

Monthly Recap

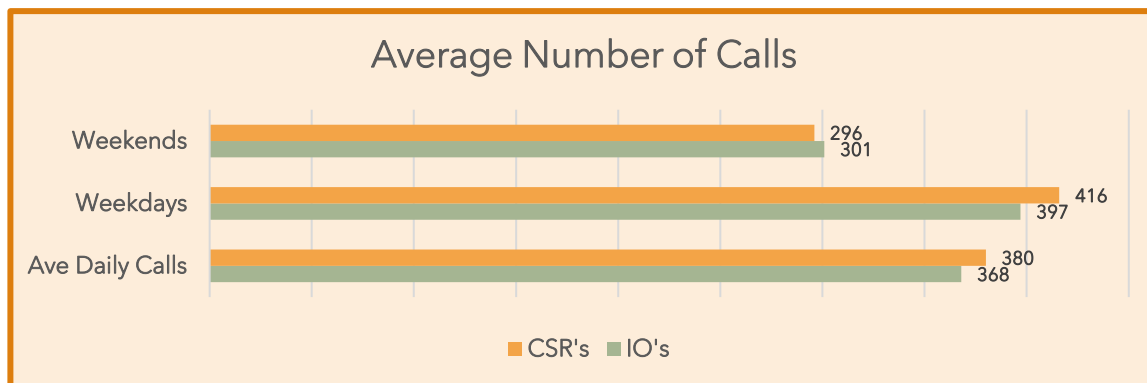
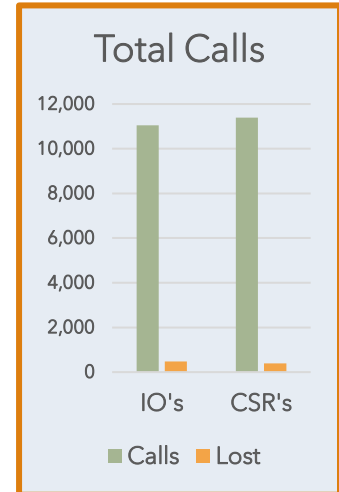
September 2024



Phone Stats:

	TARTA IOs	CSRs
Total Calls	11,042	11,398
<i>Difference from August</i>	<i>-1,350 (-11%)</i>	<i>+239 (+2%)</i>
Lost Calls	475	384
% Lost Calls	4%	3%

Both IOs and CSRs handle Flex calls



Ridership Stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	172,793	4,444	4,124	21,376	15,786
<i>Difference from August</i>	<i>-16,117 (-8%)</i>	<i>-122 (-3%)</i>	<i>-110 (-3%)</i>	<i>-794 (-3%)</i>	<i>-569 (-3%)</i>
September 2023	148,239	2,529	2,370	19,823	15,620
Weekday Average	6,784	168	157	n/a	767

*Includes TARPS, VIA, MN, CTW - 61% TARPS)

** Fixed route totals include Flex, SET & Muddy Shuttle

Fixed Route Top Performers

Route #	September Riders	<i>Difference From August</i>	Weekday Average
2	23,268	<i>-2,714 (-10%)</i>	917
5	15,980	<i>-1,173 (-7%)</i>	644
19	14,623	<i>-1,334 (-8%)</i>	587
31	14,171	<i>-962 (-6%)</i>	559

ADA Applications - TARPS

	New	Recert	Baby & Me
Totals	71	40	12
<i>Difference from August</i>	<i>-6</i>	<i>-7</i>	<i>-11</i>

Reduced Fare Applications - September

Received	37
Completed	36 (97%)
Pending	1

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Muddy Shuttle Ridership September 2024

Location	Sept 6	Sept 7	Sept 20	Sept 21
Miracle Mile - In	5	9	7	1
Miracle Mile - Out	5	9	7	1
Sylvania - In	1	1	2	9
Sylvania - Out	1	1	2	9
Waterville - In	2	6	3	0
Waterville - Out	2	6	3	0
Maumee - In	1	16	8	20
Maumee - Out	1	16	8	20
Oregon - In	2	3	2	0
Oregon - Out	2	3	2	0
Totals:	22	70	44	60
Grand Total in September:	196			



Other SET (Special Event Transfers)

Date	Mini Marathon	Ridership
Sept 22	Destination 1 - 1/2 mile	87
	Destination 2 - 1/4 mile	35
	Destination 1 - 1/2 mile	56
	Destination 2 - 1/4 mile	54
	Destination 1 & 2	75
	Destination 1 & 2	60
	Total:	367

