

Monthly Recap

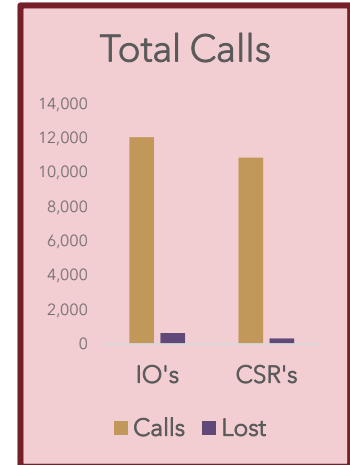
July 2024



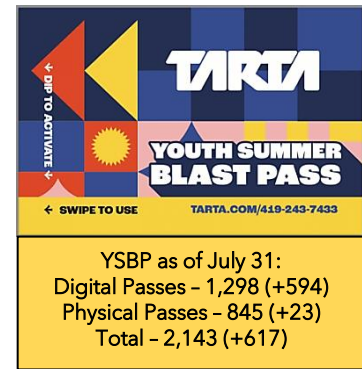
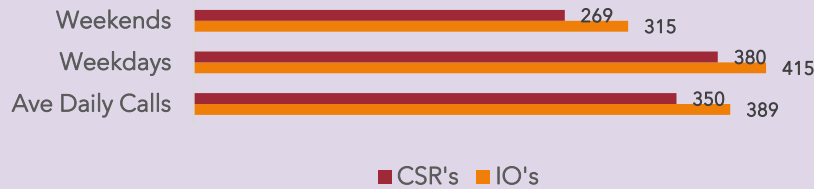
Phone Stats:

	TARTA IOs	CSRs
Total Calls	12,063	10,879
<i>Difference from June</i>	<i>+896 (+8%)</i>	<i>+1,119 (+11%)</i>
Lost Calls	656	331
% Lost Calls	5%	3%

Both IOs and CSRs handle Flex calls



Average Number of Calls



Ridership Stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	177,422^	4,365	4,046	21,702	16,099
<i>Difference from June</i>	<i>+12,207 (+7%)</i>	<i>+579 (+15%)</i>	<i>+533 (+15%)</i>	<i>+1,329 (+6%)</i>	<i>+853 (+5%)</i>
July 2023	139,790	2,681	2,496	20,600	15,121
Weekday Average	6,512	155	144	n/a	707

*Includes TARPS, VIA, MN, CTW 648% TARPS)

** Fixed route totals include Flex & Muddy Shuttle

^July's Fixed Ridership is the highest so far in 2024

Fixed Route Top Performers

Route #	July Riders	<i>Difference from June</i>	Weekday Average
2	23,849	<i>+3,756 (+18%)</i>	881
5	15,373	<i>+1,068 (+7%)</i>	596
31	14,836	<i>+1,395 (+10%)</i>	546
19	14,435	<i>+1,689 (+13%)</i>	541

ADA Applications - TARPS

	New	Recert	Baby & Me
Totals	77	36	13
<i>Difference from June</i>	<i>+1</i>	<i>+2</i>	<i>-14</i>

Reduced Fare Applications - July

Received	83
Completed	81 (98%)
Pending	2

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Muddy Shuttle Ridership July 2024

Location	July 19	July 20	July 26	July 27
Miracle Mile - In	2	10	1	7
Miracle Mile - Out	2	9	1	7
Sylvania - In	7	3	1	1
Sylvania - Out	7	3	1	3
Waterville - In	2	22	14	19
Waterville - Out	2	22	14	19
Maumee - In	11	21	8	24
Maumee - Out	10	21	10	24
Oregon - In	2	2	2	2
Oregon - Out	2	2	2	2
Totals:	47	115	54	108
Grand Total in July:	324			

