

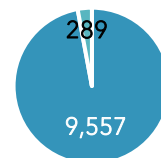


Phone Stats:

	TARTA IOs	TARPS CSRs
Total Calls	9,686	9,557
<i>Difference from March</i>	<i>-278 (-3%)</i>	<i>-933* (-10%)</i>
Lost Calls	239	289
% Lost Calls	2%	3%

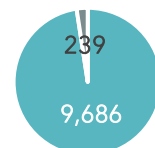
*CSRs handle Flex calls

CSR Calls



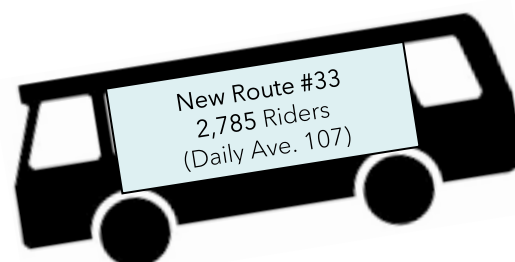
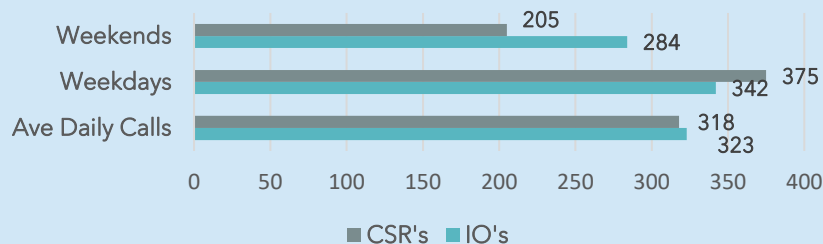
■ Calls ■ Lost

IO Calls



■ Calls ■ Lost

Average Number of Calls



Ridership Stats:

	TARTA Fixed	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	126,764**	2,147	1,990	16,500	15,096
<i>Difference from March</i>	<i>-1,197 (-1%)</i>	<i>+275 (+15%)</i>	<i>+215 (+12%)</i>	<i>-1,730 (-9%)</i>	<i>-1,673 (-10%)</i>
April 2022	156,920	n/a	n/a	19,331	17,609
Weekday Average	5,161	n/a	84	n/a	719

*Includes TARPS, BW, MN, CTW (64.1% TARPS)

** Based on manual reporting by drivers

Fixed Route Top Performers

Route #	April Riders	<i>Difference from March</i>	Weekday Average
5	12,626	<i>-338 (-3%)</i>	519
2	12,608	<i>+754 (+6%)</i>	531
31	12,442	<i>+195 (+2%)</i>	513
19	11,149	<i>+2,013 (+22%)</i>	464

ADA Applications - TARPS

	New	Recert	Baby & Me
Totals	22	21	2
<i>Difference from March</i>	<i>-36*</i>	<i>-1</i>	<i>-21</i>

*ADA team was short-staffed in April

Reduced Fare Applications - April

Received	42
Completed	34 (81%)
Pending	8



Ridership by Area

January ~ April 2023

Fixed Route Lines			TARPS and Call A Ride		
Route	Description	Riders	Pickup Zipcode	City	Trips
2	Flower Hospital via Toledo Hospital	44,431	43537	Maumee	4,583
3	Franklin Park Mall/ VA Clinic Crosstown	7,844	43460	Rossford	398
5	Flower Hospital/ Walmart via Dorr	46,550	43551	Rossford/Perrysburg	70
12	Birmingham via Main/Starr/Front	19,362	43560	Sylvania	3,057
14	Hollywood Casino/East Broadway	31,080	43617	Sylvania Township/Toledo	636
15	Meijer Alexis via Suder or Summit	24,757	43623	Sylvania Township/Toledo	3,749
16	Meijer Alexis via Manhattan	22,356	43528	Sylvania/Holland	174
17	Miracle Mile-LeGrange/Bennett or Eleanor	25,378	43604	Toledo	3,308
19	Franklin Park Mall via Cherry/ Sylvania Ave	36,319	43607	Toledo	7,004
20	Franklin Park Mall or Meijer via Central Ave	21,431	43608	Toledo	2,252
22	Franklin Park Mall/ UT Campus/Bancroft	26,541	43609	Toledo	2,625
26	Miracle Mile via Berdan or Lewis	23,767	43610	Toledo	424
27	Walmart or South Ave via Nebraska or Hill	22,304	43611	Toledo	1,574
28	UT-Indian and Oakwood (ended 3/25)	3,124	43612	Toledo	3,775
31	UTMC or Maumee via Glendale	47,070	43613	Toledo	4,023
32	Holland/Spring Meadows via South/Airport	25,401	43614	Toledo	8,255
34	UTMC via western/Detroit/Byrne	16,468	43620	Toledo	1,283
51	Franklin Park Mall-Talmadge	2,495	43659	Toledo	-
52	Franklin Park Mall-Secor	3,392	43616	Toledo/Oregon	66
10L	Rossford Meijer/Amazon via Hollywood Casino	22,664	43605	Toledo/Oregon/Northwood	2,169
33	UTMC Via Indiana/Junction/Arlinton (new 3/26)	3,299	43619	Toledo/Oregon/Northwood	36
			43606	Toledo/Ottawa Hills	4,763
			43615	Toledo/Ottawa Hills/Sylvania Township	8,628
			43566	Waterville	146
		476,033			62,998



