

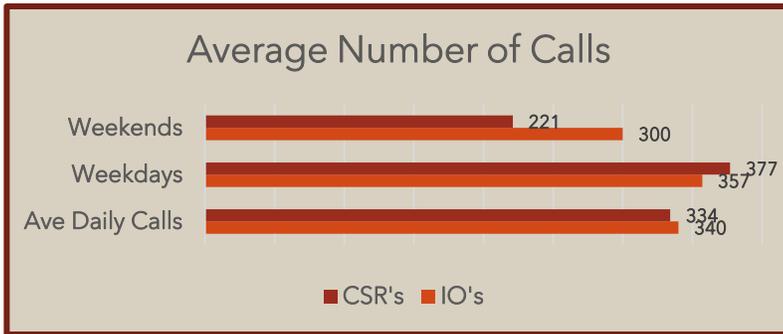
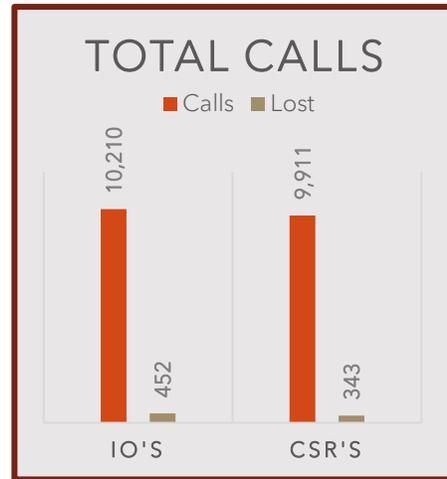
# TARTA September 2023 Recap



## Phone Stats:

	TARTA IOs	TARPS CSRs
Total Calls	10,210	9,911
<i>Difference from August</i>	<i>-559 (-5%)</i>	<i>-754* (-7%)</i>
Lost Calls	452	343
% Lost Calls	4%	3%

\*CSRs handle Flex calls



Special Events Transportation:	Total
September 16: Glass City Glowtacular	17
September 23: Roche De Boeuf Waterville	420
September 24: Toledo Mini	448



## Ridership Stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	148,239	2,529	2,370	19,823	15,620
<i>Difference from August</i>	<i>-534 (-0.3%)</i>	<i>-231 (-8%)</i>	<i>-227 (-9%)</i>	<i>-2,849 (-12%)</i>	<i>-1,526 (-9%)</i>
<b>September 2022</b>	<b>144,628</b>	<b>n/a</b>	<b>n/a</b>	<b>20,693</b>	<b>18,945</b>
Weekday Average	5,863	94	89	n/a	730

\*Includes TARPS, BW, MN, CTW (61% TARPS)

\*\* Based on manual reporting by drivers - since January 2023 this figure has included Flex and Special Events

## Fixed Route Top Performers

Route #	September Riders	<i>Difference from August</i>	Weekday Average
31	14,472	<i>-88 (-0.6%)</i>	577
5	14,423	<i>+2,470 (+20%)</i>	569
2	13,757	<i>-1,715 (-11%)</i>	551
19	11,984	<i>+6 (+0.05%)</i>	479

## ADA Applications - TARPS

	New	Recert	Baby & Me
Totals	50	31	12
<i>Difference from August</i>	<i>-1</i>	<i>+18</i>	<i>-19</i>