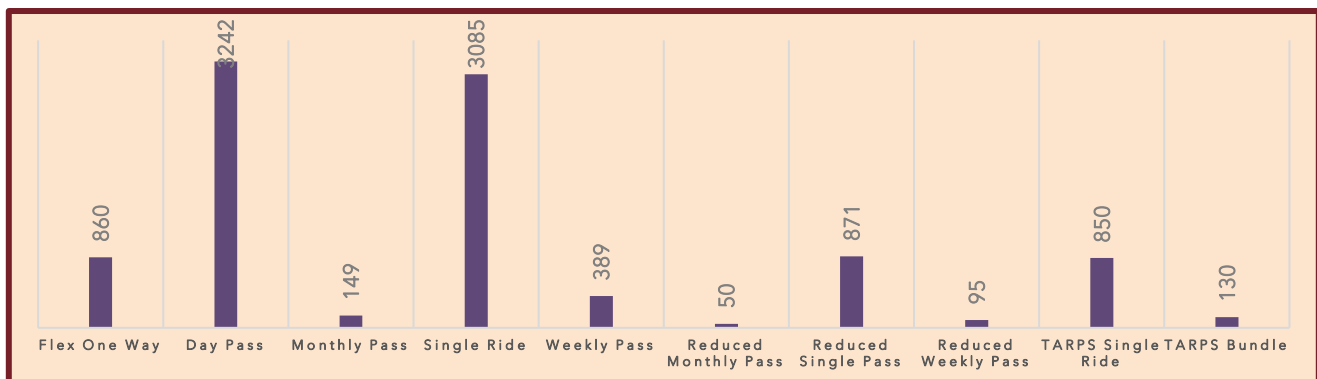


Other SET (Special Event Transfers):

Date	Event	Ridership
July 2	Upstart - Mudhens	88
July 3	Maumee Fest (July 3 & 4)	172
July 4	Toledo Fireworks	202
July 21	African American Parade	8
July 26	Youth Summer Camp	24
July 29	Frederick Douglas Center	24
July 31	Frederick Douglas Center	24
Total:		542



EZFare Passes Sold ~ July 2024



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Ridership by Area

January ~ July 2024

Fixed Route Lines			TARPS		
Route	Description	Riders	Pickup Zipcode	City	Trips
2	Flower Hospital via Toledo Hospital to Oregon	135,781	43615	Toledo/Ottawa Hills/Sylvania Township	16,266
5	Flower Hospital/ Walmart via Dorr	100,057	43614	Toledo	13,475
31	UTMC or Maumee via Glendale	96,251	43607	Toledo	11,976
19	Franklin Park Mall via Cherry/ Sylvania Ave	92,440	43606	Toledo/Ottawa Hills	8,334
32	Holland/Spring Meadows via South/Airport	66,491	43612	Toledo	6,922
15	Meijer Alexis via Suder or Summit	61,041	43613	Toledo	6,864
22	Franklin Park Mall/ UT Campus/Bancroft	57,261	43537	Maumee	6,674
14	Hollywood Casino/East Broadway	55,054	43623	Sylvania Township/Toledo	5,999
17	Miracle Mile-LeGrange/Bennett or Eleanor	53,492	43604	Toledo	5,732
16	Meijer Alexis via Manhattan	54,426	43609	Toledo	5,721
26	Miracle Mile via Berdan or Lewis	50,667	43560	Sylvania	5,238
20	Franklin Park Mall or Meijer via Central Ave	50,506	43608	Toledo	3,875
10L	Rossford Meijer/Amazon via Hollywood Casino	48,148	43605	Toledo/Oregon/Northwood	3,605
27	Walmart or South Ave via Nebraska or Hill	45,450	43611	Toledo	2,627
33	UTMC Via Indiana/Junction/Arlington	34,697	43620	Toledo	2,313
34	UTMC via western/Detroit/Byrne	33,154	43617	Sylvania Township/Toledo	1,237
12	Birmingham via Main/Starr/Front	33,229	43616	Toledo/Oregon	1,067
3	Franklin Park Mall/ VA Clinic Crosstown	19,556	43460	Rossford	1,044
52	Franklin Park Mall-Secor	8,711	43528	Sylvania/Holland	1,012
51	Franklin Park Mall-Talmadge (ended Jan. 6)	109	43610	Toledo	996
			43551	Rossford/Perrysburg	168
			43566	Waterville	134
			43619	Toledo/Oregon/Northwood	10
			48182	Monroe County, MI	-
			43542	Monclova	-
		1,096,521			111,289

