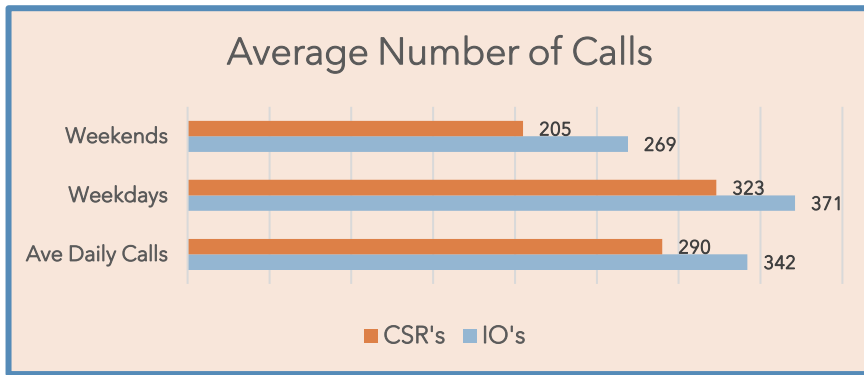
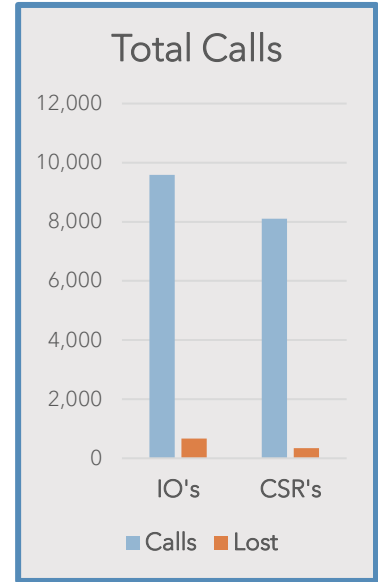




### Phone Stats:

	TARTA IOs	CSRs
Total Calls	9,590	8,108
<i>Difference from January</i>	<i>-124 (-1%)</i>	<i>-1,071 (-12%)</i>
Lost Calls	669	343
% Lost Calls	7%	4%

Both IOs and CSRs handle Flex calls



### Ridership Stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARTA Move Riders*	TARTA Move Trips*
Total Rides	159,927	4,056	3,861	20,358	14,749
<i>Difference from Jan.</i>	<i>-216 (-0.1%)</i>	<i>-442 (-10%)</i>	<i>-412 (-10%)</i>	<i>-871 (-4%)</i>	<i>-801 (-5%)</i>
<b>February 2024</b>	<b>158,749</b>	<b>3,853</b>	<b>3,673</b>	<b>21,734</b>	<b>16,005</b>
Weekday Average	6,658	164	157	n/a	769

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

\*\* Fixed route totals include Flex and Unclassified Rides

### Fixed Route Top Performers

Route #	February Riders	<i>Difference From Jan.</i>	Weekday Average
2	23,177	<i>-36 (-0.16%)</i>	980
5	13,230	<i>-221 (-2%)</i>	546
19	13,168	<i>+376 (+3%)</i>	564
31	12,261	<i>-338 (-3%)</i>	507

### ADA Applications - TARTA Move

	New	Recert.	Baby & Me
Totals	44	37	37
<i>Difference from Jan.</i>	<i>-55</i>	<i>-38</i>	<i>-51</i>

### Reduced Fare Applications - February

Received	47
Completed	45 (96%)
Pending	2

### Walleye Shuttle Ridership February 2025

Location	Feb. 8	Feb. 22
Miracle Mile - In	6	3
Miracle Mile - Out	6	3
Sylvania - In	2	5
Sylvania - Out	13	5
Waterville - In	10	5
Waterville - Out	3	3
Maumee - In	8	3
Maumee - Out	8	3
Oregon - In	1	2
Oregon - Out	2	1
<b>Totals:</b>	<b>59</b>	<b>33</b>
<b>Grand Total in February:</b>	<b>92</b>	