\*ADA team has been short-staffed since April 2023

## Reduced Fare Applications - September

Received	58
Completed	53 (91%)
Pending	5



## Ridership by Area January ~ September 2023

Fixed Route Lines		Riders	Pickup Zipcode	TARPS City	Trips
31	UTMC or Maumee via Glendale	115,911	43615	Toledo/Ottawa Hills/Sylvania Township	20,324
2	Flower Hospital via Toledo Hospital	115,164	43614	Toledo	18,892
5	Flower Hospital/ Walmart via Dorr	114,229	43607	Toledo	15,922
19	Franklin Park Mall via Cherry/ Sylvania Ave	97,862	43606	Toledo/Ottawa Hills	10,551
14	Hollywood Casino/East Broadway	71,787	43537	Maumee	10,190
32	Holland/Spring Meadows via South/Airport	66,179	43613	Toledo	8,952
22	Franklin Park Mall/ UT Campus/Bancroft	62,939	43612	Toledo	8,490
17	Miracle Mile-LeGrange/Bennett or Eleanor	60,899	43623	Sylvania Township/Toledo	8,204
15	Meijer Alexis via Suder or Summit	59,129	43604	Toledo	7,508
26	Miracle Mile via Berdan or Lewis	58,713	43560	Sylvania	6,735
10L	Rosford Meijer/Amazon via Hollywood Casino	58,208	43609	Toledo	6,362
27	Walmart or South Ave via Nebraska or Hill	53,911	43608	Toledo	5,069
16	Meijer Alexis via Manhattan	54,381	43605	Toledo/Oregon/Northwood	4,774
20	Franklin Park Mall or Meijer via Central Ave	47,627	43611	Toledo	3,456
12	Birmingham via Main/Starr/Front	44,458	43620	Toledo	3,008
34	UTMC via western/Detroit/Byrne	38,564	43617	Sylvania Township/Toledo	1,482
33	UTMC Via Indiana/Junction/Arlinton <b>(new 3/26)</b>	23,436	43610	Toledo	1,021
3	Franklin Park Mall/ VA Clinic Crosstown	19,067	43460	Rosford	1,017
52	Franklin Park Mall-Secor	8,825	43528	Sylvania/Holland	705
51	Franklin Park Mall-Talmadge	6,402	43566	Waterville	249
28	UT-Indian and Oakwood <b>(ended 3/25)</b>	3,124	43616	Toledo/Oregon	221
			43551	Rosford/Perrysburg	138
			43619	Toledo/Oregon/Northwood	64
			48182	Monroe County, MI	2
			43542	Monclova	1
		<b>1,180,815</b>			<b>143,337</b>



Get closer. Go farther.

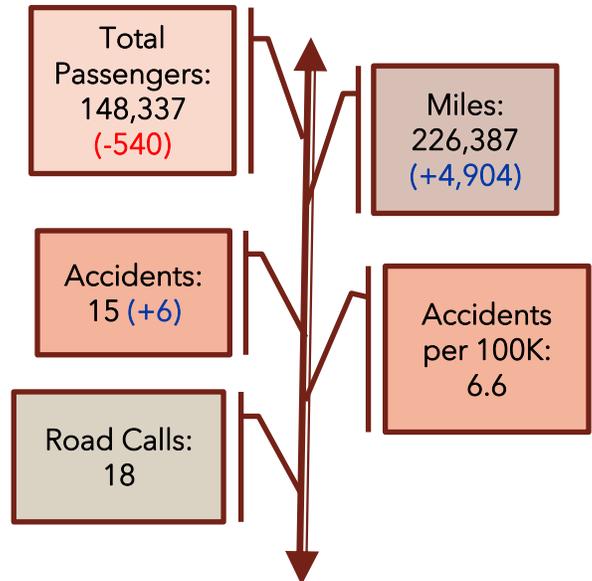
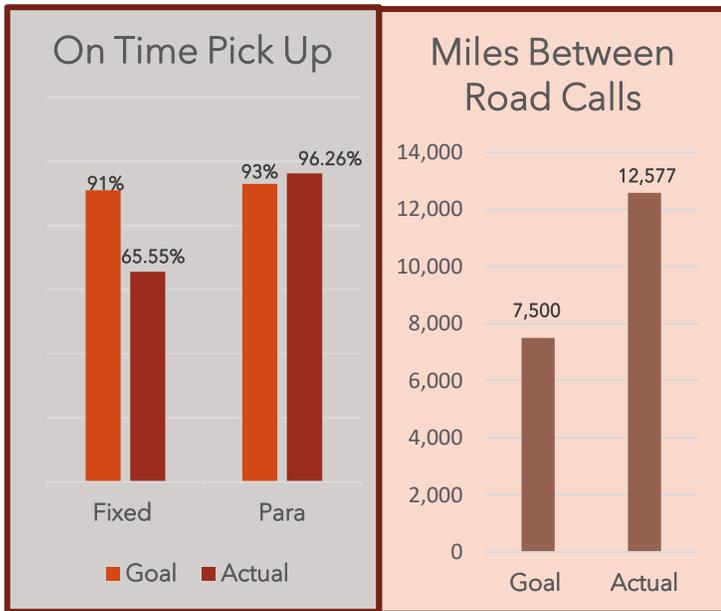
### September Flex Facts:

- 49.87% bookings were done through the TARTA Flex app - up from 46.32% in August (vs Customer Service agents or the Web)
- 4.18% bookings were made "on demand" aka 30-minute window for pick up (vs prebooked) down from 5.39% in August. Note: "on demand" bookings are trending lower month to month...with an average of only 3 per day.
- 74.51% average Met Demand (TARTA was able to provide a quote for a ride, whether or not the rider accepted that quote) down from 79.20% in August. More Flex vehicles are on order that will help with this capacity issue. Met Demand goal is 90%.
- Web-booking option produced 133 requests with 56 completed rides in August - down from 77 in August. The same three customers are using this option on a regular basis month to month!

