



TOLEDO AREA REGIONAL TRANSIT AUTHORITY



New Directions + New Places = TARTA Today

Laura Koprowski, CEO
Neil Greenberg, Director of
Service Development



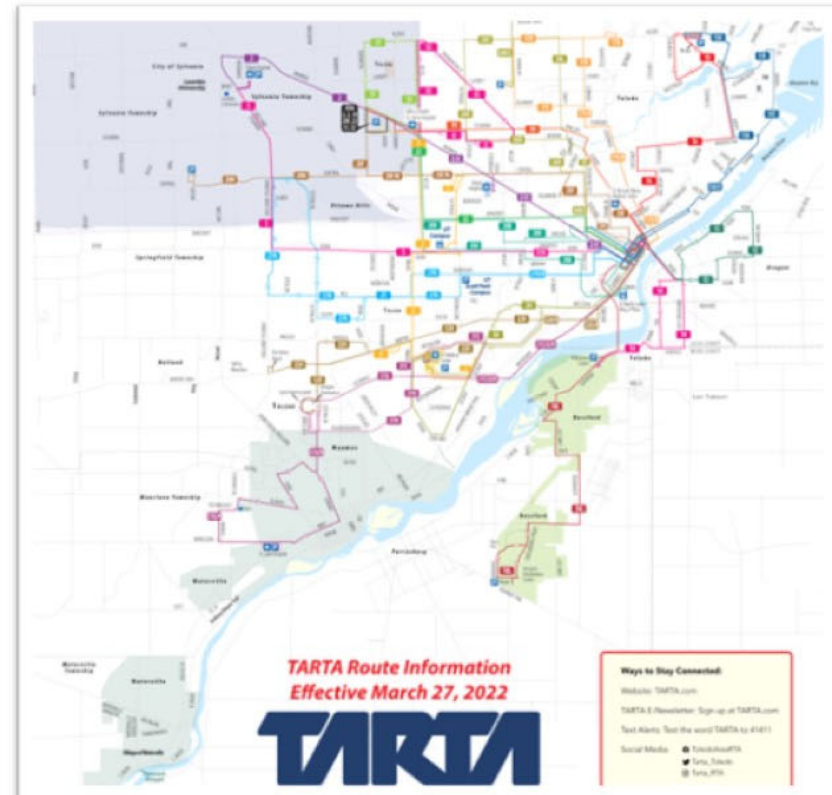
**Thank You for
Taking Us Places.**



TARTA

Issue 12

- Service Area Expanded to All of Lucas County & Rossford
- Half Percent Sales Tax in Effect April 1, 2022
- Property Taxes Ended Jan. 1
- 2021 Property Taxes Collected in 2022



What's New?

-  7 days a week – beginning March 27
-  16 million in new federal grants
-  Reaffirm community partnerships
-  New community partners in new places
-  36 new vehicles in 2022
-  Deploy technology
-  It's Go Time!



