



BEN FRANKLIN TRANSIT

Board of Directors

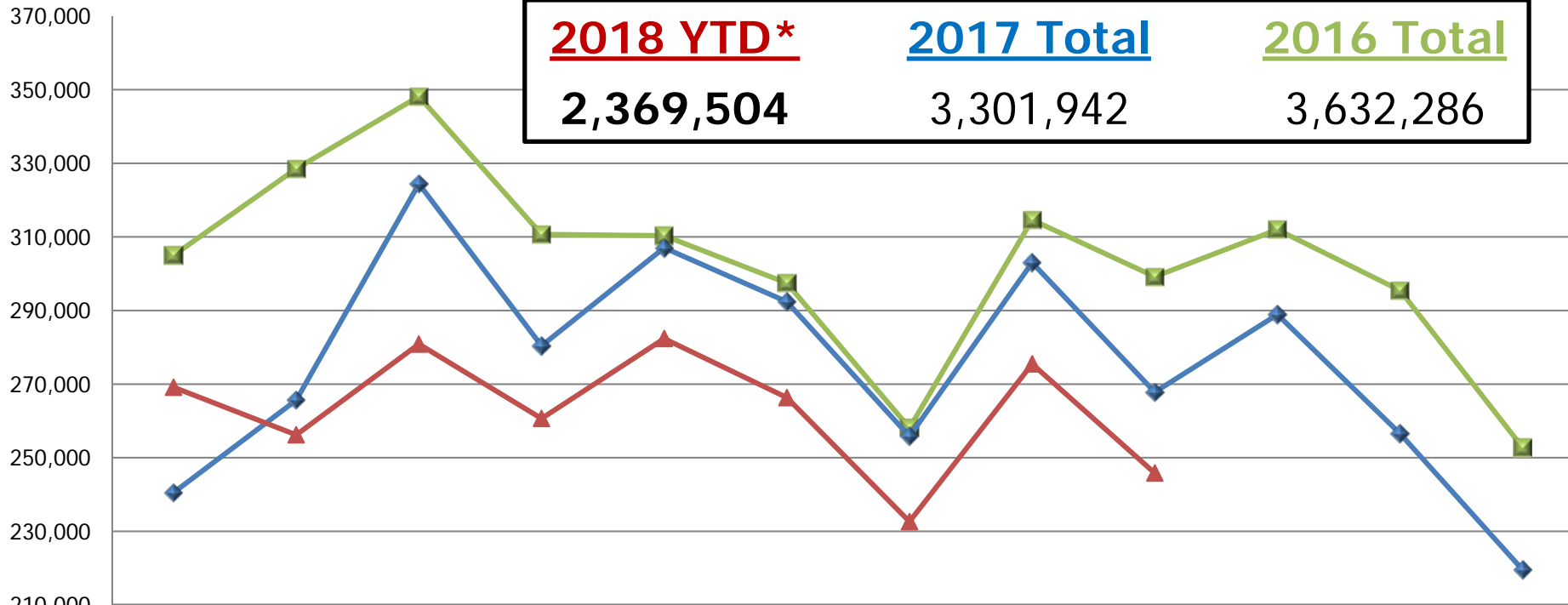


Q3 Performance Report

OCTOBER 2018

CUSTOMER SATISFACTION | COLLABORATION | DIVERSITY
FISCAL ACCOUNTABILITY | INNOVATION | SUSTAINABILITY | SAFETY

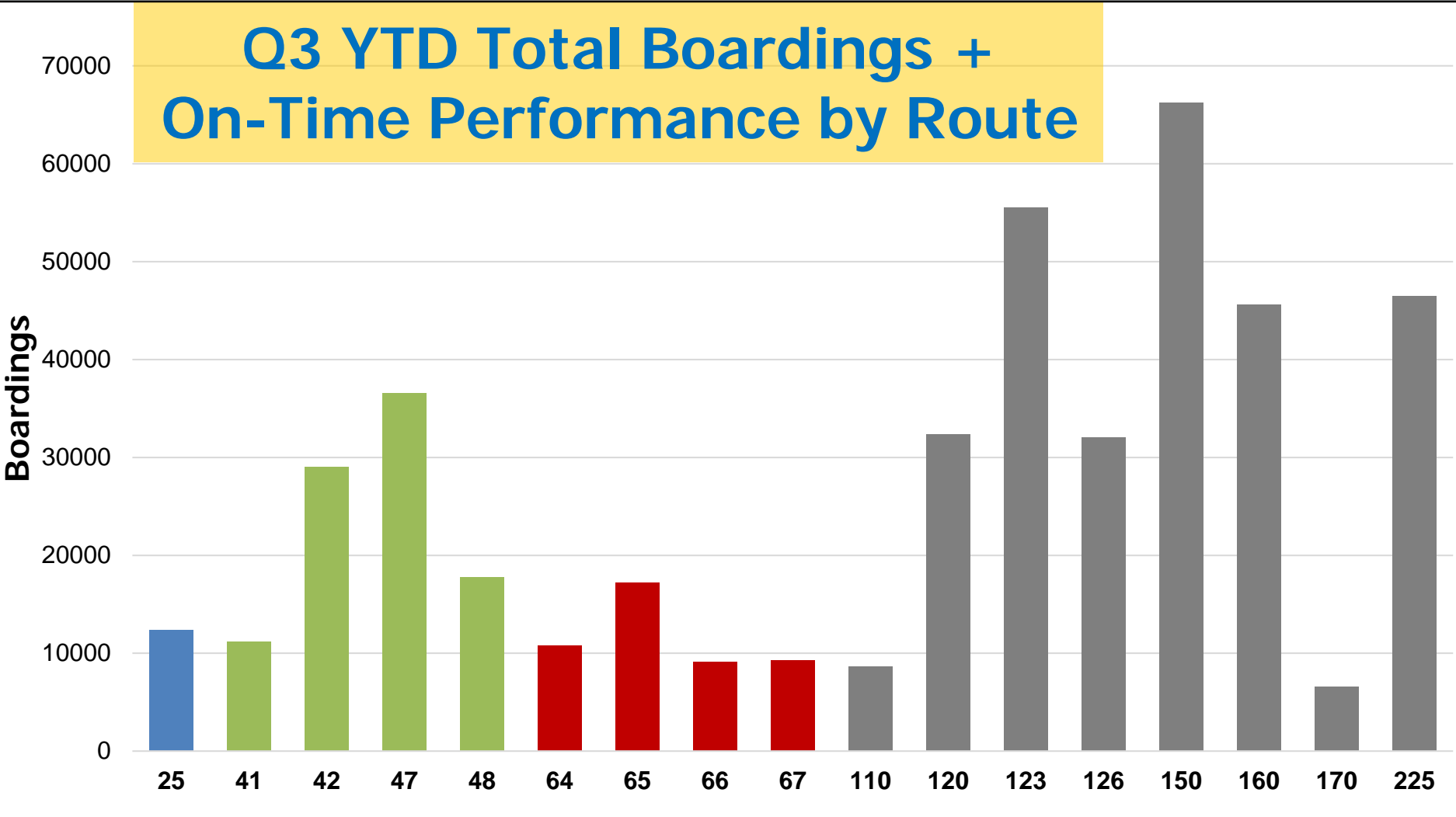
Total System Boardings



	Jan	Feb	Mar	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec
	Q1			Q2			Q3			Q4		
2016	305,004	328,515	348,187	310,702	310,331	297,456	258,105	314,606	299,187	311,995	295,464	252,734
2017	240,509	265,649	324,416	280,385	307,026	292,372	255,809	303,007	267,808	288,908	256,541	219,512
2018	269,137	256,222	280,868	260,648	282,375	266,325	232,624	275,491	245,814			

