

For Immediate Release  
Media Contact: Laura Koprowski,  
Chief Communications and  
Customer Experience Officer  
[lkoprowski@tarta.com](mailto:lkoprowski@tarta.com)  
Office: 419.245.5219  
Mobile: 419.764.5951



## TARTA Launches New Effort to Collect and Measure Customer Satisfaction with the Authority's Services

**(TOLEDO, Sept. 28, 2020)** - The Toledo Area Regional Transit Authority (TARTA) has a new effort underway to measure customer satisfaction through online and phone surveys. TARTA hired TransPro Consulting to conduct the surveys, analyze the results, and develop a process to track improvements in customer satisfaction over time. Customers who complete a survey will be entered into a weekly \$100 prize drawing in thanks for their participation.

The purpose of the survey is to gauge TARTA customers' support for a variety of issues ranging from bus cleanliness and driver courtesy to the convenience and frequency of local bus routes. In addition, the survey is measuring customer confidence in TARTA's response to the threat of COVID-19. It will also discover how residents prefer to engage with TARTA and which communication methods are likely to reach the most people.

"This is an opportunity to find out how we can improve our customers' experience," said General Manager Kimberly Dunham. "TARTA is on a transformational journey focused on a commitment to service standards of excellence. We hope that the insights gained from this survey give us a road map toward a greatly improved transit system. We also intentionally sought out TransPro's expertise in this area to discover what is most important to our customers and the community."

According to Mark Aesch, TransPro founder and CEO, "Customer satisfaction is a critical metric in the private sector so it should become a priority for public services as well. Our philosophy is simple: To learn what would improve customers' lives, you've got to ask them what they need."

Residents are encouraged to visit **TARTA.com** or call **(567) 343- 5767** to complete the survey and learn more.

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### **About TARTA**

The Toledo Area Regional Transit Authority (TARTA) provides a vital link in the Toledo metro area to jobs, education, health care and other destinations. It enables everyone in our community to have access to transportation regardless of their age, race, physical ability or economic background. TARTA is underway with exploring and introducing new initiatives and service options that will enhance convenience and customer experience while moving Toledo into the future of public transit.