Date	Roche de Boeuf	Ridership
Sept 28	Fill 1	163
	Fill 2	85
	Fill 3	126
	Fill 4	83
	Total:	457

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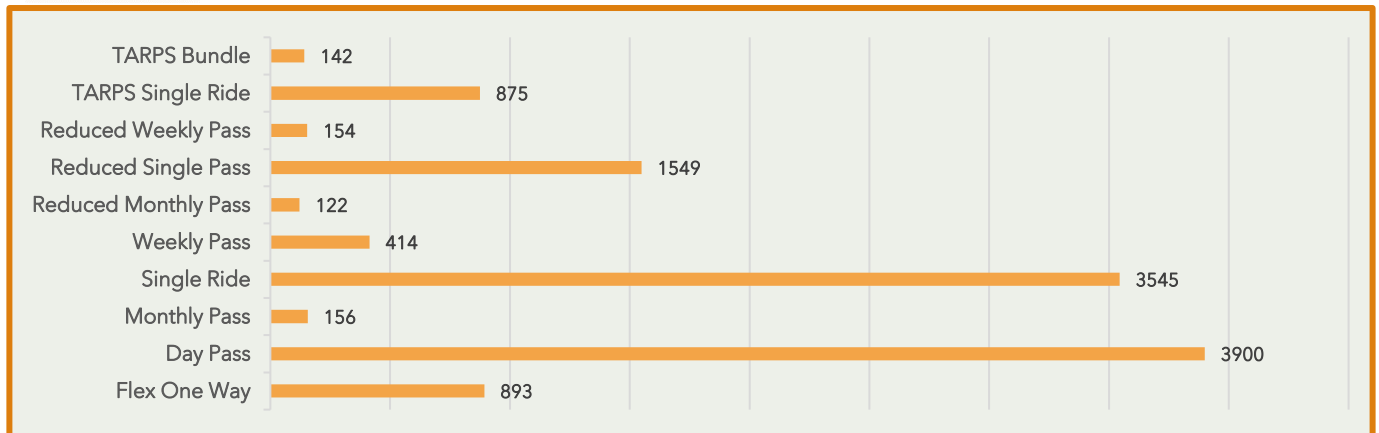
Ridership by Area

January ~ September 2024

Fixed Route Lines			TARPS		
Route	Description	Riders	Pickup Zipcode	City	Trips
2	Flower Hospital via Toledo Hospital to Oregon	185,031	43615	Toledo/Ottawa Hills/Sylvania Township	20,854
5	Flower Hospital/ Walmart via Dorr	133,190	43614	Toledo	17,295
31	UTMC or Maumee via Glendale	125,555	43607	Toledo	15,443
19	Franklin Park Mall via Cherry/ Sylvania Ave	123,020	43606	Toledo/Ottawa Hills	10,767
32	Holland/Spring Meadows via South/Airport	87,955	43613	Toledo	9,006
15	Meijer Alexis via Suder or Summit	81,056	43612	Toledo	8,790
22	Franklin Park Mall/ UT Campus/Bancroft	75,213	43537	Maumee	8,544
14	Hollywood Casino/East Broadway	70,178	43623	Sylvania Township/Toledo	7,777
17	Miracle Mile-LeGrange/Bennett or Eleanor	71,296	43609	Toledo	7,391
16	Meijer Alexis via Manhattan	69,837	43604	Toledo	7,326
26	Miracle Mile via Berdan or Lewis	66,732	43560	Sylvania	6,772
20	Franklin Park Mall or Meijer via Central Ave	66,172	43608	Toledo	4,960
10L	Rossford Meijer/Amazon via Hollywood Casino	64,059	43605	Toledo/Oregon/Northwood	4,616
27	Walmart or South Ave via Nebraska or Hill	60,697	43611	Toledo	3,383
33	UTMC Via Indiana/Junction/Arlington	45,423	43620	Toledo	2,966
34	UTMC via western/Detroit/Byrne	43,056	43617	Sylvania Township/Toledo	1,602
12	Birmingham via Main/Starr/Front	43,659	43616	Toledo/Oregon	1,529
3	Franklin Park Mall/ VA Clinic Crosstown	25,651	43460	Rossford	1,360
52	Franklin Park Mall-Secor	11,325	43528	Sylvania/Holland	1,317
51	Franklin Park Mall-Talmadge (ended Jan. 6)	109	43610	Toledo	1,305
			43551	Rossford/Perrysburg	235
			43566	Waterville	176
			43619	Toledo/Oregon/Northwood	16
			48182	Monroe County, MI	-
			43542	Monclova	-
		1,449,214			143,430



