



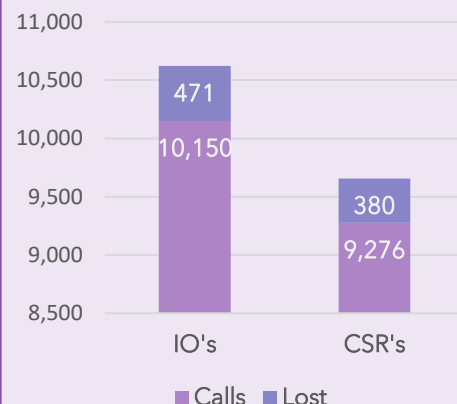
February 2023 Recap



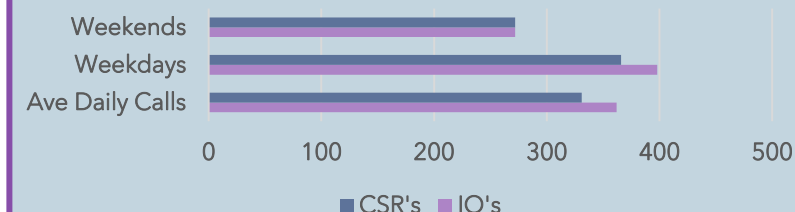
Phone Stats:

	TARTA IOs	TARPS CSRs
Total Calls	10,150	9,276
<i>Difference from January</i>	<i>-1,848 (-18%)</i>	<i>-111 (-1%)</i>
Lost Calls	471	380
% Lost Calls	5%	4%

February Phone Stats At A Glance



Average Number of Calls



Ridership Stats:

	TARTA Fixed	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	109,959	1,462	1,374	16,419	15,029
<i>Difference from Jan.</i>	<i>-8,190 (-7%)</i>	<i>+1,047**</i>	<i>+977**</i>	<i>-1,009 (-6%)</i>	<i>-960 (-6%)</i>
February 2022	125,675	n/a	n/a	16,241	14,867
Weekday Average	4,634	n/a	62	n/a	691

Fixed Route Top Performers

Route #	February Rides	<i>Difference from January</i>	Weekday Average
31	10,879	<i>-547 (-5%)</i>	463
5	10,847	<i>+734 (+7%)</i>	474
2	9,416	<i>-1,137 (-11%)</i>	409
14	8,382	<i>+289 (+4%)</i>	355

*Includes TARPS, BW, MN, CTW (64.3% TARPS)

**January Flex numbers based on Jan. 23-31 only



Get closer. Go farther.

February Flex Facts:

- 40.76% bookings were done through the TARTA Flex app (vs Customer Service agents)
- 23.14% bookings "on demand" aka 30-minute window for pick up (vs prebooked)
- 93.28% average Met Demand (TARTA was able to provide a quote for a ride, whether or not the rider accepted)



Ridership by Area January ~ February 2023

Fixed Route Lines			TARPS and Call A Ride		
Route	Description	Riders	Pickup Zipcode	City	Trips
2	Flower Hospital via Toledo Hospital	19,969	43537	Maumee	2,328
3	Franklin Park Mall/ VA Clinic Crosstown	3,706	43460	Rossford	182
5	Flower Hospital/ Walmart via Dorr	20,960	43551	Rossford/Perrysburg	40
12	Birmingham via Main/Starr/Front	9,341	43560	Sylvania	1,603
14	Hollywood Casino/East Broadway	16,475	43617	Sylvania Township/Toledo	344
15	Meijer Alexis	11,973	43623	Sylvania Township/Toledo	1,895
16	Meijer Alexis v Manhattan	10,850	43528	Sylvania/Holland	80
17	Miracle Mile-LeGrange	12,038	43604	Toledo	1,627
19	Franklin Park Mall via Cherry, Sylvania	16,034	43607	Toledo	3,312
20	Franklin Park Mall/ Franklin, Collingwood	11,169	43608	Toledo	1,081
22	Franklin Park Mall/ UT Campus	12,753	43609	Toledo	1,272
26	Miracle Mile-Berdan,Douglas, Lewis	11,001	43610	Toledo	201
27	Nebraska	10,333	43611	Toledo	767
28	UT-Indian and Oakwood	2,165	43612	Toledo	1,845
31	Maumee	22,381	43613	Toledo	1,952
32	Home Depot/South/Airport/Southwick	12,665	43614	Toledo	3,995
34	UTMC	8,055	43620	Toledo	655
51	Franklin Park Mall-Talmadge	1,217	43659	Toledo	-
52	Franklin Park Mall-Secor	1,463	43616	Toledo/Oregon	29
10L	Rossford Meijer/Amazon via Hollywood Casino	10,779	43605	Toledo/Oregon/Northwood	1,085
			43619	Toledo/Oregon/Northwood	21
			43606	Toledo/Ottawa Hills	2,391
			43615	Toledo/Ottawa Hills/Sylvania Township	4,227
			43566	Waterville	93
		225,327			31,025

