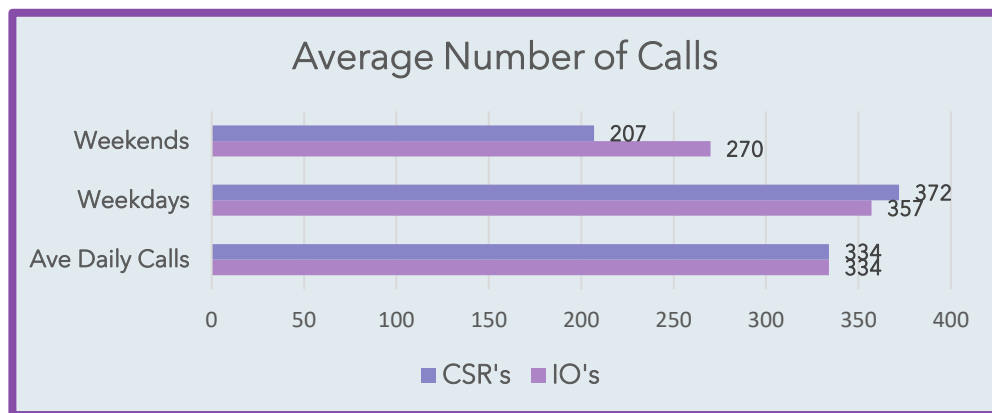
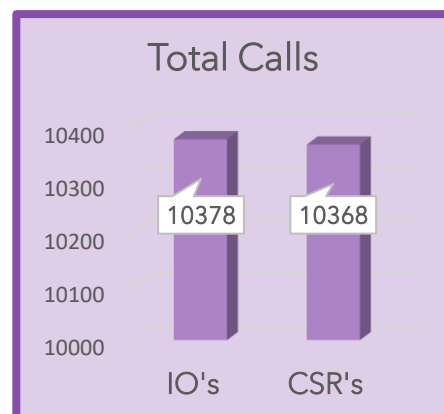




Phone Stats:

	TARTA IOs	TARPS CSRs
Total Calls	10,378	10,368
<i>Difference from April</i>	<i>+692 (+7%)</i>	<i>+811* (+8%)</i>
Lost Calls	312	372
% Lost Calls	3%	4%

*CSRs handle Flex calls



Ridership Stats:

	TARTA Fixed	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	143,106	2,499	2,381	17,978	16,445
<i>Difference from April</i>	<i>+16,342 (+13%)</i>	<i>+352 (+16%)</i>	<i>+391 (+20%)</i>	<i>+1,478 (+9%)</i>	<i>+1,349 (+9%)</i>
May 2022	163,178	n/a	n/a	20,052	18,302
Weekday Average	5,357	n/a	91	n/a	724

*Includes TARPS, BW, MN, CTW (64.86% TARPS)

** Based on manual reporting by drivers

Fixed Route Top Performers

Route #	May Riders	<i>Difference from April</i>	Weekday Average
2	13,938	<i>+1,330 (+11%)</i>	527
31	13,731	<i>+1,289 (+10%)</i>	515
5	13,723	<i>+1,097 (+9%)</i>	518
19	12,451	<i>+1,302 (+12%)</i>	475

ADA Applications - TARPS

	New	Recert	Baby & Me
Totals	24	18	6
<i>Difference from April</i>	<i>+2*</i>	<i>-3</i>	<i>+4</i>

