



# Ben Franklin Transit

→ Agency Performance: 1st Quarter 2019

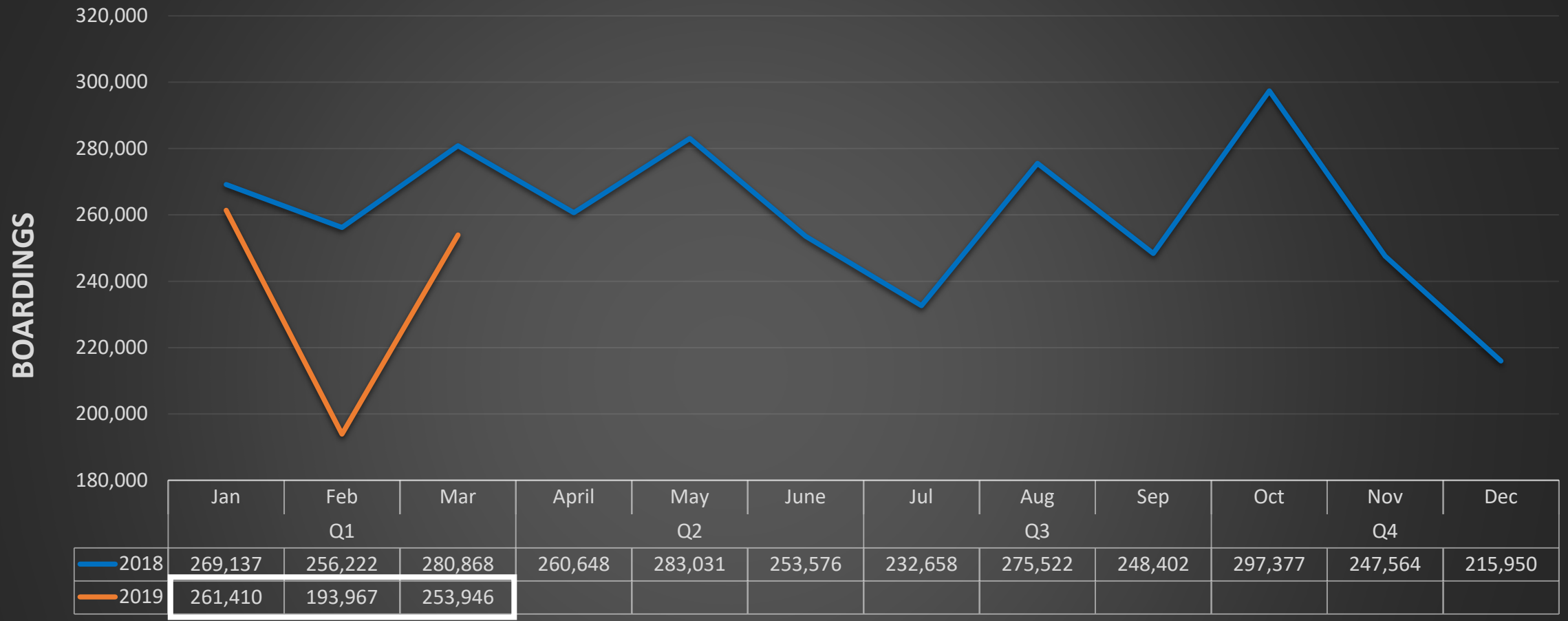
# Ridership

## Total System Boardings

**2019 Total\***  
**709,323**

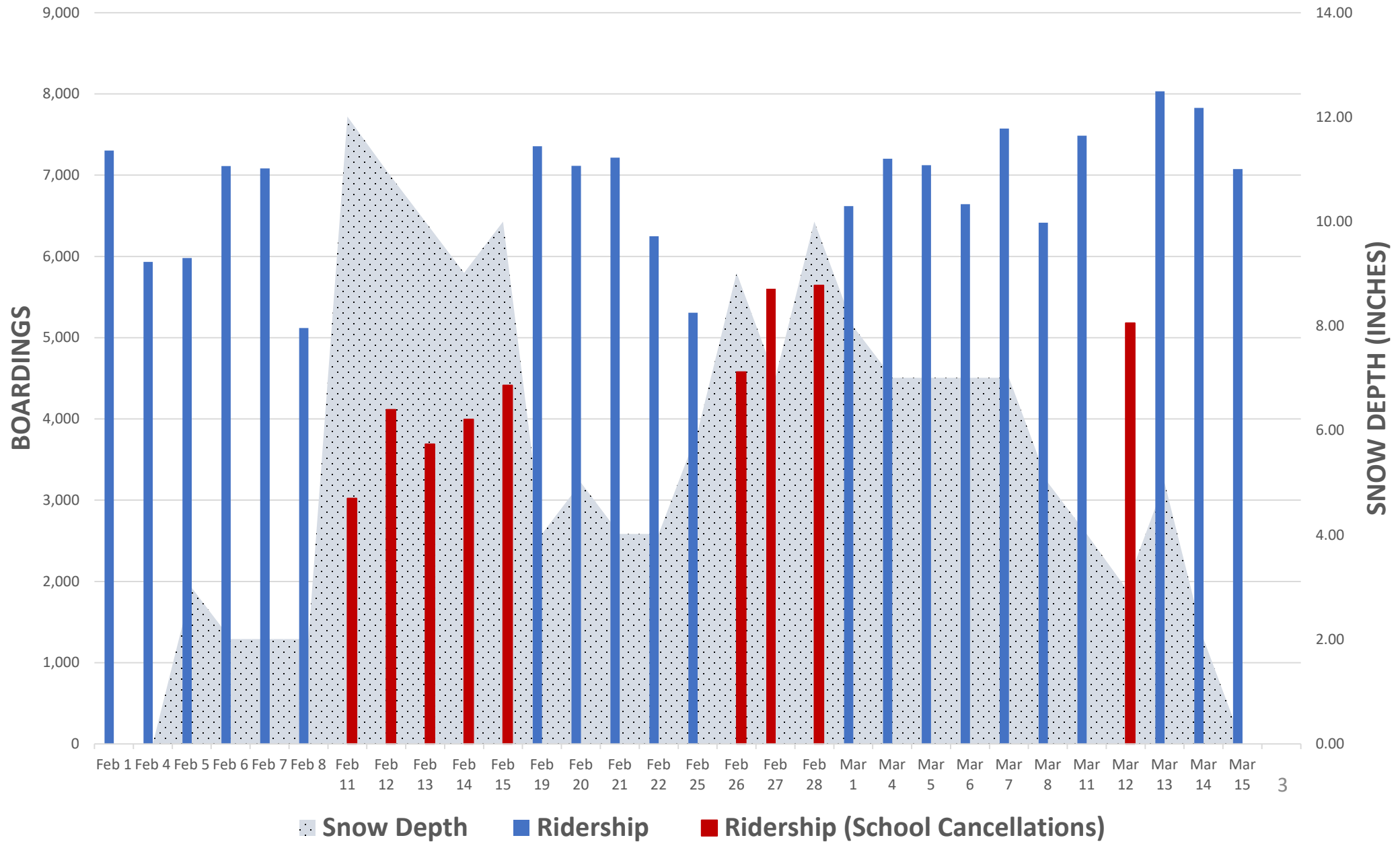
**2018 Total**  
**806,227**

**FUTURE DISCUSSION:  
Additional Metrics**



