

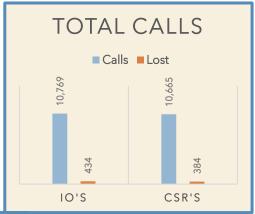
August 2023 Recap

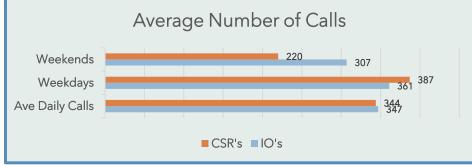


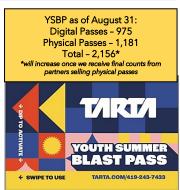
Phone Stats:

	TARTA IOs	TARPS CSRs
Total Calls	10,769	10,665
Difference from	+394	+304*
July	(+4%)	(+4%)
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
Difference from July	+8,983 (+6%)	+79 (+3%)	+101 (+4%)	+2,072 (+10%)	+2,205 (+13%)
August 2022	127,027	n/a	n/a	18,232	16,638
Weekday Average	5,503	100	95	n/a	744

Fixed Route Top Performers

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

ADA Applications - TARPS

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

^{*}ADA team has been short-staffed since April 2023

Reduced Fare Applications - August

Received	97
Completed	91 (94%)
Pending	6

^{*}Includes TARPS, BW, MN, CTW (61% TARPS)

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



Special Events Transportation:	Riders To	Riders From	Total
August 4: Jeep Fest - Franklin Park Mall	-	-	282
August 4: Jeep Fest - Oregon	-	-	143
August 12: Jazz Fest - Franklin Park Mall	21	21	42
August 12: Jazz Fest - The Docks 11:30 am - 4:30 pm	72	36	108
August 12: Jazz Fest - The Docks 4:30 - 10:00 pm	96	121	217

*Muddy Shuttle Totals By Location:

	August 12	August 19
Miracle Mile	0	22
Centennial	12	0*
Waterville	59	42
LCRC Maumee	37	38
Oregon	4	0

^{*}No Muddy Shuttle on August 19 due to a scheduling conflict with Centennial Terrace.

TARTA

Ridership by Area

January ~ August 2023

		_						
	Fixed Route Lines					TARPS		
Route	Description	Rider	.	Pickup	Zipcode	City	Т	rips
31	UTMC or Maumee via Glendale	10	1,439	43	615	Toledo/Ottawa Hills/Sylvania Township		17,962
2	Flower Hospital via Toledo Hospital	10	1,407	43	614	Toledo	-	16,791
5	Flower Hospital/ Walmart via Dorr	g	9,806	43	607	Toledo		14,248
19	Franklin Park Mall via Cherry/ Sylvania Ave	3	35,878	43	606	Toledo/Ottawa Hills		9,427
14	Hollywood Casino/East Broadway	6	4,115	43	537	Maumee	-	9,153
32	Holland/Spring Meadows via South/Airport		7,968	43	613	Toledo		8,014
22	Franklin Park Mall/ UT Campus/Bancroft		55,261	43	612	Toledo		7,533
17	Miracle Mile-LeGrange/Bennett or Eleanor		3,785	43	623	Sylvania Township/Toledo		7,316
15	Meijer Alexis via Suder or Summit		2,130	43	604	Toledo		6,672
26	Miracle Mile via Berdan or Lewis		1,894	43	560	Sylvania		6,002
10L	Rossford Meijer/Amazon via Hollywood Casino		0,313	43	609	Toledo		5,632
27	Walmart or South Ave via Nebraska or Hill		17,597	43	608	Toledo		4,521
16	Meijer Alexis via Manhattan		17,417	43	605	Toledo/Oregon/Northwood		4,248
20	Franklin Park Mall or Meijer via Central Ave		1,190	43	611	Toledo	10000	3,136
12	Birmingham via Main/Starr/Front		88,793	43	620	Toledo	1000	2,667
34	UTMC via western/Detroit/Byrne	3	34,354	43	617	Sylvania Township/Toledo		1,319
33	UTMC Via Indiana/Junction/Arlinton (new 3/26)		9,110	43	610	Toledo		908
3	Franklin Park Mall/ VA Clinic Crosstown	1	6,296	43	460	Rossford		886
52	Franklin Park Mall-Secor		7,861	43	528	Sylvania/Holland		572
51	Franklin Park Mall-Talmadge	I	5,622	43	566	Waterville	I	231
28	UT-Indian and Oakwood (ended 3/25)		3,124	43	616	Toledo/Oregon	I	200
				43	551	Rossford/Perrysburg		124
				43	619	Toledo/Oregon/Northwood		61
				48	182	Monroe County, MI		1
				43	542	Monclova		1
		1,03	5,360					127,625
		•	_					•



