

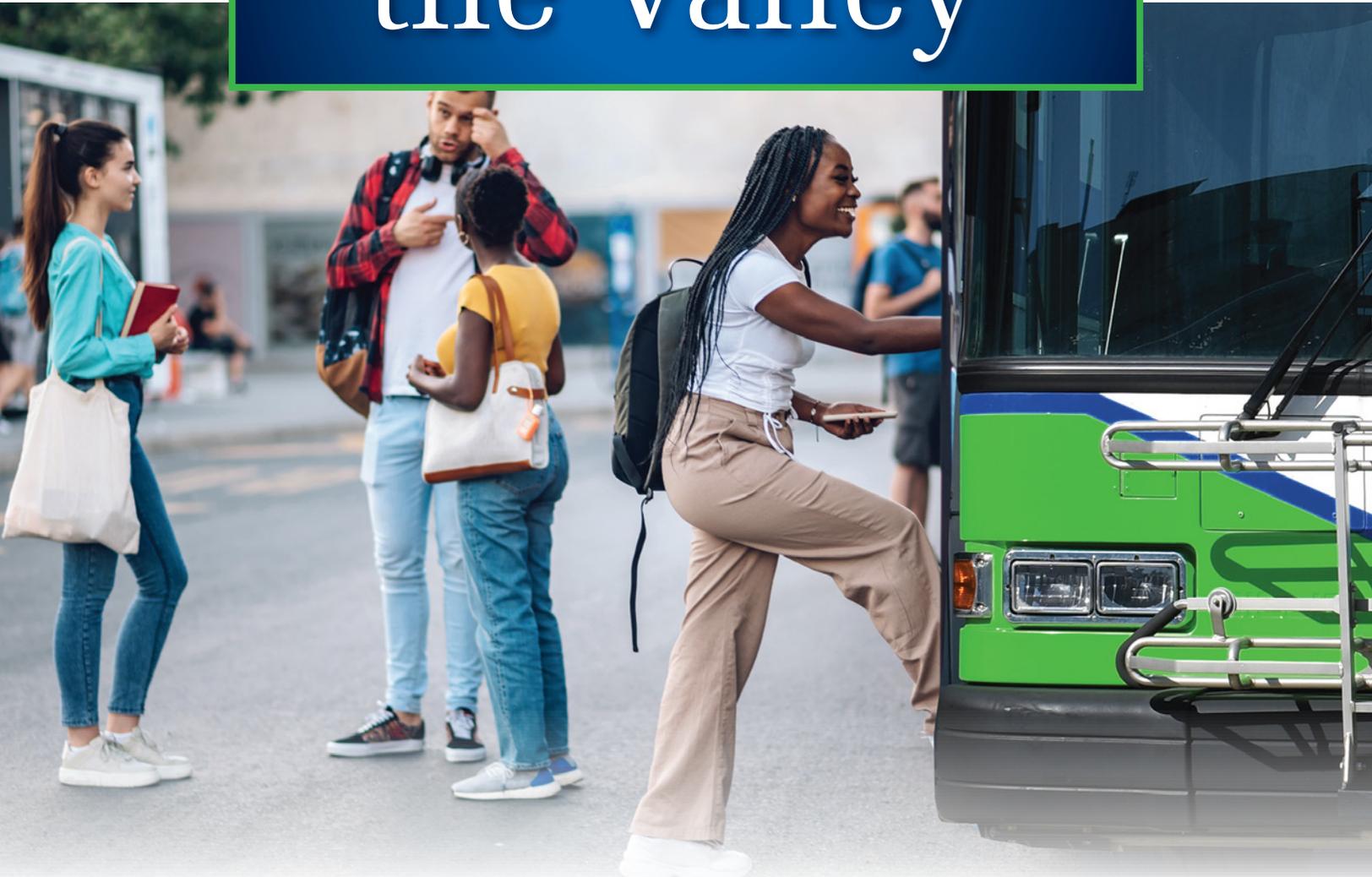
Going Your Way

WRTAonline.com



2025
ANNUAL
REPORT

Serving the Valley



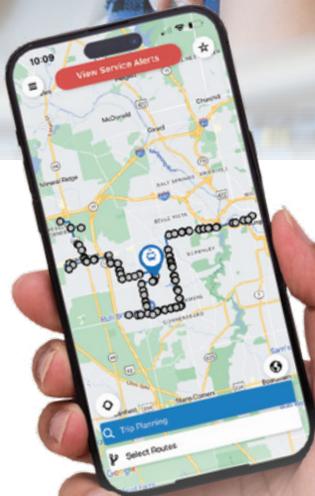
1971

Since 1971, WRTA has been helping the Valley get where it needs to go. Today, we're serving more riders than ever — with fixed routes and on-demand service that take you to work, shopping, appointments and more. With 800 convenient stops and service from early morning 'til late at night, WRTA is dedicated to going your way.