Highest Daily Rides Count:
July 11: **179** Completed



Highest Daily Met Demand:
July 20: **99%**

Bookings:
72% - App
57.5% - Agent
0.5% - Web

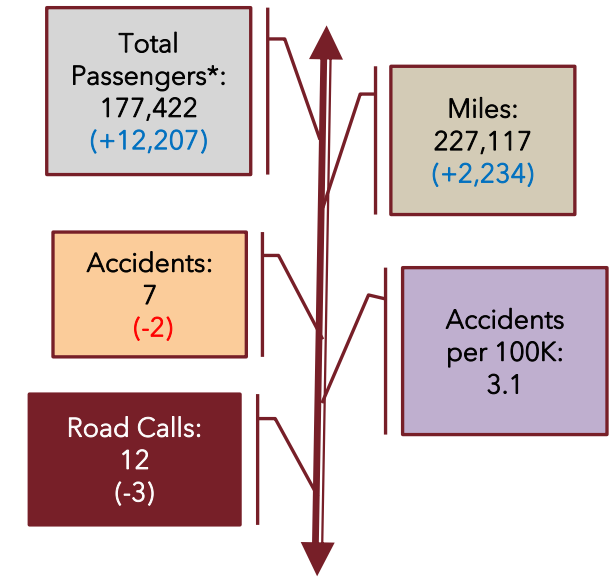
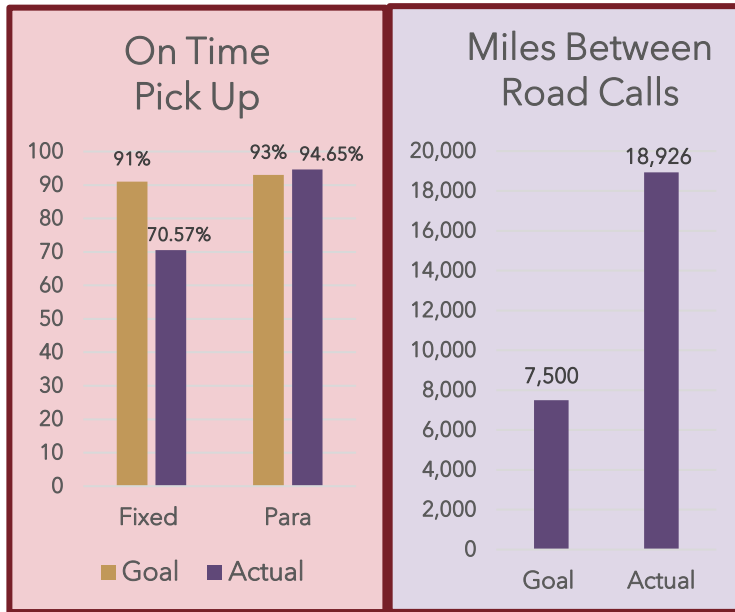
Rides:
91% - Pre-Booked
9% - On Demand

Average Met Demand:
88.04%

Total Flex Accounts To Date: **6,894** (+444 in July)
Total App installs To Date: **4,716** (+438 in July)



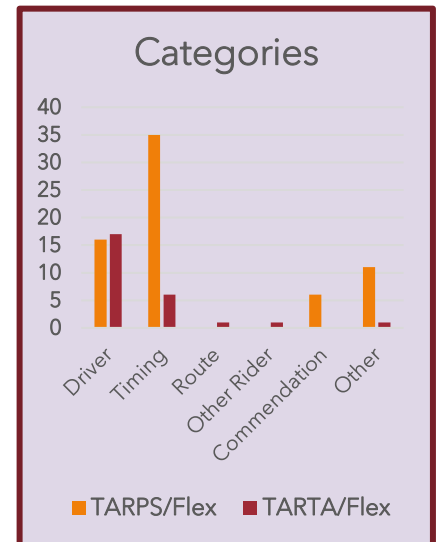
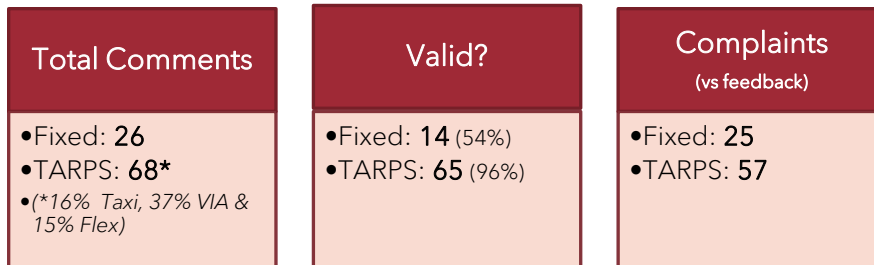
Operations ~ Fixed:



*As per APC (Automated Passenger Counter) system



Complaints/Feedback:



Website: (+ / - last month)

PAGE VIEWS

Total Page Views: 44,8817 (+894/+2%)
Highest Day: 1,955 (July 12)
Daily Average: 1,448 (-18/-0.1%)





PAGE USERS

Total Page Users: 16,736 (+624/+4%)
Highest Day: 829 (July 12)
Daily Average: 540 (+3)



Social Media Impacts:

(+ / - last month)

	49 Total Posts (+4/+9%)	2,490 Impressions* (-650/-20%)	65 Engagements** (-34/-34%)	5 Post Link Clicks (-3/-37%) 10 New Followers
	68 Total Posts (+8/+13%)	40,600 Impressions (-6,500/-14%)	1,090 Engagements (-590/-35%)	39 Post Link Clicks (-20/-34%) 12 New Followers
	149 Total Posts (+37/+33%)	7,230 Impressions (-2,180/-23%)	376 Engagements (-41/-10%)	20 New Followers
	44 Total Posts (+9/+25%)	5,700 Impressions (-950/-14%)	778 Engagements (-121/-13%)	482 Post Link Clicks (-86/-15%) 9 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:
 - July 1: Newsletter Open Rate 22%/Click rate 1%
 - July 31: Newsletter Open Rate 23%/Click rate 1%
- Paid Advertisements:
 - Billboard
 - Muddy Shuttle
 - Buckey Broadband
 - More in '24 ad
 - Destination Toledo
 - Downtown Tearaway map
 - La Prensa
 - Public Notice Title VI Account Based Ticketing
 - Northwest Ohio Rib Off
 - Transportation Sponsorship
 - Sojourner's Truth
 - Public Notice Title VI Account Based Ticketing
 - Toledo Blade
 - Public Notice Title VI Account Based Ticketing
 - Toledo Journal
 - Public Notice Title VI Account Based Ticketing
 - Toledo Streets
 - General Service Full page
 - WNWO
 - Jeep Fest Express/Blast Pass ad
 - WTOL
 - Jeep Fest Express/Blast Pass ad
 - WTVG
 - Jeep Fest Express/Blast Pass ad



Media Coverage Report: (Compiled in-house)

Date	What	Where
7/1/24	TARTA Provides Transport to Toledo Fireworks, Maumee Music Fest	WTVG
7/4/24	Independence Day Celebrations Continue	The Blade
7/11/24	Glass City JazzFest to Return in August	WTVG
7/15/24	Submissions for New Toledo Flag due Aug 28	The Blade
7/18/24	TARTA to Acquire 12 New Paratransit Vehicles, Redo Bus Stop Signs	The Blade
7/20/24	Cheapest and Most Convenient Way to Travel in Toledo	Reddit
7/22/24	TARTA to Offer Transportation to Glass City JazzFest	WTVG
7/25/24	TARTA Shuttles Running for Jeep Fest, Blog	Eric Chase
7/30/24	Local Shelters Work to Help Homeless Vote	The Blade
7/30/24	New COTA CEO Salary Higher Than Most Peers	Columbus Dispatch



Community Events/Press Conferences/ Special Events:

July 6 - Disabled and Proud Fest Outdoor Expo - Swan Creek Metropark
 July 9 - Big Brothers Big Sisters of Northwestern Ohio - Youth Summer Blast Pass
 July 20 - 19th Annual African American Festival Parade
 July 23 - VIA US Central Transit Summitt (Chicago) - Jessica Rood and Sylvester Jones presented
 July 25 - TARTA Experience and ACT Information Night at The Ability Center



