



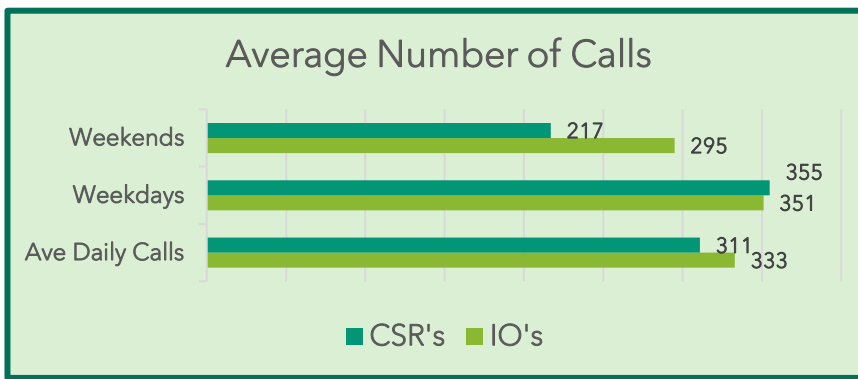
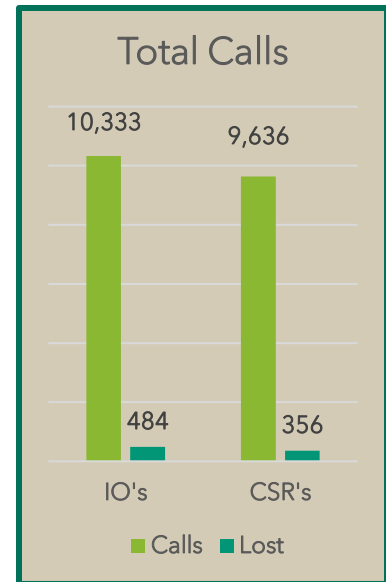
December 2023 Recap



Phone Stats:

	TARTA IOs	TARPS/Flex CSRs
Total Calls	10,333	9,636
<i>Difference from November</i>	<i>+90 (+1%)</i>	<i>-671 (-7%)</i>
Lost Calls	484	356
% Lost Calls	5%	4%

*IO's started to share Flex calls with CSRs as of December 5



Special Events Transfer
December 7 ~ 98 passengers
"Shop with a Cop" Event



Ridership Stats:

	TARTA Fixed**	Flex Riders	Flex Trips	TARPS Riders*	TARPS Trips*
Total Rides	144,189	2,614	2,483	21,213	15,668
<i>Difference from Nov.</i>	<i>-6,977 (-5%)</i>	<i>+56 (+2%)</i>	<i>+46 (+2%)</i>	<i>+2,221 (+12%)</i>	<i>-32 (-0.2%)</i>
December 2022	115,463	n/a	n/a	16,566	15,059
Weekday Average	5,579	94	91	n/a	685

*Includes TARPS, BW, MN, CTW (55% TARPS)

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

Fixed Route Top Performers

Route #	December Riders	<i>Difference from November</i>	Weekday Average
31	14,266	<i>-910 (-6%)</i>	560
5	13,090	<i>-980 (-7%)</i>	509
2	12,940	<i>-1,268 (-9%)</i>	506
19	11,944	<i>-356 (-3%)</i>	473

End of Year Totals ~ 2023 (vs 2022)

	Fixed Route Rides	TARPS Trips	TARTA IO Calls	TARPS CSR Calls
Totals	1,655,837 <i>(-91K/-5%)</i>	191,043 <i>(-12K/-6%)</i>	123,919 <i>(-60K/-33%)</i>	120,366 <i>(-15K/-12%)</i>
Monthly Average	137,986	15,920	10,327	10,031



