



TOLEDO AREA REGIONAL TRANSIT AUTHORITY  
130 Knapp Street, Toledo, Ohio 43604

BOARD OF TRUSTEES MEETING  
6/20/2024 | 4:00 p.m.

[ZOOM LINK FOR THE PUBLIC](#)

## AGENDA

1. Call to order
2. Roll call
3. Approval of the minutes of the previous meeting, May 16, 2024
4. Public comments - Andy Cole  
Reminder of Public Comment Guidelines
  - Each speaker must sign in prior to the start of the meeting.
  - Public comment is limited to 3 minutes per person or 5 minutes per group, per meeting.
  - Public comment may also be provided in writing until 12:00 p.m. on the date of the scheduled board meeting and should be emailed to Andy Cole at [acole@tarta.com](mailto:acole@tarta.com).
  - Please contact Andy Cole at [acole@tarta.com](mailto:acole@tarta.com) or 419-245-5213 about providing comments at TARTA Board meetings, if special accommodations are needed to attend the meetings or with any questions.
5. Recognitions
  - a. Resolution No. 33-24, *COMMENDING KELSIE HOAGLAND FOR OUTSTANDING SERVICE AND LEADERSHIP TO THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY AND TO THE RESIDENTS OF LUCAS COUNTY AND THE CITY OF ROSSFORD* - Laura Koprowski, CEO
  - b. Vicki Walker - Retirement
  - c. Keith Willoughby - Retirement
6. Presentations  
TARTA Mentorship Program (M-PACT) - Tisha Carroll, Workforce Development Program Manager and Carly Allen, Fixed Route Operator and ATU Representative

7. Report from the Policy Committee - Joel Beren, Chair
8. Report from the Finance Committee - W.L. Perryman, Chair
9. Report from the Strategic & Operational Planning Committee - Kendra Smith, Vice President
10. Consideration of pending resolutions or motions

Resolution No. 34-24, APPROVING THE REVISED TOLEDO AREA REGIONAL TRANSIT AUTHORITY EMPLOYEE HANDBOOK - Ursula Barrera-Richards, CHRO

Resolution No. 35-24, AMENDING THE RECORDS RETENTION POLICY AND ADOPTING A NEW RECORD RETENTION SCHEDULE FOR THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY - Ursula Barrera-Richards, CHRO

Resolution No. 36-24, AUTHORIZING AN UPDATE IN THE APPOINTMENT OF A TRUSTEE AND ALTERNATE TRUSTEE TO SERVE AND VOTE ON THE BOARD OF TRUSTEES OF THE OHIO TRANSIT RISK POOL - Ursula Barrera-Richards, CHRO

Resolution No. 37-24, AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A CONTRACT WITH STATION FOUR INC. TO REDESIGN THE TARTA WEBSITE - Sam Melden, Chief Communications & External Affairs Officer

11. Reports from Officers
  - Secretary-Treasurer
  - Chief Executive Officer
  - Vice President
  - President
12. Reports and communications from Board Trustees
13. Other business
14. Designation of the next Board meeting - July 18, 2024
15. Adjourn

For questions, additional information regarding the TARTA Board of Trustees or if you require special assistance, please contact Alex Huffaker, Executive Assistant to the CEO at [ahuffaker@tarta.com](mailto:ahuffaker@tarta.com) or 419.245.5223.



TOLEDO AREA REGIONAL TRANSIT AUTHORITY  
BOARD OF TRUSTEES MEETING  
130 KNAPP STREET, TOLEDO, OHIO 43604

May 16, 2024 | 4:00 P.M.

MINUTES

**Call to Order** – At 4:00 p.m. President Mary Morrison called the meeting to order.

**Roll Call**

Trustees Present: Joel Beren, Valerie Fatica, Brittany Ford, Mary Morrison, W. L. Perryman, Lou Thomson, Kevin Weeks and Tiffany Whitman.

Trustees Absent: Heather Baker, Gary Gonya, Michael Hart, Kelsie Hoagland, and Kendra Smith.

Officers Present: Laura Koprowski – CEO, Stephen Hartman & Rebecca Nowak – General Counsel

**Approval of Previous Meeting Minutes**

A **motion** was made by Joel Beren and **seconded** by Valerie Fatica to approve the minutes of the April 18, 2024, Board of Trustees meeting. The motion passed unanimously.

**Public Comments** – There were none.

**Recognitions**

The TARTA Board and Staff honored former TARTA Board member, Kathy Selking, Village of Ottawa Hills.

A **motion** was made by W. L. Perryman and **seconded** by Brittany Ford to adopt *Resolution No. 31-24 – COMMENDING KATHY SELKING FOR OUTSTANDING SERVICE AND LEADERSHIP TO THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY AND TO THE RESIDENTS OF LUCAS COUNTY AND THE CITY OF ROSSFORD*. The motion passed unanimously.

**Presentations**

Talking About Ridership Part 2 – Sam Melden, Chief Communications & External Affairs Officer and Rick Bailey, Chief Customer Experience & Mobility Officer and Susan Gettum, Chief of Staff. The presentation is included in the board packet.

Quarterly Performance Management Program Update – Ehren Bingaman, TransPro Consulting *Managing Principal*. The presentation is included in the board packet.

## **Policy Committee**

The committee met on 05-09-24 and reviewed presentations on both state and federal legislative updates in relation to transit. It was determined that broader legislative issues would be discussed at the board level rather than within the committee. The committee also agreed to only meet quarterly unless need warrants otherwise.

## **Finance Committee**

The committee met on 05-09-24 and reviewed Resolutions No. 31-24 in addition to presentations regarding TARTA LITE Funding, and TARTA'S DBE Program. The committee also reviewed an update regarding TARPS Supplemental Service.

## **Strategic & Operational Planning Committee**

The committee met on 05-09-24 and reviewed updates regarding the TARTA Dugout. They also discussed plans regarding TARTA's Transit Center, specifically related to community outreach and land acquisition related to the project. A potential timeline was discussed.

## **Resolutions**

A **motion** was made by W.L. Perryman and **seconded** by Joel Beren to adopt *Resolution No. 32-24 - AUTHORIZING THE CHIEF EXECUTIVE OFFICER (CEO) TO EXECUTE A PURCHASE ORDER FOR THE PROCUREMENT OF ELEVEN (11) 35-FT GILLIG ELECTRIC VEHICLES (EV)*. The motion passed with one opposed.

