

TARTA

MOVE TOLEDO
TARTA'S VISION FOR THE FUTURE

Through its new strategic vision, TARTA embraces changes in our community and explores how public transportation will be a critical resource for our region's future. After months of in-depth research, including local stakeholder input, best practices in transit, and a look toward future trends in urban mobility, TARTA has prepared recommendations to Move Toledo into the future of public transportation.





BUS LANE

SERVICE INTRODUCTIONS

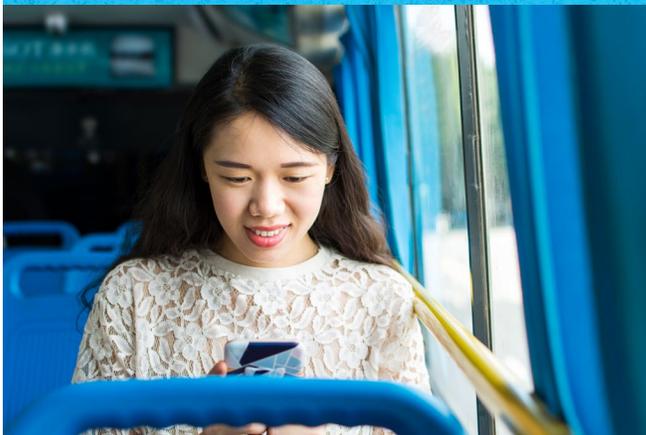
- Implement a new Uber-like, on-demand service
- Launch a vanpool program offering ride-share services to residents working in Ann Arbor, Detroit, Findlay, etc.
- Expand service throughout all of Lucas County, providing access to areas like Spring Meadows and Oregon
- Lengthen service hours to better accommodate workers on all shifts
- Research potential fixed guideway solutions appropriate for Toledo
- Completely restructure routes for more efficient service in suburbs, fewer transfers, and more frequent pickups

TECHNOLOGY ADVANCEMENTS

- Launch an app to pay fares with debit/credit cards using smartphones
- Further enhance the passenger information system app to combine fare payment, trip planning and real-time vehicle tracking
- Offer passenger Wi-Fi on all buses
- Implement online scheduling for TARPS and Call-A-Ride
- Investigate and incorporate alternative fuel vehicles including propane- and electric-powered
- Explore autonomous vehicles as technologies advance

CORE IMPROVEMENTS

- Establish a transit hub in Downtown Toledo and eliminate the antiquated Downtown Loop
- Expand and improve TARPS for the elderly and passengers with disabilities
- Seek contracts with large regional employers, educational institutions, and social service agencies
- Rebalance bus stop distribution with consolidated, new, or relocated stops for more efficient passenger experience
- Enhance bus stop amenities and wayfinding
- Refresh the brand to reflect what TARTA will become
- Update the fleet for TARTA's evolving services
- Establish a citizens committee to continually identify and prioritize opportunities for improvement
- Equalize transportation funding by shifting source from property tax to sales tax



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