

Monthly Recap

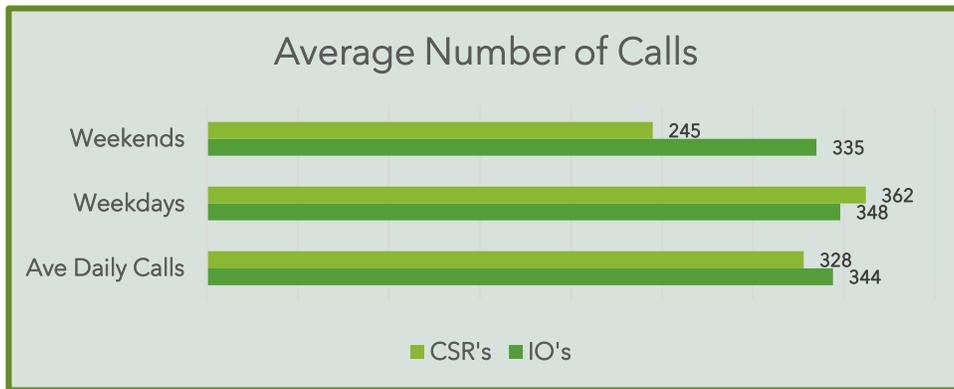
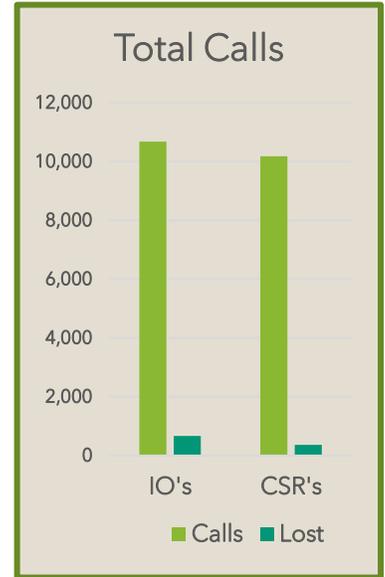
December 2024



Phone Stats:

	TARTA IOs	CSRs
Total Calls	10,678	10,179
<i>Difference from November</i>	<i>-1,434 (-12%)</i>	<i>-202 (-2%)</i>
Lost Calls	666	367
% Lost Calls	6%	4%

Both IOs and CSRs handle Flex calls



Ridership Stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARTA Move Riders*	TARTA Move Trips*
Total Rides	166,169	4,648	4,339	20,986	15,210
<i>Difference from Nov.</i>	<i>-17,653 (-10%)</i>	<i>+35 (+1%)</i>	<i>+31 (+1%)</i>	<i>+76 (+.3%)</i>	<i>-361 (-2%)</i>
December 2023	144,189	2,618	2,483	21,213	15,668
Weekday Average	6,232	169	158	n/a	698

*Includes TARTA Move, VIA, MN, TLC - 60% TARTA Move)

** Fixed route totals include Flex and Unclassified Rides

Fixed Route Top Performers

Route #	December Riders	<i>Difference From Nov.</i>	Weekday Average
2	23,257	<i>-1,708 (-7%)</i>	897
5	13,706	<i>-996 (-7%)</i>	510
19	13,637	<i>-1,756 (-11%)</i>	523
31	12,957	<i>-956 (-7%)</i>	493

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FIXED ROUTES	Total Riders	Year-Over-Year Growth
2021	894,394	
2022	1,746,956	95%
2023	1,655,837	-5%
2024	2,025,287	22%

In July 2021, we started a new, comprehensive method of counting fixed route ridership - capturing ridership throughout the system and not just when buses depart the Hub line-ups.
 March 27, 2022 - Sunday service returned
 August 1, 2022 - Fares returned
 January 2024 - Fixed ridership calculated from APC (Automated Passenger Counter) system

Walleye Shuttle Ridership December 2024

Location	Dec. 7	Dec. 21
Miracle Mile - In	1	4
Miracle Mile - Out	1	4
Sylvania - In	8	8
Sylvania - Out	8	8
Waterville - In	8	13
Waterville - Out	5	13
Maumee - In	5	4
Maumee - Out	5	4
Oregon - In	3	8
Oregon - Out	3	8
Totals:	47	74
Grand Total in December:	121	



ADA Applications - TARTA Move

	New	Recert.	Baby & Me
Totals	48	27	0
<i>Difference from Nov.</i>	<i>+13</i>	<i>-2</i>	<i>-</i>

