



Ben Franklin Transit

→ Agency Performance: 3rd Quarter 2019

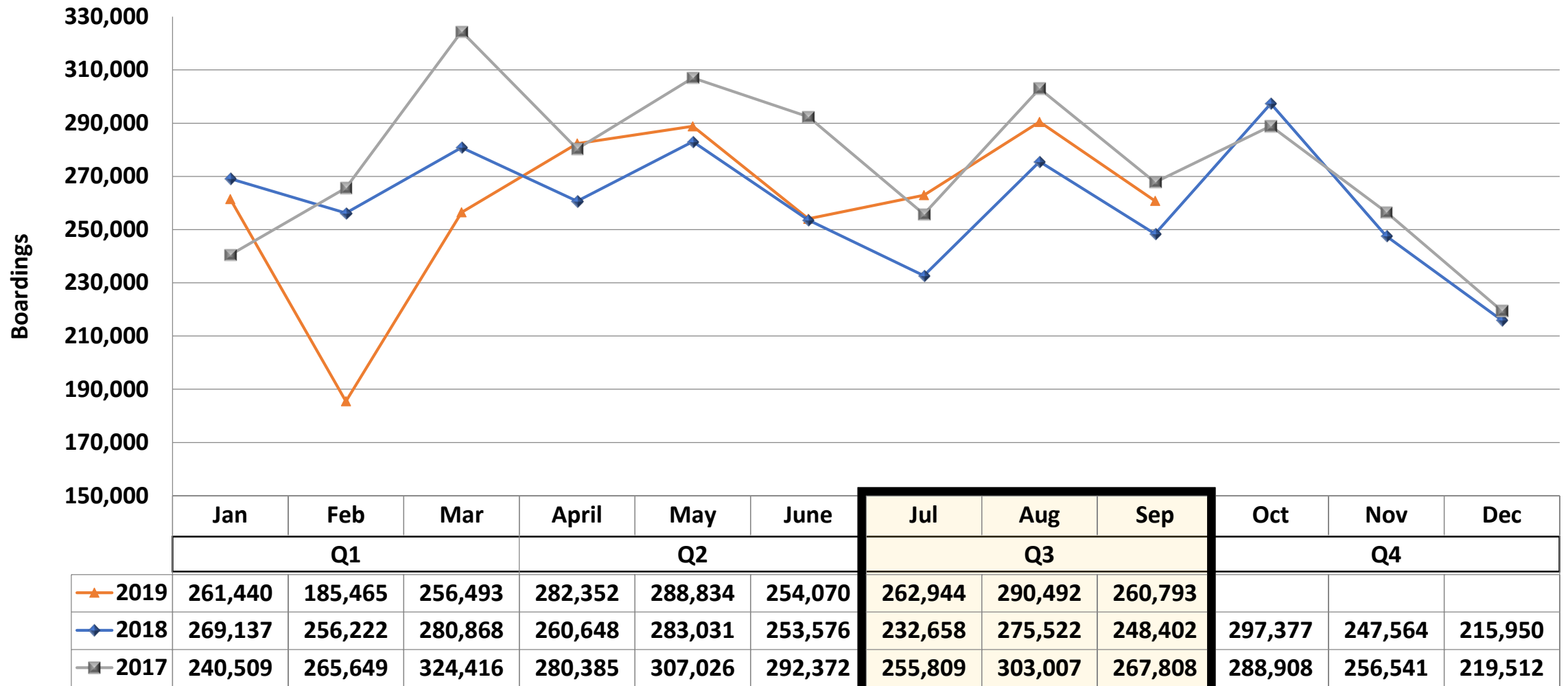
Q3 YTD Ridership

YTD Total System Boardings

2019 Total*
2,342,883

2018 Total
2,360,064

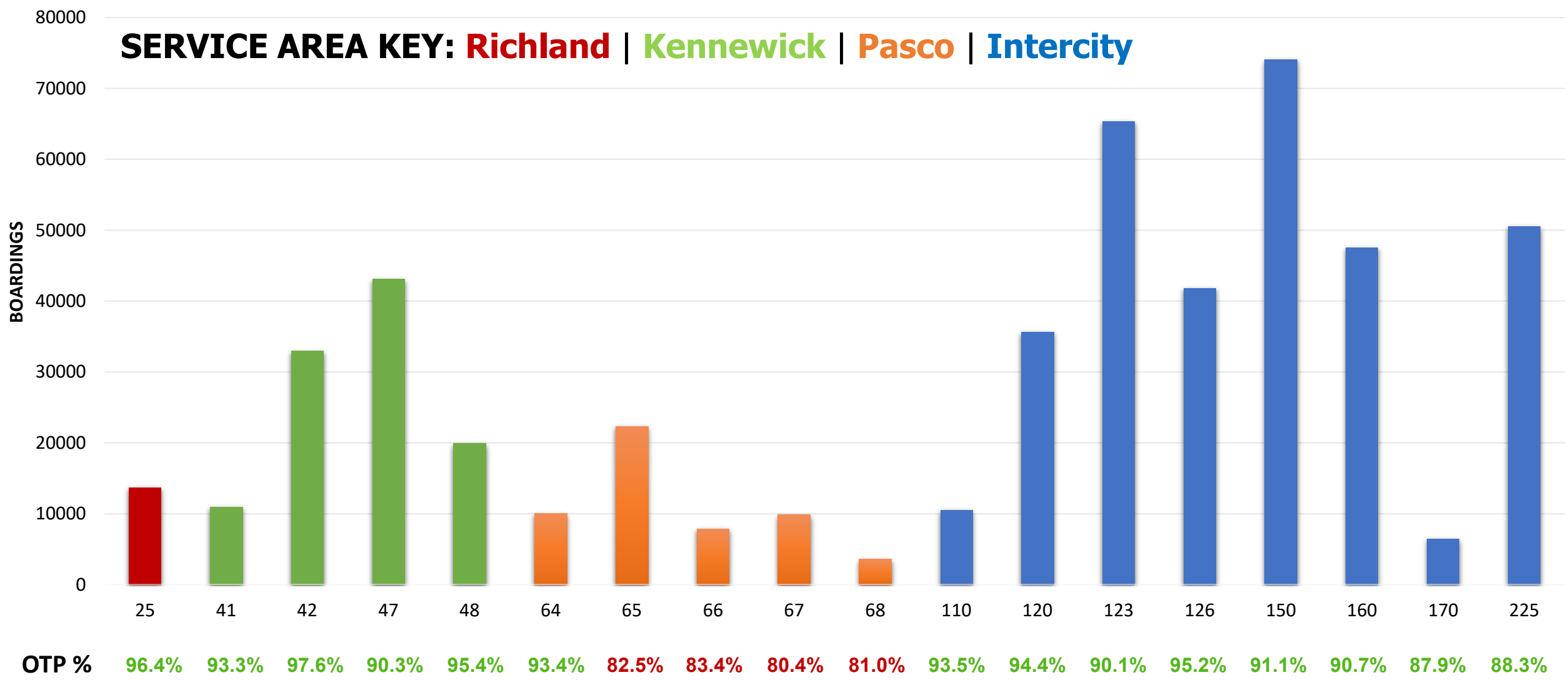
