

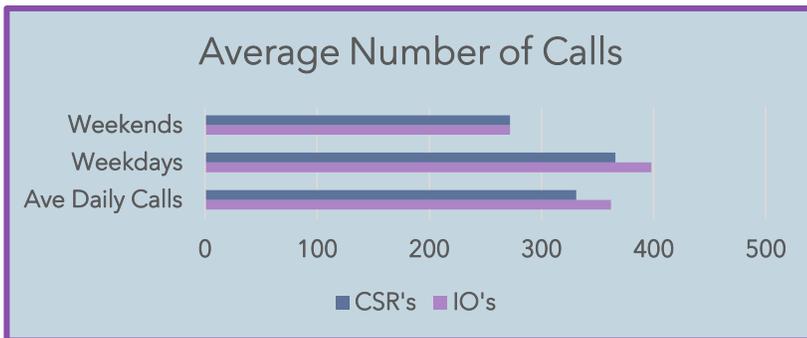


# February 2023 Recap



## Phone Stats:

|                                | TARTA IOs            | TARPS CSRs        |
|--------------------------------|----------------------|-------------------|
| Total Calls                    | 10,150               | 9,276             |
| <i>Difference from January</i> | <i>-1,848 (-18%)</i> | <i>-111 (-1%)</i> |
| Lost Calls                     | 471                  | 380               |
| % Lost Calls                   | 5%                   | 4%                |



## Ridership Stats:

|                             | TARTA Fixed         | Flex Riders     | Flex Trips    | TARPS Riders*       | TARPS Trips*      |
|-----------------------------|---------------------|-----------------|---------------|---------------------|-------------------|
| Total Rides                 | 109,959             | 1,462           | 1,374         | 16,419              | 15,029            |
| <i>Difference from Jan.</i> | <i>-8,190 (-7%)</i> | <i>+1,047**</i> | <i>+977**</i> | <i>-1,009 (-6%)</i> | <i>-960 (-6%)</i> |
| <b>February 2022</b>        | <b>125,675</b>      | <b>n/a</b>      | <b>n/a</b>    | <b>16,241</b>       | <b>14,867</b>     |
| Weekday Average             | 4,634               | n/a             | 62            | n/a                 | 691               |

## Fixed Route Top Performers

| Route # | February Rides | <i>Difference from January</i> | Weekday Average |
|---------|----------------|--------------------------------|-----------------|
| 31      | 10,879         | <i>-547 (-5%)</i>              | 463             |
| 5       | 10,847         | <i>+734 (+7%)</i>              | 474             |
| 2       | 9,416          | <i>-1,137 (-11%)</i>           | 409             |
| 14      | 8,382          | <i>+289 (+4%)</i>              | 355             |

\*Includes TARPS, BW, MN, CTW (64.3% TARPS)

\*\*January Flex numbers based on Jan. 23-31 only



Get closer. Go farther.

## February Flex Facts:

- 40.76% bookings were done through the TARTA Flex app (vs Customer Service agents)
- 23.14% bookings "on demand" aka 30-minute window for pick up (vs prebooked)
- 93.28% average Met Demand (TARTA was able to provide a quote for a ride, whether or not the rider accepted)



