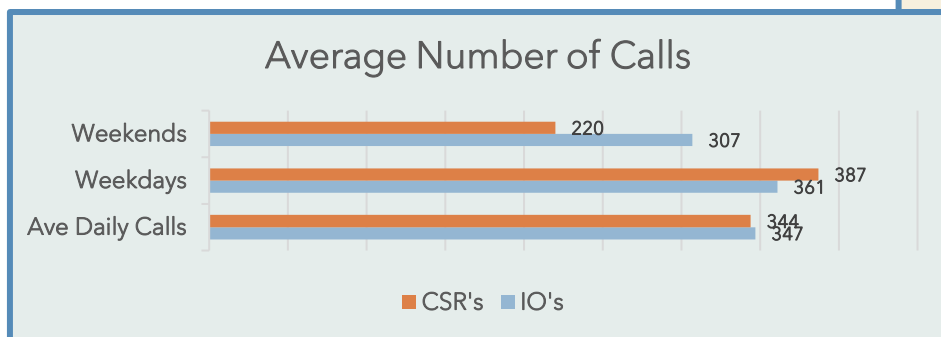
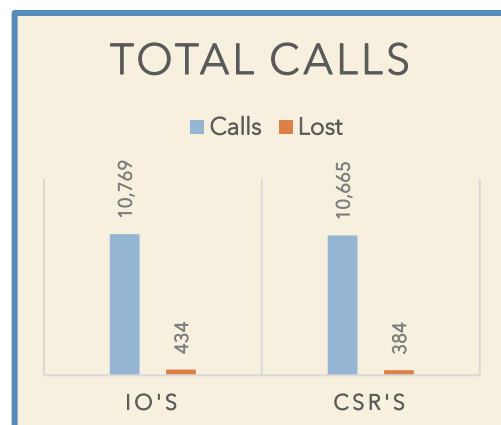




Phone Stats:

	TARTA IOs	TARPS CSRs
Total Calls	10,769	10,665
<i>Difference from July</i>	<i>+394 (+4%)</i>	<i>+304* (+4%)</i>
Lost Calls	434	384
% Lost Calls	4%	4%

*CSRs handle Flex calls



Ridership Stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	148,773	2,760	2,597	22,672	17,146
<i>Difference from July</i>	<i>+8,983 (+6%)</i>	<i>+79 (+3%)</i>	<i>+101 (+4%)</i>	<i>+2,072 (+10%)</i>	<i>+2,205 (+13%)</i>
August 2022	127,027	n/a	n/a	18,232	16,638
Weekday Average	5,503	100	95	n/a	744

*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 #	August Riders	<i>Difference from July</i>	Weekday Average
2	15,472	<i>+1,811 (+13%)</i>	587
31	14,560	<i>+1,389 (+10%)</i>	549
19	11,978	<i>-374 (-3%)</i>	442
5	11,953	<i>-1,701 (-12%)</i>	432

ADA Applications - TARPS

	New	Recert	Baby & Me
Totals	51	18	31
<i>Difference from July</i>	<i>+10</i>	<i>-8</i>	<i>+15</i>

*ADA team has been short-staffed since April 2023

Reduced Fare Applications - August

Received	97
Completed	91 (94%)
Pending	6



Get closer. Go farther.

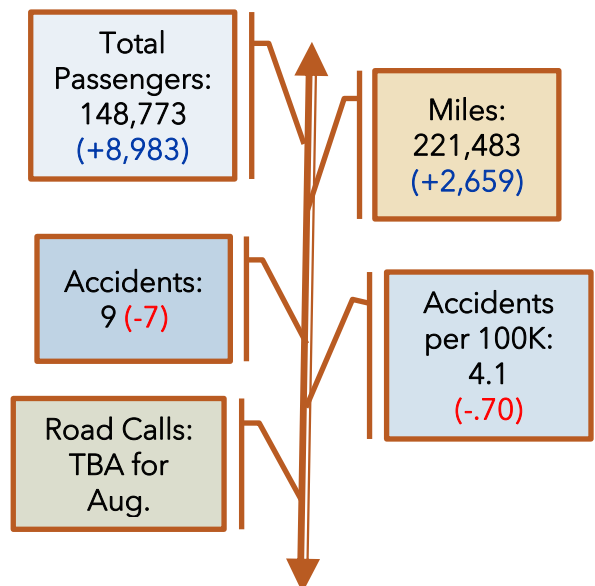
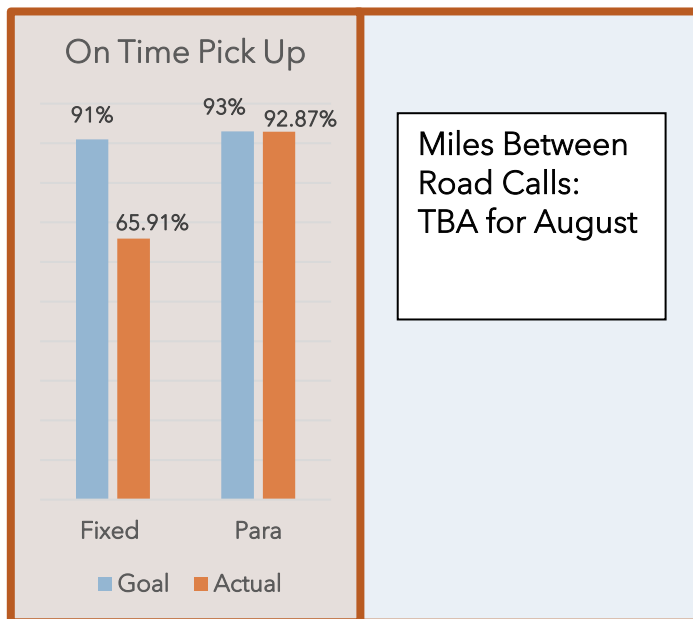
August Flex Facts:

- 46.32% bookings were done through the TARTA Flex app – down from 48.92% in July (vs Customer Service agents or the Web)
- 5.39% bookings “on demand” aka 30-minute window for pick up (vs prebooked) down from 6.09% in July.
- 79.20% average Met Demand (TARTA was able to provide a quote for a ride, whether or not the rider accepted) Slight increase from 77.64% in July.
- Web-booking option produced 155 requests with 77 completed rides in August – up from 75 in July.

Total Flex Accounts To Date: 2,725 (+429 in Aug)
Total App installs To Date: 2,349 (+340 in Aug)



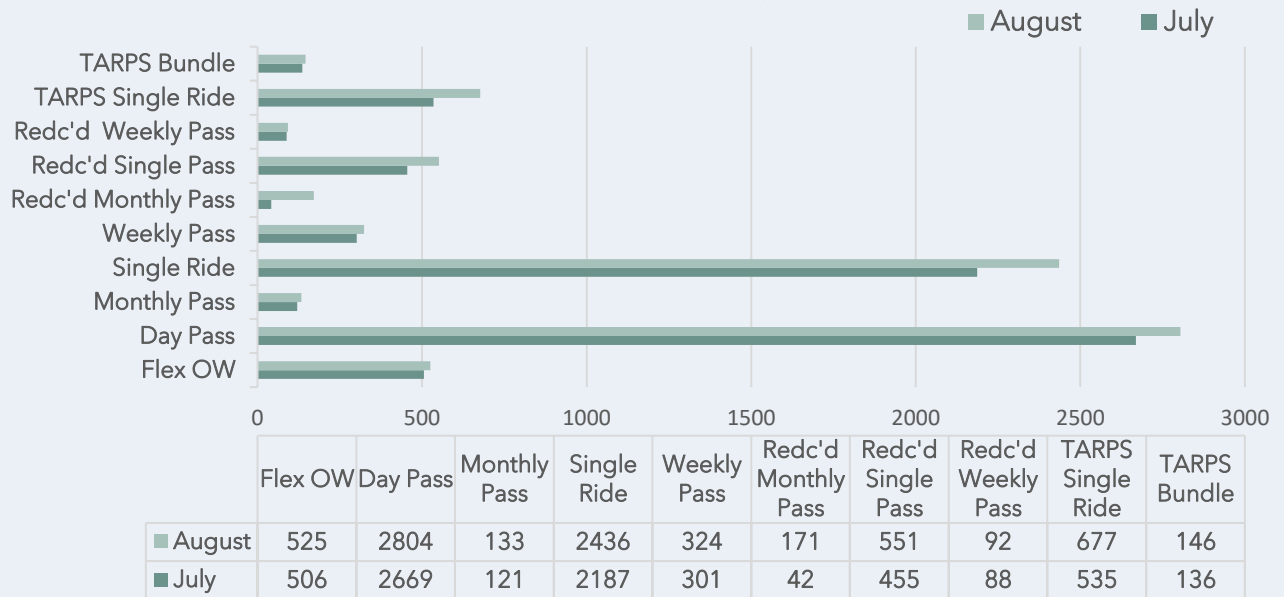
Operations ~ Fixed:



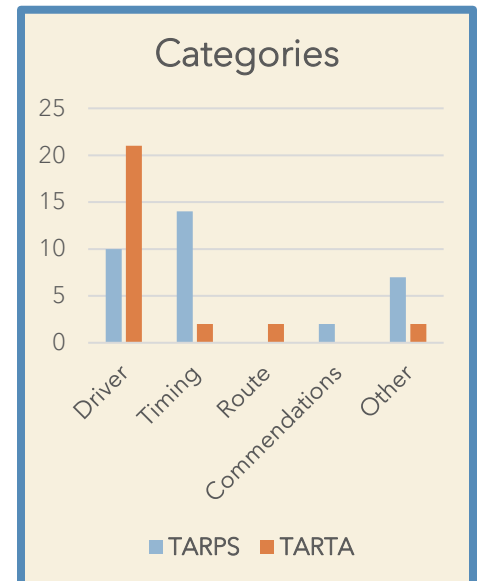
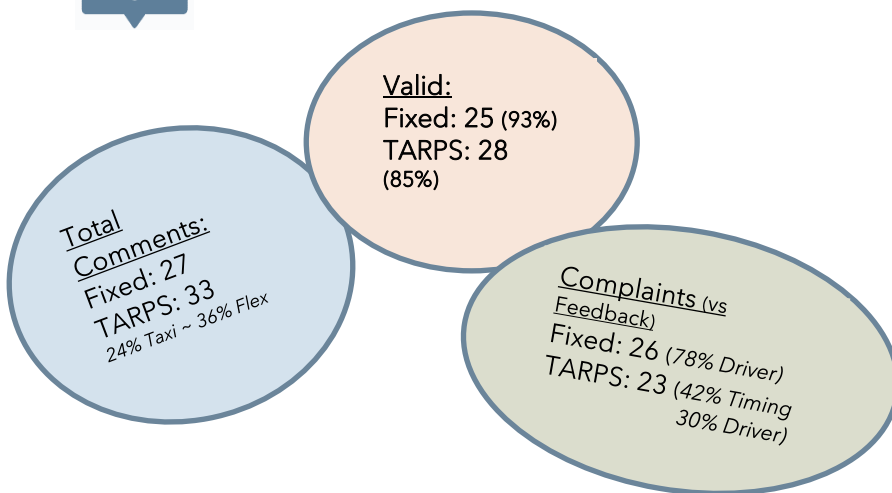


EZFare Passes:

EZFare Passes Sold: July to August 2023



Complaints/Feedback:



Website: (+ / - last month)





51,161 Total Page Views
(+6,323/+14%)
Highest Day - August 25: 4,092
1,650 Daily Average Views
(+204/+14%)

15,812 Total Users
(+2,268/+17%)
Highest Day - August 28: 659
510 Daily Average Users
(+74/-17%)



Social Media Impacts:

(+ / - last month)

	53 Total Posts (-2/-4%)	17,300 Impressions* (+9,010/+108%)	532 Engagements** (+213/+67%)	34 Post Link Clicks (+14/+70%) 0 New Followers
	55 Total Posts (+2/+4%)	5,540 Impressions (-2,050/-27%)	1,800 Engagements (-60/-3%)	139 Post Link Clicks (+8/+6%) 5 New Followers
	53 Total Posts (-2/-3%)	10,500 Impressions (+800/+8%)	532 Engagements (+213/+66%)	20 New Followers
	35 Total Posts (-3/-8%)	2,490 Impressions (-1,060/-30%)	265 Engagements (-75/-22%)	124 Post Link Clicks (-50/-28%) 14 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:
 - August 10: Newsletter Open Rate 22%/Click Rate 1%
 - August 18: Muddy Shuttle Final Weekend Open Rate 19%/Click Rate 1%
- Paid Advertisements:
 - LaPrensa
 - Latino Scholarship Day
 - Maumee Mirror
 - Bi-Weekly Half page (Flex)
 - Ottawa Hills Stroll
 - August Quarter page (Flex)
 - Sojourner's Truth
 - Weekly Half page (Hiring)
 - Sylvania Advantage
 - Bi-Weekly Half page (Flex)
 - 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*
8/1/23	Toledo community prepares for Jeep Fest	WTVG-TV	849,409
8/3/23	TARTA Jeep fest Express Oregon service Saturday morning	WTVG-TV	999,891
8/8/23	TARTA's Laura Koprowski honored with Leadership Ohio Award	La Prensa Newspaper	5,354
8/9/23	TARTA express service to give free rides to Glass City JazzFest	The Toledo Blade	449,569
8/10/23	TARTA employee accused of vehicle theft	The Toledo Blade	449,569
8/11/23	TARTA worker facing charges for stolen vehicle; Agency: Employee has been fired	The Toledo Blade	n/a
8/23/23	Electric bus hits Toledo streets for TARTA demonstration	The Toledo Blade	449,569
8/24/23	Grant funds help power electric bus for TARTA; Agency tests model in downtown route	The Toledo Blade	n/a
8/31/23	TARTA services to run on holiday schedule on Labor Day	WTVG-TV	999,891



