

2025 Toledo City Council Update



November 13, 2025

2025 Toledo City Council Update

Kendra Smith, AICP -
President
TARTA Board of Trustees



TARTA VALUES

- RESPECT
- COMMUNICATION
- INTEGRITY
- SAFETY
- COLLABORATION

Mission

Empowering people to make connections.

Vision

The leader in quality and innovative mobility options that better our community.

The background is a blue-tinted photograph of a city street. A white TARTA bus is visible in the foreground, with the number '316' and the word 'VIA' on its destination sign. To the right, there is a pedestrian crossing sign and a decorative sculpture. The overall scene is urban and modern.

TARTA Board of Trustees Toledo Appointees

Kendra Smith – President
Gary Gonya – Chair, Nominating Committee
Dr. Tiffany Whitman
Heather Baker

The background image shows a city street scene. A white TARTA bus is parked on the left side of the road. Behind the bus, there is a building with a mural that includes the text 'EL RINCON' and 'HENTIC M'. To the right of the bus, there is a large, stylized mural of a person's head and shoulders. The scene is overlaid with a semi-transparent blue filter. On the right side of the image, there is a vertical orange and yellow bar.

Empowering our Region

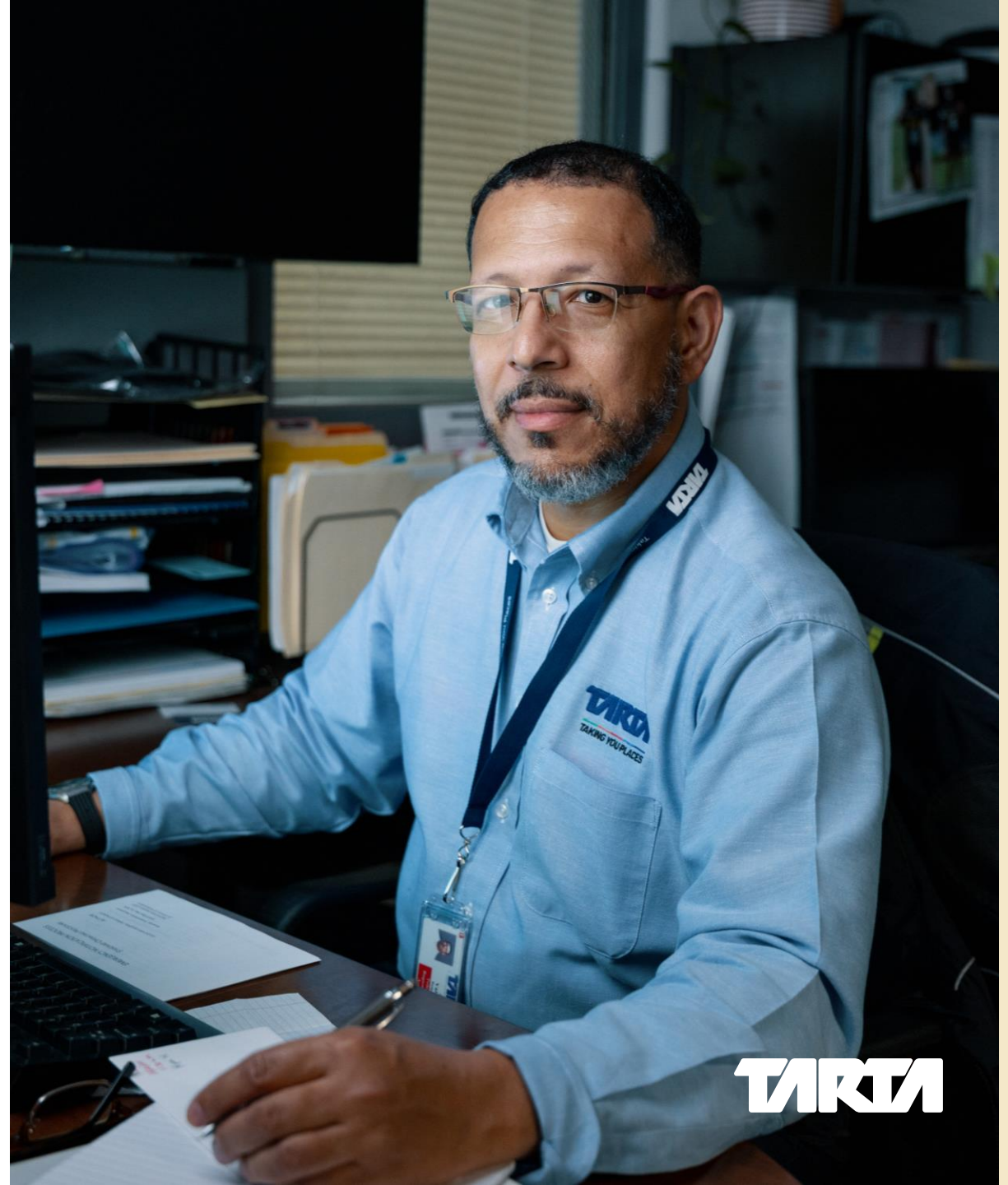
Through Investment and Employment

TARTA

297 Employees

245 Union Workers

