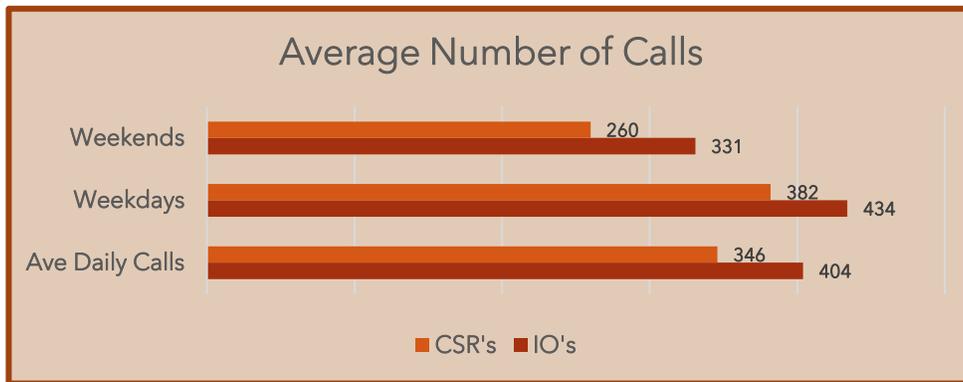
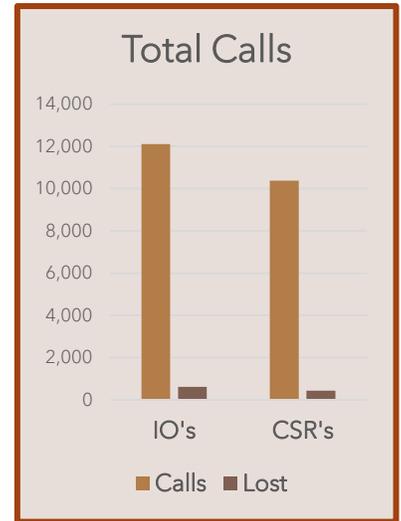




Phone Stats:

	TARTA IOs	CSRs
Total Calls	12,112	10,381
<i>Difference from October</i>	<i>-310 (-2%)</i>	<i>-1,615 (-13%)</i>
Lost Calls	610	427
% Lost Calls	5%	4%

Both IOs and CSRs handle Flex calls



Ridership Stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARTA Move Riders*	TARTA Move Trips*
Total Rides	183,822	4,613	4,308	20,910	15,571
<i>Difference from Oct.</i>	<i>-4,821 (-3%)</i>	<i>-232 (-5%)</i>	<i>-220 (-5%)</i>	<i>-2,138 (-9%)</i>	<i>-1,812 (-10%)</i>
November 2023	151,166	2,558	2,437	18,992	15,700
Weekday Average	7,119	173	164	n/a	778

*Includes TARTA Move, VIA, MN, TLC - 61% TARTA Move)

** Fixed route totals include Flex and Walleye Shuttle

Fixed Route Top Performers

Route #	November Riders	<i>Difference From Oct.</i>	Weekday Average
2	24,965	<i>-2,000 (-7%)</i>	973
19	15,393	<i>-1,785 (-10%)</i>	617
5	14,702	<i>-2,733 (-16%)</i>	578
31	13,913	<i>-947 (-6%)</i>	555

ADA Applications - TARTA Move

	New	Recert	Baby & Me
Totals	35	29	6
<i>Difference from Oct.</i>	<i>-45</i>	<i>-29</i>	<i>-11</i>

Reduced Fare Applications - November

Received	54
Completed	52 (96%)
Pending	2

Monthly Recap

November 2024

Walleye Shuttle Ridership November 2024

Location	Nov. 2	Nov. 9	Nov. 23
Miracle Mile - In	11	13	7
Miracle Mile - Out	14	13	5
Sylvania - In	9	0	4
Sylvania - Out	5	0	4
Waterville - In	10	5	9
Waterville - Out	5	4	9
Maumee - In	3	5	3
Maumee - Out	3	5	3
Oregon - In	4	6	3
Oregon - Out	4	6	2
Totals:	68	57	49
Grand Total:	174		



