

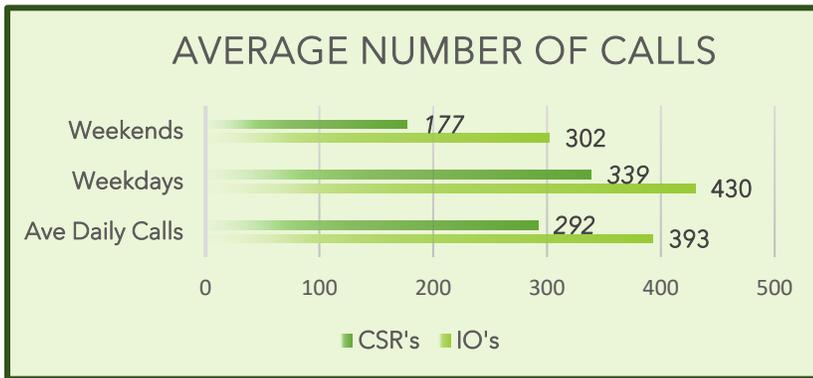


# December 2022 Recap



## Phone Stats:

	TARTA IOs	TARPS CSRs
Total Calls	12,183	9,065
<i>Difference from November</i>	<i>-7 (-.06%)</i>	<i>+98 (+1%)</i>
Lost Calls	1,555	1,070
% Lost Calls	13%	12%



December ridership stats effected by Level 2 storm over Christmas and "Tridemic" of flu, Covid and RSV.



## Ridership Stats:

	TARTA Fixed	Call-A-Ride Rides	TARPS Riders*	TARPS Trips*
Total Rides	115,463	919	16,566	15,059
<i>Difference from Nov.</i>	<i>-22,176 (-16%)</i>	<i>-11 (-1%)</i>	<i>-613 (-3%)</i>	<i>-617 (-4%)</i>
<b>December 2021</b>	<b>134,567</b>	<b>1,132</b>	<b>20,474</b>	<b>18,652</b>
Weekday Average	4,480	43	n/a	688

### Fixed Route Top Performers

Route #	December Rides	<i>Difference from November</i>	Weekday Average
31	11,426	<i>-1,184 (-9%)</i>	441
19	10,850	<i>-960 (-8%)</i>	435
2	10,683	<i>-877 (-8%)</i>	414
5	9,727	<i>-977 (-9%)</i>	368

\*Includes TARPS, BW, MN, CTW (62.8% TARPS)

### End of Year Totals ~ 2022 (VS 2021)

	Fixed Route Rides	TARTA IOs Calls	TARPS Trips	TARPS CSRs Calls
Totals	1,746,956 (+647K)	184,258 (+16K)	203,387 (+34K)	136,038 (+4K)
Monthly Average	145,580	15,355	14,036	11,337