*ADA team was short-staffed in April and May

Reduced Fare Applications - May

Received	67
Completed	64 (95%)
Pending	3



Ridership by Area

January ~ May 2023

Fixed Route Lines			TARPS and Call A Ride		
Route	Description	Riders	Pickup Zipcode	City	Trips
2	Flower Hospital via Toledo Hospital	58,369	43537	Maumee	5,740
3	Franklin Park Mall/ VA Clinic Crosstown	9,926	43460	Rossford	511
5	Flower Hospital/ Walmart via Dorr	60,273	43551	Rossford/Perrysburg	85
12	Birmingham via Main/Starr/Front	24,522	43560	Sylvania	3,823
14	Hollywood Casino/East Broadway	40,018	43617	Sylvania Township/Toledo	818
15	Meijer Alexis via Suder or Summit	31,609	43623	Sylvania Township/Toledo	4,708
16	Meijer Alexis via Manhattan	28,788	43528	Sylvania/Holland	271
17	Miracle Mile-LeGrange/Bennett or Eleanor	32,628	43604	Toledo	4,133
19	Franklin Park Mall via Cherry/ Sylvania Ave	48,770	43607	Toledo	8,866
20	Franklin Park Mall or Meijer via Central Ave	26,105	43608	Toledo	2,800
22	Franklin Park Mall/ UT Campus/Bancroft	34,016	43609	Toledo	3,365
26	Miracle Mile via Berdan or Lewis	30,886	43610	Toledo	552
27	Walmart or South Ave via Nebraska or Hill	28,857	43611	Toledo	2,027
28	UT-Indian and Oakwood (ended 3/25)	3,124	43612	Toledo	4,766
31	UTMC or Maumee via Glendale	60,801	43613	Toledo	4,982
32	Holland/Spring Meadows via South/Airport	32,925	43614	Toledo	10,371
34	UTMC via western/Detroit/Byrne	20,671	43620	Toledo	1,647
51	Franklin Park Mall-Talmadge	3,143	43659	Toledo	-
52	Franklin Park Mall-Secor	4,439	43616	Toledo/Oregon	104
10L	Rossford Meijer/Amazon via Hollywood Casino	29,712	43605	Toledo/Oregon/Northwood	2,722
33	UTMC Via Indiana/Junction/Arlinton (new 3/26)	7,058	43619	Toledo/Oregon/Northwood	46
			43606	Toledo/Ottawa Hills	5,950
			43615	Toledo/Ottawa Hills/Sylvania Township	11,049
			43566	Waterville	168
		616,640			79,504



Get closer. Go farther.

May Flex Facts:

- 47.84% bookings were done through the TARTA Flex app. (vs Customer Service agents or the Web)
- 9.83% bookings "on demand" aka 30-minute window for pick up (vs prebooked) Down from 15.53% in April.
- 84.92% average Met Demand (TARTA was able to provide a quote for a ride, whether or not the rider accepted) Up slightly from 84.14% in April.
- Newly introduced Web booking option produced 32 requests with 3 completed rides in May.

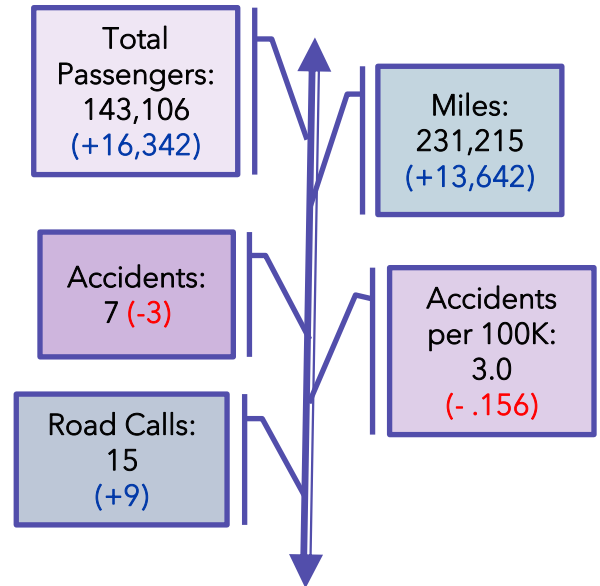
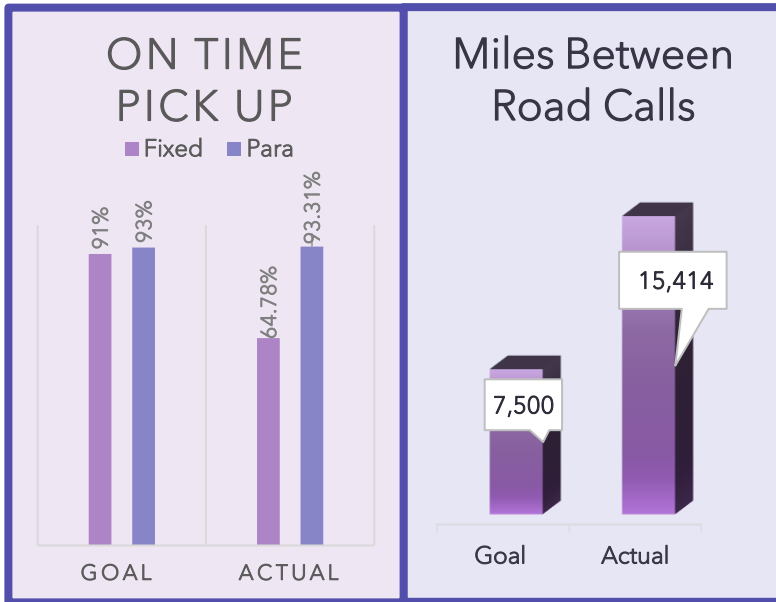
Flex Records!