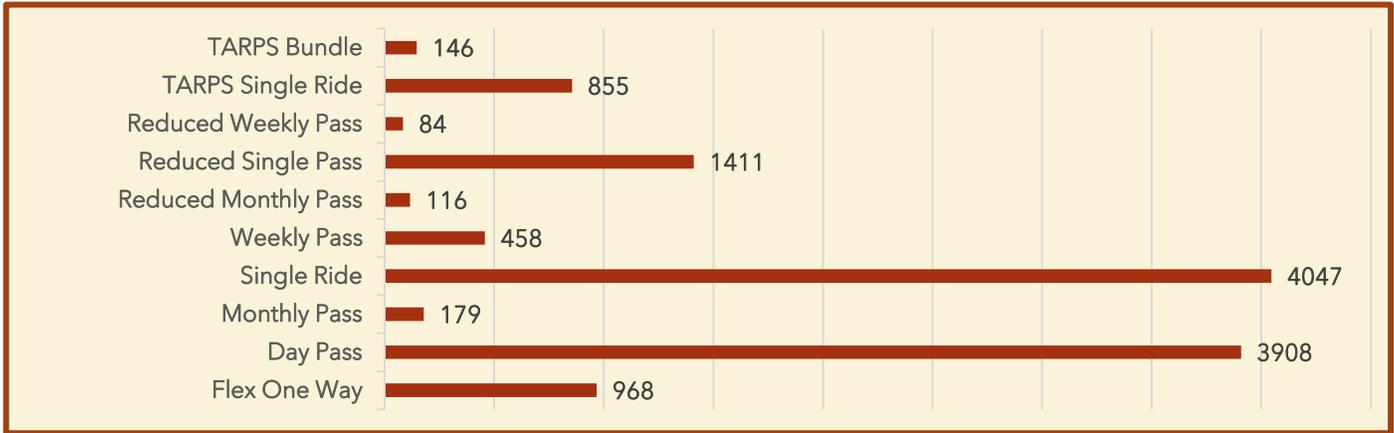
Ridership by Area

January ~ November 2024

Fixed Route Lines		Riders	TARTA MOVE		Trips
Route	Description		Pickup Zipcode	City	
2	Flower Hospital via Toledo Hospital to Oregon	236,961	43615	Toledo/Ottawa Hills/Sylvania Township	25,392
5	Flower Hospital/ Walmart via Dorr	165,327	43614	Toledo	21,345
19	Franklin Park Mall via Cherry/ Sylvania Ave	155,591	43607	Toledo	18,958
31	UTMC or Maumee via Glendale	154,328	43606	Toledo/Ottawa Hills	13,409
32	Holland/Spring Meadows via South/Airport	108,632	43613	Toledo	11,273
15	Meijer Alexis via Suder or Summit	100,424	43612	Toledo	10,811
22	Franklin Park Mall/ UT Campus/Bancroft	91,876	43537	Maumee	10,457
17	Miracle Mile-LeGrange/Bennett or Eleanor	89,499	43623	Sylvania Township/Toledo	9,683
16	Meijer Alexis via Manhattan	85,036	43609	Toledo	9,113
26	Miracle Mile via Berdan or Lewis	83,713	43604	Toledo	8,862
14	Hollywood Casino/East Broadway	83,645	43560	Sylvania	8,225
20	Franklin Park Mall or Meijer via Central Ave	81,246	43608	Toledo	6,103
10	Rossford Meijer/Amazon via Hollywood Casino	80,679	43605	Toledo/Oregon/Northwood	5,530
27	Walmart or South Ave via Nebraska or Hill	75,507	43611	Toledo	4,189
33	UTMC Via Indiana/Junction/Arlington	56,629	43620	Toledo	3,589
34	UTMC via western/Detroit/Byrne	53,798	43617	Sylvania Township/Toledo	1,979
12	Birmingham via Main/Starr/Front	52,521	43616	Toledo/Oregon	1,905
3	Franklin Park Mall/ VA Clinic Crosstown	32,486	43460	Rossford	1,714
52	Franklin Park Mall-Secor	13,906	43528	Sylvania/Holland	1,686
51	Franklin Park Mall-Talmadge (ended Jan. 6)	109	43610	Toledo	1,564
			43551	Rossford/Perrysburg	356
			43566	Waterville	218
			43619	Toledo/Oregon/Northwood	20
			48182	Monroe County, MI	2
			43659	Toledo	1
			43542	Monclova	-
		1,801,913			176,384



EZFare Passes Sold ~ November 2024



Highest Daily Rides Count:
November 6: **196**



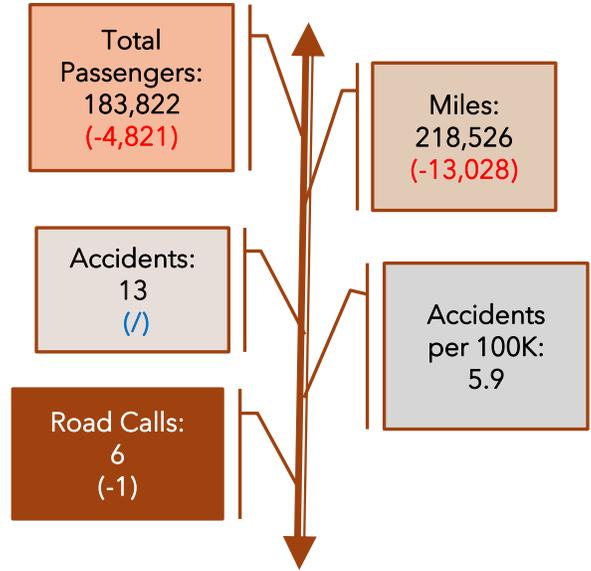
Highest Daily Met Demand:
November 15: **96.2%**