## **Secretary-Treasurer Report**

Laura Koprowski asked Lucas Grams to provide updates on the March financial statements.

Lucas Grams stated that payroll expenses, as well as fringe benefits, are under budget due to vacancies. Materials and supplies are over budget due to maintenance and trapeze subscription renewal this month. Miscellaneous fees include payroll fees, printing, seminars, and laundry service. March Sales Tax was \$4.078 million dollars and April Sales Tax was \$3.191 million dollars. In February TARTA had \$128,099 dollars in interest income.

## **Chief Executive Officer Report**

Laura Koprowski discussed TARTA's *More in 24* press conference in which she discussed summer programs, including the return of the Youth Summer Blast Pass that will continue to be offered to area youths for free thanks to the existing funding from the Greater Toledo Community Foundation that was not entirely used up last summer, as well as additional funding from the City of Toledo and Lucas County for 2024. Ten of TARTA's community partners also spoke during the press conference to discuss collaborative partnerships that better our community. Laura mentioned a recent recruitment event in which the community was given the opportunity to test drive a TARTA bus. 41 individuals attended the event. As a result, 12 interviews have taken place, and 29 other candidates are in the interactive stage. 34 total interviews have been scheduled.

Laura discussed the Toledo Regional Chamber of Commerce Capital Conversations Event, in which she heard from Ohio Attorney General, ODOT Director, Ohio EPA Director, and a representative from Intel. Additionally, Laura mentioned meetings with State Legislatures, including Stephanie Kunze, Chair of the Ohio Senate Transportation Committee. Laura mentioned an upcoming regional fly-in to Washington D.C. in which 8 community partners of

the Toledo Regional Alliance will participate. The group will use the trip to showcase the partnerships of Toledo and create relationships with those in charge of federal grant funding. Laura shared that TARTA has filled multiple summer internship positions. Laura offered a reminder regarding the community partner outreach event, Doing Business with TARTA.

**Vice President Report.** - Nothing to report.

**President Report**

Mary Morrison mentioned Kelsie Hoagland’s resignation from the Board. In speaking with the mayor of Waterville, Mary expects to have a replacement Trustee by the time of the June meeting.

**Reports and Communications from Trustees**

Joel Beren requested an update related to the hiring of a new CFO. Laura Koprowski mentioned that 4 candidates were undergoing interviews. She expects to announce the new CFO by the June meeting.

**Any and All Other Business**

Joel Beren and Valerie Fatica discussed the American Public Transportation Association Mobility Conference in Portland, Oregon. Topics included labor relations, employee development, transit hubs, and the transition to EV.

**Meeting Calendar**

The next regularly scheduled TARTA Board of Trustees meeting will take place on Thursday, June 20, 2024 at 4:00 p.m. in the Conference Room at 130 Knapp Street.

**Adjournment**

The meeting was adjourned at 5:19 p.m.

**Certificate of Compliance**

I hereby certify that all members of the Board of Trustees were given notice of the foregoing in person, by telephone, mail, or email more than 48 hours before the meeting.

Laura Koprowski  
Secretary-Treasurer

**Adopted:**

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Laura Koprowski  
Secretary-Treasurer

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Mary Morrison  
President



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 33-24

COMMENDING KELSIE HOAGLAND FOR OUTSTANDING SERVICE AND LEADERSHIP  
TO THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY AND  
TO THE RESIDENTS OF LUCAS COUNTY AND THE CITY OF ROSSFORD

WHEREAS, Kelsie Hoagland has represented the City of Waterville on the Board of Trustees of the Toledo Area Regional Transit Authority since December 31, 2021; and

WHEREAS Ms. Hoagland has provided exceptional leadership and dedication to both the Board of Trustees and the customers who depend on TARTA every day; and

WHEREAS Ms. Hoagland has provided this leadership during one of the most productive periods in TARTA's history, helping to oversee the launch of a microtransit service, extension of fixed route service to Holland and Oregon, and a budget surplus; and

WHEREAS Ms. Hoagland has completed two terms as President of the Board of Trustees from 2021 to 2022; and

WHEREAS Ms. Hoagland has completed her service on TARTA's Board of Trustees.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY, OHIO:

SECTION 1. That TARTA's Board of Trustees, management and employees recognize Kelsie Hoagland for her considerable service to the Board of Trustees from 2021 to 2024.

SECTION 2. That the Board of Trustees, management and employees hereby express sincere thanks, appreciation and commendation for outstanding leadership and exceptional commitment of time, talents and effort in representing TARTA, the entire transit community and the City of Waterville.

SECTION 3. That the Board, management and employees of TARTA wish Kelsie Hoagland continued success and happiness in the years to come.