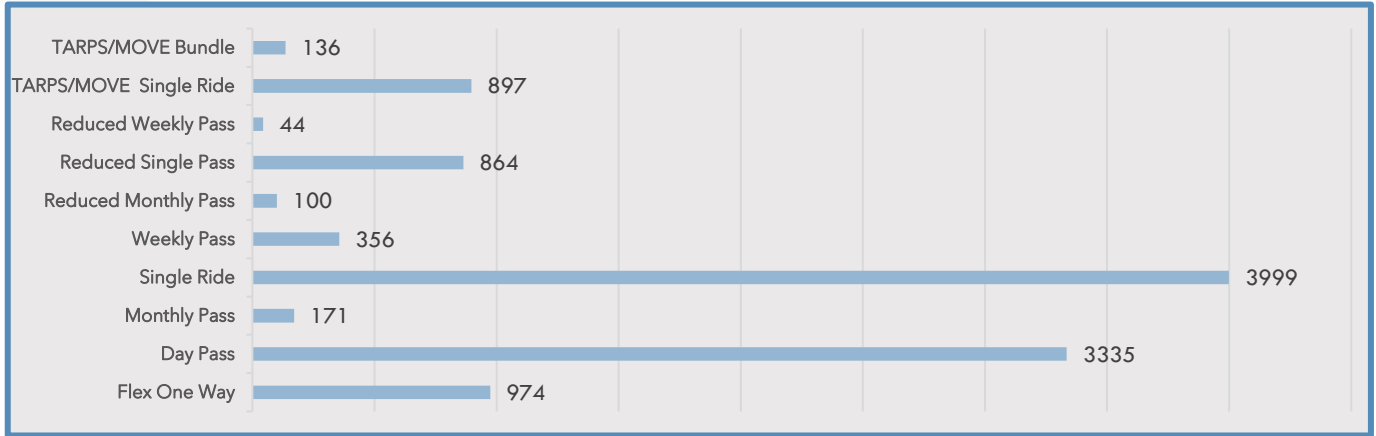
### Ridership by Area

January - February 2025

Fixed Route Lines			TARTA MOVE		
Route	Description	Riders	Pickup Zipcode	City	Trips
2	Flower Hospital - Oregon/Monroe Street	46,390	43615	Toledo/Ottawa Hills/Sylvania Township	4,000
5	Flower Hospital or UT Transit via Dorr Street	26,681	43614	Toledo	3,718
19	Franklin Park Mall via Cherry/ Sylvania Ave	25,960	43607	Toledo	3,067
31	UTMC or Glendale/Maumee or Heatherdowns	24,860	43606	Toledo/Ottawa Hills	2,508
32	Holland via Broadway/South/Airport Highway	17,329	43613	Toledo	2,240
15	Meijer Alexis via Suder or Summit	15,777	43537	Maumee	1,843
17	Miracle Mile-LeGrange/Bennett or Eleanor	15,662	43612	Toledo	1,753
22	Franklin Park Mall via UT Campus/Bancroft	14,212	43623	Sylvania Township/Toledo	1,708
26	Miracle Mile via Douglas/Berdan or Lewis/Alexis	13,934	43604	Toledo	1,539
20	Franklin Park Mall or Meijer via Central Ave	13,074	43609	Toledo	1,498
16	Meijer Alexis via Manhattan	12,764	43560	Sylvania	1,367
10	Rossford Meijer/Amazon via Hollywood Casino	12,316	43608	Toledo	1,083
27	Walmart via Hill or South/Reynolds via Nebraska	11,768	43605	Toledo/Oregon/Northwood	929
14	Hollywood Casino via East Broadway	11,468	43611	Toledo	651
33	UTMC via Indiana/Junction/Arlington	9,398	43620	Toledo	547
34	UTMC via western/Detroit/Byrne	8,879	43616	Toledo/Oregon	379
12	Birmingham via Starr/Wheeling/Front	7,257	43528	Sylvania/Holland	371
3	Franklin Park Mall/ VA Clinic Crosstown	4,956	43617	Sylvania Township/Toledo	364
52	Secor/Tremainsville/Sylvania Ave Loop	1,944	43460	Rossford	339
			43610	Toledo	251
			43551	Rossford/Perrysburg	102
			43566	Waterville	39
			43659	Toledo	2
			43619	Toledo/Oregon/Northwood	1
			48182	Monroe County, MI	-
			43542	Monclova	-
		<b>294,629</b>			<b>30,299</b>