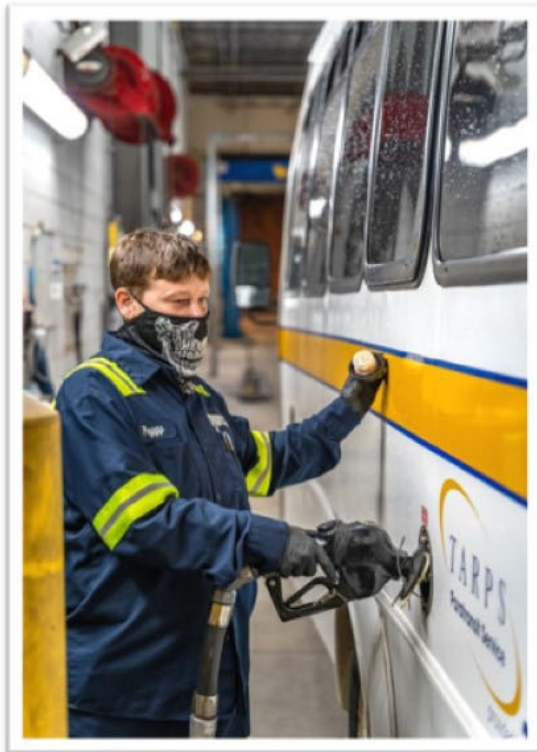
Taking You Places — 7 Days a Week

Find your ride at www.tarta.com

TARTA

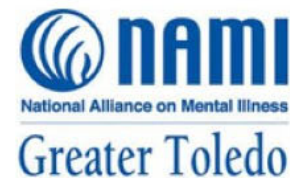
TAKING YOU PLACES

Awarded \$16 million in Competitive Federal Funding



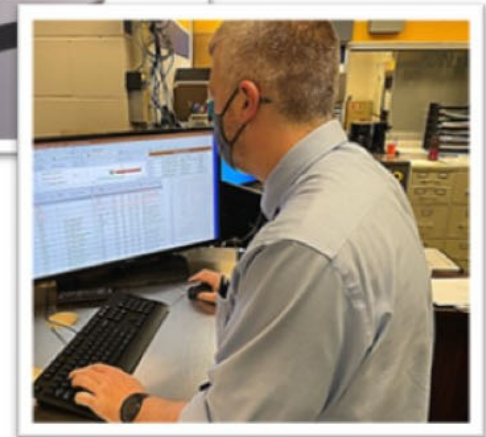
- American Rescue Plan Funding - \$13.8 million – Only 35 grants awarded in the nation
- Bus & Bus Facility Funding - \$2.3 million – Upgrade main garage; 12 new TARPS vehicles

Cultivating Community



\$8 million in Technology Investments

- Software upgrades for real-time data collection
- Automatic Passenger Counters
- Smart Transit
- Fareboxes



36 New Vehicles in 2022



TARTA Services Today



Ridership on the Rise



It was quick, convenient, clean, and even peaceful. No ear buds. I just watched, listened and got some EMDR tapping in.

Also, it's free. And the trick to catch a bus? Use the bus icon in MAPS.



Eric, Route 32
TARTA Rider



TARTA
TAKING YOU PLACES

TARTA

Where People Go

- 37% - Work
- 18% - Shopping or grocery store
- 13% - Medical or dental appointment
- 8% School or college





TARTA | Next

It's Go Time.



