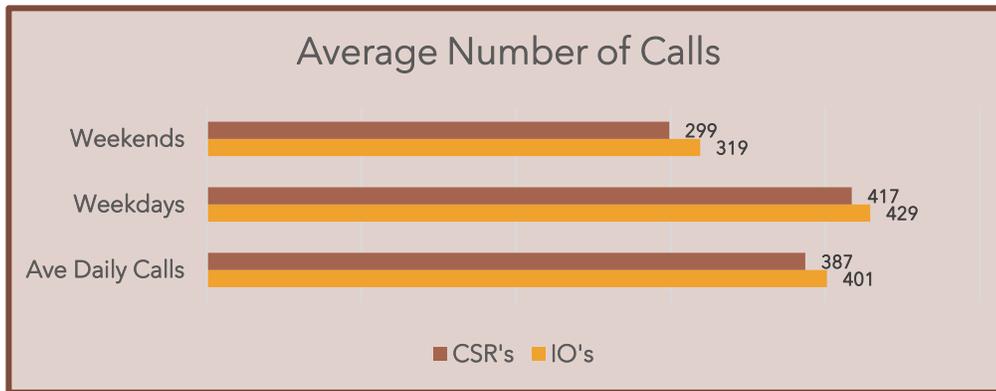




Phone Stats:

	TARTA IOs	CSRs
Total Calls	12,422	11,996
<i>Difference from September</i>	<i>+1,380 (+12%)</i>	<i>+598 (+5%)</i>
Lost Calls	729	552
% Lost Calls	6%	5%

Both IOs and CSRs handle Flex calls



Ridership Stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	188,643	4,845	4,528	23,048	17,383
<i>Difference from Sept</i>	<i>+15,850 (+9%)</i>	<i>+401 (+9%)</i>	<i>+404 (+10%)</i>	<i>+1,672 (+8%)</i>	<i>+1,597 (+10%)</i>
October 2023	157,505	2,713	2,596	22,214	16,721
Weekday Average	7,007	173	163	n/a	786

*Includes TARPS, VIA, MN, TLC - 60% TARPS)

