

TOLEDO AREA REGIONAL TRANSIT AUTHORITY



Get closer. Go farther.

# Year One Update

for the TARTA Board of Trustees

by Susan Gettum, Gary Doran, Fran Miller, and Jessica Rood

January 2024



- Year Recap - Susan Gettum, Chief of Staff
- Early Days to Oregon - Gary Doran, Mobility Planner & Scheduler
- From Drivers to Dispatchers - Fran Miller, Lead Transportation Supervisor
- Customer Service teams - Jessica Rood, Customer Care Manager

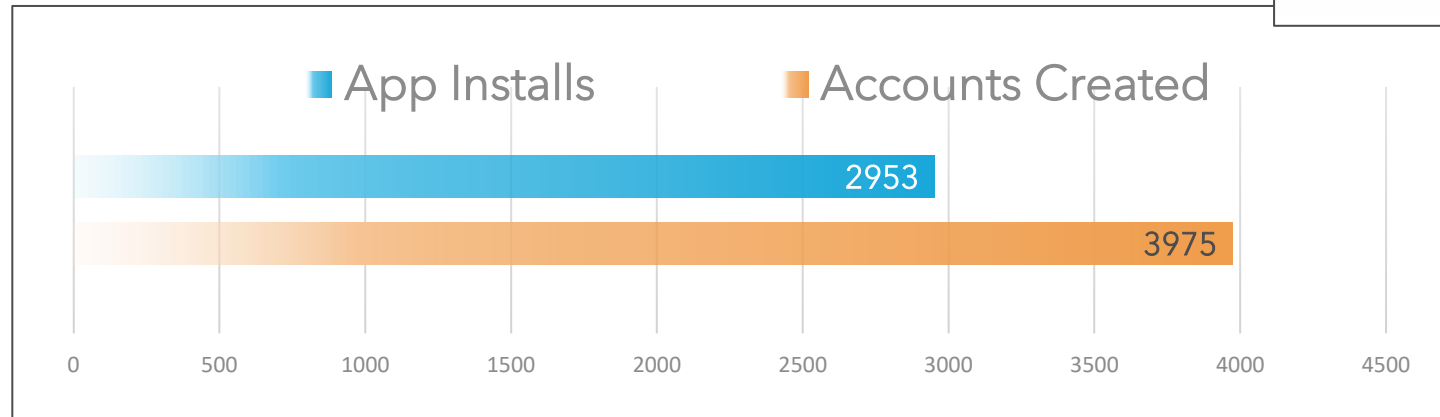
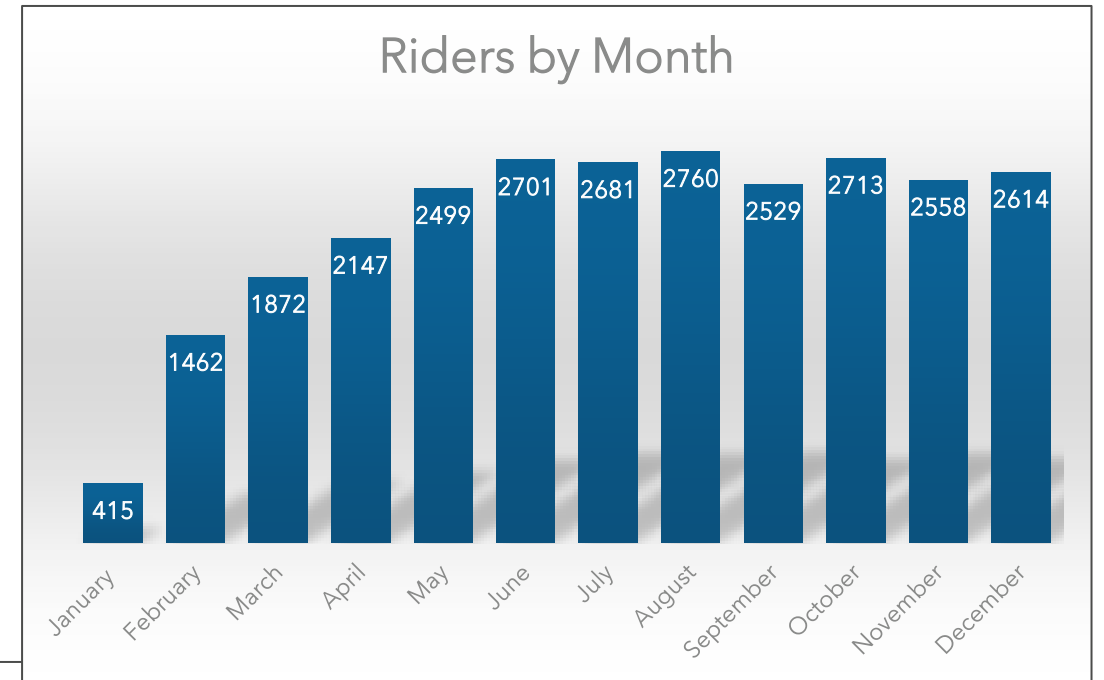