*September 2018 estimate for Vanpool

Q3 YTD Total Boardings + On-Time Performance by Route

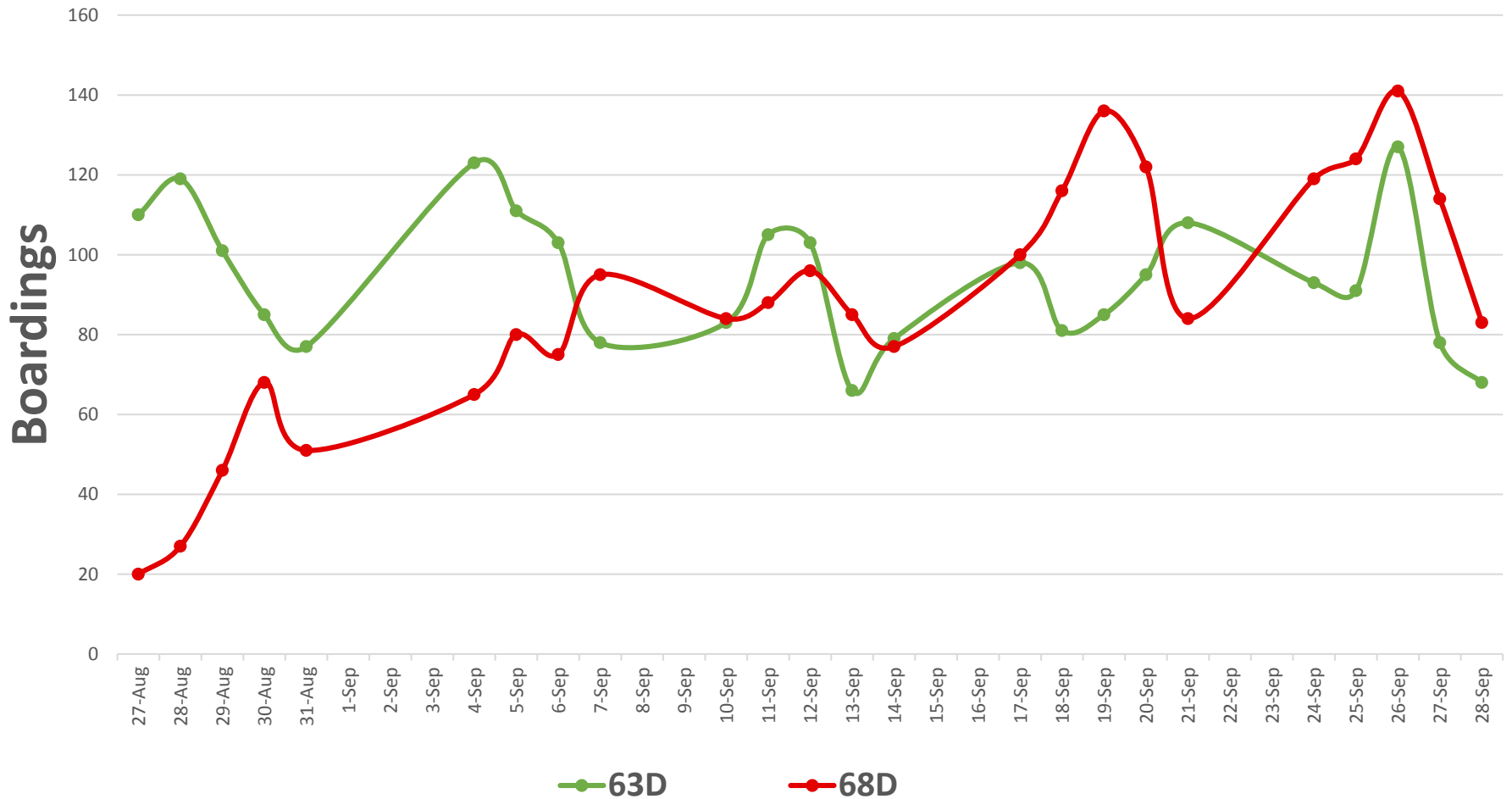


OTP %	96.9	94.5	98.1	91.1	95.1	96.5	92.3	85.8	84.5	77.6	89.8	90.6	96.4	91.7	92.2	84.7	90.7
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SERVICE AREA KEY: Richland | Kennewick | Pasco | Intercity

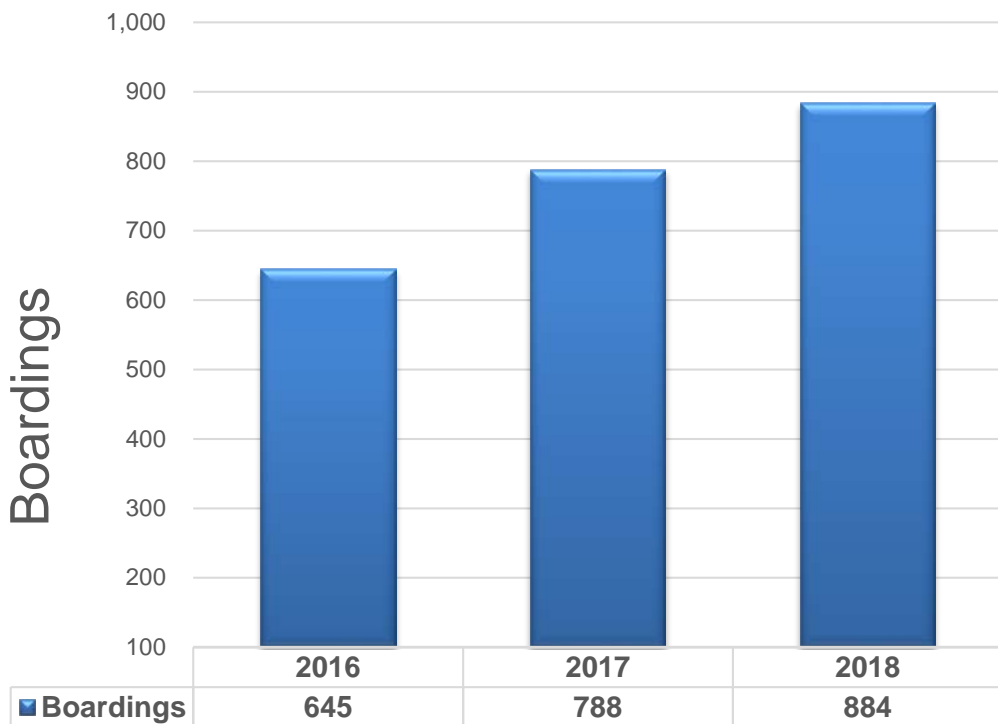
Service Area	Route	Boardings	Boardings Per Revenue Hour	On-Time Performance
Richland	25	12,382	11.8	96.9%
Kennewick	41	11,195	5.8	94.5%
	42	29,021	14.3	98.1%
	47	36,553	10.1	91.1%
	48	17,758	8.3	95.1%
Pasco	64	10,808	9.9	96.5%
	65	17,240	15.0	92.3%
	66	9,085	9.7	85.8%
	67	9,258	10.3	84.5%
Intercity	110	8,619	4.4	77.6%
	120	32,327	10.5	89.8%
	123	55,494	13.7	90.6%
	126	32,075	12.4	96.4%
	150	66,228	15.9	91.7%
	160	45,618	11.1	92.2%
	170	6,604	6.6	84.7%
	225	46,495	14.8	90.7%