Reduced Fare Applications - December

Received	54
Completed	52 (96%)
Pending	2



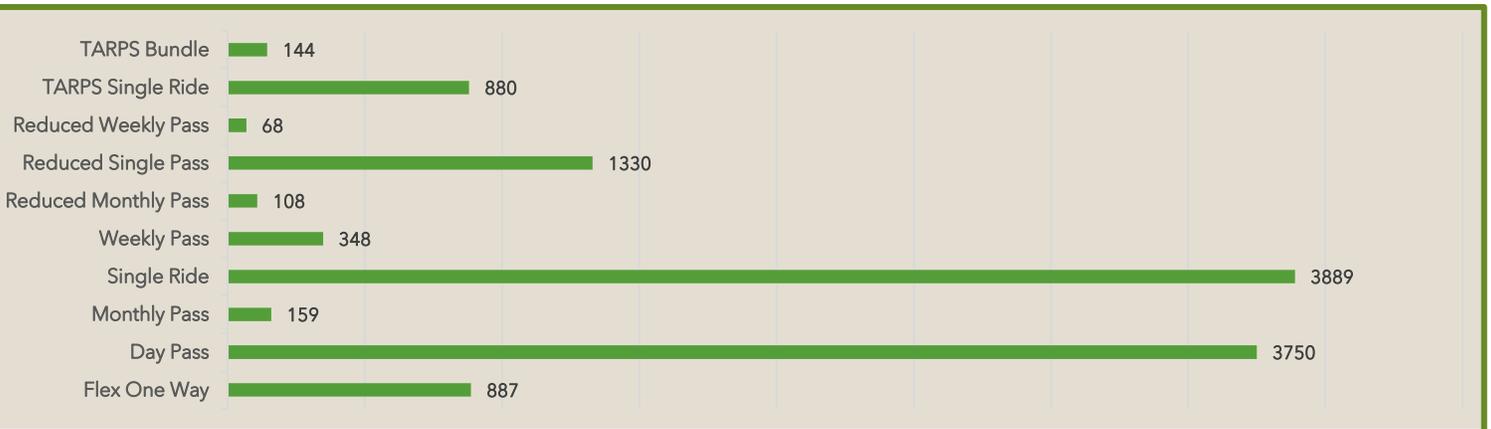
Ridership by Area

January ~ December 2024

Fixed Route Lines		Riders	TARTA MOVE		Trips
Route	Description		Pickup Zipcode	City	
2	Flower Hospital via Toledo Hospital to Oregon	260,218	43615	Toledo/Ottawa Hills/Sylvania Township	27,452
5	Flower Hospital/ Walmart via Dorr	179,033	43614	Toledo	23,162
19	Franklin Park Mall via Cherry/ Sylvania Ave	169,228	43607	Toledo	20,439
31	UTMC or Maumee via Glendale	167,285	43606	Toledo/Ottawa Hills	14,737
32	Holland/Spring Meadows via South/Airport	117,751	43613	Toledo	12,366
15	Meijer Alexis via Suder or Summit	109,207	43612	Toledo	11,668
22	Franklin Park Mall/ UT Campus/Bancroft	99,503	43537	Maumee	11,414
17	Miracle Mile-LeGrange/Bennett or Eleanor	97,845	43623	Sylvania Township/Toledo	10,623
16	Meijer Alexis via Manhattan	91,904	43609	Toledo	9,926
26	Miracle Mile via Berdan or Lewis	91,111	43604	Toledo	9,539
14	Hollywood Casino/East Broadway	89,915	43560	Sylvania	8,916
20	Franklin Park Mall or Meijer via Central Ave	87,753	43608	Toledo	6,605
10	Rossford Meijer/Amazon via Hollywood Casino	88,145	43605	Toledo/Oregon/Northwood	5,953
27	Walmart or South Ave via Nebraska or Hill	81,521	43611	Toledo	4,515
33	UTMC Via Indiana/Junction/Arlington	61,825	43620	Toledo	3,894
34	UTMC via western/Detroit/Byrne	58,453	43617	Sylvania Township/Toledo	2,197
12	Birmingham via Main/Starr/Front	55,853	43616	Toledo/Oregon	2,064
3	Franklin Park Mall/ VA Clinic Crosstown	35,476	43460	Rossford	1,882
52	Franklin Park Mall-Secor	14,855	43528	Sylvania/Holland	1,863
51	Franklin Park Mall-Talmadge (ended Jan. 6)	109	43610	Toledo	1,704
			43551	Rossford/Perrysburg	420
			43566	Waterville	231
			43619	Toledo/Oregon/Northwood	21
			48182	Monroe County, MI	2
			43659	Toledo	1
			43542	Monclova	-
		1,956,990			191,594



