



TOLEDO AREA REGIONAL TRANSIT AUTHORITY
130 Knapp Street, Toledo, Ohio 43604

BOARD OF TRUSTEES MEETING
4/18/2024 | 4:00 p.m.

[ZOOM LINK FOR THE PUBLIC](#)

AGENDA

1. Call to order
2. Roll call
3. Approval of the minutes of the previous meeting, March 21, 2024
4. Public comments - Andy Cole
Reminder of Public Comment Guidelines
 - Each speaker must sign in prior to the start of the meeting.
 - Public comment is limited to 3 minutes per person or 5 minutes per group, per meeting.
 - Public comment may also be provided in writing until 12:00 p.m. on the date of the scheduled board meeting and should be emailed to Andy Cole at acole@tarta.com.
 - Please contact Andy Cole at acole@tarta.com or 419-245-5213 about providing comments at TARTA Board meetings, if special accommodations are needed to attend the meetings or with any questions.
5. Recognitions
 - a. Willie Rough - Retirement
 - b. Nathaniel Hicks - Golden Recognition
6. Presentation
Talking About Ridership – Sam Melden, Chief Communications & External Affairs Officer and Rick Bailey, Chief Customer Experience & Mobility Officer
7. Report from the Finance Committee - W.L. Perryman, Chair
8. Report from the Strategic & Operational Planning Committee - Kendra Smith, Vice President
9. Consideration of pending resolutions or motions

Resolution No. 21-24, AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A PURCHASE ORDER TO DUGGER ACQUISITIONS LLC TO REPLACE ALL OVERHEAD DOORS AT HQ 1127 WEST CENTRAL AVE. - Antonio Schiavone III, Interim Director of Maintenance

Resolution No. 22-24, AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A SIGNATURE FOR CONTINUING SERVICES WITH MASABI LLC THROUGH NEORIDE - Lucas Boehm, Director of Information Technology

Resolution No. 23-24, AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A CONTRACT TO PROCURE HARDWARE, SOFTWARE AND MANAGED BACKUP SERVICES - Lucas Boehm, Director of Information Technology

Resolution No. 24-24, AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A CONTRACT WITH MY CITY TRANSPORTATION FOR PARATRANSIT VEHICLE LEASING - Rick Bailey, CCEMO

Resolution No. 25-24, AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A CONTRACT WITH TLC TRANSIT, LLC FOR SUPPLEMENTAL PARATRANSIT SERVICE - Rick Bailey, CCEMO

Resolution No. 26-24, AUTHORIZING NEW SIGNATURES FOR ACTIVE BANK ACCOUNTS WITH THE FIFTH THIRD BANK OF NORTHWESTERN OHIO N. A. - Laura Koprowski, CEO

Resolution No. 27-24, AUTHORIZING NEW SIGNATURES FOR ACTIVE BANK ACCOUNTS WITH THE HUNTINGTON NATIONAL BANK OF TOLEDO - Laura Koprowski, CEO

Resolution No. 28-24, AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A CONTRACT INCREASE WITH BLACK AND WHITE CAB, INC. FOR SUPPLEMENTAL PARATRANSIT SERVICE - Rick Bailey, CCEMO

Resolution No. 29-24, AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A SHORT-TERM CONTRACT WITH MhM TRANSPORTATION, LLC. FOR SUPPLEMENTAL PARATRANSIT SERVICE - Rick Bailey, CCEMO

Resolution No. 30-24, APPOINTING LAURA KOPROWSKI AS SECRETARY-TREASURER OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY - Stephen Hartman, General Counsel

10. Reports from Officers

- Secretary-Treasurer
- Chief Executive Officer
- Vice President

- President

11. Reports and communications from Board Trustees

12. Other business

13. Designation of the next Board meeting - May 16, 2024

14. Adjourn

For questions, additional information regarding the TARTA Board of Trustees or if you require special assistance, please contact Alex Huffaker, Executive Assistant to the CEO at ahuffaker@tarta.com or 419.245.5223.



TOLEDO AREA REGIONAL TRANSIT AUTHORITY
BOARD OF TRUSTEES MEETING
130 KNAPP STREET, TOLEDO, OHIO 43604

MARCH 21, 2024 | 4:00 P.M.

MINUTES

Call to Order – At 4:00 p.m. President Mary Morrison called the meeting to order.

Roll Call

Trustees Present: Heather Baker (virtual), Joel Beren, Valerie Fatica, Gary Gonya, Michael Hart, Mary Morrison, W. L. Perryman, Kendra Smith, Lou Thomson, Kevin Weakes and Tiffany Whitman.

Trustees Absent: Kelsie Hoagland, and Kathy Selking.

Officers Present: Laura Koprowski – CEO, Sophie Giviyan – Secretary/Treasurer, Stephen Hartman & Rebecca Nowak – General Counsel

Approval of Previous Meeting Minutes

A **motion** was made by Lou Thomson and **seconded** by Michael Hart to approve the minutes of the February 15, 2024, Board of Trustees meeting. The motion passed unanimously.

Public Comments – There were none.

Recognitions

The TARTA Board and Staff recognized Creadio, the creative team that worked on the TARTA video titled “The Power of Public Transit” which received a golden addy award.

The TARTA Board and Staff honored former TARTA Board Member, Katie Hunt-Thomas, City of Toledo.

A **motion** was made by W.L. Perryman and **seconded** by Lou Thomson to adopt *Resolution No. 19-24 - COMMENDING KATHERINE HUNT-THOMAS FOR OUTSTANDING SERVICE AND LEADERSHIP TO THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY (TARTA) BOARD OF TRUSTEES AND TO THE RESIDENTS OF LUCAS COUNTY AND THE CITY OF ROSSFORD.* The motion passed unanimously.

The TARTA Board and Staff honored former TARTA Board Member, Bishop Pat McKinstry, City of Toledo.

A **motion** was made by Lou Thomson and **seconded** by Valerie Fatica to adopt *Resolution No. 20-24 - COMMENDING BISHOP PAT MCKINSTRY FOR OUTSTANDING SERVICE AND LEADERSHIP TO THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY (TARTA) BOARD OF*

TRUSTEES AND TO THE RESIDENTS OF LUCAS COUNTY AND THE CITY OF ROSSFORD.
The motion passed unanimously.

Finance Committee

The committee met on 03-14-24 and received presentations regarding the DBE program and a Capital Projects update. The committee also reviewed a number of the resolutions which were all recommended to the Board for approval.

Strategic & Operational Planning Committee

The committee met on 03-14-24 received an update about the Transit Center Assessment. The committee also reviewed and discussed the Performance Management Program.

Performance Management Program, Alex Huffaker, Executive Assistant to the CEO and Tish Carroll, Workforce Development Program Manager presented TARTA's Mission, Vision and Values. Vice President Kendra Smith discussed changes to the Success Outcomes.

Resolutions

A **motion** was made by W.L. Perryman and **seconded** by Lou Thomson to adopt *Resolution No. 11-24 - AUTHORIZING THE ADOPTION OF THE DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM GOAL FOR THE FISCAL YEAR STARTING JANUARY 1, 2024, THROUGH DECEMBER 2026.* The motion passed unanimously.

A **motion** was made by Lou Thomson and **seconded** by Valerie Fatica to *adopt Resolution No. 12-24 - AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A CONTRACT WITH TESCO FOR PARATRANSIT VEHICLE PURCHASE.* The motion passed unanimously.

A **motion** was made by Kendra Smith and **seconded** by W.L. Perryman to *adopt Resolution No. 13-24 - AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A CONTRACT WITH COMMUTE WITH ENTERPRISE FOR VANPOOL SERVICE.* The motion passed unanimously.

A **motion** was made by Kendra Smith and **seconded** by Lou Thomson to *adopt Resolution No. 14-24 - AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A PURCHASE ORDER FOR FIVE GILIG 29-FOOT DIESEL BUSES AND FIVE GILIG 35-FOOT DIESEL BUSES.* The motion passed unanimously.

A **motion** was made by W.L. Perryman and **seconded** by Joel Beren to *adopt Resolution No. 15-24 - AUTHORIZING THE FILING OF GRANT APPLICATIONS WITH THE OHIO DEPARTMENT OF TRANSPORTATION AND THE UNITED STATES DEPARTMENT OF TRANSPORTATION FOR THE CALENDAR YEAR 2024.* The motion passed unanimously.

A **motion** was made by Michael Hart and **seconded** by Lou Thomson to *adopt Resolution No. 16-24 - APPROVING A NEW PERFORMANCE MANAGEMENT PROGRAM AND ADOPTING A NEW VISION, VALUES AND SUCCESS OUTCOMES.* The motion passed unanimously.

A **motion** was made by Kendra Smith and **seconded** by Lou Thomason to *adopt Resolution No. 17-24 - AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A CONTRACT WITH TRANSPRO TO PROVIDE PERFORMANCE MANAGEMENT AND REPORTING ANNUAL COMMUNITY SURVEYS, BOARD SUPPORT, AND EVALUATION OF THE CHIEF EXECUTIVE OFFICER.* The motion passed unanimously.

A **motion** was made by Kevin Weaks and **seconded** by Valerie Fatica to *adopt Resolution No. 18-24 - ACCEPTING FUNDING FOR THE YOUTH SUMMER BLAST PASS PROGRAM AND ADOPTING A POLICY TO MAKE THE YOUTH SUMMER BLAST PASS PROGRAM FARE-FREE FOR 2024.* The motion passed unanimously.

Secretary-Treasurer Report

Sophie Giviyan stated that payroll expenses are under budget due to many vacant positions and other fringe benefits are also under budget due to the vacancies. Services have a large positive variance due to some project delays. Claims and insurance have no expenses due to Ohio Transit Risk Pool bills on a quarterly basis. January sales tax was \$3.183 million dollars and February sales tax was \$3.593 million dollars. TARTA received \$213,579 in interest income in January 2024.

Chief Executive Officer Report

Laura Koprowski recognized Susan Gettum, Chief of Staff for stepping up and helping out with the HR Department while the agency searched for the appropriate candidate to fill the Chief Human Resources Officer role. Laura mentioned that as March is women's history month she is reminded and inspired by all the incredible women leaders at TARTA and would like to get more involved with the Women of Toledo. She shared that as March is also Developmental Disabilities awareness month, Rick Bailey, Chief Customer Experience & Mobility Officer will share about TARTA's Paratransit Center becoming a Certified Autism Center.