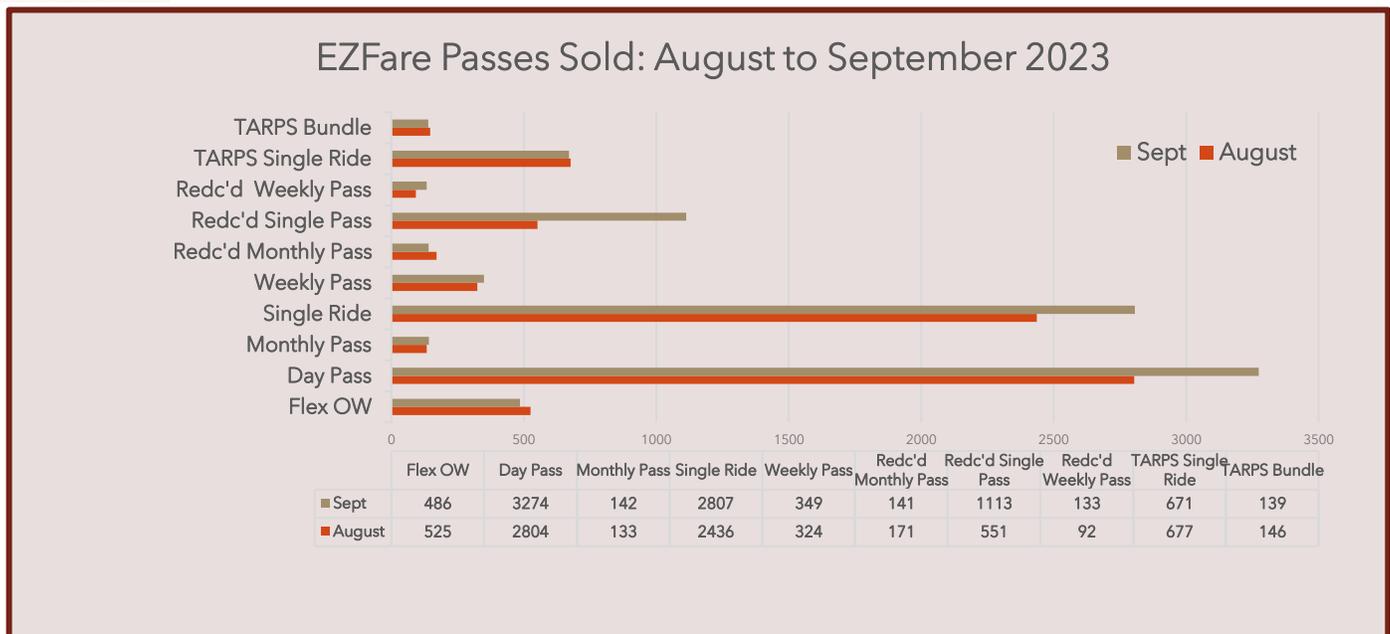
Total Flex Accounts To Date: 3,128 (+403 in September)  
Total App installs To Date: 2,737 (+388 in September)