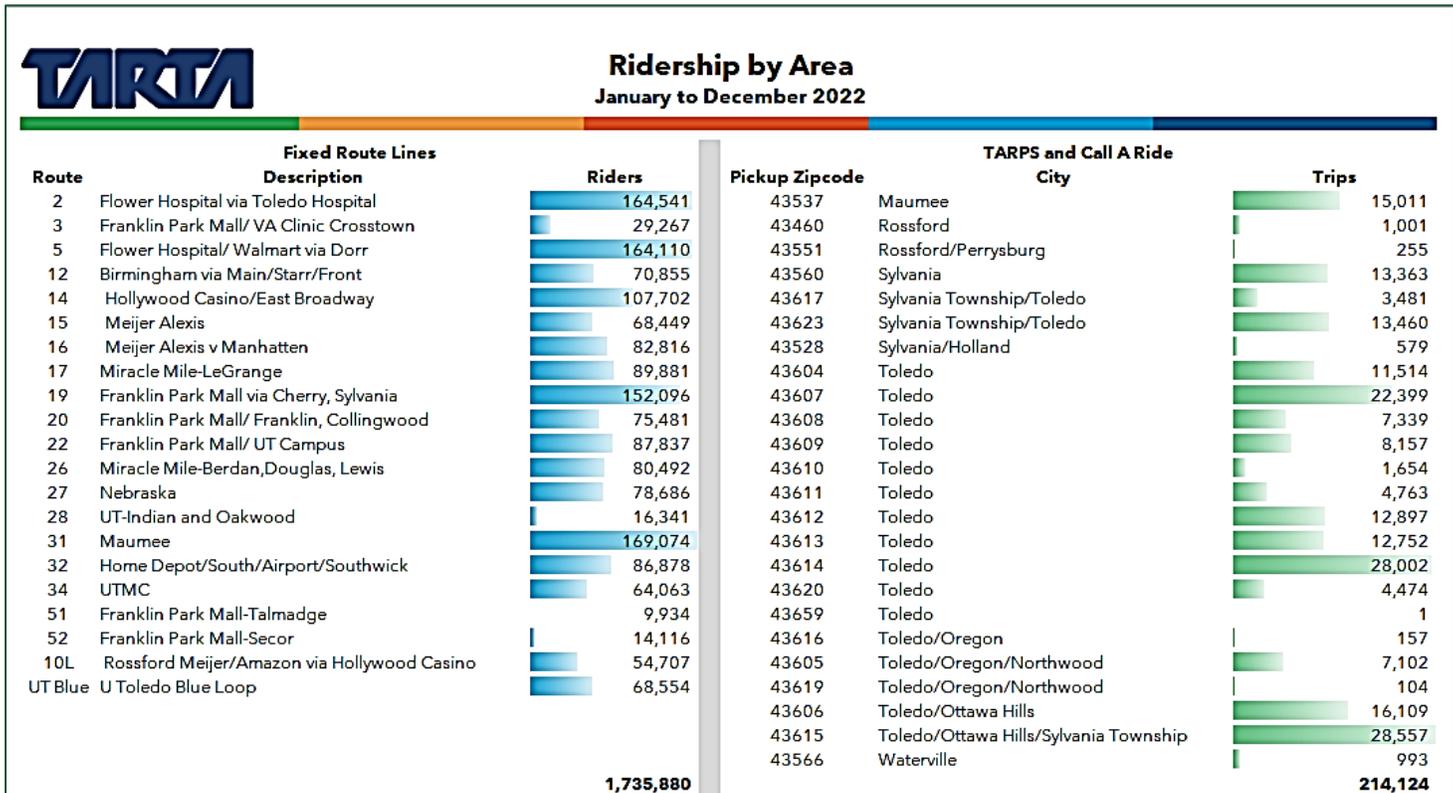
Pre-Pandemic Yearly Total (2019):  
1,590,281 Rides

### ADA Applications - TARPS

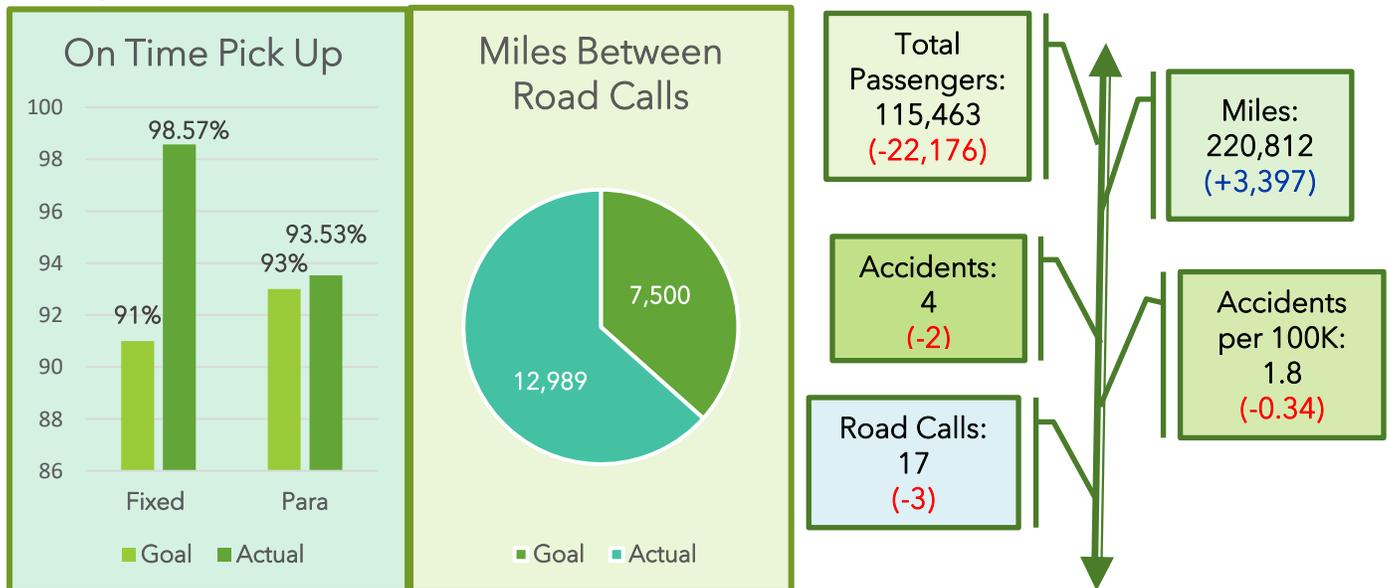
	New	Recertification
Totals	30	52
<i>Difference from Nov.</i>	<i>+7</i>	<i>+2</i>