August Flex Facts:

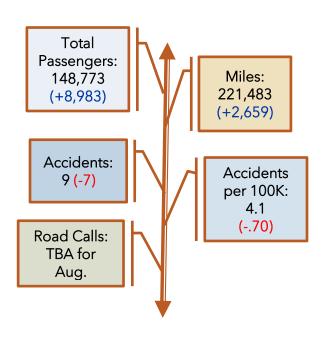
- 46.32% bookings were done through the TARTA Flex app down from 48.92% in July (vs Customer Service agents or the Web)
- > 5.39% bookings "on demand" aka 30-minute window for pick up (vs prebooked) down from 6.09% in
- > 79.20% average Met Demand (TARTA was able to provide a quote for a ride, whether 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:

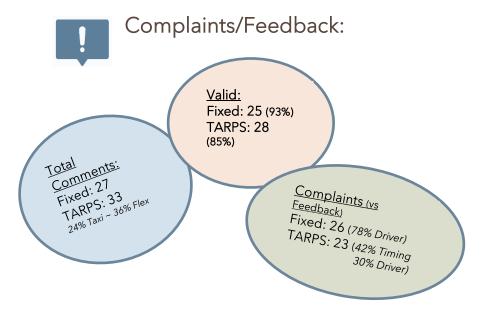


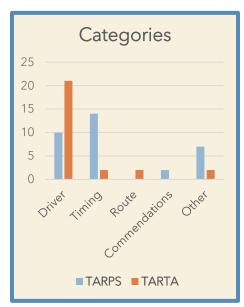




F7Fare Passes:









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)

7	53 Total Posts (-2/-4%)	17,300 Impressions* (+9,010/+108%)	532 Engagements** (+213/+67%)	34 Post Link Clicks (+14/+70%) 0 New Followers
f	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
O	53 Total Posts (-2/-3%)	10,500 Impressions (+800/+8%)	532 Engagements (+213/+66%)	20 New Followers
in	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.



Marketing - Paid Ads:

- Email Outreach:
 - o August 10: Newsletter Open Rate 22%/Click Rate 1%
 - o August 18: Muddy Shuttle Final Weekend Open Rate 19%/Click Rate 1%
- Paid Advertisements:
 - o LaPrensa
 - Latino Scholarship Day
 - o Maumee Mirror
 - Bi-Weekly Half page (Flex)
 - o Ottawa Hills Stroll
 - August Quarter page (Flex)
 - o Sojourner's Truth
 - Weekly Half page (Hiring)
 - o Sylvania Advantage
 - Bi-Weekly Half page (Flex)
 - o Toledo.com
 - TARTA Flex
 - o Toledo Journal
 - Bi-Weekly Half page (Hiring)
 - o Toledo Streets
 - Monthly Full page (General Services)

^{*}Impression= Total number of times the media object has been seen

^{**}Engagement= Total number of times users liked, commented, and saved the posts



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

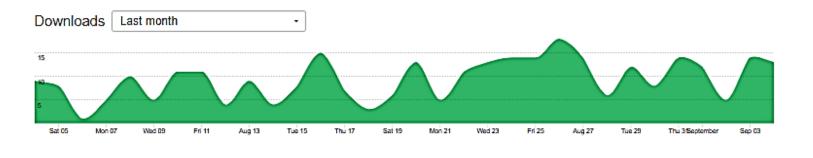
August 23 - Lutheran Social Services

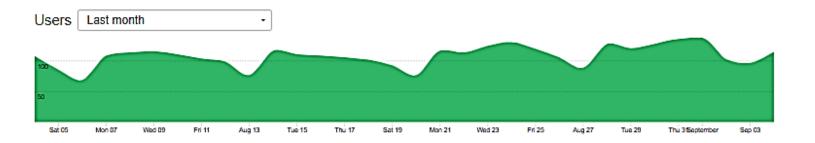


Note: TARTA's contract with PassioGo ended February 28. Beginning in March, the app SPOT will be introduced to our riders.

As of September 3, 2023 for August:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	13 +116.67%	78 -13.33%	284
Users	115 - 1 0.16%	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





Most Popular Lines Viewed:

Line	Views V	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 UTMC via Western / Detroit / Byrne	5,041	242	
33 33 UTMC 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 UTMC 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 10I 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	