Boarding Snapshot



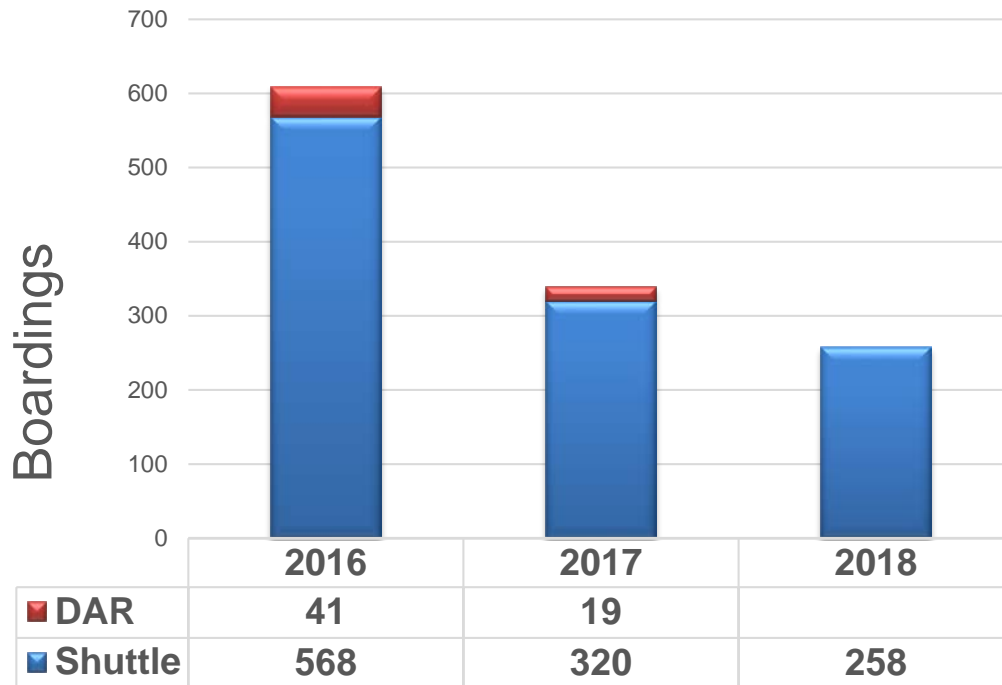
Art in the Park | July 27-28

– Total boardings: 884 (+12%)



Water Follies | July 28-29

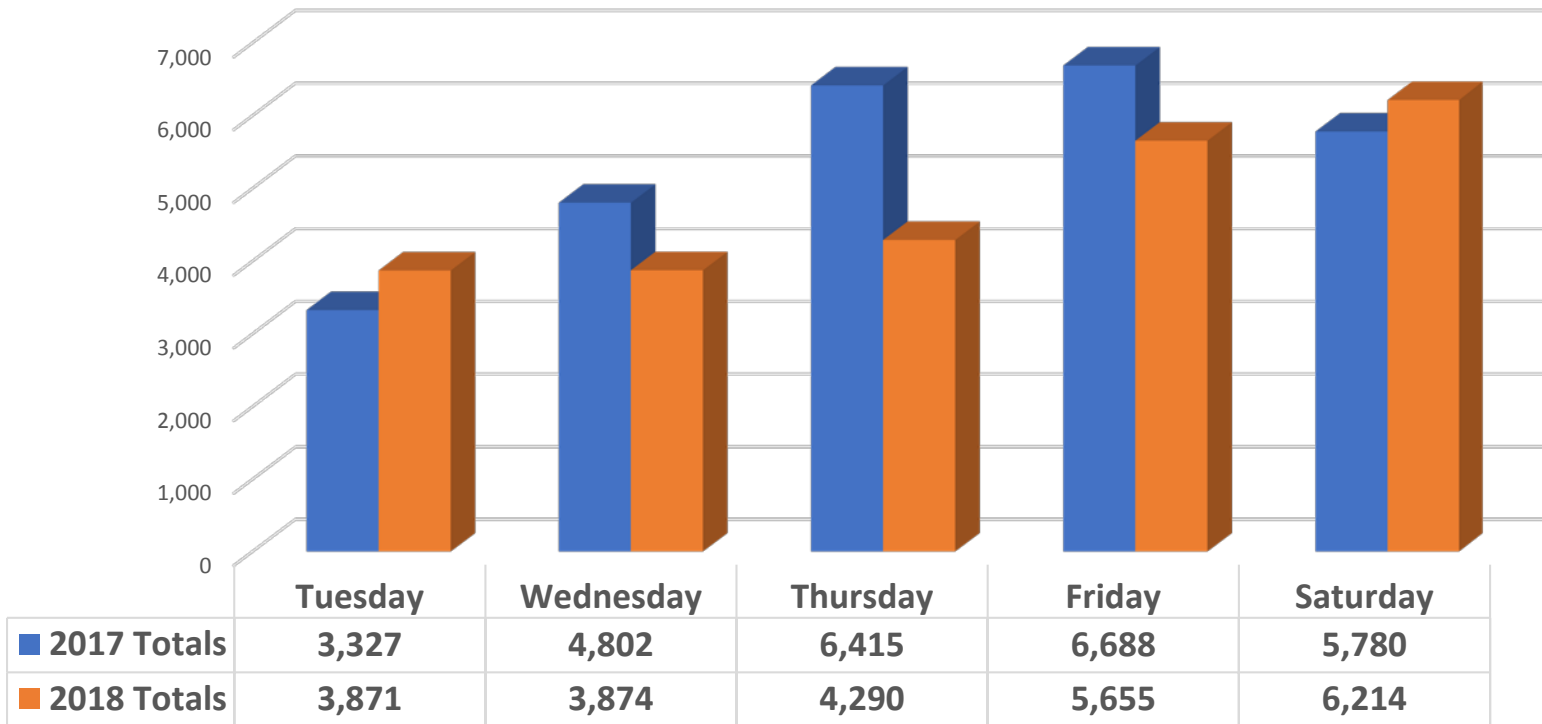
- 5 round-trips per day from 3 origination points
- Total boardings: 258 (-19%)



