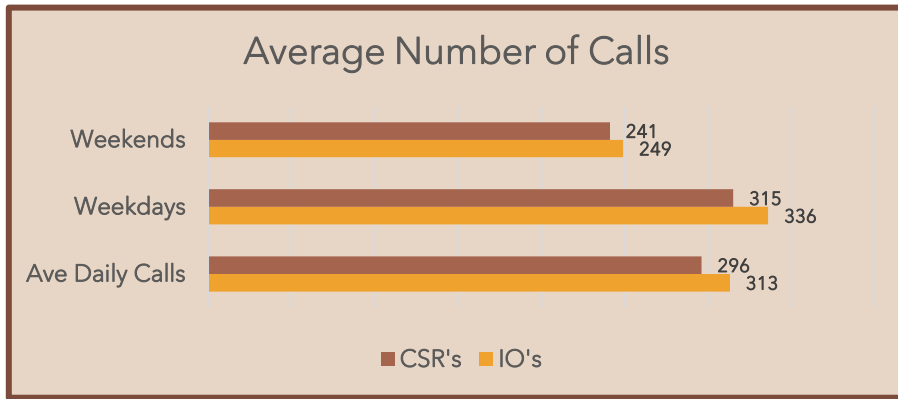
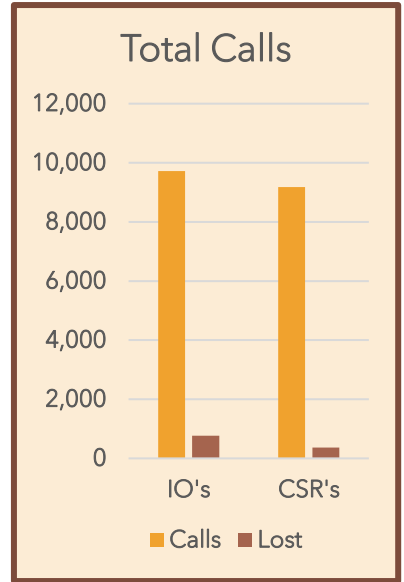




Phone Stats:

	TARTA IOs	CSRs
Total Calls	9,714	9,179
<i>Difference from December 2024</i>	<i>-964 (-9%)</i>	<i>-1,000 (-10%)</i>
Lost Calls	769	371
% Lost Calls	8%	4%

Both IOs and CSRs handle Flex calls



Ridership stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARTA Move Riders*	TARTA Move Trips*
Total Rides	160,143	4,498	4,273	21,229	15,550
<i>Difference from Dec.</i>	<i>-6,026 (-4%)</i>	<i>-150 (-2%)</i>	<i>-66 (-2%)</i>	<i>+243 (+1%)</i>	<i>+340 (+2%)</i>
January 2024	133,345	3,457	3,303	21,734	15,134
Weekday Average	5,886	159	152	n/a	679

*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 Dec.</i>	Weekday Average
2	23,213	<i>-44 (-0.2%)</i>	872
5	13,451	<i>-255 (-2%)</i>	496
19	12,792	<i>-845 (-6%)</i>	479
31	12,599	<i>-358 (-3%)</i>	462

ADA Applications - TARTA Move

	New	Recert.	Baby & Me
Totals	99	75	88
<i>Difference from Dec.</i>	<i>+48</i>	<i>+27</i>	<i>-</i>

Reduced Fare Applications - January

Received	33
Completed	33 (100%)
Pending	0

Walleye Shuttle Ridership January 2025

Location	Jan. 4	Jan. 25
Miracle Mile - In	5	2
Miracle Mile - Out	5	2
Sylvania - In	0	13
Sylvania - Out	0	13
Waterville - In	3	4
Waterville - Out	3	3
Maumee - In	2	8
Maumee - Out	2	11
Oregon - In	5	2
Oregon - Out	5	2
Totals:	30	60
Grand Total in January:	90	