Rick Bailey shared that in partnership with Destination Toledo, that paratransit team completed training and has received a certification as an Autism Center, joining the ranks of other Toledo anchor institutions received this certification. We plan to continue this training for the staff at the Transit Hub and the Central Avenue Headquarters.

Laura continued by sharing that the Toledo Regional Chamber of Commerce (TRCC) highlighted TARTA in their annual report with the headline "Leading in Transit". Laura mentioned her appreciation to TRCC for including the hard work TARTA has contributed to improving the service for our community. She mentioned that National Transit Employee Appreciation Day is March 18 and TARTA will be celebrating with lunch from Maumee Bay Brewing Company and "One Team, One TARTA" swag. She shared that we participated in a press conference to announce this year's Jeep Fest theme and to debut the Jeep Fest Express Bus.

Vice President Report

Kendra Smith shared that quarterly capital project updates will be presented to the Finance committee from now on rather than the Strategic & Operational Planning committee. She shared that due to an increased volume of agenda items for the Strategic & Operational

Planning committee, the committee will be planning to meet for 90 minutes with the same start time of 4:00pm.

President Report

Mary Morrison shared that the Board would hear more updates about the Transit Hub Assessment. Mary reminded the Board that she will be heading to Washington D.C. in April for the APTA Legislative conference but will be heading back to Toledo Early.

Reports and Communications from Trustees

Any and All Other Business

Lou Thomson encouraged board members to bring their Board Manual binder to next month's board meeting so that Alex can updated the materials.

Meeting Calendar

The Next regularly scheduled TARTA Board of Trustees meeting will take place on Thursday, April 18, 2024 at 4:00 p.m. in the Conference Room at 130 Knapp Street.

Adjournment

The meeting was adjourned at 5:06 p.m.

Certificate of Compliance

I hereby certify that all members of the Board of Trustees were given notice of the foregoing in person, by telephone, mail, or email more than 48 hours before the meeting.

Laura Koprowski
Secretary-Treasurer

Adopted:

Laura Koprowski
Secretary-Treasurer

Mary Morrison
President

What we talk about when
we talk about **Ridership.**

Ridership

Part One

- Tracking
- Formula funding
- What impacts ridership?
- TARTA Next & propensity



Ridership =
total **trips** taken

An aerial photograph of a city, showing a dense residential area in the foreground and a city skyline with several skyscrapers in the background. A semi-transparent white text box is overlaid on the center of the image. In the top left corner, there are decorative elements: a blue square, a green square, and a blue square, along with a thick, multi-colored (orange, yellow, red) curved line that extends across the top of the page.

Tracking

- Fixed Route
 - Moving to APC from current system
- Paratransit
 - Tracked through Trapeze by rides completed
- TARTA Flex
 - Fulfilled trips counted through VIA software

Formula Funding


Ridership directly impacts federal formula calculations. Currently our formula funds are around \$7M.

- Other considerations that impacts formula funding are: fleet size, rev. miles, passenger miles.

An aerial photograph of a city. In the foreground, there is a dense residential neighborhood with many houses and green trees. In the background, a city skyline is visible under a blue sky with some clouds. A white semi-transparent box is overlaid on the left side of the image, containing text. In the top left corner, there are decorative orange, yellow, and blue curved lines and squares. In the bottom right corner, there is a logo for 'TARTA' with a green square next to it.

What impacts ridership?

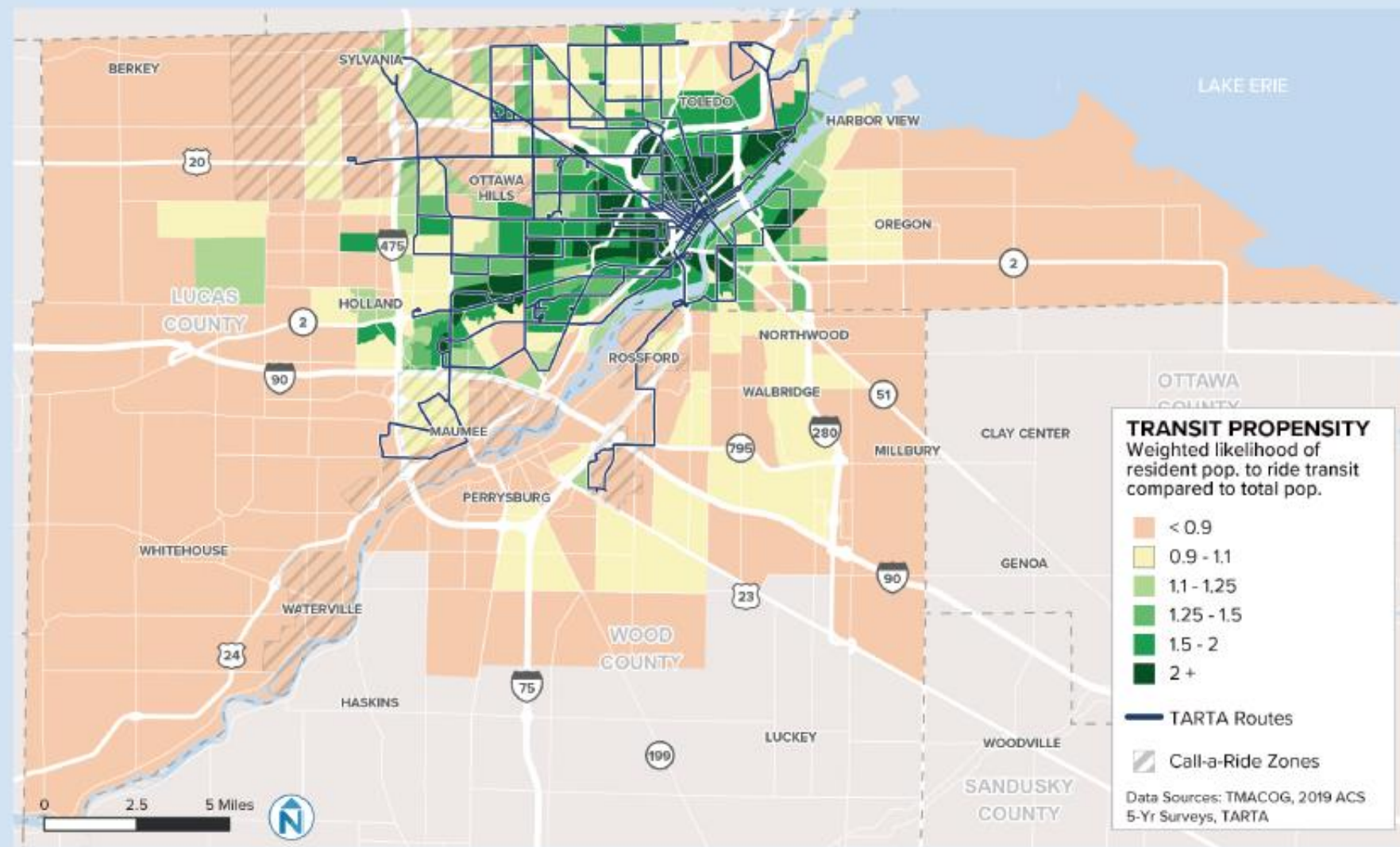
- Frequency
- Customer Experience
- Economy & Gas prices
- Propensity & Density

An aerial photograph of a city. In the foreground, there is a dense residential neighborhood with many houses and green trees. In the background, a city skyline is visible under a blue sky with some clouds. A large white text box is overlaid on the center of the image.

“TARTA Next recognizes that certain demographic and socioeconomic characteristics influence people’s propensities toward using transit, such as people of color, low-income households, and households without access to a vehicle. As such, the underlying demand for transit in these areas may be higher than is captured by just looking at population density.”

- TARTA Next Final Report, page 13.

Transit Propensity (2020)





Discussion



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 21-24

AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A PURCHASE ORDER TO DUGGER ACQUISITIONS LLC TO REPLACE ALL OVERHEAD DOORS AT HQ 1127 WEST CENTRAL AVE.

WHEREAS, the overhead doors in the bus garage are original to the building and are in significant disrepair and addressing this issue is imperative to maintain operational efficiency and ensure the safety of our facilities and personnel; and

WHEREAS, the overhead doors consistently experience breakdowns, posing operational disruptions; and

WHEREAS, urgent attention is needed to address this issue and ensure seamless facility operations; and

WHEREAS, the overhead doors require replacement with more efficient and reliable alternatives; and

WHEREAS, this upgrade is essential to enhance operational efficiency and minimize disruptions in our facility.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY, OHIO:

SECTION 1. The Chief Executive Officer, or her designee, is authorized to execute a purchase order for the overhead door replacement in the amount of one hundred eighty-nine thousand five hundred fifty-three dollars. (\$189,553.00)

SECTION 3. That this resolution shall become effective immediately upon its adoption.

ADOPTED: April 18, 2024

President

ATTEST:

Secretary-Treasurer



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 22-24

AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A SIGNATURE FOR CONTINUING SERVICES WITH MASABI LLC THROUGH NEORIDE

WHEREAS, it is necessary and desirable that TARTA (Toledo Area Regional Transit Authority) continue using Ezfare mobile ticketing application; and

WHEREAS, TARTA agrees that the provision of services by Masabi under this Participation Agreement is subject to and contingent on the execution of the Participation Work Order between NEORide and Masabi; and

NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY OHIO:

SECTION 1. That the Chief Executive Officer is hereby authorized to execute the TARTA and Masabi EZFare Participation agreement for another 5 years. Note that this is an extension of an existing contract and as services defined in the NEORIDE contract.

SECTION 2. That this resolution shall become effective immediately upon its adoption

ADOPTED: April 18, 2024

President

ATTEST:

Secretary-Treasurer



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 23-24

AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A CONTRACT TO
PROCURE HARDWARE, SOFTWARE AND MANAGED BACKUP SERVICES

WHEREAS, it is necessary and desirable that TARTA (Toledo Area Regional Transit Authority) purchase replacement hardware and software for end-of-life equipment; and

WHEREAS, TARTA has prepared plans and specifications, released a Request for Bids (RFB) for the said equipment and services; and

WHEREAS, CNWR Inc, was the lowest and responsible bidder for total of approximately Two Hundred Fifty Thousand dollars (\$250,000); and

WHEREAS, a contingency of 20% will be added to the bid amount for a total not to exceed for fluctuation of the total project cost.

WHEREAS, the project will be funded using grants UTP-STATE-2022 & OH-2023-O32.

NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY OHIO:

SECTION 1. That the Chief Executive Officer is hereby authorized to enter into a contract with CNWR Inc, for the purchase of new Hardware and software at a cost not to exceed Three Hundred Thousand dollars (\$300,000).

SECTION 2. That this resolution shall become effective immediately upon its adoption

ADOPTED: April 18, 2024

President

ATTEST:

Secretary-Treasurer



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 24-24

AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A CONTRACT WITH MY CITY TRANSPORTATION FOR PARATRANSIT VEHICLE LEASING

WHEREAS, it is necessary and desirable that contingency buses be available; and

WHEREAS, TARTA requires a short-term leasing agreement to assist in covering vehicle availability; and

WHEREAS, the recommended contract to be approved to lease ten (10) vehicles for a term not to exceed ninety (90) days for contract amount not to exceed Two Hundred and Ninety-Two Thousand (\$292,000.000) dollars,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY, OHIO:

SECTION 1. That the Chief Executive Officer is hereby authorized to enter into a contract with My City Transportation for a term of ninety (90) days not to exceed Two Hundred and Ninety-Two Thousand (\$292,000.00) U.S. dollars for the length of the contract.

SECTION 2. That the Secretary-Treasurer is hereby directed to forthwith certify a copy of this resolution to My City Transportation, LLC., thereby to notify them of the award of this contract.

SECTION 3. That this resolution shall be effective immediately upon its adoption

ADOPTED: April 18, 2024

President

ATTEST:

Secretary-Treasurer



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 25-24

AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A CONTRACT WITH TLC TRANSIT, LLC FOR SUPPLEMENTAL PARATRANSIT SERVICE

WHEREAS, TARTA is creating a short-term contract to replace the current contract for supplemental paratransit services which expired on March 31, 2024; and

WHEREAS, supplemental service covers approximately 22% of all ADA Paratransit Trips provided by TARTA and is essential to the region; and

WHEREAS, the recommended contract to be approved will be a one hundred twenty (120) day contract not to exceed One Million Forty-Three Thousand (\$1,043,000.00) dollars for the length of the contract.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY, OHIO:

SECTION 1. That the Chief Executive Officer is hereby authorized to enter into a contract with TLC Transit, LLC for a term of one hundred twenty (120) days not to exceed One Million Forty-Three Thousand (\$1,043,000.00) dollars for the length of the contract.

SECTION 2. That the Secretary-Treasurer is hereby directed to forthwith certify a copy of this resolution to TLC Transit, LLC., thereby to notify them of the award of this contract.

SECTION 3. That this resolution shall be effective immediately upon its adoption.

ADOPTED: April 18, 2024

President

ATTEST:

Secretary-Treasurer



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 26-24

AUTHORIZING NEW SIGNATURES FOR ACTIVE
BANK ACCOUNTS WITH THE FIFTH THIRD BANK
OF NORTHWESTERN OHIO N. A.

WHEREAS, the Toledo Area Regional Transit Authority has a contract with the Huntington National Bank of Toledo for the active deposits of the Authority; and

WHEREAS, it is desired to provide such bank with a list of newly authorized check signers for the following accounts:

ACCOUNT NO. *****6106 GENERAL ACCOUNT
ACCOUNT NO. *****8773 GENERAL ACCOUNT
ACCOUNT NO. **2512 INVESTMENT ACCOUNT

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY, OHIO:

SECTION 1.

ACCOUNT NO. *****6106 GENERAL ACCOUNT

That until otherwise ordered, said funds shall be subject to withdrawal on the check, draft, wire, note, or order of this Authority signed by any one of the following named officers:

CEO- Laura Koprowski
COO-Charles Odimgbe

Instruments in excess of ten thousand dollars (\$10,000.00) shall require the signatures of any two of the above individuals.

ACCOUNT NO *****9902 GENERAL ACCOUNT

That until otherwise ordered, said funds shall be subject to withdrawal on the check, draft, wire, note, or order of this Authority signed by any one of the following named officers:

CEO- Laura Koprowski
COO-Charles Odimgbe

Instruments in excess of ten thousand dollars (\$10,000.00) shall require the signatures of any two of the above individuals.

ACCOUNT NO. **2512 INVESTMENT ACCOUNT

That until otherwise ordered, said funds shall be subject to withdrawal on the check, draft, wire, note, or order of this Authority signed by any one of the following named officers:

CEO- Laura Koprowski
COO-Charles Odimgbe

Instruments in excess of ten thousand dollars (\$10,000.00) shall require the signatures of any two of the above individuals.

SECTION 2. That said depository is hereby authorized to pay such checks, drafts, notes, or orders, and to receive the same for the credit of or in payment from the payee or any other holder, when so signed, without inquiry as to the circumstances of their issue or the disposition of the proceeds, whether drawn to the individual order of, or tendered in payment of individual obligations of the said abovenamed persons or other officers of the Authority, or otherwise.

SECTION 3. That this Authority hereby guarantees to said bank the payment of all checks, drafts, and notes, which may at any time be deposited without the endorsement of this Authority thereon.

SECTION 4. That no amendment or revocation of this Resolution shall be effective until a copy thereof, certified by the Secretary-Treasurer of this Authority, shall have been lodged with and received for by the Fifth Third Bank of Northwestern Ohio N.A.

SECTION 5. That this resolution shall become effective immediately upon its adoption.

ADOPTED: April 18, 2024



President

ATTEST:



Secretary-Treasurer



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 27-24

AUTHORIZING NEW SIGNATURES FOR ACTIVE
BANK ACCOUNTS WITH THE HUNTINGTON NATIONAL
BANK OF TOLEDO

WHEREAS, the Toledo Area Regional Transit Authority has a contract with the Huntington National Bank of Toledo for the active deposits of the Authority; and

WHEREAS, it is desired to provide such bank with a list of newly authorized check signers for the following accounts:

ACCOUNT NO. *****3639 GENERAL ACCOUNT
ACCOUNT NO. *****9902 GENERAL ACCOUNT
ACCOUNT NO. *****7120 CREDIT CARD ACCOUNT
ACCOUNT NO. ICS *****9902 INVESTMENT ACCOUNT

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY, OHIO:

SECTION 1.

ACCOUNT NO. *****3639 GENERAL ACCOUNT

That until otherwise ordered, said funds shall be subject to withdrawal on the check, draft, wire, note, or order of this Authority signed by any one of the following named officers:

CEO - Laura Koprowski
COO - Charles Odimgbe

Instruments in excess of ten thousand dollars (\$10,000.00) shall require the signatures of any two of the above individuals.

ACCOUNT NO *****9902 GENERAL ACCOUNT

That until otherwise ordered, said funds shall be subject to withdrawal on the check, draft, wire, note, or order of this Authority signed by any one of the following named officers:

CEO - Laura Koprowski
COO - Charles Odimgbe

Instruments in excess of ten thousand dollars (\$10,000.00) shall require the signatures of any two of the above individuals.

ACCOUNT NO. *****7120 CREDIT CARD ACCOUNT

That until otherwise ordered, said funds shall be subject to withdrawal on the check, draft, wire, note, or order of this Authority signed by any one of the following named officers:

CEO - Laura Koprowski
COO - Charles Odimgbe

Instruments in excess of ten thousand dollars (\$10,000.00) shall require the signatures of any two of the above individuals.

ACCOUNT NO. ICS *****9902 INVESTMENT ACCOUNT

That until otherwise ordered, said funds shall be subject to withdrawal on the check, draft, wire, note, or order of this Authority signed by any one of the following named officers:

CEO - Laura Koprowski
COO - Charles Odimgbe

Instruments in excess of ten thousand dollars (\$10,000.00) shall require the signatures of any two of the above individuals.

SECTION 2. That said depository is hereby authorized to pay such checks, drafts, notes, or orders, and to receive the same for the credit of or in payment from the payee or any other holder, when so signed, without inquiry as to the circumstances of their issue or the disposition of the proceeds, whether drawn to the individual order of, or tendered in payment of individual obligations of the said abovenamed persons or other officers of the Authority, or otherwise.

SECTION 3. That this Authority hereby guarantees to said bank the payment of all checks, drafts, and notes, which may at any time be deposited without the endorsement of this Authority thereon.

SECTION 4. That no amendment or revocation of this Resolution shall be effective until a copy thereof, certified by the Secretary-Treasurer of this Authority, shall have been lodged with and received for by the Huntington National Bank of Toledo.

SECTION 5. That this resolution shall become effective immediately upon its adoption.

ADOPTED: April 18, 2024



President

ATTEST:



Secretary-Treasurer



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 28-24

AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A CONTRACT INCREASE WITH BLACK AND WHITE CAB, INC. FOR SUPPLEMENTAL PARATRANSIT SERVICE

WHEREAS, our largest supplemental service provider is providing 22% ADA Paratransit Trips; and

WHEREAS, the recommended contract extension to be approved covers the time period of March 1, 2024 to March 31, 2024 and will not exceed Two Hundred Fifty Thousand (\$250,000.00) U.S. Dollars.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY, OHIO:

SECTION 1. That the Chief Executive Officer is hereby authorized to enter into a contract increase with Black and White Cab, Inc., Toledo, Ohio, to cover services provided under the original contract Resolution 52-23 approved by the Board in September 2023.

SECTION 2. That the Secretary-Treasurer is hereby directed to forthwith certify a copy of this resolution to Black and White Cab, Inc., thereby to notify them of the award of this contract.

SECTION 3. That this resolution shall be effective immediately upon its adoption.
ADOPTED: April 18, 2024

President

ATTEST:

Secretary-Treasurer



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 29-24

AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A SHORT-TERM CONTRACT WITH MnM TRANSPORTATION, LLC. FOR SUPPLEMENTAL PARATRANSIT SERVICE

WHEREAS, now our largest supplemental service provider is providing 22% ADA Paratransit Trips starting on April 1, 2024; and

WHEREAS, the recommended contract extension to be approved covers the time period of April 1, 2024 to May 31, 2024 and will not exceed Five Hundred Thousand (\$500,000.00) U.S. Dollars.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY, OHIO:

SECTION 1. That the Chief Executive Officer is hereby authorized to enter into a contract with MnM Transportation, LLC., Toledo, Ohio, to cover services provided during the period of April 1, 2024 to May 31, 2024.

SECTION 2. That the Secretary-Treasurer is hereby directed to forthwith certify a copy of this resolution to MnM Transportation, LLC. thereby to notify them of the award of this contract.