Benton-Franklin Fair & Rodeo | Aug 21-25

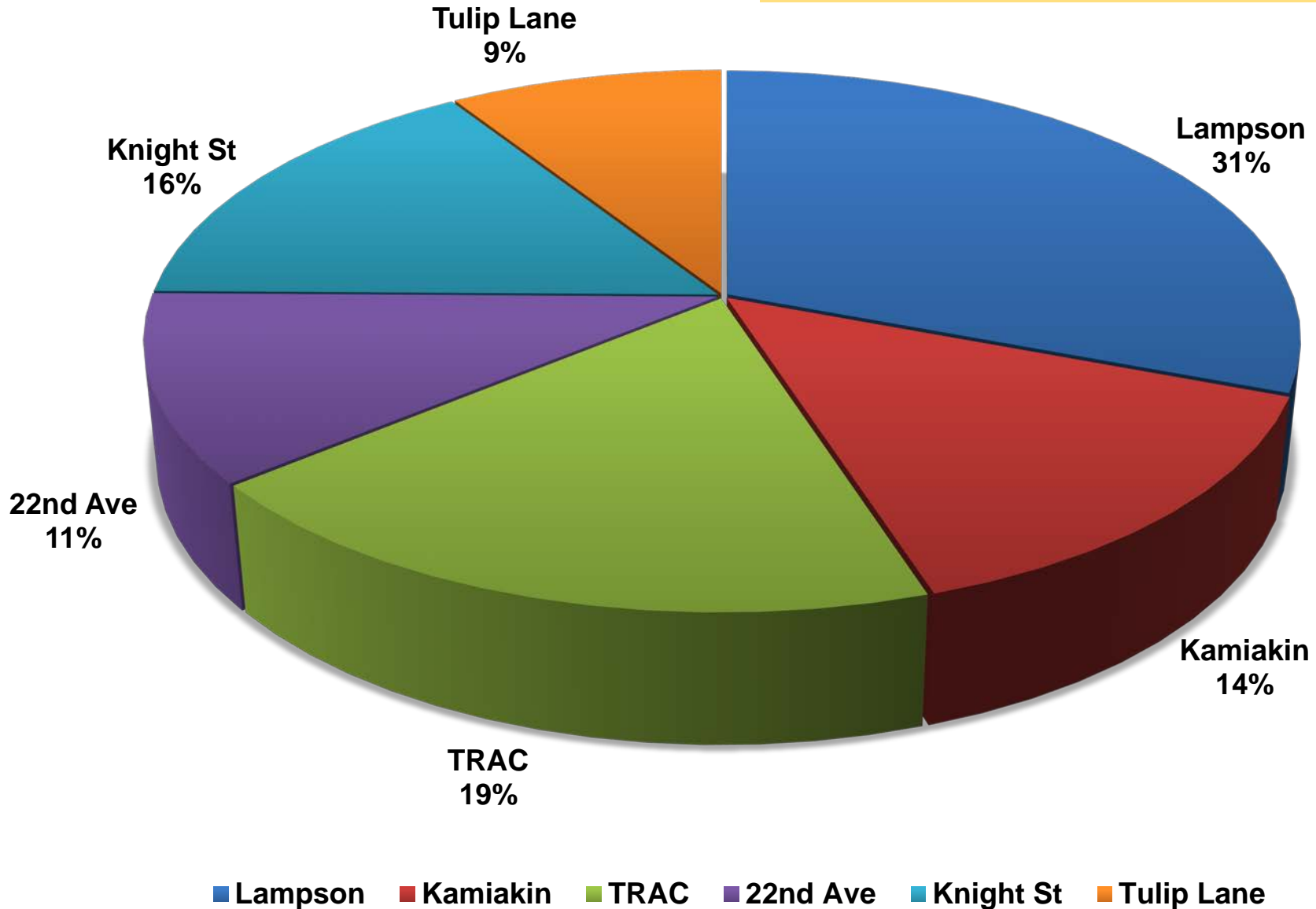
- Every 15, 30, or 60 minutes to/from 6 locations
- Total boardings: 23,904 (-11.5%)

