



**TARDA**

THE FUTURE IS HERE

May 2020

# TODAY'S TOPICS

- About
- New Framework
  - Crossroads
  - Operations
  - Fix it First
  - Future
  - Funding
- Our Partnership
- Q & A



# ABOUT

TARTA OVERVIEW



**TARTA**

# OVERVIEW

Fixed  
Route  
Service

2.5+ M Trips Annually

525 Employees • 15 Member  
Board

191 Revenue Vehicles

ADA Paratransit • Call-A-Ride • School  
Services

# RIDERS & DESTINATIONS

Workforce

Students

Job Seekers

People with Disabilities

Seniors

Next Generation



Jobs, Businesses, Schools & Universities, Errands, Shopping, Entertainment, Parks, Medical Facilities, Family &

# NEW FRAMEWORK

**TARMA**

# BUSINESS PLAN FRAMEWORK

CROSSROADS



1

OPERATIONS



2

FIX IT FIRST



3

FUTURE



4

FUNDING



5



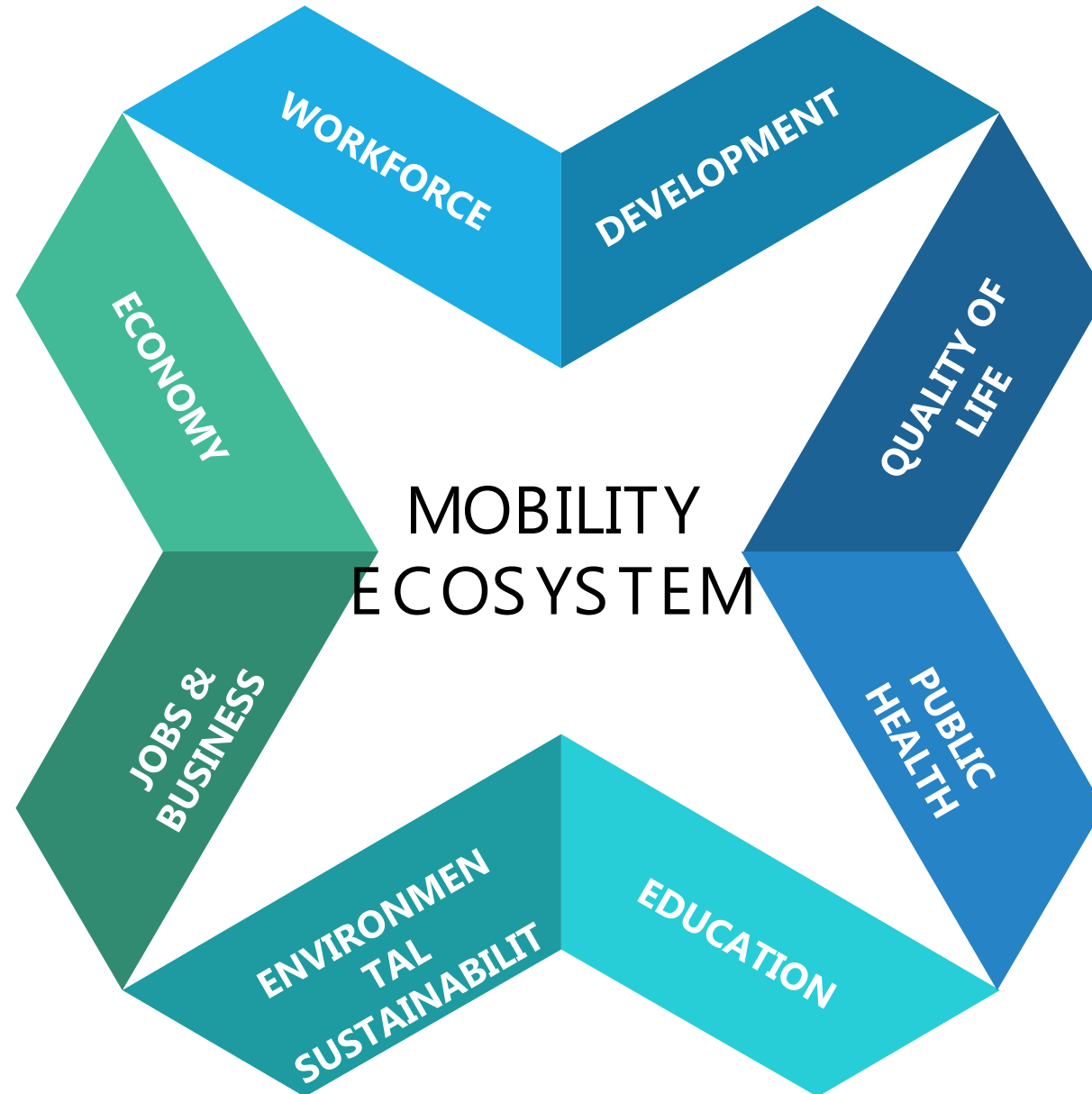
CROSSROADS

**TARMA**



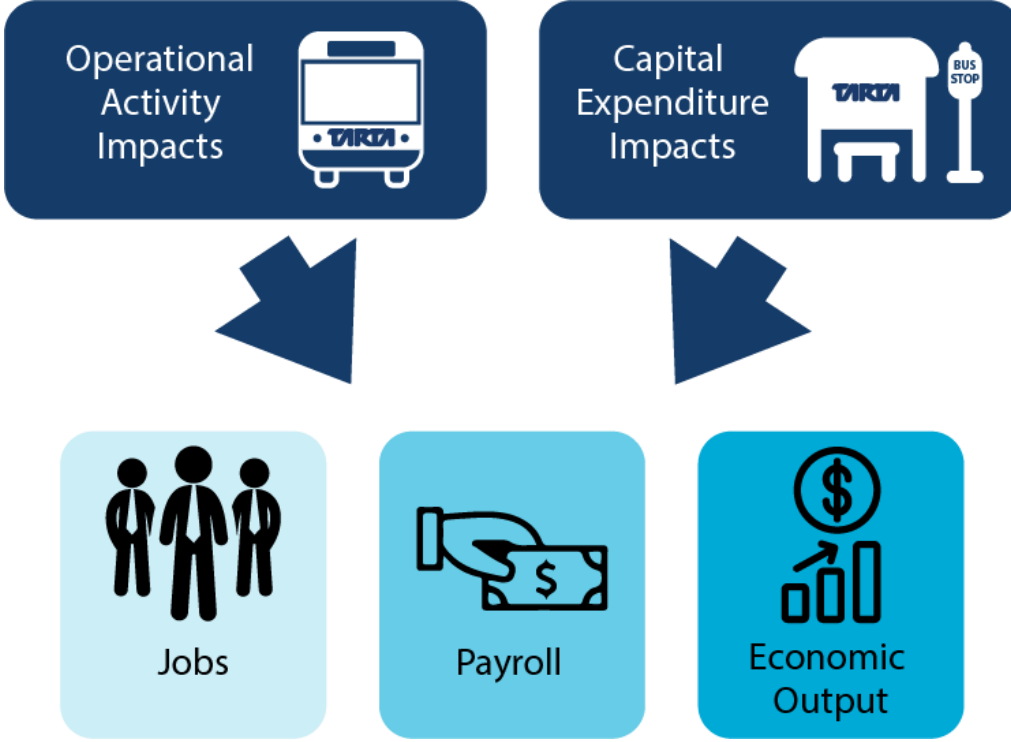
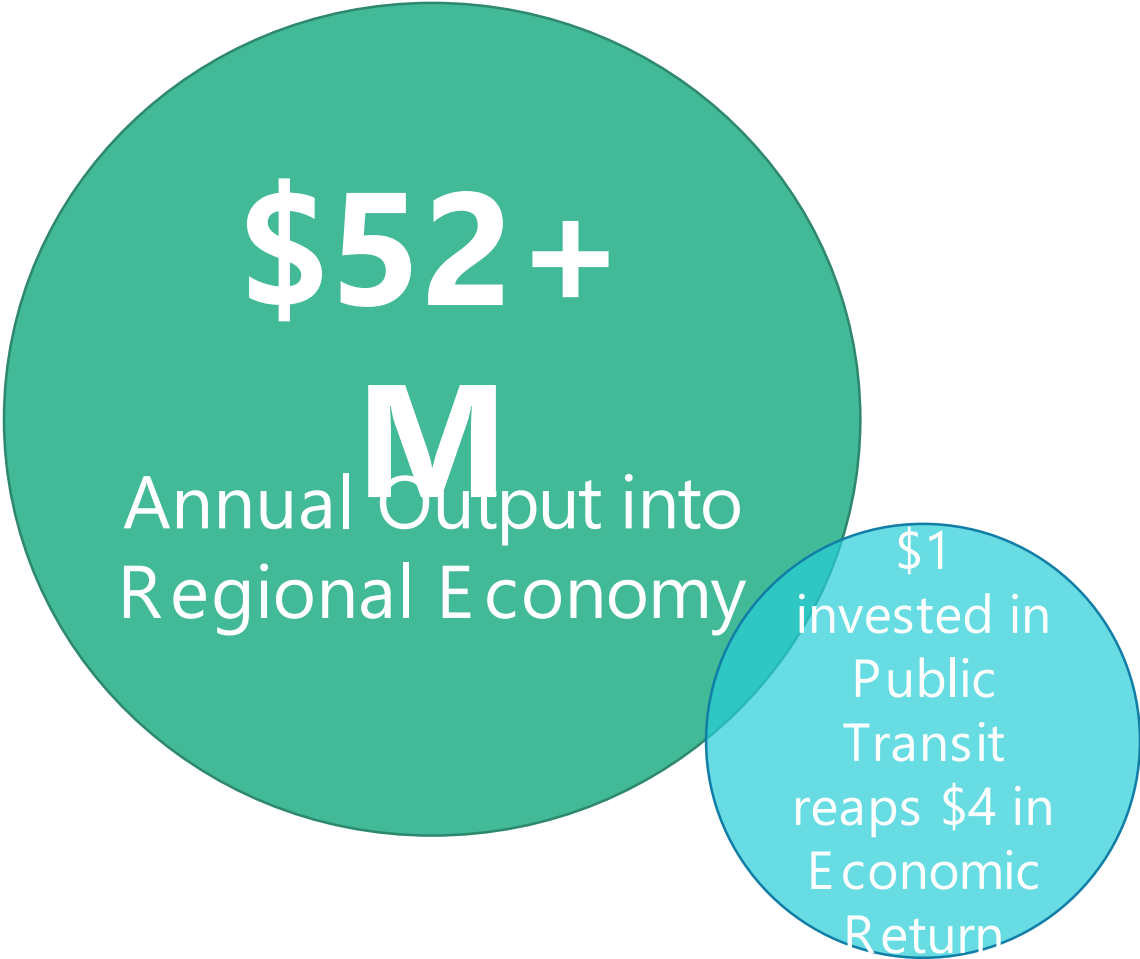


