



Ben Franklin Transit

→ Agency Performance: 2nd Quarter 2019

Q2 YTD Ridership

YTD Total System Boardings

2019 Total*

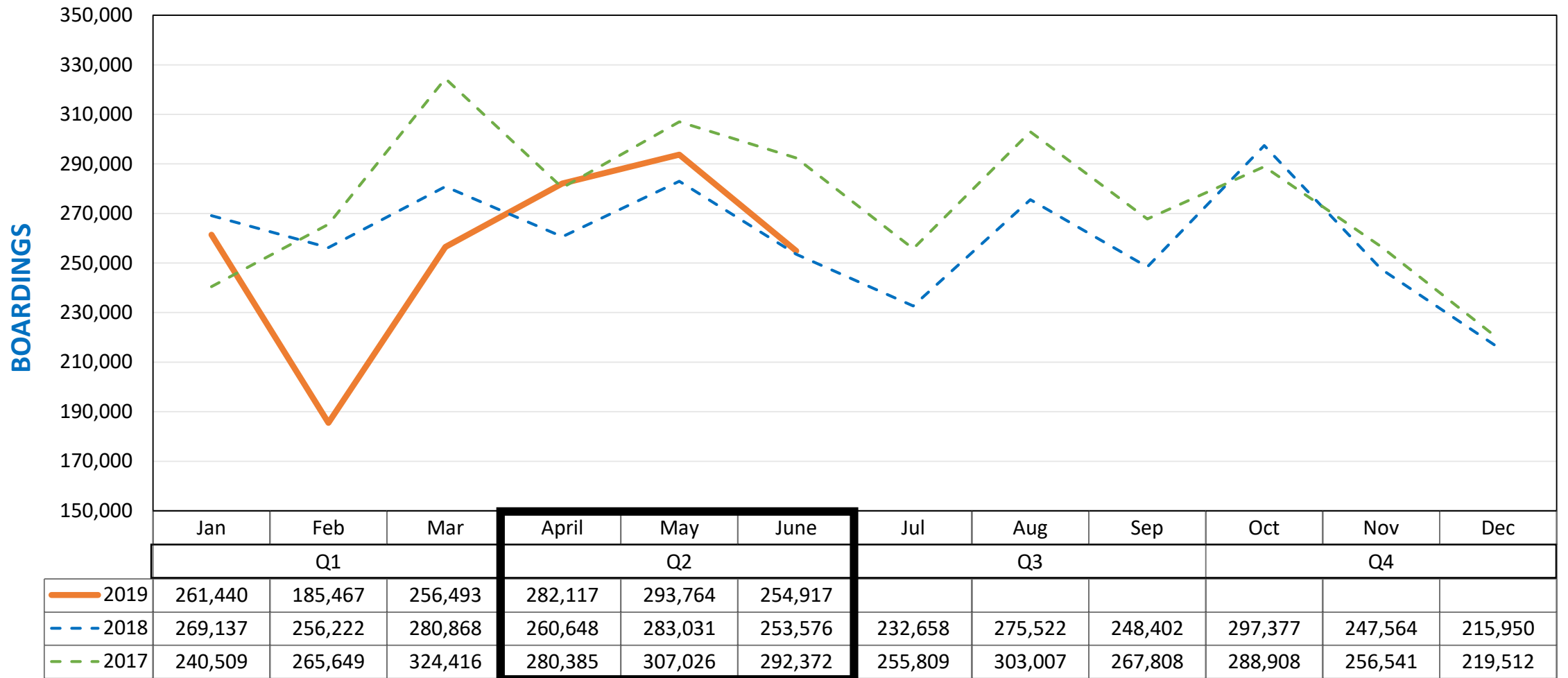
1,277,323

2018 Total

1,350,144

Q2 Highlight:

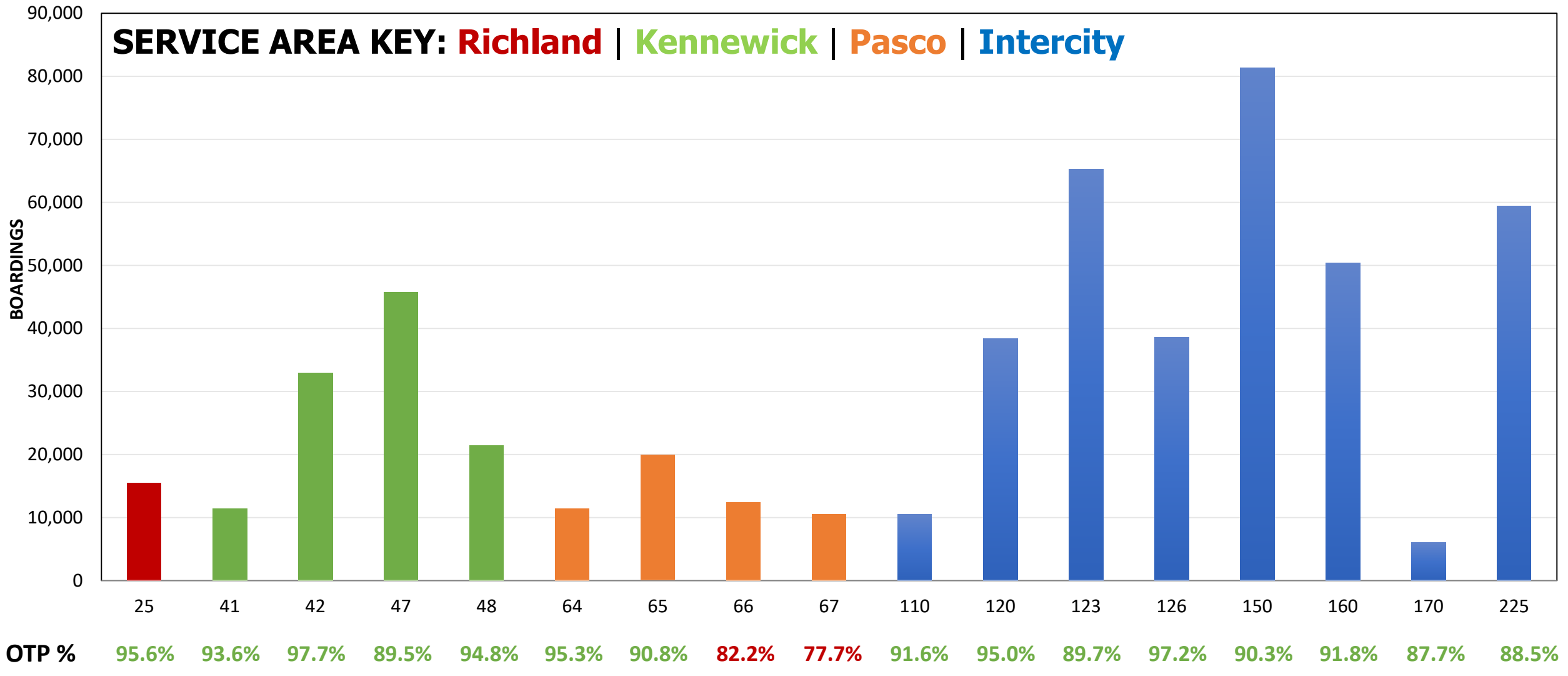
Fixed Route ridership up 13.5% in April



Fixed Route Performance

Q2 Boardings + On-Time Performance by Route

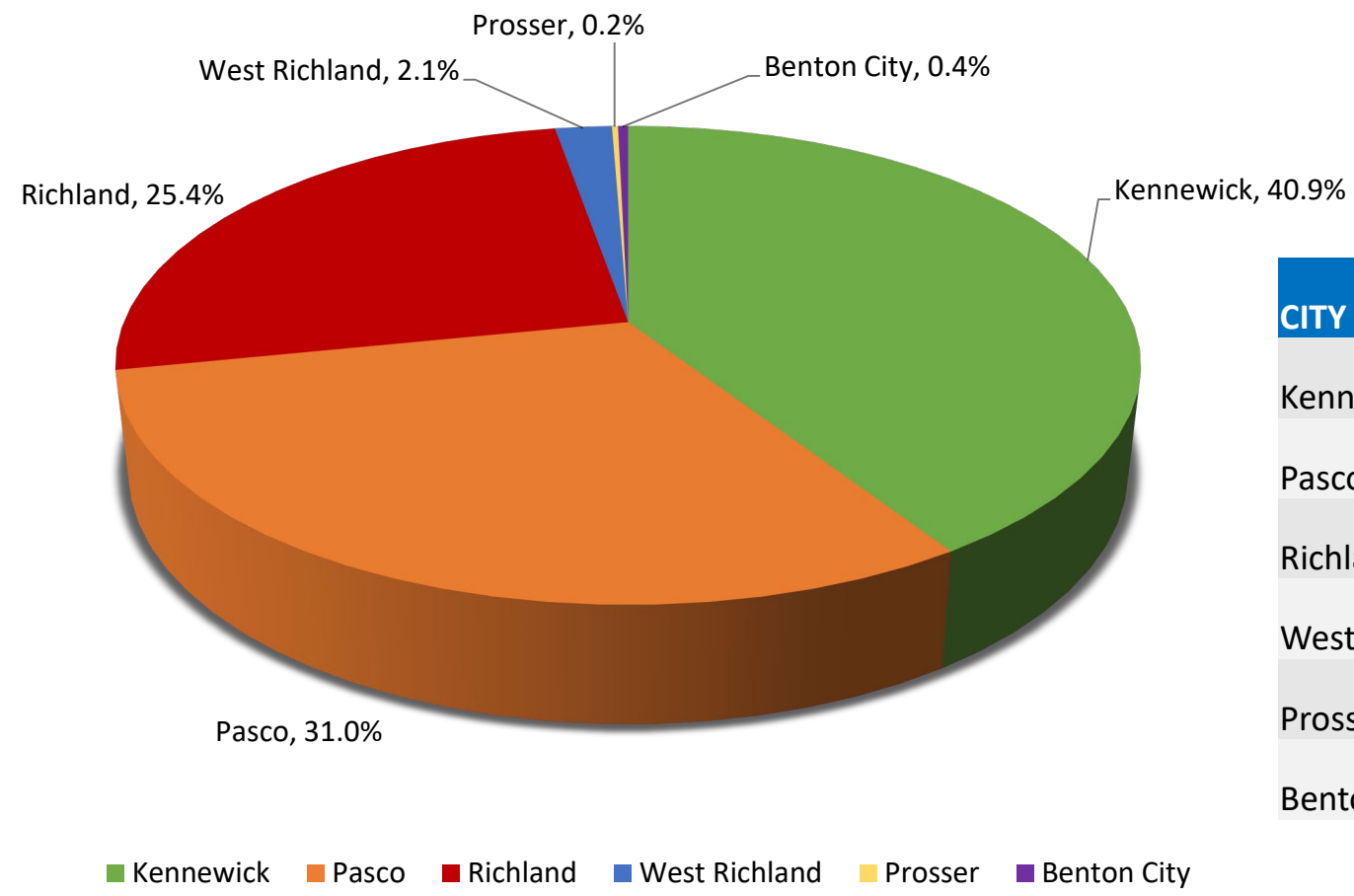
Q2 Highlight:
5 routes over 95% on time



Fixed Route Performance