# Flex Is a Success!

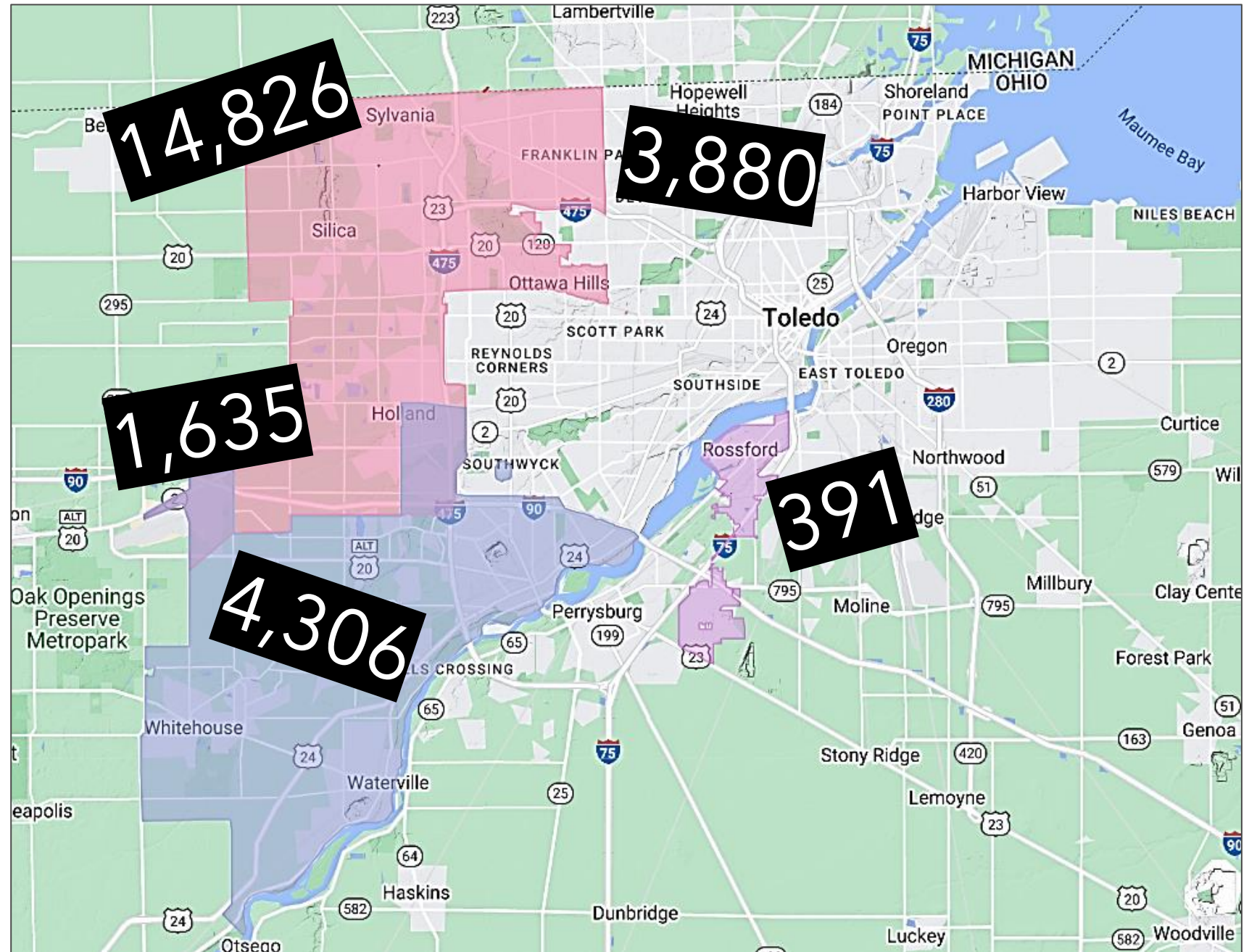
Since launch...

- ❖ 25 % of riders have completed at least one ride
- ❖ 20% of riders have completed at least two rides
- ❖ 12% of riders have completed at least five rides





2023  
Completed  
Rides  
by Origin Zone

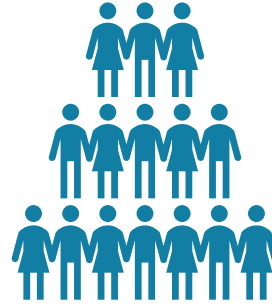




# January 23 to December 31, 2023



Total Ride Requests:  
**51,295**



Total Completed Riders:  
**26,951** (25,422 Rides)



Average Met Demand:  
**80.8%**

Bookings:  
44% - App  
54% - Agent  
2% - Web

Rides:  
90% - Pre-Booked  
10% - On Demand

Average Daily Riders:  
85 - Weekday  
53 - Weekend



## In 2023 we...

- Saw a steady increase in demand
- Introduced Web booking portal in May
- Created and implemented Flex Code of Conduct
- Hosted Peer Visits including Akron and Cincinnati
- Presented at OPTA Conference
- Created daily reporting matrix with VIA's data

## In 2024 (so far) we...

- Added 7 additional Flex vehicles for a total fleet of 14
- Expanded into Oregon

Favorite Flex  
Moment

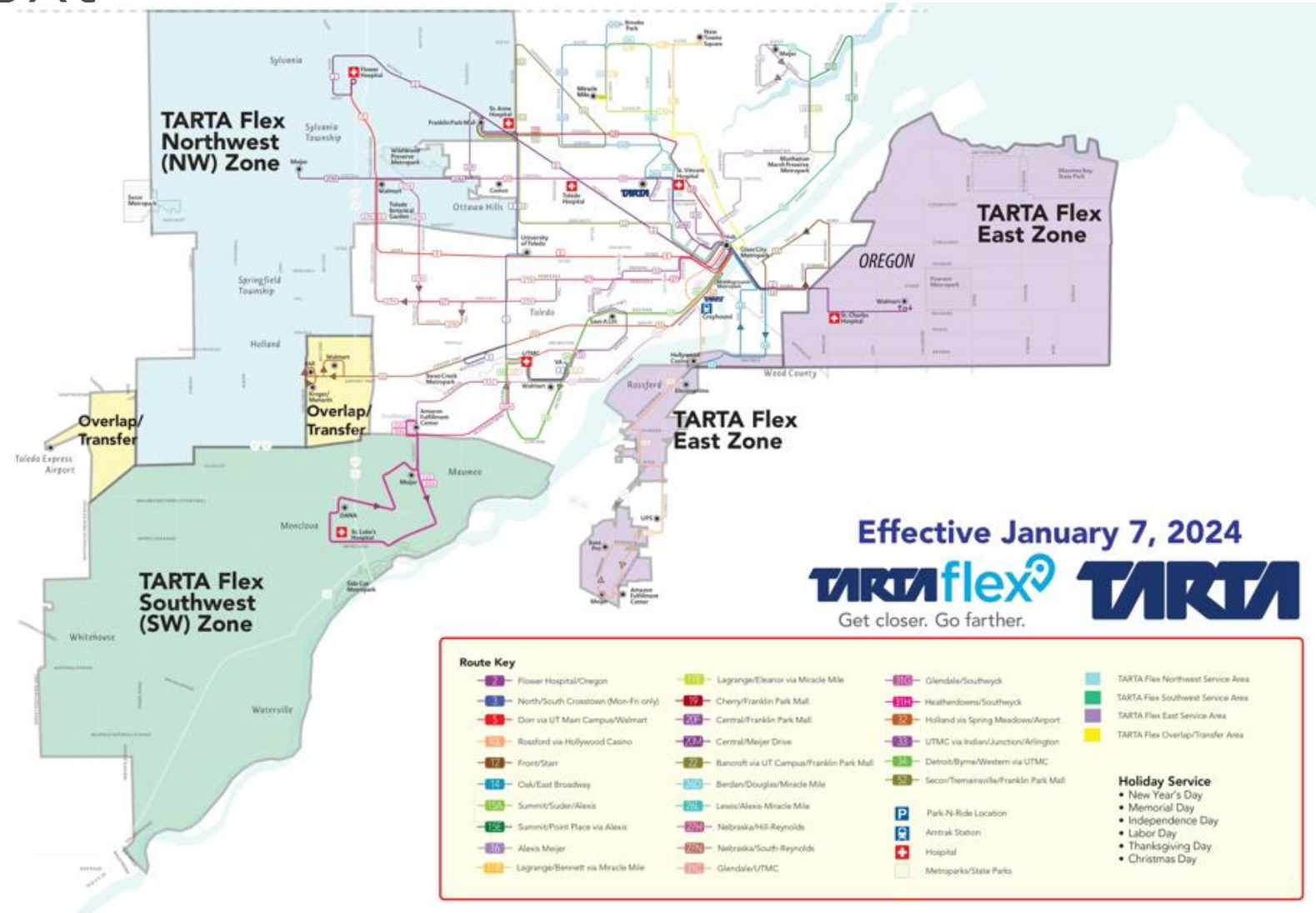
*I just wanted to reach out and say congratulations to the TARTA team on an impressive first year of service! As the first NEORide member to launch Via-powered service, we are excited to celebrate all your hard work that has resulted in over 26K completed rides since launch. We are thrilled to continue our partnership with the TARTA team and excited for the upcoming East Side service expansion in January 2024.*

