

Monthly Recap

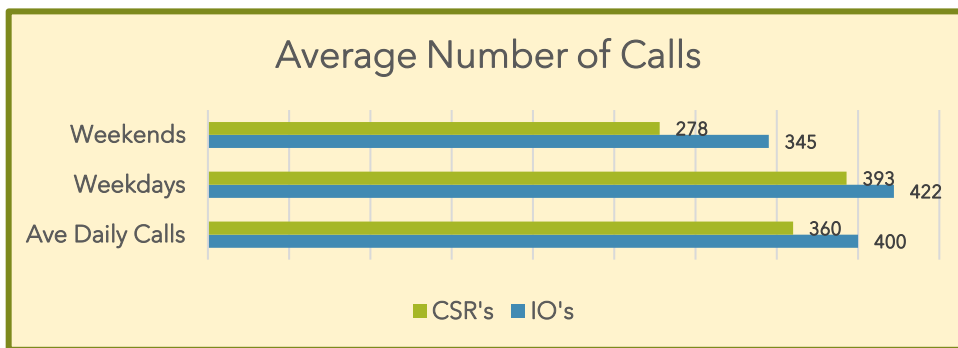
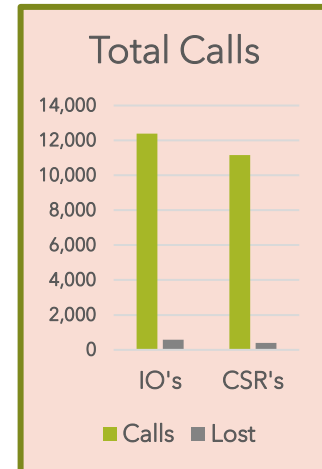

August 2024



Phone Stats:

	TARTA IOs	CSRs
Total Calls	12,392	11,159
<i>Difference from July</i>	<i>+329 (+3%)</i>	<i>+280 (+2%)</i>
Lost Calls	571	404
% Lost Calls	5%	4%

Both IOs and CSRs handle Flex calls

YSPB as of August 31:
Digital Passes - 1,454
Physical Passes - 900
Total - 2,354



Ridership Stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	188,910^	4,566	4,234	22,170	16,355
<i>Difference from July</i>	<i>+11,488 (+6%)</i>	<i>+201 (+5%)</i>	<i>+188 (+5%)</i>	<i>+468 (+2%)</i>	<i>+256 (+1%)</i>
August 2023	148,773	2,760	2,591	22,672	17,146
Weekday Average	7,041	168	157	n/a	759

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

** Fixed route totals include Flex, SET & Muddy Shuttle

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

Fixed Route Top Performers

Route #	August Riders	<i>Difference from July</i>	Weekday Average
2	25,982	<i>+2,133 (+9%)</i>	971
5	17,153	<i>+1,780 (+11%)</i>	642
19	15,957	<i>+1,522 (+10%)</i>	608
31	15,133	<i>+297 (+2%)</i>	560

ADA Applications - TARPS

	New	Recert	Baby & Me
Totals	77	47	23
<i>Difference from July</i>	<i>n/a</i>	<i>+11</i>	<i>+10</i>

Reduced Fare Applications - August

Received	48
Completed	47 (98%)
Pending	1

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Muddy Shuttle Ridership August 2024

Location	Aug 9	Aug 10	Aug 23	Aug 24
Miracle Mile - In	2	6	4	9
Miracle Mile - Out	2	6	4	9
Sylvania - In	7	7	5	6
Sylvania - Out	7	5	5	6
Waterville - In	13	9	9	17
Waterville - Out	13	7	9	19
Maumee - In	11	20	2	20
Maumee - Out	11	20	2	22
Oregon - In	2	0	4	0
Oregon - Out	2	0	4	0
Totals:	70	80	48	108
Grand Total in August:	306			



Other SET (Special Event Transfers)

