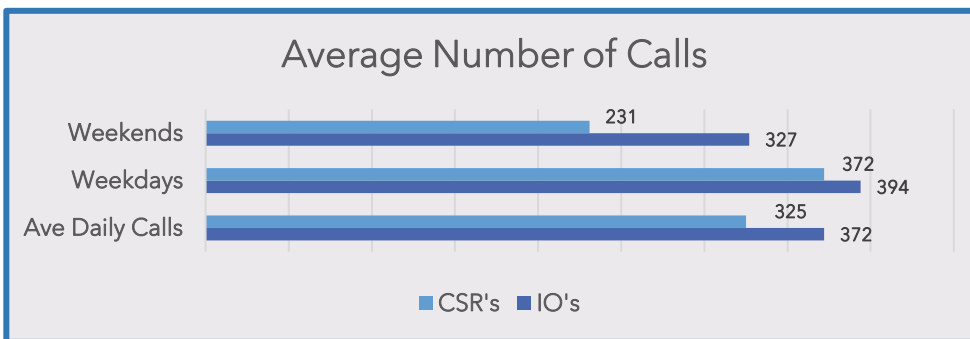
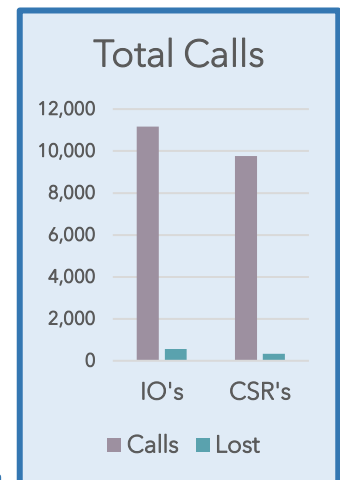




Phone Stats:

| | TARTA IOs | CSRs |
|----------------------------|---------------|------------------|
| Total Calls | 11,167 | 9,760 |
| <i>Difference from May</i> | -691 (-6%) | -1,283 (-11%) |
| Lost Calls | 568 | 333 |
| % Lost Calls | 5% | 3% |

Both IOs and CSRs handle Flex calls



YSBP as of June 30:
Digital Passes - 704
Physical Passes - 822
Total - 1,526




Ridership Stats:

| | TARTA Fixed** | Flex Riders | Flex Trips | TARPS Riders* | TARPS Trips* |
|----------------------------|-----------------|----------------|---------------|-----------------|-----------------|
| Total Rides | 165,215 | 3,786 | 3,513 | 20,373 | 15,246 |
| <i>Difference from May</i> | -6,501 (-4%) | -459 (-11%) | -494 (-2%) | -1,969 (-9%) | -1,191 (-7%) |
| June 2023 | 140,449 | 2,701 | 2,526 | 21,029 | 15,739 |
| Weekday Average | 6,627 | 140 | 131 | n/a | 748 |

*Includes TARPS, VIA, MN, CTW (58% TARPS)

** Fixed route totals include Flex & Muddy Shuttle

Fixed Route Top Performers

| Route # | June Riders | <i>Difference from May</i> | Weekday Average |
|---------|-------------|----------------------------|-----------------|
| 2 | 20,093 | -1,100 (-5%) | 802 |
| 31 | 13,441 | -114 (-0.8%) | 534 |
| 19 | 12,746 | -1,749 (-12%) | 506 |
| 5 | 14,305 | -1,211 (-8%) | 437 |

ADA Applications - TARPS

| | New | Recert | Baby & Me |
|----------------------------|-----|--------|-----------|
| Totals | 76 | 34 | 27 |
| <i>Difference from May</i> | +22 | -21 | -3 |

Reduced Fare Applications - June

| | |
|-----------|-----------|
| Received | 28 |
| Completed | 28 (100%) |
| Pending | 0 |