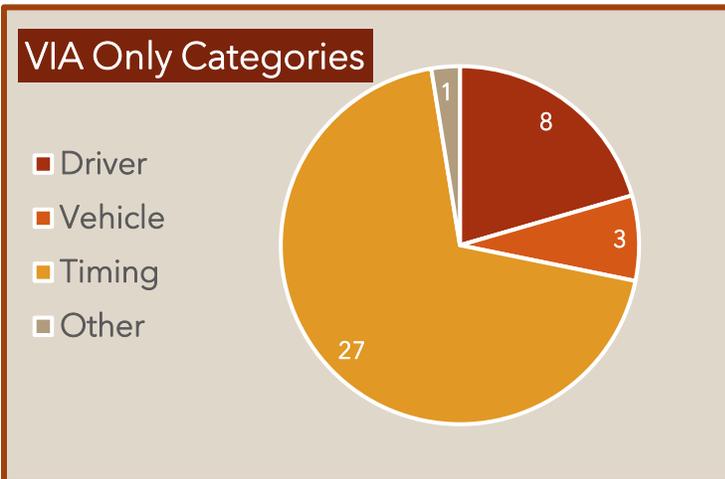
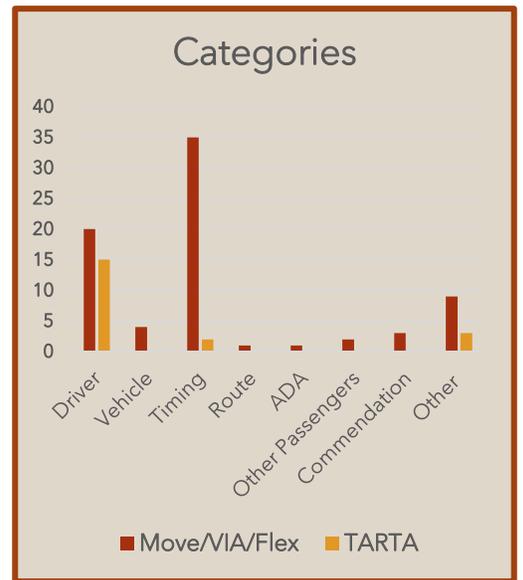
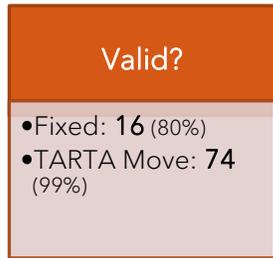
Total Flex Accounts To Date: **8,613** (+361 in Nov)
Total App installs To Date: **6,518** (+378 in Nov)



Operations ~ Fixed:



Complaints/Feedback:





Social Media Impacts:

(+ / - last month)

	38 Total Posts (-11/-22%)	2,390 Impressions* (-1,750/-42%)	73 Engagements** (-53/-42%)	2 Post Link Clicks (-21/-91%) 0 New Followers
	45 Total Posts (-9/-17%)	42,000 Impressions (-2,400/-6%)	3,550 Engagements (+1,480/+71%)	179 Video Views 14 New Followers
	80 Total Posts (+13/+19%)	4,760 Impressions (+900/+23%)	388 Engagements (+92/+31%)	10 New Followers
	36 Total Posts (-8/-18%)	5,680 Impressions (-1,640/-22%)	1,030 Engagements (-100/-9%)	774 Post Link Clicks (-6/-0.7%) 28 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: 37,367 (-777/-2%)
Highest Day: 1,753 (November 14)
Daily Average: 1,246

PAGE USERS

Total Page Users: 13,041(-1,506/-10%)
Highest Day: 694 (November 14)
Daily Average: 481



Marketing - Paid Ads

- Email Outreach:
 - November 7: Community Update One Week Away Open Rate 26%/Click Rate 1%
 - November 14: Community Update Post Game Open Rate 27%/Click Rate 2%
- Paid Advertisements:
 - Franklin Park Mall
 - Wall/Banner outside cinema
 - Toledo Blade
 - Walleye Shuttle
 - Toledo Streets
 - General Service Full page
 - WTVG
 - Walleye Shuttle



Media Coverage Report: (Compiled in-house)