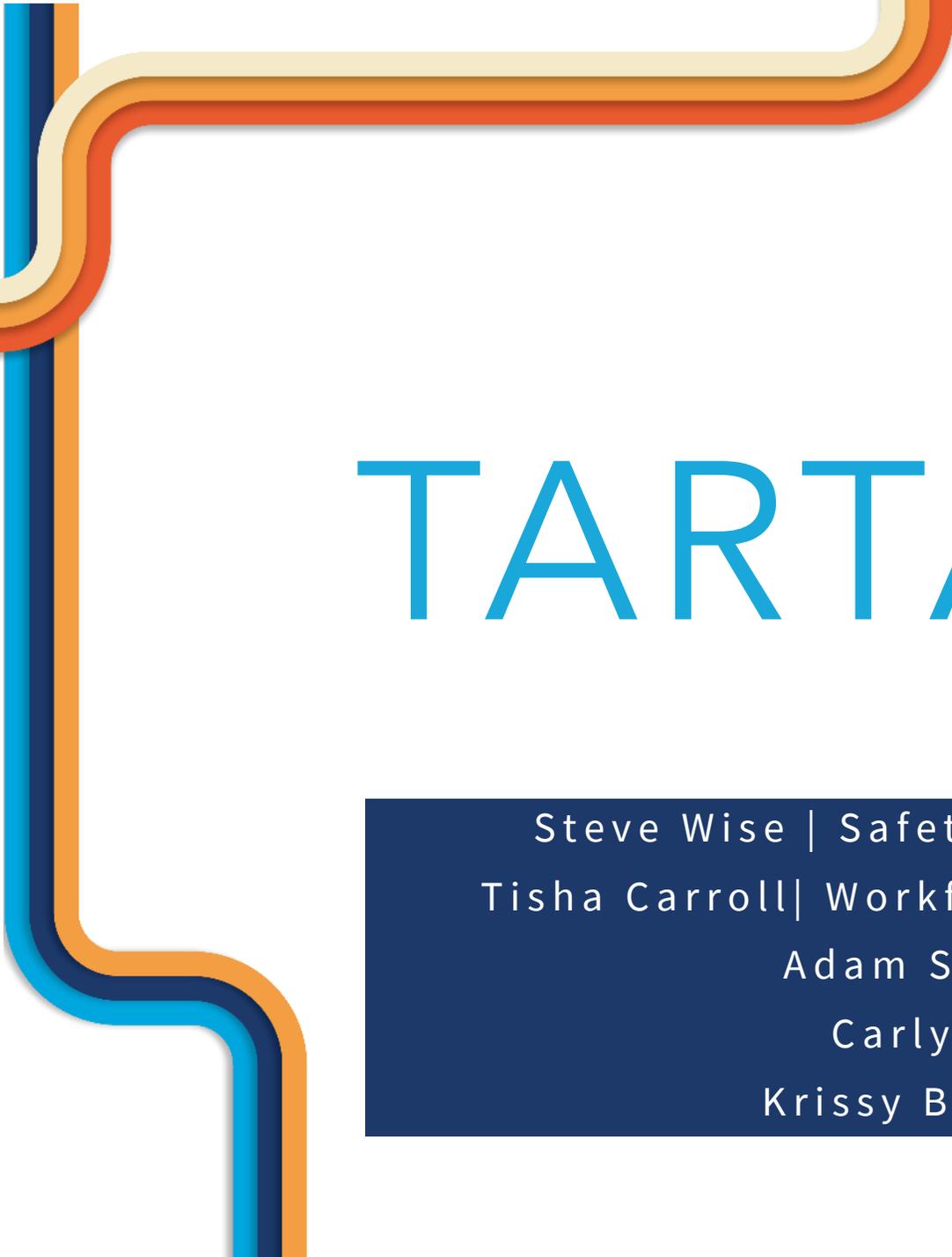
SECTION 4. This resolution shall become effective immediately upon its adoption.

ADOPTED: June 20, 2024

ATTEST:

\_\_\_\_\_  
President

\_\_\_\_\_  
Secretary-Treasurer



# TARTA M-PACT

**MENTORSHIP PROGRAM**

Steve Wise | Safety, Security, and Training Manager  
Tisha Carroll | Workforce Development Program Manager  
Adam Shuster | Safety Manager  
Carly Allen | ATU President  
Krissy Bofia | ATU Vice President



# IMPACT

Mentorship Program Advancing Career Trajectories



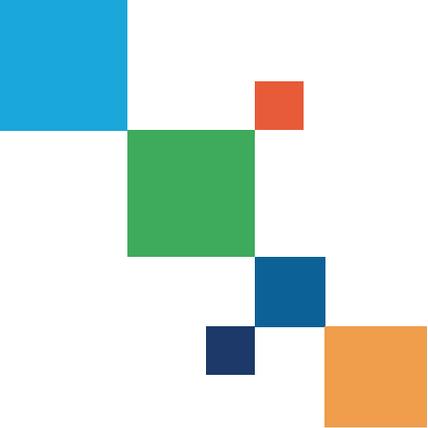
# WHAT IS MENTORSHIP AT TARTA?



## MENTORSHIP IS...

- Mentorship is a professional relationship in which an experienced and knowledgeable individual (the mentor) provides guidance, support, and advice to a less experienced person (the mentee) to help them develop skills, knowledge, and confidence as newly trained operators.
- Mentors typically share their expertise, insights, and experiences with mentees, offering guidance on career development, personal growth, and goal achievement.

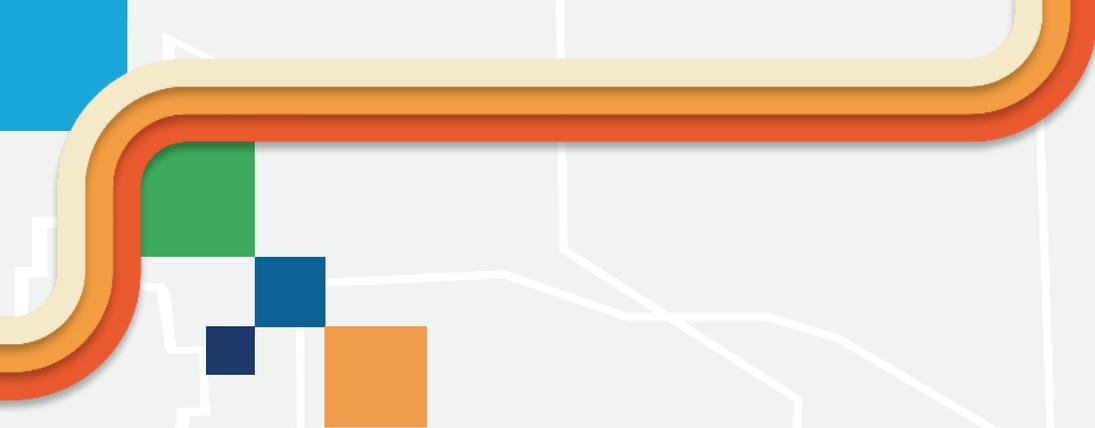
The M-PACT (Mentorship Program), a collaboration between TARTA and the ATU, is designed to offer guidance to new operators while providing leadership opportunities to expert operators. At TARTA, we recognize the value of mentorship in nurturing the growth and development of our new talent. The M-PACT Mentorship Program aims to connect experienced operator mentors with motivated individuals who are keen on learning, progressing, and excelling within TARTA.



# Mentor & Mentees

- 
- Experienced Mentors
  - Member of the ATU in good standing.
  - Excellent discipline record
  - Consistent meetings with mentees
  - Complete mentor training
  - Commit to at least 1 year

- 
- Graduate of new operator training program
  - On-going group meet-ups and trainings
  - 1 year commitment



**This program has been created with the new operators in mind, and the objective is to support and retain TARTA's new talent.**





**Thank you!**





TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 34-24

APPROVING THE REVISED TOLEDO AREA REGIONAL TRANSIT AUTHORITY  
EMPLOYEE HANDBOOK

WHEREAS, the Toledo Area Regional Transit Authority (TARTA) Employee Handbook needed to be updated; and

WHEREAS, it is necessary and desirable that TARTA revise the handbook to update compliance and policy changes; and

WHEREAS, these changes have been reviewed and approved by TARTA's General Counsel and the TARTA Board Policy Committee.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY, OHIO:

SECTION 1. That the TARTA Board of Trustees approves the revised Employee Handbook.