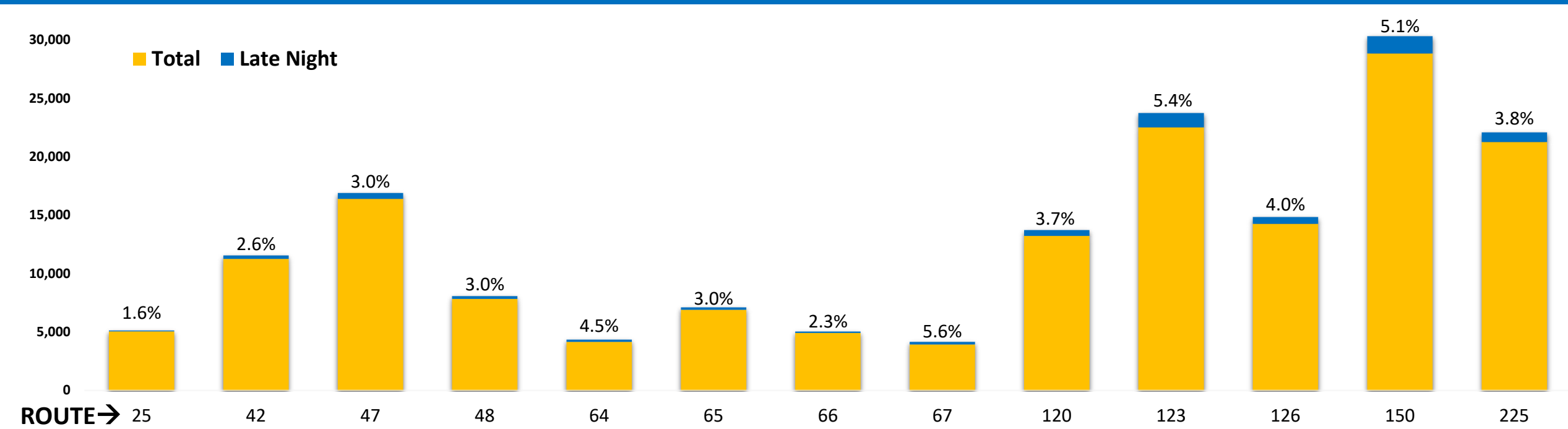
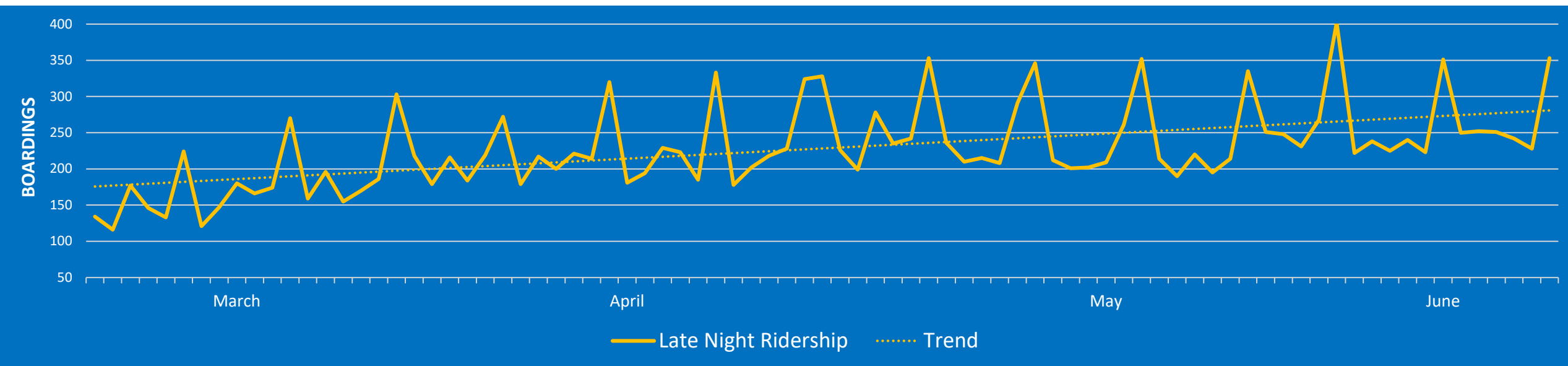
Q2 Boardings by City

Q2 Highlight:
22% ridership increase in West Richland



CITY	2019 BOARDINGS	2018 BOARDINGS	% CHANGE
Kennewick	225,083	216,537	4%
Pasco	170,485	152,114	12%
Richland	140,183	127,246	10%
West Richland	11,753	9,640	22%
Prosser	1,243	1,624	-23%
Benton City	2,091	2,211	-5%

Fixed Route Extended Service Update



* Extended Service: > 8pm Weekdays | > 7pm Saturday

Out with the old...