Monthly Recap

June 2024

Muddy Shuttle Ridership June 2024



| Location | June 1 | June 14 | June 15 | June 28 | June 29 |
|--------------------|-----------|-----------|-----------|-----------|------------|
| Miracle Mile - In | 0 | 5 | 10 | 2 | 3 |
| Miracle Mile - Out | 0 | 3 | 10 | 2 | 3 |
| Sylvania - In | 5 | 1 | 10 | 2 | 1 |
| Sylvania - Out | 4 | 1 | 10 | 2 | 1 |
| Waterville - In | 22 | 3 | 13 | 4 | 34 |
| Waterville - Out | 22 | 3 | 13 | 4 | 31 |
| Maumee - In | 11 | 3 | 8 | 0 | 14 |
| Maumee - Out | 11 | 3 | 8 | 0 | 14 |
| Oregon - In | 2 | 0 | 0 | 0 | 2 |
| Oregon - Out | 3 | 0 | 0 | 0 | 2 |
| Totals: | 80 | 22 | 82 | 16 | 105 |

Grand Total in June: 305



Ridership by Area

January ~ June 2024

| Fixed Route Lines | | | TARPS | | |
|-------------------|-----------------------------------------------|----------------|----------------|---------------------------------------|---------------|
| Route | Description | Riders | Pickup Zipcode | City | Trips |
| 2 | Flower Hospital via Toledo Hospital to Oregon | 111,932 | 43615 | Toledo/Ottawa Hills/Sylvania Township | 13,924 |
| 5 | Flower Hospital/ Walmart via Dorr | 84,684 | 43614 | Toledo | 11,574 |
| 31 | UTMC or Maumee via Glendale | 81,415 | 43607 | Toledo | 10,176 |
| 19 | Franklin Park Mall via Cherry/ Sylvania Ave | 78,005 | 43606 | Toledo/Ottawa Hills | 7,225 |
| 32 | Holland/Spring Meadows via South/Airport | 55,020 | 43612 | Toledo | 5,960 |
| 15 | Meijer Alexis via Suder or Summit | 51,169 | 43613 | Toledo | 5,863 |
| 22 | Franklin Park Mall/ UT Campus/Bancroft | 48,565 | 43537 | Maumee | 5,680 |
| 14 | Hollywood Casino/East Broadway | 47,654 | 43604 | Toledo | 4,910 |
| 17 | Miracle Mile-LeGrange/Bennett or Eleanor | 44,569 | 43623 | Sylvania Township/Toledo | 5,119 |
| 16 | Meijer Alexis via Manhattan | 47,085 | 43609 | Toledo | 4,865 |
| 26 | Miracle Mile via Berdan or Lewis | 42,679 | 43560 | Sylvania | 4,504 |
| 20 | Franklin Park Mall or Meijer via Central Ave | 42,804 | 43608 | Toledo | 3,327 |
| 10L | Rossford Meijer/Amazon via Hollywood Casino | 40,282 | 43605 | Toledo/Oregon/Northwood | 3,111 |
| 27 | Walmart or South Ave via Nebraska or Hill | 38,149 | 43611 | Toledo | 2,204 |
| 33 | UTMC Via Indiana/Junction/Arlington | 29,354 | 43620 | Toledo | 1,956 |
| 34 | UTMC via western/Detroit/Byrne | 27,978 | 43617 | Sylvania Township/Toledo | 1,056 |
| 12 | Birmingham via Main/Starr/Front | 27,856 | 43460 | Rossford | 900 |
| 3 | Franklin Park Mall/ VA Clinic Crosstown | 16,576 | 43616 | Toledo/Oregon | 891 |
| 52 | Franklin Park Mall-Secor | 7,579 | 43528 | Sylvania/Holland | 851 |
| 51 | Franklin Park Mall-Talmdage (ended Jan. 6) | 109 | 43610 | Toledo | 829 |
| | | | 43551 | Rossford/Perrysburg | 144 |
| | | | 43566 | Waterville | 113 |
| | | | 43619 | Toledo/Oregon/Northwood | 8 |
| | | | 48182 | Monroe County, MI | - |
| | | | 43542 | Monclova | - |
| | | 923,464 | | | 95,190 |