ADA Applications - TARPS

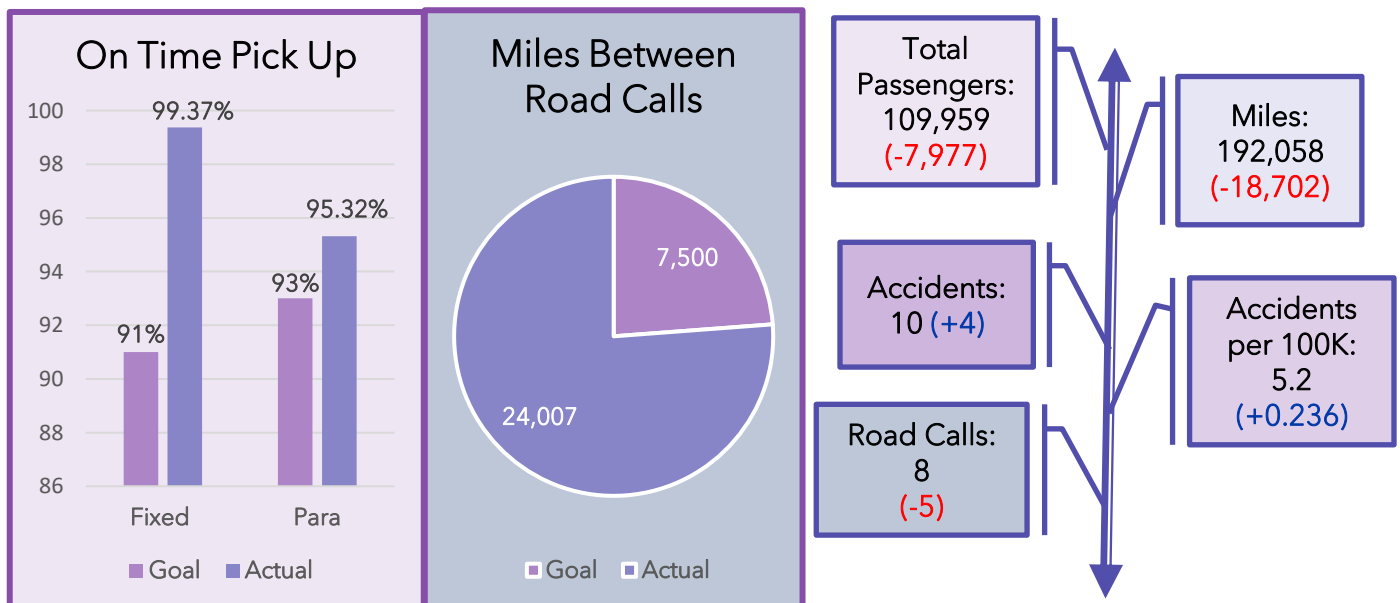
	New	Recertification
Totals	27	9
<i>Difference from Jan.</i>	<i>-10</i>	<i>-65</i>