Ridership by Area January ~ December 2023

Fixed Route Lines			TARPS		
Route	Description	Riders	Pickup Zipcode	City	Trips
31	UTMC or Maumee via Glendale	160,789	43615	Toledo/Ottawa Hills/Sylvania Township	27,593
2	Flower Hospital via Toledo Hospital	156,815	43614	Toledo	25,144
5	Flower Hospital/ Walmart via Dorr	156,146	43607	Toledo	21,154
19	Franklin Park Mall via Cherry/ Sylvania Ave	134,555	43606	Toledo/Ottawa Hills	14,108
14	Hollywood Casino/East Broadway	97,899	43537	Maumee	13,211
32	Holland/Spring Meadows via South/Airport	92,498	43613	Toledo	11,779
22	Franklin Park Mall/ UT Campus/Bancroft	85,016	43612	Toledo	11,662
10L	Rossford Meijer/Amazon via Hollywood Casino	84,513	43623	Sylvania Township/Toledo	10,805
17	Miracle Mile-LeGrange/Bennett or Eleanor	83,311	43604	Toledo	9,974
15	Meijer Alexis via Suder or Summit	81,364	43560	Sylvania	8,868
26	Miracle Mile via Berdan or Lewis	79,348	43609	Toledo	8,580
16	Meijer Alexis via Manhattan	76,205	43608	Toledo	6,804
27	Walmart or South Ave via Nebraska or Hill	73,004	43605	Toledo/Oregon/Northwood	6,462
20	Franklin Park Mall or Meijer via Central Ave	66,539	43611	Toledo	4,528
12	Birmingham via Main/Starr/Front	61,065	43620	Toledo	4,019
34	UTMC via western/Detroit/Byrne	50,720	43617	Sylvania Township/Toledo	1,964
33	UTMC Via Indiana/Junction/Arlinton (new 3/26)	36,911	43460	Rossford	1,395
3	Franklin Park Mall/ VA Clinic Crosstown	25,900	43610	Toledo	1,384
52	Franklin Park Mall-Secor	11,444	43528	Sylvania/Holland	1,095
51	Franklin Park Mall-Talmadge	8,526	43616	Toledo/Oregon	330
28	UT-Indian and Oakwood (ended 3/25)	3,124	43566	Waterville	305
			43551	Rossford/Perrysburg	188
			43619	Toledo/Oregon/Northwood	67
			48182	Monroe County, MI	6
			43542	Monclova	1
		1,625,692			191,426

ADA Applications - TARPS

	New	Recert	Baby & Me
Totals	22	2	16
Difference from Nov.	-4	-13	+6

Reduced Fare Applications - December

Received	44
Completed	41 (93%)
Pending	3



December Highlights

Bookings:

46% - App
52% - Agent
2% - Web

Rides:

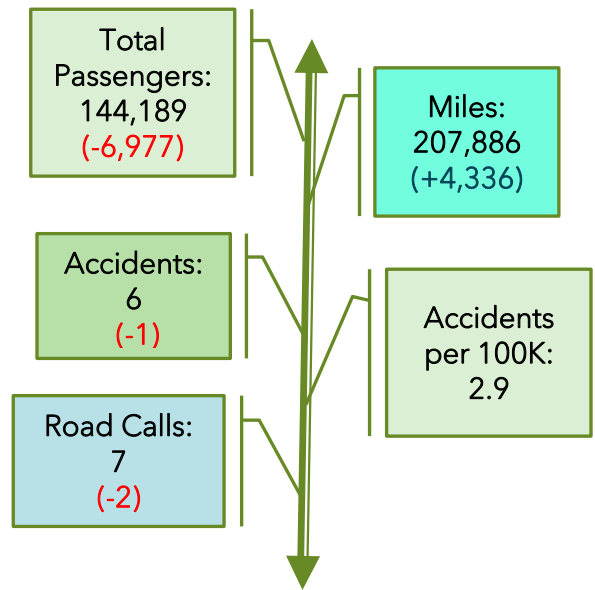
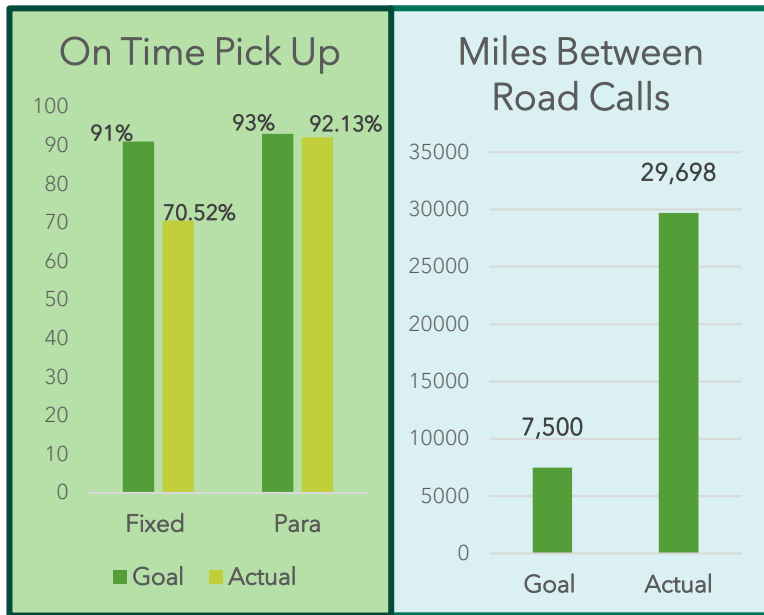
95% - Pre-Booked
5% - On Demand