Community Events/Press Conferences/ Special Events

August 4 - Jeep Fest Special Events Transportation

August 12 - Jazz Fest Special Events Transportation

August 12 - Muddy Shuttle Special Events Transportation

August 15 - Leadership Ohio: Laura Koprowski Visionary Leadership Award Winner

August 19 - Muddy Shuttle Special Events Transportation

HUB OF



Hub of Hope Events

August 8 - Cherry Street Mission

August 17 - Lucas County Public Library - Ready to Read

August 23 - Lutheran Social Services





Transit Apps

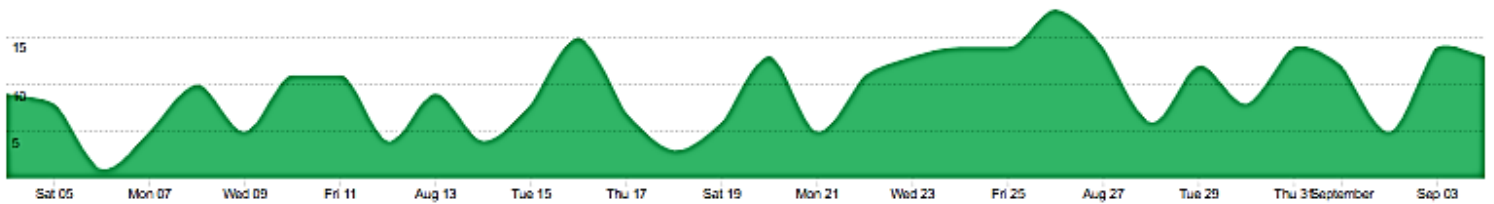
Note: TARTA's contract with PassioGo ended February 28. Beginning in March, the app SPOT will be introduced to our riders.

As of September 3, 2023 for August:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	13 +116.67%	78 -13.33%	284
Users	115 -10.16%	383 -0.26%	884
Sessions	614 -10.23%	4,335 -1.79%	16,571
Sessions / users	5.339 -0.09%	11.319 -1.53%	18.745

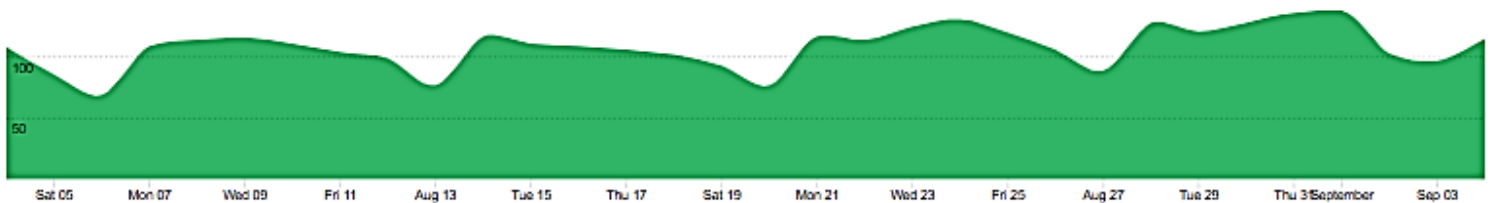
Downloads

Last month




Users

Last month



Most Popular Lines Viewed:

Line	Views 	Clicks
5 05 Flower Hospital via Dorr St.	6,668	710
22 22 Franklin Park Mall via Bancroft	5,757	580
19 19 Franklin Park Mall via Sylvania Ave	5,687	677
32H 32 Holland / Spring Meadows via S / Airport	5,265	325
2 02 Flower Hospital via Monroe St.	5,190	451
34 34 UTMCI via Western / Detroit / Byrne	5,041	242
33 33 UTMCI via Indiana / Junction / Detroit	4,821	341
20F 20f Franklin Park via Central / Franklin	4,738	182
31G 31g Maumee via Glendale	4,724	323
20M 20m Central Meijer via Central / Collingwood	4,718	294
26D 26d Miracle Mile via Douglas	4,701	340
27N 27n South / Reynolds via Nebraska	4,577	96
31H 31h Maumee via Broadway / Heatherdowns	4,561	359
27H 27h Central Walmart via Hill	4,504	152
17E 17e Miracle Mile via Lagrange / Eleanor	4,288	239
26L 26l Miracle Mile via Lewis	4,146	359
17B 17b Miracle Mile via Lagrange / Bennett	4,113	268
3 03 Franklin Park Mall via VA Clinic	3,941	430
31C 31c UTMCI via Glendale	3,653	178
2C 2c Franklin Park Mall via Monroe St.	3,461	181
16 16 Meijer Alexis via Manhattan	3,274	387
5C 5c UT via Dorr St.	3,121	196
10L 10l Rossford Meijer via Amazon Rossford	2,807	285
52 52 Franklin Park Mall via Tremainsvill	2,558	144
15E 15 E Meijer Alexis via Summit	2,539	234
15A 15a Meijer Alexis via Suder	2,491	281
12 12 Birmingham via Main / Starr / Front	2,486	267
14 14 Hollywood Casino / East Broadway	2,403	194
51 51 Franklin Park Mall via Talmadge	1,649	119