EZFare Passes Sold ~ December 2024



Highest Daily Rides Count:
December 4: **192**



Highest Daily Met Demand:
December 12: **95.4%**



Total Flex Accounts To Date: **8,953 (+340 in Dec)**
 Total App installs To Date: **6,833 (+315 in Dec)**



Operations ~ Fixed:



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Complaints/Feedback:



Total Comments

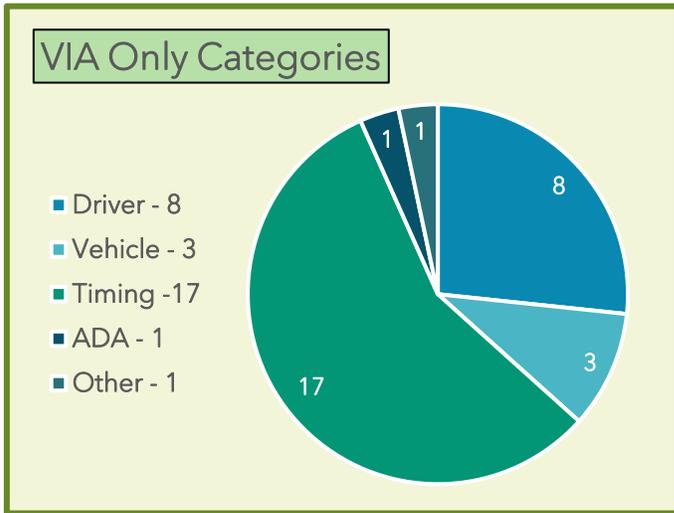
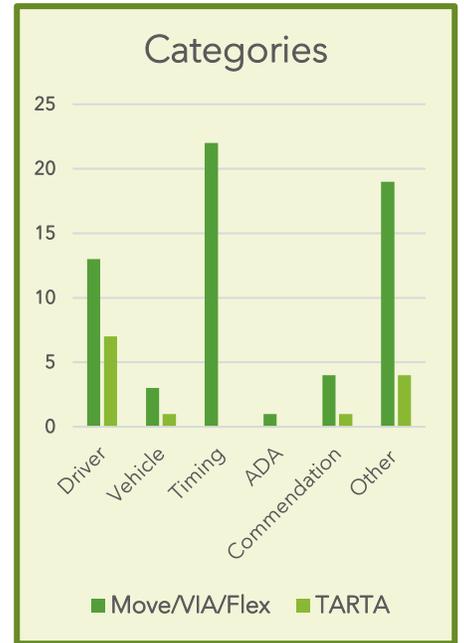
- Fixed: 13
- TARTA Move: 62*
- (*15% Flex & 48% VIA)

Valid?

- Fixed: 13 (100%)
- TARTA Move: 70 (97%)

Complaints (vs feedback)

- Fixed: 12
- TARTA Move: 54



Social Media Impacts: (+ / - last month)

	40 Total Posts (+2/+5%)	2,230 Impressions* (-160/-7%)	67 Engagements** (-6/-8%)	5 Post Link Clicks (+3) 0 New Followers
	45 Total Posts (same)	17,100 Impressions (-24K/-60%)	1,950 Engagements (-1,600/-45%)	867 Video Views 9 New Followers
	53 Total Posts (-27/-34%)	4,170 Impressions (-590/-12%)	316 Engagements (-72/-19%)	10 New Followers
	39 Total Posts (+3/+8%)	5,680 Impressions (same)	842 Engagements (-188/-18%)	589 Post Link Clicks (-185/-24%) 4 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: 34,394 (-2,973/-8%)
Highest Day: 1,413 (December 3)
Daily Average: 1,109

PAGE USERS

Total Page Users: 13,396 (+355/+3%)
Highest Day: 588 (December 3)
Daily Average: 432



Marketing - Paid Ads

- Email Outreach:
 - December 2: Newsletter Open Rate 28%/Click Rate 2%
- Paid Advertisements:
 - Toledo Streets
 - General Service Full page
 - WTVG
 - Walleye Shuttle



Media Coverage Report: (Compiled in-house)

Date	What	Where
12/5/24	TARTA paratransit rebrand gets rolling	Holland-Springfield Journal
12/7/24	Editorial, TARTA has right way	The Blade
12/10/24	Gifts from the garden and kitchen	The Blade
12/11/24	City, bus-bench company settle lawsuit, terms undisclosed	The Blade
12/18/24	Destination Toledo renews autism certification	WTVG
12/18/24	Destination Toledo renews autism certification, advancing accessibility offerings for travelers	News Channel Nebraska
12/20/24	Destination Toledo strengthens its autism-friendly mission with certification renewal	IN Travel
12/23/24	Zepf Center fatherhood program helps unite, strengthen area families	The Blade