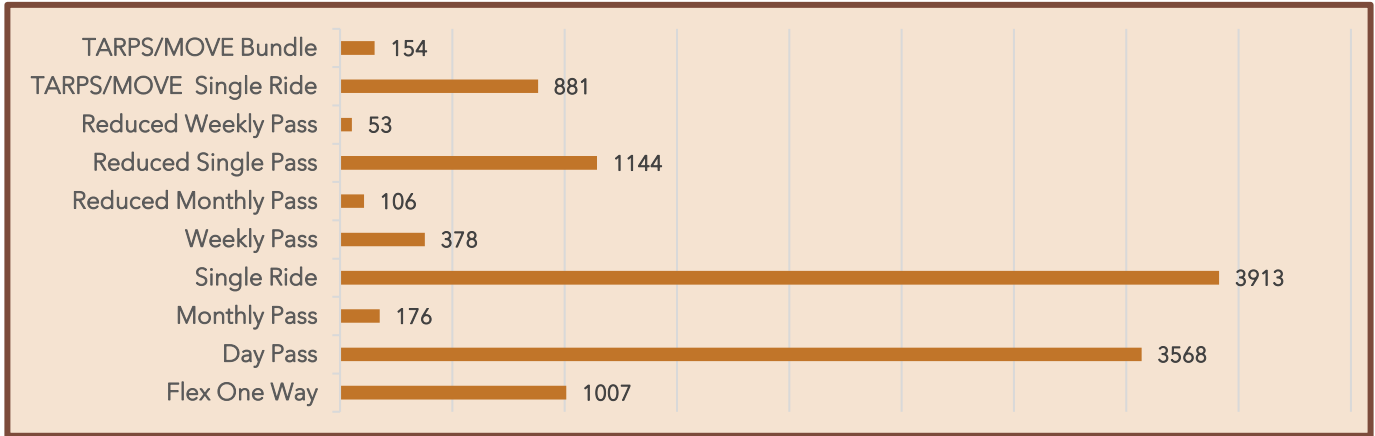
Ridership by Area

January 2025

Fixed Route Lines		Riders	TARTA MOVE		Trips
Route	Description		Pickup Zipcode	City	
2	Flower Hospital - Oregon/Monroe Street	23,257	43615	Toledo/Ottawa Hills/Sylvania Township	2,018
5	Flower Hospital or UT Transit via Dorr Street	13,451	43614	Toledo	1,906
19	Franklin Park Mall via Cherry/ Sylvania Ave	12,792	43607	Toledo	1,609
31	UTMC or Glendale/Maumee or Heatherdowns	12,599	43606	Toledo/Ottawa Hills	1,300
32	Holland via Broadway/South/Airport Highway	8,721	43613	Toledo	1,154
15	Meijer Alexis via Suder or Summit	8,050	43537	Maumee	956
17	Miracle Mile-LeGrange/Bennett or Eleanor	7,627	43612	Toledo	895
26	Miracle Mile via Douglas/Berdan or Lewis/Alexis	6,945	43623	Sylvania Township/Toledo	884
20	Franklin Park Mall or Meijer via Central Ave	6,803	43609	Toledo	793
16	Meijer Alexis via Manhattan	6,750	43604	Toledo	774
22	Franklin Park Mall via UT Campus/Bancroft	6,731	43560	Sylvania	686
10	Rossford Meijer/Amazon via Hollywood Casino	6,297	43608	Toledo	567
27	Walmart via Hill or South/Reynolds via Nebraska	5,942	43605	Toledo/Oregon/Northwood	466
14	Hollywood Casino via East Broadway	5,845	43611	Toledo	326
33	UTMC via Indiana/Junction/Arlington	5,112	43620	Toledo	274
34	UTMC via western/Detroit/Byrne	4,435	43528	Sylvania/Holland	195
12	Birmingham via Starr/Wheeling/Front	3,244	43617	Sylvania Township/Toledo	191
3	Franklin Park Mall/ VA Clinic Crosstown	2,496	43616	Toledo/Oregon	176
52	Secor/Tremainsville/Sylvania Ave Loop	932	43460	Rossford	172
			43610	Toledo	129
			43551	Rossford/Perrysburg	60
			43566	Waterville	19
			43619	Toledo/Oregon/Northwood	-
			48182	Monroe County, MI	-
			43659	Toledo	-
			43542	Monclova	-
		148,029			15,550