Get closer. Go farther.

April Flex Facts:

- 45.13% bookings were done through the TARTA Flex app (vs Customer Service agents)
- 15.53% bookings "on demand" aka 30-minute window for pick up (vs prebooked) Down from 23.61% in March
- 84.14% average Met Demand (TARTA was able to provide a quote for a ride, whether or not the rider accepted) Down from 91.71% in March

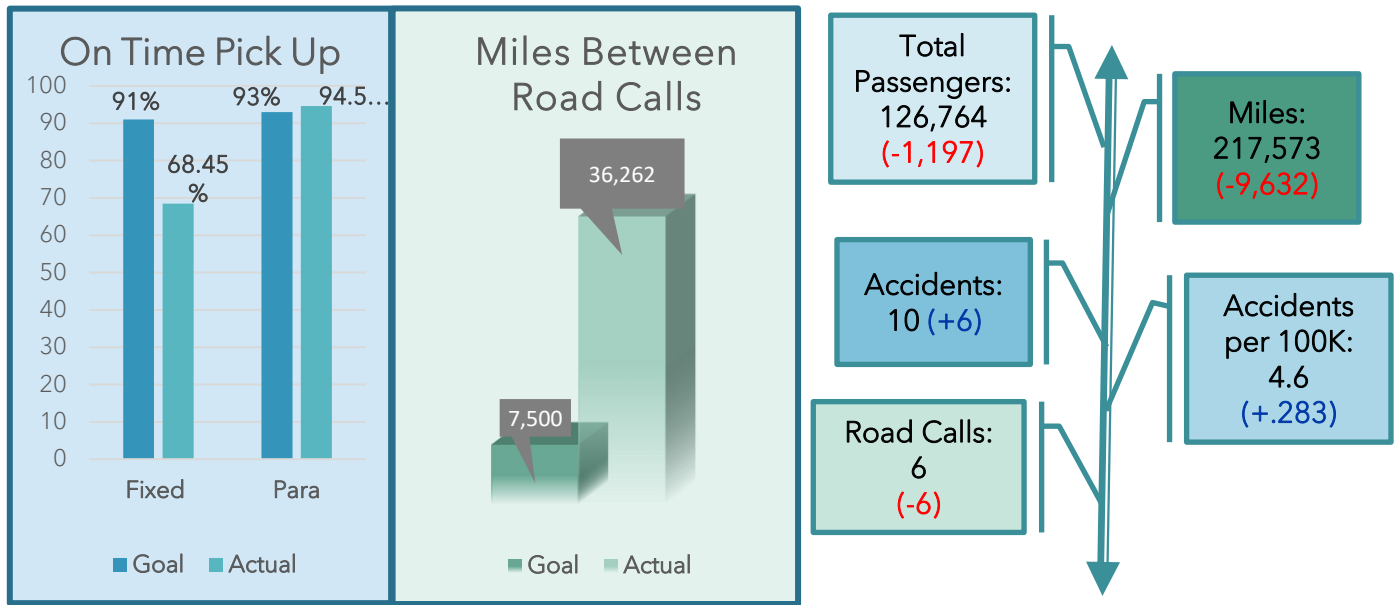
April Flex Records

Highest **daily** completed trips: 90 (on April 13)
Highest **weekly** completed trips: 492 (week of April 23)
Highest **weekly** requests made: 975 (week of April 23)

