

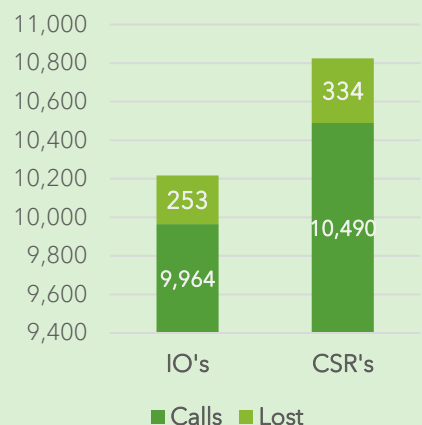


## Phone Stats:

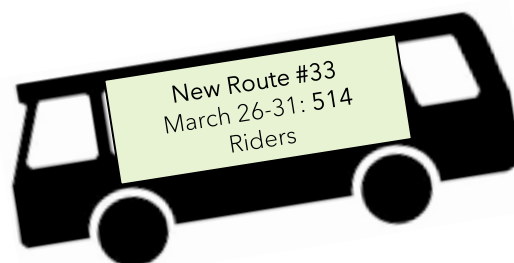
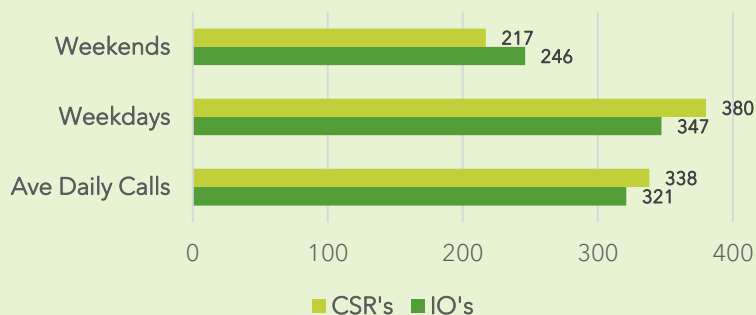
	TARTA IOs	TARPS CSRs
Total Calls	9,964	10,490
<i>Difference from February</i>	<i>-186 (-2%)</i>	<i>+1,214* (+11%)</i>
Lost Calls	253	334
% Lost Calls	3%	3%

\*CSR's handle Flex calls

## March Phone Stats At A Glance



## Average Number of Calls



## Ridership Stats:

	TARTA Fixed	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	127,961**	1,872	1,775	18,230	16,769
<i>Difference from Feb.</i>	<i>+17,901 (+16%)</i>	<i>+410 (+28%)</i>	<i>+401 (+29%)</i>	<i>+1,811 (+11%)</i>	<i>+1,740 (+11%)</i>
<b>March 2022</b>	<b>155,965</b>	<b>n/a</b>	<b>n/a</b>	<b>21,805</b>	<b>20,062</b>
Weekday Average	4,844	n/a	69	n/a	729

\*Includes TARPS, BW, MN, CTW (57.7% TARPS)

\*\* Based on manual reporting by drivers

## Fixed Route Top Performers

Route #	March Riders	<i>Difference from February</i>	Weekday Average
5	12,964	<i>+2,094 (+19%)</i>	499
31	12,247	<i>+1,368 (+13%)</i>	464
2	11,854	<i>+2,414 (+26%)</i>	456
19	9,136	<i>+2,337 (+34%)</i>	327

## ADA Applications - TARPS

	New	Recert	Baby & Me
Totals	58	22	23
<i>Difference from February</i>	<i>+27</i>	<i>+9</i>	<i>+3</i>