Date	Event	Ridership
Aug 2	Family House	33
Aug 6	Family House	33
	Total:	66

Date	Event	Franklin Park Mall - Fill 1	Franklin Park Mall - Fill 3	Starr Oregon - Fill 2	Starr Oregon - Fill 4
Aug 3	Jeep Fest	184	80	25	17
	<i>Total by location:</i>	264		42	
	Total:	306			
		Franklin Park Mall	Boyer Park		
Aug 10	Jazz Fest	37	335		
	Total:	372			
	Grand Total:				
	Jeep & Jazz Fests:	678			

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Ridership by Area

January ~ August 2024

Fixed Route Lines			TARPS		
Route	Description	Riders	Pickup Zipcode	City	Trips
2	Flower Hospital via Toledo Hospital to Oregon	161,763	43615	Toledo/Ottawa Hills/Sylvania Township	18,625
5	Flower Hospital/ Walmart via Dorr	117,210	43614	Toledo	15,432
31	UTMC or Maumee via Glendale	111,384	43607	Toledo	13,760
19	Franklin Park Mall via Cherry/ Sylvania Ave	108,397	43606	Toledo/Ottawa Hills	9,548
32	Holland/Spring Meadows via South/Airport	78,235	43613	Toledo	7,915
15	Meijer Alexis via Suder or Summit	71,433	43612	Toledo	7,832
22	Franklin Park Mall/ UT Campus/Bancroft	66,962	43537	Maumee	7,628
14	Hollywood Casino/East Broadway	62,925	43623	Sylvania Township/Toledo	6,892
17	Miracle Mile-LeGrange/Bennett or Eleanor	62,839	43604	Toledo	6,560
16	Meijer Alexis via Manhattan	62,455	43609	Toledo	6,560
26	Miracle Mile via Berdan or Lewis	58,899	43560	Sylvania	6,022
20	Franklin Park Mall or Meijer via Central Ave	58,597	43608	Toledo	4,435
10L	Rossford Meijer/Amazon via Hollywood Casino	56,556	43605	Toledo/Oregon/Northwood	4,149
27	Walmart or South Ave via Nebraska or Hill	53,162	43611	Toledo	3,005
33	UTMC Via Indiana/Junction/Arlington	40,187	43620	Toledo	2,674
34	UTMC via western/Detroit/Byrne	38,317	43617	Sylvania Township/Toledo	1,423
12	Birmingham via Main/Starr/Front	38,778	43616	Toledo/Oregon	1,291
3	Franklin Park Mall/ VA Clinic Crosstown	22,641	43460	Rossford	1,194
52	Franklin Park Mall-Secor	10,016	43528	Sylvania/Holland	1,174
51	Franklin Park Mall-Talmdage (ended Jan. 6)	109	43610	Toledo	1,163
			43551	Rossford/Perrysburg	194
			43566	Waterville	155
			43619	Toledo/Oregon/Northwood	13
			48182	Monroe County, MI	-
			43542	Monclova	-
		1,280,865			127,644



EZFare Passes Sold ~ August 2024

TARPS Bundle	141
TARPS Single Ride	988
Reduced Weekly Pass	94
Reduced Single Pass	1144
Reduced Monthly Pass	89
Weekly Pass	403
Single Ride	3489
Monthly Pass	145
Day Pass	3704
Flex One Way	965

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Highest Daily Rides Count:
August 21: **190** Completed