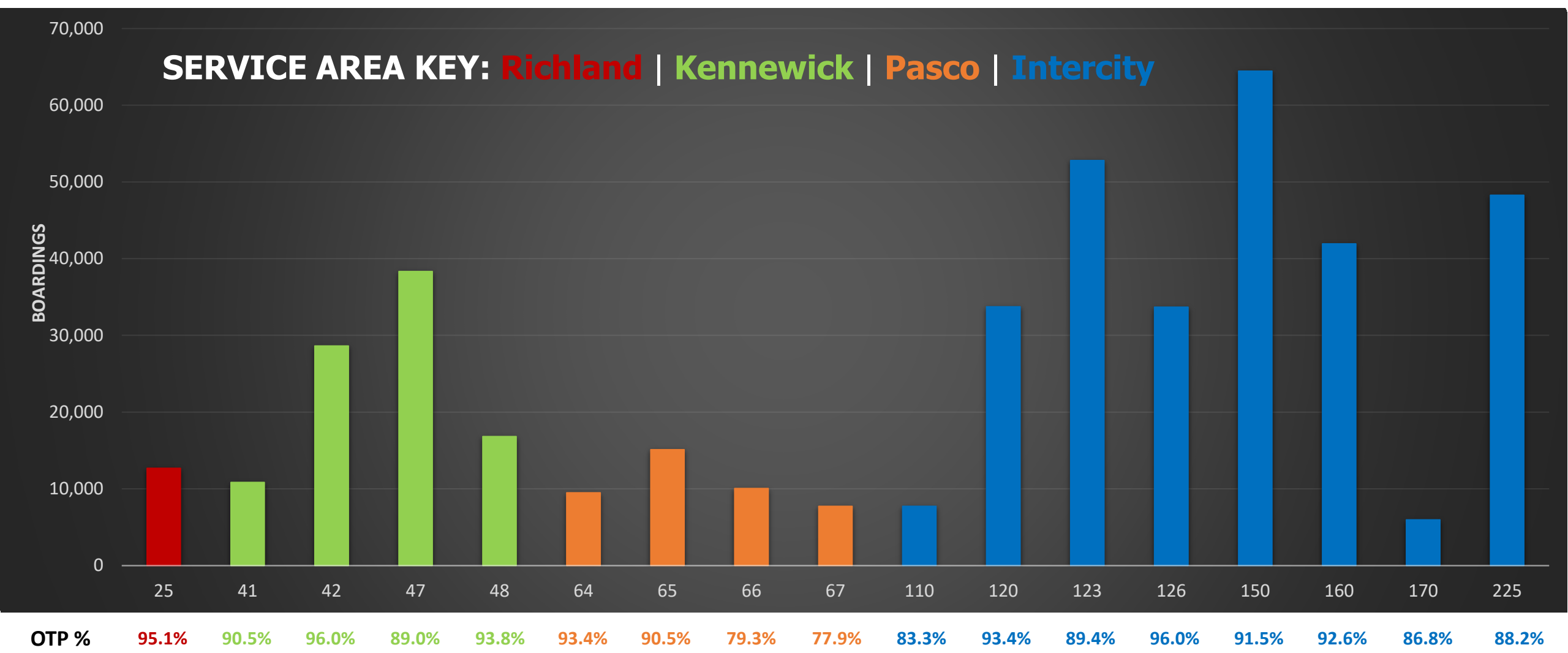
\*March 2019 estimate for Vanpool

# Snow Event Impact on Ridership

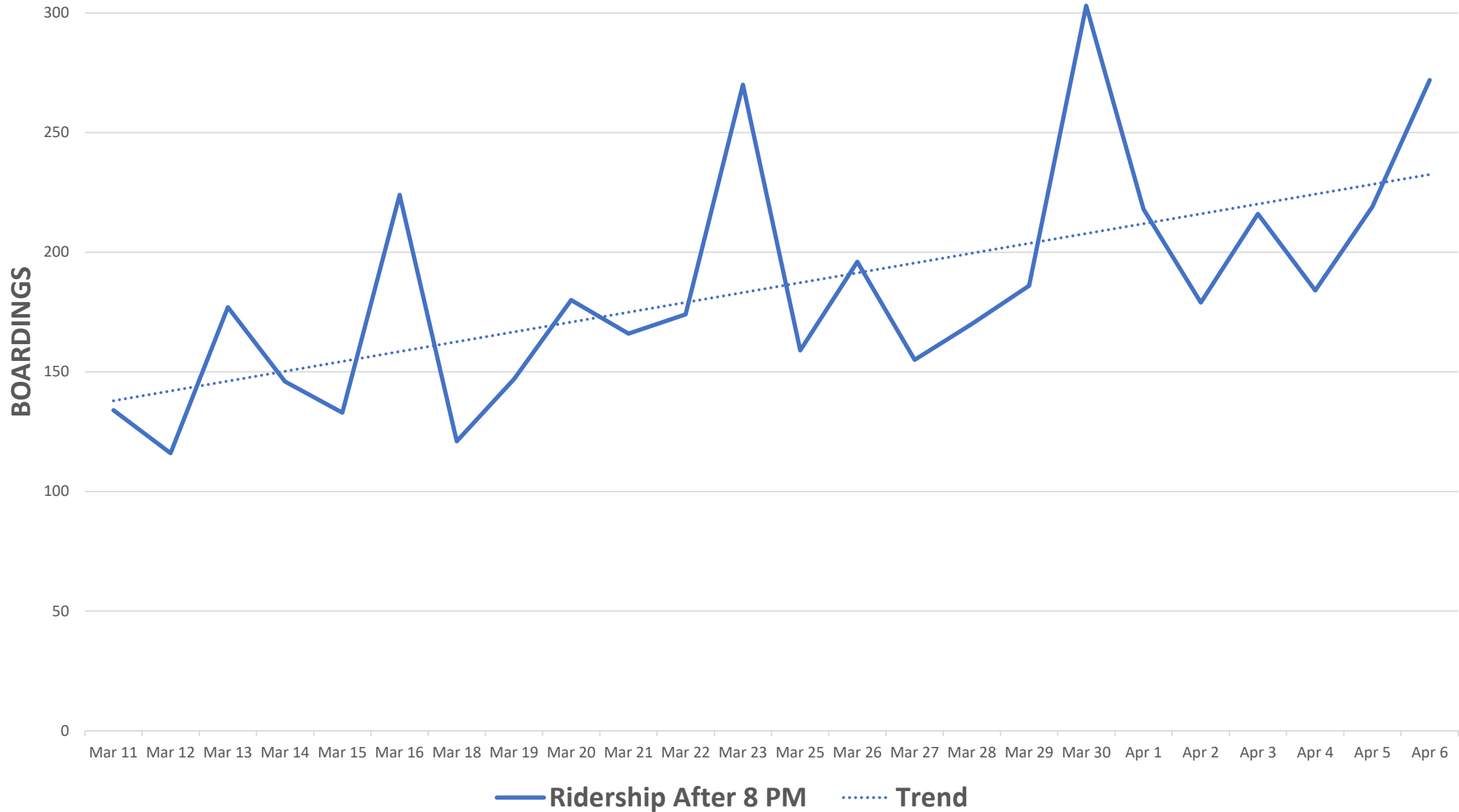


# Fixed Route Performance

## Boardings + On-Time Performance by Route



# Fixed