## Operations ~ Fixed:

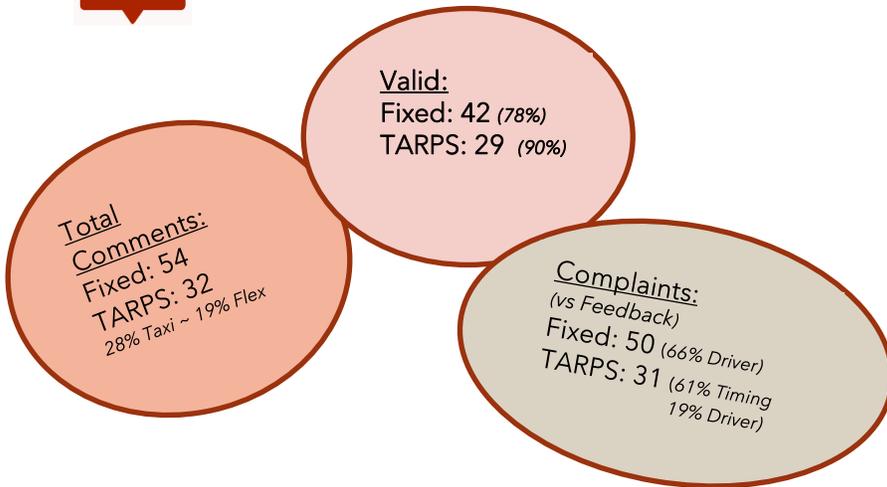


## EZFare Passes:



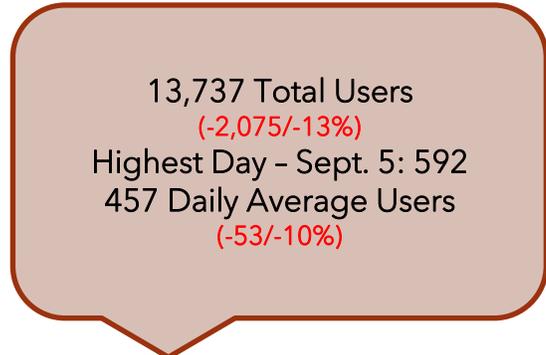
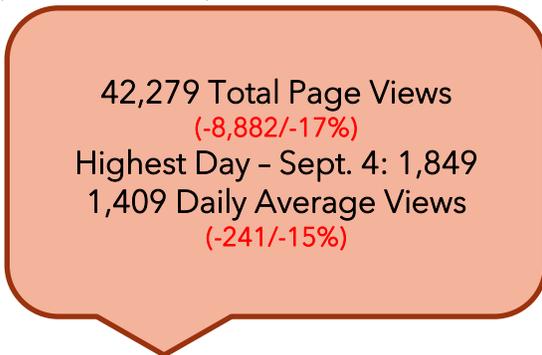


## Complaints/Feedback:



## Website:

(+ / - last month)



## Social Media Impacts:

(+ / - last month)

	47 Total Posts (-6/-11%)	13,600 Impressions* (-3,700/-21%)	308 Engagements** (-224/-42%)	39 Post Link Clicks (+5/+14%) 10 New Followers
	48 Total Posts (-7/-13%)	23,800 Impressions (-3,160/-26%)	1,600 Engagements (-200/-11%)	81 Post Link Clicks (-58/-41%) 3 New Followers
	52 Total Posts (+2/+4%)	3,910 Impressions (-6,590/-62%)	278 Engagements (-70/-20%)	0 New Followers
	35 Total Posts (0)	3,220 Impressions (+730/+29%)	384 Engagements (+119/+44%)	206 Post Link Clicks (+82/+66%) 13 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:
  - September 1: Muddy Shuttle Survey Open Rate 20%/Click Rate 1%
  - September 13: TARTA Next Event Invite Open Rate 51%/Click Rate 10%
  - September 14: TARTA Next Event Follow Up Open Rate 44%/Click Rate 8%
  - September 20: Newsletter Open Rate 21%/Click Rate 1%
- Paid Advertisements:
  - Caring for the Caregivers Expo
    - Half page
  - Maumee Mirror
    - Bi-Weekly Half page (Flex)
  - Ottawa Hills Stroll
    - September Quarter page (Flex)
  - Sojourner’s Truth
    - Weekly Half page (Hiring)
  - Toledo.com
    - TARTA Flex
  - Toledo Journal
    - Bi-Weekly Half page (Hiring)
  - Toledo Streets
    - Monthly Full page (General Services)



## Media Coverage Report from HART

*\*UVM = Unique visitors per month for online posts (approximate number of people who have had the opportunity to be exposed to the story/article)*

Date	What	Where	UVM*
9/1/23	TARTA announces Labor Day schedule	The Toledo Blade	449,569
9/12/23	TARTA to run buses to Glass City Glowtacular	The Toledo Blade	453,327
9/26/23	Photo Gallery: Connecting Kids to Meals partners with TARTA and Boys & Girls Club	The Toledo Blade	453,327



## Community Events/Press Conferences/ Special Events

- September 6, 7, and 13 - Public Meetings on proposed winter service changes
- September 16 - Glass City Glowtacular - Special Event Transportation
- September 19 - Staff member Virgil Wise awarded Milestone Award at the Ohio Public Transit Association Conference
- September 23 - Susan G. Komen Race for the Cure - staff participation
- September 23 - Roche De Boeuf Waterville - Special Event Transportation
- September 24 - Toledo Mini - Special Event Transportation
- September 26 - Connecting Kids to Meals - packing lunches

HUB OF **Hope** Hub of Hope Events

- September 1 - Anthem Medicaid
- September 7 - Anthem Medicaid
- September 13 - Lutheran Social Services
- September 15 - Toledo Lucas County Public Library - Ready to Read
- September 20 - Mercy Health Screenings
- September 25 - Cherry Street Mission