Reduced Fare Applications - February

Received	69
Completed	65 (94%)
Pending	4



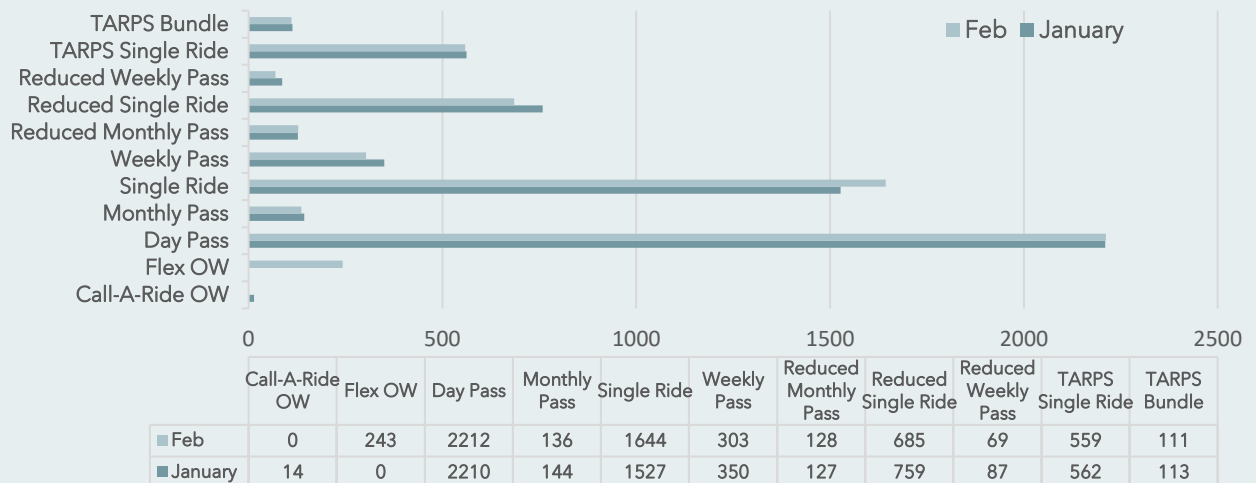
Operations ~ Fixed:





EZFare Passes:

EZFare Passes Sold: January to February 2023



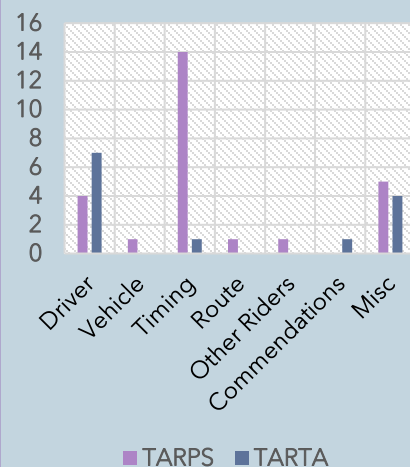
Complaints/Feedback:

Total Comments:
Fixed: 13
TARPS: 26
(46% Taxi ~ 5% Flex)

Valid:
Fixed: 9 (69%)
TARPS: 24 (92%)

Complaints (vs Feedback)
Fixed: 10 (53% Driver)
TARPS: 24 (54% Timing)

Categories



Website: (+ / - last month)

32,034 Total Page Views
(-5,867/-15%)
Highest Day - Feb. 13: 1,576 views
1,144 Daily Average Views
(-79/-6%)

11,829 Total Users
(-2,389/-16%)
Highest Day - Feb. 23: 523 users
422 Daily Average Users
(-37/-8%)



Social Media Impacts:

(+ / - last month)