Average Met Demand:
79.95%

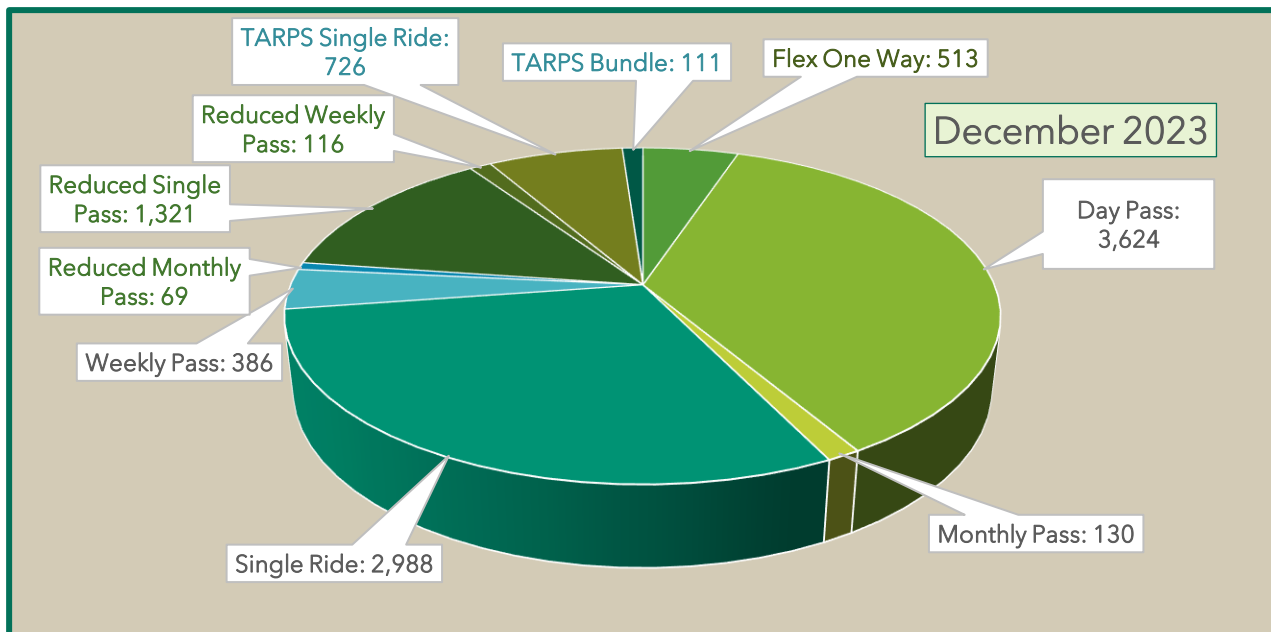
Total Flex Accounts To Date: 3,975 (+239 in December)
Total App installs To Date: 2,953 (+48 in December)



Operations ~ Fixed:

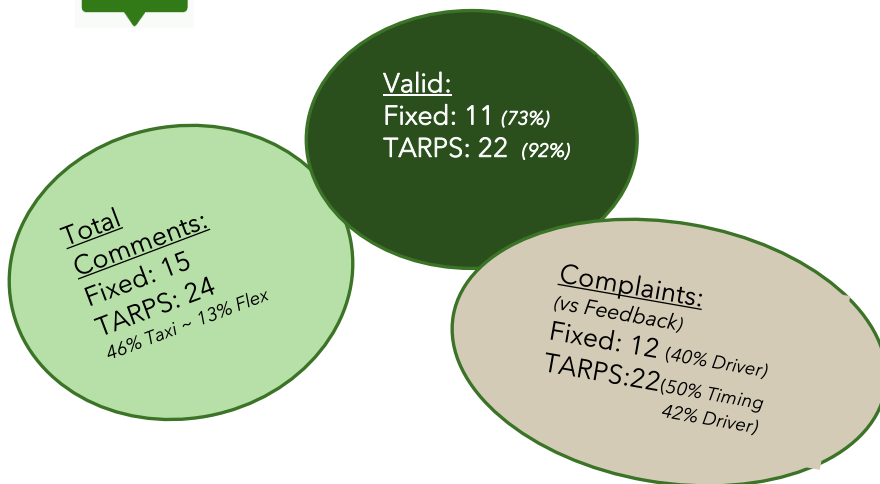


EZFare Passes Sold:

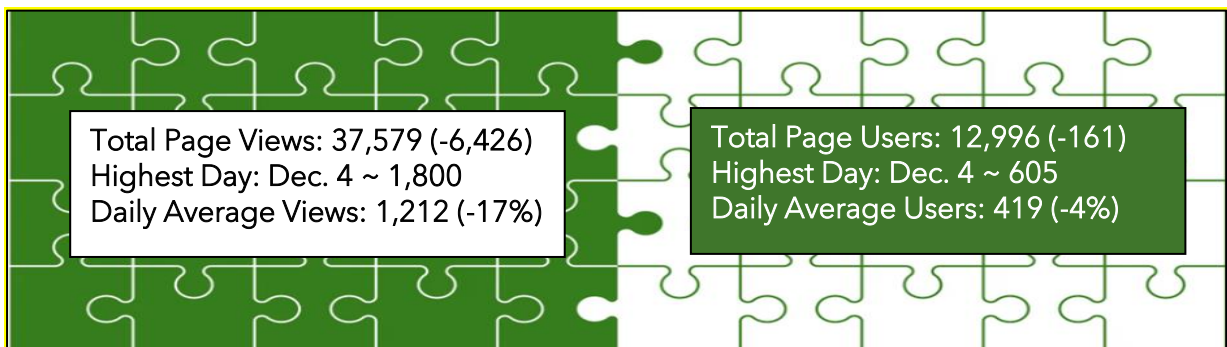




Complaints/Feedback:



Website: (+ / - last month)



Social Media Impacts: (+ / - last month)

	45 Total Posts (-2/-12%)	2,970 Impressions* (-700/-19%)	98 Engagements** (+2/+2%)	6 Post Link Clicks (-2/-25%) 0 New Followers
	45 Total Posts (-6/-12%)	34,800 Impressions (+11,800/+51%)	3,230 Engagements (+160/+5%)	195 Post Link Clicks (+55/+39%) 6 New Followers
	58 Total Posts (-27/-32%)	3,910 Impressions (-570/-13%)	342 Engagements (+1/+0.3%)	0 New Followers
	40 Total Posts (-1/-2%)	6,390 Impressions (+2,100/+48%)	877 Engagements (+283 /+47%)	603 Post Link Clicks (+157/+35%) 20 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:

- Email Outreach:
 - December 28: Newsletter Open Rate 22%/Click Rate 1%
- Paid Advertisements:
 - Press Publications
 - Half page (Oregon service)
 - Sojourner's Truth
 - Weekly Half page (Hiring)
 - Sylvania Advantage
 - Half page (Oregon service)
 - Toledo Blade
 - Banner ad (Oregon service)
 - Toledo.com
 - TARTA Flex
 - Toledo Journal
 - Bi-Weekly Half page (Hiring)
 - Toledo Streets
 - Monthly Full page (General Services)
 - United Pastors for Social Empowerment
 - Half page program ad
- Television:
 - Buckeye Broadband
 - Working at TARTA on *Trading Up*
 - Oregon Service on channels 13, 11, and 24



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*
12/7/23	TARPS applications now available for Oregon residents	WTVG-TV	958,221
12/7/23	TARTA bringing paratransit service to Oregon; applications now available	WTOL-TV	577,084
12/7/23	TARTA Holds Open House to Introduce Expanded Oregon Services	The Sojourner's Truth	905
12/15/23	TARPS applications available for Oregon residents	La Prensa	n/a
12/27/23	TARTA lists New Years schedule	Rossford Record Journal	1,261
12/28/23	TARTA lists New Years schedule	Holland-Springfield Journal	887
12/28/23	TARTA lists New Years schedule	Point and Shoreland Journal	n/a
12/28/23	Toledo Area Regional Transit Authority trustees re-elect officers	Point and Shoreland Journal	n/a



Community Events/Press Conferences/ Special Events

- December 14 & 15 - In-Person Town Hall and Holiday Meal at all locations
- December 12 - Oregon Senior Center Flex & TARPS Open House
- December 21 - Proclamation presented by TARTA to Lucas Metropolitan Housing on their 90th anniversary



