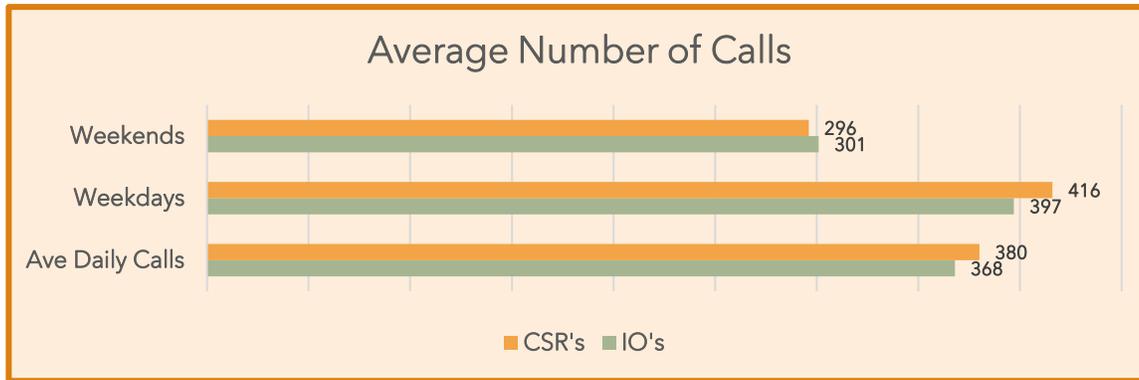
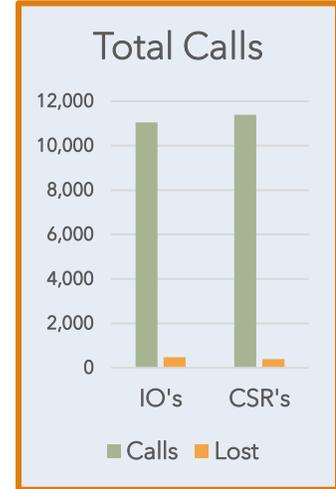