Highest **daily** completed trips: 106 (on May 17)
Highest **weekly** completed trips: 602 (week of May 15)
Highest **weekly** requests made: 1,083 (week of May 8)

Total Flex Accounts To Date: 1,719 (+508 in May)
Total App installs To Date: 1,428 (+428 in May)

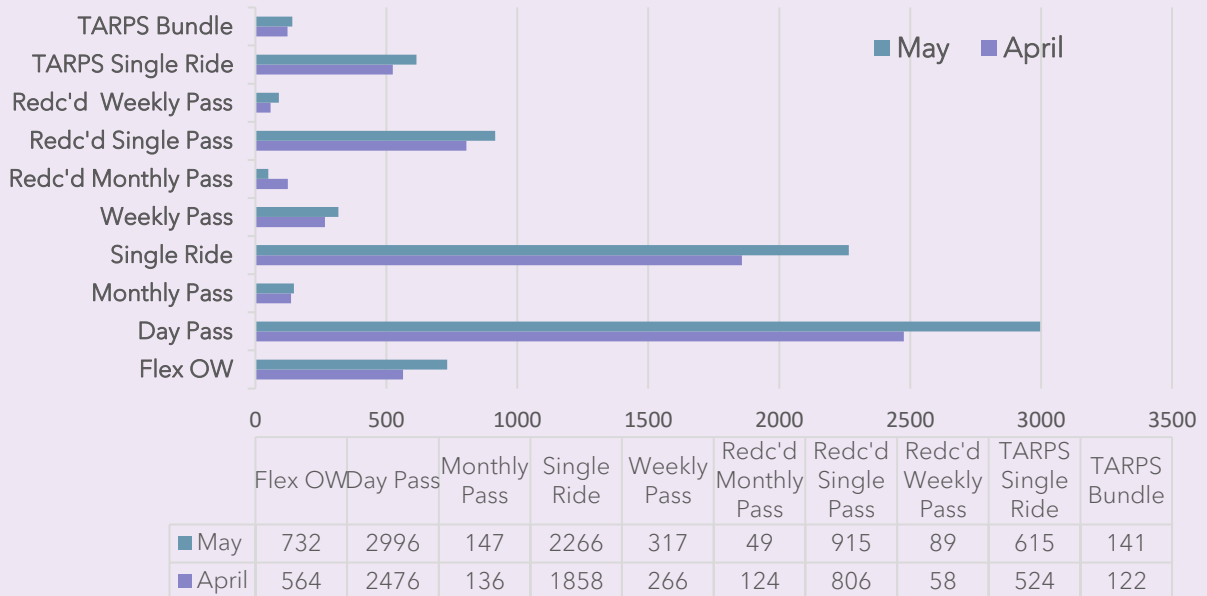


Operations ~ Fixed:



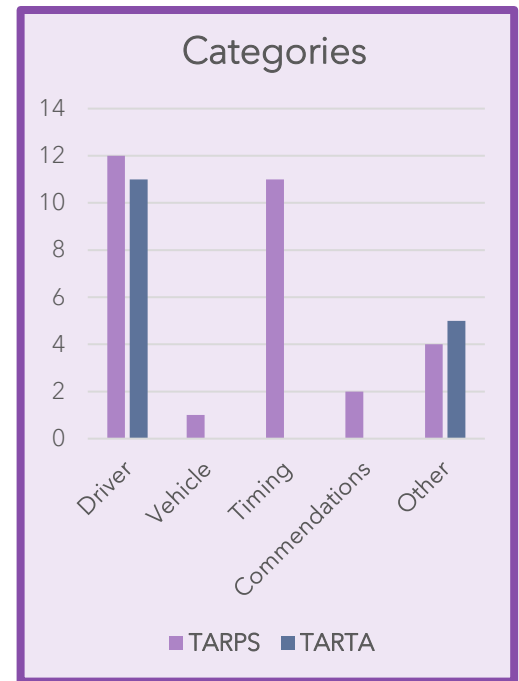
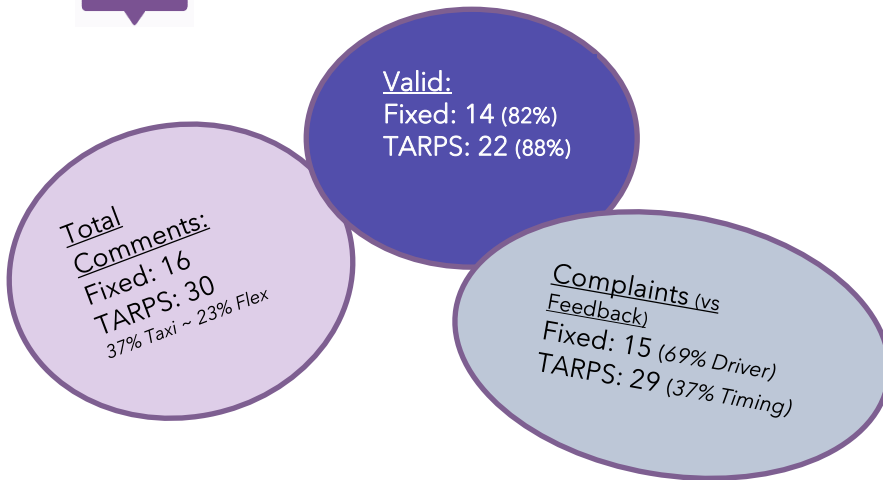
EZFare Passes:

EZFare Passes Sold: April to May 2023



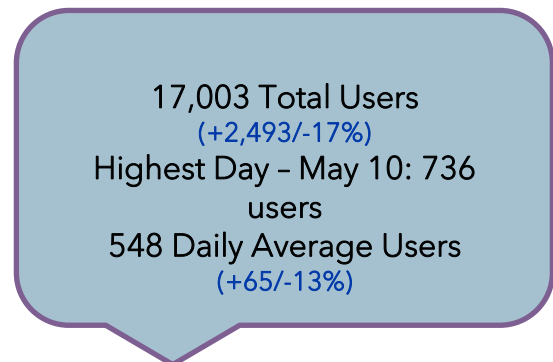
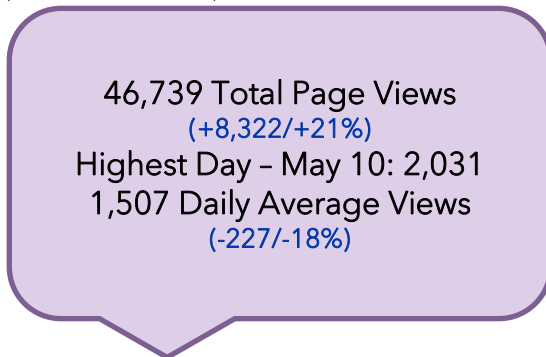