EZFare Passes Sold ~ September 2024



Highest Daily Rides Count:
September 18: **180**



Highest Daily Met Demand:
September 9 (Monday):
94.3%

Bookings:
60.3% - Agent
38.3% - App
1.4% - Web

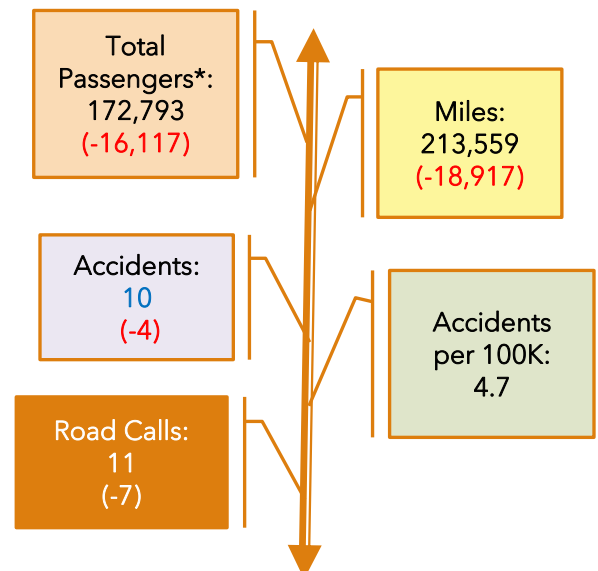
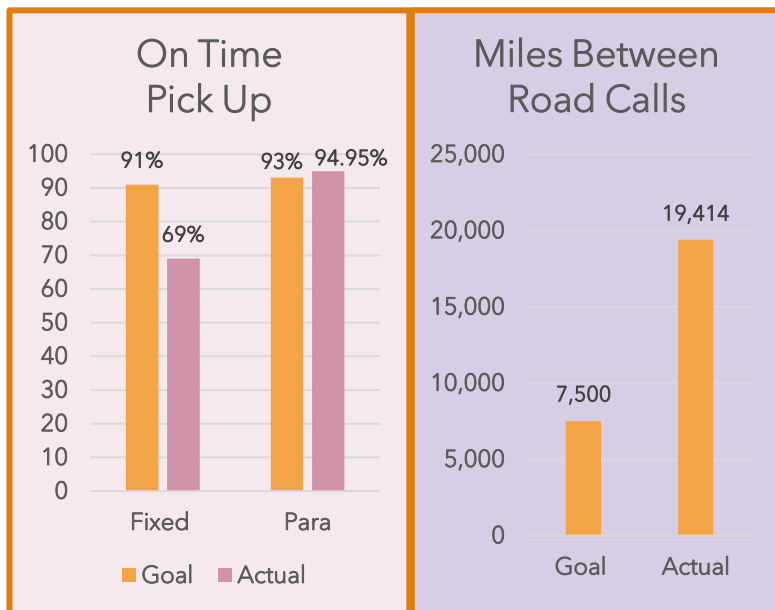
Rides:
93% - Pre-Booked
7% - On Demand

Average Met Demand:
82%

Total Flex Accounts To Date: **7,816** (+445 in Sept)
Total App installs To Date: **5,690** (+463 in Sept)



Operations ~ Fixed:

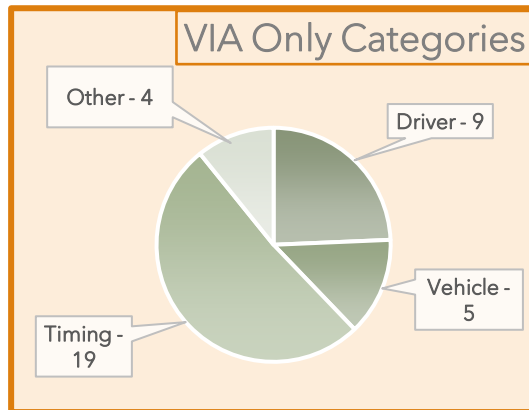
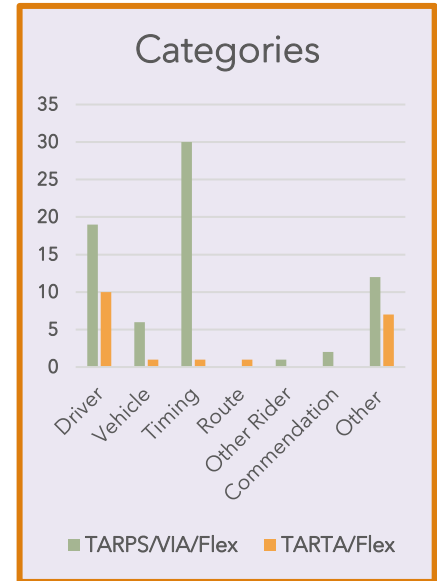