**~ Laney Cloud**

*Vice President, Partnerships Central US | Via*

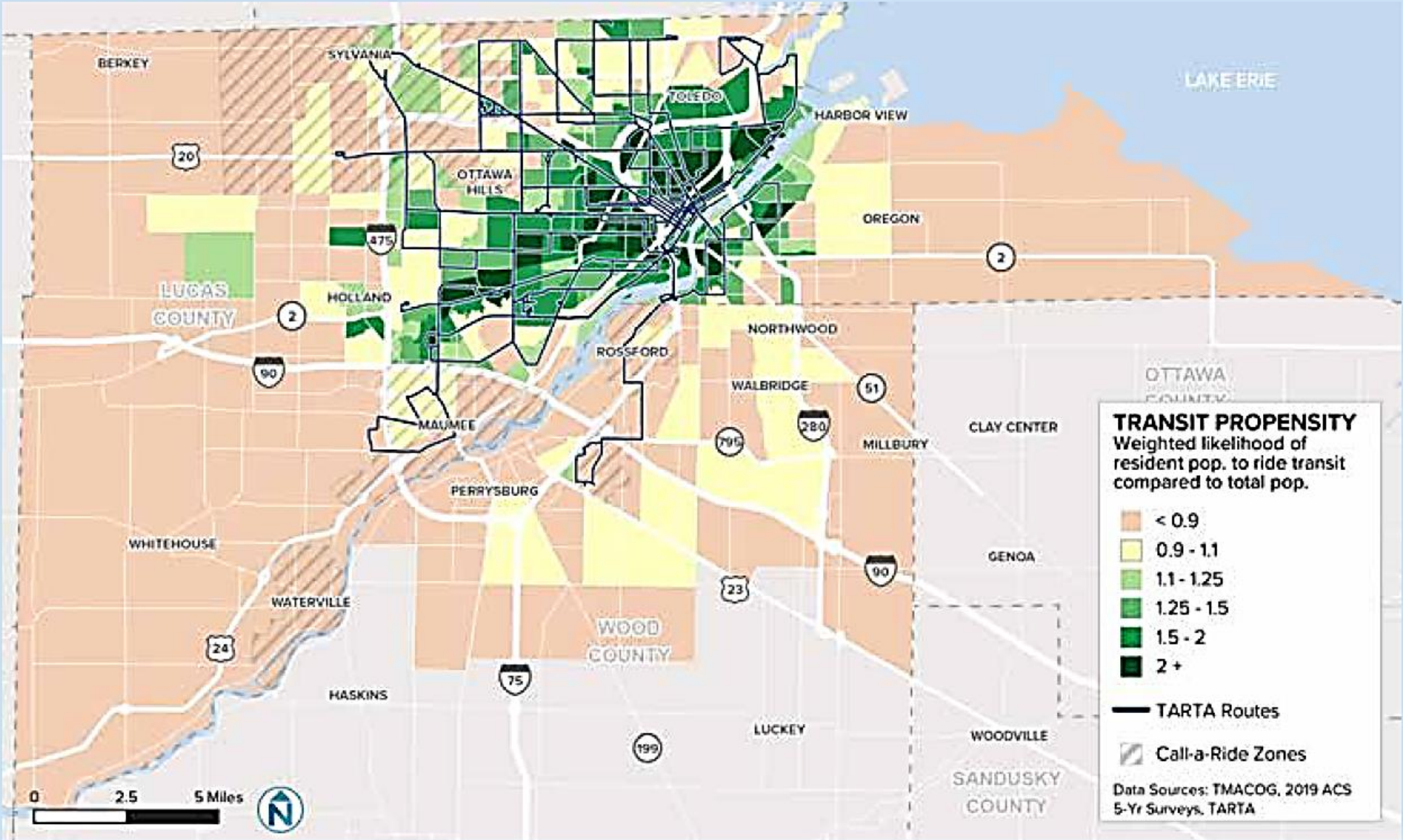


# What's Next



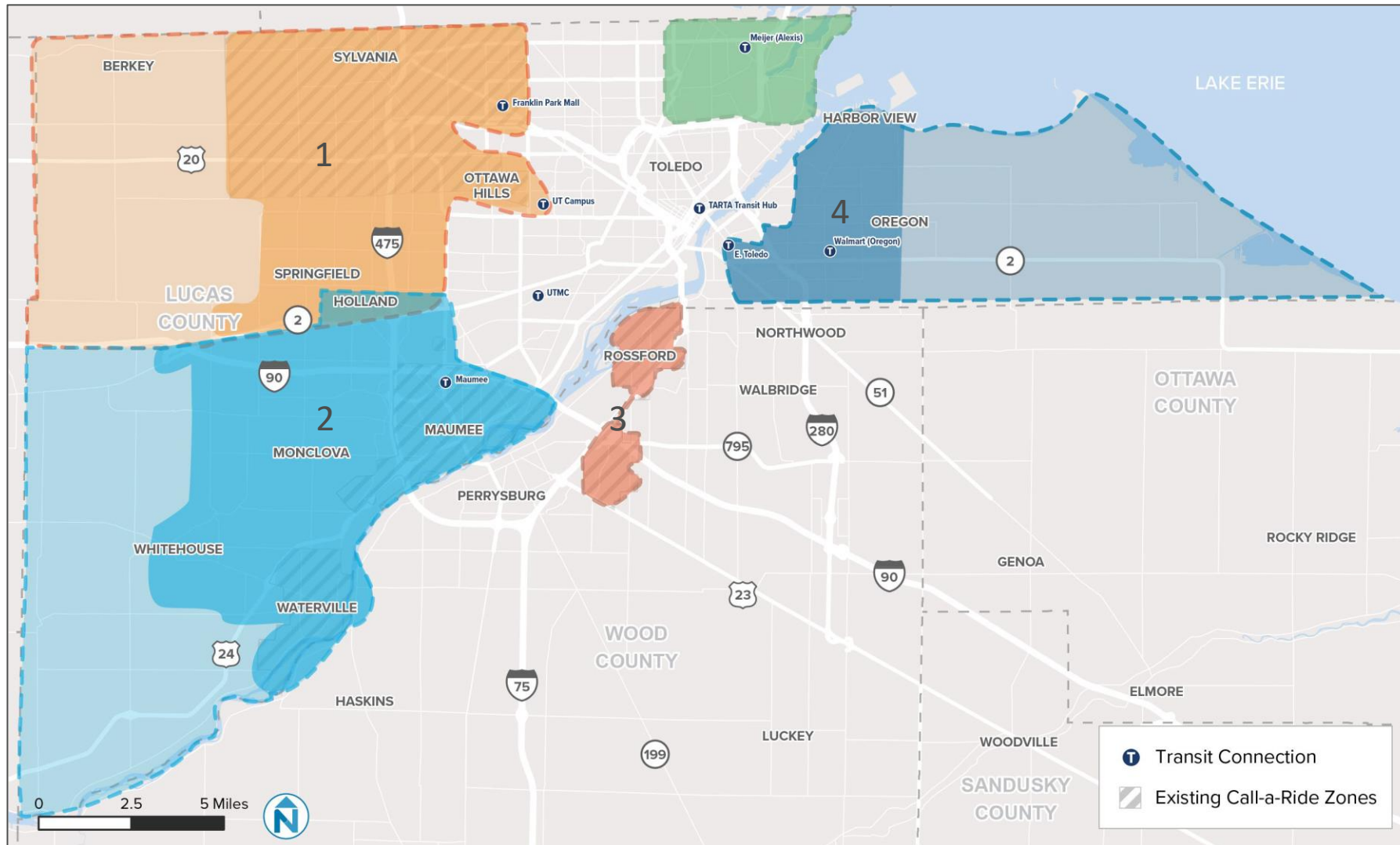


Transit Propensity (2020)