** Fixed route totals include Flex

Fixed Route Top Performers

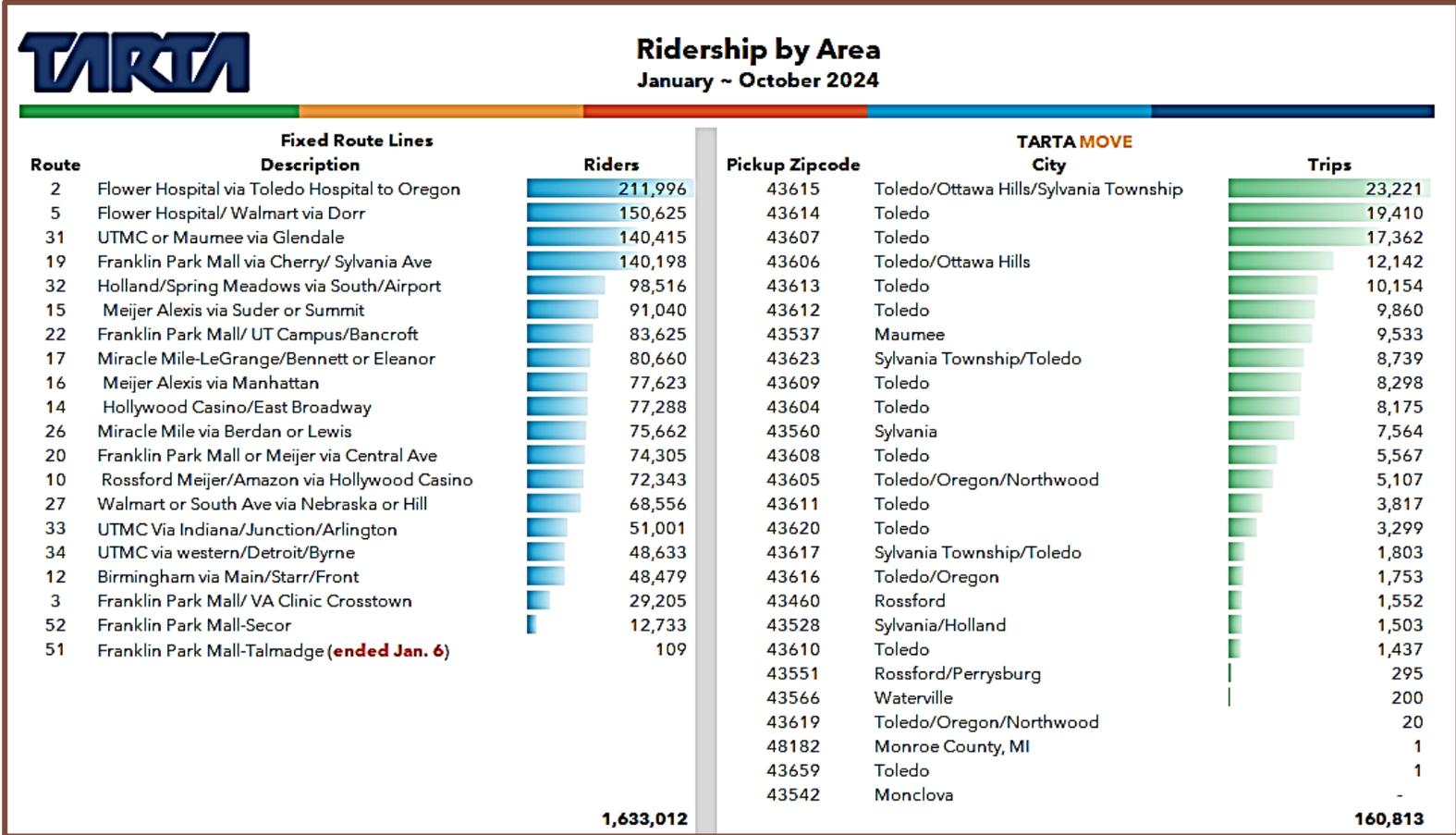
Route #	October Riders	<i>Difference From Sept</i>	Weekday Average
2	26,965	<i>+3,697 (+16%)</i>	1,021
5	17,435	<i>+1,455 (+9%)</i>	651
19	17,178	<i>+2,555 (+17%)</i>	672
31	14,860	<i>+689 (+5%)</i>	553

ADA Applications - TARPS

	New	Recert	Baby & Me
Totals	80	58	17
<i>Difference from Sept.</i>	<i>+9</i>	<i>+18</i>	<i>+5</i>

Reduced Fare Applications - October

Received	76
Completed	70 (92%)
Pending	6



EZFare Passes Sold ~ October 2024



Highest Daily Rides Count:
October 23: **182**



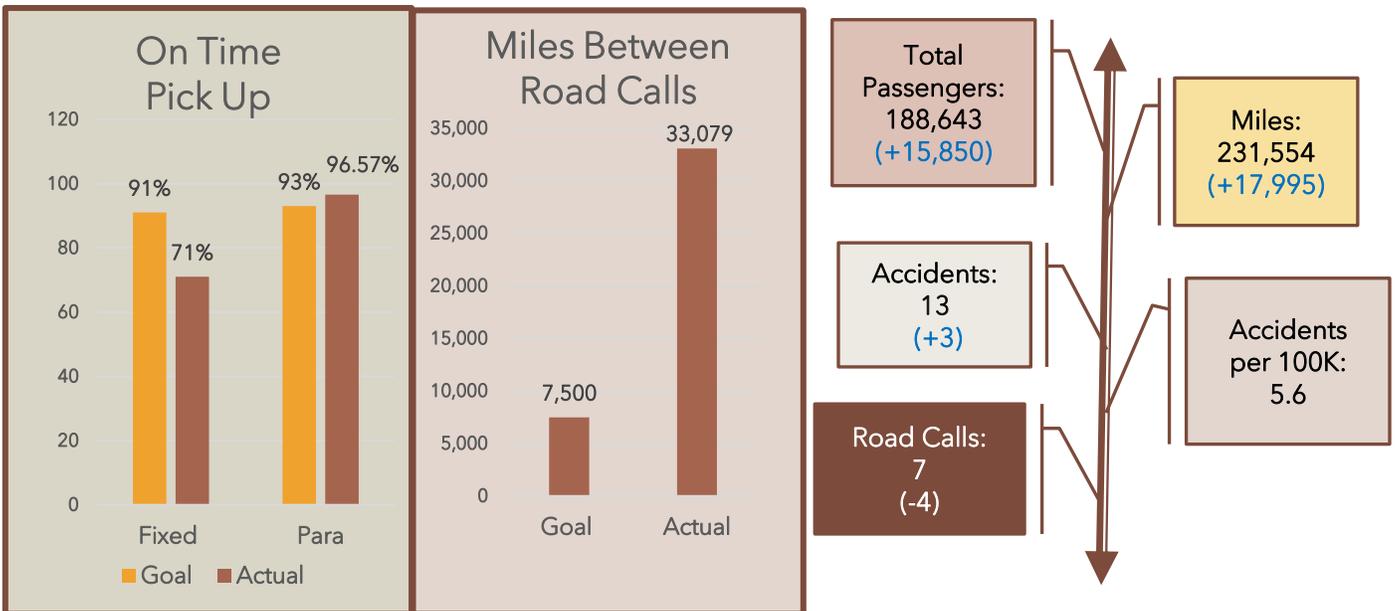
Highest Daily Met Demand:
October 15 (Tuesday): **96%**