## Ridership by Area January ~ February 2023

| Fixed Route Lines |   |                | TARPS and Call A Ride |                                       |               |
|-------------------|---|----------------|-----------------------|---------------------------------------|---------------|
| Route             | Description                                 | Riders         | Pickup Zipcode        | City                                  | Trips         |
| 2                 | Flower Hospital via Toledo Hospital         | 19,969         | 43537                 | Maumee                                | 2,328         |
| 3                 | Franklin Park Mall/ VA Clinic Crosstown     | 3,706          | 43460                 | Rossford                              | 182           |
| 5                 | Flower Hospital/ Walmart via Dorr           | 20,960         | 43551                 | Rossford/Perrysburg                   | 40            |
| 12                | Birmingham via Main/Starr/Front             | 9,341          | 43560                 | Sylvania                              | 1,603         |
| 14                | Hollywood Casino/East Broadway              | 16,475         | 43617                 | Sylvania Township/Toledo              | 344           |
| 15                | Meijer Alexis                               | 11,973         | 43623                 | Sylvania Township/Toledo              | 1,895         |
| 16                | Meijer Alexis v Manhattan                   | 10,850         | 43528                 | Sylvania/Holland                      | 80            |
| 17                | Miracle Mile-LeGrange                       | 12,038         | 43604                 | Toledo                                | 1,627         |
| 19                | Franklin Park Mall via Cherry, Sylvania     | 16,034         | 43607                 | Toledo                                | 3,312         |
| 20                | Franklin Park Mall/ Franklin, Collingwood   | 11,169         | 43608                 | Toledo                                | 1,081         |
| 22                | Franklin Park Mall/ UT Campus               | 12,753         | 43609                 | Toledo                                | 1,272         |
| 26                | Miracle Mile-Berdan,Douglas, Lewis          | 11,001         | 43610                 | Toledo                                | 201           |
| 27                | Nebraska                                    | 10,333         | 43611                 | Toledo                                | 767           |
| 28                | UT-Indian and Oakwood                       | 2,165          | 43612                 | Toledo                                | 1,845         |
| 31                | Maumee                                      | 22,381         | 43613                 | Toledo                                | 1,952         |
| 32                | Home Depot/South/Airport/Southwick          | 12,665         | 43614                 | Toledo                                | 3,995         |
| 34                | UTMC  | 8,055          | 43620                 | Toledo                                | 655           |
| 51                | Franklin Park Mall-Talmadge                 | 1,217          | 43659                 | Toledo                                | -             |
| 52                | Franklin Park Mall-Secor                    | 1,463          | 43616                 | Toledo/Oregon                         | 29            |
| 10L               | Rossford Meijer/Amazon via Hollywood Casino | 10,779         | 43605                 | Toledo/Oregon/Northwood               | 1,085         |
|                   |   |                | 43619                 | Toledo/Oregon/Northwood               | 21            |
|                   |   |                | 43606                 | Toledo/Ottawa Hills                   | 2,391         |
|                   |   |                | 43615                 | Toledo/Ottawa Hills/Sylvania Township | 4,227         |
|                   |   |                | 43566                 | Waterville                            | 93            |
|                   |   | <b>225,327</b> |                       |                                       | <b>31,025</b> |

### ADA Applications - TARPS

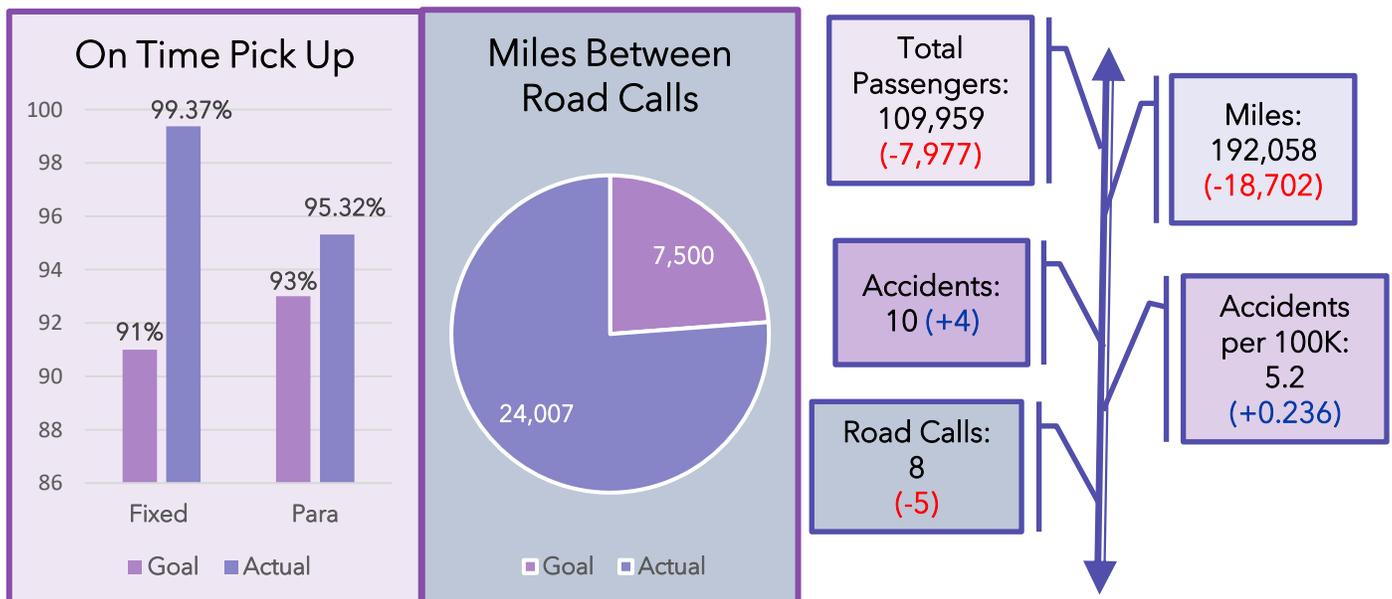
|                             | New        | Recertification |
|-----------------------------|------------|-----------------|
| Totals                      | 27         | 9               |
| <i>Difference from Jan.</i> | <i>-10</i> | <i>-65</i>      |