## Reduced Fare Applications - March

Received	55
Completed	53 (96%)
Pending	2



## Ridership by Area January ~ March 2023

Fixed Route Lines			TARPS and Call A Ride		
Route	Description	Riders	Pickup Zipcode	City	Trips
2	Flower Hospital via Toledo Hospital	31,823	43537	Maumee	3,552
3	Franklin Park Mall/ VA Clinic Crosstown	5,906	43460	Rossford	288
5	Flower Hospital/ Walmart via Dorr	33,924	43551	Rossford/Perrysburg	55
12	Birmingham via Main/Starr/Front	14,504	43560	Sylvania	2,353
14	Hollywood Casino/East Broadway	24,815	43617	Sylvania Township/Toledo	495
15	Meijer Alexis via Suder or Summit	18,581	43623	Sylvania Township/Toledo	2,840
16	Meijer Alexis via Manhattan	16,581	43528	Sylvania/Holland	114
17	Miracle Mile-LeGrange/Bennett or Eleanor	18,790	43604	Toledo	2,526
19	Franklin Park Mall via Cherry/ Sylvania Ave	25,170	43607	Toledo	5,227
20	Franklin Park Mall or Meijer via Central Ave	17,090	43608	Toledo	1,720
22	Franklin Park Mall/ UT Campus/Bancroft	19,754	43609	Toledo	1,963
26	Miracle Mile via Berdan or Lewis	17,253	43610	Toledo	315
27	Walmart or South Ave via Nebraska or Hill	16,555	43611	Toledo	1,185
28	UT-Indian and Oakwood (ended 3/25)	3,124	43612	Toledo	2,878
31	UTMC or Maumee via Glendale	34,628	43613	Toledo	3,084
32	Holland/Spring Meadows via South/Airport	19,162	43614	Toledo	6,207
34	UTMC via western/Detroit/Byrne	12,428	43620	Toledo	979
51	Franklin Park Mall-Talmadge	1,806	43659	Toledo	-
52	Franklin Park Mall-Secor	2,416	43616	Toledo/Oregon	52
10L	Rossford Meijer/Amazon via Hollywood Casino	16,592	43605	Toledo/Oregon/Northwood	1,643
33	UTMC Via Indiana/Junction/Arlinton (new 3/26)	514	43619	Toledo/Oregon/Northwood	28
			43606	Toledo/Ottawa Hills	3,663
			43615	Toledo/Ottawa Hills/Sylvania Township	6,499
			43566	Waterville	128
		<b>351,416</b>	<b>47,794</b>		



Get closer. Go farther.

### March Flex Facts:

- **44.17%** bookings were done through the TARTA Flex app (vs Customer Service agents)
- **23.61%** bookings "on demand" aka 30-minute window for pick up (vs prebooked)
- **91.71%** average **Met Demand** (TARTA was able to provide a quote for a ride, whether or not the rider accepted)

### March Flex Records Set!

Highest **daily** completed trips: **81** (on March 23)

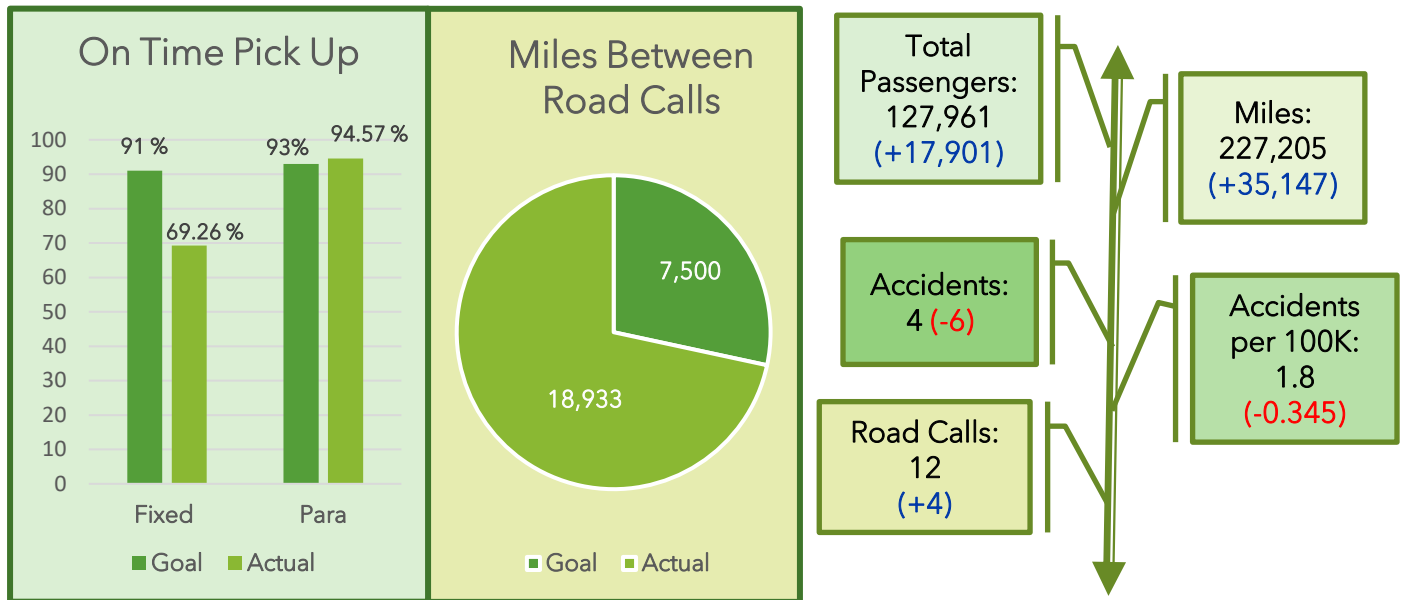
Highest **weekly** completed trips: **438** (week of March 20)