*As per APC (Automated Passenger Counter) system







Complaints/Feedback:

Total Comments	Valid?	Complaints (vs feedback)
<ul style="list-style-type: none"> Fixed: 20 TARPS: 70* (*3% Taxi, 17% Flex & 53% VIA) 	<ul style="list-style-type: none"> Fixed: 20 (100%) TARPS: 65 (93%) 	<ul style="list-style-type: none"> Fixed: 20 TARPS: 65



Social Media Impacts:

(+ / - last month)

	46 Total Posts (-/-)	2,790 Impressions* (+450/+19%)	78 Engagements** (+12/+18%)	5 Post Link Clicks (-2/-28%) 10 New Followers
	58 Total Posts (-1/-1%)	19,200 Impressions (-16K/-46%)	1,550 Engagements (-300/-16%)	131 Video Views 7 New Followers
	115 Total Posts (-57/-33%)	6,700 Impressions (-800/-11%)	417 Engagements (+9/+2%)	10 New Followers
	43 Total Posts (-1/-2%)	5,560 Impressions (-3,050/-35%)	924 Engagements (-926/-50%)	668 Post Link Clicks (+186/+8%) 26 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



Website:
(+ / - last month)

PAGE VIEWS

Total Page Views: 50,935 (+2,026/+4%)
Highest Day: 1,571 (September 30)
Daily Average: 1,698

PAGE USERS

Total Page Users: 15,265 (-1,095/-7%)
Highest Day: 615 (September 17)
Daily Average: 509



Marketing - Paid Ads

- Email Outreach:
 - September 8: Week without Driving (author) Open Rate 25%/Click Rate 1%
 - September 11: Week without Driving (reminder) Open Rate 45%
 - September 26: Week without Driving (suggestions) Open Rate 69%
 - September 28: Week without Driving (apps) Open Rate 62%
 - September 30: Newsletter Open Rate 23%/Click Rate 1%
- Paid Advertisements:
 - Billboard
 - Muddy Shuttle
 - Facebook
 - Community Update
 - Toledo Streets
 - General Service Full page



Media Coverage Report: (Compiled in-house)

Date	What	Where
9/6/24	Crosswalks, medians on Monroe Street highlight plan for 4-county federal grant	The Blade
9/8/24	Residents, organizations impacted by BMV closure ahead of November election	The Blade
9/9/24	TARTA helps Maumee manufacturer with transportation needs	The Blade
9/10/24	Library offering resume workshops in leadup to job fair	The Blade
9/10/24	TPS to train seniors, community members for commercial driver's license	The Blade
9/12/24	TPS offers CDL class	Toledo Free Press

Date	What	Where
9/16/24	Pocket park planned for Rossford as first step to downtown gateway project	The Blade
9/20/24	PENTA breaks ground for e-mobility building	Bowling Green Sentinel Tribune
9/23/24	TARTA stresses importance of mobility for everyone	The Blade
9/26/24	Disability Advocate Anna Letitia Zivarts to Headline TARTA Community Update	Mature Living
9/27/24	TARTA conducts de-escalation training for operators	WTVG
9/27/24	TARTA conducts de-escalation training for operators	WTOL
9/27/24	Week Without Driving, Laura Koproski and Justin Moore (Area Office on Aging) on 4 p.m. newscast	WTOL



Community Events/Press Conferences/ Special Events:

September 11 - Toledo Public Schools Press Conference - CDL Program
 September 12 - Laura Koprowski in Columbus for ODOT & Governor's Office meetings
 September 16 - Groundbreaking event - PENTA's E-Mobility Lab - Ursula Barrera-Richards and Tisha Carroll
 September 17 - Lucas County Commissioners Hispanic Heritage Month Event
 September 20 - Toledo Design Collective's Parking Day
 September 21 - Girl Scout's Believe in Girls Expo - Glass City Center
 September 22 - Toledo Mini Half Marathon Special Event Transportation
 September 23 - Rotary Club of Toledo - Laura Koprowski, speaker
 September 24 - Crescent Retirement Community Visit
 September 26 -BOMA Toledo (Building Owners and Managers Association) Lunch - Laura Koprowski, speaker
 September 28 - 51st Roche de Boeuf Festival Special Event Transportation
 September 28-October 2 - APTA TRANSform Conference - Laura Koprowski, Ursula Barrera-Richards and James Karasek attending
 September 29 - Susan G. Komen Race for the Cure
 September 30 (through October 6) - Week Without Driving Challenge
 September 30 - SSOE Lunch & Learn