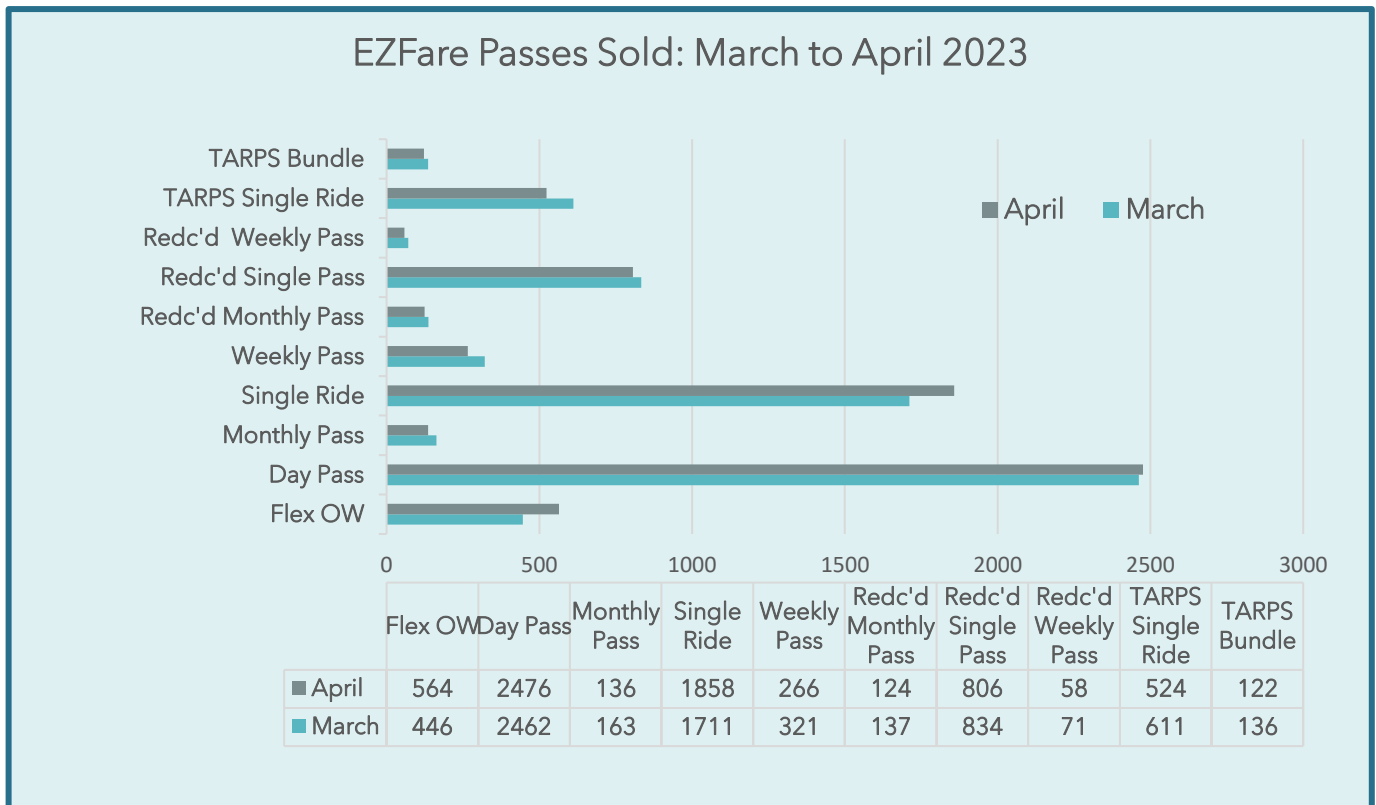
Total Flex Accounts To Date: 1,211 (+374 in April)
Total App installs To Date: 1,000 (+298 in April)



Operations ~ Fixed:

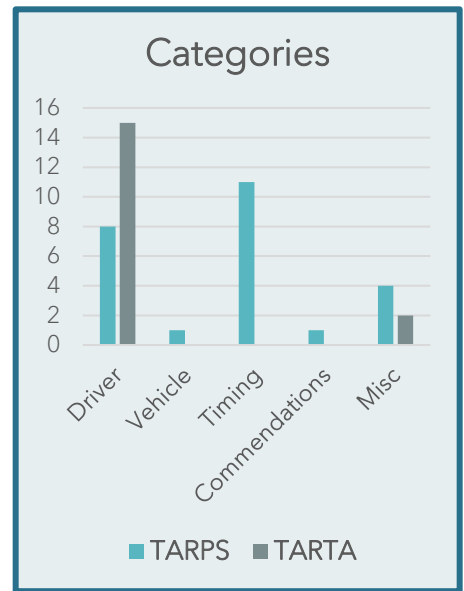
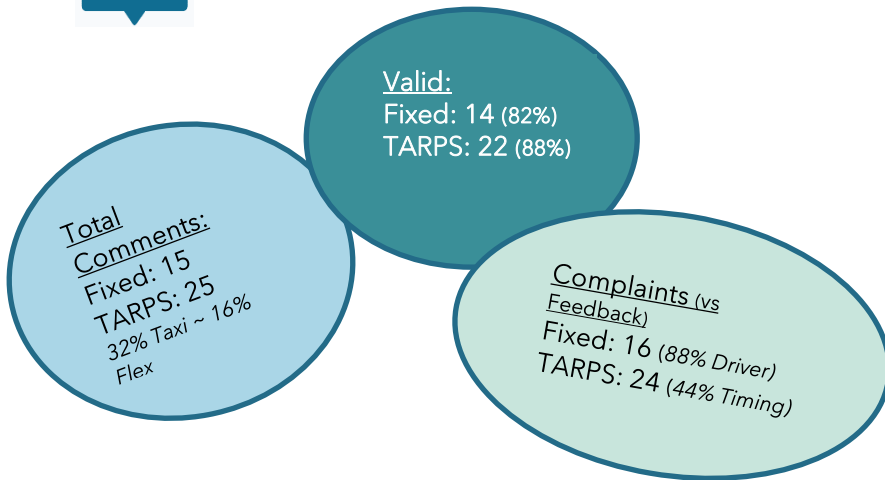