# REGIONAL RESILIENCE





# ECONOMIC IMPACT





# NEW LEADERSHIP = BOLD VISION

## Foundational

Hub Project on Hold  
 AV Project Declined  
 Transit Asset Management Plan  
 Asset Condition Assessment  
 Operations and Alternatives Analysis

## Finances

Creative Strategies to Leverage Federal \$  
 Repurpose FTA Grant Funding  
 Renegotiate Contracts  
 Review all Business Partner Relationships  
 Vastly improved AP Aging Cycles

## New Funding

\$30 million Grant Application Submitted April 2020  
 \$7.5 million ODOT Toll Development Credits as Match  
 23 Letters of Support from Federal, State, Local Elected Officials and Business Leaders

## COVID-19

Ahead of Peers in Preparedness and Protection Strategies  
 Fare Free  
 Rear Boarding  
 10 or Fewer Passengers per Bus  
 Shadow Service  
 Front Line Pay

## Community Relations

Developed and Repaired Key Stakeholder Relationships  
 Hired Public Transportation Industry Leader for Communications and Customer Experience Initiatives

## Technical

Build Technical Capacity on Executive Team  
 Technical Capacity, Strategic Plan and Transit Management Consulting RFP Issued  
 IT Technical Capacity Support Services RFP Issued



# OPERATIONS



# TRANSFORM TO BEST IN CLASS





# COVID-19 INDUSTRY-LEADING SOLUTIONS

Protect  
Drivers &  
Riders

Free Rides –  
Eliminates  
Fare Box as  
Hot Spot

Rear Entry  
–  
Protects  
Drivers

10 Riders  
at a Time –  
Social  
Distancing

Shadow  
Buses –  
Picks Up  
Riders Left  
Behind



FIX IT FIRST

**TARMA**



# \$30M FEDERAL GRANT APPLICATION

23  
Letters of  
Support

U.S.  
Congress

Chamber &  
Business  
Community

State &  
Local  
Officials

\$7.5 M  
ODOT  
Match

**SHERROD BROWN**  
U.S. SENATOR  
OHIO

**United States Senate**  
WASHINGTON, DC 20510 - 3006

April 3, 2020

**Representative Paula Hicks-Hudson**  
Minority Whip

March 26, 2020

Mark Barbrick,  
1127 Central Avenue  
Office of Program Management, Federal Transit Administration  
Toledo, OH 43697

I am pleased to submit this letter supporting the Toledo Area Regional Transit Authority. TARTA is applying to the Federal Transit Administration for 5339 Bus and Bus Facilities competitive grant funds in the amount of \$30 million. We believe this project will improve transportation and transit service along the TARTA system which is a vital asset to our community.