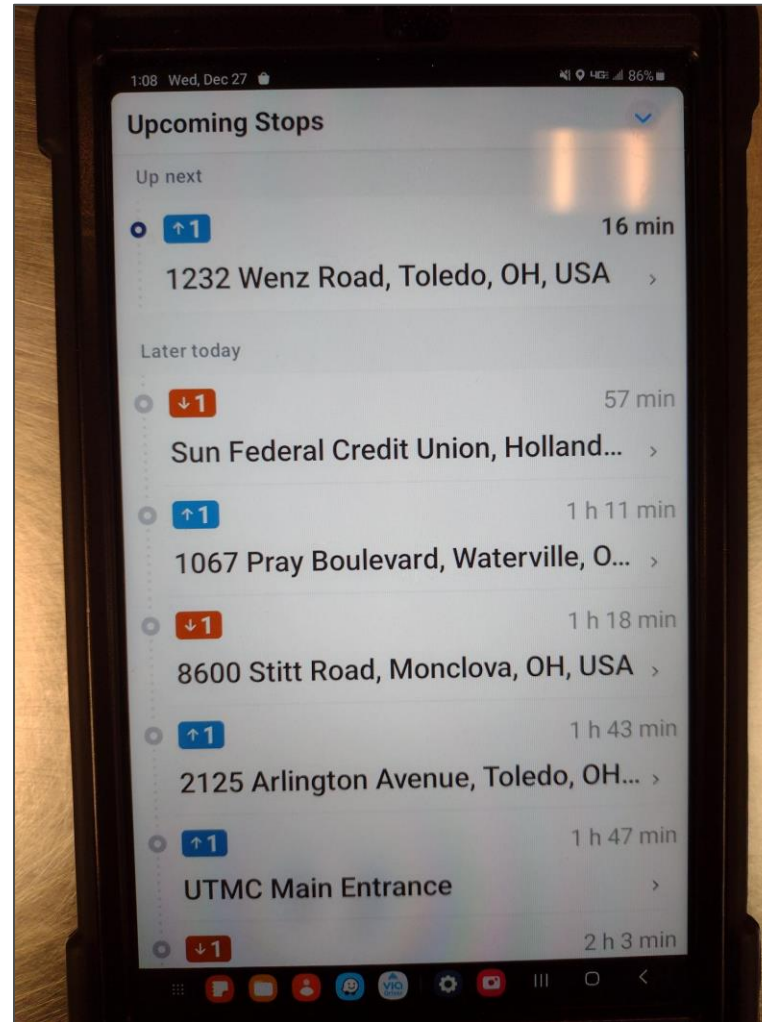


# TARTA Next COA – Micro Transit (TARTA Flex)

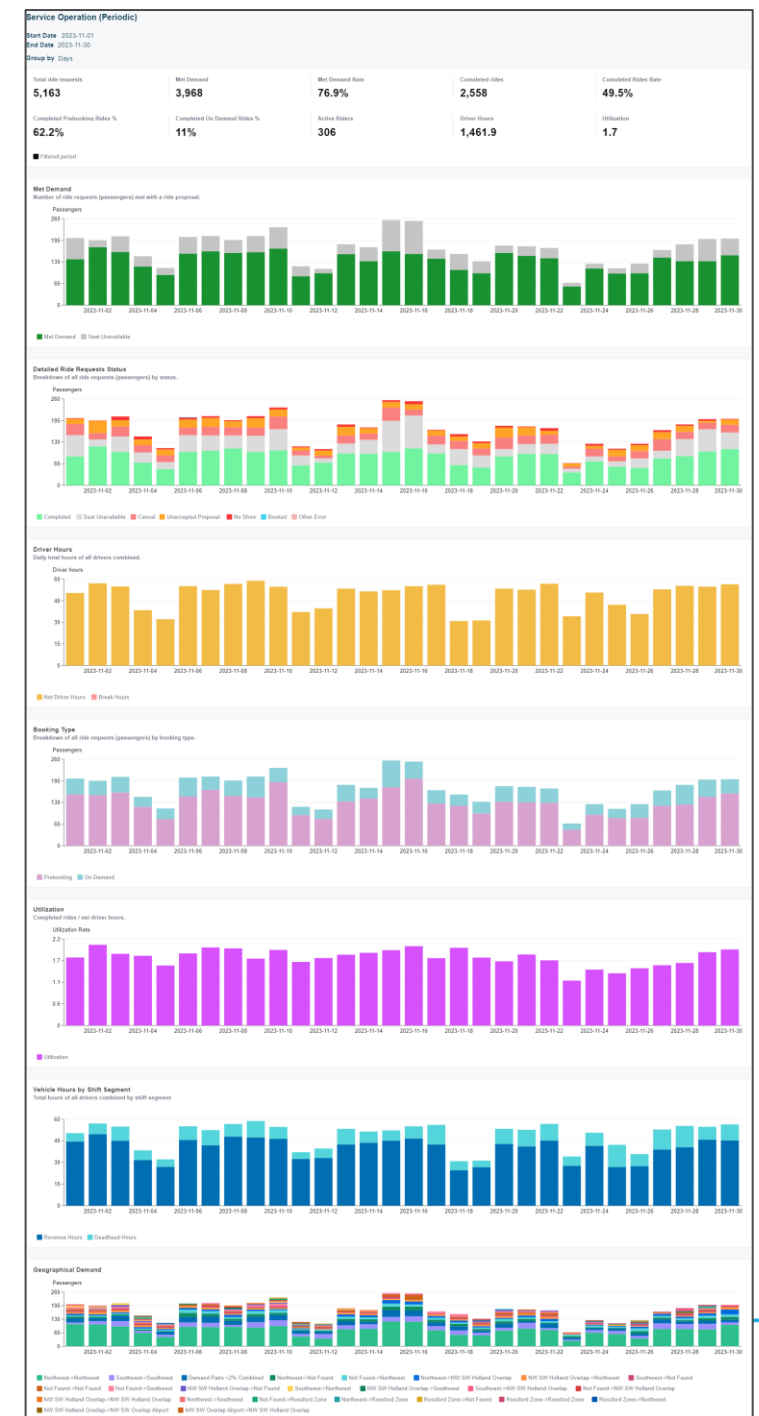




# TARTA-Flex Driver Manifest



# TARTA-Flex Ridership Tracking Documentation



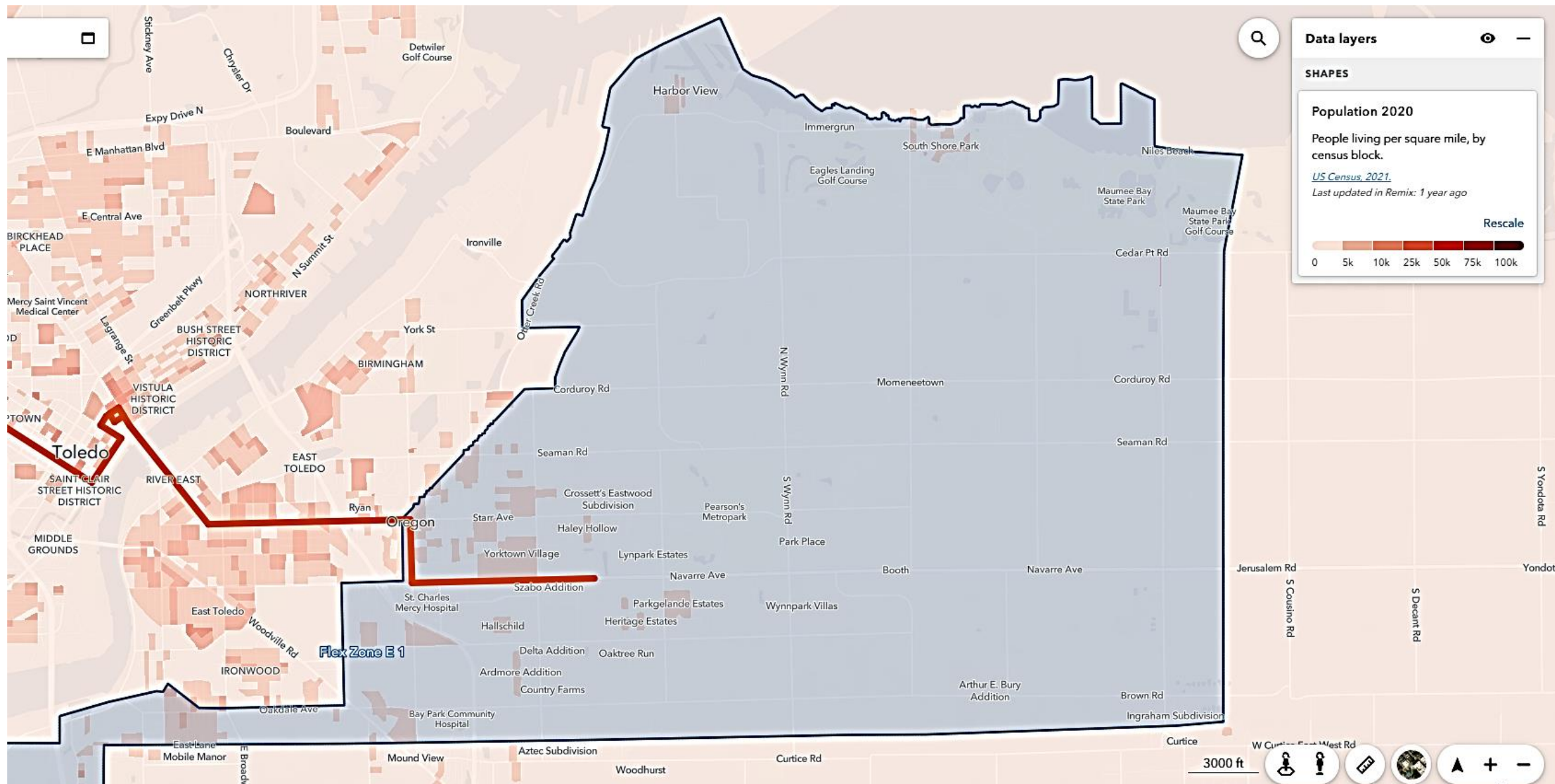


A map of the Toledo, Ohio area. The Chrysler Toledo Assembly Plant is located at the top. The intersection of I-190 and I-75 is shown. The National Museum of the Great Lakes is located at the bottom. Other landmarks include Jamie Farr Park, Tony Packo's Restaurant, and the New York Ave. bridge. The map also shows the city of Toledo and the surrounding area.