SECTION 2. That this resolution shall become effective immediately upon its adoption.

ADOPTED: June 20, 2024

\_\_\_\_\_  
President

ATTEST:

\_\_\_\_\_  
Secretary-Treasurer



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 35-24

AMENDING THE RECORD RETENTION POLICY AND ADOPTING A NEW RECORD  
RETENTION SCHEDULE FOR THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY

WHEREAS, the Records Retention Policy of the Toledo Area Regional Transit Authority (TARTA) required updates to ensure efficient and necessary record retention; and

WHEREAS, it is necessary and desirable that TARTA adopt a new record retention schedule to allow for digital record filing and modernize the record retention policy; and

WHEREAS, the new record retention schedule includes additional items and updated retention periods; and

WHEREAS, these changes are subject to approval by the TARTA Board of Trustees.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY, OHIO:

SECTION 1. That the Toledo Area Regional Transit Authority hereby amends its Record Retention Policy to adopt a new retention schedule.

SECTION 2. That this resolution shall become effective immediately upon its adoption.

ADOPTED: June 20, 2024

\_\_\_\_\_  
President

ATTEST:

\_\_\_\_\_  
Secretary-Treasurer



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 36-24

AUTHORIZING AN UPDATE IN THE APPOINTMENT OF  
A TRUSTEE AND ALTERNATE TRUSTEE TO SERVE AND VOTE ON THE  
BOARD OF TRUSTEES OF THE OHIO TRANSIT RISK POOL

WHEREAS, the Toledo Area Regional Transit Authority is a member of the Ohio Transit Risk Pool and is entitled to representation on the board of trustees of the Ohio Transit Risk Pool; and

WHEREAS, the Board desires to appoint the Chief Executive Officer as the trustee of the Toledo Area Regional Transit Authority to serve and vote on the board of trustees of the Ohio Transit Risk Pool; and

WHEREAS, the Board desires to appoint the Chief Human Resources Officer or their designee as an alternate trustee to the board of trustees of the Ohio Transit Risk Pool to serve and vote in the absence of the Chief Executive Officer.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY:

SECTION 1. This Board hereby consents to the appointment of the Chief Executive Officer as trustee to the board of trustees of the Ohio Transit Risk Pool, and the appointment of the Chief Human Resources Officer or their designee as an alternate trustee to the board of trustees of the Ohio Transit Risk Pool.

SECTION 2. That this resolution shall become effective immediately upon its adoption

ADOPTED: June 20, 2024

\_\_\_\_\_  
President

ATTEST:

\_\_\_\_\_  
Secretary-Treasurer



TOLEDO AREA REGIONAL TRANSIT AUTHORITY

RESOLUTION NO. 37-24

AUTHORIZING THE CHIEF EXECUTIVE OFFICER TO EXECUTE A CONTRACT WITH STATION FOUR INC. TO REDESIGN THE TARTA WEBSITE

WHEREAS, the current TARTA website was designed in 2014 and does not properly match the organization branding and culture; and

WHEREAS, the current website is built and maintained on a WordPress CMS which can often be a security target due to the need for continually updating third party widgets, which can also hinder the functionality of the site; and

WHEREAS, it has become necessary and desirable that TARTA seeks to redesign the website to provide a more cohesive end-user experience while also providing a more reasonable way to maintain and update the website and also ensure stronger security; and

WHEREAS, TARTA has prepared plans and specifications, released a Request for Proposal (RFP) for the said services; and

WHEREAS, The TARTA Board of Trustees has approved the website redesign project cost as part of the FY2024 operating budget; and

WHEREAS, Station Four was a reasonable bidder with a total project cost not to exceed Three Hundred Thousand dollars (\$300,000).

NOW, THEREFORE BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE TOLEDO AREA REGIONAL TRANSIT AUTHORITY OHIO:

SECTION 1. That the Chief Executive Officer is hereby authorized to enter into a contract with Station Four Inc., for the redesign of the TARTA website at a cost not to exceed Three Hundred Thousand dollars (\$300,000).

SECTION 2. That this resolution shall become effective immediately upon its adoption

ADOPTED: June 20, 2024

\_\_\_\_\_  
President

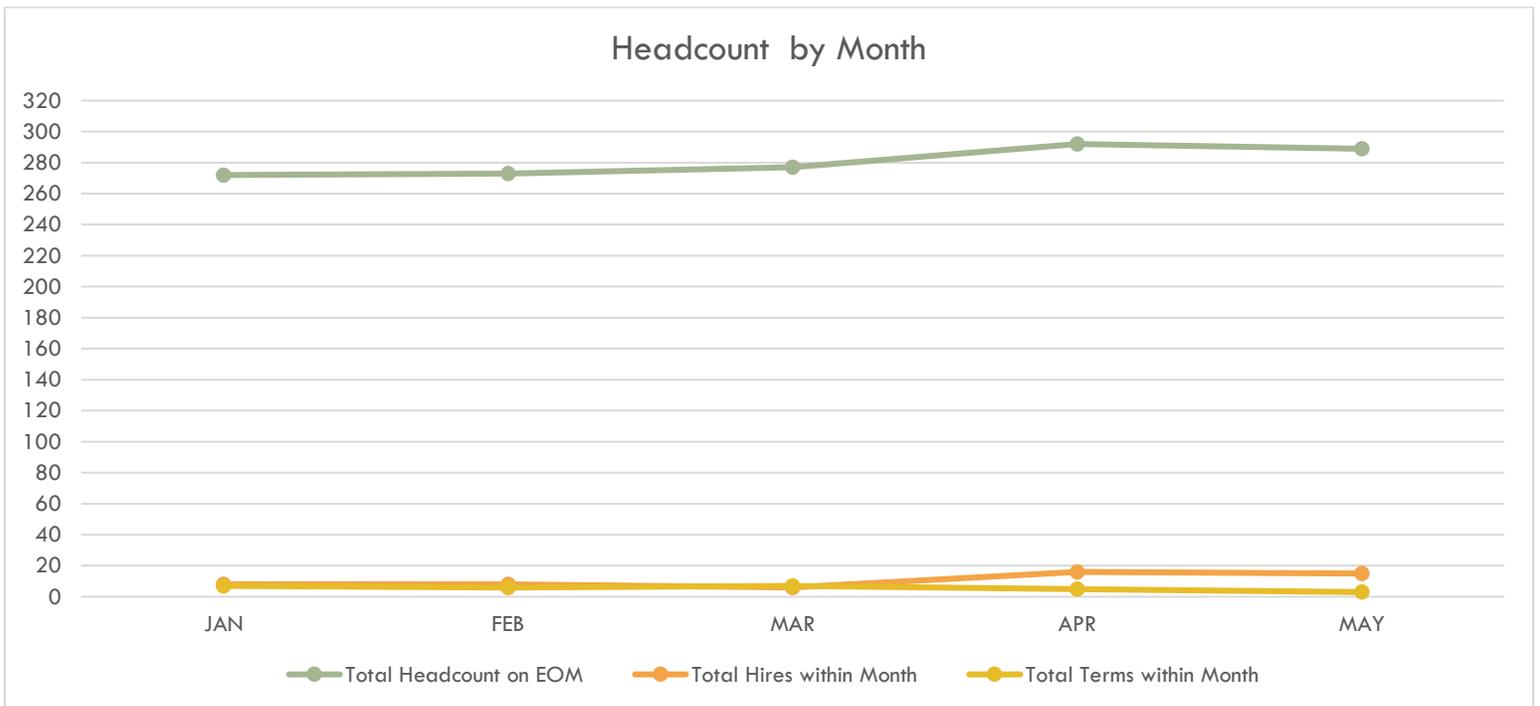
ATTEST:

\_\_\_\_\_  
Secretary-Treasurer

# New Hire and Headcount Report

## May 2024

Hire Date	Name	Job Title
05/06/2024	Terri Connolly	Cash Counter (Part-Time)
05/06/2024	Oscar Correa	Director of Transportation
05/06/2024	Isaiah Thomas	Human Resources Intern
05/12/2024	Franklin Deal	Cleaner - Service
05/13/2024	Rayvon Braziel	Events Intern
05/13/2024	Kelvin Gbemudu	Accounting and Procurement Intern
05/13/2024	Rachele Gilbert	Information Operator
05/13/2024	Brennan Kennedy	Executive Intern
05/20/2024	Sherita Golladay	TARPS Operator
05/20/2024	Fissum Kassaye	TARPS Operator
05/20/2024	TIANNA MULLIGAN	Events Intern
05/20/2024	Shonte Mulligan	HR Administrative Assistant
05/20/2024	Scott Streight	TARPS Operator
05/20/2024	Brandon Terry	Maintenance Supervisor
05/28/2024	Marcella Hayes	Mobility Specialist



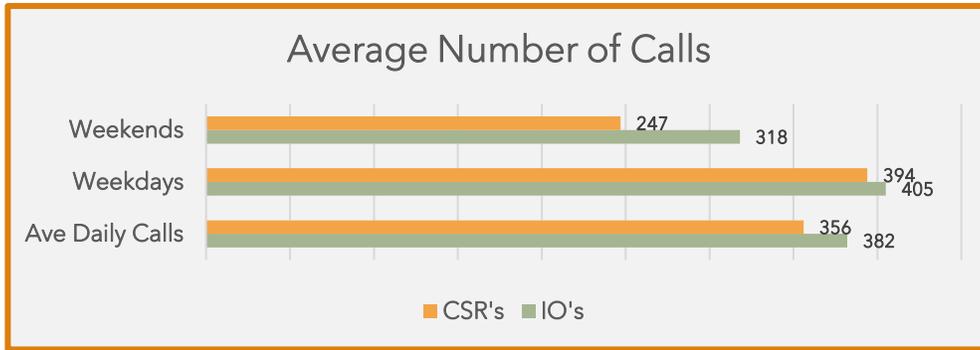
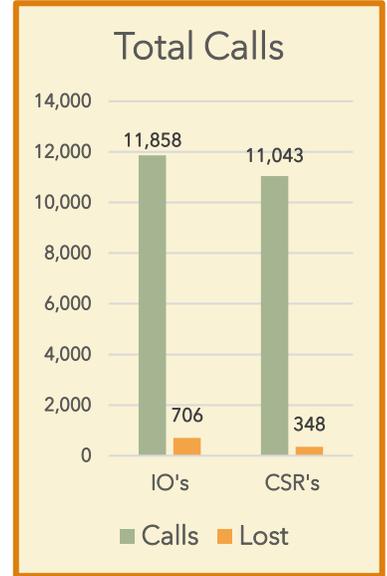
	JAN	FEB	MAR	APR	MAY
<b>Total Headcount on EOM</b>	272	273	277	292	289
<b>Total Hires within Month</b>	8	8	6	16	15
<b>Total Terms within Month</b>	7	6	7	5	3
<b>Turnover % YTD</b>	3.02%	5.27%	7.88%	9.67%	12.10%



### Phone Stats:

	TARTA IOs	CSRs
Total Calls	11,858	11,043
<i>Difference from April</i>	<i>+1,600 (+16%)</i>	<i>+267 (+2.5%)</i>
Lost Calls	706	348
% Lost Calls	6%	3%

Both IOs and CSRs handle Flex calls



### Ridership Stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	171,716	4,245	4,007	22,342	16,437
<i>Difference from April</i>	<i>+10,931 (+7%)</i>	<i>-33 (-1%)</i>	<i>-57 (-1%)</i>	<i>+1,029 (+5%)</i>	<i>+987 (+6%)</i>
<b>May 2023</b>	<b>143,106</b>	<b>2,499</b>	<b>2,381</b>	<b>17,978</b>	<b>16,445</b>
Weekday Average	6,358	149	143	n/a	741

\*Includes TARPS, VIA, MN, CTW (64% TARPS)

\*\* Fixed route totals include Flex & Muddy Shuttle

### Fixed Route Top Performers

Route #	May Riders	<i>Difference from April</i>	Weekday Average
2	21,193	<i>+1,606 (+8%)</i>	784
5	15,516	<i>+930 (+6%)</i>	586
19	14,495	<i>+328 (+2%)</i>	547
31	13,555	<i>-915 (-6%)</i>	499

### ADA Applications - TARPS

	New	Recert	Baby & Me
Totals	54	55	30
<i>Difference from April</i>	<i>-8</i>	<i>+6</i>	<i>+5</i>