### Reduced Fare Applications - December

Received	71
Completed	63 (89%)
Pending	8
2022 Total	942



### Operations ~ Fixed:



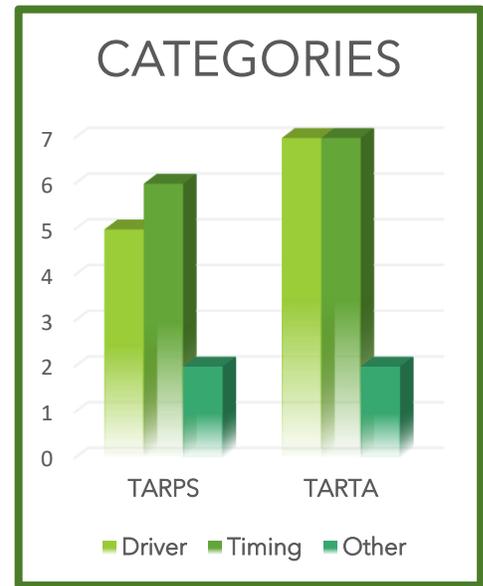
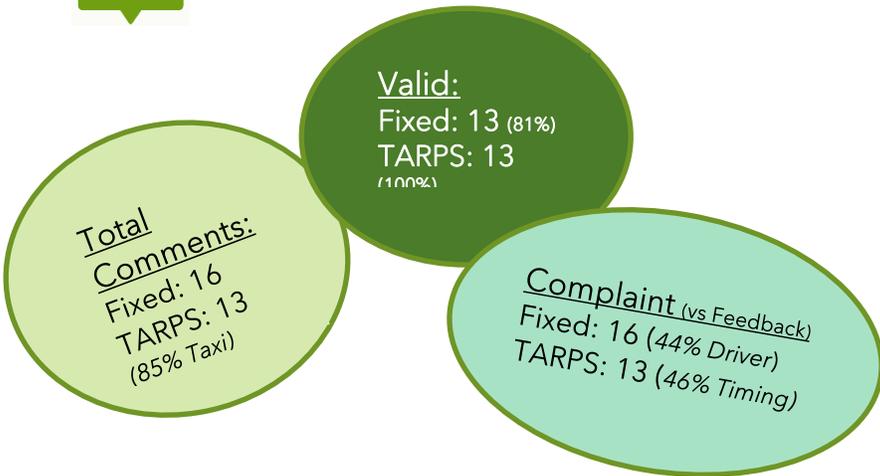


## EZFare Passes:

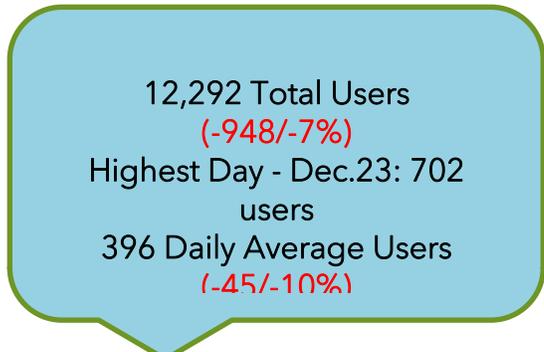
### EZFare Passes Sold: November to December 2022