Route Extended Service Update





# Marketing & Outreach

## Campaign: We're Going New Places

- Finley General Demand
- Tri-Cities General Demand
- Service Hours Extension

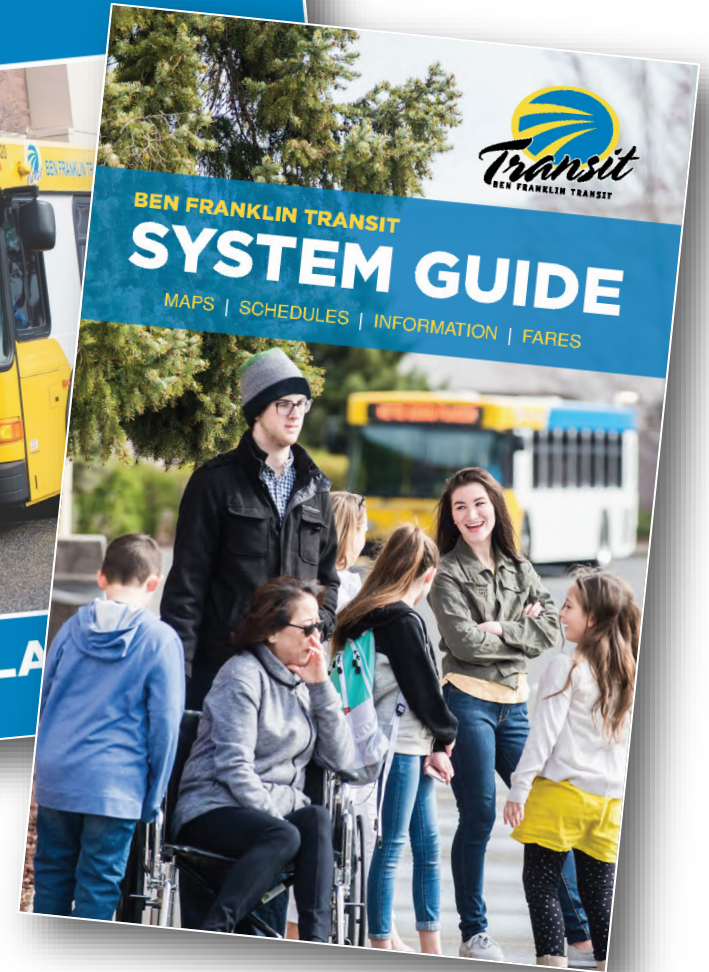


## Outreach Events

- Family Expo – Jan 25-26
- Kennewick High School Planting Hope Latino Resource Fair – Feb 2
- Kennewick School District Light of Hope Multi-Cultural Resource Fair – Mar 22

# Special Projects

- 2018 Annual Report + Presentation
- System Guide Overhaul
- Art Contest Library Installation