This grant will bring TARTA much needed dollars for replacement vehicles of the 191 revenue vehicles in their fleet. 142 have met or exceeded their useful of terms of age and/or mileage thresholds as outlined by the Federal Transit Administration. Therefore, they should be considered as eligible to receive Federal Transit Administration for 5339 Bus and Bus Facilities competitive grant.

As we know TARTA has a unique vision into the future to continue to provide, safe, reliable, efficient and affordable transportation the community deserves. I fully believe these funds will offer TARTA the best chance to continue the vision for commensurate success.

Sincerely,

*Sherrod Brown*  
Sherrod Brown  
United States Senator

*Paula Hicks-Hudson*  
Paula Hicks-Hudson  
State Representative

**Committees:**  
Agriculture & Rural Development  
Civil Justice  
Finance  
Finance Subcommittee on Agriculture, Development and Natural Resources  
Rules & Reference

[www.ohiohouse.gov](http://www.ohiohouse.gov)  
#5, High Street  
Columbus, Ohio 43245-6111

**Contact Information:**  
Office: 614-466-4400  
Toll-Free: 1-800-282-0933  
Fax: 614-719-6968  
Email: [Rep44@ohiohouse.gov](mailto:Rep44@ohiohouse.gov)







# CUSTOMER & COMMUNITY FOCUS



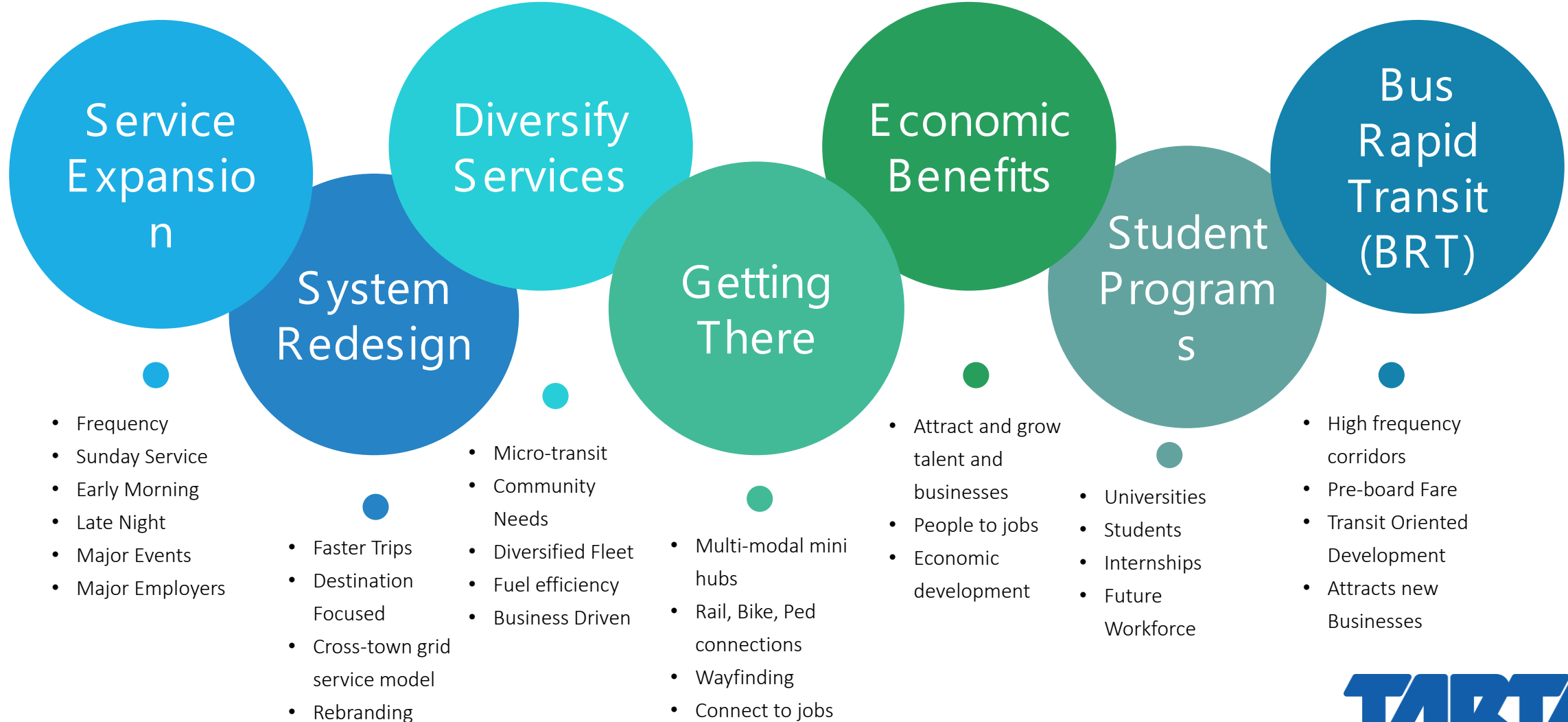


FUTURE

**TARMA**



# BUS SYSTEM IDEAS





# TRANSFORMATION TIMELINE

**Phase I**

**Phase II**

**Phase III**

**2020**

- 1. Staff Technical Capacity
- 2. Human Assets
- 3. Technology
- 4. Infrastructure
- 5. Funding

**DISCOVERY**

**2021-2022**

- 1. Bus System Redesign
- 2. Community Engagement
- 3. Rider & Human Services Solutions
- 4. Deploy Business Systems
- 5. Technology Engineering Design