Highest Daily Rides Count:
June 18: **164** Completed



Highest Daily Met Demand:
June 19: **97.4%**

Bookings:
41% - App
58% - Agent
1% - Web

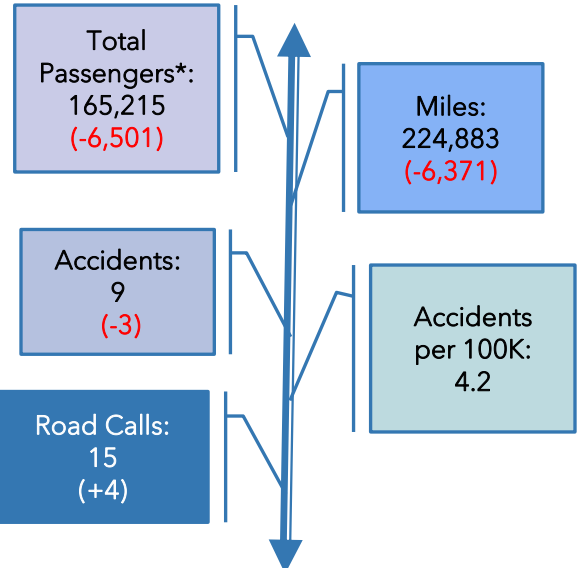
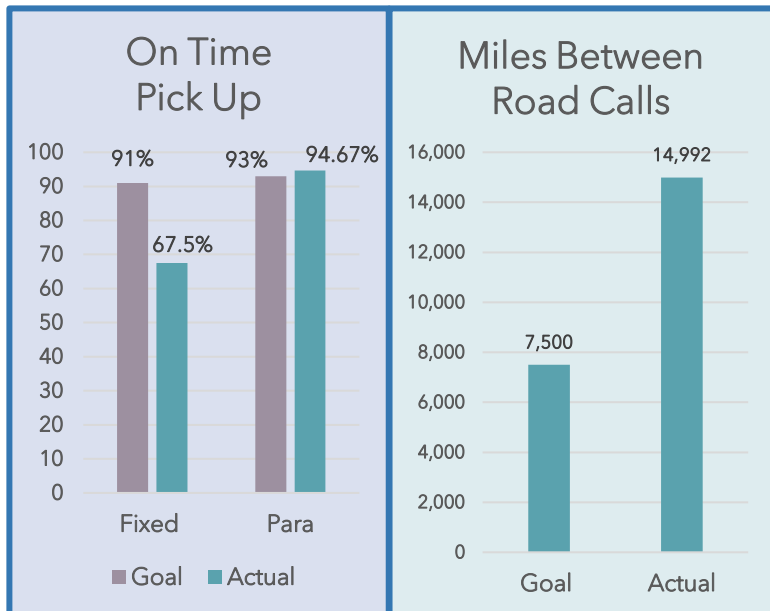
Rides:
93% - Pre-Booked
7% - On Demand

Average Met Demand:
81.18%

Total Flex Accounts To Date: **6,450** (+403 in June)
Total App installs To Date: **4,278** (+417 in June)