## Complaints/Feedback:



## Website: (+ / - last month)





## Social Media Impacts:

(+ / - last month)

	49 Total Posts (same)	6,830 Impressions* (-570/-8%)	267 Engagements** (-70/-21%)	27 Post Link Clicks (-3/-10%) 0 New Followers
	50 Total Posts (+6/+14%)	2,200 Impressions (+240/+12%)	2,300 Engagements (+600/+35%)	106 Post Link Clicks (+32/+43%) 1 New Followers
	42 Total Posts (-4/-9%)	4,650 Impressions (+250/+6%)	507 Engagements (+40/+8%)	11 New Followers
	16 Total Posts (-9/-36%)	3,350 Impressions (+610/+22%)	439 Engagements (+192/+77%)	318 Post Link Clicks (+180/+130%) 6 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:
  - December 1: Open House Invitation Open Rate 46%
  - December 8: Open House Reminder Open Rate 47%
  - December 16: Open House Reminder Open Rate 41%
  - December 20: Newsletter Open Rate 22%/Click Rate 1%
- Paid Advertisements:
  - Lamar
    - Billboards
  - Onstage Publications
    - Digital, Broadway in Toledo
  - Ottawa Hills Stroll
    - December Quarter page ad
  - Sojourner's Truth
    - December 7 Half page ad
    - December 14 Half page ad
    - December 21 Half page ad
    - December 28 Half page ad
  - Stalwart Magazine
    - December Half page ad
  - Toledo.com
    - December 10 Digital
  - Toledo Journal
    - December 14 Half page ad
    - December 28 Half page ad
  - Toledo Streets
    - December 15 Backpage



## Media & Community Outreach:

Highlights from HART...  
(+ / - last month)



### Media Outreach and Coverage (Online News)

Date	What	Where
12/15/22	TARTA buses to run holiday schedule in observance of Christmas and New Years	Toledoblade.com
12/18/22	Burris: Middle city rising - safety, transit & talent	Newsbreak.com
12/23/22	TARTA holiday schedule	Pointandshoreland.com



### TARTA Next Updates

None in December



### Community Events/Press Conferences/ Special Events

None in December



### Public Meetings

Title VI - Spring Service Changes and Analysis

- December 5 - In Person
- December 13 - ZOOM
- December 16 - In Person

HUB OF



### Hub of Hope Events

- December 7 - Toledo Public Library Ready to Read
- December 13 - Cherry Street Mission - Workforce Program
- December 20 - Toledo Public Library Ready to Read - On The Bus
- December 20 - Share the Warmth Distribution (TARTA Staff Coat etc. Drive)
- December 21 - Anthem Blue Cross/Blue Shield Medicaid
- December 29 - B'Smoove - Distribution of Comfort/Hygiene Bags