**PLANNING**

**2023+**



**IMPLEMENTATION**

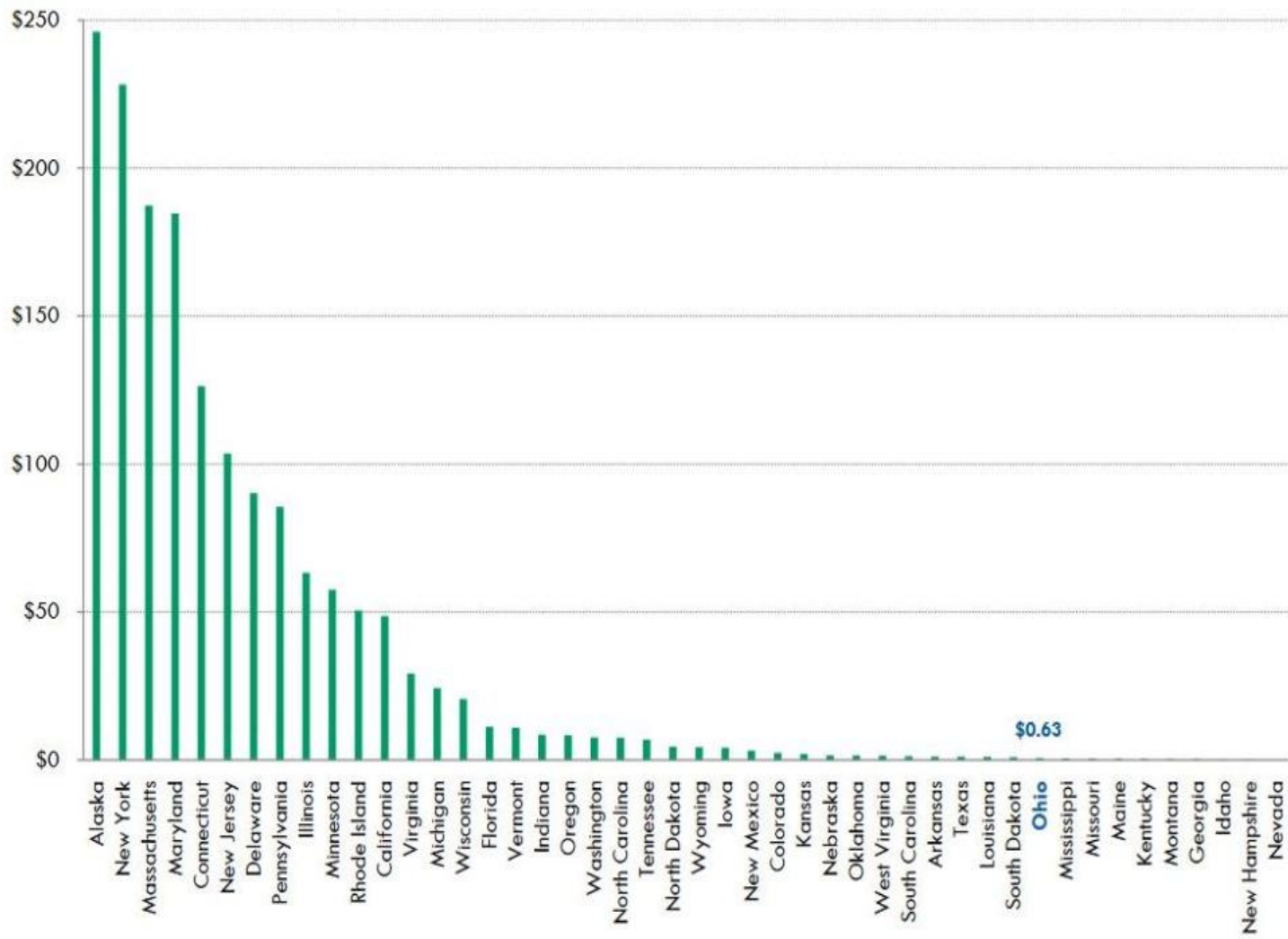


FUNDING

**TARMA**



# TRANSIT FUNDING