### Phone Stats:

	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

# Monthly Recap

## September 2024

### Muddy Shuttle Ridership September 2024

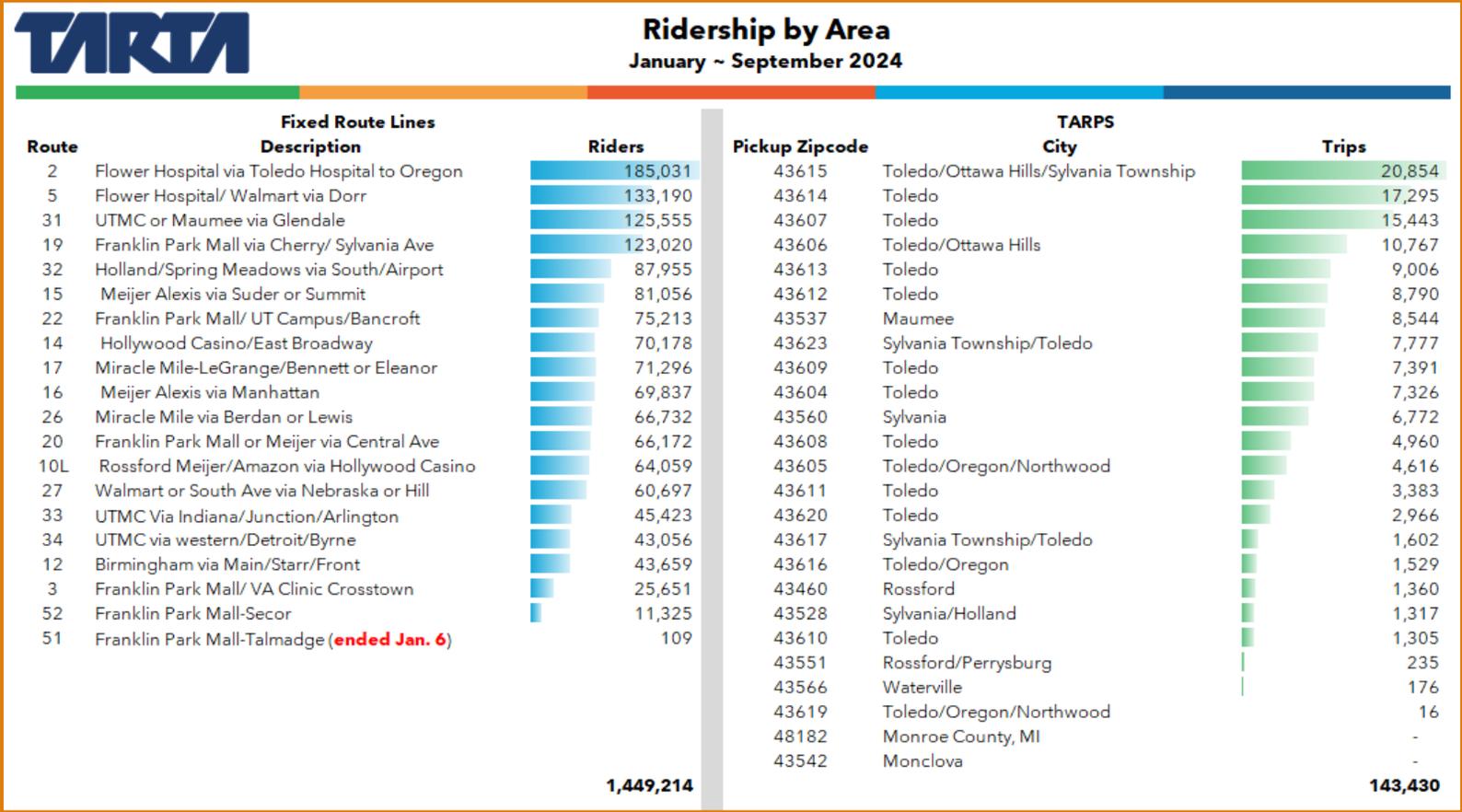
Location	Sept 6	Sept 7	Sept 20	Sept 21
Miracle Mile - In	5	9	7	1
Miracle Mile - Out	5	9	7	1
Sylvania - In	1	1	2	9
Sylvania - Out	1	1	2	9
Waterville - In	2	6	3	0
Waterville - Out	2	6	3	0
Maumee - In	1	16	8	20
Maumee - Out	1	16	8	20
Oregon - In	2	3	2	0
Oregon - Out	2	3	2	0
<b>Totals:</b>	<b>22</b>	<b>70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



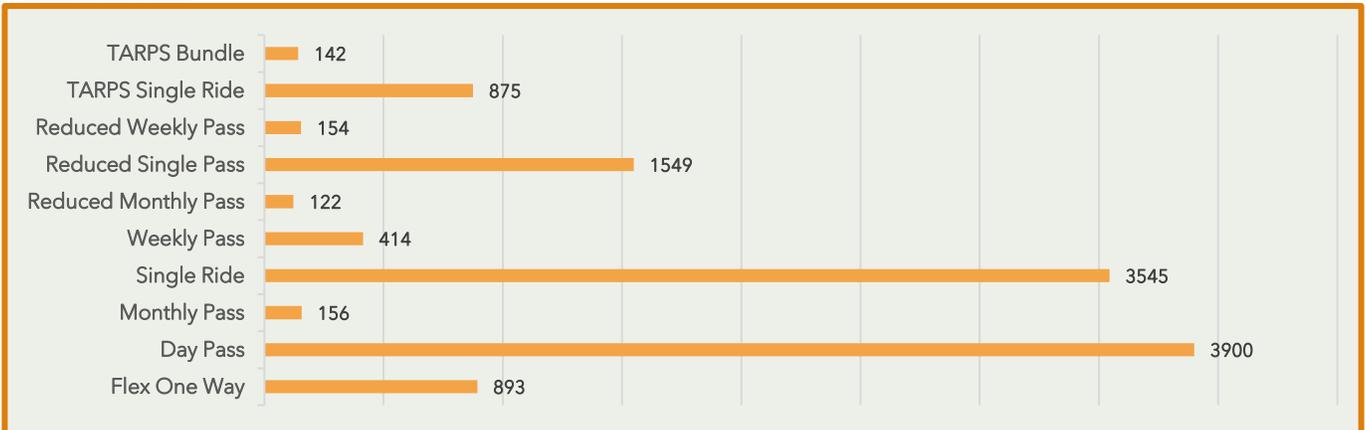
### Other SET (Special Event Transfers)