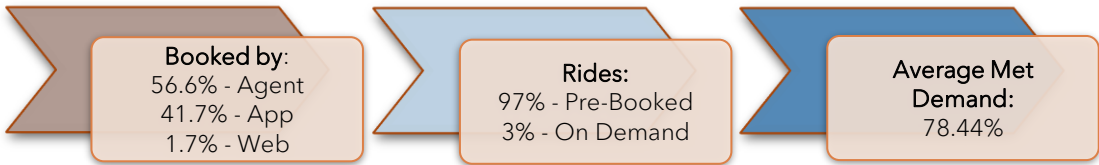
**EZFare Passes Sold ~ February 2025**



Highest Daily Rides Count:  
February 5: **172**



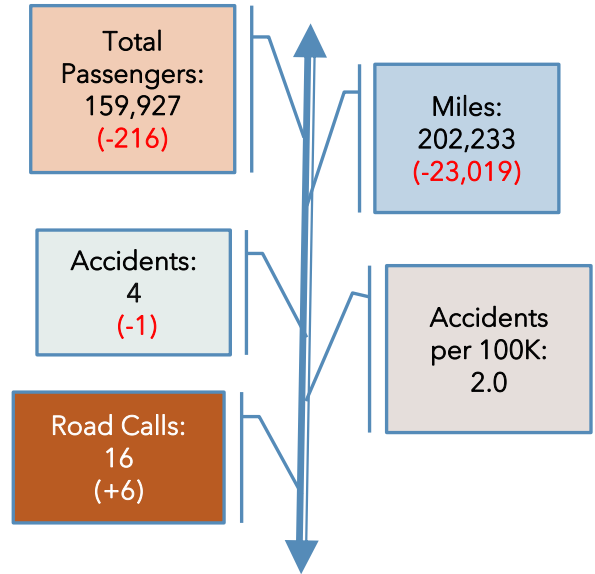
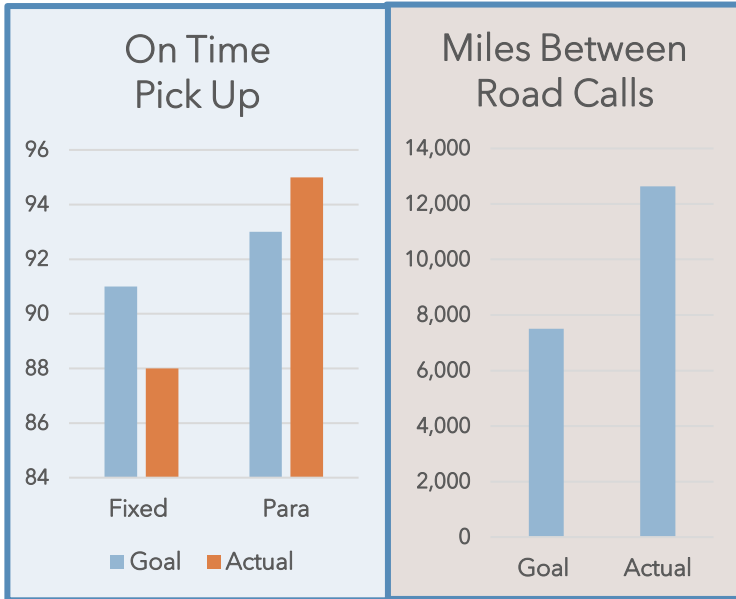
Highest Daily Met Demand:  
February 17: **91.3%**