Community Events/Press Conferences/Special Events:

- December 1 - Maumee Uptown Holiday Light Parade
- December 2 - Travel Training Meeting with Whitmer High School
- December 3 - Sylvania Township - TARTA Update
- December 4 - Customer Advisory Committee Meeting
- December 5 - Fixed Route Graduation
- December 7 - Sylvania Lights Parade
- December 8 to 11 - APTA Ballot Initiatives Workshop (Cincinnati) attended by Laura Koprowski, Mary Morrison and Kendra Smith
- December 11 & 12 - Employee Town Halls
- December 12 & 13 - Bus Coalition Retreat (Salt Lake City) attended by Laura Koprowski

HUB OF



Hub of Hope Events:

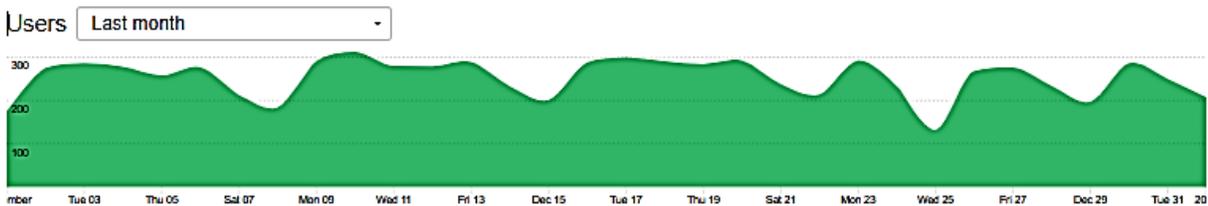
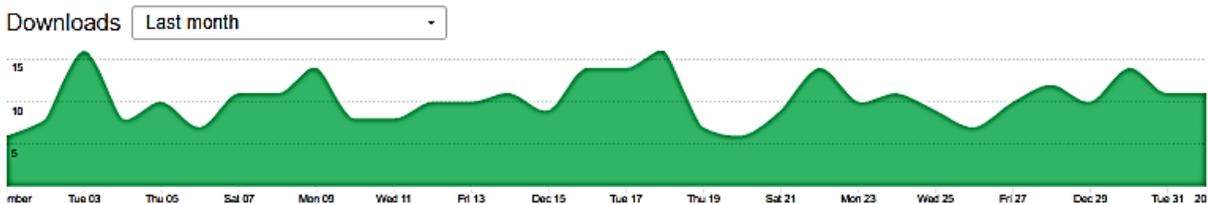
- December 4 - Oak Street Health
- December 5 - Anthem Medicaid
- December 11 - Cherry Street Mission
- December 17 - Mercy Health
- December 18 - Toledo Lucas County Public Library - Ready to Read
- December 18 - Share The Warmth



Transit Apps

As of January 3, 2025 for December 2024:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	11 +22.22%	75 +13.64%	302
Users	208 +56.39%	743 +0.27%	1,532
Sessions	1,154 +123.64%	9,743 +13.19%	40,525
Sessions / users	5.548 +43.00%	13,113 +12.88%	26,452



Most Popular Lines Viewed:

Line	Views 	Clicks
2 Flower Hospital-Oregon	20,414	3,226
22 Franklin Park Mall via Bancroft	17,558	1,821
19 Franklin Park Mall via Sylvania Ave	17,408	1,412
20 Franklin Park via Central / Franklin	17,063	907
31 Detour UTMC via Glendale	16,999	1,551
5 Detour Flower Hospital via Dorr St.	16,299	2,090
27 Detour Central Walmart via Hill	15,997	969
32 Detour Holland / Spring Meadows via S / Airport	15,481	1,595
26 Miracle Mile via Douglas	14,830	1,251
34 UTMC via Western / Detroit / Byrne	14,618	623
33 UTMC via Indiana / Junction / Detroit	14,406	956
17 Detour Miracle Mile via Lagrange / Bennett	13,560	1,302
3 Franklin Park Mall via VA Clinic	12,527	1,008
10 Rossford Meijer via Amazon Rossford	9,515	1,252
16 Meijer Alexis via Manhattan	9,415	1,081
14 Hollywood Casino / East Broadway	8,839	541
12 Birmingham via Main / Starr / Front	8,616	417
15 Meijer Alexis via Suder	8,366	838
52 Franklin Park Mall via Tremainsville	8,101	176