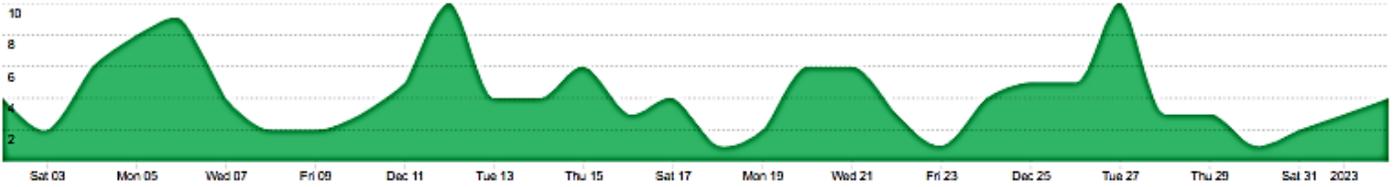




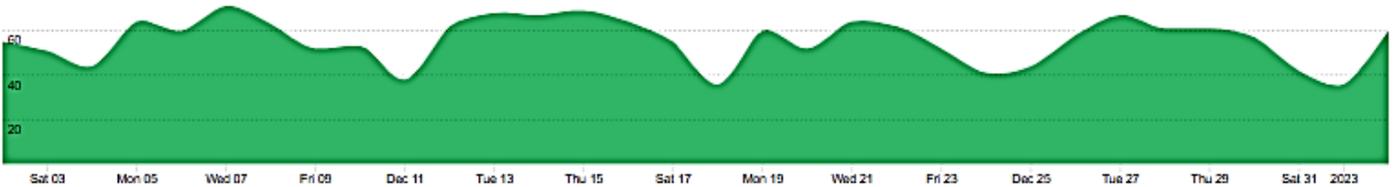
# Transit Apps

## Transit Apps: Past 30 days

Downloads

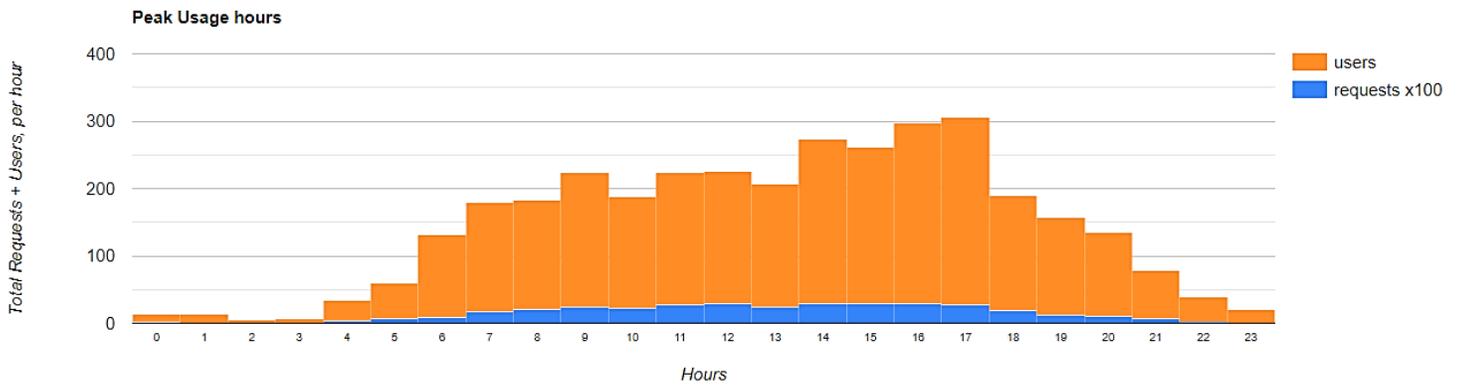


Users



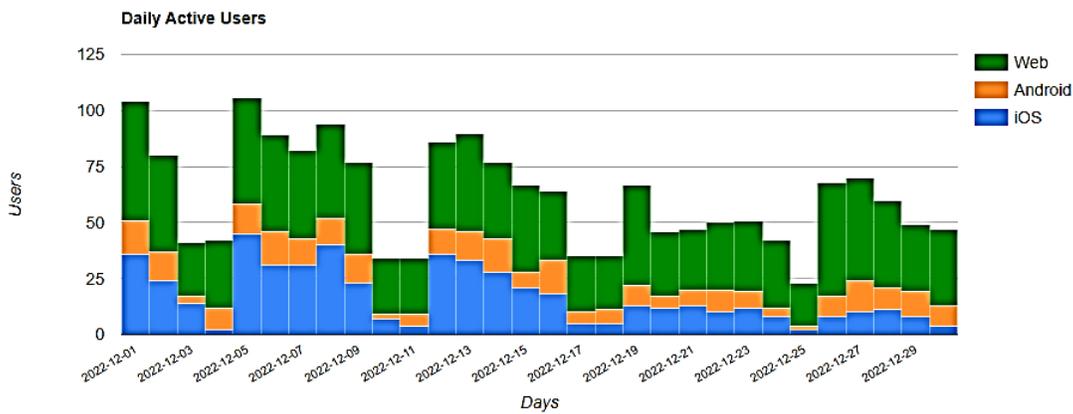
## Passio GO! Peak Usage Hours

Peak usage

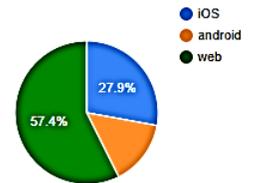


## Passio GO! Daily Active Users - 61 Average daily active users (106 max)

Daily Active Users



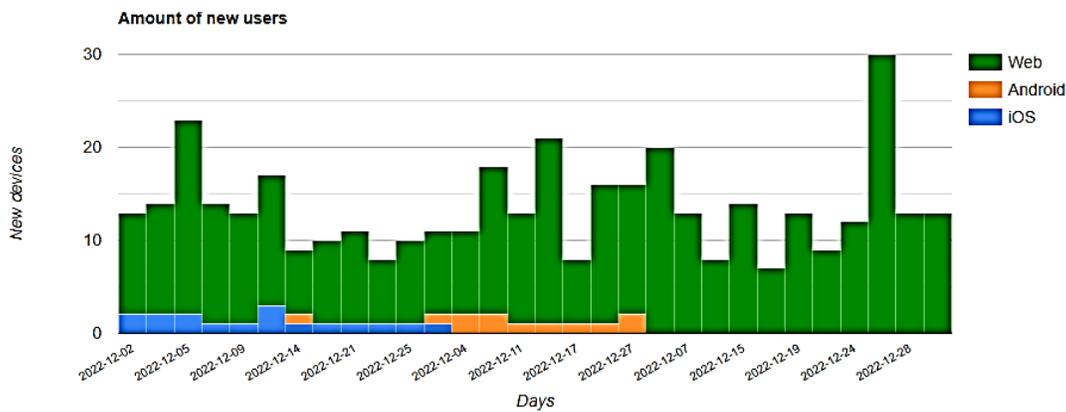
DAU



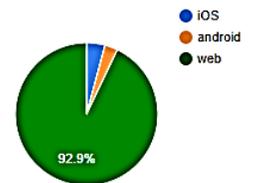
61 AVG daily active users  
106 MAX

## Passio GO! New Users - 408 New Users Appeared

New registered users (devices, PC or phones)



Registrations distribution



408 new users appeared

As of January 3, 2023 for December:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	4 -20.00%	26 -13.33%	123
Users	60 +3.45%	212 -5.36%	567
Sessions	346 +17.29%	2,245 +32.45%	8,472
Sessions / users	5.767 +13.38%	10.590 +39.95%	14.942

## Most Popular Lines Viewed

Most Popular Lines

Line	Views	Clicks
5 05 Flower Hosp via Dorr St. Flower Hosp via UT / Dorr	3,832	359
27 27 Reynolds via Nebraska / Hill S & Reynolds via Nebraska	3,328	190
2 02 Flower Hosp via Monroe St. Flower Hosp via Franklin Pk Mall / Monroe	3,290	178