Q3 Highlight:
Total system ridership up 8%



Fixed Route Performance

Q3 Boardings + On-Time Performance by Route

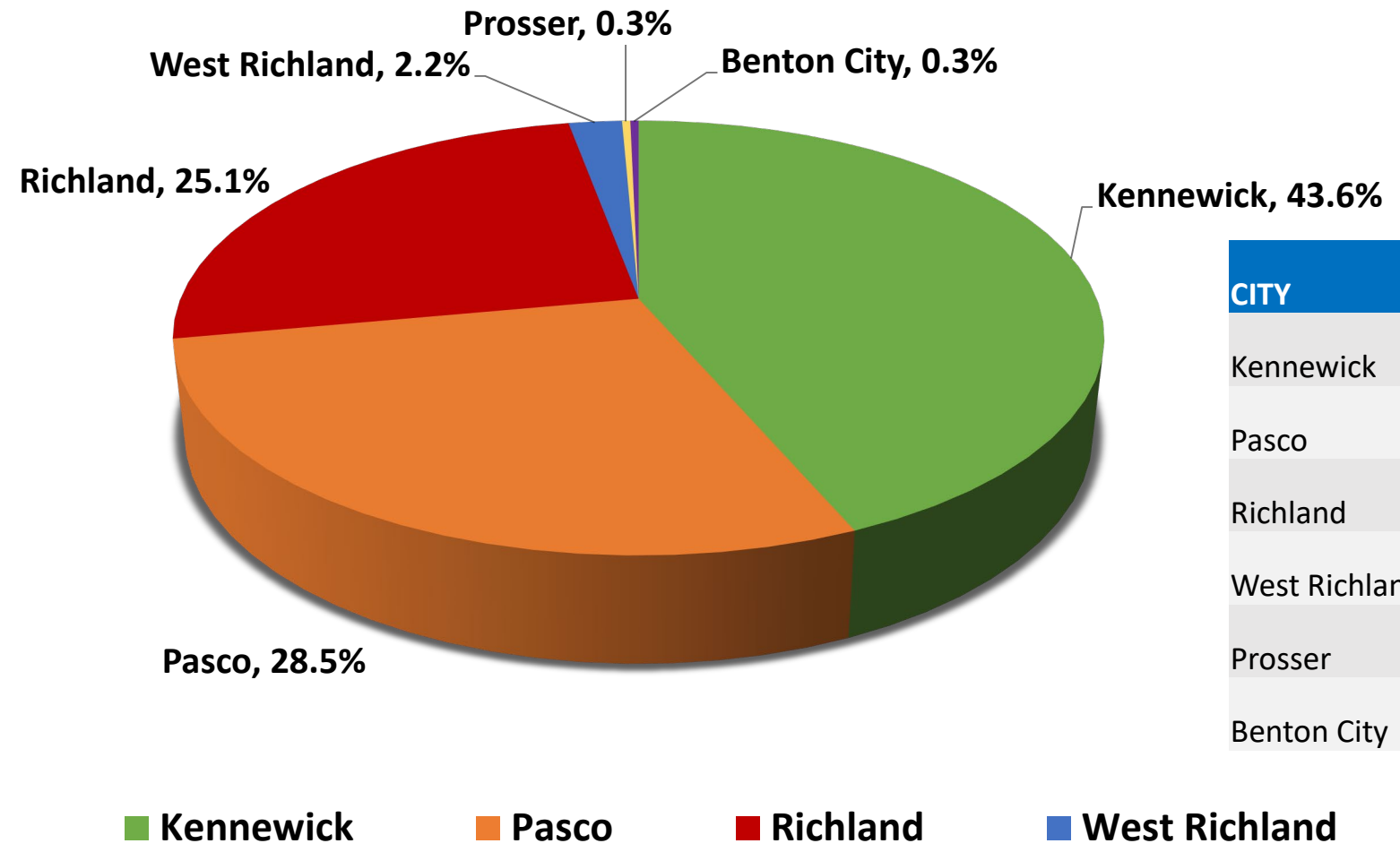
Q3 Highlight:
Ridership up 12% over Q3 2018