### Reduced Fare Applications - May

Received	57
Completed	55 (96%)
Pending	5

# Monthly Recap

## May 2024



Muddy Shuttle May 31, 2024	Riders To	Riders From	Total
Miracle Mile	2	2	4
Sylvania (Monroe & Silica)	4	0	4
Waterville	8	8	16
Maumee LCRC	0	0	0
Oregon (Starr Elementary)	0	0	0
Extra	0	2	2
<b>TOTALS</b>	<b>14</b>	<b>12</b>	<b>26</b>

Date	Special Events Transportation	Riders
6-May-24	Waite High School	11
9-May-24	Old West End	54
10-May-24	Mom's House Groundbreaking	24
15-May-24	Bryndale Elementary/Toledo Zoo	37
16-May-24	Bowsher Young Women of Excellence	23
21-May-24	Port Authority FAA Disaster Training	39



### Ridership by Area

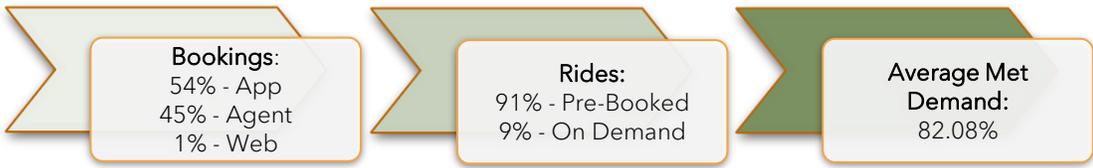
January ~ May 2024

Fixed Route Lines		Riders	TARPS		Trips
Route	Description		Pickup Zipcode	City	
2	Flower Hospital via Toledo Hospital to Oregon	91,839	43615	Toledo/Ottawa Hills/Sylvania Township	11,749
5	Flower Hospital/ Walmart via Dorr	70,379	43614	Toledo	9,775
31	UTMC or Maumee via Glendale	67,974	43607	Toledo	8,520
19	Franklin Park Mall via Cherry/ Sylvania Ave	65,259	43606	Toledo/Ottawa Hills	6,111
32	Holland/Spring Meadows via South/Airport	45,155	43612	Toledo	5,041
15	Meijer Alexis via Suder or Summit	42,071	43613	Toledo	4,916
22	Franklin Park Mall/ UT Campus/Bancroft	40,357	43537	Maumee	4,807
14	Hollywood Casino/East Broadway	39,340	43604	Toledo	4,166
17	Miracle Mile-LeGrange/Bennett or Eleanor	36,815	43623	Sylvania Township/Toledo	4,291
16	Meijer Alexis via Manhattan	36,721	43609	Toledo	4,047
26	Miracle Mile via Berdan or Lewis	35,699	43560	Sylvania	3,786
20	Franklin Park Mall or Meijer via Central Ave	35,356	43608	Toledo	2,789
10L	Rossford Meijer/Amazon via Hollywood Casino	32,998	43605	Toledo/Oregon/Northwood	2,617
27	Walmart or South Ave via Nebraska or Hill	31,961	43611	Toledo	1,813
33	UTMC Via Indiana/Junction/Arlington	24,383	43620	Toledo	1,626
34	UTMC via western/Detroit/Byrne	23,065	43617	Sylvania Township/Toledo	866
12	Birmingham via Main/Starr/Front	22,816	43460	Rossford	745
3	Franklin Park Mall/ VA Clinic Crosstown	13,717	43616	Toledo/Oregon	726
52	Franklin Park Mall-Secor	6,380	43528	Sylvania/Holland	693
51	Franklin Park Mall-Talmadge (ended Jan. 6)	109	43610	Toledo	641
			43551	Rossford/Perrysburg	122
			43566	Waterville	91
			43619	Toledo/Oregon/Northwood	6
			48182	Monroe County, MI	-
			43542	Monclova	-
		<b>762,394</b>			<b>79,944</b>

Highest Daily Rides Count:  
May 15: **178** Completed



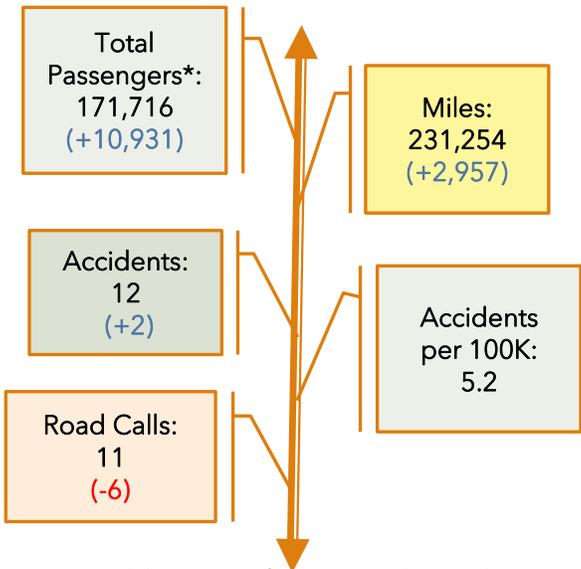
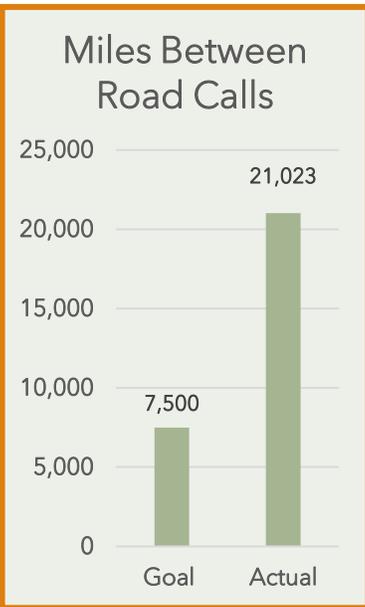
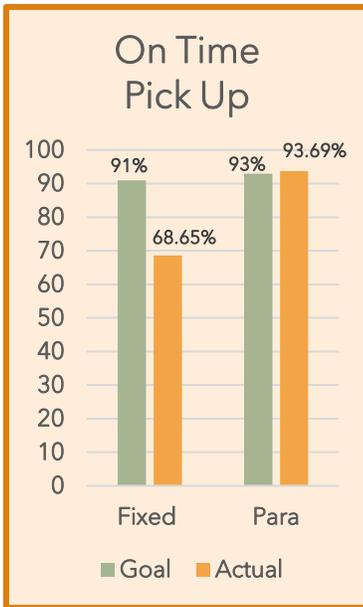
Highest Daily Met Demand:  
May 28: **99.6%**