### Reduced Fare Applications - February

|           |          |
|-----------|----------|
| Received  | 69       |
| Completed | 65 (94%) |
| Pending   | 4        |



### Operations ~ Fixed:



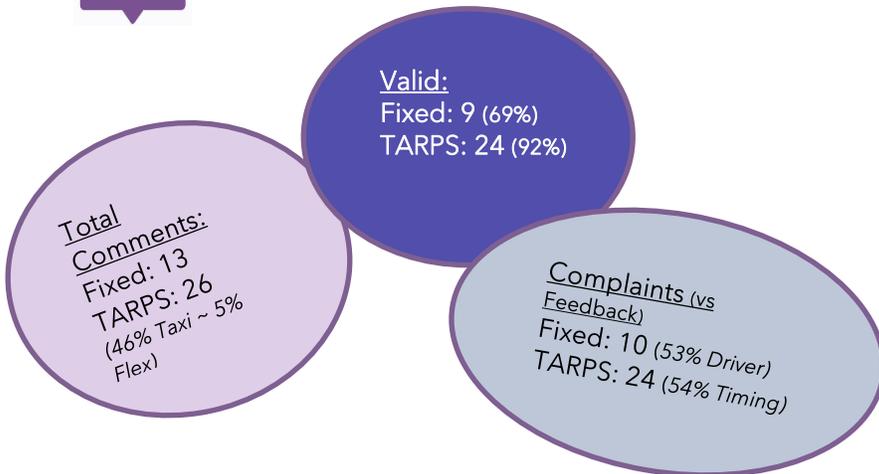


## EZFare Passes:

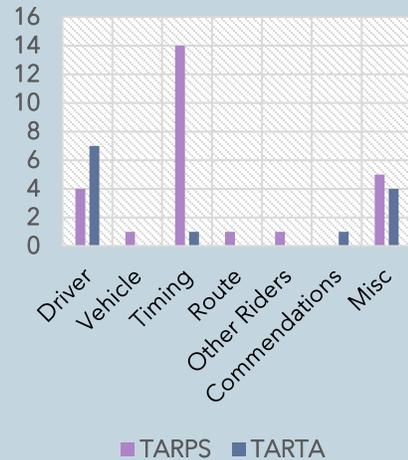
### EZFare Passes Sold: January to February 2023



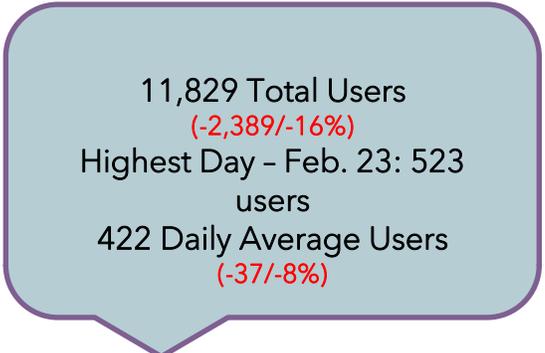
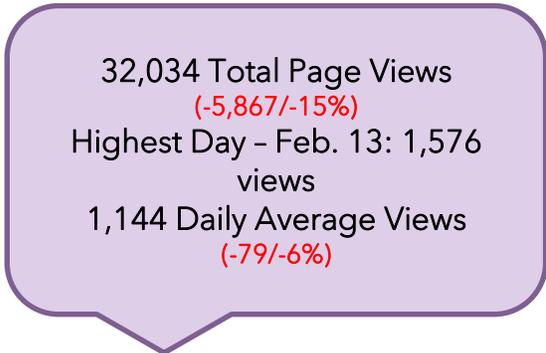
## Complaints/Feedback:



### Categories



## Website: (+ / - last month)





## Social Media Impacts:

(+ / - last month)

|  |                              |                                     |                                  |   |
|--|------------------------------|-------------------------------------|----------------------------------|---|
|  | 44 Total Posts<br>(+4/+10%)  | 6,490 Impressions*<br>(-2,080/-24%) | 355 Engagements**<br>(+137/+62%) | 36 Post Link Clicks<br>(+5/+16%)<br>0 New Followers     |
|  | 42 Total Posts<br>(+3/+7%)   | 2,300 Impressions<br>(+30/+1%)      | 1,950 Engagements<br>(-480/-19%) | 110 Post Link Clicks<br>(-180/+62%)<br>12 New Followers |
|  | 37 Total Posts<br>(+2/+5%)   | 4,500 Impressions<br>(-140/-3%)     | 499 Engagements<br>(+68/+15%)    | 29 New Followers  |
|  | 30 Total Posts<br>(+12/+66%) | 6,320 Impressions<br>(+1,260/+24%)  | 814 Engagements<br>(+178/+28%)   | 466 Post Link Clicks<br>(+48/+11%)<br>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 - Email Outreach & Paid Ads:

- Email Outreach:
  - February 2: Newsletter Open Rate 23%/Click Rate 2%
  - February 8: Ohio Loves Transit Open Rate 22%/Click Rate 1%
- Paid Advertisements:
  - Ottawa Hills Stroll
    - February Quarter page ad
  - Sojourner's Truth
    - February 8 - Half page
    - February 15 - Half page
  - Toledo.com
    - February Banner ad
  - Toledo Journal
    - February 8 - Half page
    - February 22 - Half page



## 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*          |
|--------|--|-----------------------------|---------------|
| 2/5/23 | TARTA commemorating civil rights icon, Downtown transit hub invites local leaders... | The Toledo Blade            | Not available |
| 2/8/23 | TARTA, Toledo NAACP unveil Rosa Parks display at Transit Hu                          | BUSRide                     | 3,875         |
| 2/9/23 | TARTA unveils Rosa Parks display at Transit Hub                                      | Point and Shoreland Journal | Not available |

|         |  |                             |               |
|---------|--|-----------------------------|---------------|
| 2/9/23  | TARTA and NAACP Celebrate Rosa Parks' Birthday   | The Sojourner's Truth       | 694           |
| 2/10/23 | Editorial: Parks tribute fitting   | The Toledo Blade            | 430,908       |
| 2/10/23 | TARTA unveils Rosa Parks display at Transit Hub  | Holland-Springfield Journal | 292           |
| 2/11/23 | Public transit key to economic growth (Laura Koprowski)                                | The Toledo Blade            | Not available |
| 2/22/23 | Greater Toledo Community Foundation announces new grant for TARTA youth program        | The Toledo Blade            | 430,908       |
| 2/22/23 | TARTA, Greater Toledo Community Foundation to roll out Youth Summer Blast Pass program | WTYG-TV                     | 666,232       |
| 2/23/23 | Kendra Smith: 2023 YWCA Milestones Honoree for Women on the Rise                       | The Sojourner's Truth       | 694           |
| 2/23/23 | TARTA celebrates new graduates ahead of route expansion                                | The Toledo Blade            | 430,908       |



## TARTA Next Updates

None in February



## Community Events/Press Conferences/ Special Events

February 4 - Press Conference with NAACP Toledo ~ Rosa Parks Tribute and Display

February 7 - Ohio Loves Transit Day ~ Ohio State House, Columbus

February 21 - Lucas County Commissioners ~ Recognition of Call to Action during Ohio Loves Transit week

February 22 - Youth Summer Blast Pass Program ~ Press conference with Greater Toledo Community Foundation

February 23 - Graduation Ceremony for Fixed Route Drivers



## Public Meetings

None in February

HUB OF

## Hub of Hope Events

- February 7 - Toledo Public Library Ready to Read (Hub)
- February 14 - Cherry Street Mission - Workforce Program