Fixed Route Performance

Q3 Boardings by City

Q3 Highlight:
Big increases in W. Rich, Prosser

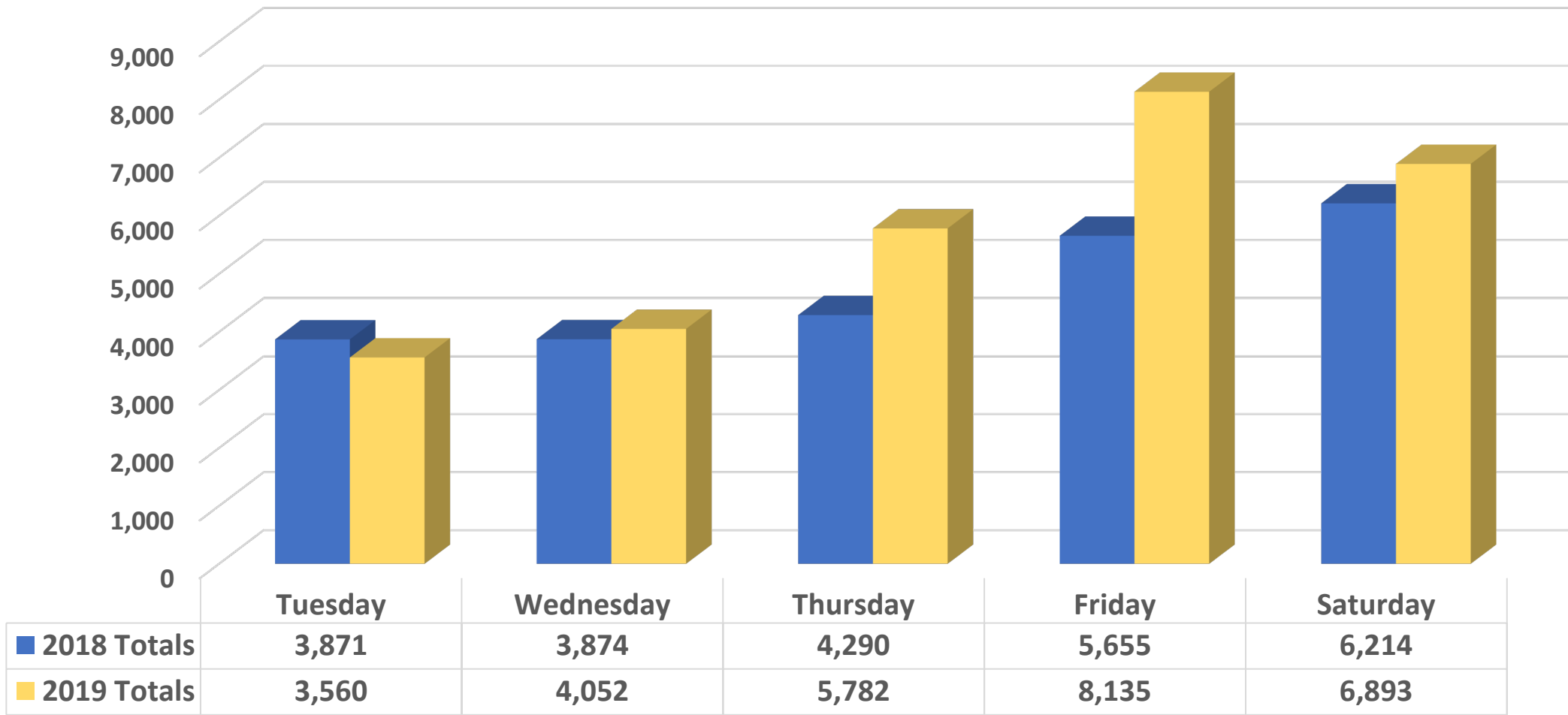


CITY	2019 BOARDINGS	2018 BOARDINGS	% CHANGE
Kennewick	258,273	236,827	9%
Pasco	168,948	147,988	14%
Richland	148,512	129,079	15%