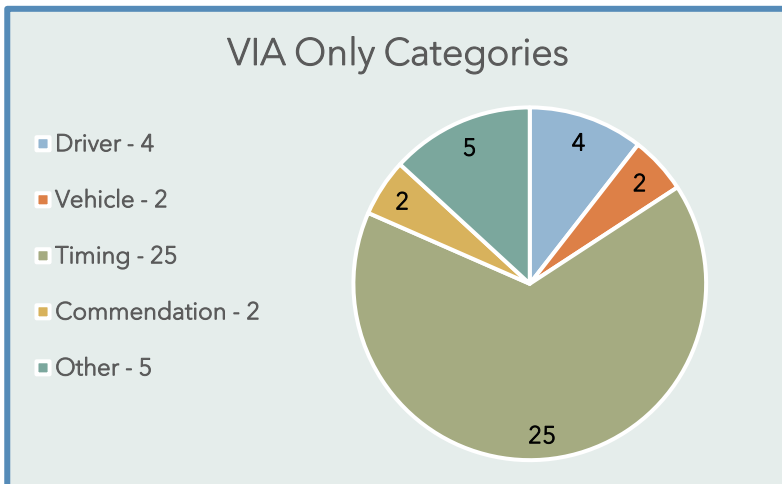
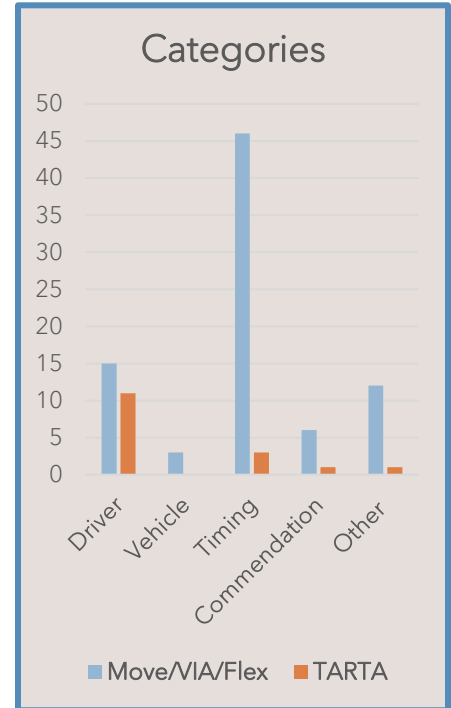
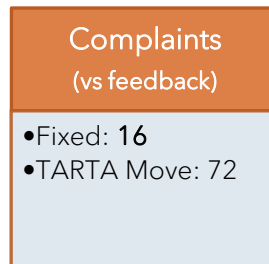
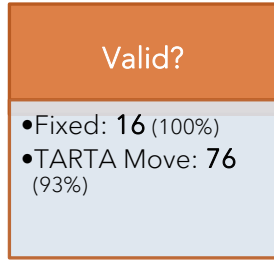
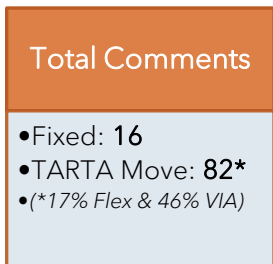
Total Flex Accounts To Date: **9,678 (+332 in Feb.)**  
Total App installs To Date: **7,502 (+310 in Feb.)**



### Operations ~ Fixed:







### Complaints/Feedback:





### Social Media Impacts:

(+ / - last month)

	77 Total Posts (+31/+67%)	2,610 Impressions* (+640/+32%)	89 Engagements** (+19/+27%)	5 Post Link Clicks (-2) 0 New Followers
	51 Total Posts (+8/+18%)	31,700 Impressions (+8,800/+38%)	5,630 Engagements (+3,510/+165%)	348 Video Views 13 New Followers
	91 Total Posts (+32/+54%)	7,500 Impressions (+3,340/+80%)	470 Engagements (+151/+47%)	30 New Followers
	39 Total Posts (+4/+11%)	7,290 Impressions (+940/+15%)	1,070 Engagements (+268/+33%)	667 Post Link Clicks (+189/+39%) 26 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: 37,946 (-3,327/-8%)  
Highest Day: 2,885 (Feb. 11 - Fare Free)  
Daily Average: 1,355

#### PAGE USERS

Total Page Users: 14,898 (+578/+4%)  
Highest Day: 1,759 (Feb. 11 - Fare Free)  
Daily Average: 532