Total Flex Accounts To Date: **6,047** (+377 in May)  
 Total App installs To Date: **3,861** (+380 in May)



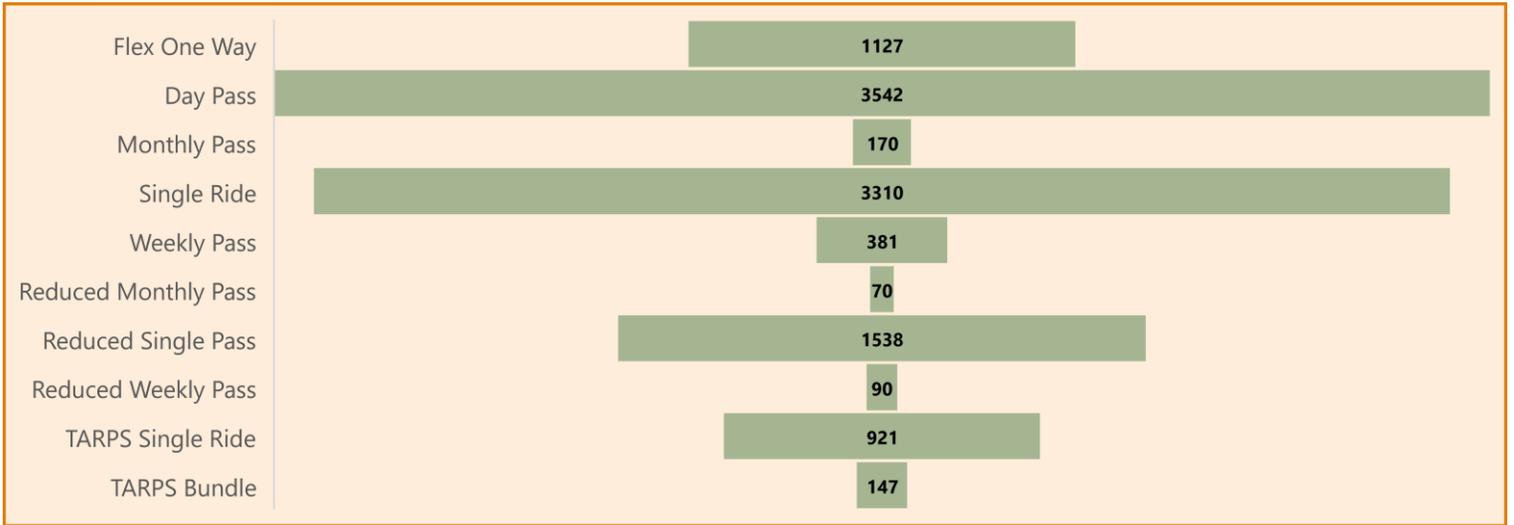
**Operations ~ Fixed:**



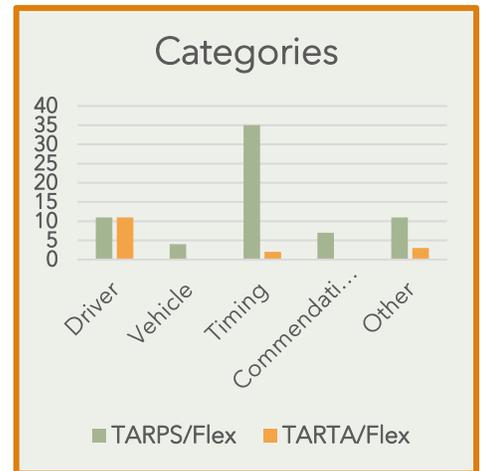
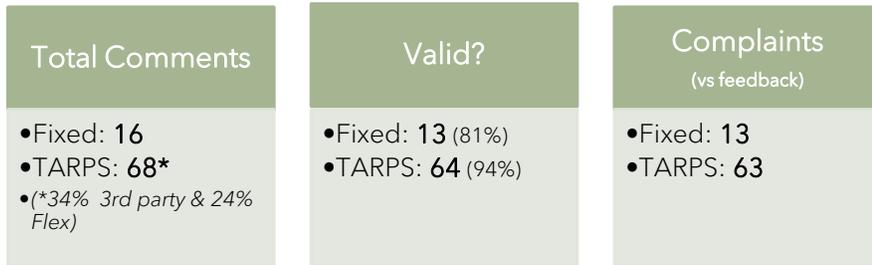
\*As per APC (Automated Passenger Counter) system



### EZFare Passes Sold ~ May 2024



### Complaints/Feedback:



### Website: (+ / - last month)



#### PAGE VIEWS

Total Page Views: 44,244 (+83/+0.2%)  
 Highest Day: 3,688 (May 10)  
 Daily Average: 1,427 (+42/+3%)

#### PAGE USERS

Total Page Users: 15,656 (+2,016/+15%)  
 Highest Day: 645 (May 23)  
 Daily Average: 505 (+42/+9%)



### Social Media Impacts: (+ / - last month)

	50 Total Posts (+6/+14%)	3,250 Impressions* (-250/-7%)	150 Engagements** (+46/+44%)	7 Post Link Clicks (-6/-46%) 10 New Followers
	53 Total Posts (+8/+18)	35,800 Impressions (+2,300/+7%)	3,270 Engagements (+1,050/+47%)	53 Post Link Clicks (-203/-79%) 5 New Followers
	97 Total Posts (+15/+18%)	5,54000 Impressions (-9K/-63%)	513 Engagements (+179/+53%)	10 New Followers
	39 Total Posts (-/-)	9,420 Impressions (+390/+4%)	1,100 Engagements (+70/+7%)	798 Post Link Clicks (+82/+11%) 38 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:
  - May 16: More in '24 Open Rate 26%/Click Rate 1%
  - May 23: Newsletter Open Rate 20%/Click rate 1%
- Paid Advertisements:
  - Billboard
    - Drive the Bus
    - Youth Summer Blast Pass
    - Muddy Shuttle
  - La Prensa
    - Youth Summer Blast Pass Half Page
  - Maumee Mirror
    - Youth Summer Blast Pass Half Page
  - Press Publications
    - Youth Summer Blast Pass Half Page
  - Sojourner's Truth
    - Youth Summer Blast Pass Half Page
  - Sylvania Advantage
    - Youth Summer Blast Pass Half Page
  - Toledo Journal
    - Youth Summer Blast Pass Half Page
  - Toledo Streets
    - General Service Full page