In with the new.



Amenities Rollout

- Phase I installations underway
- Starting in Kennewick
- Includes:
 - Shelters
 - Benches
 - Lean Rails
 - Waste Receptacles

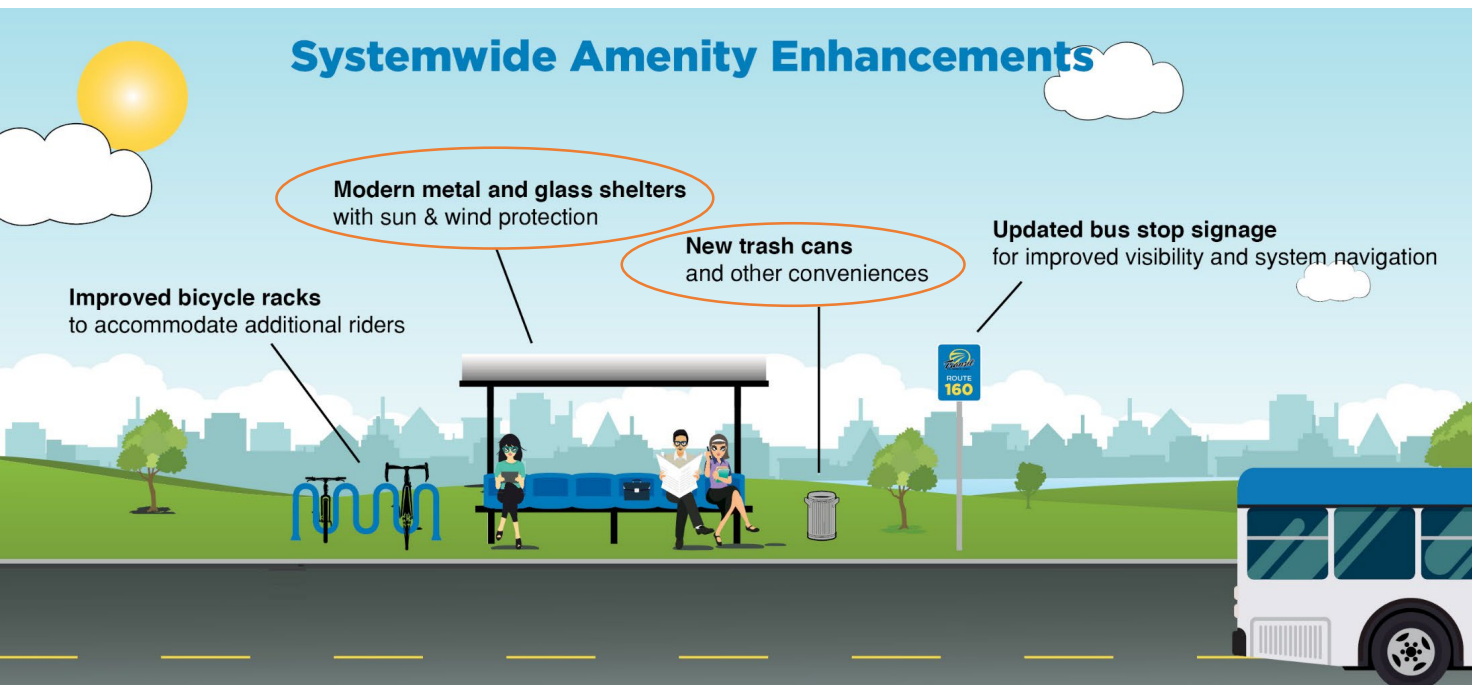
Systemwide Amenity Enhancements

Improved bicycle racks
to accommodate additional riders

Modern metal and glass shelters
with sun & wind protection

New trash cans
and other conveniences

Updated bus stop signage
for improved visibility and system navigation



Marketing & Outreach

Campaigns:

- We're Going New Places
- Get on Board Day
- Summer Youth Pass



STUDENT SUMMER PASSES

Check out our summer pass options for K-12 students from June 1 to August 31. Visit bft.org/Summer for a list of popular destinations and routes that can take students where they want to go this summer, with most buses running until 10 p.m.