Fair attendance
down 12.5%

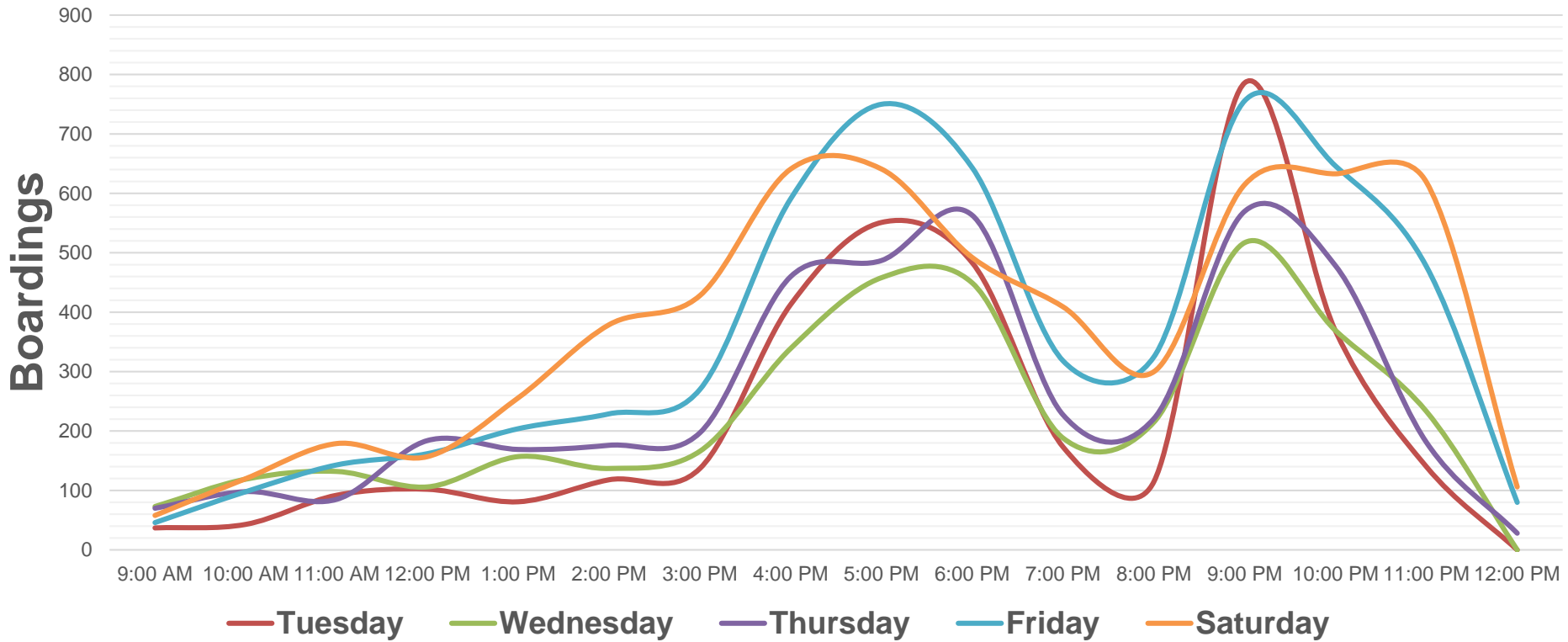


■ 2017 Totals ■ 2018 Totals

Fair Ridership by Origination



Fair Hourly Ridership by Day





Marketing & Outreach

Major Focus Areas:

New Demo Routes

Special Event Services

- Traditional (print, TV, radio)
- Social / digital
- Door hanger distribution pilot
- Outreach Events:
 - Kennewick Sustainability Forum – July 12
 - Pasco Farmers Market – July 14
 - Art in the Park Shuttle Service – July 27-28
 - Water Follies Shuttle Service – July 28-29
 - National Night Out – August 7
 - Benton-Franklin Fair Parade – August 18
 - Head Start Resource Fairs – August 20 + September 13
 - Benton-Franklin Fair & Rodeo – August 21-25
 - Platform presence, 22nd Avenue – August 28
 - Kamiakin + Southridge HS Resource Fairs – September 7
 - Benton City Daze Parade – September 15
 - Pasco School District Staff Presentation – September 19
 - Legacy HS Resource Fair – September 27

We're Going New Places!



Marketing & Outreach

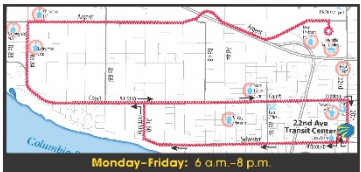
We're Going New Places!
New Bus Route in West Pasco



Route 68D

20th Ave • Sylvester • Rd 60 • Court • Rd 84 • Argent • CBC

Stops hourly at
**22nd Avenue
Transit Center**
with service
to multiple
Pasco schools.



Monday-Friday: 6 a.m.-8 p.m.

Adults: \$1.50 per trip or \$25 monthly pass
(Reduced rates available to those who qualify)
Kids 6+: \$1 per trip or \$14 monthly pass
Kids under 6 and Seniors 65+: FREE

Plan Your Trip:
MyRide.bft.org



MORE INFORMATION:
509.735.5100 | www.bft.org/68D



We're Going New Places!

Route 68D • West Pasco
20th • Sylvester • Rd 60 • Court • Rd 84 • Argent • CBC

Route 63D • East Pasco
Lewis • Wehe • Ochoa M.S. • Cedar • Heritage • Tierra Vida