SECTION 3. That this resolution shall be effective immediately upon its adoption.

ADOPTED: April 18, 2024

President

ATTEST:

Secretary-Treasurer



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 30-24

AUTHORIZING THE APPOINTMENT OF LAURA KOPROWSKI
AS SECRETARY-TREASURER OF THE
TOLEDO AREA REGIONAL TRANSIT AUTHORITY

WHEREAS, it is necessary that a Secretary-Treasurer be appointed to assist the Authority in the performance of its authorized statutory undertakings; and,

WHEREAS, there is a vacancy in the position of Secretary-Treasurer and the Board of Trustees pursuant to the Authority, granted it under the Bylaws, has the authority to fill that vacancy.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY, OHIO:

SECTION 1. That Laura Koprowski be and hereby is appointed Secretary-Treasurer of the Authority effective immediately. She shall perform all duties incumbent upon her by virtue of all federal, state, and local laws as well as the bylaws and regulations of the Authority.

SECTION 2. That this resolution shall become effective immediately upon its adoption

ADOPTED: April 18, 2024

President

ATTEST:

Secretary-Treasurer



February 2024 Financial Statements Executive Summary

- Contracts line item is the University of Toledo, and this relates to TARPS trips ran for the university.
- Payroll Expenses are over budget due to an extra pay period in February.
- Other Fringe Benefits are under the budget to lack of workers comp invoice due to their internal true up.
- Materials and supplies are higher than budget due to maintenance and advertising expenses being higher this month but expect them to level off.
- Services has a higher usage of Taxi services this month.
- Fuel is higher than anticipated due to more miles being driven.
- Other Miscellaneous expenses include payroll fees, printing, seminars, and laundry services.
- January Sales Tax was \$3.593 million dollars. March Sales Tax was \$4.037 million dollars.
- TARTA had \$156,728 in Interest Income in February.

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TARTA.COM

TARTA Statements of Revenues, Expenses and Changes in Net Position
For the Month Ended February 28, 2024

	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Budget Variance	YTD Budget Variance %
Passenger Fares	\$ 158,908	\$ 175,000	\$ (16,092)	-9%	\$ 318,790	\$ 350,000	\$ (31,210)	-9%
Contracts	\$ 300	\$ -	\$ 300	0%	\$ 480	\$ -	\$ 480	0%
Auxillary Transportation R	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Total Operating Revenue:	\$ 159,208	\$ 175,000	\$ (15,792)	-9%	\$ 319,270	\$ 350,000	\$ (30,730)	-9%
Labor	\$ 1,626,892	\$ 1,559,546	\$ (67,346)	-4%	\$ 2,893,567	\$ 3,119,092	\$ 225,525	7%
Healthcare	\$ 388,780	\$ 432,669	\$ 43,889	10%	\$ 739,150	\$ 865,338	\$ 126,188	15%
Pension	\$ 227,183	\$ 217,611	\$ (9,572)	-4%	\$ 404,329	\$ 435,223	\$ 30,894	7%
Other Fringe Benefits	\$ 18,490	\$ 62,759	\$ 44,269	71%	\$ 61,770	\$ 125,518	\$ 63,748	51%
Change in Pension and OP	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Materials and Supplies	\$ 447,063	\$ 302,198	\$ (144,865)	-48%	\$ 760,669	\$ 604,397	\$ (156,272)	-26%
Services	\$ 587,220	\$ 497,280	\$ (89,940)	-18%	\$ 778,589	\$ 994,560	\$ 215,971	22%
Fuel	\$ 235,864	\$ 180,918	\$ (54,946)	-30%	\$ 455,120	\$ 361,836	\$ (93,284)	-26%
Fuel Taxes	\$ 35,721	\$ 25,000	\$ (10,721)	-43%	\$ 63,685	\$ 50,000	\$ (13,685)	-27%
Claims and Insurance	\$ -	\$ 80,374	\$ 80,374	100%	\$ -	\$ 160,748	\$ 160,748	100%
Utilities	\$ 35,397	\$ 33,084	\$ (2,313)	-7%	\$ 73,229	\$ 66,169	\$ (7,060)	-11%
Grant Related Expnses	\$ -	\$ 10,417	\$ 10,417	100%	\$ -	\$ 20,834	\$ 20,834	100%
Bad Debt	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Miscellaneous	\$ 55,139	\$ 52,089	\$ (3,050)	-6%	\$ 78,188	\$ 104,178	\$ 25,990	25%
Professional i	\$ 28,935	\$ 27,397	\$ (1,538)	-6%	\$ 44,879	\$ 54,794	\$ 9,915	18%
Seminars	\$ -	\$ 834	\$ 834	100%	\$ -	\$ 1,668	\$ 1,668	100%
Dues	\$ 845	\$ 459	\$ (386)	-84%	\$ 1,345	\$ 918	\$ (427)	-47%
ADP Fees	\$ 2,284	\$ 8,500	\$ 6,216	73%	\$ (293)	\$ 17,000	\$ 17,293	102%
Subscriptions	\$ 1,731	\$ 559	\$ (1,172)	-210%	\$ 3,527	\$ 1,118	\$ (2,409)	-215%
Other Miscell	\$ 21,344	\$ 12,673	\$ (8,671)	-68%	\$ 28,730	\$ 25,346	\$ (3,384)	-13%
Total Operating Expenses	\$ 3,657,749	\$ 3,453,945	\$ (203,804)	-6%	\$ 6,308,296	\$ 6,907,893	\$ 599,597	9%
Operating Gain/(Loss) Be:	\$ (3,498,540)	\$ (3,278,945)	\$ (219,595)	-7%	\$ (5,989,026)	\$ (6,557,893)	\$ 568,867	9%
Depreciation	\$ 266,666	\$ 266,666	\$ -	0%	\$ 533,332	\$ 533,332	\$ -	0%
Operating Gain/(Loss)	\$ (3,765,206)	\$ (3,545,611)	\$ (219,595)	-6%	\$ (6,522,358)	\$ (7,091,225)	\$ 568,867	8%
Sales Tax Levy	\$ 3,593,754	\$ 3,300,000	\$ 293,754	9%	\$ 6,776,922	\$ 6,600,000	\$ 176,922	3%
LITE Funding	\$ -	\$ (70,000)	\$ 70,000	-100%	\$ -	\$ (140,000)	\$ 140,000	-100%
Federal Operating and Pre	\$ 643,458	\$ 423,183	\$ 220,275	52%	\$ 643,458	\$ 846,366	\$ (202,908)	-24%
State Operating and Preve	\$ -	\$ 38,333	\$ (38,333)	-100%	\$ -	\$ 76,666	\$ (76,666)	-100%
Interest Income	\$ 156,728	\$ 33,333	\$ 123,395	370%	\$ 370,307	\$ 66,666	\$ 303,641	455%
Gain/(Loss) on Assets	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Nontransportation revenu	\$ 1,549	\$ -	\$ 1,549	0%	\$ 1,549	\$ -	\$ 1,549	0%
Total Nonoperating Reve:	\$ 4,395,490	\$ 3,724,849	\$ 670,641	18%	\$ 7,792,236	\$ 7,449,698	\$ 342,538	5%
Net Gain/(Loss) Before Ca	\$ 630,283	\$ 179,238	\$ 451,045	-252%	\$ 1,269,878	\$ 358,473	\$ 911,405	254%
Grant Revenue Capital As	\$ 1,627,190	\$ 1,028,088	\$ 599,102	58%	\$ 1,695,303	\$ 2,056,176	\$ (360,874)	-18%
Net Position, End of Year	\$ 2,257,473	\$ 1,207,326	\$ 1,050,147	87%	\$ 2,965,181	\$ 2,414,649	\$ 550,532	23%

TARTA Statements of Revenues, Expenses and Changes in Net Position
For the Month Ended February 28, 2024

Fixed Line	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Budget Variance	YTD Budget Variance %
Labor	\$ 757,315	\$ 713,510	\$ (43,805)	-6%	\$ 1,383,800	\$ 1,427,020	\$ 43,220	3%
Fringe Benefits	\$ 319,680	\$ 319,405	\$ (275)	0%	\$ 585,359	\$ 638,811	\$ 53,452	8%
Materials and Supplies	\$ 62,659	\$ 10,835	\$ (51,824)	-478%	\$ 92,893	\$ 21,670	\$ (71,223)	-329%
Services	\$ 9,262	\$ 5,876	\$ (3,386)	-58%	\$ 15,166	\$ 11,752	\$ (3,414)	-29%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ 54,873	\$ 54,873	100%	\$ -	\$ 109,746	\$ 109,746	100%
Utilities	\$ 9,073	\$ 5,918	\$ (3,155)	-53%	\$ 17,374	\$ 11,836	\$ (5,538)	-47%
Miscellaneous	\$ 4,498	\$ 1,145	\$ (3,353)	-293%	\$ 5,236	\$ 2,290	\$ (2,946)	-129%
Total Operating Expenses	\$ 1,162,487	\$ 1,111,562	\$ (50,925)	-5%	\$ 2,099,828	\$ 2,223,125	\$ 123,297	6%

Transit Stations

Labor	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fringe Benefits	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Materials and Supplies	\$ -	\$ 563	\$ 563	100%	\$ -	\$ 1,127	\$ 1,127	100%
Services	\$ -	\$ 42	\$ 42	100%	\$ 2,373	\$ 84	\$ (2,289)	-2724%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ 4,117	\$ 7,084	\$ 2,967	42%	\$ 11,693	\$ 14,168	\$ 2,475	17%
Miscellaneous	\$ -	\$ 417	\$ 417	100%	\$ -	\$ 834	\$ 834	100%
Total Operating Expenses	\$ 4,117	\$ 8,106	\$ 3,989	49%	\$ 14,066	\$ 16,213	\$ 2,147	13%

Total Operating Expenses - Tran	\$ 1,166,603	\$ 1,119,668	\$ (46,935)	-4%	\$ 2,113,894	\$ 2,239,338	\$ 125,444	6%
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TARTA Statements of Revenues, Expenses and Changes in Net Position
For the Month Ended February 28, 2024