SUMMER YOUTH PASS \$25 Unlimited rides for the summer! GET YOUR SUMMER PASS At one of our outlet locations, or buy online.	DOLLAR DAY PASS \$1 Unlimited rides for the day! GET YOUR DAY PASS From your driver when you board.
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MORE INFORMATION:
bft.org/Summer | 509.735.5100

RIDE FREE Thursday, April 25

You can use Ben Franklin Transit bus, Dial-A-Ride, or General Demand services all day for **FREE!**

Get on Board Day is a new national awareness day to highlight the benefits of public transportation.

Get on Board

FOR PUBLIC TRANSIT
APRIL 25, 2019

Whether you ride or not, public transportation is available to our community. Join us for Get on Board on **April 25, 2019** to try it free and show your support.

your trip:
Dial-A-Ride.bft.org
An easy, online booking tool.

Customer Service
Station at
10.

Leadership Speaking Engagements

– Jurisdictional Speaking Tour

- ✓ Benton County, April 2
- ✓ City of Prosser, April 2
- ✓ City of Kennewick, April 9
- ✓ Franklin County, April 30
- ✓ Benton City, May 7
- ✓ Kiwanis of Tri-Cities Industry, May 10
- ✓ City of Pasco, May 13
- ✓ City of Richland, June 4
- ✓ City of West Richland, June 19

– Prosser Economic Development Association (Vanpool + Planning), April 17



Outreach Activities

- United Blind of Tri-Cities (DAR), April 13
- Safety Connect – April 16-17
- Art Contest School Visits – May 2
- Cinco de Mayo Festival – May 3-4
- Visit Tri-Cities Tourism Week Travel Rally – May 7
- Bike Tri-Cities Bike Expo – May 11
- Tyson Foods Employee Safety Fair – June 14
- The REACH Bus Camp – June 18
- Hogs ‘n Dogs – June 20
- Mariachi & More Festival – June 23
- Public Meetings
 - Title VI Plan Update, April 23 + 24
 - Pasco Service Change Recommendations, May 22 + May 28
 - 2019-2024 Transit Development Plan Public Hearings, June 26



Marketing & Outreach

– Social & Digital Media Analytics



Twitter

37,100 impressions
5 new followers (total 486)



Facebook

95,791 total reach
62,840 organic reach
86 new page Likes
83 new followers → total on June 30 = 2,039



Digital Advertising

298,780 impressions with 7x national average click-through rates

– Website Analytics

- 33,599 users
- 79,912 total sessions
- 223,939 page views
 - Top interests: system map/routes, Vanpool, web sales, fares, 47/123/225

Viral post with 10,000+ organic reach!

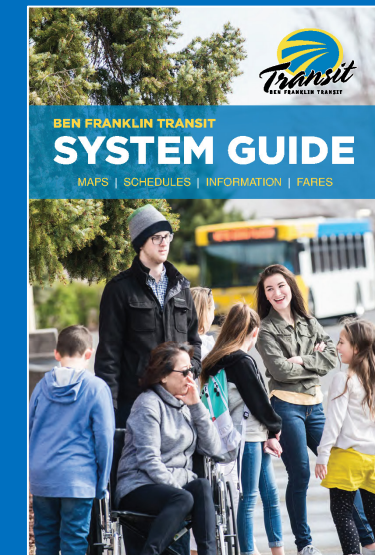
Ben Franklin Transit
Published by All Madison (?) · April 18 ·

"Get on Board" and RIDE FREE April 25!
Get on Board Day is a new national awareness day to highlight the benefits of public transportation. To help you celebrate, our bus, Dial-A-Ride, and General Demand services will be FREE on Thursday, April 25, 2019.
Whether you normally ride public transportation or not, come give it a try and help us celebrate public transportation and the value it adds to our community!... See More

Get on Board

FOR PUBLIC TRANSIT
APRIL 25, 2019

16,606 People Reached 1,100 Engagements Boost Again



Digital copy averaging 2,000 views monthly!