Total Flex Accounts To Date: **8,252 (+436 in Oct)**
 Total App installs To Date: **6,140 (+450 in Oct)**



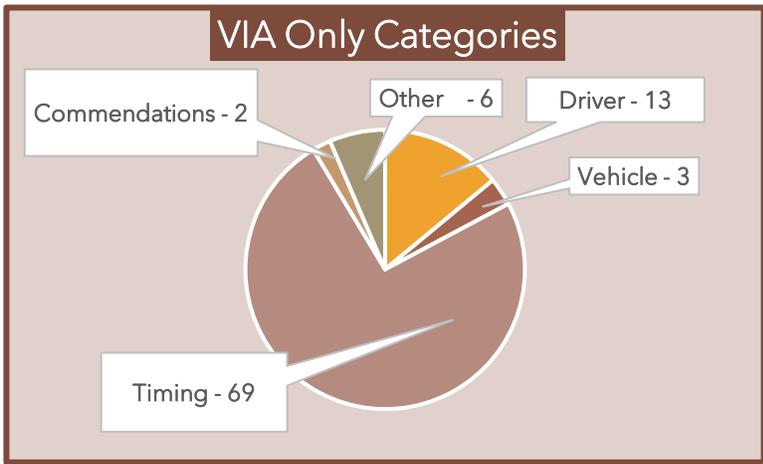
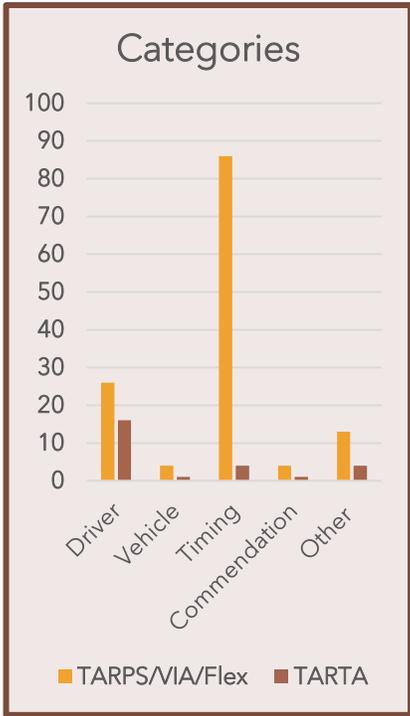
Operations ~ Fixed:





Complaints/Feedback:

Total Comments	Valid?	Complaints (vs feedback)
<ul style="list-style-type: none"> •Fixed: 26 •TARPS: 133* •(*11% Flex & 70% VIA) 	<ul style="list-style-type: none"> •Fixed: 22 (85%) •TARPS: 130 (98%) 	<ul style="list-style-type: none"> •Fixed: 24 •TARPS: 124