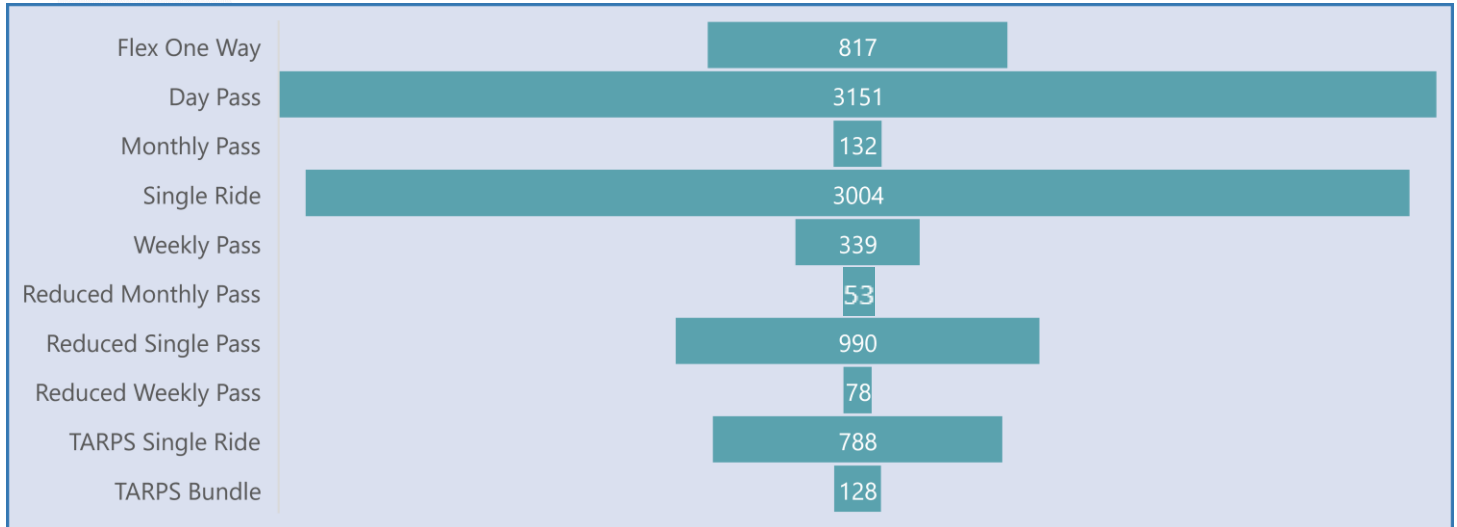
Operations ~ Fixed:



*As per APC (Automated Passenger Counter) system

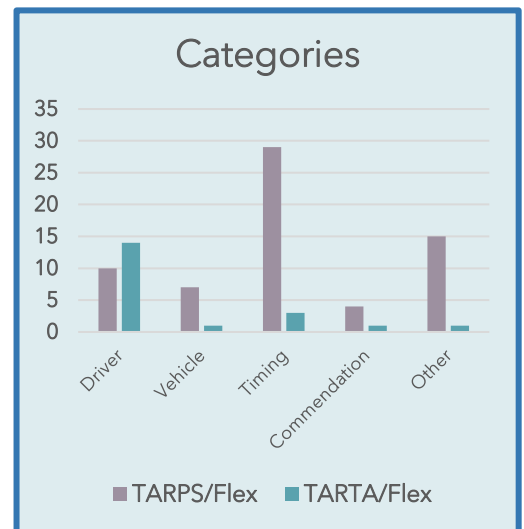


EZFare Passes Sold ~ June 2024



Complaints/Feedback:

| Total Comments | Valid? | Complaints (vs feedback) |
|------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> Fixed: 20 TARPS: 65* (*11% Taxi, 31% VIA & 12% Flex) | <ul style="list-style-type: none"> Fixed: 16 (80%) TARPS: 63 (97%) | <ul style="list-style-type: none"> Fixed: 18 TARPS: 55 |



Website: (+ / - last month)



PAGE VIEWS

Total Page Views: 43,987 (-257/-1%)
 Highest Day: 1,919 (June 4)
 Daily Average: 1,466 (+39/+3%)





PAGE USERS

Total Page Users: 16,112 (+456/+3%)
 Highest Day: 692 (June 6)
 Daily Average: 537 (+32/+6%)



Social Media Impacts:

(+ / - last month)

| | | | | |
|-----------------------------------------------------------------------------------|-------------------------------|--------------------------------------|------------------------------------|---------------------------------------------------------|
|  | 45 Total Posts (-5/-10%) | 3,140 Impressions* (-110/-3%) | 99 Engagements** (-51/-34%) | 8 Post Link Clicks (+1/+14%) 0 New Followers |
|  | 60 Total Posts (+7/+13) | 47,100 Impressions (+11,300/+31%) | 1,680 Engagements (-1,590/-48%) | 59 Post Link Clicks (+6/+11%) 9 New Followers |
|  | 112 Total Posts (+15/+15%) | 9,410 Impressions (+3,870/+69%) | 417 Engagements (-96/-18%) | 20 New Followers |
|  | 35 Total Posts (-4/-10%) | 6,650 Impressions (-2,770/-29%) | 899 Engagements (-201/-18%) | 568 Post Link Clicks (-230/-28%) 30 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:
 - June 28: Muddy Shuttle doubleheader Open Rate 19%/Click rate 1%
- Paid Advertisements:
 - Billboard
 - Muddy Shuttle
 - Buckey Broadband
 - More in '24 ad
 - La Prensa
 - Youth Summer Blast Pass Half Page
 - Maumee Mirror
 - Youth Summer Blast Pass Half Page
 - Press Publications
 - Youth Summer Blast Pass Half Page
 - Sojourner's Truth
 - Youth Summer Blast Pass Half Page
 - Toledo Homeownership Fair Program
 - Full page
 - Toledo Journal
 - Youth Summer Blast Pass Half Page
 - Toledo Streets
 - General Service Full page
 - WNWO
 - More in '24 ad
 - WTOL
 - More in '24 ad



Media Coverage Report: (Compiled in-house)

| Date | What | Where |
|---------|----------------------------------------------------------|-------------------|
| 6/5/24 | Summer Meal Partners host annual Summer Kickoff Event | The Blade |
| 6/17/24 | Cooling Centers List | Mature Living |
| 6/17/24 | Toledo forges through string of hot days | The Blade |
| 6/18/24 | Cooling Centers | WTOL |
| 6/20/24 | Photos of the Week | The Blade |
| 6/20/24 | TARTA graduation | WTOL |
| 6/20/24 | TARTA graduation | WTVG |
| 6/23/24 | Car crashes into TARTA bus on Airport Hwy | WTVG |
| 6/25/24 | James Karasek joins TARTA as CFO | MassTransit |
| 6/26/24 | LMH Receives Grant to improve Vistula Manor | WTOL |
| 6/26/24 | Ten New TARTA Graduates join team of operators | Sojourner's Truth |
| 6/26/24 | TARTA Holds Graduation | Toledo Journal |
| 6/29/24 | City's annual 4 th of July Fireworks downtown | WTVG |



Community Events/Press Conferences/ Special Events:

June 1, 14, 15, 28 & 29 - Mud Hens Outreach: Muddy Shuttle and TARTA Dugout
 June 3 - Destination Toledo Ride-Along
 June 6 - Connecting Kids to Meals Summer Kick-off
 June 10 to 13 - Community Transportation Association of America (CTAA) Expo (Mobility)
 June 11 to 13 - Toledo Partners Fly-In to Washinton DC
 June 20 - Fixed Line Operators Graduation Ceremony
 June 26 - Job & Family Services Youth Summer Blast Pass Outreach
 June 26 & 27 - Employee Town Halls

HUB OF



Hub of Hope Events:

June 6 - Anthem Medicaid
 June 11 - CareSource
 June 12 - Cherry Street Mission
 June 18 - Mercy Healthcare
 June 26 - Lutheran Social Services