Complaints/Feedback:



Website:

(+ / - last month)



Social Media Impacts:

(+ / - last month)

	39 Total Posts (+4/+11%)	6,020 Impressions* (-270/-4%)	210 Engagements** (-4/-1%)	23 Post Link Clicks (-18/-4%) 0 New Followers
	40 Total Posts (+6/+17%)	2,370 Impressions (+150/+7%)	1,680 Engagements (-190/-10%)	95 Post Link Clicks (+7/+8%) 11 New Followers
	39 Total Posts (+8/+26%)	3,230 Impressions (+100/+3%)	254 Engagements (-41/-14%)	4 New Followers
	29 Total Posts (+4/+16%)	4,290 Impressions (+800/+23%)	443 Engagements (+28/+7%)	177 Post Link Clicks (-13/-7%) 10 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:

- Paid Advertisements:
 - Holland Journal
 - Weekly Half page (Flex)
 - Maumee Mirror
 - Weekly Full page (Flex)
 - Ottawa Hills Stroll
 - May Quarter page (Flex)
 - Rossford Record – Journal
 - Weekly Half page (Flex)
 - Sojourner's Truth
 - Weekly Half page (Hiring)
 - Sylvania Advantage
 - Bi-Weekly Half 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*
5/4/23	TARTA offers Youth Summer Blast Pass	Point and Shoreland Journal	n/a
5/4/23	Business News: Rick Bailey	Point and Shoreland Journal	n/a
5/9/23	TARTA Flex aims to service under-serviced communities county wide	WTVG-TV 13 abc.com	757,296
5/10/23	Sign-up for TARTA's Youth Summer Blast Pass today	La Prensa Newspaper	n/a
5/11/23	TARTA offers Youth Summer Blast Pass	Point and Shoreland Journal	n/a
5/18/ 23	TARTA plans Maumee event on how to schedule a 'Flex' ride	The Toledo Blade	478,652
5/22/23	TARTA's Muddy Shuttle to resume in June, Oregon boarding to be included	The Toledo Blade	478,652
5/23/23	Muddy Shuttle Returns for Select Games this Summer	Our Sports Central	87,007

Date	What	Where	UVM*
5/23/23	Muddy Shuttle to Hens' games coming back	The Toledo Blade Muckrack.com	n/a
5/24/23	Muddle Shuttle steps to plate for Saturday home games this summer	La Prensa Newspaper	n/a
5/26/23	TARTA brings the Muddy Shuttle back this summer	Point and Shoreland Journal	n/a
5/26/23	Editorial: TARTA slow to Oregon	The Toledo Blade	478,652
5/30/23	TARTA's free bus pass program for youth kicks off Thursday	The Toledo Blade	478,652



Community Events/Press Conferences/ Special Events

May 3 - Sylvania Chamber of Commerce Awards Luncheon - Nominee

May 5 - Thomas M. Wernert Center Health & Resource Fair

May 8 - Waterville City Council presentation

May 20 - Dept. of Parks & Youth Services 2023 Summer Showcase - Youth Summer Blast Pass

May 22 - Muddy Shuttle Press Conference

May 23 - Maumee Senior Center - Flex Open House

May 25 - Operator Graduation Ceremony



Public Meetings

May 24 - Customer Advisory Committee Meeting

HUB OF



Hub of Hope Events

- May 9 - Cherry Street Mission
- May 10 - Street Outreach (Zepf Center)
- May 17 - Lutheran Social Services
- May 18 - City of Toledo Neighborhoods
- May 19 - City of Toledo Neighborhoods
- May 22 - CareSource
- May 24 - TRIO EOC (Owens)