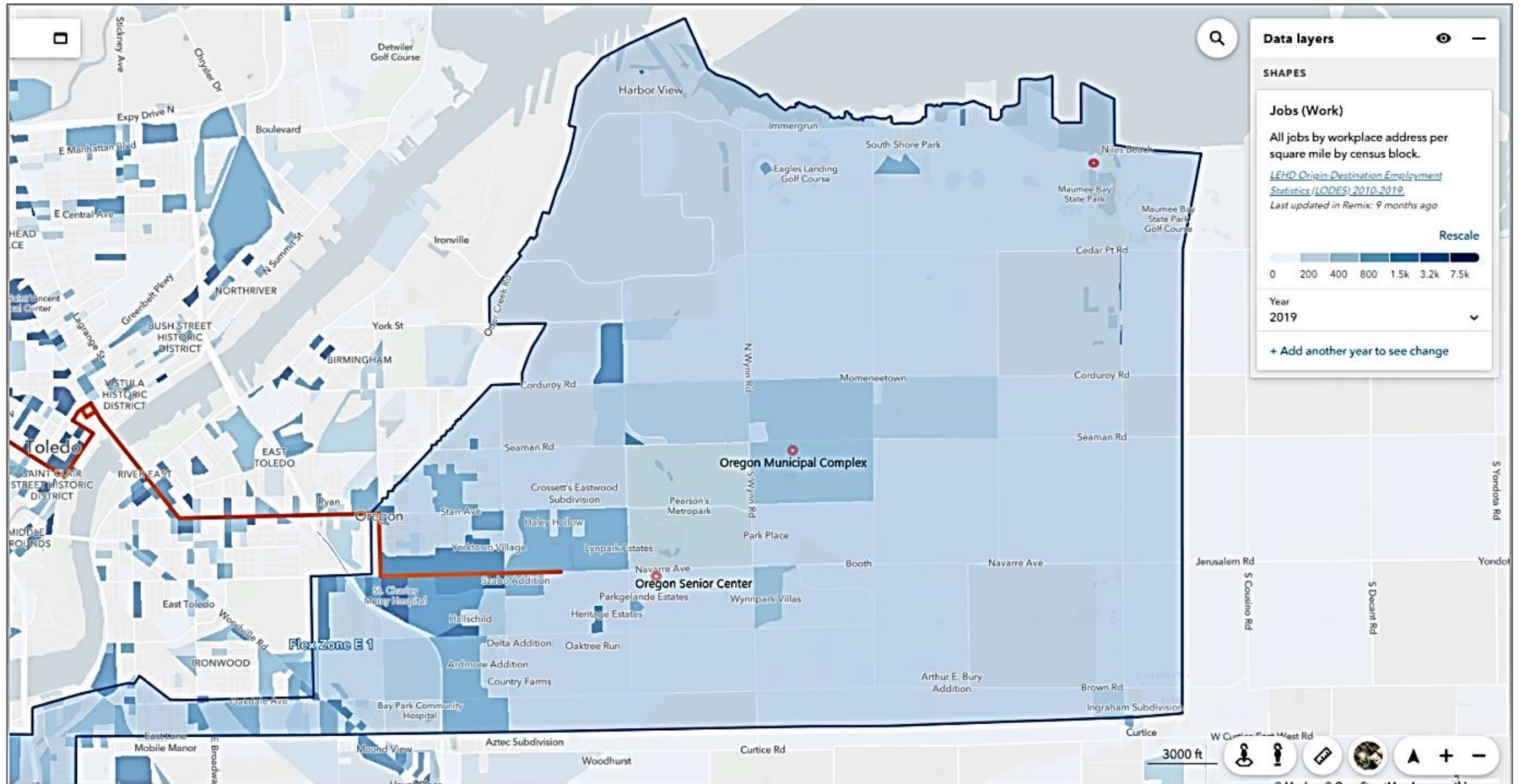


# Oregon Population in 2023: 19,735



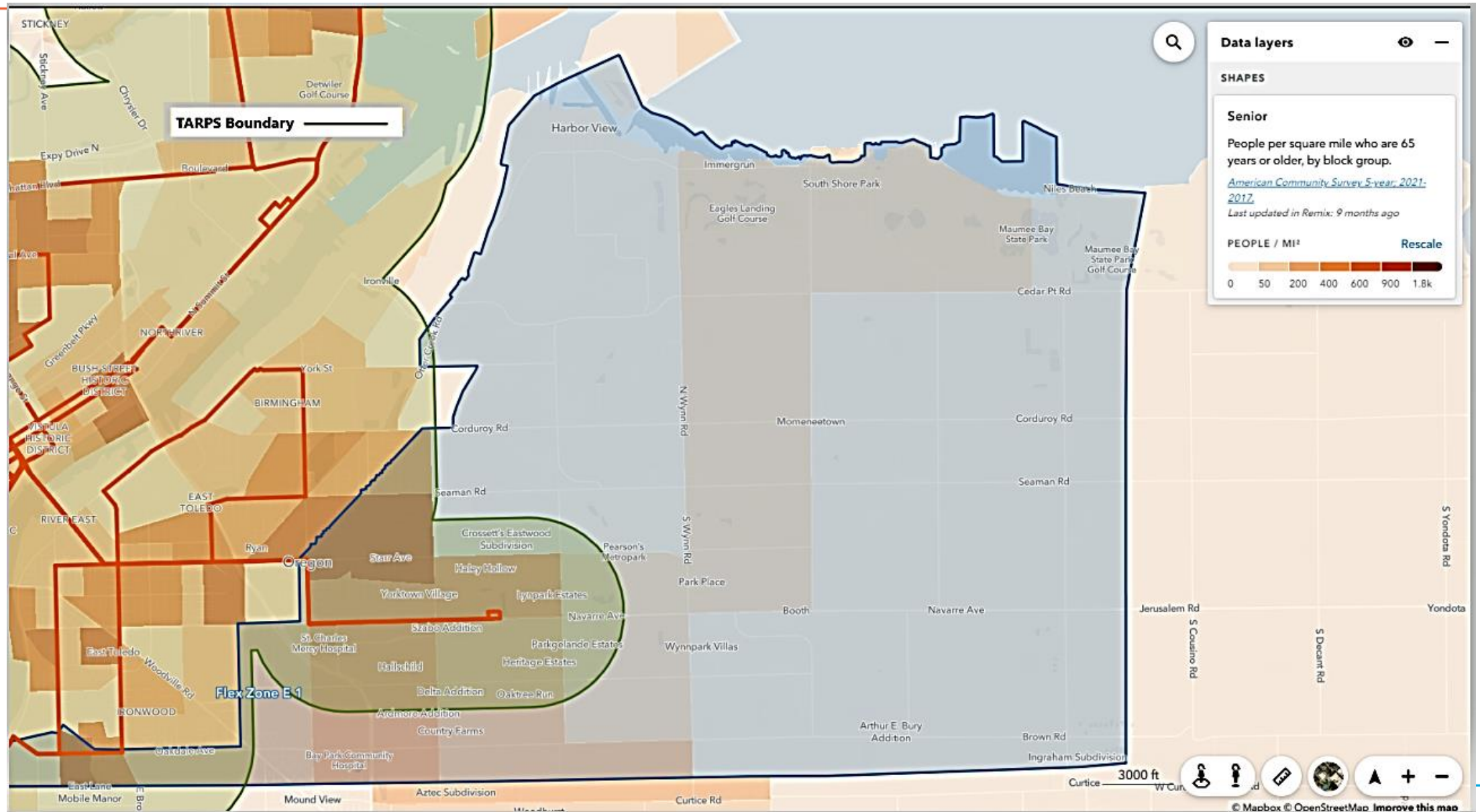


# Oregon Jobs





# Seniors – 65 years or older





NEDRIDE TABATA • 3:55 PM | BOOK RIDE

Ride details  
Japan Test, New

When  
Now

Routing

Requested Pickup  
homeGoods, Spring Meadows Drive...  