EZFare Passes:



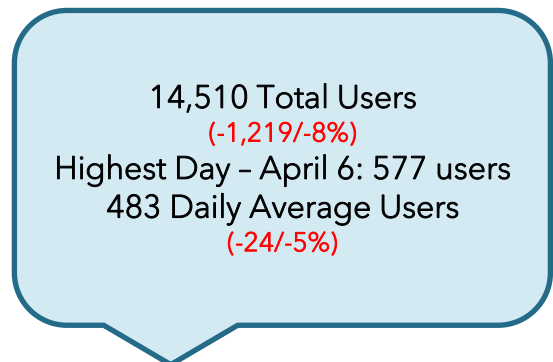
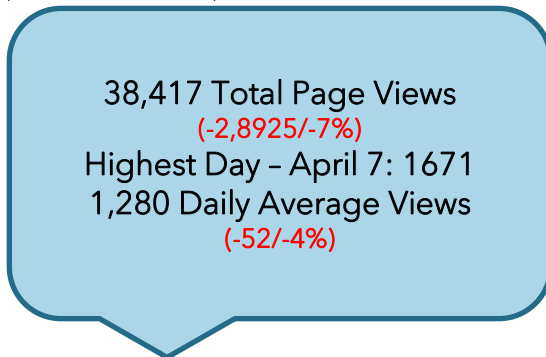


Complaints/Feedback:



Website:

(+ / - last month)



Social Media Impacts:

(+ / - last month)

	35 Total Posts (-6/-15%)	6,290 Impressions* (+390/+7%)	214 Engagements** (-25/-10%)	24 Post Link Clicks (-8/-25%) 0 New Followers
	34 Total Posts (-10/-23%)	2,220 Impressions (-850/-28%)	1,870 Engagements (-1,400/-43%)	88 Post Link Clicks (-67/-43%) 8 New Followers
	31 Total Posts (-6/-16%)	3,130 Impressions (-1,390/-31%)	295 Engagements (-175/-37%)	4 New Followers
	25 Total Posts (-6/-19%)	3,490 Impressions (-1,370/-28%)	415 Engagements (-312/-43%)	190 Post Link Clicks (-239/-56%) 9 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:
 - April 20: Newsletter Open Rate 23%/Click Rate 1%
- Paid Advertisements:
 - Holland Journal
 - Weekly Half page (Flex)
 - LaPrensa
 - Weekly Half page (Blast Pass)
 - Maumee Mirror
 - Weekly Full page (Flex)
 - Ottawa Hills Stroll
 - April Half page (Flex)
 - Rossford Record – Journal
 - Weekly Half page (Flex)
 - Sojourner's Truth
 - Weekly Half page (Hiring)
 - Sylvania Advantage
 - Bi-Weekly Full page (Flex)
 - Toledo Blade
 - Skybox ads & Digital targeted ads (Flex)
 - B-Partners story / Ad (Hiring)
 - Toledo.com
 - TARTA Flex
 - Toledo Journal
 - Bi-Weekly Half page (Hiring)
 - Toledo Parent
 - Half page (Blast Pass)
 - 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*
4/6/23	Springfield Twp. Trustees receive update on TARTA's new model for transportation	Holland-Sylvania Journal	183
4/18/23	Now hiring: TARTA strengthens push for drivers	The Toledo Blade	478,652
4/18/23	TARTA on road to move into Oregon	The Toledo Blade	478,652
4/19/23	Borderland – Oregon Open House	The Toledo Blade	478,652
4/21/23	TARTA names Rick Bailey as Customer Experience, Mobility Leader	BUSRide	3,954
4/22/23	Borderland – TARTA names new customer-service chief	The Toledo Blade	478,652
4/26/23	Business News – TARTA has named Rick Bailey	Rossford Record Journal	534