Maintenance	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Budget Variance	YTD Budget Variance %
Labor	\$ 245,389	\$ 228,879	\$ (16,510)	-7%	\$ 431,676	\$ 457,758	\$ 26,082	6%
Fringe Benefits	\$ 98,233	\$ 94,141	\$ (4,092)	-4%	\$ 177,865	\$ 188,282	\$ 10,417	6%
Materials and Supplies	\$ 255,332	\$ 200,480	\$ (54,852)	-27%	\$ 436,719	\$ 400,960	\$ (35,759)	-9%
Services	\$ 46,453	\$ 21,709	\$ (24,744)	-114%	\$ 53,320	\$ 43,418	\$ (9,902)	-23%
Fuel	\$ 176,655	\$ 156,750	\$ (19,905)	-13%	\$ 372,398	\$ 313,500	\$ (58,898)	-19%
Fuel Taxes	\$ 35,721	\$ 25,000	\$ (10,721)	-43%	\$ 63,685	\$ 50,000	\$ (13,685)	-27%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ 13,983	\$ 10,620	\$ (3,363)	-32%	\$ 26,428	\$ 21,241	\$ (5,187)	-24%
Miscellaneous	\$ 8,261	\$ 5,417	\$ (2,844)	-53%	\$ 13,133	\$ 10,834	\$ (2,299)	-21%
Total Operating Expenses	\$ 880,027	\$ 742,996	\$ (137,031)	-18%	\$ 1,575,223	\$ 1,485,993	\$ (89,230)	-6%

Maintenance - TARPS

Labor	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fringe Benefits	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Materials and Supplies	\$ 3,743	\$ 15,624	\$ 11,881	76%	\$ 18,381	\$ 31,248	\$ 12,867	41%
Services	\$ -	\$ 4,167	\$ 4,167	100%	\$ -	\$ 8,334	\$ 8,334	100%
Fuel	\$ 44,557	\$ 20,834	\$ (23,723)	-114%	\$ 65,770	\$ 41,668	\$ (24,102)	-58%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ 1,187	\$ 2,501	\$ 1,314	53%	\$ 2,385	\$ 5,002	\$ 2,617	52%
Miscellaneous	\$ -	\$ 84	\$ 84	100%	\$ -	\$ 168	\$ 168	100%
Total Operating Expenses	\$ 49,487	\$ 43,210	\$ (6,277)	-15%	\$ 86,535	\$ 86,420	\$ (115)	0%

Total Operating Expenses - Main	\$ 929,514	\$ 786,206	\$ (143,308)	-18%	\$ 1,661,758	\$ 1,572,413	\$ (89,345)	-6%
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TARTA Statements of Revenues, Expenses and Changes in Net Position
For the Month Ended February 28, 2024

Information Systems	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Budget Variance	YTD Budget Variance %
Labor	\$ 31,246	\$ 22,753	\$ (8,493)	-37%	\$ 51,348	\$ 45,506	\$ (5,842)	-13%
Fringe Benefits	\$ 8,362	\$ 9,253	\$ 891	10%	\$ 17,026	\$ 18,506	\$ 1,480	8%
Materials and Supplies	\$ 36,911	\$ 38,253	\$ 1,342	4%	\$ 93,605	\$ 76,506	\$ (17,099)	-22%
Services	\$ 2,397	\$ 31,419	\$ 29,022	92%	\$ 6,167	\$ 62,838	\$ 56,671	90%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Miscellaneous	\$ 1,092	\$ 292	\$ (800)	-274%	\$ 2,158	\$ 584	\$ (1,574)	-269%
Total Operating Expenses	\$ 80,008	\$ 101,970	\$ 21,962	22%	\$ 170,303	\$ 203,940	\$ 33,637	16%
Total Operating Expenses - Information Systems	\$ 80,008	\$ 101,970	\$ 21,962	22%	\$ 170,303	\$ 203,940	\$ 33,637	16%

TARTA Statements of Revenues, Expenses and Changes in Net Position
For the Month Ended February 28, 2024

Paratransit	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Budget Variance	YTD Budget Variance %
Labor	\$ 268,575	\$ 263,636	\$ (4,939)	-2%	\$ 481,078	\$ 527,272	\$ 46,194	9%
Fringe Benefits	\$ 106,915	\$ 115,134	\$ 8,219	7%	\$ 197,660	\$ 230,268	\$ 32,608	14%
Materials and Supplies	\$ 110	\$ 1,085	\$ 975	90%	\$ 205	\$ 2,170	\$ 1,965	91%
Services	\$ 343,030	\$ 204,584	\$ (138,446)	-68%	\$ 305,999	\$ 409,168	\$ 103,169	25%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ 24,167	\$ 24,167	100%	\$ -	\$ 48,334	\$ 48,334	100%
Utilities	\$ 5,128	\$ 5,709	\$ 581	10%	\$ 10,028	\$ 11,418	\$ 1,390	12%
Miscellaneous	\$ 24	\$ 1,584	\$ 1,560	98%	\$ 114	\$ 3,168	\$ 3,054	96%
Total Operating Expenses	\$ 723,783	\$ 615,899	\$ (107,884)	-18%	\$ 995,083	\$ 1,231,798	\$ 236,715	19%

Mobility Specialist

Labor	\$ 1,731	\$ -	\$ (1,731)	0%	\$ 1,731	\$ -	\$ (1,731)	0%
Fringe Benefits	\$ 958	\$ -	\$ (958)	0%	\$ 958	\$ -	\$ (958)	0%
Materials and Supplies	\$ 2,365	\$ -	\$ (2,365)	0%	\$ 2,574	\$ -	\$ (2,574)	0%
Services	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Miscellaneous	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Total Operating Expenses	\$ 5,054	\$ -	\$ (5,054)	0%	\$ 5,262	\$ -	\$ (5,262)	0%

Eligibility Specialists

Labor	\$ -	\$ 10,417	\$ 10,417	100%	\$ -	\$ 20,834	\$ 20,834	100%
Fringe Benefits	\$ -	\$ 4,474	\$ 4,474	100%	\$ -	\$ 8,948	\$ 8,948	100%
Materials and Supplies	\$ -	\$ 459	\$ 459	100%	\$ -	\$ 918	\$ 918	100%
Services	\$ -	\$ 1,001	\$ 1,001	100%	\$ -	\$ 2,002	\$ 2,002	100%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Miscellaneous	\$ -	\$ 168	\$ 168	100%	\$ -	\$ 336	\$ 336	100%
Total Operating Expenses	\$ -	\$ 16,519	\$ 16,519	100%	\$ -	\$ 33,038	\$ 33,038	100%

Total Operating Expenses - Paratransit	\$ 728,836	\$ 632,418	\$ (96,418)	-15%	\$ 1,000,346	\$ 1,264,836	\$ 264,490	21%
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TARTA Statements of Revenues, Expenses and Changes in Net Position
For the Month Ended February 28, 2024

Customer Service	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Budget Variance	YTD Budget Variance %
Labor	\$ 68,426	\$ 63,801	\$ (4,625)	-7%	\$ 113,005	\$ 127,602	\$ 14,597	11%
Fringe Benefits	\$ 19,900	\$ 32,655	\$ 12,755	39%	\$ 39,749	\$ 65,310	\$ 25,561	39%
Materials and Supplies	\$ -	\$ 125	\$ 125	100%	\$ -	\$ 250	\$ 250	100%
Services	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Miscellaneous	\$ -	\$ 417	\$ 417	100%	\$ -	\$ 834	\$ 834	100%
Total Operating Expenses	\$ 88,326	\$ 96,998	\$ 8,672	9%	\$ 152,754	\$ 193,996	\$ 41,242	21%
Total Operating Expenses - Customer Service	\$ 88,326	\$ 96,998	\$ 8,672	9%	\$ 152,754	\$ 193,996	\$ 41,242	21%

Microtransit	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Variance	YTD Budget Variance %
Labor	\$ 39,400	\$ 39,398	\$ (2)	0%	\$ 78,788	\$ 78,796	\$ 8	0%
Fringe Benefits	\$ 21,614	\$ 18,930	\$ (2,684)	-14%	\$ 40,536	\$ 37,860	\$ (2,676)	-7%
Materials and Supplies	\$ 69	\$ -	\$ (69)	0%	\$ 69	\$ -	\$ (69)	0%
Services	\$ -	\$ 84	\$ 84	100%	\$ -	\$ 168	\$ 168	100%
Fuel	\$ 14,653	\$ 3,334	\$ (11,319)	-339%	\$ 16,953	\$ 6,668	\$ (10,285)	-154%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Miscellaneous & Rent	\$ 31,502	\$ 18,750	\$ (12,752)	-68%	\$ 63,003	\$ 37,500	\$ (25,503)	-68%
Total Operating Expenses	\$ 107,237	\$ 80,496	\$ (26,741)	-33%	\$ 199,349	\$ 160,992	\$ (38,357)	-24%
			\$ -					

TARTA Statements of Revenues, Expenses and Changes in Net Position
For the Month Ended February 28, 2024

Personnel	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Budget Variance	YTD Budget Variance %
Labor	\$ 26,773	\$ 35,848	\$ 9,075	25%	\$ 41,032	\$ 71,696	\$ 30,664	43%
Fringe Benefits	\$ 7,273	\$ 39,154	\$ 31,881	81%	\$ 42,052	\$ 78,308	\$ 36,256	46%
Materials and Supplies	\$ -	\$ 2,727	\$ 2,727	100%	\$ -	\$ 5,454	\$ 5,454	100%
Services	\$ 40,595	\$ 11,542	\$ (29,053)	-252%	\$ 116,088	\$ 23,084	\$ (93,004)	-403%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Miscellaneous	\$ 15,064	\$ 6,710	\$ (8,354)	-124%	\$ 21,418	\$ 13,420	\$ (7,998)	-60%
Total Operating Expenses	\$ 89,704	\$ 95,981	\$ 6,277	7%	\$ 220,589	\$ 191,962	\$ (28,627)	-15%
Total Operating Expenses - Personnel	\$ 89,704	\$ 95,981	\$ 6,277	7%	\$ 220,589	\$ 191,962	\$ (28,627)	-15%

Safety & Training	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Variance	YTD Budget Variance %
Labor	\$ 24,988	\$ 22,718	\$ (2,270)	-10%	\$ 42,499	\$ 45,436	\$ 2,937	6%
Fringe Benefits	\$ 6,832	\$ 10,651	\$ 3,820	36%	\$ 14,432	\$ 21,302	\$ 6,870	32%
Materials and Supplies	\$ -	\$ 417	\$ 417	100%	\$ 1,174	\$ 834	\$ (340)	-41%
Services	\$ 44,229	\$ 28,101	\$ (16,128)	-57%	\$ 57,046	\$ 56,202	\$ (844)	-2%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Miscellaneous	\$ 656	\$ 1,000	\$ 344	34%	\$ 656	\$ 2,000	\$ 1,344	67%
Total Operating Expenses	\$ 76,704	\$ 62,887	\$ (13,817)	-22%	\$ 115,807	\$ 125,774	\$ 9,967	8%