# Marketing & Outreach

## – Social & Digital Media Analytics



### Twitter

**48,100** impressions (+10%)  
**43** new followers



### Facebook

**93,956** total reach  
**84,021** organic reach (+36%)  
**237** new page Likes  
**251** new followers



### Digital Advertising

**400,000+** impressions

## – Website Analytics

- 37,000 users | 78% via mobile device
- 92,000 total sessions
- 269,000 page views

– TOP: Home | System Route Maps | Winter Rider Alerts | Web Sales | Vanpool | Fixed Route Service

**Ben Franklin Transit**  
Published by Daniel Elliott (?) · April 1 at 3:06 PM · 🌐

We are proud to announce our NEW, Highly Innovative, Deceivingly Direct, Environmentally-Neutral Bus, also known as our HIDDEN Bus. This new bus is extremely eco-friendly, running on a prototype water-powered bubble engine. This new engine creates zero emissions, lest you count bubbles as emissions (we do not).

The biggest draw of this new bus is that it is COMPLETELY INVISIBLE. This patented technology has been used on all the newest military spy planes, but thanks to an incredible sense of humor inside our government, we have been allowed to bring it into the Transportation Industry! This new technology allows us to avoid traffic hazards, save on cleaning costs, and lets our drivers stay anonymous to the outside world!

Today only, bring a bottle of water when you board the HIDDEN Bus and get a free ride!

Hop on the HIDDEN Bus today, but only if you can find it!

2,693 People Reached      596 Engagements      Boost Post

👍👎👏 59      7 Comments 7 Shares 1.1K Views

People like a little fun.



# 2019 Goals & Initiatives

## BFT 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 Paratransit Demographic Shifts
- 7 Integrate Technology
- 8 Pursue Environmentally Friendly Buses

2019 Goals & Initiatives	1	2	3	4	5	6	7	8
Safety First	✓	✓	✓	✓	✓	✓	✓	✓
Ridership Growth	✓	✓		✓	✓	✓	✓	✓
Strategic Planning	✓	✓	✓	✓	✓	✓	✓	✓
Implementation of Operational Technology	✓	✓		✓	✓	✓	✓	✓
Agency Modernization	✓	✓	✓	✓	✓	✓	✓	✓
FTA Triennial Review	Federal Requirement							
Labor Relations	Contractual Requirement							

# 2019 Goals & Initiatives Progress

Q1 2019 Goals & Initiatives		Start Date	End Date
<b>Safety First</b>		1/2/19	12/31/19
	Transit Operations Accident Prevention	1/2/19	12/31/19
	Maintenance/Facility Operations Accident Prevention	1/2/19	12/31/19
	Vanpool Driver Safety Training	1/2/19	12/31/19
<b>Ridership Growth</b>		1/2/19	12/31/19
	Comprehensive Service Plan (CSP) and Demonstration Services	1/2/19	12/31/19
	Community Outreach to Key Demographics	1/2/19	12/31/19
	Implement Group Travel Training Curriculum	1/2/19	12/31/19
	Outreach to Key Employers & Business Districts	1/2/19	12/31/19
<b>Strategic Planning</b>		1/2/19	12/31/19
	20-Year Service Plan	1/2/19	12/31/19
	Organizational Infrastructure	8/1/18	12/31/19
<b>Implementation of Operational Technology</b>		1/2/19	12/31/19
	Integrity of Operational Technology	1/2/19	12/31/19
	Fixed Route	10/1/19	12/31/20
	Dial-A-Ride	12/1/18	12/31/19
	Vanpool	1/2/19	12/31/19



# 2019 Goals & Initiatives Progress (cont)

<b>Q1 2019 Goals &amp; Initiatives</b>		<b>Start Date</b>	<b>End Date</b>
<b>Agency Modernization</b>		1/2/19	6/30/20
Facilities Updates		1/2/19	6/30/20
Transit Hubs		5/1/19	4/30/22
System Amenities		11/1/18	12/31/19
Agency Brand Guidelines		7/1/19	12/31/19
<b>FTA Triennial Review</b>			
Collect and Submit Recipient Information Request Items (RIR, or Pre-Site Visit)		1/2/19	2/15/19
Facilitate Site Visit		4/1/19	6/30/19
Complete Additional Information and Audit Close Out (Post-Site Visit)		7/1/19	8/31/19
<b>Labor Relations</b>			
Fixed Route Operators		1/2/19	12/31/19
DAR Drivers/Reservationists		1/2/19	12/31/19
Maintenance		1/2/19	12/31/19
DAR Dispatchers/Schedulers		1/2/19	5/31/19
Fixed Route Dispatchers		TBD	TBD





**QUESTIONS?**