Ride Free, Ride Easy

7,000
Daily Riders



my
Stop

WRTA makes getting around simple — and free. Every route, every ride, every day, there's no fee and no fare. More than 7,000 people ride with us daily, and you can track your bus in real time with the MyStop Mobile App. Whether you're commuting or exploring, WRTA makes sure you can get where you want to go — your way.



Community Champions



WRTA is more than transportation — we're part of the Valley. In just five years, we've recognized more than 200 organizations and their supporters. WRTA proudly goes the extra mile for our community.

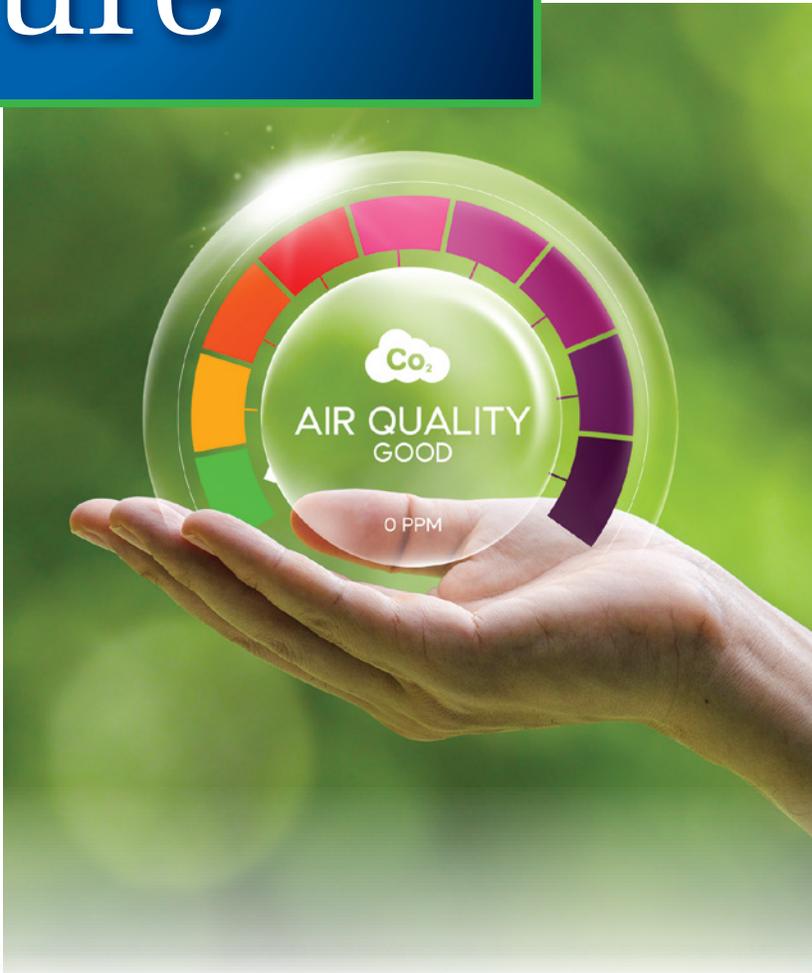
Give **SMALL BIZ** *a Lift!*

Each spring, we lift up local entrepreneurs with Give Small Biz a Lift campaign.



Each fall, we shine a light on outstanding nonprofits with Holiday Lights campaign.

Clean Air Future



WRTA is committed to a cleaner, healthier future for the Valley. We're already operating zero-emission vehicles, and our next generation of battery-electric buses arrives in 2027. Every ride helps reduce traffic and pollution — making our community greener, quieter, and easier to breathe. WRTA is moving toward a clean air future... your way.



Possible new bus design



\$6 MILLION IN GRANTS AND FUNDING SECURED IN 2025

- FTA 5307 Funds for two 35' Battery Electric Buses: **\$2,000,000**
- ODOT funding for roof replacement at 730 Mahoning Ave: **\$1,800,000**
- DOT SMART grant for retrofitting buses with safety tech: **\$1,900,000**
- ODOT Workforce Mobility Partnership Program for Warren Express Route: **\$228,413**

RECOGNITION

WRTA was awarded the EMPOWER Certification from Clean Fuels Ohio as an EV-Friendly Workplace for WRTA's leadership in supporting employee and public EV charging infrastructure.

ADDITIONAL SERVICES ADDED

YSU Campus Loops added to existing routes WRTA, in partnership with Youngstown State University, launched the Red & White Loop shuttle service, providing frequent, reliable transportation connecting students, faculty, and staff to key campus destinations and nearby off-campus locations.

AUTONOMOUS VEHICLE ADDED TO FLEET

This past December, WRTA launched an autonomous vehicle route featuring a zero-emission, self-driving shuttle that runs mainly along Fifth Avenue with stops near Federal Station, Stambaugh Stadium, Mercy Health St. Elizabeth's Hospital, and Youngstown State University. This vehicle is part of a broader effort to test AV technology for public transit and includes onboard attendant for safety and real-time tracking via the WRTA app.

CONSTRUCTION

This summer, a building adjacent to the office property at 730 Mahoning Ave. (formerly the location of the Clearview Company) will undergo a roof replacement. This building will serve as temporary administration and storage while Bus Barn A is renovated.