	44 Total Posts (+4/+10%)	6,490 Impressions* (-2,080/-24%)	355 Engagements** (+137/+62%)	36 Post Link Clicks (+5/+16%) 0 New Followers
	42 Total Posts (+3/+7%)	2,300 Impressions (+30/+1%)	1,950 Engagements (-480/-19%)	110 Post Link Clicks (-180/+62%) 12 New Followers
	37 Total Posts (+2/+5%)	4,500 Impressions (-140/-3%)	499 Engagements (+68/+15%)	29 New Followers
	30 Total Posts (+12/+66%)	6,320 Impressions (+1,260/+24%)	814 Engagements (+178/+28%)	466 Post Link Clicks (+48/+11%) 13 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:
 - February 2: Newsletter Open Rate 23%/Click Rate 2%
 - February 8: Ohio Loves Transit Open Rate 22%/Click Rate 1%
- Paid Advertisements:
 - Ottawa Hills Stroll
 - February Quarter page ad
 - Sojourner's Truth
 - February 8 - Half page
 - February 15 - Half page
 - Toledo.com
 - February Banner ad
 - Toledo Journal
 - February 8 - Half page
 - February 22 - Half page



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*
2/5/23	TARTA commemorating civil rights icon, Downtown transit hub invites local leaders...	The Toledo Blade	Not available
2/8/23	TARTA, Toledo NAACP unveil Rosa Parks display at Transit Hu	BUSRide	3,875
2/9/23	TARTA unveils Rosa Parks display at Transit Hub	Point and Shoreland Journal	Not available

2/9/23	TARTA and NAACP Celebrate Rosa Parks' Birthday	The Sojourner's Truth	694
2/10/23	Editorial: Parks tribute fitting	The Toledo Blade	430,908
2/10/23	TARTA unveils Rosa Parks display at Transit Hub	Holland-Springfield Journal	292
2/11/23	Public transit key to economic growth (Laura Koprowski)	The Toledo Blade	Not available
2/22/23	Greater Toledo Community Foundation announces new grant for TARTA youth program	The Toledo Blade	430,908
2/22/23	TARTA, Greater Toledo Community Foundation to roll out Youth Summer Blast Pass program	WTYG-TV	666,232
2/23/23	Kendra Smith: 2023 YWCA Milestones Honoree for Women on the Rise	The Sojourner's Truth	694
2/23/23	TARTA celebrates new graduates ahead of route expansion	The Toledo Blade	430,908



TARTA Next Updates

None in February



Community Events/Press Conferences/ Special Events

February 4 - Press Conference with NAACP Toledo ~ Rosa Parks Tribute and Display

February 7 - Ohio Loves Transit Day ~ Ohio State House, Columbus

February 21 - Lucas County Commissioners ~ Recognition of Call to Action during Ohio Loves Transit week

February 22 - Youth Summer Blast Pass Program ~ Press conference with Greater Toledo Community Foundation

February 23 - Graduation Ceremony for Fixed Route Drivers



Public Meetings

None in February

HUB OF



Hub of Hope Events

- February 7 - Toledo Public Library Ready to Read (Hub)
- February 14 - Cherry Street Mission - Workforce Program