REDESIGN BUS
SERVICES

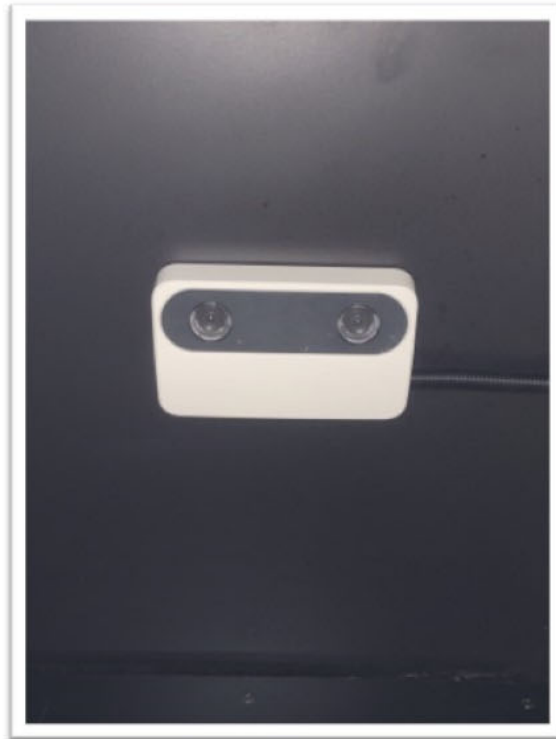


EXPANDED AND
EASIER SERVICE

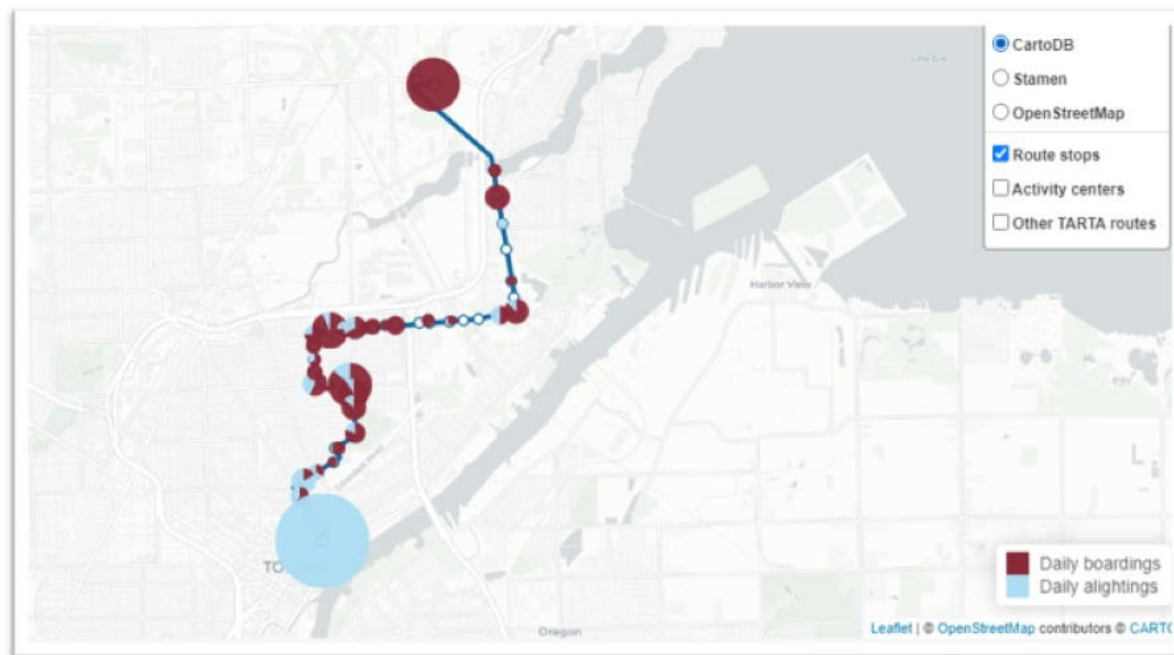


CREATE MOBILITY
OPPORTUNITIES

Collecting Data



Stop Level On/Off Data



Peer Comparison

Figure 2-3 Peer Agency Operating Revenues by Source (Percentages)