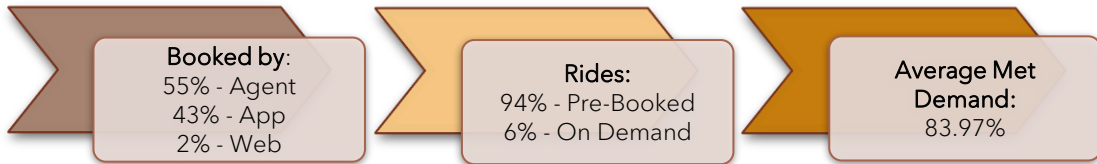
EZFare Passes Sold ~ January 2025



Highest Daily Rides Count:
January 31: **171**



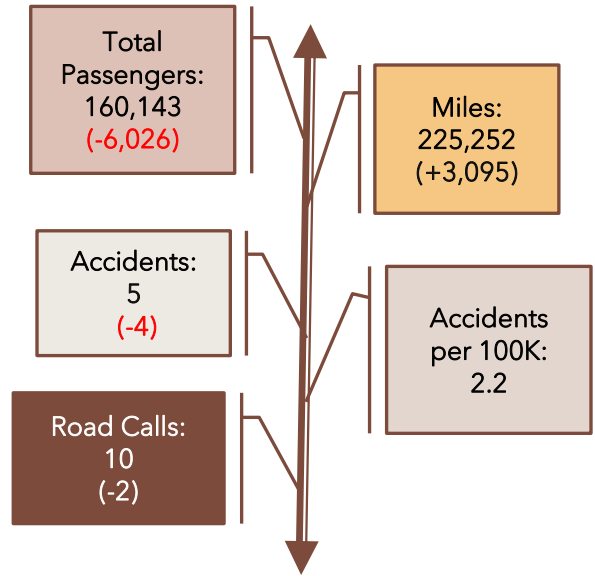
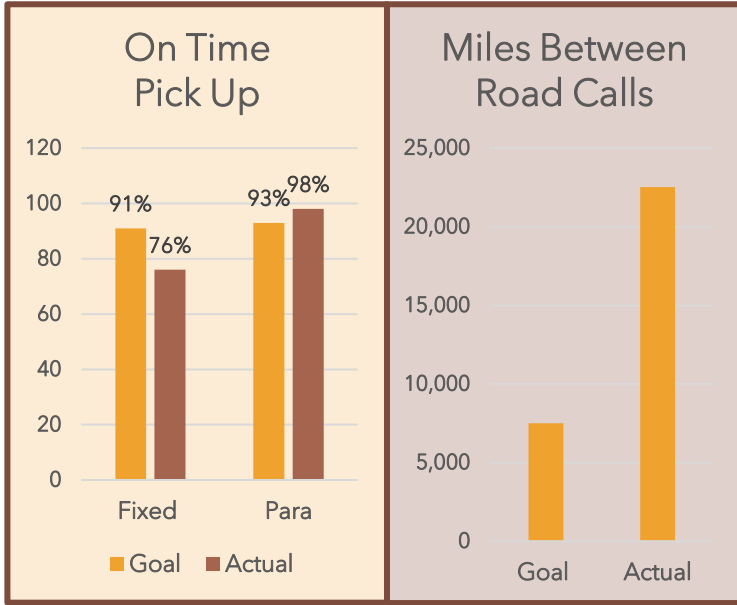
Highest Daily Met Demand:
January 20: **97.5%**