Workforce Development	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Variance	YTD Budget Variance %
Labor	\$ -	\$ 5,100	\$ 5,100	100%	\$ -	\$ 10,200	\$ 10,200	100%
Fringe Benefits	\$ -	\$ 2,219	\$ 2,219	100%	\$ -	\$ 4,438	\$ 4,438	100%
Materials and Supplies	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Services	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Miscellaneous & Rent	\$ -	\$ 2,458	\$ 2,458	100%	\$ -	\$ 4,916	\$ 4,916	100%
Total Operating Expenses	\$ -	\$ 9,777	\$ 9,777	100%	\$ -	\$ 19,554	\$ 19,554	100%
			\$ -	-				

TARTA Statements of Revenues, Expenses and Changes in Net Position
For the Month Ended February 28, 2024

Planning	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Budget Variance	YTD Budget Variance %
Labor	\$ 12,836	\$ 16,725	\$ 3,889	23%	\$ 21,393	\$ 33,450	\$ 12,057	36%
Fringe Benefits	\$ 3,452	\$ 6,885	\$ 3,433	50%	\$ 7,148	\$ 13,770	\$ 6,622	48%
Materials and Supplies	\$ -	\$ 209	\$ 209	100%	\$ -	\$ 418	\$ 418	100%
Services	\$ -	\$ 40,417	\$ 40,417	100%	\$ -	\$ 80,834	\$ 80,834	100%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Miscellaneous	\$ -	\$ 501	\$ 501	100%	\$ -	\$ 1,002	\$ 1,002	100%
Total Operating Expenses	\$ 16,288	\$ 64,737	\$ 48,449	75%	\$ 28,542	\$ 129,474	\$ 100,932	78%

TARTA Statements of Revenues, Expenses and Changes in Net Position
For the Month Ended February 28, 2024

Administrative	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Budget Variance	YTD Budget Variance %
Labor	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fringe Benefits	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Materials and Supplies	\$ 360	\$ 3,334	\$ 2,974	89%	\$ 7,434	\$ 6,668	\$ (766)	-11%
Services	\$ 22,634	\$ 15,835	\$ (6,799)	-43%	\$ 34,643	\$ 31,670	\$ (2,973)	-9%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ 1,334	\$ 1,334	100%	\$ -	\$ 2,668	\$ 2,668	100%
Utilities	\$ 1,910	\$ 1,252	\$ (658)	-53%	\$ 5,321	\$ 2,504	\$ (2,817)	-113%
Miscellaneous	\$ 1,790	\$ 5,834	\$ 4,044	69%	\$ 3,557	\$ 11,668	\$ 8,111	70%
Total Operating Expenses	\$ 26,694	\$ 27,589	\$ 895	3%	\$ 50,955	\$ 55,178	\$ 4,223	8%

Office of the CEO	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Budget Variance	YTD Budget Variance %
Labor	\$ 39,082	\$ 33,593	\$ (5,489)	-16%	\$ 65,137	\$ 67,186	\$ 2,049	3%
Fringe Benefits	\$ 11,384	\$ 15,918	\$ 4,534	28%	\$ 23,079	\$ 31,836	\$ 8,757	28%
Materials and Supplies	\$ 12,059	\$ 168	\$ (11,891)	-7078%	\$ 12,162	\$ 336	\$ (11,826)	-3520%
Services	\$ 3,530	\$ 8,418	\$ 4,888	58%	\$ 4,539	\$ 16,836	\$ 12,297	73%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Miscellaneous	\$ 5,292	\$ 14,167	\$ 8,875	63%	\$ 10,471	\$ 28,334	\$ 17,863	63%
Total Operating Expenses	\$ 71,347	\$ 72,264	\$ 917	1%	\$ 115,387	\$ 144,528	\$ 29,141	20%

Accounting	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Budget Variance	YTD Budget Variance %
Labor	\$ 78,155	\$ 69,968	\$ (8,187)	-12%	\$ 129,993	\$ 139,936	\$ 9,943	7%
Fringe Benefits	\$ 22,363	\$ 25,225	\$ 2,862	11%	\$ 45,516	\$ 50,450	\$ 4,934	10%
Materials and Supplies	\$ 84	\$ 8,502	\$ 8,418	99%	\$ 365	\$ 17,004	\$ 16,639	98%
Services	\$ 42,957	\$ 57,418	\$ 14,461	25%	\$ 114,083	\$ 114,836	\$ 753	1%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Miscellaneous	\$ 13,948	\$ 9,351	\$ (4,597)	-49%	\$ 13,762	\$ 18,702	\$ 4,940	26%
Total Operating Expenses	\$ 157,507	\$ 170,464	\$ 12,957	8%	\$ 303,719	\$ 340,928	\$ 37,209	11%

Total Operating Expenses - Administration & Finance	\$ 255,549	\$ 270,317	\$ 14,768	5%	\$ 470,062	\$ 540,634	\$ 70,572	13%
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TARTA Statements of Revenues, Expenses and Changes in Net Position
For the Month Ended February 28, 2024

Communications	February Actual	February Budget	MTD Budget Variance	MTD Budget Variance %	2024 YTD Actual	2024 YTD Budget	YTD Budget Variance	YTD Budget Variance %
Labor	\$ 32,976	\$ 33,200	\$ 224	1%	\$ 52,088	\$ 66,400	\$ 14,312	22%
Fringe Benefits	\$ 9,330	\$ 12,327	\$ 2,997	24%	\$ 18,025	\$ 24,654	\$ 6,629	27%
Materials and Supplies	\$ 73,372	\$ 19,417	\$ (53,955)	-278%	\$ 95,088	\$ 38,834	\$ (56,254)	-145%
Services	\$ 632	\$ 47,917	\$ 47,285	99%	\$ 6,163	\$ 95,834	\$ 89,671	94%
Fuel	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Fuel Taxes	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Claims and Insurance	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Utilities	\$ -	\$ -	\$ -	0%	\$ -	\$ -	\$ -	0%
Miscellaneous	\$ 4,513	\$ 2,544	\$ (1,969)	-77%	\$ 7,683	\$ 5,088	\$ (2,595)	-51%
Total Operating Expenses	\$ 120,822	\$ 115,405	\$ (5,417)	-5%	\$ 179,046	\$ 230,810	\$ 51,764	22%
Total Operating Expenses - Communications	\$ 120,822	\$ 115,405	\$ (5,417)	-5%	\$ 179,046	\$ 230,810	\$ 51,764	22%

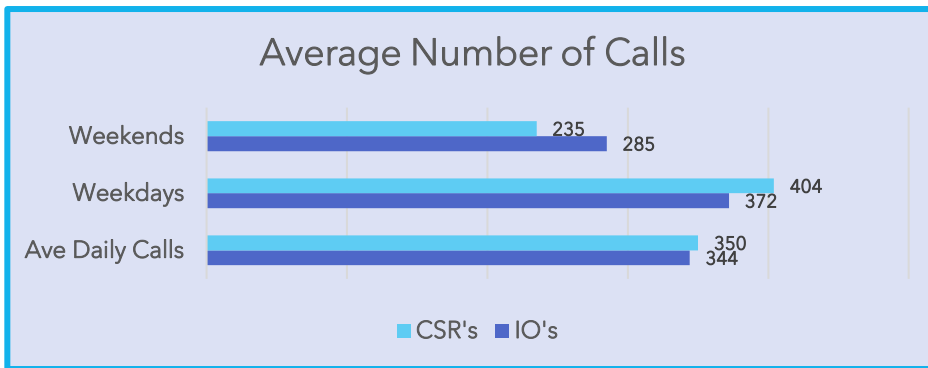
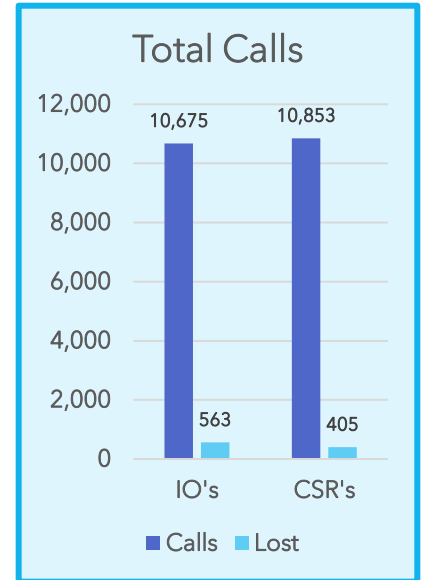
Hire Date	Name	Job Title
03/18/2024	Ursula Barrera-Richards	Chief Human Resources Officer
04/01/2024	Sharnisha Adams	Fixed Line Operator
04/01/2024	Jason Burt	Fixed Line Operator
04/01/2024	Shonte Green	Fixed Line Operator
04/01/2024	Jamal Jefferson	Fixed Line Operator
04/01/2024	Cleveland Manning	Fixed Line Operator
04/01/2024	Charlorett Siryani	Fixed Line Operator
04/01/2024	Carl Smith	Fixed Line Operator
04/01/2024	Charles Stawowy	Fixed Line Operator
04/01/2024	Elijah Stockard	Fixed Line Operator
04/01/2024	Krishawnda Wheeler	Fixed Line Operator
04/01/2024	Diaz McCalland	Fixed Line Operator



Phone Stats:

	TARTA IOs	CSRs
Total Calls	10,675	10,853
<i>Difference from February</i>	<i>-293 (-3%)</i>	<i>+12 (+0.1%)</i>
Lost Calls	563	405
% Lost Calls	5%	4%

Both IOs and CSRs handle Flex calls



Ridership Stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	157,718	4,086	3,903	22,731	16,755
<i>Difference from Feb.</i>	<i>-1,031 (-0.6%)</i>	<i>+233 (+6%)</i>	<i>+230 (+6%)</i>	<i>+997 (+4%)</i>	<i>+750 (+4%)</i>
March 2023	127,961	1,872	1,775	21,805	20,062
Weekday Average	6,108	155	149	n/a	760

*Includes TARPS, BW, MN, CTW (56% TARPS)

** Fixed route totals include Flex

Fixed Route Top Performers

Route #	March Riders	<i>Difference from February</i>	Weekday Average
2	18,698	<i>+443 (+2%)</i>	732
5	14,654	<i>+486 (+3%)</i>	581
31	14,470	<i>+345 (+2%)</i>	556
19	12,693	<i>-690 (-5%)</i>	507

Fixed Route Ridership counts are no longer manual!
As of 2024, these figures will be from the APC (Automated Passenger Counter) system!

