would benefit too.
 - TARTA Mobile and TARTA Mobility were names that were tossed around.
 - Consider turning the "i" in Thrive into a person to be more inclusive of those with disabilities that are not in a wheelchair.

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- Educating current clients/orgs is key to making the transition a success. Train staff to use the new name, etc. TARPS clients are trained to look for TARPS.
 - Consider a survey to the public because people tend to support things they are a part of.
 - Put the words paratransit on the outside of the vehicle to help with the transition/education.
- Introduction to **Projects** - these three projects came directly from the list of goals that the group agreed upon earlier in 2023. The CAC members chose what project they'd like to work on.
 1. Working with the **Communications Team on deliverables** - Courtesy Cards, full-service maps, website, etc.
 - Becky Opperman and Ken Schumaker (lead)
 2. **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
 3. **Create stakeholder list** to push flyers/announcements out to their networks.
 - Brandon Brown (lead), Jen Seibel

Still to be assigned a group: Sara Soper, Katie Wilson, Delores Anderson

- Brief **Updates** from TARTA Staff
 - Jessica Rood - Customer Care Manager
 - Visits focusing on transit training to Springfield high school and other areas. Transit training has been requested by Clay High School and Toledo Speedway.
 - New Mobility Manager added to the team!
 - TARPS building at 130 Knapp Street was honored with being named a Certified Autism Center
 - New role of Quality Assurance Coordinator has been filled to manage customer complaints in a concise, reportable, and accountable manner.
 - Human Resources team update/job fairs - TARTA has a new Chief Human Resources Manager and recruitment team. We are focusing on biweekly in-house job fairs for bus operators.
- New Business:
 - Mary Morrison, TARTA Board President, thanked the committee for their dedication on behalf of the entire Board
 - Loren reminded us that National Train Day is May 14
 - Back to rebranding TARPS, Loren suggested that we gather emails from current TARPS riders to roll-out this change. TARTA had used the TARPS mailing list previously (when Flex was rolled out) so this is a great idea!
- Next Meeting Date - mark your calendars:
 - **Wednesday, May 22, 2024** at 5:30 pm at Mott Library