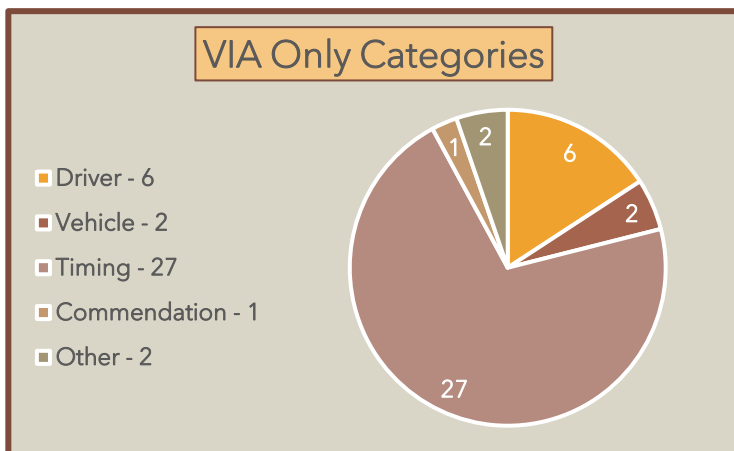
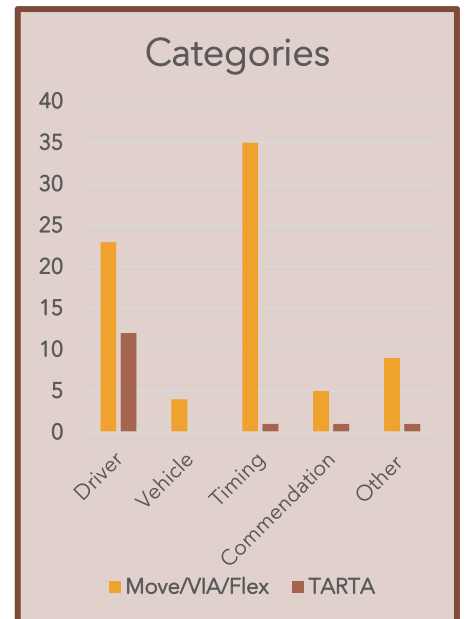
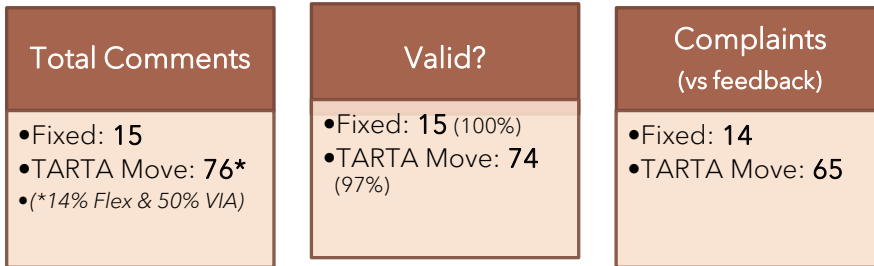
Total Flex Accounts To Date: **9,346** (+393 in Jan.)
Total App installs To Date: **7,192** (+359 in Jan.)



Operations ~ Fixed:







Complaints/Feedback:





Social Media Impacts:

(+ / - last month)

	46 Total Posts (+6/+15%)	1,970 Impressions* (-260/-12%)	70 Engagements** (+3/+4%)	7 Post Link Clicks (+2) 0 New Followers
	43 Total Posts (-2/-4%)	22,900 Impressions (+5,800/+34%)	2,120 Engagements (+170/+9%)	114 Video Views 8 New Followers
	59 Total Posts (+6/+11%)	4,160 Impressions (-10/-0.2%)	319 Engagements (+3/+1%)	0 New Followers
	35 Total Posts (-4/-10%)	6,350 Impressions (+670/+12%)	802 Engagements (-40/-5%)	478 Post Link Clicks (-111/-19%) 21 New Followers

Note: Social Media Impacts are now based on data and reports we obtain via our subscription to 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: 41,2734 (+6,879/+20%)
Highest Day: 6,999 (January 11)
Daily Average: 1,331

PAGE USERS

Total Page Users: 14,320 (+924/+7%)
Highest Day: 709 (January 30)
Daily Average: 462



Marketing - Paid Ads

- Email Outreach:
 - January 9: Newsletter Open Rate 27% / Click Rate 2%
- Paid Advertisements:
 - Destination Toledo
 - "This is Toledo" Guidebook
 - The Journal
 - Public Notice: Security Services
 - La Prensa
 - Public Notice: Security Services

- o Sojourner’s Truth
 - Public Notice: Security Services
- o Toledo Blade
 - Public Notice: Security Services
- o Toledo Streets
 - General Service Full page
- o UAW MLK
 - Banquet Program
- o United Pastors for Social Empowerment
 - Awards Banquet Program



Media Coverage Report: (Compiled in-house)

Date	What	Where
1/1/25	TARTA timetable change to alter crosstown route	The Blade
1/17/25	On The Radar (Rosa Parks mural)	Toledo City Paper
1/18/25	EPA,ODOT announce diesel emission reduction grants	Northwest Signal
1/18/25	City of Toledo releases list of warming centers in metro area ahead of dangerous cold	WTOL 11
1/19/25	Warming centers in the Toledo area	WTOL 11
1/21/25	Ohio EPA and ODOT award \$12.8 million in grants to modernize transit buses	Environment + Energy Leader
1/22/25	TARTA, Ohio agencies land funds for cleaner emission buses	Metro Magazine
1/22/25	TARTA receives grant for zero-emission buses	The Blade
1/22/25	TARTA named recipient of state electric bus grant	WTOL 11
1/22/25	Multi-million-dollar project in Toledo will improve infrastructure and quality of life	WTVG 13
1/23/25	Additional electric buses to join TARTA fleet	WQCT-AM
1/25/25	TARTA to incorporate three electric-powered transit buses	Northwest Signal
1/28/25	Public comments accepted on transportation program	Northwest Signal
1/31/25	Guest readers to share Rosa Parks stories at four branch libraries	The Blade