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
	<b>Total:</b>	<b>367</b>

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



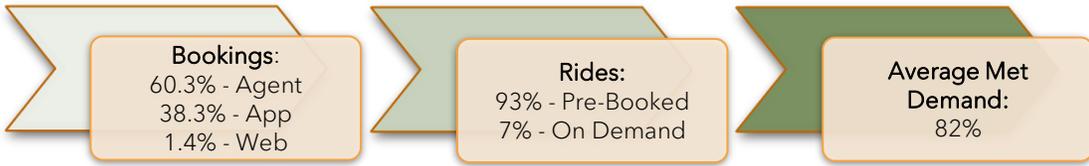
### EZFare Passes Sold ~ September 2024



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



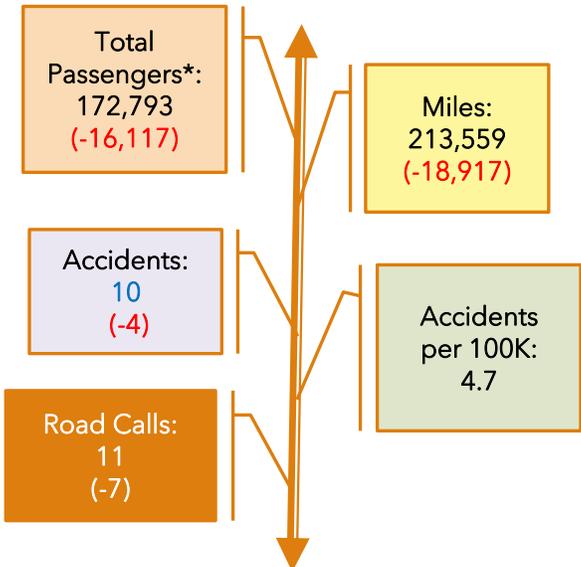
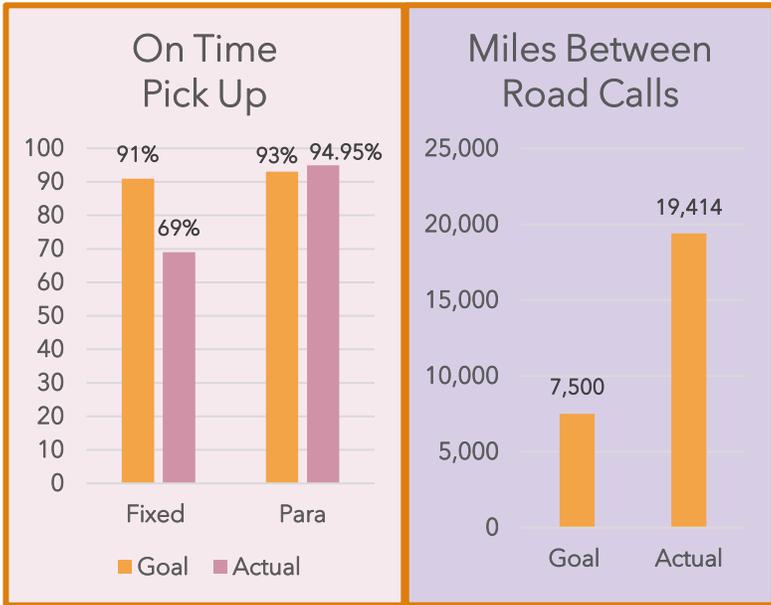
Highest Daily Met Demand:  
September 9 (Monday):  
**94.3%**