Social Media Impacts:

(+ / - last month)

Platform	Total Posts	Impressions	Engagements	Other Metrics
X	49 Total Posts (+3/+6)	4,140 Impressions* (+1,350/+48%)	126 Engagements** (+48/+61%)	23 Post Link Clicks (+18/+30%) 0 New Followers
Facebook	54 Total Posts (-4/-7%)	39,600 Impressions (+20K/+106%)	2,070 Engagements (+520/+34%)	484 Video Views 13 New Followers
Instagram	67 Total Posts (-48/-42%)	3,860 Impressions (-2.8K/-42%)	296 Engagements (-121/-59%)	10 New Followers
LinkedIn	44 Total Posts (+1/+2%)	7,320 Impressions (+1,760/+32%)	1,130 Engagements (+206/+22%)	780 Post Link Clicks (+112/+17%) 11 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: 38,144 (-12,791/-25%)
Highest Day: 1,459 (October 15)
Daily Average: 1,230

PAGE USERS

Total Page Users: 14,547 (-718/-5%)
Highest Day: 595 (October 15)
Daily Average: 469



Marketing - Paid Ads

- Email Outreach:
 - October 9: Week Without Driving Open Rate 25%/Click Rate 1%
 - October 10: Community Update Invite Open Rate 20%/Click Rate 1%
 - October 17: Community Update Invite Open Rate 17%/Click Rate 1%
 - October 24: Community Update Invite Open Rate 21%/Click Rate 1%
 - October 30: Walleye Shuttle Open Rate 19%/Click Rate 1%
 - October 31: TARTA Newsletter Open Rate 18%/Click Rate 1%
- Paid Advertisements:
 - Facebook
 - Community Update
 - Franklin Park Mall
 - Wall/Banner outside cinema
 - Toledo NAACP
 - Freedom Fund Program Full page
 - Toledo Streets
 - General Service Full page
 - WTVG
 - Walleye Shuttle



Media Coverage Report: (Compiled in-house)

Date	What	Where
10/7/24	TARTA Becomes Fully Staffed After Graduating 19 New Drivers	WTOL
10/7/24	Emergency Services, TARTA navigate Trickey Construction in Toledo	WTOL
10/7/24	Brightside, Graduation	WTVG
10/11/24	DeWine Announces \$23 Million in Funding for Urban Transit	WTOL
10/15/24	TARTA To Operate Walleye Shuttles to Home Hockey Games	The Blade
10/16/24	TARTA Brings Back Walleye Shuttle for Saturday Games	OurSportsCentral

Date	What	Where
10/16/24	Walley Shuttle Returns for Saturday Games	Hockey News
10/17/24	TARTA Offering Free Rides to the Polls on Election Day	WTOL
10/17/24	TARTA Offering Free Rides to the Polls on Election Day	WTVG
10/17/24	TARTA To Offer Free Rides on Election Day	The Blade
10/19/24	Toledo's Bus System Wants To Provide An Alternative To Car Culture. Is It Working?	MidStory
10/20/24	Healthcare Advocate, Leader of Pathways Retiring After 38 Years	The Blade
10/24/24	Huron Street Switches to Two-Way, Has Speed Limit Reduced	WTOL
10/25/24	Broadway Residents and Business Owners Complain About Construction	The Blade
10/28/24	TARTA Offers Ride to Pools	Toledo Free Press



Community Events/Press Conferences/Special Events:

- September 28-October 2 - APTA TRANSform Conference ~ Laura Koprowski, Ursula Barrera-Richards and James Karasek attending
- September 30 (through October 6) - Week Without Driving Challenge
- October 3 - Health Fair at Sylvania Senior Center
- October 4 - Toledo Zoo Sensory Friendly Tour
- October 5 - Monclova Township Open House
- October 7 - Fixed Line Graduation Ceremony with Congresswoman Marcy Kaptur
- October 8 & 9 - Ohio Transportation Engineering Conference (OTEC) -
- October 8,9,10 - Next Step Expo
- October 9 - Customer Advisory Committee Meeting
- October 10 - Lucas County Transition Services Family Fun Night
- October 15 - Walleye Shuttle Press Conference
- October 15 - Lucas County Board of Development Disabilities Trunk or Treat
- October 21 - Alliance of Informed Citizens of NW Ohio Senior Fall Seminar
- October 21-25 - Transit Labor Exchange ~ Ursula Barrera-Richards attending
- October 27 - Rossford Halloween Parade