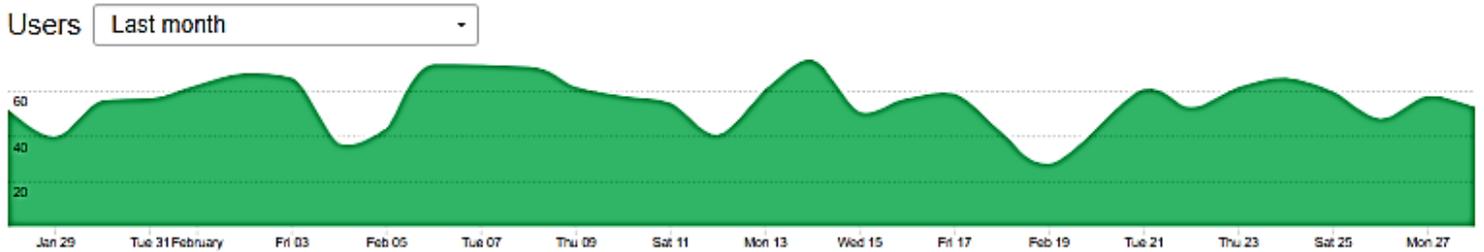
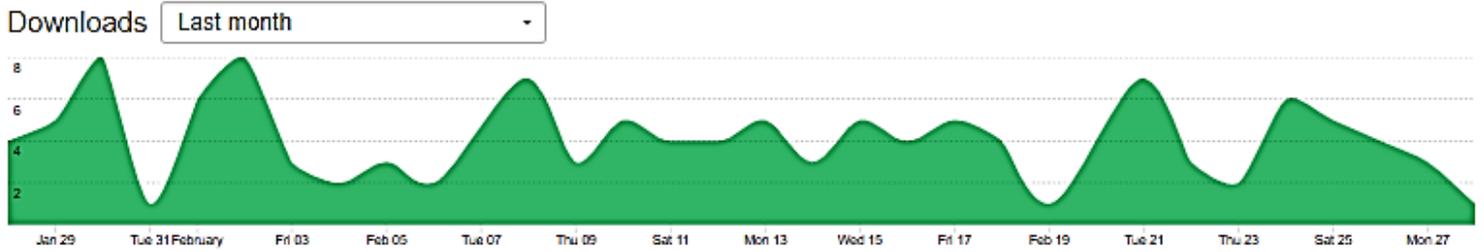




# Transit Apps

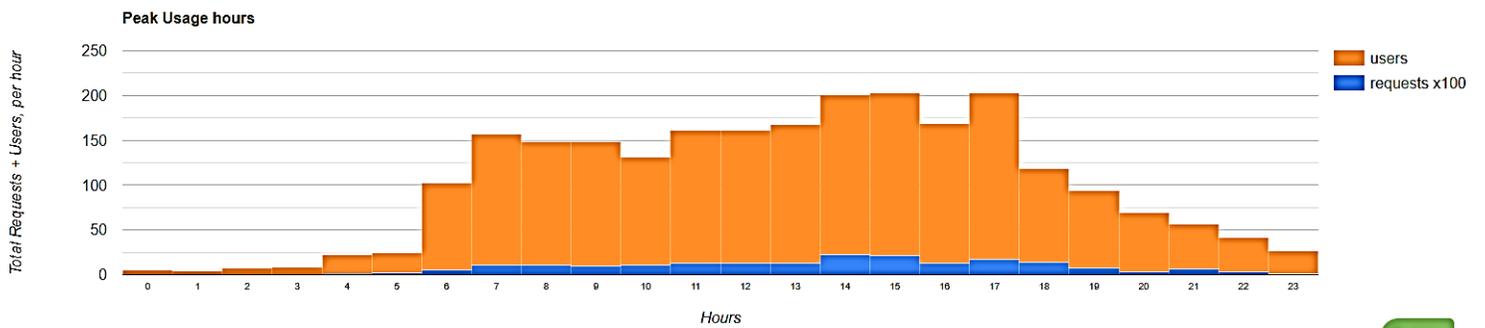
Note: TARTA's contract with PassioGo ended February 28. Beginning in March, the app SPOT will be utilized for our riders.

## Transit Apps: Past 30 days



## Passio GO! Peak Usage Hours

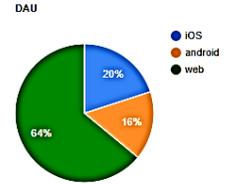
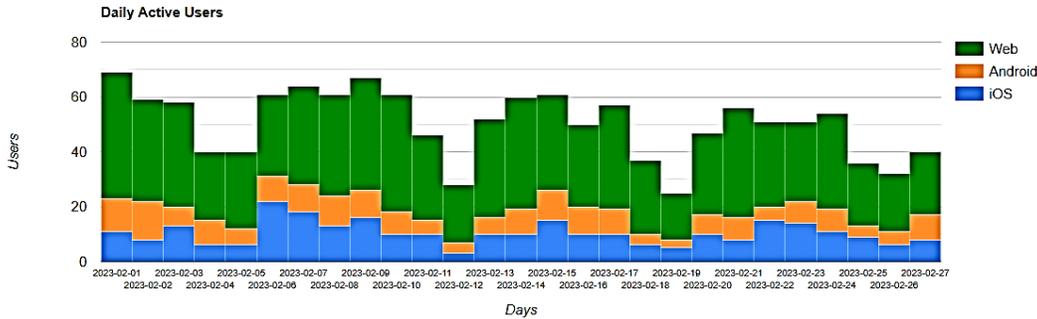
Peak usage