19 19 Franklin Pk Mall via Sylvania Ave Sylvania Ave	3,230	193
28 28 UT via Oakwood / Indiana UT via City Pk / Indiana / Dorr	3,222	61
26 26 Miracle Mile via Douglas / Lewis Miracle Mile via Alexis	3,177	249
20 20 Central via Franklin / Collingwood M Meijer	3,051	166
22 22 Franklin Pk Mall via Bancroft Franklin Pk via UT / Bancroft	3,026	179
32 32 Airport Hwy via S / Arlington Southwyck via S / UTMC	2,911	132
17 17 Miracle Mile via Lagrange Lagrange / Eleanor	2,879	173
31 31 Maumee via Glendale / Heatherdowns Maumee via Bway / Heatherdowns	2,843	256
34 34 UTMC via Western / Detroit / Byrne Western / Detroit / Byrne	2,442	113
52 52 Franklin Pk Mall via Tremainsvill Secor / Tremainsville / Franklin Pk Loop	1,855	32
3 03 Franklin Pk Mall via VA Clinic Franklin Pk via UT	1,633	51
10 10 Rossford Meijer via Amazon Rossford Rossford via Hollywood Casino	1,528	46
14 14 Hollywood Casino via E Bway Hollywood Casino via E Bway	1,483	142
16 16 Meijer Alexis via Manhattan Alexis Meijer via Manhattan / Suder	1,369	95
12 12 Front St. via Starr E Toledo via Starr / Seaman	1,183	73
15 15 Meijer Alexis via Summit Alexis Meijer via Summit	1,087	75
51 51 Franklin Pk Mall via Talmadge Talmadge / Secor / Frankin Pk Loop	925	35