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**

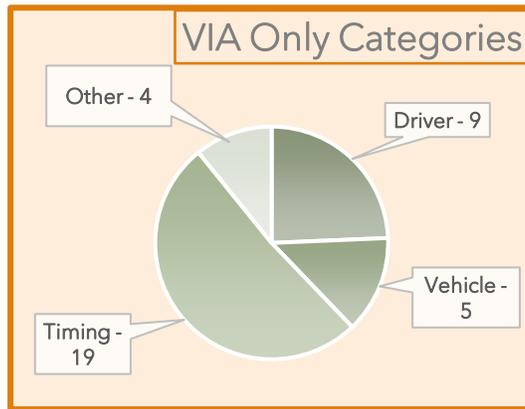
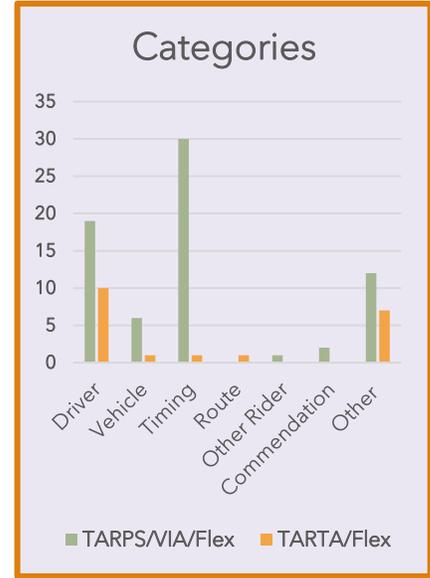
- Fixed: 20
- TARPS: 70\*
- (\*3% Taxi, 17% Flex & 53% VIA)

**Valid?**

- Fixed: 20 (100%)
- TARPS: 65 (93%)

**Complaints (vs feedback)**

- 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 - 51<sup>st</sup> 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

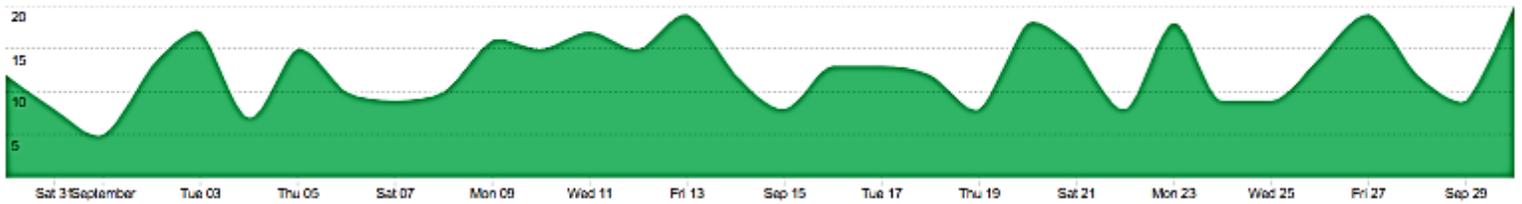


### Transit Apps

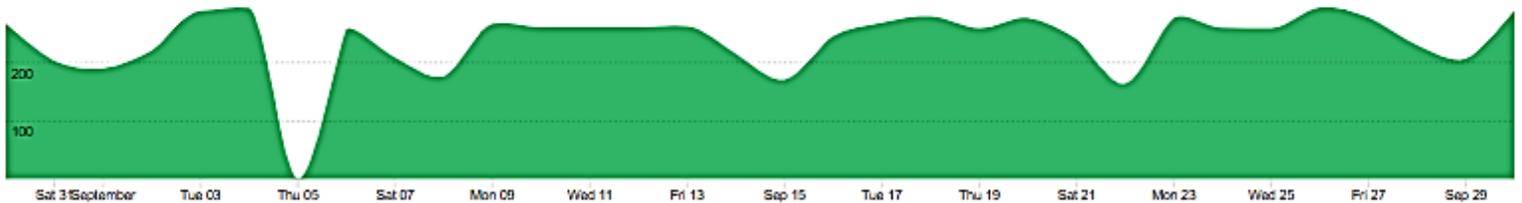
As of October 1, 2024 for September 2024:

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

Downloads



Users



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