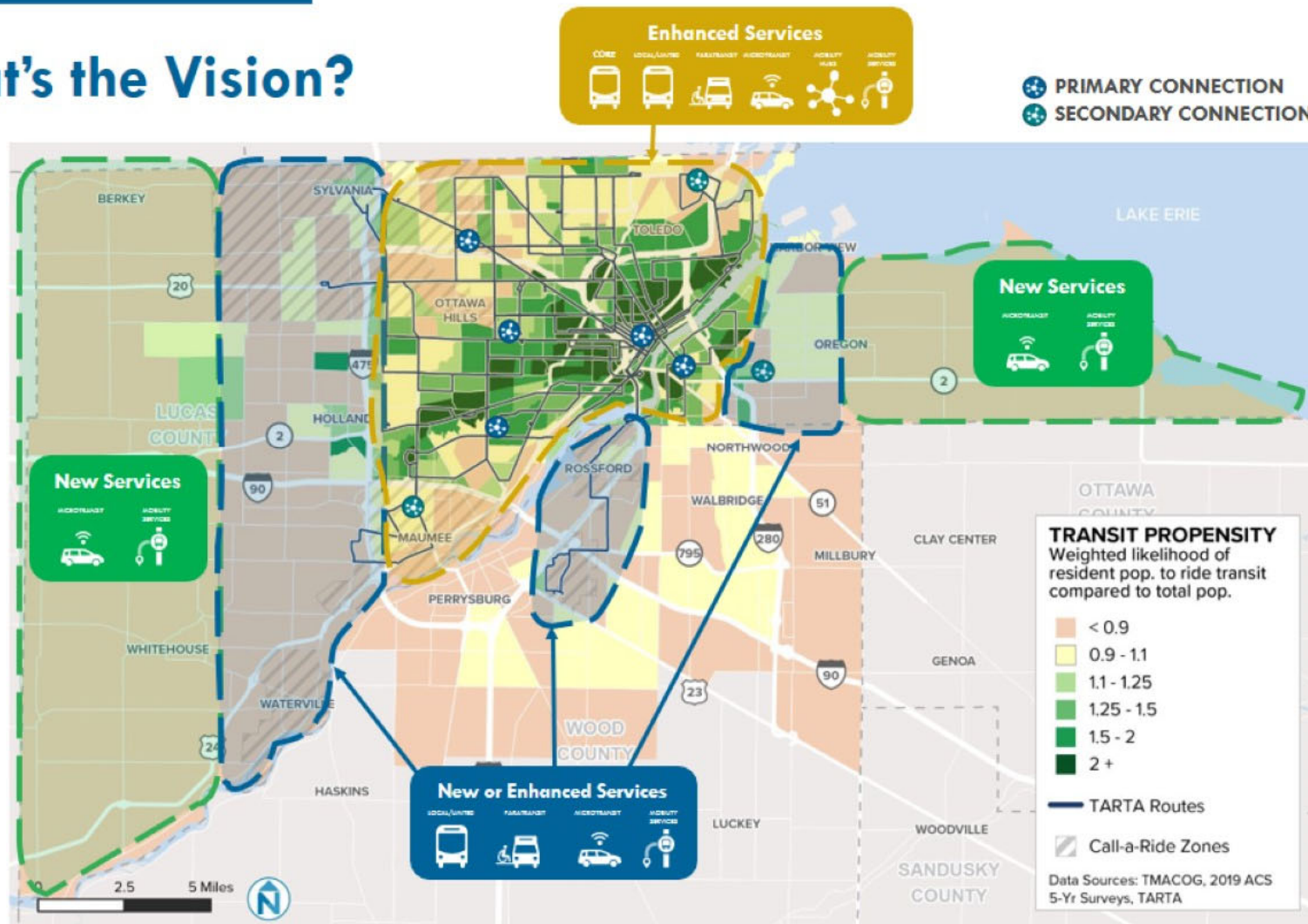
Funding	TARTA	RTA	COTA	CARTA	The Rapid	RTS
Total Operating Expense	\$27,208,759	\$76,585,826	\$169,304,679	\$21,282,774	\$47,555,016	\$81,627,093
Operation Funding Sources						
Federal Contributions	29.6%	21.2%	0.3%	16.6%	5.1%	10.7%
State Contributions	1.1%	2.7%	0.0%	12.3%	32.4%	51.3%
Local Contributions	46.5%	61.1%	63.5%	24.4%	42.2%	10.2%
Fares and Directly Generated Contributions	22.8%	15.0%	36.3%	46.7%	20.2%	27.8%

What's the Vision?



SERVICE SCENARIOS

What's the Vision?



SERVICE SCENARIOS

Microtransit Examples

- COTA/Plus (Columbus, OH)
 - Four zones, suburban & urban
 - \$3/ride
- BCGo (Battle Creek, MI)
 - Rural/urban pilot
 - Fares vary based on distance
- Rapid Connect (Grand Rapids, MI)
 - Two zones, mostly suburban, \$1.75 per ride
 - Connections to frequent service at transit centers



Calhoun County Coordinated Mobility Pilot

Fare Structure

Miles of Trip	Fare
< 6 miles	\$3.00
6 - 10 miles	\$5.00
11 - 15 miles	\$7.00
16 - 20 miles	\$10.00
> 20 miles	\$15.00
Additional Passenger(s)	\$3.00