ADA Applications - TARPS

	New	Recert	Baby & Me
Totals	64	49	19
<i>Difference from Feb.</i>	<i>+14</i>	<i>+14</i>	<i>-10</i>

Reduced Fare Applications - March

Received	51
Completed	50 (98%)
Pending	1

Muddy Shuttle Opening Day March 29, 2024	Riders To	Riders From	Total
Miracle Mile	8	8	16
Sylvania (Monroe & Silica)	8	8	16
Waterville	9	5	14
Maumee LCRC	7	2	9
Oregon (Starr Elementary)	4	3	7
TOTALS	36	26	62



Ridership by Area

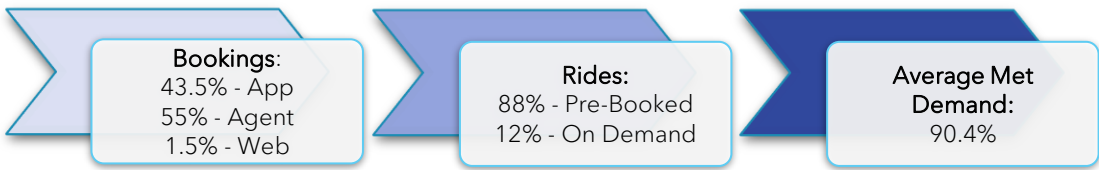
January ~ March 2024

Fixed Route Lines		Riders	Pickup Zipcode		TARPS	Trips
Route	Description			City		
2	Flower Hospital via Toledo Hospital to Oregon	51,059	43615	Toledo/Ottawa Hills/Sylvania Township	7,038	
5	Flower Hospital/ Walmart via Dorr	40,277	43614	Toledo	5,898	
31	UTMC or Maumee via Glendale	40,276	43607	Toledo	5,129	
19	Franklin Park Mall via Cherry/ Sylvania Ave	36,597	43606	Toledo/Ottawa Hills	3,708	
32	Holland/Spring Meadows via South/Airport	26,001	43612	Toledo	3,067	
14	Hollywood Casino/East Broadway	24,304	43613	Toledo	2,961	
15	Meijer Alexis via Suder or Summit	23,978	43537	Maumee	2,924	
22	Franklin Park Mall/ UT Campus/Bancroft	23,302	43604	Toledo	2,605	
16	Meijer Alexis via Manhattan	21,398	43623	Sylvania Township/Toledo	2,560	
26	Miracle Mile via Berdan or Lewis	21,359	43609	Toledo	2,420	
17	Miracle Mile-LeGrange/Bennett or Eleanor	21,027	43560	Sylvania	2,233	
20	Franklin Park Mall or Meijer via Central Ave	20,504	43608	Toledo	1,685	
10L	Rosssford Meijer/Amazon via Hollywood Casino	19,136	43605	Toledo/Oregon/Northwood	1,576	
27	Walmart or South Ave via Nebraska or Hill	17,747	43611	Toledo	1,054	
33	UTMC Via Indiana/Junction/Arlington	13,711	43620	Toledo	949	
12	Birmingham via Main/Starr/Front	13,349	43617	Sylvania Township/Toledo	547	
34	UTMC via western/Detroit/Byrne	12,798	43460	Rosssford	441	
3	Franklin Park Mall/ VA Clinic Crosstown	7,746	43616	Toledo/Oregon	376	
52	Franklin Park Mall-Secor	3,738	43528	Sylvania/Holland	374	
51	Franklin Park Mall-Talmdage (ended Jan. 6)	109	43610	Toledo	357	
			43551	Rosssford/Perrysburg	62	
			43566	Waterville	55	
			43619	Toledo/Oregon/Northwood	3	
			48182	Monroe County, MI	-	
			43542	Monclova	-	
		438,416			48,022	



Highest Daily Rides Count:
March 29: **161** Completed

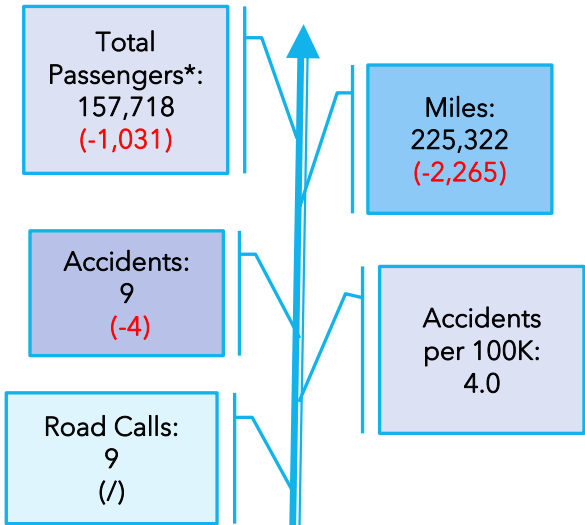
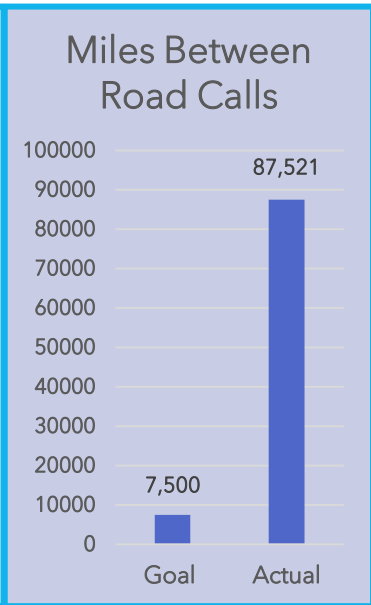
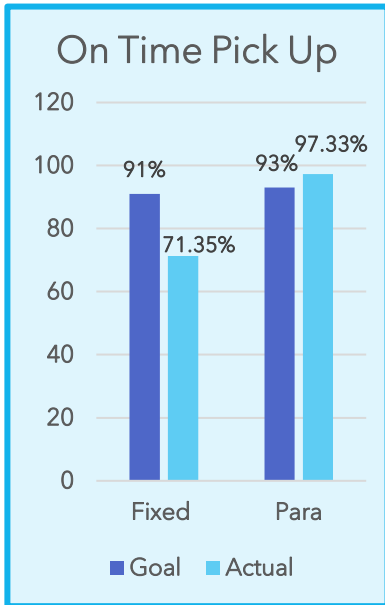
Total Completed Rides to/from Oregon:
334
(March 1-31)



Total Flex Accounts To Date: **5,190** (+377 in March)
Total App installs To Date: **3,118** (49 in March)



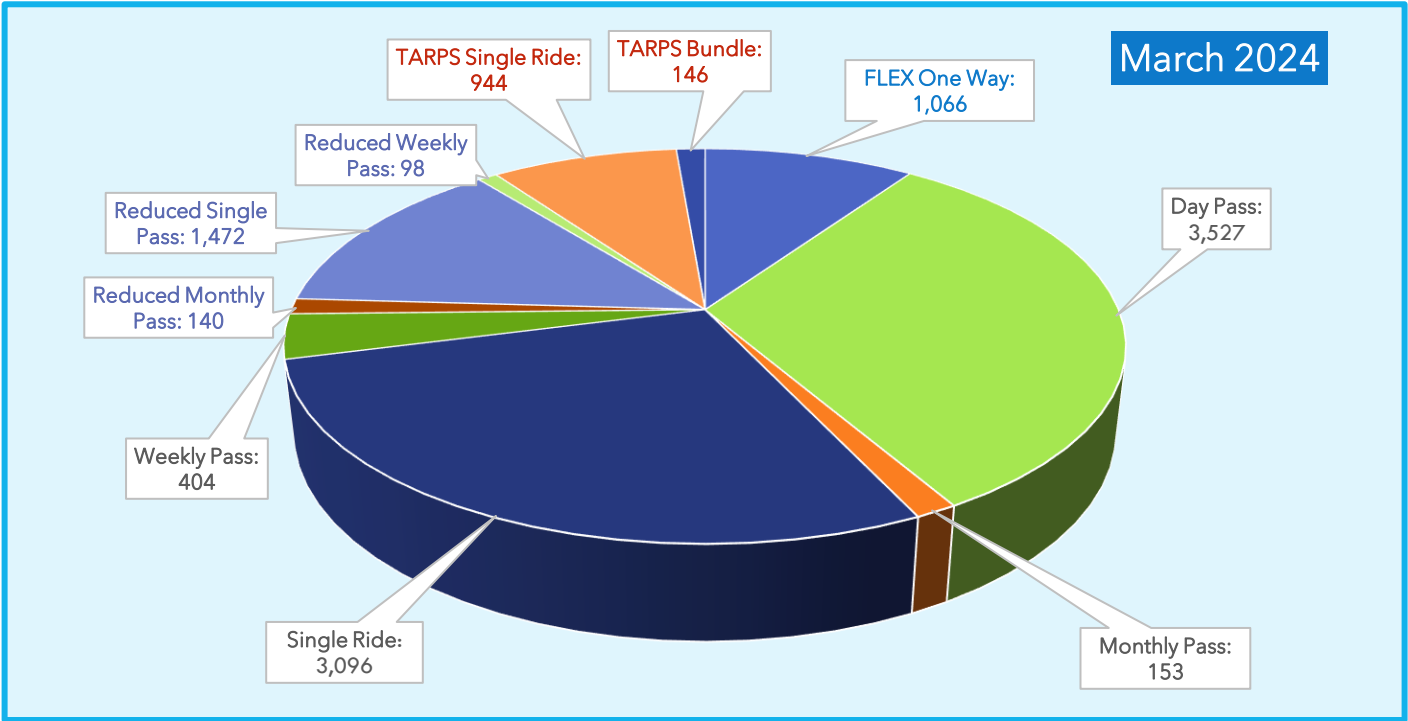
Operations ~ Fixed:



*As per APC (Automated Passenger Counter) system



EZFare Passes Sold:

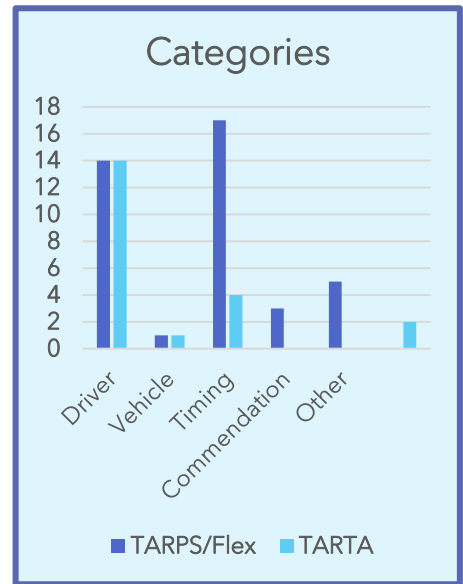


Complaints/Feedback:

Total Comments
<ul style="list-style-type: none"> •Fixed: 21 •TARPS: 40 •(60% Taxi - 10% Flex)

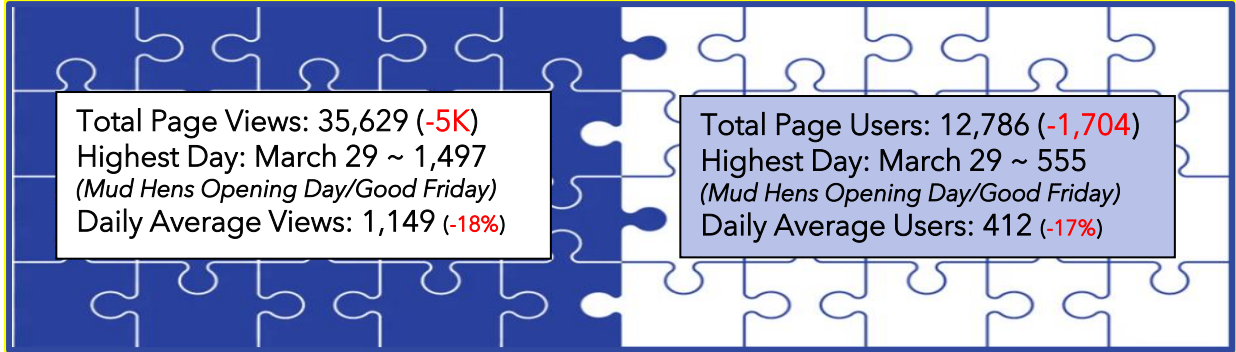
Valid?
<ul style="list-style-type: none"> •Fixed: 21 (100%) •TARPS: 40 (100%)

Complaints (vs feedback)
<ul style="list-style-type: none"> •Fixed: 21 •TARPS: 37





Website: (+ / - last month)



Social Media Impacts: (+ / - last month)

	41 Total Posts (-2/-4%)	3,050 Impressions* (-1,830/-37%)	94 Engagements** (-65/-41%)	10 Post Link Clicks (-10/-50%) 10 New Followers
	45 Total Posts (-7/-13%)	27,500 Impressions (-11.8/-30%)	2,030 Engagements (+460/+29%)	112 Post Link Clicks (+14/+14%) 6 New Followers
	70 Total Posts (-23/-24%)	4,280 Impressions (-290/-6%)	275 Engagements (-52/-16%)	20 New Followers
	36 Total Posts (-2/-5%)	7,770 Impressions (-1,550/-25%)	1,020 Engagements (+435/+74%)	706 Post Link Clicks (+352/+99%) 0 New Followers

Note: Social Media Impacts are now based on data and reports we obtain via our subscription with Meltwater.

*Impression= Total number of times the media object has been seen

**Engagement= Total number of times users liked, commented, and saved the posts



Marketing - Paid Ads:

- Email Outreach:
 - March 12: Muddy Shuttle Open Rate 23%/Click Rate 1%
 - March 14: Newsletter Open Rate 29%/Click Rate 1%
- Paid Advertisements:
 - Glass City Marathon Program
 - Half page
 - La Prensa
 - Cesar Chavez Day Half Page
 - Maumee Hometown Heroes Program
 - Half page

- o Toledo.com
 - TARTA Flex
- o Toledo Blade Banner Ad
 - Muddy Shuttle
- o Toledo Streets
 - General Service Full page



Media Coverage Report

(Compiled in-house)

Date	What	Where
3/5/24	TARTA's Paratransit Operations Becomes First Public Transit Agency Division to Achieve Designation	BNN Breaking
3/5/24	TARTA's Paratransit Operations Becomes First Public Transit Agency Division to Achieve Designation	KRON4
3/6/24	TARTA's Paratransit Operations Becomes First Public Transit Agency Division to Achieve Designation	8 News Now
3/7/24	TARTA's Paratransit Division Earns Certified Autism Center Designation	Mass Transit
3/19/24	Lucas County Prepares for Jeep Fest	The Toledo Blade
3/19/24	Jeep Fest	WTOL
3/20/24	Toledo Jeep Fest Announces Details for Upcoming Event	Toledo City Paper
3/23/24	Certified Autism Center	WTOL
3/24/24	TARTA's Expanded Muddy Shuttle Returns for Opening Day	The Toledo Blade
3/26/24	Youth Summer Blast Pass	WTVG
3/27/24	Muddy Shuttle Returns	WTVG
3/28/24	TARTA Names Ursula Barrera-Richards Chief Human Resources Officer	Mass Transit
3/31/24	TARTA Third Party Service Provider	WTVG



Community Events/Press Conferences/ Special Events

- March 13 - Genacross Lutheran Services Holland - TARPS and Flex Open House
- March 14 - Fixed Line Operators Graduation
- March 15 - Job Fair: Toledo Lucas County Public Library
- March 18 - Jeep Fest Press Conference at Packo's at the Park
- March 18 - National Transit Employee Appreciation Day - free lunch for staff
- March 20 - TARTA Customer Advisory Committee Meeting
- March 29 - Muddy Shuttle - Mud Hens Opening Day Special Events Transportation

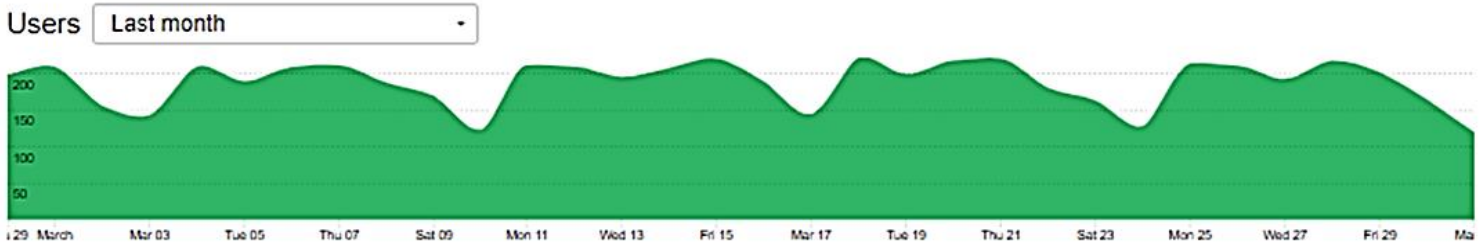
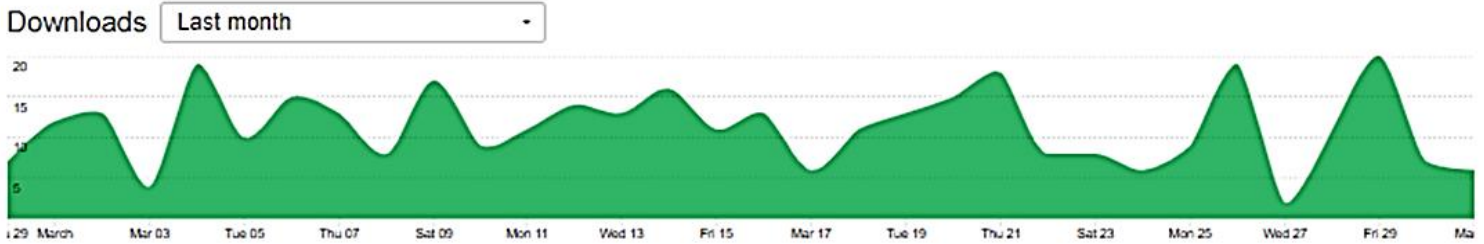
- March 7 - Anthem Blue Cross/Blue Shield Medicaid
- March 13 - Cherry Street Mission
- March 14 - Toledo Lucas County Public Library - Ready to Read (at the Hub)
- March 27 - Lutheran Social Services
- March 28 - Anthem Blue Cross/Blue Shield Medicaid



Transit Apps

As of April 1, 2024 for March 2024:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	6 +0.00%	74 -6.33%	332
Users	120 -6.98%	556 +1.83%	1,214
Sessions	745 +14.79%	7,508 +0.56%	30,796
Sessions / users	6.208 +23.40%	13.504 -1.25%	25.367



Most Popular Lines Viewed:

Line	Views	Clicks
2 Flower Hospital-Oregon	14,191	2,145
22 Franklin Park Mall via Bancroft	12,307	1,535
19 Franklin Park Mall via Sylvania Ave	12,144	1,052
5 Flower Hospital via Dorr St.	10,018	1,201
20M Central Meijer via Central / Collingwood	10,000	601
20F Franklin Park via Central / Franklin	9,672	337
26D Miracle Mile via Douglas	9,062	382
32 Holland / Spring Meadows via S / Airport	8,775	1,182
31G Maumee via Glendale	8,523	715
34 UTMC via Western / Detroit / Byrne	8,129	222
26L Miracle Mile via Lewis	8,012	537
31H Maumee via Broadway / Heatherdowns	7,987	973
17B Miracle Mile via Lagrange / Bennett	7,770	567
17E Miracle Mile via Lagrange / Eleanor	7,684	384
33 UTMC via Indiana / Junction / Detroit	7,240	380
27H Central Walmart via Hill	6,987	272
27N South / Reynolds via Nebraska	6,967	267
3 Franklin Park Mall via VA Clinic	6,763	632
191 Bib-19	6,561	183
5C UT via Dorr St.	5,841	219
14 Hollywood Casino / East Broadway	5,750	519
16 Meijer Alexis via Manhattan	5,718	728
31C UTMC via Glendale	5,450	209
12 Birmingham via Main / Starr / Front	5,360	565
10L Rossford Meijer via Amazon Rossford	5,217	781
52 Franklin Park Mall via Tremainsville	5,119	154
15E 15 E Meijer Alexis via Summit	4,536	592
15A Meijer Alexis via Suder	4,381	462