BY STATES





# PROPERTY TAX TREND

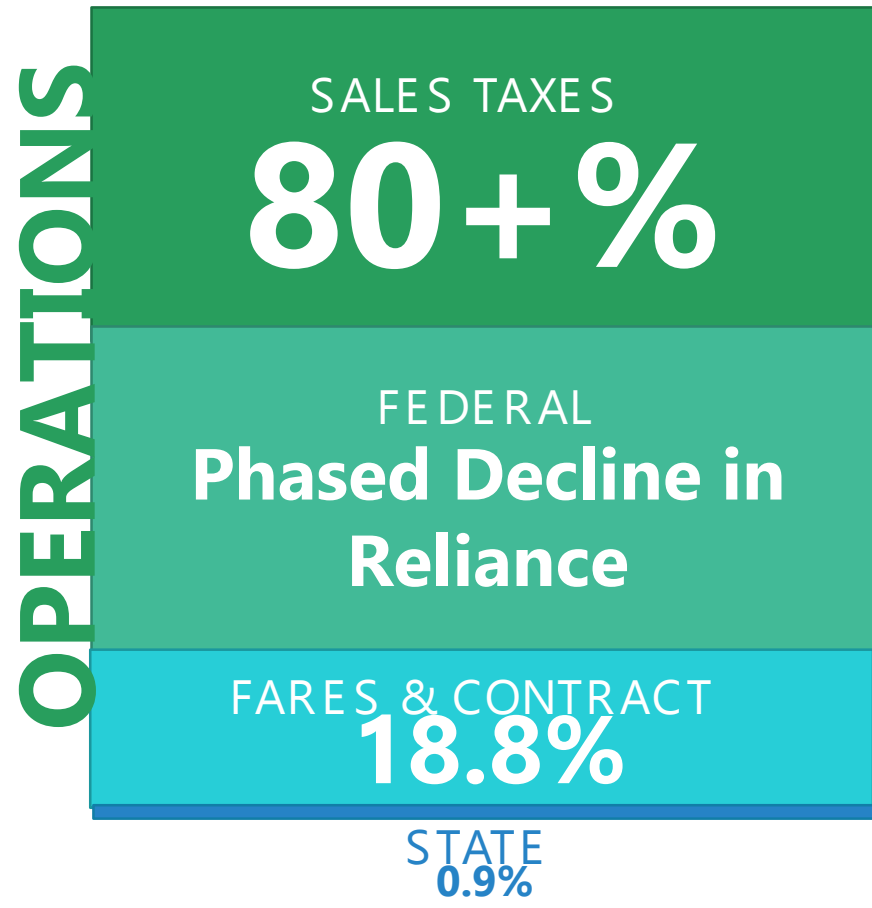
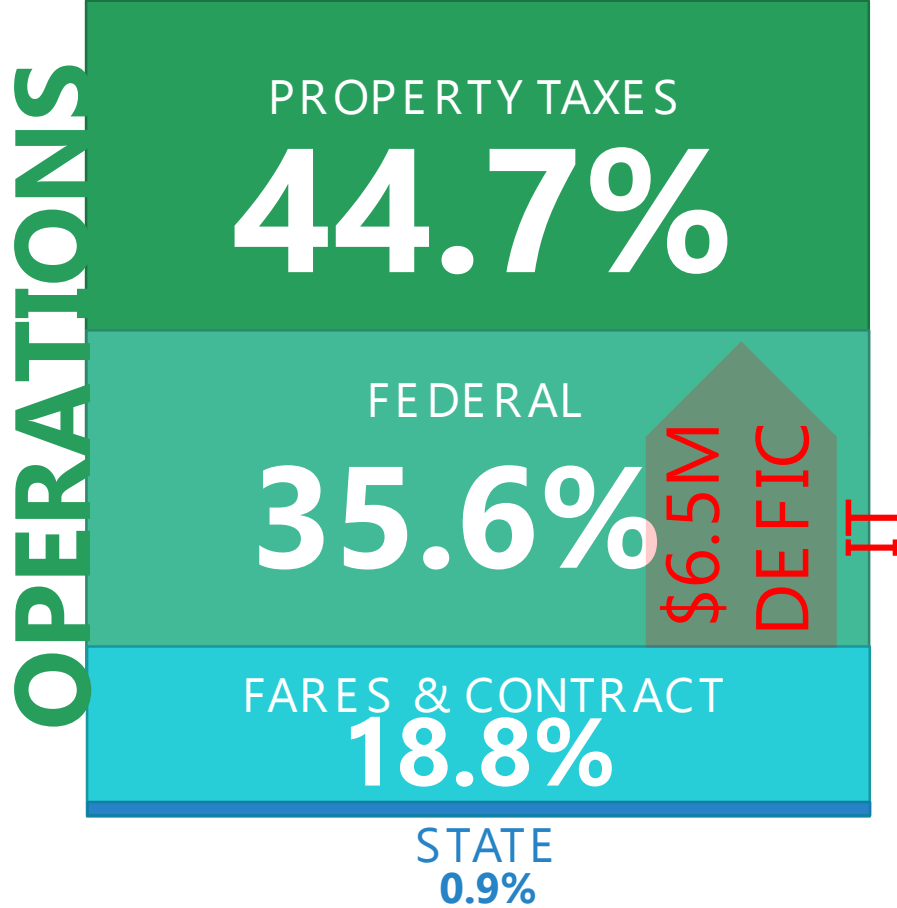