BATTERY ELECTRIC FLEET ORDERED

The next generation of zero-emission passenger buses will begin to enter service at WRTA next year, starting with the delivery of eight battery-electric Gillig buses. These state-of-the-art vehicles feature enhanced operator and rider experience, as well as long-term cost savings.

BIDDING AND BUILDING PLANS FOR 2026

Bids are being let for multiple WRTA construction projects, including: WRTA's primary bus maintenance and parking facility (known as "Bus Barn A") will enter the bidding phase for demolition and redevelopment into a state-of-the-art bus storage facility with expanded capacity, electric bus charging, fire suppression, and solar power integration.

A design-build project to install covered solar canopy panels over the employee parking lot will generate clean energy, provide shade and vehicle protection, reduce energy costs, and enhance site aesthetics. The Administration Building will go out to bid this summer for renovation and expansion, creating a modernized facility with additional maintenance bays, increased office space, and improved operator amenities to support continued growth.

WRTA Unveils Refreshed Branding and Positioning

Forward-Motion Logo and “Going Your Way” Tagline Signal New Era of Economic Impact for Mahoning Valley

YOUNGSTOWN, OH – The Western Reserve Transit Authority (WRTA) has introduced its refreshed branding and positioning. WRTA, Youngstown’s fare-free transit authority is using the branding update in part to emphasize the authority’s commitment to serving as the region’s primary engine for workforce mobility.

Going Your Way 

The new logo — featuring a sleek bus outline with a bold arrow cutting through the “A” in WRTA — is designed to symbolize forward motion toward economic development and equality.

“Our new look and positioning is a promise to the Mahoning Valley,” said Dean Harris, Chief Executive Officer of WRTA. “When we say we are ‘Going Your Way,’ we mean we are aligned with the personal and financial goals of our riders. Whether that goal is keeping a steady job, attending a medical appointment, or simply having more money for groceries, WRTA is the vehicle that gets them there — at zero cost to the rider.”

The \$3 Million Local Economic Boost

While WRTA provides an average of more than 7,000 rides a day — more 2 million rides annually — the true economic story lies in the daily consistency of its service. By providing free transportation 6 days a week, WRTA acts as a localized wealth-builder, removing financial barriers for the thousands of passengers who rely on the system every day.

WRTA used to charge \$1.25 per ride. The zero fare model puts an estimated \$750 back into each rider’s pocket annually for the approximate 3,500 regular passengers who use WRTA. **Collectively, this injects almost \$3 million back into the local economy as riders spend those savings at Mahoning Valley grocery stores, pharmacies, and small businesses.**

But that’s just one aspect of WRTA’s efforts to assist local economic development. Others include:

Workforce Stability: WRTA provides the reliable “bridge” between local employers and their staff. By removing the “transportation barrier,” WRTA helps businesses retain employees who might otherwise struggle with the high costs of car ownership or rising fuel prices.

Healthcare Access: With thousands of daily trips dedicated to medical care, WRTA significantly reduces the “no-show” rate for local healthcare providers, saving the regional medical system hundreds of thousands in lost productivity and administrative overhead.

“Going Your Way”– More Than a Tagline

The forward-pointing arrow in the new logo represents the upward mobility that transit provides. In a region where owning a car can be a financial burden, WRTA ensures that every resident has a path forward.

“Every time a passenger boards a WRTA bus for free, they are taking a step toward financial stability,” Harris continued. “The arrow in our new logo points toward the future of the Mahoning Valley — a future where mobility is a right, and where we are always going your way.”

The new branding will begin appearing on vehicles, signage, and digital platforms and gradually be worked across all platforms throughout this year and next.

WRTA continues to offer fixed-route and on-demand scheduled services across Mahoning County Monday through Saturday. More information is available on the transit’s website www.WRTAonline.com.



At Your Service



Dean J. Harris,
Chief Executive Officer

Dean Harris joined Western Reserve Transit Authority in October of 2018. Before coming to WRTA, he held the position of Director of Finance/Assistant Secretary-Treasurer at METRO Regional Transit Authority in Akron where he worked for 28 years. Dean also serves as Treasurer of the NEORide board of directors, President of the Ohio Transit Risk Pool and Vice President of the Health Transit Pool.

In 2017, Dean won the prestigious Ohio Public Transit Association (OPTA) Leonard Ronis Award which recognizes individuals for outstanding contributions to public transportation in Ohio

Since arriving at WRTA, he has led the organization to a substantial increase ridership (which now exceeds two million rides each year), numerous improvements and initiatives. Dean's contributions have resulted in numerous honors, as well as state and national recognition for WRTA including:

Torch Award for Marketplace Trust

Awarded for: Ethical practice and substantial community impact.

Awarded by: The Better Business Bureau

Transit System of the Year

Awarded for: Opportunity, Diversity and Inclusion.

Awarded by: Ohio Department of Transportation

First Place: Marketing and Communications

Competition for community educational initiatives

Awarded by: American Public Transit Association



Western Reserve Transit Authority

For questions or more information:

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