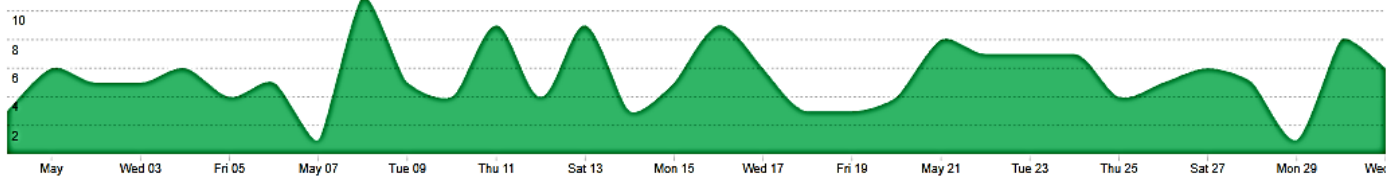
Transit Apps

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

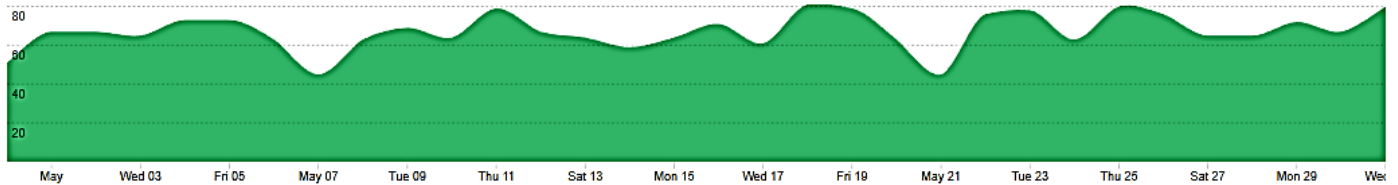
As of June 1, 2023 for May:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	6 -14.29%	35 -10.26%	160
Users	80 +26.98%	264 +16.30%	593
Sessions	294 +41.35%	1,976 -7.62%	8,045
Sessions / users	3.675 +11.31%	7.485 -20.57%	13.567

Downloads Last month




Users Last month



Most Popular Lines Viewed

Most Popular Lines Last month

Line	Views 	Clicks
19 19 Franklin Park Mall via Sylvania Ave	3,141	344
5 05 Flower Hospital via Dorr St.	2,827	171
2 02 Flower Hospital via Monroe St.	2,781	115
22 22 Franklin Park Mall via Bancroft	2,642	169
26D 26d Miracle Mile via Douglas	2,621	118
34 34 UTMC via Western / Detroit / Byrne	2,432	96
26L 26l Miracle Mile via Lewis	2,413	202
31G 31g Maumee via Glendale	2,270	87
17B 17b Miracle Mile via Lagrange / Bennett	2,248	197
33 33 UTMC via Indiana / Junction / Detroit	2,240	167
31H 31h Maumee via Broadway / Heatherdowns	2,225	76
17E 17e Miracle Mile via Lagrange / Eleanor	2,149	99
32H 32 Holland / Spring Meadows via S / Airport	2,123	116
20M 20m Central Meijer via Central / Collingwood	2,070	123
27H 27h Central Walmart via Hill	1,990	95
20F 20f Franklin Park via Central / Franklin	1,956	73
27N 27n South / Reynolds via Nebraska	1,898	94
2C 2c Franklin Park Mall via Monroe St.	1,802	56
31C 31c UTMC via Glendale	1,762	76
10L 10l Rossford Meijer via Amazon Rossford	1,603	195
3 03 Franklin Park Mall via VA Clinic	1,583	104
14 14 Hollywood Casino / East Broadway	1,479	139
16 16 Meijer Alexis via Manhattan	1,348	89
5C 5c UT via Dorr St.	1,328	67
52 52 Franklin Park Mall via Tremainsvill	1,306	28
12 12 Birmingham via Main / Starr / Front	1,111	134
15A 15a Meijer Alexis via Suder	867	44
15E 15 E Meijer Alexis via Summit	866	37