Community Events/Press Conferences/Special Events:

- January 15 - Lakes of Monclova Info Session
- January 24 - TMACOG Winter General Assembly
- January 25 - UAW Local 14: 16th Annual Martin Luther King Jr. Celebration



Hub of Hope Events:

- January 7 - Oak Street Health
- January 8 - Cherry Street Mission Workforce Development Program
- January 9 - CareSource
- January 14 - Toledo Lucas County Public Library - Ready to Read
- January 15 - Oak Street Health
- January 16 - Vital Health
- January 28 - Vital Health

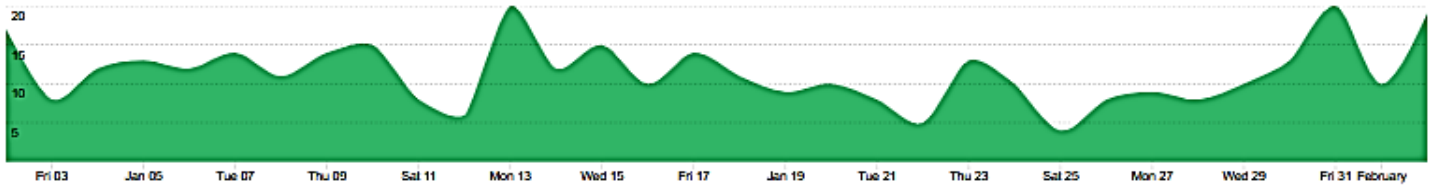


Transit Apps

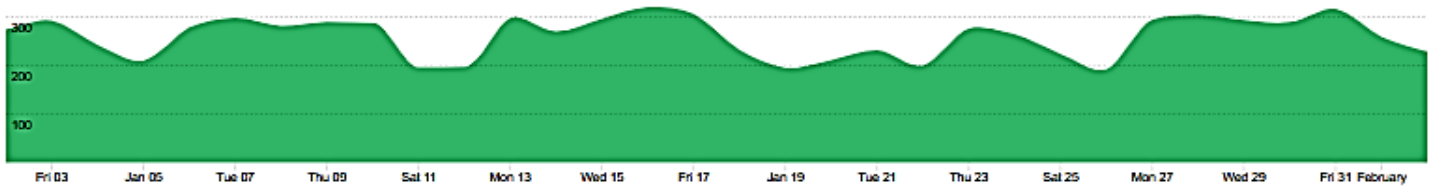
As of February 3, 2025 for January 2025:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	19 +137.50%	89 +53.45%	331
Users	229 +18.65%	788 +14.37%	1,535
Sessions	1,075 +20.92%	10,482 +34.83%	39,384
Sessions / users	4.694 +1.91%	13.302 +17.89%	25.657

Downloads



Users



Most Popular Lines Viewed:

Line	Views ↓	Clicks
2 Flower Hosp Or Fpm Or Oregon via Dtwm	20,873	3,137
22 Franklin Park Mall via Bancroft	17,684	1,523
31 UTMC via Glendale	17,437	1,743
5 Flower Hospital via Dorr St.	16,957	1,861
27 Walmart Central via Hill	16,705	765
19 Franklin Park Mall via Sylvania Ave	16,232	1,168
20 Franklin Park Mall via Central Detour	16,215	933
32 Holland / Spring Meadows via S / Airport Detour	15,174	1,636
33 UTMC via Indiana / Junction / Detroit	14,802	971
34 UTMC via Western / Detroit / Byrne	14,392	670
26 Miracle Mile via Douglas	14,260	1,159
17 Miracle Mile via Lagrange / Bennett	12,806	1,302
3 Franklin Pk Mall Or VA Clinic via Secor / Byrne	12,227	885
10 Meijer Rossford via Amazon Rossford	9,710	1,486
14 Hollywood Casino via East Broadway	8,982	601
16 Meijer Alexis via Manhattan	8,648	922
12 Seaman via Starr	8,434	419
15 Meijer Alexis via Suder	8,358	957
52 Franklin Park Mall via Tremainsville	7,940	159