**Represented by TAPP
and ATU**



A group of approximately 20 people are gathered for a ribbon-cutting ceremony in front of a large industrial building. They are all smiling and cheering, with many raising their hands in celebration. A blue ribbon is stretched across the group. In the background, a red octagonal stop sign is visible, and a sign on the building reads "FOR SERVICE RING BELOW". The entire image is overlaid with a semi-transparent blue filter.

\$22.9 Million
Capital Investments

2025 Toledo City Council Update

Laura Koprowski, CEO





TARTA move²

TARTA Move ridership
increased by 3%



TARTA flex²

TARTA Flex ridership
increased by 9%



TARTA

Fixed-Route ridership
increased by 15%



200,000+

Fixed Route Rides Per Month

TARTA

CUSTOMER EXPERIENCE

84%

SATISFACTION RATE



TARTA FIXED ROUTE SERVICE

95%

SATISFACTION RATE



TARTA PARATRANSIT SERVICE

96%

SATISFACTION RATE



TARTA FLEX SERVICE



Personnel

Hiring more security personnel to Team TARTA.



Equipment

Expanding video surveillance and cameras to every bus.

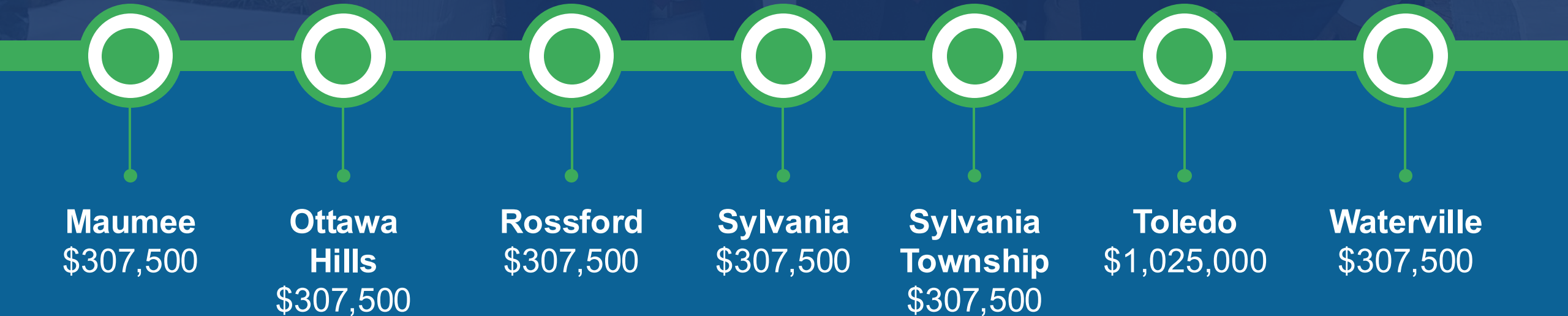


Training

Increasing focus on de-escalation.

\$2.87 Million LITE Funding

Distributed Since 2022



City of Toledo's Investment In Transit

Utilizing the **\$279,000** in LITE Funding to improve **27 bus stops** across Toledo.

Improvements include new concrete pads, benches, and trash receptacles.