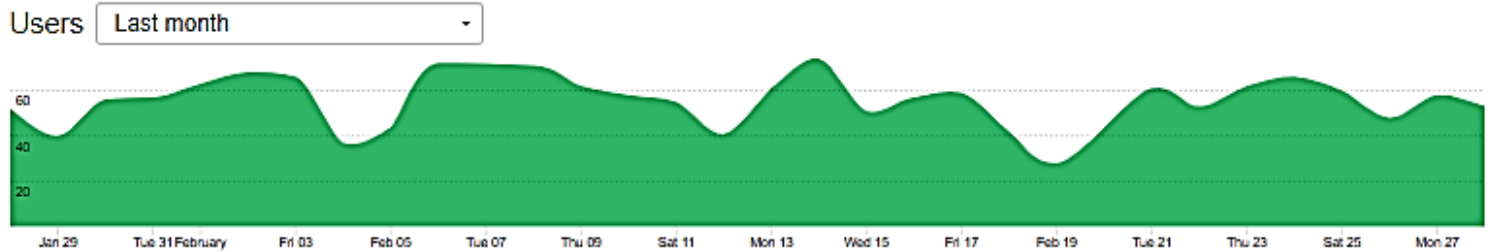
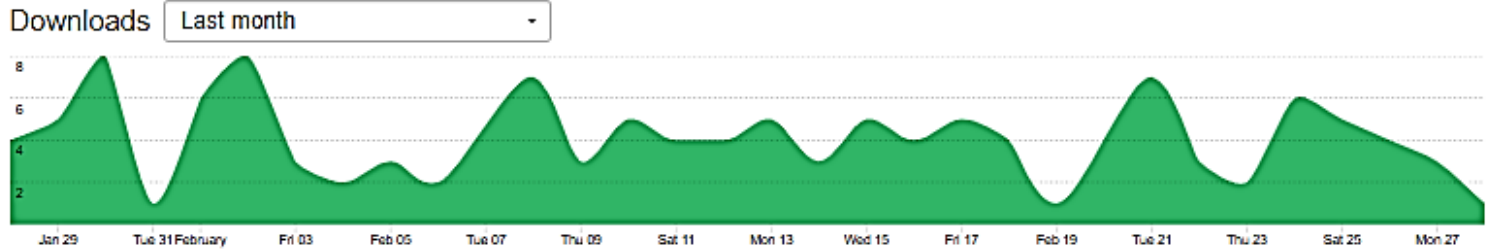




Transit Apps

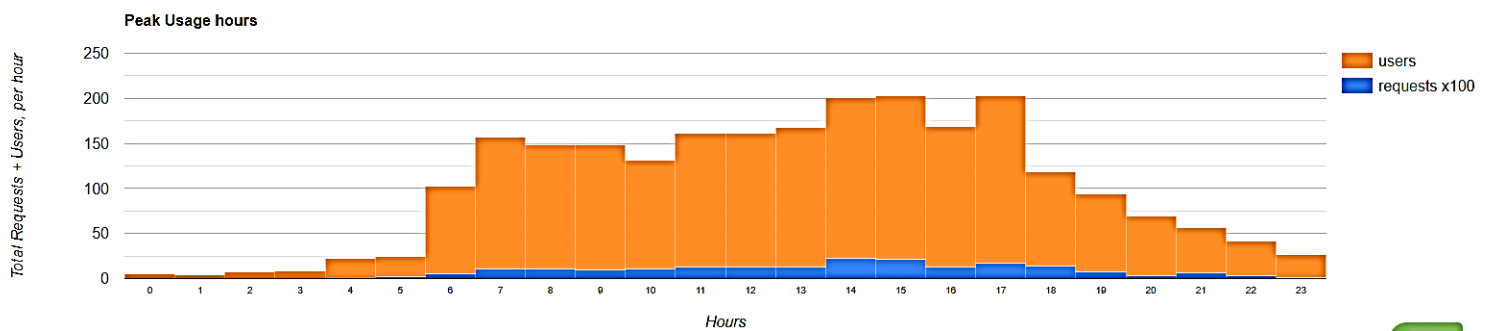
Note: TARTA's contract with PassioGo ended February 28. Beginning in March, the app SPOT will be utilized for our riders.

Transit Apps: Past 30 days



Passio GO! Peak Usage Hours

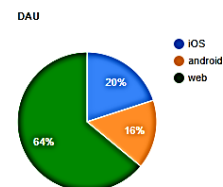
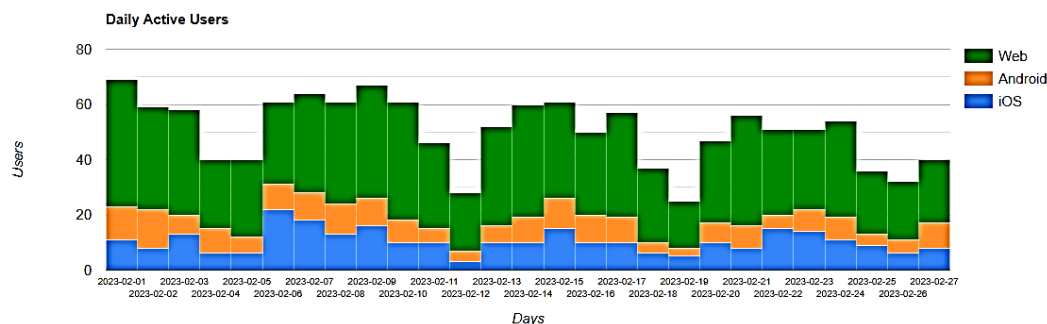
Peak usage