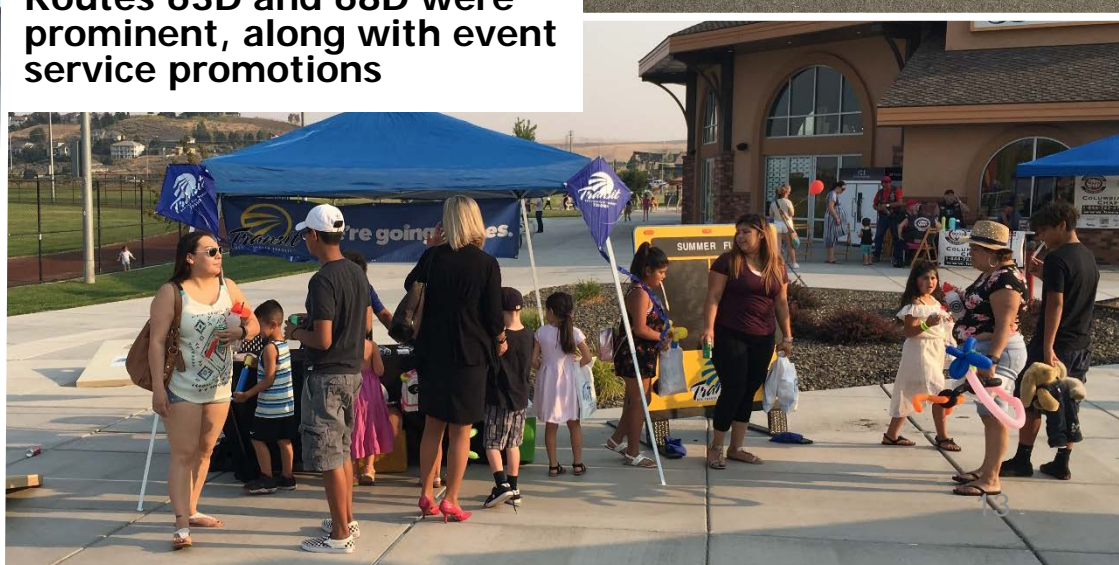
Stops hourly at
**22nd Avenue
Transit Center**
with service
to multiple
Pasco schools.

Monday-Friday: 6 a.m.-8 p.m. Monday-Friday: 6 a.m.-8 p.m. Saturday: 7 a.m.-7 p.m.

FARES:
Adults: \$1.50 per trip or \$25 monthly pass
(Reduced rates available to those who qualify)
Kids 6+: \$1 per trip or \$14 monthly pass
Kids under 6 and Seniors 65+: FREE



We're Going New Places
Routes 63D and 68D were prominent, along with event service promotions





Marketing & Outreach



SUSTAINABILITY FORUM
Unique opportunity to pull in multiple messaging points





Marketing & Outreach



**2018 ART IN THE PARK
FARES BY DONATION**
Proceeds donated to local
Boys & Girls Club Music &
Arts Center



We're going places.
BEAT the HEAT, SKIP the TRAFFIC!
 Get there with **EASE** on a
**BEN FRANKLIN
 TRANSIT SHUTTLE!**

ART IN THE PARK
FRIDAY, JULY 27 8:30 a.m.–8:30 p.m.
SATURDAY, JULY 28 8:30 a.m.–7:30 p.m.
 Shuttles run from **FRAN RISH STADIUM**
 with stops at **KNIGHT STREET TRANSIT CENTER,**
JOHN DAM PLAZA, and in front of **GREENIES.**
SHUTTLE FARE: By donation.
 Proceeds support the Boys & Girls Clubs of
 Benton and Franklin Counties Music and Arts Center.

HAPO COLUMBIA CUP RACES
SATURDAY & SUNDAY, JULY 28 & 29
 Shuttles run at 7, 8, 9, 10 and 11 a.m. and return
 passengers to their respective Transit Centers
 15 minutes after the last heat ends each day.
SHUTTLES AVAILABLE FROM:
 22nd Avenue Transit Center, Pasco
 Knight Street Transit Center, Richland
 Dayton Transit Center, Kennewick
SHUTTLE FARE:
 Individual – \$1.50 each way
 Family (up to 5 people) – \$4.00 each way

More Information:
509.735.5100 | www.bff.org/Events





**BFT SPONSORED
PARKLET LOUNGE**
Expanded fair presence to
event interior in 2018

RIDE THE BUS FOR SMOOTH SAILING TO THE FAIR!

- ★ DON'T FIGHT TRAFFIC
- ★ AVOID PARKING FEES
- ★ USE A LESS CROWDED, BUS-ONLY ENTRANCE

NEW! Free WiFi, device charging, and relaxation in the BFT lounge next to Old MacDonald's barn.

FAIR SHUTTLE HOURS

August 21-25 | 9 a.m. to at least 11:30 p.m.

PICK-UP/DROP-OFF LOCATIONS

RICHLAND
Knight Street Transit Center
Tulip Lane Park and Ride (next to Bookwalter)

PASCO
TRAC • 22nd Avenue Transit Center

KENNEWICK
Kamiakin High School • Lamson Stadium

Departure times:
Every 60 minutes, 9 a.m. to 4 p.m.
Every 30 minutes, 4 p.m. to 11:30 p.m.
NOTE: Lamson Stadium shuttle runs every 30 minutes 9 a.m. to 4 p.m., every 15 minutes 4 p.m. to midnight.

Dial-A-Ride Service:
Available 9 a.m. to midnight. One-day advance notice required. Call 735-0160 to schedule.

FARES

Your Fair/Bus combo Ticket includes Round-Trip Shuttle and Fair Admission.

Available at:
Albertor's • Ranch & Home • Safeway
Three Rivers Transit Center • Yoke's • Fair Office
Online at www.bft.org/Fair

Adults (age 12-)	\$14	Kids (age 4-12)	\$7
Seniors	\$7	Kids (age 5 and under)	FREE

Bus Only Fare (each way)
\$1.50 per person \$4.00 per family of up to five



MORE INFO:
509.735.5100 | www.bft.org/Fair




RIDE THE BUS TO THE FAIR!