HUB OF



Hub of Hope Events:

- October 16 - Toledo Lucas County Public Library - Ready to Read
- October 17 - Sun Federal Credit Union
- October 23 - Oak Street Health
- October 24 - Anthem Medicaid

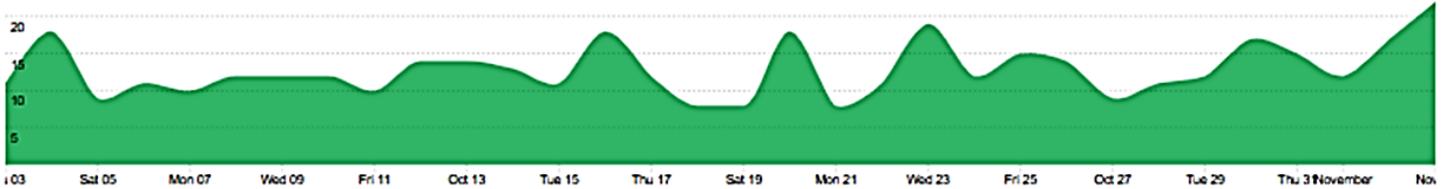


Transit Apps

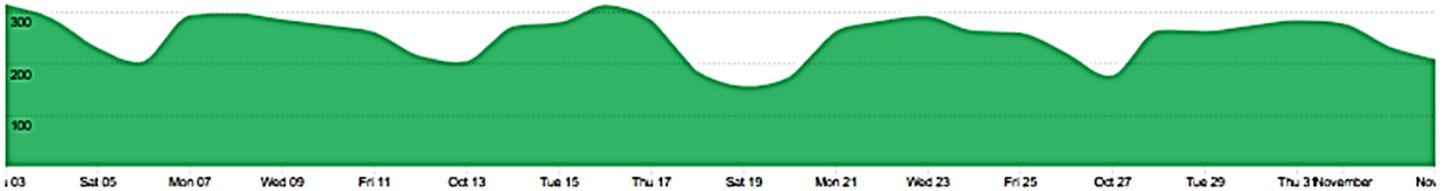
As of November 4, 2024 for October 2024:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	22 +144.44%	106 +20.45%	377
Users	209 +17.42%	770 +4.76%	1,523
Sessions	1,095 +21.40%	9,720 +0.44%	39,385
Sessions / users	5.239 +3.39%	12.623 -4.12%	25.860

Downloads



Users



Most Popular Lines Viewed:

Line	Views 	Clicks
2 Flower Hospital-Oregon	15,662	2,327
19 Franklin Park Mall via Sylvania Ave	13,548	1,037
22 Franklin Park Mall via Bancroft	13,430	1,126
31 Detour UTMC via Glendale	13,110	1,321
26 Miracle Mile via Douglas	12,685	1,005
20 Franklin Park via Central / Franklin	12,675	651
5 Detour Flower Hospital via Dorr St.	12,364	1,101
32 Detour Holland / Spring Meadows via S / Airport	12,251	1,227
33 UTMC via Indiana / Junction / Detroit	11,496	777
17 Detour Miracle Mile via Lagrange / Bennett	11,492	806
27 Detour Central Walmart via Hill	11,443	495
34 Detour UTMC via Western / Detroit / Byrne	11,437	575
3 Franklin Park Mall via VA Clinic	9,218	761
16 Meijer Alexis via Manhattan	7,488	506
12 Birmingham via Main / Starr / Front	7,282	384
14 Hollywood Casino / East Broadway	7,010	517
15 Meijer Alexis via Suder	6,925	843
52 Detour Franklin Pk Mall via Tremainsville	6,672	158
10 Rossford Meijer via Amazon Rossford	3,831	356