Type your message here.

Requested Dropoff  
Choose from list...  

Type your message here.

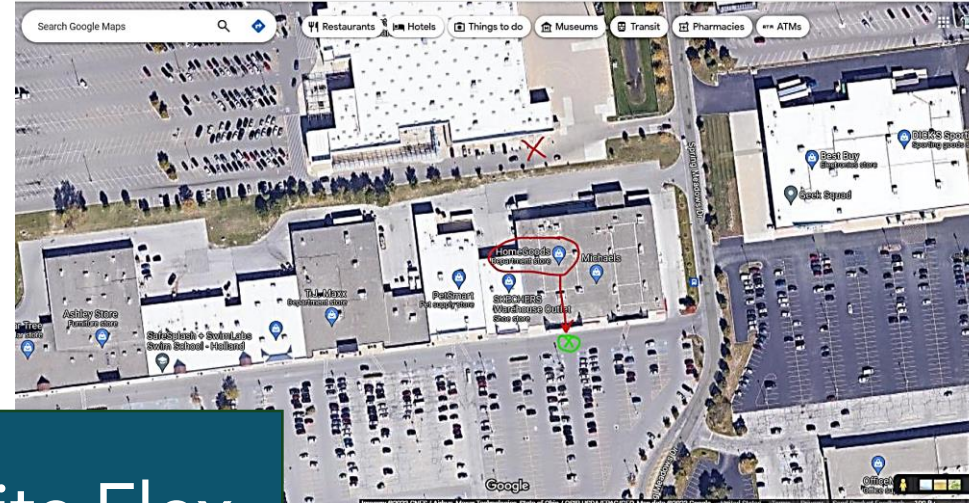
Pick-up time  

Type your message here.

Other information  
Additional Passengers  
Choose from list...

Map view

Requested Pickup  
homeGoods, Spring Meadows Drive, Tabata ON USA



# Favorite Flex Moments





## From Drivers to Dispatchers ...

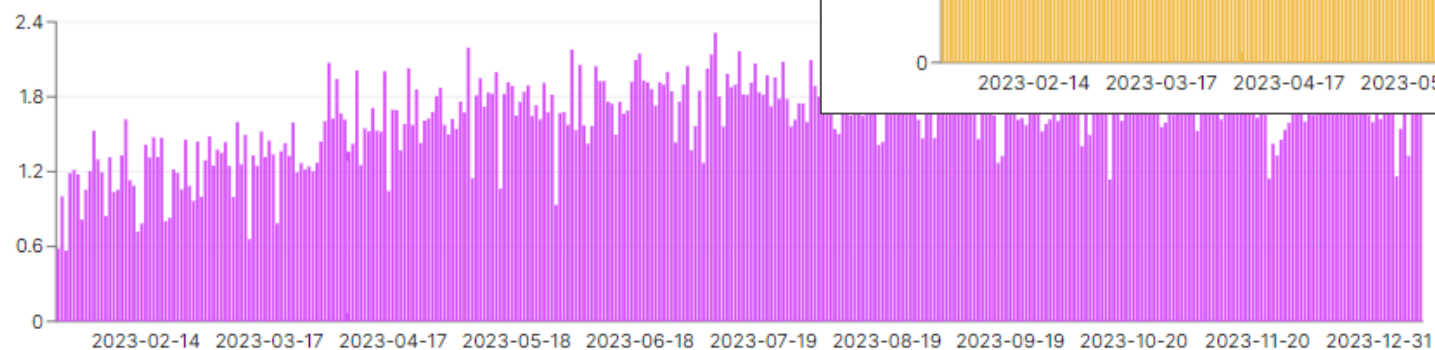
knowledge  
gratitude  
performance thanks  
dispatch passengers gps  
tablet roads  
directions flex pace  
pivot evolving learning  
operators changes texts  
busy gamechanger



### Utilization

Completed rides / net driver hours.