### Marketing - Paid Ads

- Email Outreach:
  - February 6: Newsletter Open Rate 27% / Click Rate 1%
- Paid Advertisements:
  - The Journal
    - Black History Month
  - La Prensa
    - Black History Month
  - Sojourner's Truth
    - Black History Month
  - Toledo Blade
    - Black History Month
  - Toledo Streets
    - General Service Full page



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

Date	What	Where
2/1/25	Guest readers to share Rosa Parks stories at four branch libraries	The Blade
2/4/25	TARTA unveils Rosa Parks mural in transit hub, previews library event	The Blade
2/4/25	Ohio EPA, ODOT announce \$12.8 million in diesel emission reduction grants	Toledo Legal News
2/5/25	TARTA offering free rides Tuesday	The Blade
2/6/25	Ohio Loves Transit Week offers free rides, honors Rosa Parks	Toledo Free Press
2/6/25	The Humorists, TARTA Rosa Parks bus editorial cartoon	Toledo Free Press
2/6/25	Special Events; The Blade (included Rosa Parks read-along)	The Blade
2/7/25	Ohio Loves transit Week (in station segment)	WTOL 11
2/9/25	To the Editor: Taking public transit to Columbus (editorial by Laura Koprowski)	The Blade
2/12/25	Tracking snowplows in the City of Toledo	WTOL 11
2/18/25	Emergency warming centers in Toledo available Tuesday due to frigid overnight temperatures	WTOL 11
2/21/25	Disability and Inclusion	Mature Living News
2/22/25	Five to be inducted as Distinguished Waite Alumni on April 5	Press Publications
2/26/25	Voter registration language removed from Ohio transportation budget	The Blade



### Community Events/Press Conferences/Special Events:

- February 3 - City of Maumee passes Resolution 002-2025 recognizing Ohio Loves Transit Week
- February 4 - Press Conference Rosa Parks Mural/Storytime
- February 5 - TARTA Customer Advisory Committee Meeting
- February 6 - Family Night LCBDD
- February 6 - Meeting in Whitehouse
- February 7 - Presentation and Info Session at Oakleaf Village
- February 7 - WTOL 11 Interview with Laura Koprowski on Ohio Loves Transit
- February 8 - Rosa Parks Story Time at Toledo Lucas County Public Libraries
- February 10 - Whitmer High School Automotive Technologies Program students visit TARTA facilities
- February 10, 11, 12 - Ohio Loves Transit Week in Columbus attended by Laura Koprowski, Sam Melden and Board President Kendra Smith including Laura's testimony to the Ohio House Transportation Committee
- February 11 - TARTA Fare Free in celebration of Ohio Loves Transit Week
- February 20 - Glass City Academy Career Cupid
- February 20 - Lucas County Board of Developmental Disabilities Transition Service Family Night
- February 21 - Cherry Street Mission Outreach
- February 23, 24, 25, 26 - APTA Marketing, Communications & Customer Experience Workshop attended by Sam Melden, Jessica Rood and Board member Gary Gonya
- February 25, 26, 27 - Bus Coalition 2025 Fly-In to Washington DC attended by Laura Koprowski
- February 26 - Alliance of Informed Senior Citizens Lunch & Learn