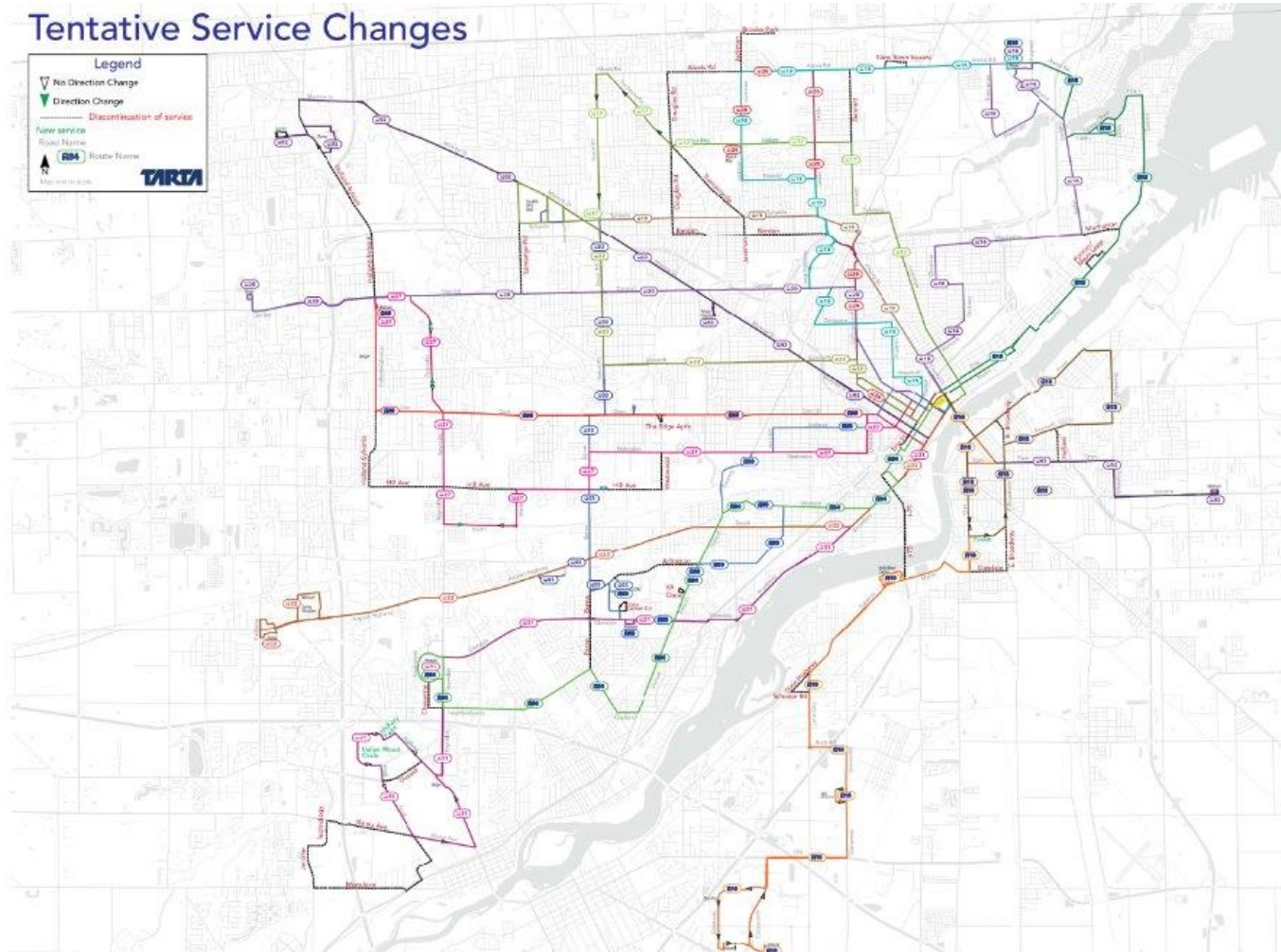
System Redesign

Keeping Toledo Moving

TARTA

Change Overview

- Service every 30 minutes for routes 3, 10, 20 and 31 (6:30 a.m.- 9:30 a.m. and 2:30 p.m.-5:30 p.m.)
- The extension of Route 2 to Lourdes University
- The extension of both fixed route and TARTA Move paratransit service stop time from, 10:49 p.m. to 11:19 p.m.
- New Route 18, headed to Meijer on Alexis Road
- The elimination of all route letters. Branches of those routes would be covered by other schedule changes.
- Due to low ridership and need, less frequent services on all routes after 6.p.m (service every 90 minutes)



Keeping our promise to the community

- ⑩ We hosted 5 listening sessions through September and October to collect feedback from the community.
- ⑩ We are expanding our regional connections and strengthening customer experience.
- ⑩ Improving our frequency on new routes connecting the community to jobs.



Opportunity starts
where the bus stops.