Hub of Hope Events:

July 10 - Cherry Street Mission
 July 26 - Toledo Lucas County Public Library Ready to Read Program

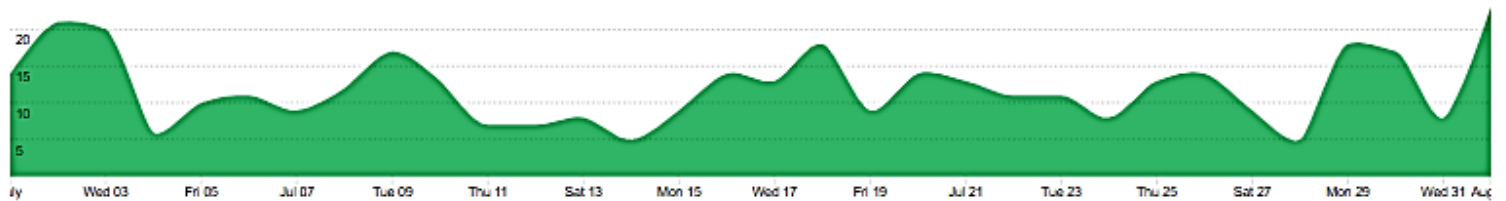


Transit Apps

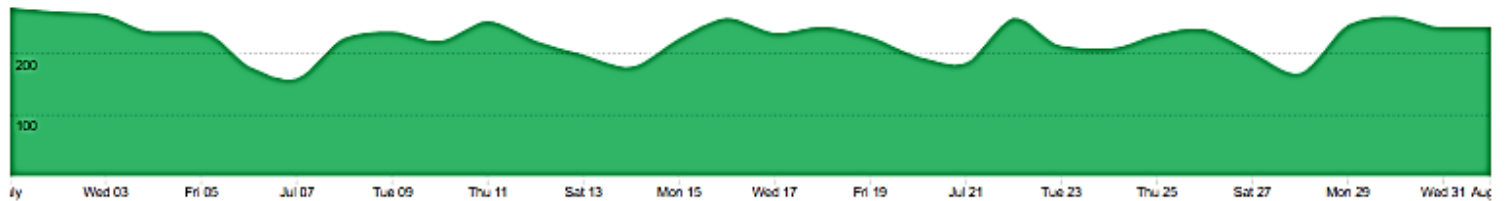
As of August 2, 2024 for July 2024:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	23 +76.92%	94 +18.99%	332
Users	243 +5.19%	677 +3.20%	1,413
Sessions	1,389 +13.57%	8,771 +3.02%	35,985
Sessions / users	5.716 +7.96%	12.956 -0.19%	25.467

Downloads Last month



Users Last month



Most Popular Lines Viewed:

Line	Views ▾	Clicks
2 Flower Hospital-Oregon	17,388	2,596
19 Franklin Park Mall via Sylvania Ave	14,283	1,257
22 Franklin Park Mall via Bancroft	13,820	1,400
32 Holland / Spring Meadows via S / Airport	13,397	1,924
34 UTMC via Western / Detroit / Byrne	12,976	686
5 Flower Hospital via Dorr St.	12,058	1,269
33 UTMC via Indiana / Junction / Detroit	11,153	576
3 Franklin Park Mall via VA Clinic	10,625	619
16 Meijer Alexis via Manhattan	8,103	926
12 Birmingham via Main / Starr / Front	7,999	593
14 Hollywood Casino / East Broadway	7,920	663
31 UTMC via Glendale	7,696	944
20 Franklin Park via Central / Franklin	7,657	489
52 Franklin Park Mall via Tremainsville	7,531	304
10L Rossford Meijer via Amazon Rossford	7,305	973
26 Miracle Mile via Douglas	7,249	565
17 Miracle Mile via Lagrange / Bennett	6,910	667
27 Central Walmart via Hill	6,375	351
15 Meijer Alexis via Suder	3,946	717
76 JF Jeep Fest Franklin Park Mall	55	4
75 JF Jeep Fest Oregon	42	4