Highest Daily Met Demand:
August 19 (Monday): **96.6%**

Bookings:
62% - Agent
37% - App
1% - Web

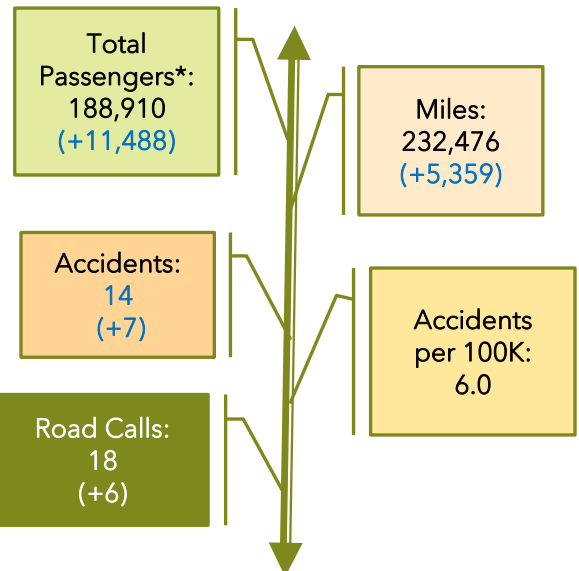
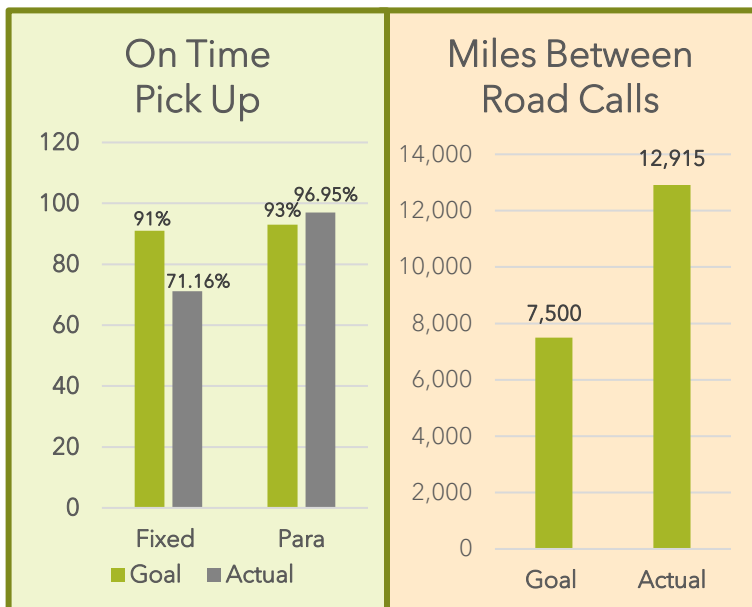
Rides:
91% - Pre-Booked
9% - On Demand

Average Met Demand:
85.47%

Total Flex Accounts To Date: **7,371** (+477 in Aug)
Total App installs To Date: **5,227** (+511 in Aug)



Operations ~ Fixed:

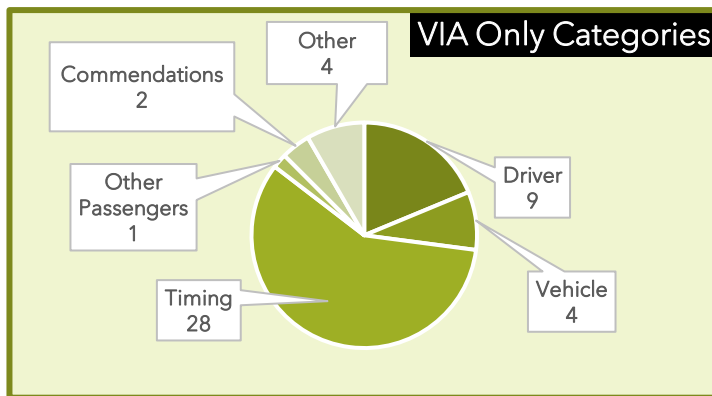
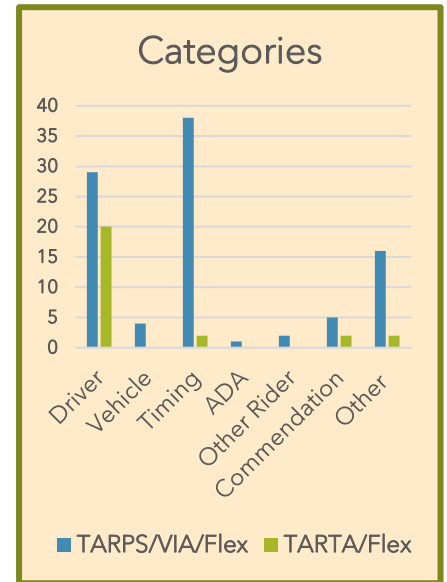


*As per APC (Automated Passenger Counter) system







Complaints/Feedback:

Total Comments	Valid?	Complaints (vs feedback)
<ul style="list-style-type: none"> •Fixed: 26 •TARPS: 95* •(*2% Taxi, 14% Flex & 51% VIA) 	<ul style="list-style-type: none"> •Fixed: 24 (96%) •TARPS: 91 (96%) 	<ul style="list-style-type: none"> •Fixed: 24 •TARPS: 90



Social Media Impacts:

(+ / - last month)

	46 Total Posts (-3/-6%)	2,340 Impressions* (-150/-6%)	66 Engagements** (+1/+1%)	7 Post Link Clicks (+2/+40%) 10 New Followers
	59 Total Posts (-9/-13%)	35,900 Impressions (-4,700/-12%)	1,850 Engagements (+760/+69%)	55 Post Link Clicks (+16/+41%) 5 New Followers
	172 Total Posts (+23/+15%)	7,500 Impressions (+270/+4%)	408 Engagements (+32/+8%)	20 New Followers
	44 Total Posts (0/0%)	8,610 Impressions (+2,910/+51%)	1,850 Engagements (+1,072/+137%)	1,520 Post Link Clicks (+1,038/+215%) 24 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: 48,909 (+4,028/+9%)
Highest Day: 6,767 (August 23)
Daily Average: 1,577 (+130/+9%)

PAGE USERS

Total Page Users: 16,360 (-376/-2%)
Highest Day: 777 (August 23)
Daily Average: 527 (-12/-2%)



Marketing – Paid Ads

- Email Outreach:
 - August 14: Community Update Invite Open Rate 26%/Click Rate 2%
 - August 26: Newsletter Open Rate 18%/Click Rate 1%
- Paid Advertisements:
 - Billboard
 - Muddy Shuttle
 - Buckeye Broadband
 - More in '24 ad
 - Toledo Streets
 - General Service Full page
 - WNWO
 - More in '24 ad
 - WTOL
 - More in '24 ad
 - WTVG
 - More in '24 ad



Media Coverage Report: (Compiled in-house)

Date	What	Where
8/7/24	TARTA seeks input on fare system update	Sojourner's Truth
8/7/24	TARTA seeks input on fare system update	The Blade
8/7/24	TARTA seeks input on fare system update	Toledo Journal
8/7/24	TARTA seeks input on fare system update	LaPrensa
8/16/24	Customer Satisfaction Scores Riding in Toledo	Metro Magazine

Date	What	Where
8/20/24	TARTA Promotes National Week Without Driving Challenge	The Blade
8/20/24	Week Without Driving Challenge	WTVG
8/20/24	Sewer Repair Grant Program Approved by Maumee City Council	Maumee Mirror
8/24/24	PHOTO GALLERY: Toledo Pride Parade	The Blade
8/29/24	Kaptur and unions meet to discuss working families' needs	The Blade
8/29/24	Design review board scrutinizing submissions for new Toledo Flag	The Blade



Community Events/Press Conferences/ Special Events:

August 1 - Youth Summer Blast Pass Program Outreach - Jamie Farr Shelter
 August 3 - Jeep Fest - Special Events Transportation and Parade
 August 6 - Presentation for Mercy Health at Way Public Library
 August 8 - Crescent Retirement Community/Oakleaf Village Visit
 August 10 - JazzFest - Special Events Transportation
 August 14 - TARTA Customer Advisory Committee Meeting
 August 17 - Toledo Black Men's Wellness Day & Walk
 August 18 - Point Place Thank You Dinner for TARTA Team Members
 August 19, 20, 21, 23 - Public Meetings on upcoming Account-Based Ticketing options
 August 19 - Maumee City Council Presentation and LITE check presentation
 August 20 - Health and Wellness Fair at the Hub (for staff)
 August 20 - Week Without Driving Press Conference
 August 21 - Sunshine Employee Resource Fair & Age Friendly Initiative Meeting
 August 24 - Toledo Pride Parade
 August 24 - The Ability Center's Family Fun Day
 August 28 - Lourdes University Student Activities Fair
 August 29 - Peer Visit to Greater Cleveland RTA



Hub of Hope Events:

August 8 - Anthem Medicaid
 August 14 - Cherry Street Mission Workforce Development Program
 August 22 - Anthem Medicaid
 August 29 - Toledo Lucas County Public Library - Ready to Read

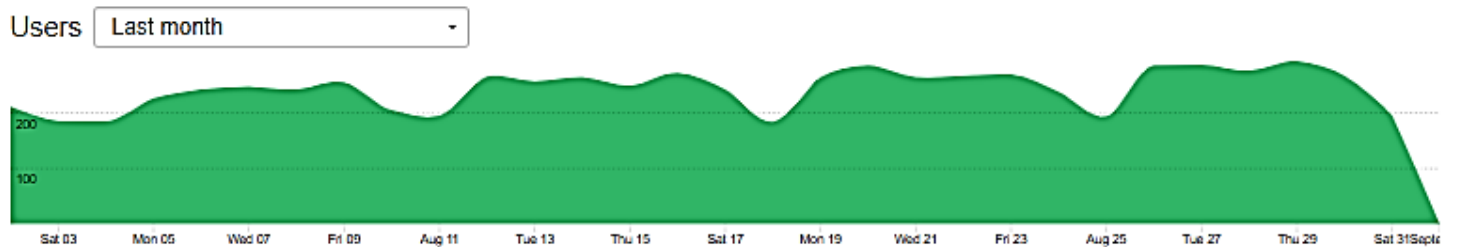
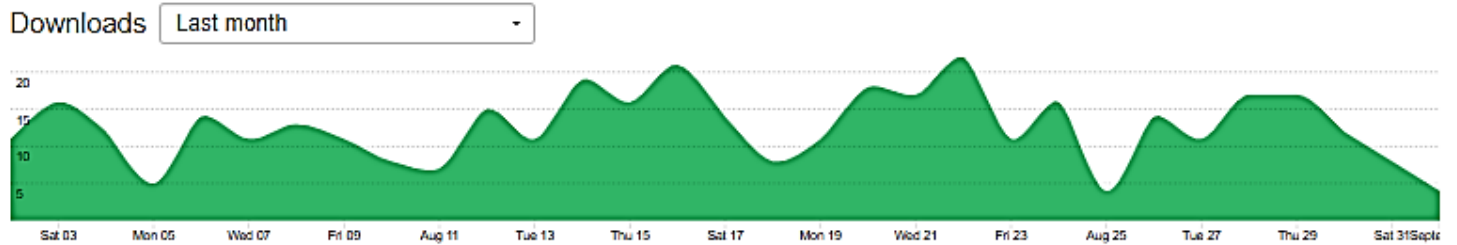


Transit Apps

As of September 3, 2024 for August 2024:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	4 +0.00%	83 -16.16%	355
Users	0	0	0
Sessions	0	3,362 -66.83%	31,312

Sessions / users



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Most Popular Lines Viewed:

Line	Views ▾	Clicks
2 Flower Hospital-Oregon	19,318	2,917
19 Franklin Park Mall via Sylvania Ave	16,421	1,354
22 Franklin Park Mall via Bancroft	16,320	1,487
20 Franklin Park via Central / Franklin	15,171	875
5 Flower Hospital via Dorr St.	15,047	1,840
31 UTMC via Glendale	14,852	1,569
26 Miracle Mile via Douglas	14,444	1,106
32 Holland / Spring Meadows via S / Airport	13,903	1,910
34 UTMC via Western / Detroit / Byrne	13,408	605
27 Central Walmart via Hill	13,337	605
33 UTMC via Indiana / Junction / Detroit	12,958	626
17 Miracle Mile via Lagrange / Bennett	11,633	1,251
3 Franklin Park Mall via VA Clinic	11,124	874
16 Meijer Alexis via Manhattan	8,564	710
10L Rossford Meijer via Amazon Rossford	8,314	1,158
52 Franklin Park Mall via Tremainsville	8,106	391
12 Birmingham via Main / Starr / Front	7,941	453
14 Hollywood Casino / East Broadway	7,897	677
15 Meijer Alexis via Suder	7,187	951
76 JF Jeep Fest Franklin Park Mall	614	31
75 JF Jeep Fest Oregon	497	22