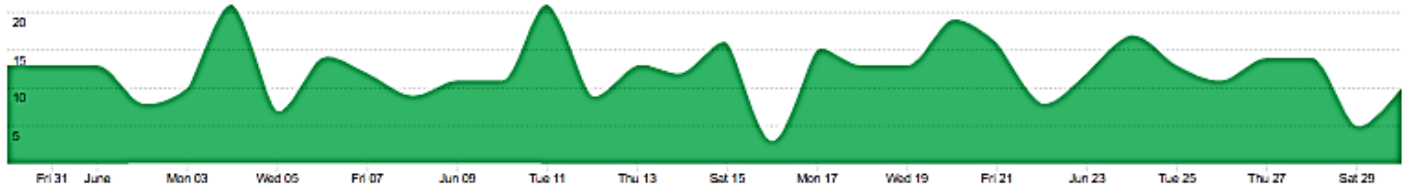


Transit Apps

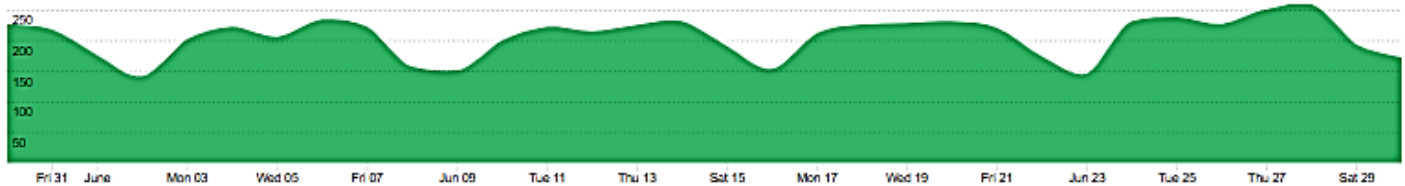
As of July 1, 2024 for June 2024:

| | Yesterday | Last 7 days | Last 4 weeks |
|------------------|--------------|---------------|--------------|
| Downloads | 10 -16.67% | 84 -12.50% | 357 |
| Users | 173 +17.69% | 666 +3.74% | 1,365 |
| Sessions | 949 +7.47% | 8,887 +8.39% | 35,665 |
| Sessions / users | 5.486 -8.68% | 13.344 +4.49% | 26.128 |


Downloads Last month



Users Last month



Most Popular Lines Viewed:

| Line | Views  | Clicks |
|----------------------------------------------|-----------------------------------------------------------------------------------------|--------|
| 2 Flower Hospital-Oregon | 16,100 | 2,162 |
| 22 Franklin Park Mall via Bancroft | 12,456 | 1,395 |
| 19 Franklin Park Mall via Sylvania Ave | 12,299 | 994 |
| 32 Holland / Spring Meadows via S / Airport | 11,852 | 1,668 |
| 34 UTMC via Western / Detroit / Byrne | 11,519 | 619 |
| 5 Flower Hospital via Dorr St. | 11,267 | 957 |
| 31G Maumee via Glendale | 10,780 | 952 |
| 31H Maumee via Broadway / Heatherdowns | 9,923 | 1,083 |
| 26D Miracle Mile via Douglas | 9,889 | 494 |
| 20F Franklin Park via Central / Franklin | 9,712 | 347 |
| 33 UTMC via Indiana / Junction / Detroit | 9,709 | 522 |
| 20M Central Meijer via Central / Collingwood | 9,698 | 691 |
| 17B Miracle Mile via Lagrange / Bennett | 9,473 | 651 |
| 3 Franklin Park Mall via VA Clinic | 9,092 | 815 |
| 17E Miracle Mile via Lagrange / Eleanor | 8,969 | 468 |
| 26L Miracle Mile via Lewis | 8,639 | 724 |
| 27H Central Walmart via Hill | 8,435 | 316 |
| 27N South / Reynolds via Nebraska | 8,173 | 522 |
| 31C UTMC via Glendale | 7,567 | 302 |
| 14 Hollywood Casino / East Broadway | 7,272 | 535 |
| 12 Birmingham via Main / Starr / Front | 7,117 | 769 |
| 10L Rossford Meijer via Amazon Rossford | 6,641 | 832 |
| 16 Meijer Alexis via Manhattan | 6,513 | 853 |
| 5C UT via Dorr St. | 6,419 | 184 |
| 52 Franklin Park Mall via Tremainsville | 6,310 | 258 |
| 15E 15 E Meijer Alexis via Summit | 5,506 | 808 |
| 15A Meijer Alexis via Suder | 5,408 | 650 |