[Help](#)

Passio GO! Daily Active Users - 50 Average daily active users (69 max)

Daily Active Users

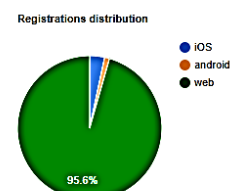
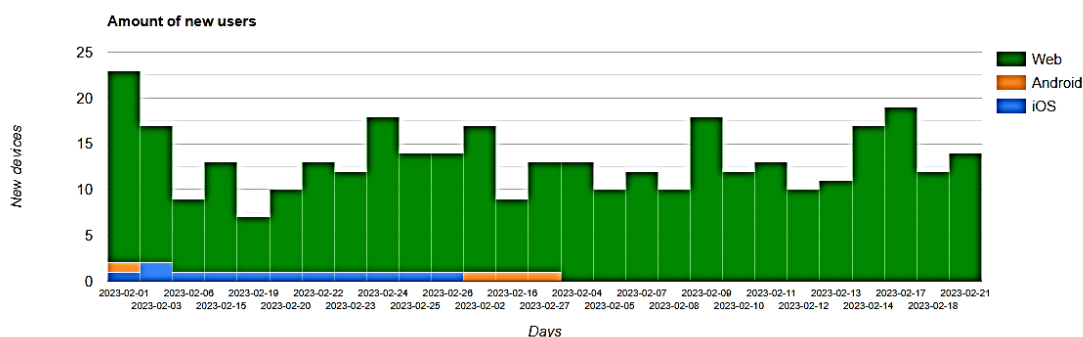


50 AVG daily active users
69 MAX

[Help](#)

Passio GO! New Users - 360 New Users Appeared

New registered users (devices, PC or phones)



360 new users appeared

[Help](#)

As of March 1, 2023 for February:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	1 -85.71%	24 -17.24%	106
Users	53 -13.11%	213 +9.79%	502
Sessions	325 +5.52%	2,315 +6.73%	8,814
Sessions / users	6.132 +21.45%	10.869 -2.75%	17.558

Most Popular Lines Viewed

Most Popular Lines Last month

Line	Views	Clicks
19 Franklin Park Mall via Sylvania Ave	3,823	330
26 Miracle Mile via Douglas / Lewis	3,716	209
5 Flower Hospital via Dorr St.	3,546	247
20 Central via Franklin / Collingwood	3,542	99
31 Maumee via Glendale / Heatherdowns	3,505	203
22 Franklin Park Mall via Bancroft	3,440	141
28 UT via Oakwood / Indiana	3,437	106
17 Miracle Mile via Lagrange	3,364	180
27 Reynolds via Nebraska / Hill	3,360	186
2 Flower Hospital via Monroe St.	3,262	202
32 Airport Hwy via South / Arlington	3,250	133
34 UTMC via Western / Detroit / Byrne	3,188	89
3 Franklin Park Mall via VA Clinic	2,147	106
14 Hollywood Casino via E Broadway	1,873	129
16 Meijer Alexis via Manhattan	1,859	92
10 Rossford Meijer via Amazon Rossford	1,714	47
15 Meijer Alexis via Summit	1,654	93
52 Franklin Park Mall via Tremainsvill	1,641	33
12 Front St. via Starr	1,561	73
51 Franklin Park Mall via Talmadge	792	19
MT Micro-Transit	281	3