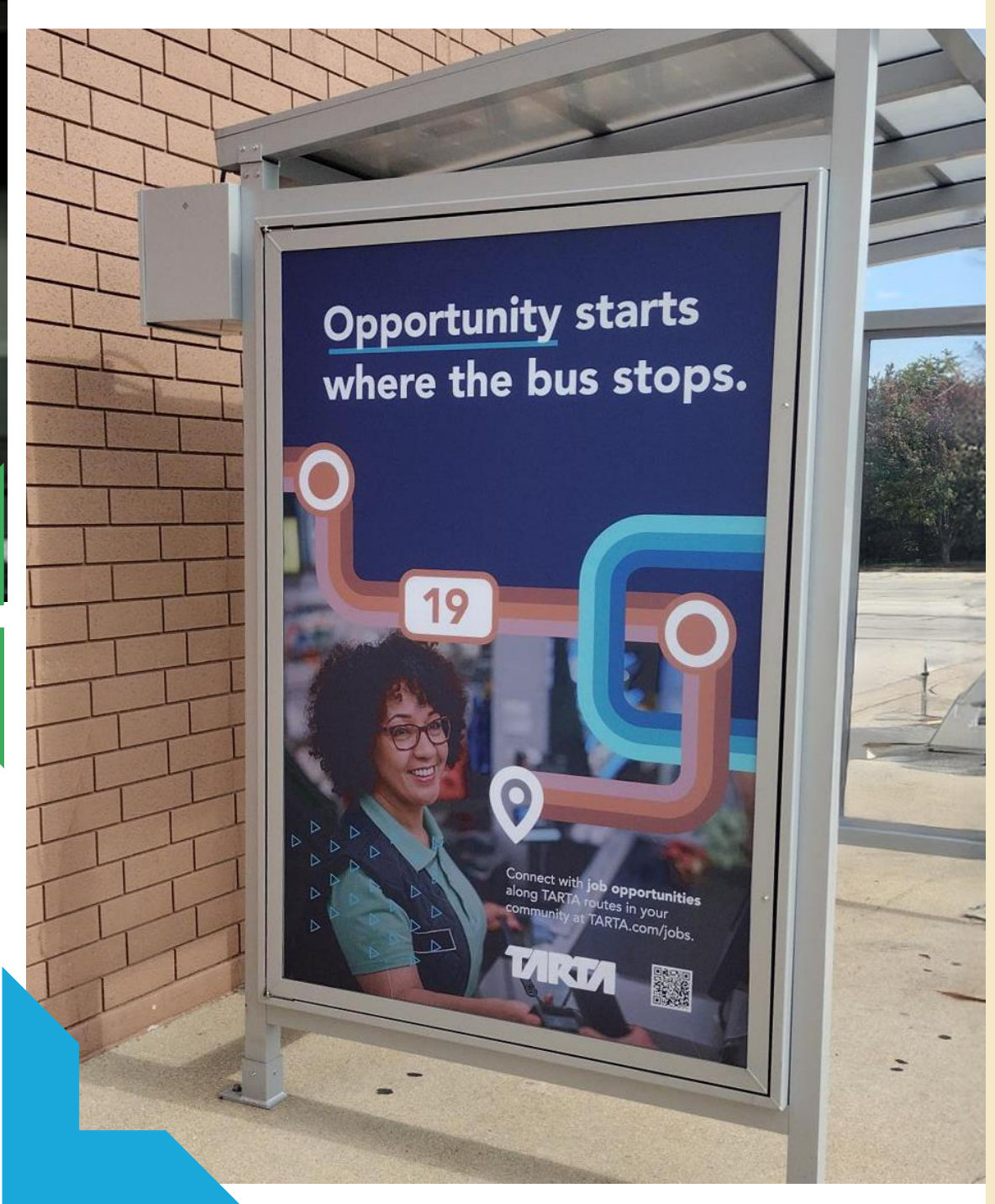
Opportunity starts where the bus stops.

TARTA

Connect with job opportunities
along TARTA routes in your
community at TARTA.com/jobs.

TARTA





worklink

Wood County Workforce Mobility Study



Department of
Transportation



Great Lakes
COMMUNITY ACTION
PARTNERSHIP



Making a Difference

in the Communities We Serve

TARTA

Youth Summer Blast Pass

3,169 Passes
Issued in 2025

- Third year of providing free transportation on TARTA services to youth in the summer
- **56% increase** of passes issued since launch

**John
Henry
Eldred Jr.**
FOUNDATION

TOL
City of Toledo





TARTA zero

SUPPORTED IN PART BY



**Environmental
Protection
Agency**





Bus Rapid Transit

Moving Toledo Forward

TARTA



Bus Rapid Transit

BRT is a premium bus services that blends high frequency, reliability and the comfort of rail systems with the adaptability of conventional buses.

TARTA is partnering with the City of Toledo and its Safe Streets for All (SS4A) funding to plan and create a transit corridor that saves lives.

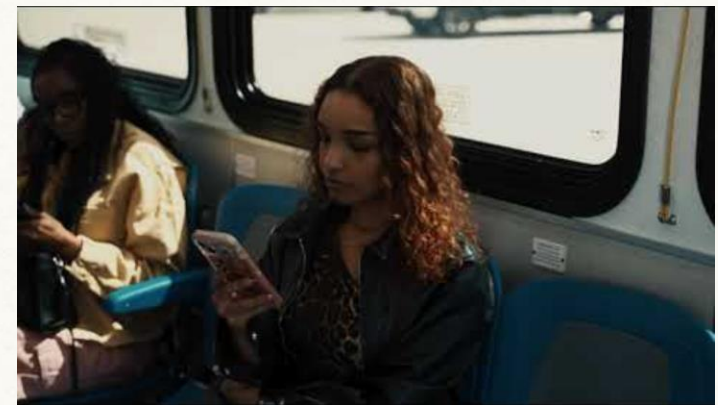


TARTA



TARTA 55 YEARS

1971 - 2026



THANK YOU 