### HUB OF



### Hub of Hope Events:

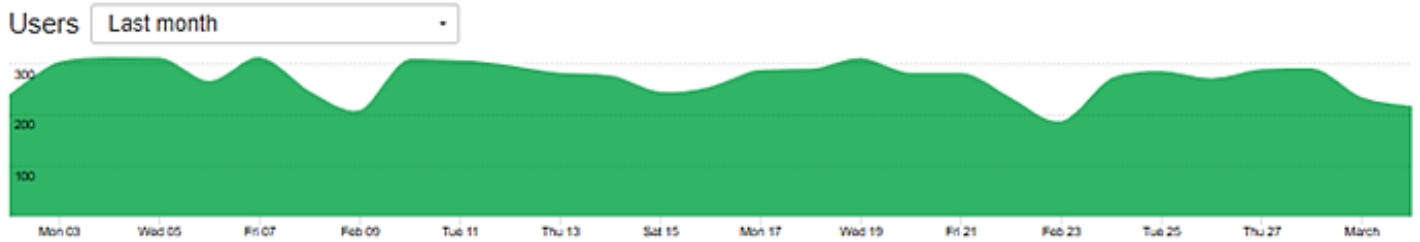
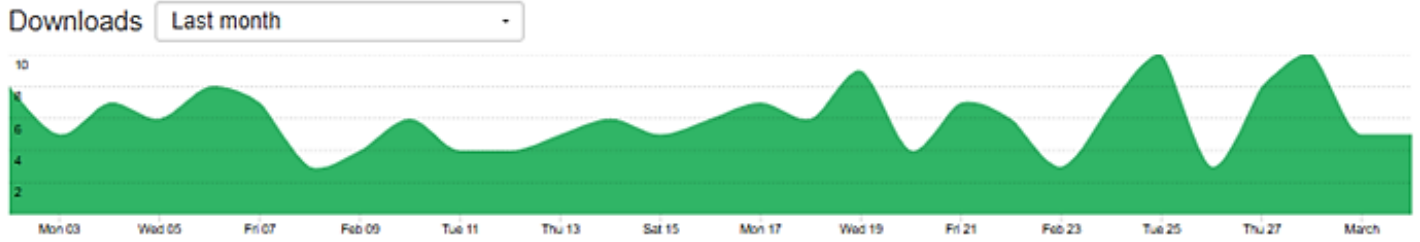
- February 5 - Pathway Program
- February 12 - Cherry Street Mission Workforce Development Program
- February 14 - Anthem
- February 18 - Humana
- February 24 - Vital Health



### Transit Apps


As of March 3, 2025 for February 2025:

Transit App			
	Yesterday	Last 7 days	Last 4 weeks
Downloads	8 +100.00%	44 +29.41%	174
Users	241 +14.76%	811 +5.60%	1,576
Sessions	1,646 +20.32%	16,454 +4.04%	64,726
Sessions / users	6.830 +4.84%	20.289 -1.48%	41.070





Most Popular Lines Viewed:

Line	Views 	Clicks
2 Flower Hosp Or Fpm Or Oregon via Dtwm	586	156
22 Franklin Park Mall via Bancroft	487	35
5 Flower Hospital via Dorr St. (Detour)	451	35
20 Franklin Park Mall via Central Detour	449	34
27 Walmart Central via Hill	399	17
19 Franklin Park Mall via Sylvania Ave	396	31
33 UTMC via Indiana / Jct / Detroit Detour	354	15
26 Miracle Mile via Douglas	338	33
31 UTMC via Glendale	332	35
17 Miracle Mile via Lagrange / Bennett	328	11
32 Holland / Spring Meadows via S / Airport Detour	323	24
34 UTMC via Western / Detroit / Byrne	274	11
15 Meijer Alexis via Suder	254	47
16 Meijer Alexis via Manhattan	248	22
12 Seaman via Starr	243	13
10 Meijer Rossford via Amazon Rossford	209	20
52 Franklin Park Mall via Tremainsville	198	3
14 Hollywood Casino via East Broadway	194	10
3 Franklin Pk Mall Or VA Clinic via Secor / Byrne	15	1

Google Analytics – Public Website Summary:

Most viewed stops		Favorite Stops	
Stops		Favorite Stops	
1.	Airport & Wenz SW	1.	Sylvania & Monroe NW
2.	ProMedica Pkwy West	2.	Berdan & Upton NW
3.	Monroe & Douglas NE	3.	Collingwood & Rockingham SE
4.	Franklin Park Mall	4.	Dorr & Detroit NE
5.	Ford & Dussel NE	5.	Lagrange & Champlain NW
1 - 5 / 679 < >		1 - 5 / 36 < >	
Most viewed routes		Most Viewed Vehicles	
Routes		Vehicles	
1.	02 Flower Hospital or FPM or Oregon via Downtown	1.	2402
2.	32 Holland/Spring Meadows via South/Airport DETOUR	2.	2917
3.	05 Flower Hospital via Dorr St. (DETOUR)	3.	2204
4.	22 Franklin Park Mall via Bancroft	4.	2835
5.	19 Franklin Park Mall via Sylvania Ave	5.	2838