Learn More!
Click Here



Digital Outreach

Social Media Analytics (vs. Q2)

- **Twitter**

- 22,706 impressions **(-6,874)**
- 849 profile visits **(+65)**
- 8 new followers

- **Facebook + Instagram**

- Total reach of **262,481 (+34,952)**
- Paid reach of **209,987 (+12,776)**
- Organic reach of **58,272 (+25,085)**
- **453** new page Likes **(+375)**

Website Analytics

- Average sessions per week held at 5,000
- 63D Route Info Page = 1,334 hits
- 68D Route Info Page = 1,121 hits
- River Runner Route Info Page = 340 hits



Strategic Plan Objectives

- 1 Address Community Growth
- 2 Maximize Community Outreach & Involvement
- 3 Implement Succession Planning & Staff Development
- 4 Address Community Demographics
- 5 Participate in Economic Development
- 6 Plan for Para-Transit Demographic Shifts
- 7 Integrate Technology
- 8 Pursue Environmentally Friendly Buses

2018 Goals & Initiatives

	1	2	3	4	5	6	7	8
Safety First (Fleet / Service)	✓	✓	✓	✓	✓	✓	✓	✓
Comprehensive Service Plan (Monitoring/Community Outreach)	✓	✓		✓	✓	✓	✓	✓
Facility Upgrades/Amenities Study Implementation	✓	✓			✓	✓	✓	✓
Leadership and Staff Development	✓	✓	✓	✓	✓		✓	
Comprehensive Employee Program Review			✓	✓	✓			
Transit Technology (Updates/Monitoring)	✓	✓		✓	✓	✓	✓	✓

Q1	Q2	Q3	Q4	2018 Goals & Initiatives	Start Date	End Date	Revised Date
●	●	●		▣ Safety First (Fleet & Service)	01/02/18	12/31/18	
●	●	●		* Fixed Route - Complete Annual Operator Refresher Training	01/02/18	12/31/18	
●	●	●		* Dial-A-Ride & Prosser - Complete Annual Operator Refresher Training	01/02/18	12/01/18	
●	●	●		* Vanpool - Facilitate Vanpool Driver Safety Programs	01/02/18	12/31/18	
●	●	●		* Maintenance - Maintain a Safe Work Environment	01/02/18	12/31/18	
●	●	●		▣ Comprehensive Service Plan (Monitoring & Community Outreach)	09/18/17	12/31/18	
●	●	●		* Comprehensive Community Outreach Campaign	01/2/2018	12/31/2018	
●	●	●		* System Performance	01/2/2018	12/31/2018	
●	●	●		Conduct Title VI Demographic Analysis	01/2/2018	06/1/2018	complete 2018 re
●	●	●		* Implement Benchmarking and Maintenance Plans for Automatic Passenger Counters (APCs)	1/2/2018	12/31/2018	On track for Q4
●	●	●		▣ Facility Upgrades/Amenities Study Implementation	01/02/18	12/31/18	
●	●	●		* MOA Upgrade	01/02/18	12/31/18	
●	●	●		* Transit Center Upgrades	11/04/16	06/02/18	
●	●	●		* Finalize Amenities Study Plan and begin installation of amenities along major corridors	01/02/18	12/31/18	
●	●	●		* Implement required FTA Transit Asset Mgmt (TAM) Plan	01/02/18	12/31/18	



Scorecard Update

Q1	Q2	Q3	Q4	2018 Goals & Initiatives	Start Date	End Date	Revised Date
●	●	●		Leadership and Staff Development	01/02/18	12/31/18	2019 date
●	●	●		* Implement Succession Planning Program for Non-represented Employees	01/02/18	12/31/18	
●	●	●		* Implement leadership development training	01/02/18	12/31/18	
●	●	●		Comprehensive Employee Program Review	01/02/18	12/31/18	12/31/2019
●	●	●		* Develop Employee Handbook	01/02/18	12/31/18	12/31/2019
●	●	●		* DAR & Prosser Policies & Procedures Guide	01/02/18	12/31/18	
●	●	●		* DAR & Prosser ADA Application and Re-Certification	01/02/18	12/31/18	
●	●	●		* Reduce absenteeism to three or less call-offs per day	01/02/18	12/31/18	
	●	●		Continue to Develop the Maintenance Career Development training program	01/02/18	12/31/18	
●	●	●		* Review and update personnel policies and procedures	01/02/18	12/31/18	
●	●	●		* Update Admin Services Policies	01/02/18	12/31/18	
●	●	●		Transit Technology (Updates & Monitoring)	01/02/18	12/31/18	
●	●	●		* DAR Technology	01/02/18	12/31/18	
●	●	●		* Implement Vanpool Management Software	09/01/17	09/01/18	
●	●	●		* Implement Voyager Fuel Card Program	09/01/17	09/01/18	
●	●	●		Implement US Bank OneCard Rebate Program	01/02/18	12/31/18	
●	●	●		* Test Alternative Fuel Vehicles	01/02/18	12/31/18	
●	●	●		* Implement online, competency-based Performance Appraisal System for non-represented Employees	01/02/18	12/31/18	
●	●	●		* Implement web-based employee on-boarding system	01/02/18	12/31/18	
●	●	●		* Address Technology Needs Throughout BFT	01/02/18	12/31/18	

Questions?