Utilization Rate

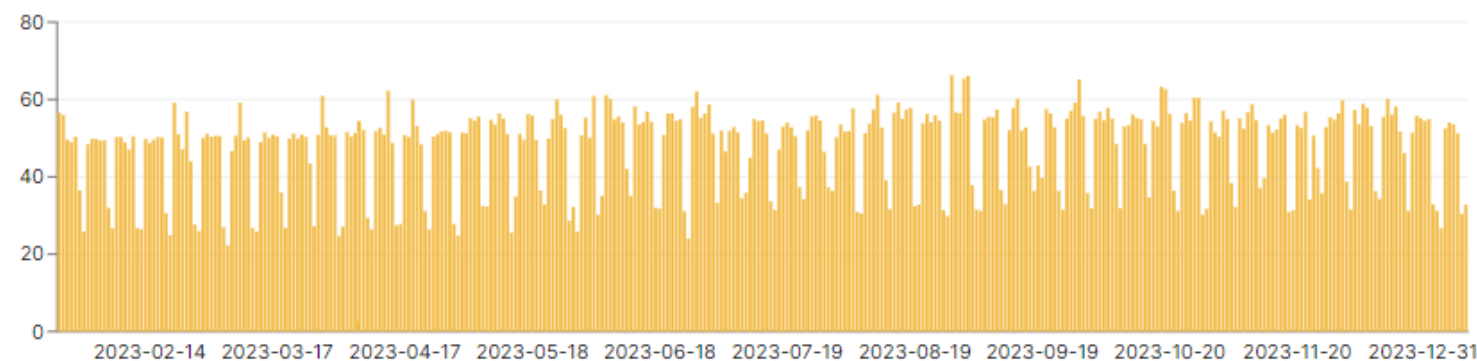


■ Utilization

### Driver Hours

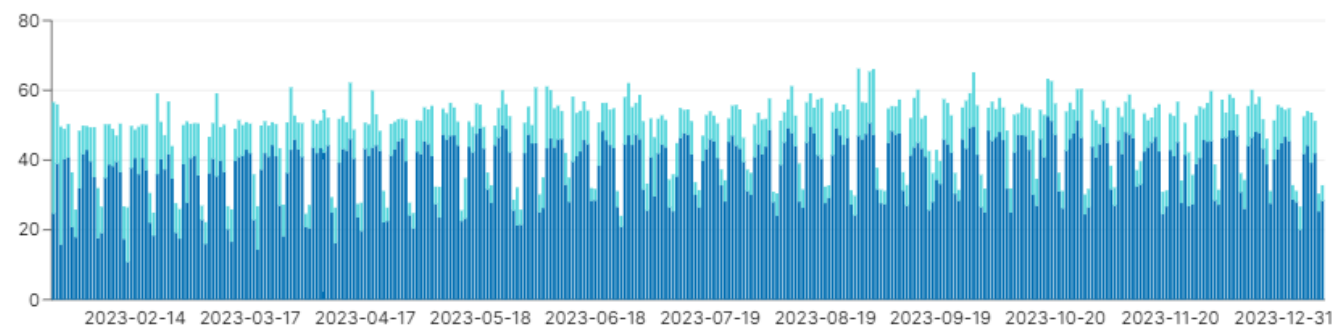
Daily total hours of all drivers combined.

Driver hours



### Vehicle Hours by Shift Segment

Total hours of all drivers combined by shift segment



■ Revenue Hours ■ Deadhead Hours

Favorite Flex  
Moments



# Creating a new account with the ability to add needed information/details

Rider Details

1

2

First Name\*

Last Name\*

Email\*?

Phone Number\*?

Space Type Option

Comm Preference

SMS

is WAV required

Next

Additional Rider Information

1

2

Driver Notes

Operator Notes

Back

Create Rider



# Rider Profile Details

Rider Profile

Search VOC

**Fake Name - ID #**

Rider Contact Details  
1-419-FAKE-NUMBER  
emailaddress@test.com  
Rider Status: Active

Microtransit Active

**ACCOUNT**

Rider Status  
New

No Shows  
1

**PERSONAL PROFILE**

Payment Method  
EZFare (Default), Cash

Subscription  
No Active Subscription

Auto Renew

Remaining Credit  
\$0.00

Auto Refill

**RIDER HISTORY**

**RIDER EXTRA DETAILS**

Rider Details and Date of Birth  
Fake Name, Birth date not supplied

Phone Number  
1-419-FAKE-NUMBER, Need to Call

Email  
emailaddress@test.com

Operator Notes  
WILL HAVE HER SERVICE DOG, BLIND/P65 RIDER, Please use the Secor Rd entrance to Rocket Hall.

Driver Notes  
WILL HAVE HER SERVICE DOG, BLIND, Please use the Secor Rd entrance to Rocket Hall

**DISABILITIES**

Status of Disability and Rate  
Ambulatory

Ride Canceled

88061267

01/01/2024 5:54 PM

Ride Complete

85124372

12/23/2023 2:15 PM

Ride Complete

85124373

12/23/2023 11:42 AM

Ride Complete

84943043

12/22/2023 2:58 PM

19



# Ride Request & Proposal

When

Later

Routing

Requested Pickup

ALDI - Monroe St

Requested Dropoff

Eugene F. Kranz Toledo Express Air...

Pickup Notes

Type your message here.

Dropoff Notes

Type your message here.

Schedule

☒ Round Trip ☐ Recurring

Start date

01/08/2024

Request type

Depart at

Set Time

12:10 PM

Return Date

01/08/2024

Request type

Depart at

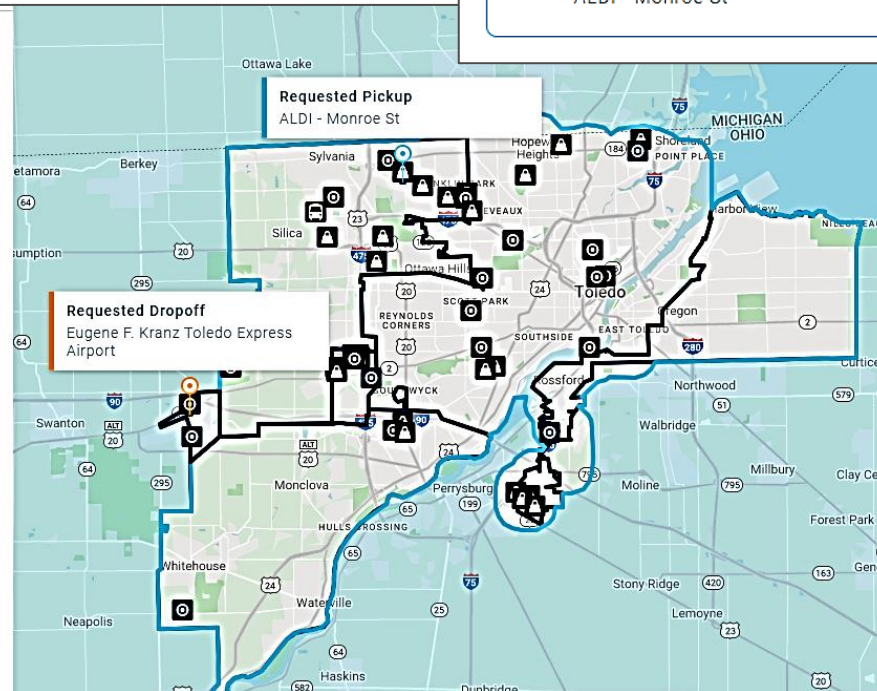
Set Time

6:10 PM

Other information

Additional Passengers

Choose from list...



To destination

Pickup

ALDI - Monroe St

Dropoff

Eugene F. Kranz Toledo Express Airport

Depart at

01/08/2024

12:10 PM

SHARED RIDE

Pickup: 12:40 PM - 1:10 PM

ALDI - Monroe St

\$3.00

From destination

Pickup

Eugene F. Kranz Toledo Express Airport

Dropoff

ALDI - Monroe St

Depart at

01/08/2024

6:10 PM

SHARED RIDE

Pickup: 6:40 PM - 7:10 PM

Entrance B

\$3.00



# Cross Training



An in-person Flex overview and update training was provided to all Customer Service Reps and Information Operators presenting the learning curves and solutions for Flex bookings through VIA.



Week of December 5<sup>th</sup> CSR's provided in person support to the IO's for the launch of Flex calls being shared with the IO's.



Flex calls now being completed by both Customer Experience teams taking calls at the Central Ave location as well as Knapp St.





Thank you for all your support for year one of Flex  
and in setting up for the future including increases  
in mobility and connections for our community!