Highest **weekly** requests made: **728** (week of March 20)

Total Flex Accounts To Date: 837  
Total App installs To Date: 702  
App Installs In March: 321  
(59% Android/41% IOS)

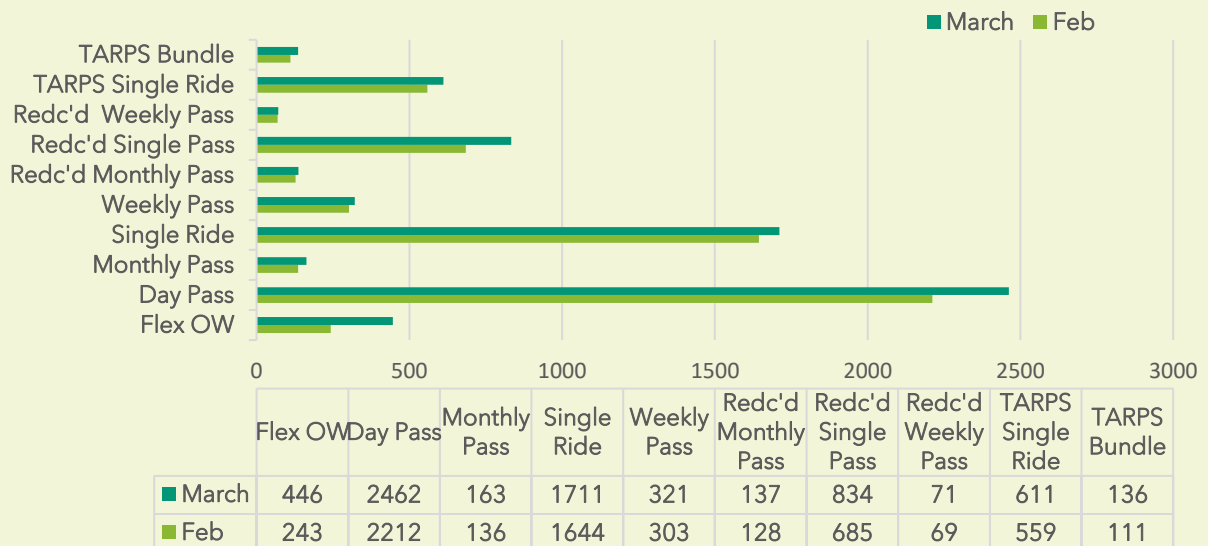


## Operations ~ Fixed:



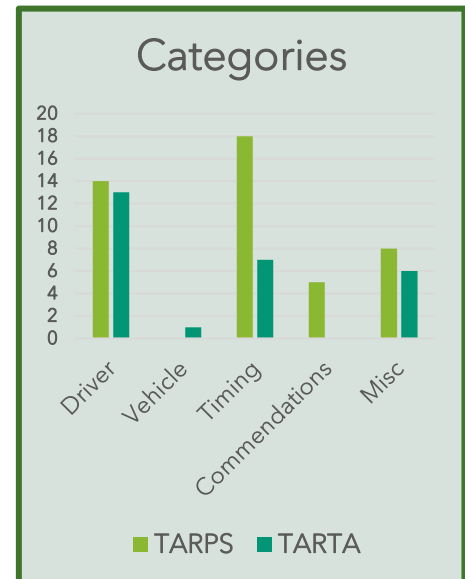
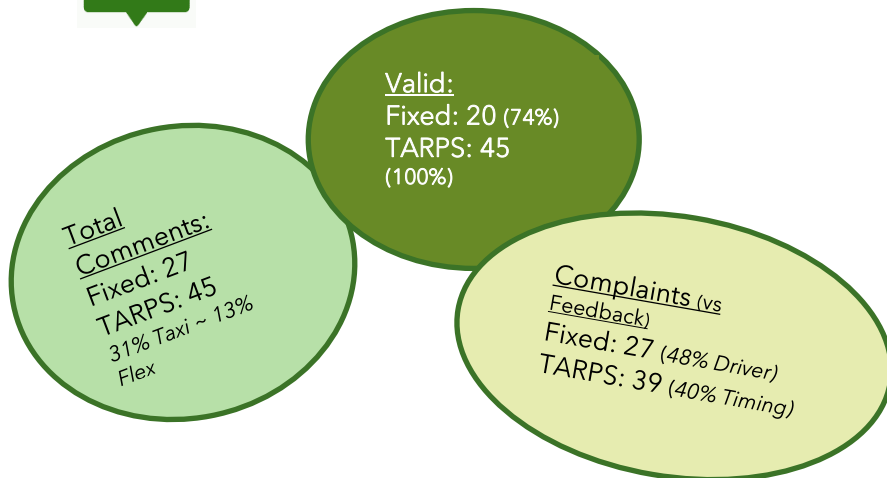
## EZFare Passes:

### EZFare Passes Sold: February to March 2023



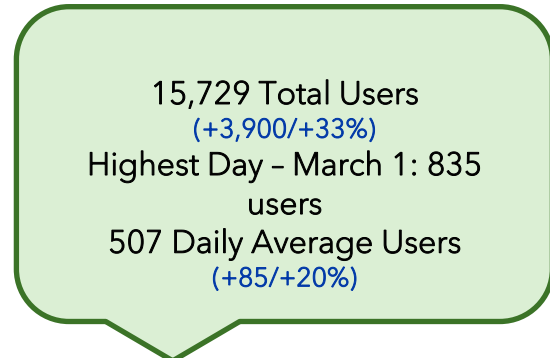
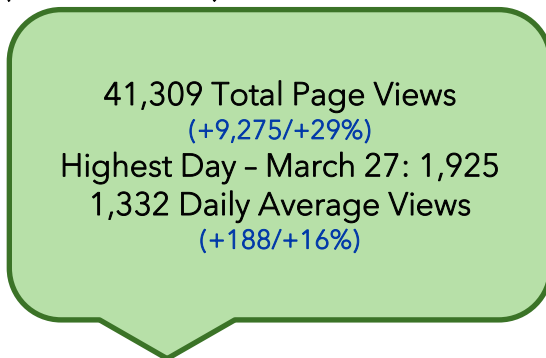


## Complaints/Feedback:



## Website:

(+ / - last month)



## Social Media Impacts:

(+ / - last month)

	41 Total Posts (-3/-7%)	5,900 Impressions* (-590/-9%)	239 Engagements** (-116/-33%)	32 Post Link Clicks (-4/-11%) 0 New Followers
	44 Total Posts (+2/+5%)	3,070 Impressions (+770/+34%)	3,270 Engagements (+1,320/+68%)	155 Post Link Clicks (+45/+41%) 12 New Followers
	37 Total Posts (same)	4,520 Impressions (+20/+0.05%)	470 Engagements (-29/-6%)	26 New Followers
	31 Total Posts (+1/+3%)	4,860 Impressions (-1,460/-23%)	727 Engagements (-87/-11%)	429 Post Link Clicks (-37/-8%) 21 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:
  - March 21: Newsletter Open Rate 18%/Click Rate 1%
- Paid Advertisements:
  - Holland Journal
    - Weekly Half page (Flex)
  - LaPrensa
    - Quarter Page (Cesar Chavez Day)
  - Maumee Mirror
    - Weekly Full page (Flex)
  - Ottawa Hills Stroll
    - March 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 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*
3/2/23	Greater Toledo Community Foundation Offers \$50,000 in Support of TARTA's Youth Summer Blast Pass Program	The Sojourner's Truth	694
3/7/23	Beren named to TARTA Board	The Toledo Blade	430,908
3/15/23	Leadership Ohio Appoints 35 Fellows to the Class of 2023 (Sam Melden)	Leadershipohio.org	Not available
3/27/23	New TARTA route on the road in South Toledo, Junction, UpTown	The Toledo Blade	430,908
3/29/23	Now Hiring: TARTA strengthens push for drivers	The Toledo Blade	430,908
3/29/23	TARTA seeks committee members	The Toledo Blade	430,908
3/30/23	TARTA Opens New Routes, Expanded Locations, Faster Service	The Sojourner's Truth	694
3/30/23	Editorial: 33 bus adds connectivity	The Toledo Blade	430,908



## Community Events/Press Conferences/ Special Events

March 6 – Lucas County Board of Development Disabilities (Alex Huffaker - Special Recognition Award)  
 March 7 – The Ability Center 68 Words Podcast (Andy Cole, Guest)  
 March 14 – Maumee Chamber of Commerce Luncheon (Laura Koprowski - Speaker)  
 March 16 – Sylvania Senior Center Flex Show & Tell with AOoA  
 March 21 – Leadership Toledo Community Leadership Event (Laura Koprowski - Speaker)  
 March 27 – Press Conference/Ribbon Cutting New Route 33