[Help](#)

## Passio GO! Daily Active Users - 50 Average daily active users (69 max)

Daily Active Users

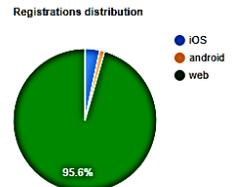
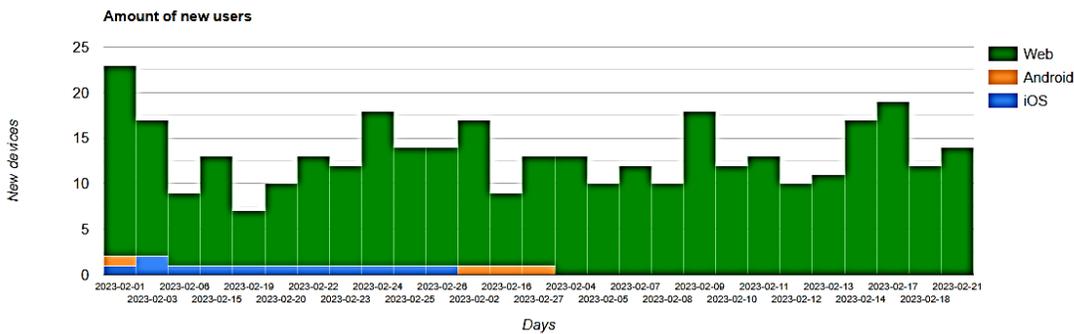


50 AVG daily active users  
69 MAX

[Help](#)

## Passio GO! New Users - 360 New Users Appeared

New registered users (devices, PC or phones)



360 new users appeared

[Help](#)

As of March 1, 2023 for February:

|                  | Yesterday     | Last 7 days   | Last 4 weeks |
|------------------|---------------|---------------|--------------|
| Downloads        | 1 -85.71%     | 24 -17.24%    | 106          |
| Users            | 53 -13.11%    | 213 +9.79%    | 502          |
| Sessions         | 325 +5.52%    | 2,315 +6.73%  | 8,814        |
| Sessions / users | 6.132 +21.45% | 10.869 -2.75% | 17.558       |

## Most Popular Lines Viewed

Most Popular Lines Last month ▾

| Line                                   | Views ▾ | Clicks |
|--|---------|--------|
| 19 Franklin Park Mall via Sylvania Ave | 3,823   | 330    |
| 26 Miracle Mile via Douglas / Lewis    | 3,716   | 209    |
| 5 Flower Hospital via Dorr St.         | 3,546   | 247    |
| 20 Central via Franklin / Collingwood  | 3,542   | 99     |
| 31 Maumee via Glendale / Heatherdowns  | 3,505   | 203    |
| 22 Franklin Park Mall via Bancroft     | 3,440   | 141    |
| 28 UT via Oakwood / Indiana            | 3,437   | 106    |
| 17 Miracle Mile via Lagrange           | 3,364   | 180    |
| 27 Reynolds via Nebraska / Hill        | 3,360   | 186    |
| 2 Flower Hospital via Monroe St.       | 3,262   | 202    |
| 32 Airport Hwy via South / Arlington   | 3,250   | 133    |
| 34 UTMC via Western / Detroit / Byrne  | 3,188   | 89     |
| 3 Franklin Park Mall via VA Clinic     | 2,147   | 106    |
| 14 Hollywood Casino via E Broadway     | 1,873   | 129    |
| 16 Meijer Alexis via Manhattan         | 1,859   | 92     |
| 10 Rossford Meijer via Amazon Rossford | 1,714   | 47     |
| 15 Meijer Alexis via Summit            | 1,654   | 93     |
| 52 Franklin Park Mall via Tremainsvill | 1,641   | 33     |
| 12 Front St. via Starr                 | 1,561   | 73     |
| 51 Franklin Park Mall via Talmadge     | 792     | 19     |
| MT Micro-Transit                       | 281     | 3      |