HUB OF



Hub of Hope Events:

September 4 - Oak Street Health
 September 10 - Blessed Home Health Care
 September 11 - Cherry Street Mission Workforce
 September 12 - Anthem Medicaid
 September 18 - Toledo Lucas County Public Library - Ready to Read
 September 24 - CareSource
 September 25 - Oak Street Health
 September 26 - Anthem Medicaid

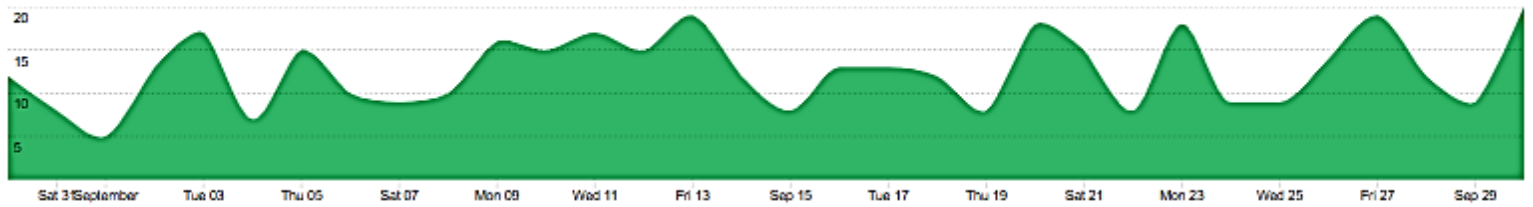


Transit Apps

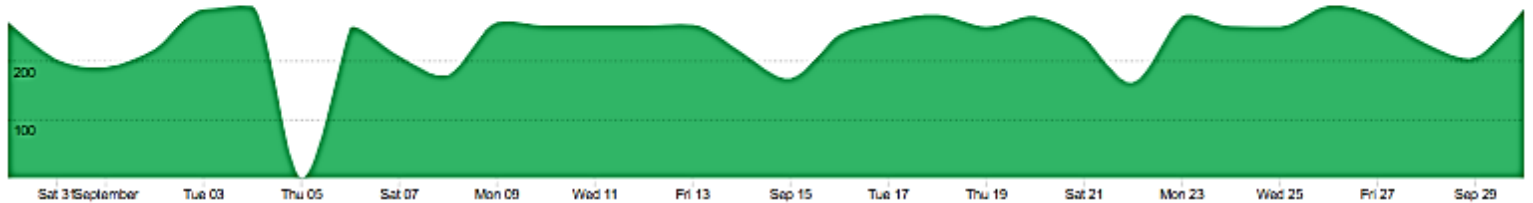
As of October 1, 2024 for September 2024:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	20 +11.11%	92 +0.00%	380
Users	289 +4.33%	758 +1.20%	1,547
Sessions	1,765 +18.94%	9,642 +0.96%	38,171
Sessions / users	6.107 +14.00%	12.720 -0.24%	24.674

Downloads Last month




Users Last month



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Most Popular Lines Viewed:

Line	Views 	Clicks
2 Flower Hospital-Oregon	20,565	3,262
22 Franklin Park Mall via Bancroft	17,460	1,483
19 Franklin Park Mall via Sylvania Ave	17,068	1,411
5 Flower Hospital via Dorr St.	16,402	1,685
20 Franklin Park via Central / Franklin	15,940	808
31 UTMC via Glendale	15,330	1,623
26 Miracle Mile via Douglas	15,255	1,091
27 Central Walmart via Hill	14,612	926
32 Holland / Spring Meadows via S / Airport	14,370	1,622
33 UTMC via Indiana / Junction / Detroit	13,642	781
34 UTMC via Western / Detroit / Byrne	13,540	561
3 Franklin Park Mall via VA Clinic	12,335	1,330
17 Miracle Mile via Lagrange / Bennett	11,942	1,144
16 Meijer Alexis via Manhattan	8,705	792
52 Franklin Park Mall via Tremainsville	8,520	312
12 Birmingham via Main / Starr / Front	8,305	491
14 Hollywood Casino / East Broadway	8,279	730
10L Rossford Meijer via Amazon Rossford	8,225	981
15 Meijer Alexis via Suder	7,769	905