## Public Meetings

None in March

HUB OF



## Hub of Hope Events

- March 7 - Toledo Public Library Ready to Read (Hub)
- March 14 – Cherry Street Mission – Workforce Program
- March 15 – Mercy Health – Community Health Affairs/Screenings
- March 16 - Toledo Public Library Ready to Read (On the Bus)
- March 28 – Lucas County Board of Developmental Disabilities -DD Awareness Month
- March 29 – Toledo Public Library Ready to Read (Hub)



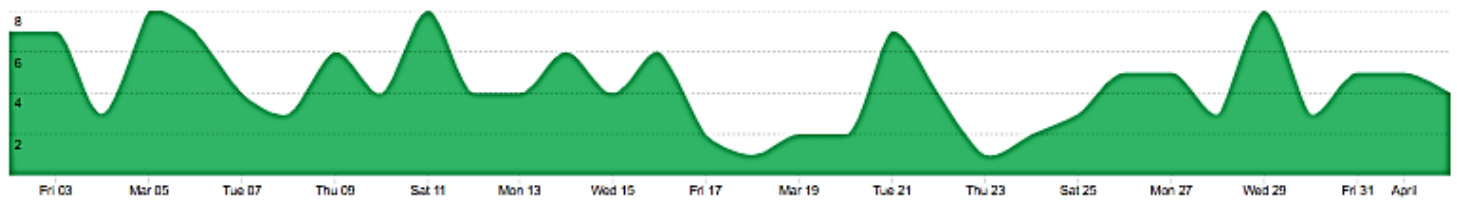
## Transit Apps

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

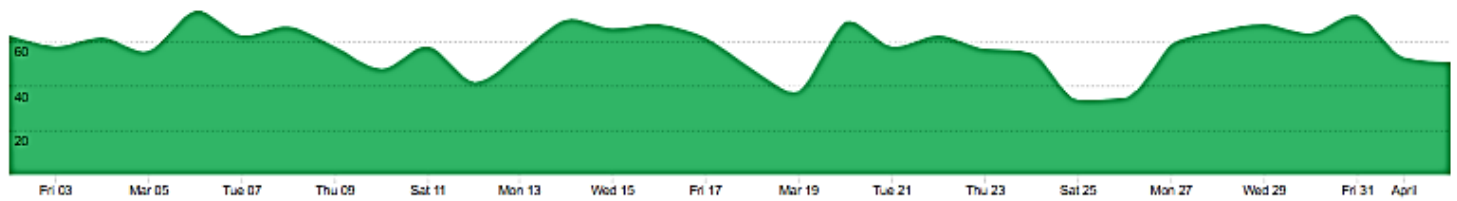
As of April 1, 2023 for March:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	4 -20.00%	33 +37.50%	126
Users	51 +45.71%	207 +14.36%	527
Sessions	247 +61.44%	2,047 +1.29%	9,116
Sessions / users	4.843 +10.79%	9.889 -11.44%	17.298

## Downloads Last month



## Users Last month



## Most Popular Lines Viewed

Line	Views <span>▼</span>	Clicks
26 Miracle Mile via Douglas / Lewis	3,767	299
19 Franklin Park Mall via Sylvania Ave	3,760	285
17 Miracle Mile via Lagrange	3,628	299
5 Flower Hospital via Dorr St.	3,595	248
31 Maumee via Glendale / Heatherdowns	3,523	227
22 Franklin Park Mall via Bancroft	3,484	192
2 Flower Hospital via Monroe St.	3,463	257
27 Reynolds via Nebraska / Hill	3,398	190
20 Central via Franklin / Collingwood	3,123	137
32 Spring Meadows via South / Airport	3,083	164
34 UTMC via Western / Detroit / Byrne	3,058	97
16 Meijer Alexis via Manhattan	2,046	93
10 Rossford Meijer via Amazon Rossford	1,990	106
3 Franklin Park Mall via VA Clinic	1,959	60
14 Hollywood Casino via E Broadway	1,912	102
52 Franklin Park Mall via Tremainsvill	1,644	50
15 Meijer Alexis via Summit	1,591	74
12 Front St. via Starr	1,429	72
51 Franklin Park Mall via Talmadge	918	12
33 Glendale Walmart via Indiana / Arling	652	94