Date	What	Where
11/5/24	Election Day Coverage	WTVG
11/10/24	Bus driver commended for spotting, protecting wandering toddler	The Blade
11/12/24	Community Update focuses on disability advocacy	City Paper
11/14/24	Ohio's Toledo Area Regional Transit Authority launching account-based ticketing with EZFare	Masabi
11/14/24	TARTA talks "bus rapid transit," new payment system, paratransit rebranding	The Blade
11/15/24	Toledo's transit authority launches account-based ticketing	SmartCities
11/15/24	Fare collection updates: Metro Transit, PNAYNJ, Metrolink, TARTA	Mass Transit
11/18/24	Biz Briefs: Genfare, STV and Masabi	Metro Magazine
11/18/24	New TARTA Card brings fare capping to NW Ohio	WTVG
11/18/24	New TARTA Card brings fare capping to NW Ohio	MSN
11/18/24	Fare capping now available to frequent TARTA riders	The Blade
11/19/24	City of Toledo prepares for grant opportunities under new federal administration	The Blade
11/20/24	Fare collection updates for LYNX and TARTA	Mass Transit
11/21/24	TARTA announces plans for next year	Sojourner's Truth
11/25/24	City asking for public input ahead of Junction, Englewood and Uptown improvements	WTOL
11/26/24	TARPS rebrands to TARTA Move	Metro Magazine
11/27/24	TARTA launches paratransit services rebrand campaign	Mass Transit



Community Events/Press Conferences/Special Events:

- November 1 - Owens Community College President's Podcast with Laura Koprowski
- November 4 - Travel Training For Advocating For Opportunity Group
- November 5 - Fare Free for Election Day
- November 11 - Presentation to Ottawa Hills Council
- November 12 - Maumee Business Expo - Transportation Sponsor
- November 14 - TARTA Community Update Event: Transforming the Region Through Transit
- November 14 - Mobility Round Table with Anna Zivarts and co-hosted by Councilmembers and the Toledo Design Collective
- November 15 - Disability Round Table with Anna Zivarts and co-hosted by Tim Teggy and Justin Moor.
- November 15 - Mobility Presentation at Renaissance Senior Apartments
- November 16 - The Blade Holiday Parade
- November 18, 19, 20 - OPTA Annual Conference
- November 25 - Travel Training at Greater Toledo Newcomer Center



Hub of Hope Events:

- November 5 - Care Source
- November 19 - Sun Federal Credit Union



Transit Apps

As of December 3, 2024 for November 2024:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	8 -20.00%	56 -20.00%	318
Users	275 -2.14%	747 -0.13%	1,534
Sessions	1,475 +3.87%	8,910 -9.87%	41,053
Sessions / users	5.364 +6.14%	11.928 -9.75%	26.762

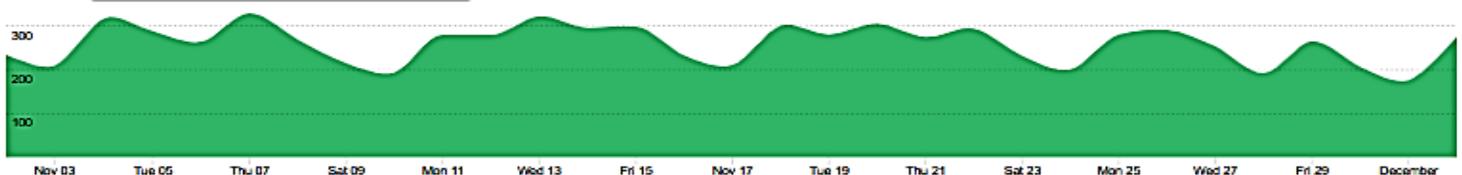
Downloads

Last month



Users

Last month



Most Popular Lines Viewed:

Line	Views 	Clicks
2 Flower Hospital-Oregon	19,751	2,920
19 Franklin Park Mall via Sylvania Ave	17,343	1,344
20 Franklin Park via Central / Franklin	17,173	1,107
22 Franklin Park Mall via Bancroft	16,891	1,657
26 Miracle Mile via Douglas	16,037	1,249
31 Detour UTMC via Glendale	16,009	1,332
5 Detour Flower Hospital via Dorr St.	14,965	1,377
32 Detour Holland / Spring Meadows via S / Airport	14,606	1,608
27 Detour Central Walmart via Hill	14,552	729
17 Detour Miracle Mile via Lagrange / Bennett	14,487	1,322
33 UTMC via Indiana / Junction / Detroit	13,902	919
34 UTMC via Western / Detroit / Byrne	13,498	596
3 Franklin Park Mall via VA Clinic	11,309	762
16 Meijer Alexis via Manhattan	9,148	831
52 Franklin Park Mall via Tremainsville	8,748	207
14 Hollywood Casino / East Broadway	8,716	638
10 Rossford Meijer via Amazon Rossford	8,333	1,082
12 Birmingham via Main / Starr / Front	8,249	379
15 Meijer Alexis via Suder	8,058	775