# OPERATIONS FUNDING MODEL

2018

FUTURE



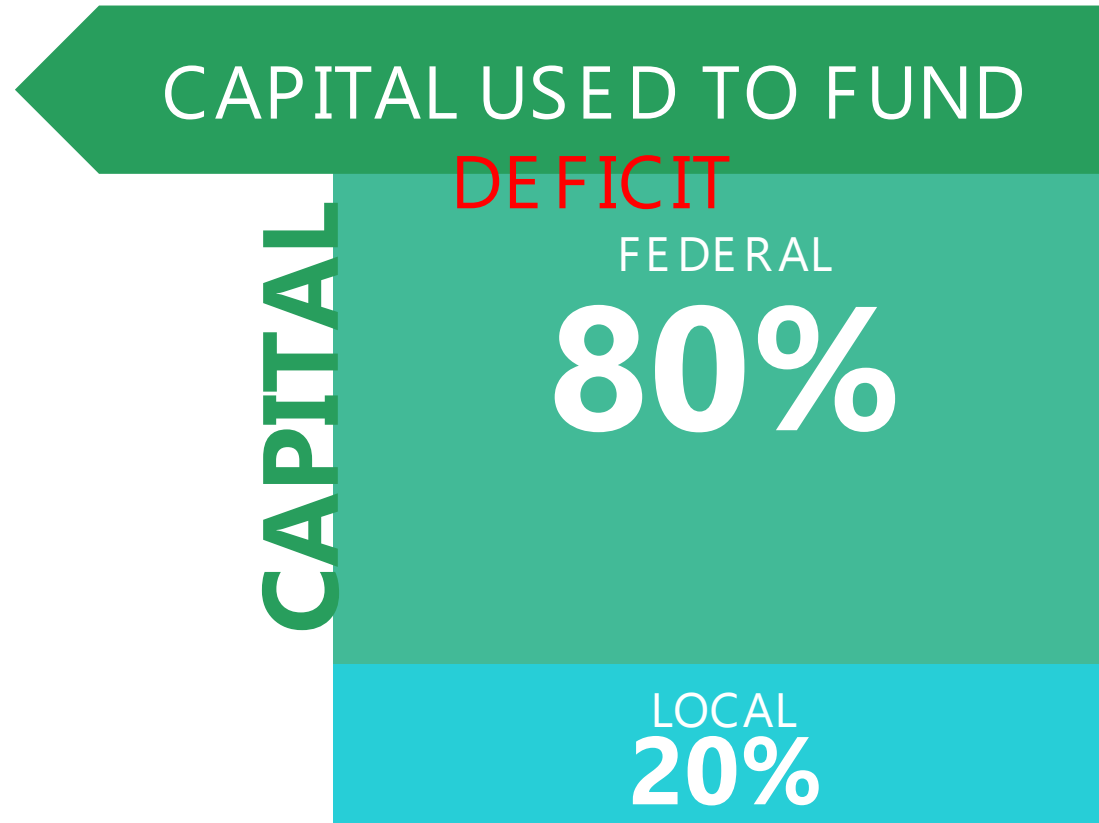




# ADEQUATE INFRASTRUCTURE INVESTMENT

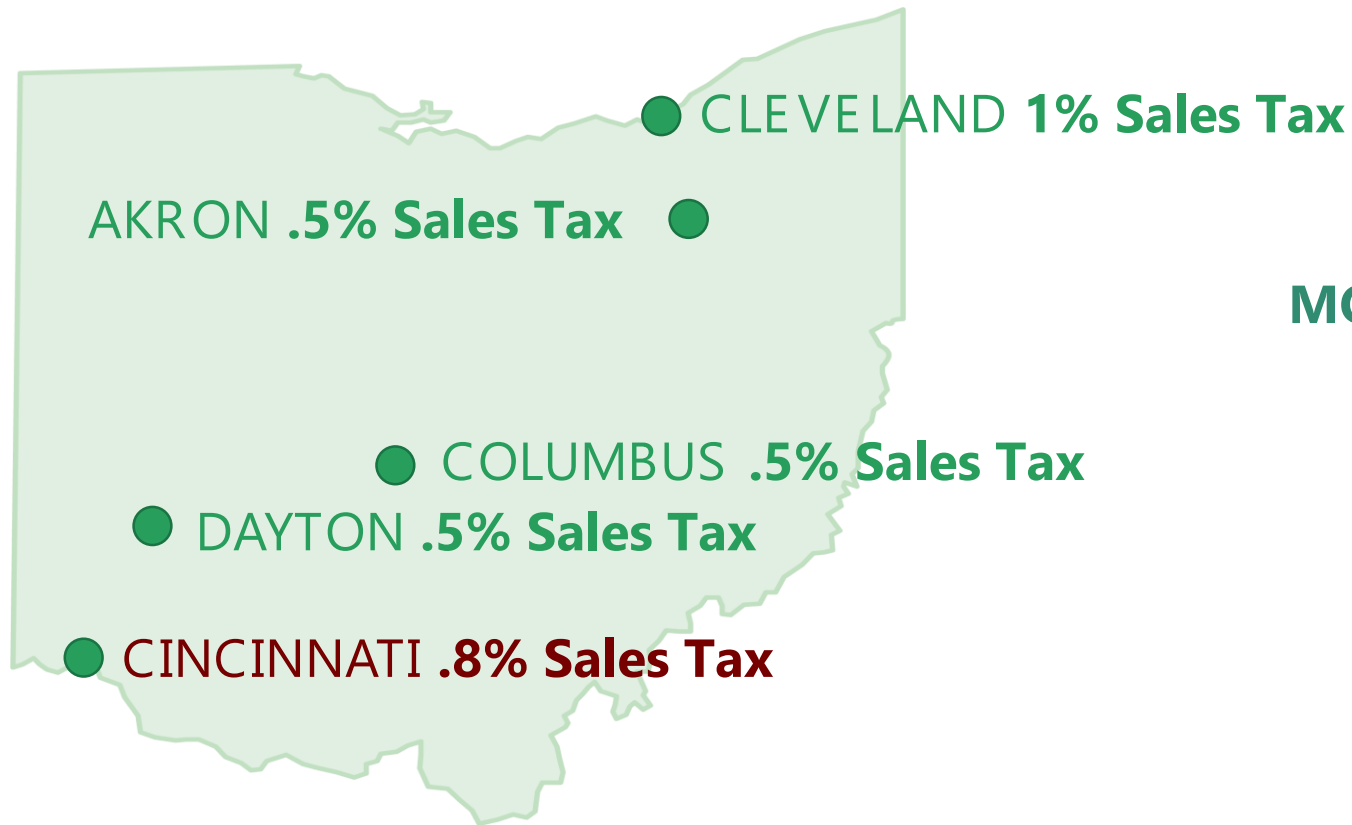
\$7+ million in annual Federal Funding

Competitive Grants





# TRANSIT FUNDING TRENDS IN OHIO



## MORE PROGRESSIVE MODEL

- More Equitable
- Responds Faster to Inflation
- Broader Contribution Base
- Control over Purchases

# OUR PARTNERSHIP



**TARMA**

# WE NEED YOUR SUPPORT RESOLUTION PASSAGE

- Add Lucas County as a member of TARTA
- Eliminating TARTA'S 2.5 mill property taxes and substituting a .5% sales and use tax
- Allocating monies from sales tax to fund TARTA operations
- Allocating monies from sales tax to fund municipal TIF projects

The logo for TARCA, featuring the letters in a bold, white, sans-serif font with a stylized, blocky appearance. The background of the entire image is black, with vibrant, flowing, abstract shapes in shades of red, orange, yellow, green, and blue that create a sense of motion and energy.

**TARCA**

QUESTIONS & ANSWERS