Look Ahead: Summer Shuttle Service Promotion

– **JULY: Art in the Park + Water Follies**
(Shuttle Service Only)

Transit SKIP THE TRAFFIC TAKE A SHUTTLE!

ART IN THE PARK
Shuttles every 15 minutes!
Friday, July 26 | 8:30 a.m. to 8:30 p.m.
Saturday, July 27 | 8:30 a.m. to 7:30 p.m.

To Howard Amon Park from Fran Rish Stadium, with stops at:

- Knight Street Transit Center
- John Dam Plaza
- Across from Greenies (G. Way & Lee Blvd.)

Enjoy art from over 200 local and national artists!

SHUTTLE FARES ARE BY DONATION
Proceeds will go to the YMCA of the Greater Tri-Cities

BOAT RACES
Shuttles every hour!
Saturday & Sunday, July 27-28
8 a.m. to 12 p.m. (Returning 15 minutes after the last heat)

To the Kennewick side from:

- Lampson Stadium in Kennewick
- Knight Street Transit Center in Richland

To the Pasco side from:

- The HAPO Center (formerly TRAC)

Bring your cooler, chair, and other small items on the shuttle with you!

MORE INFO: bft.org/Events

- Print
- Radio
- TV
- Digital
- Social
- Media Release

Run Dates:
July 10-27

– **AUGUST: Benton-Franklin Fair & Rodeo**
(Shuttle Service + Parklet)

RIDE THE BUS TO THE FAIR!

BEN FRANKLIN TRANSIT SHUTTLE HOURS
August 20-24 | 9am to at least 11:30pm

WHERE TO CATCH IT

KENNEWICK
Kamiakin High School | Lampson Stadium

PASCO
The HAPO Center (formerly TRAC)
22nd Avenue Transit Center

RICHLAND
Knight Street Transit Center
Tulip Lane Park and Ride

PRICING OPTIONS

FAIR/BUS COMBO TICKET
Includes round-trip shuttle and fair admission, available at:
Albertson's | Ranch & Home | Safeway
Three Rivers Transit Center | Yoke's
Fair Office | Online at www.bft.org/Fair

Adults (age 13+).....	\$14
Seniors	\$7
Kids (age 6-12).....	\$7
Kids (5 and under).....	FREE

BUS-ONLY FARE (Each way)
Per person..... \$1.50
Per family (up to five) \$4.00

MORE INFO: bft.org/Fair | 509.735.5100

- Print
- Radio
- TV
- Digital
- Streaming
- Social
- Media Release
- Bus Tails

Run Dates:
Aug 1-24

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	Q2	2019 Goals & Initiatives	Start Date	End Date
		Safety First	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
		Ridership Growth	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
		Strategic Planning	1/2/19	12/31/19
		20-Year Service Plan	1/2/19	12/31/19
		Organizational Infrastructure	8/1/18	12/31/19
		Implementation of Operational Technology	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)

Q1	Q2	2019 Goals & Initiatives	Start Date	End Date
		Agency Modernization	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
		FTA Triennial Review	1/2/19	12/31/19
		Collect and Submit Recipient Information Request Items (RIR, or Pre-Site Visit) – <i>Item Complete</i>	1/2/19	2/15/19
		Facilitate Site Visit – <i>Revised Target Date 9/17/19</i>	4/1/19	6/30/19
		Complete Additional Information and Audit Close Out (Post-Site Visit) – <i>Revised Target Date 10/31/19</i>	7/1/19	8/31/19
		Labor Relations	1/2/19	12/31/19
		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 – <i>Did Not Certify</i>	N/A	N/A
		Administrative Assistants – <i>New Initiative in Q2, target dates TBD</i>	TBD	TBD



QUESTIONS?