**Media Coverage Report:**  
 (Compiled in-house)

Date	What	Where
5/2/24	Toledo, Chamber of host free workshop	Holland-Springfield Journal
5/6/24	Drive the bus event	WTVG
5/11/24	Get behind the wheel at TARTA's Drive the Bus hiring event	WTOL
5/13/24	TARTA welcomes Oscar Correa	La Prensa
5/14/24	More in '24	WTVG
5/14/24	More in '24	WTOL
5/16/24	Editorial: Keep Parking Minimum	The Blade
5/18/24	TARTA's Board approves electric buses	The Blade
5/18/24	TARTA to get 11 new EV buses	WTOL
5/22/24	TARTA to make summer more accessible and enjoyable for County	Toledo Journal
5/24/24	Doing Business with TARTA	WTOL
5/31/24	TARTA, Library partnership puts youth in touch with summer programs	La Prensa



**Community Events/Press Conferences/ Special Events:**

- May 1 - Revitalizing Our Society Community
- May 1/3 - Ohio Mobility Conference
- May 6 - Hiring Event Press Conference
- May 6 - Presentation at J Frank Troy Senior Center
- May 8 - JA Inspire Event Career Fair
- May 8 - Mud Hens Educational Day Game - TARTA Dugout
- May 8 - Presentation at Kings Pointe Senior Apartments
- May 9 - Ohio Means Jobs Youth Hiring Event (In-Demand Jobs Week)
- May 9 - Leading Family Home Lunch and Learn
- May 10 - Thomas W. Wernert Center Mental Health Fair
- May 11 - TARTA Drive The Bus Hiring Event
- May 14 - "More in 24" Press Conference
- May 18 - City of Toledo Summer Showcase
- May 22 - Customer Advisory Committee Meeting
- May 21/23 - 5310 Conference (Canton, Ohio)
- May 23 - DBE Workshop Event/Doing Business with TARTA
- May 29 - Mud Hens School Education Day
- May 31 - Mud Hens Outreach: Muddy Shuttle and TARTA Dugout

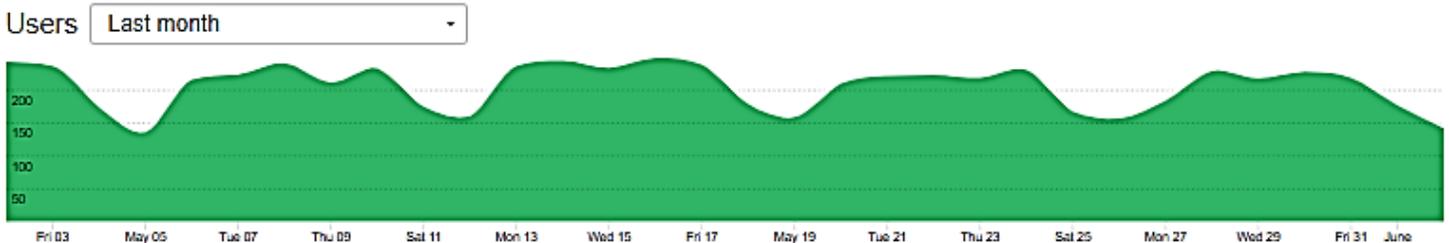
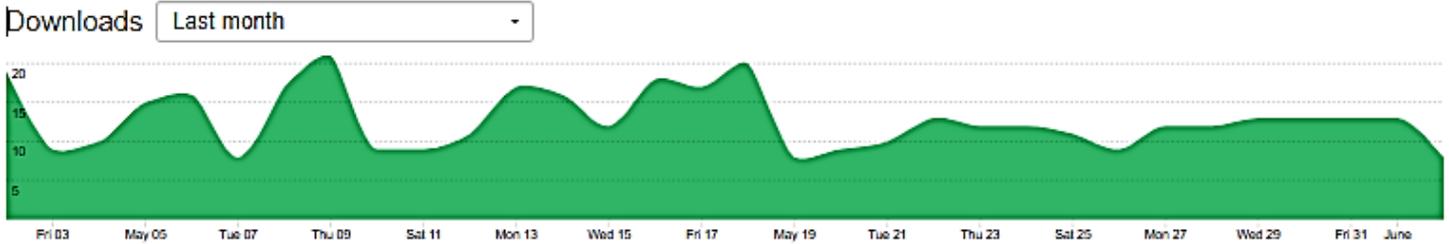
May 23 - Anthem Medicaid  
 May 28 - CareSource  
 May 30 - Toledo Lucas County Public Library - Ready to Read



**Transit Apps**

As of June 3, 2024 for May 2024:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	8 -11.11%	84 +10.53%	374
Users	142 -9.55%	614 +1.66%	1,444
Sessions	742 -11.88%	8,302 -5.01%	33,802
Sessions / users	5.225 -2.57%	13.521 -6.56%	23.409



# Monthly Recap

May 2024

Most Popular Lines Viewed:

Line	Views 	Clicks
2 Flower Hospital-Oregon	16,297	2,187
22 Franklin Park Mall via Bancroft	13,041	1,367
19 Franklin Park Mall via Sylvania Ave	12,264	1,134
5 Flower Hospital via Dorr St.	11,320	1,317
20F Franklin Park via Central / Franklin	10,399	353
26D Miracle Mile via Douglas	10,328	543
20M Central Meijer via Central / Collingwood	10,231	797
32 Holland / Spring Meadows via S / Airport	10,105	1,323
34 UTMC via Western / Detroit / Byrne	9,746	352
31G Maumee via Glendale	9,356	670
33 UTMC via Indiana / Junction / Detroit	9,013	440
31H Maumee via Broadway / Heatherdowns	8,511	703
26L Miracle Mile via Lewis	8,480	583
27H Central Walmart via Hill	8,452	248
17B Miracle Mile via Lagrange / Bennett	8,128	624
17E Miracle Mile via Lagrange / Eleanor	8,127	613
27N South / Reynolds via Nebraska	8,100	402
3 Franklin Park Mall via VA Clinic	7,902	793
5C UT via Dorr St.	6,719	342
31C UTMC via Glendale	6,590	305
14 Hollywood Casino / East Broadway	6,430	482
52 Franklin Park Mall via Tremainsville	6,410	283
12 Birmingham via Main / Starr / Front	6,331	647
10L Rossford Meijer via Amazon Rossford	5,949	873
16 Meijer Alexis via Manhattan	5,681	452
15E 15 E Meijer Alexis via Summit	5,116	655
15A Meijer Alexis via Suder	5,109	630