BCGo

On-Demand Transit

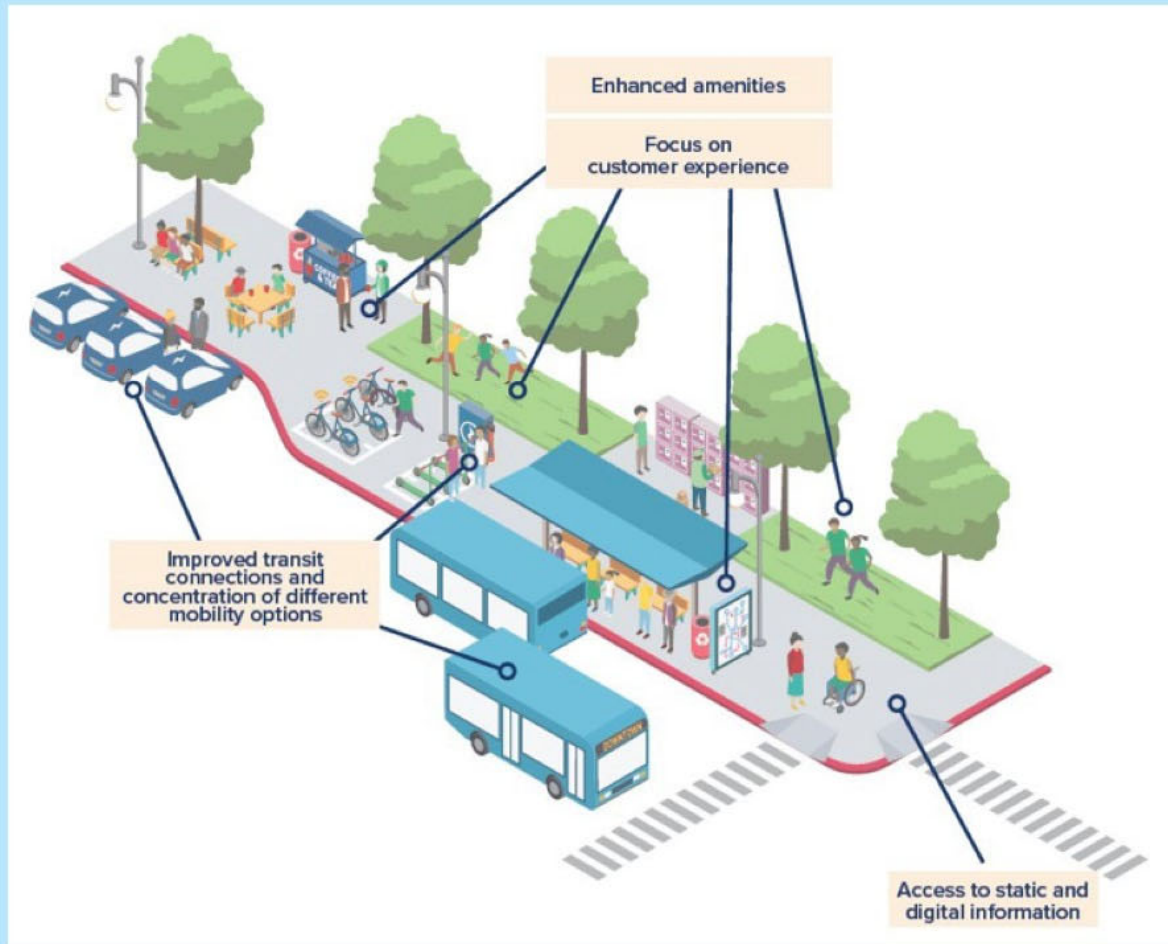
Calhoun County Coordinated Mobility Pilot

BCGo is a pilot program demonstrating the feasibility of an on-demand transportation system in Calhoun County. Book your ride today.

Download the App now:

Available on the App Store | GET IT ON Google Play

What are Connection Points?



Connect with TARTA