Hub of Hope Events

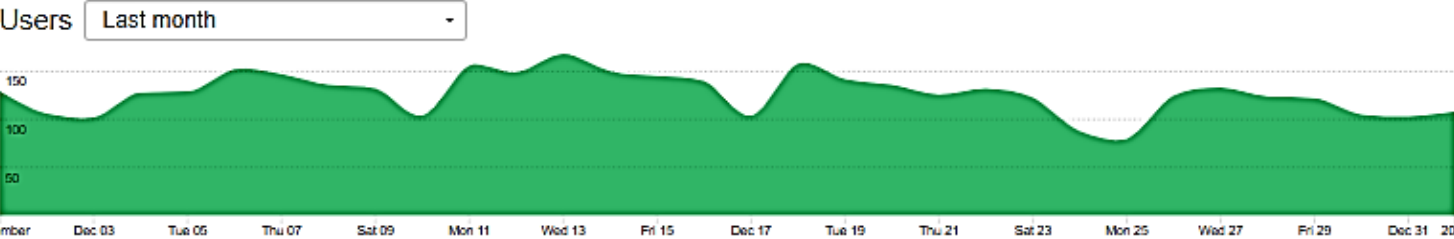
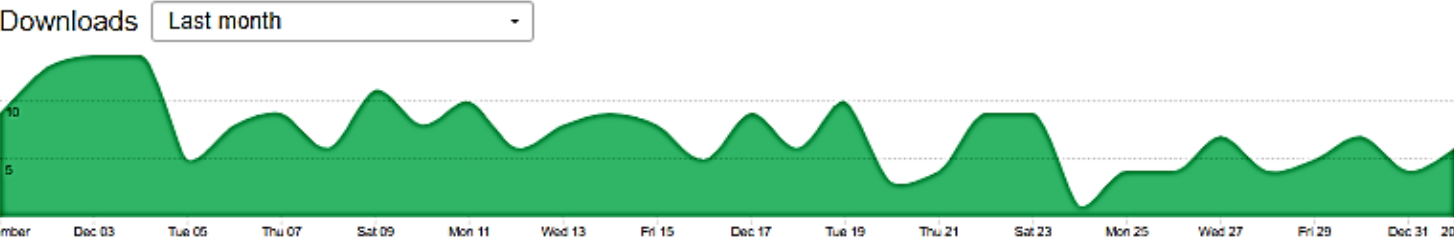
- December 12 - Toledo Lucas County Public Library - Ready to Read (on the bus)
- December 14 - Toledo Lucas County Public Library - Ready to Read (at the Hub)
- December 20 - Share the Warmth - TARTA staff coat drive for customers



Transit Apps

As of January 2, 2024 for December 2023:

	Yesterday	Last 7 days	Last 4 weeks
Downloads	6 +50.00%	37 -7.50%	199
Users	108 +35.00%	389 -5.58%	975
Sessions	606 +61.17%	4,479 -2.69%	20,070
Sessions / users	5.611 +19.39%	11.514 +3.06%	20.585



Most Popular Lines Viewed:

Most Popular Lines Last month		
Line	Views	Clicks
22 Franklin Park Mall via Bancroft	8,651	1,018
19 Franklin Park Mall via Sylvania Ave	8,140	776
2 Flower Hospital via Monroe St.	7,635	873
5 Flower Hospital via Dorr St.	7,403	842
20F Franklin Park via Central / Franklin	7,393	314
20M Central Meijer via Central / Collingwood	7,031	417
32 Holland / Spring Meadows via S / Airport	6,431	534
34 UTMC via Western / Detroit / Byrne	6,335	374
31G Maumee via Glendale	6,106	516
31H Maumee via Broadway / Heatherdowns	5,852	595
2C Franklin Park Mall via Monroe St.	5,650	477
33 UTMC via Indiana / Jct / Detroit	5,538	359
26D Miracle Mile via Douglas	5,538	250
17E Miracle Mile via Lagrange / Eleanor	5,180	278
27H Central Walmart via Hill	5,165	138
27N South / Reynolds via Nebraska	4,992	196
17B Miracle Mile via Lagrange / Bennett	4,964	301
26L Miracle Mile via Lewis	4,838	318
3 Franklin Park Mall via VA Clinic	4,698	439
16 Meijer Alexis via Manhattan	4,394	957
31C UTMC via Glendale	3,996	312
5C UT via Dorr St.	3,883	147
10L Rossford Meijer via Amazon Rossford	3,771	469
14 Hollywood Casino / East Broadway	3,165	397
12 Birmingham via Main / Starr / Front	3,120	394
52 Franklin Park Mall via Tremainsvill	3,070	76
15E 15 E Meijer Alexis via Summit	2,745	388
15A Meijer Alexis via Suder	2,698	381
51 Franklin Park Mall via Talmadge	2,005	145