Community Events/Press Conferences/ Special Events

April 3 – Springfield Township Trustees presentation
 April 15 – Sylvania Business Expo (Sylvania Area Chamber of Commerce)
 April 17 – Maumee City Council presentation on Flex and Youth Summer Blast Pass programs
 April 21-23 – Glass City Marathon Expo/Special Event Transportation
 April 24 – APTA Mobility Conference: CEO Laura Koprowski featured session speaker on Flex
 April 27 – Litter League Press Conference
 April 28 – Job Fair at Woodward High School



Public Meetings

April 27 – Oregon Open House



Hub of Hope Events

- April 10 – CareSource
- April 11 – Cherry Street Mission
- April 19 – Lutheran Social Services
- April 24 – CareSource
- April 26 – Toledo Public Library Ready to Read (Hub)



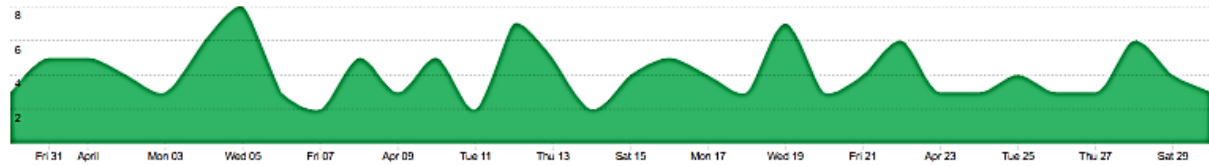
Transit Apps

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

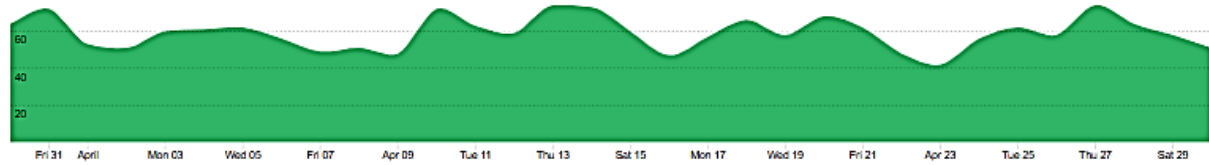
As of May 1, 2023 for April:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	3 +0.00%	26 -13.33%	120
Users	51 +21.43%	194 -2.02%	502
Sessions	161 +21.97%	1,627 +0.62%	7,158
Sessions / users	3.157 +0.45%	8.387 +2.69%	14.259

Downloads Last month



Users Last month



Most Popular Lines Viewed

Line	Views ▼	Clicks
19 19 Franklin Park Mall via Sylvania Ave	2,942	221
2 02 Flower Hospital via Monroe St.	2,779	150
5 05 Flower Hospital via Dorr St.	2,766	199
22 22 Franklin Park Mall via Bancroft	2,686	153
34 34 UTMC via Western / Detroit / Byrne	2,415	109
33 33 UTMC via Indiana / Junction / Detroit	2,315	194
26D 26d Miracle Mile via Douglas	1,634	71
16 16 Meijer Alexis via Manhattan	1,557	76
31G 31g Maumee via Glendale	1,511	89
26L 26l Miracle Mile via Lewis	1,508	99
3 03 Franklin Park Mall via VA Clinic	1,501	49
17B 17b Miracle Mile via Lagrange / Bennett	1,499	152
31H 31h Maumee via Broadway / Heatherdowns	1,469	90
32H 32 Holland / Spring Meadows via S / Airport	1,430	97
17E 17e Miracle Mile via Lagrange / Eleanor	1,413	68
20M 20m Central Meijer via Central / Collingwood	1,404	80
14 14 Hollywood Casino / East Broadway	1,385	111
20F 20f Franklin Park via Central / Franklin	1,374	42
27H 27h Central Walmart via Hill	1,292	29
27N 27n South / Reynolds via Nebraska	1,289	50
52 52 Franklin Park Mall via Tremainsvill	1,210	13
2C 2c Franklin Park Mall via Monroe St.	1,150	42
12 12 Birmingham via Main / Starr / Front	1,090	58
31C 31c UTMC via Glendale	1,021	51
10L 10l Rossford Meijer via Amazon Rossford	1,005	109
5C 5c UT via Dorr St.	944	42
15A 15a Meijer Alexis via Suder	705	34
15E 15 E Meijer Alexis via Summit	690	38