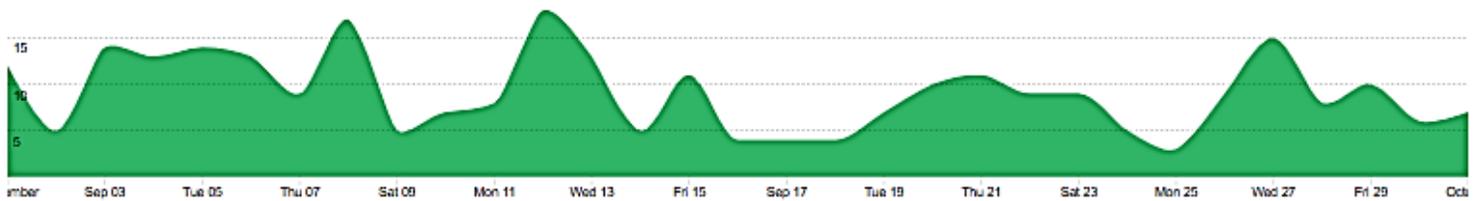


Transit Apps

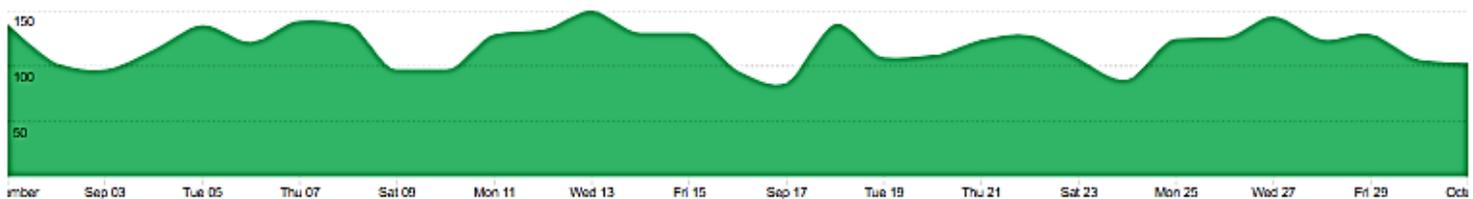
As of October 3, 2023 for September:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	7 +40.00%	58 +5.45%	268
Users	103 +17.05%	397 +6.43%	903
Sessions	509 +19.48%	4,300 +0.28%	18,083
Sessions / users	4.942 +2.08%	10.831 -5.78%	20.025

Downloads



Users



Most Popular Lines Viewed:

Line	Views 	Clicks
5 05 Flower Hospital via Dorr St.	7,676	845
22 22 Franklin Park Mall via Bancroft	6,806	697
19 19 Franklin Park Mall via Sylvania Ave	5,925	543
2 02 Flower Hospital via Monroe St.	5,765	399
34 34 UTMC via Western / Detroit / Byrne	5,634	189
32H 32 Holland / Spring Meadows via S / Airport	5,494	309
20M 20m Central Meijer via Central / Collingwood	5,471	256
20F 20f Franklin Pk via Central / Franklin	5,445	145
27N 27n South / Reynolds via Nebraska	5,232	128
27H 27h Central Walmart via Hill	5,231	148
31G 31g Maumee via Glendale	5,122	386
31H 31h Maumee via Broadway / Heatherdowns	4,953	380
33 33 UTMC via Indiana / Jct / Detroit	4,849	360
3 03 Franklin Park Mall via VA Clinic	4,810	552
26D 26d Miracle Mile via Douglas	4,373	235
17E 17e Miracle Mile via Lagrange / Eleanor	4,070	178
17B 17b Miracle Mile via Lagrange / Bennett	3,965	247
26L 26l Miracle Mile via Lewis	3,840	292
2C 2c Franklin Park Mall via Monroe St.	3,743	188
5C 5c UT via Dorr St.	3,530	217
31C 31c UTMC via Glendale	3,500	154
16 16 Meijer Alexis via Manhattan	3,353	529
10L 10l Rossford Meijer via Amazon Rossford	2,669	193
52 52 Franklin Park Mall via Tremainsvill	2,651	112
15E 15 E Meijer Alexis via Summit	2,418	326
12 12 Birmingham via Main / Starr / Front	2,406	143
15A 15a Meijer Alexis via Suder	2,372	363
14 14 Hollywood Casino / East Broadway	2,202	167