West Richland	13,073	9,713	35%
Prosser	2,016	1,472	37%
Benton City	2,030	2,368	-14%

Fair & Rodeo Shuttle Ridership

Fair Highlight:
Ridership up 18.9% over 2018

Total Ridership by Day

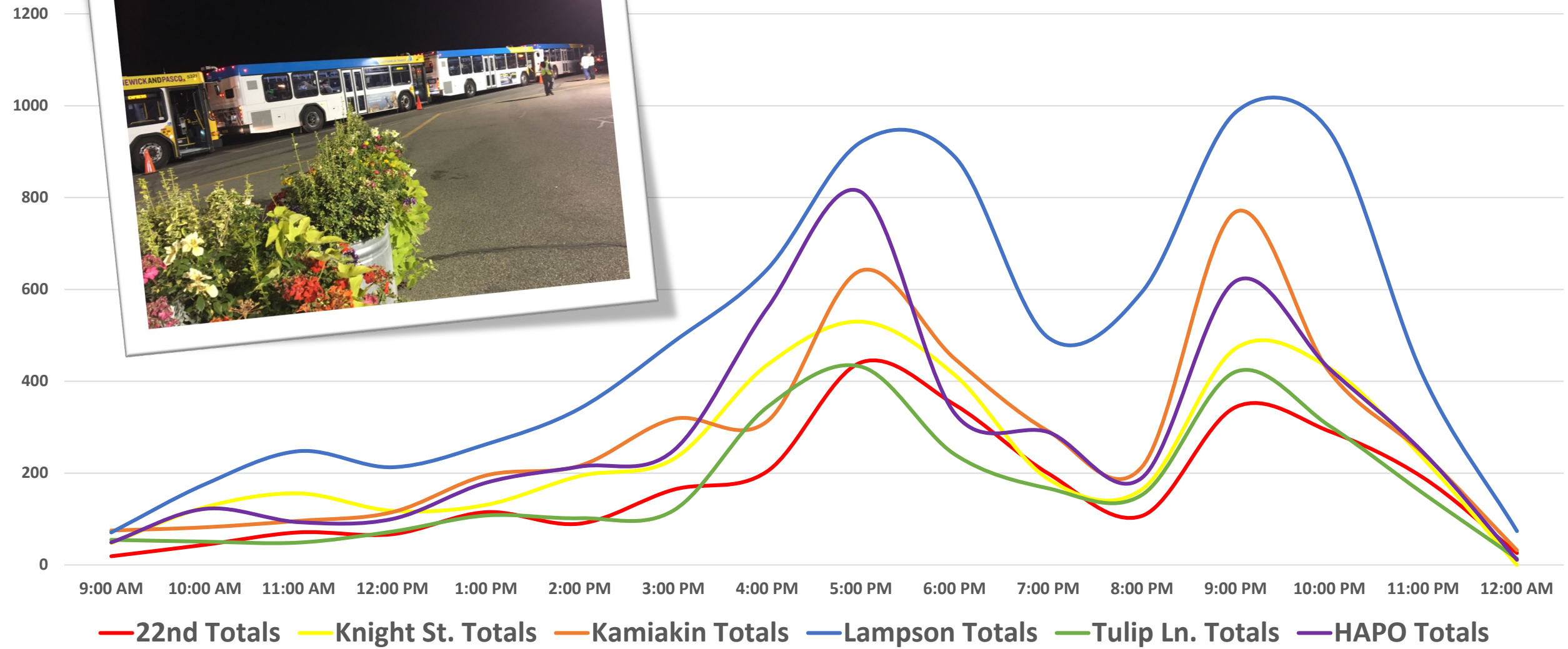


■ 2018 Totals ■ 2019 Totals

Fair & Rodeo Ridership

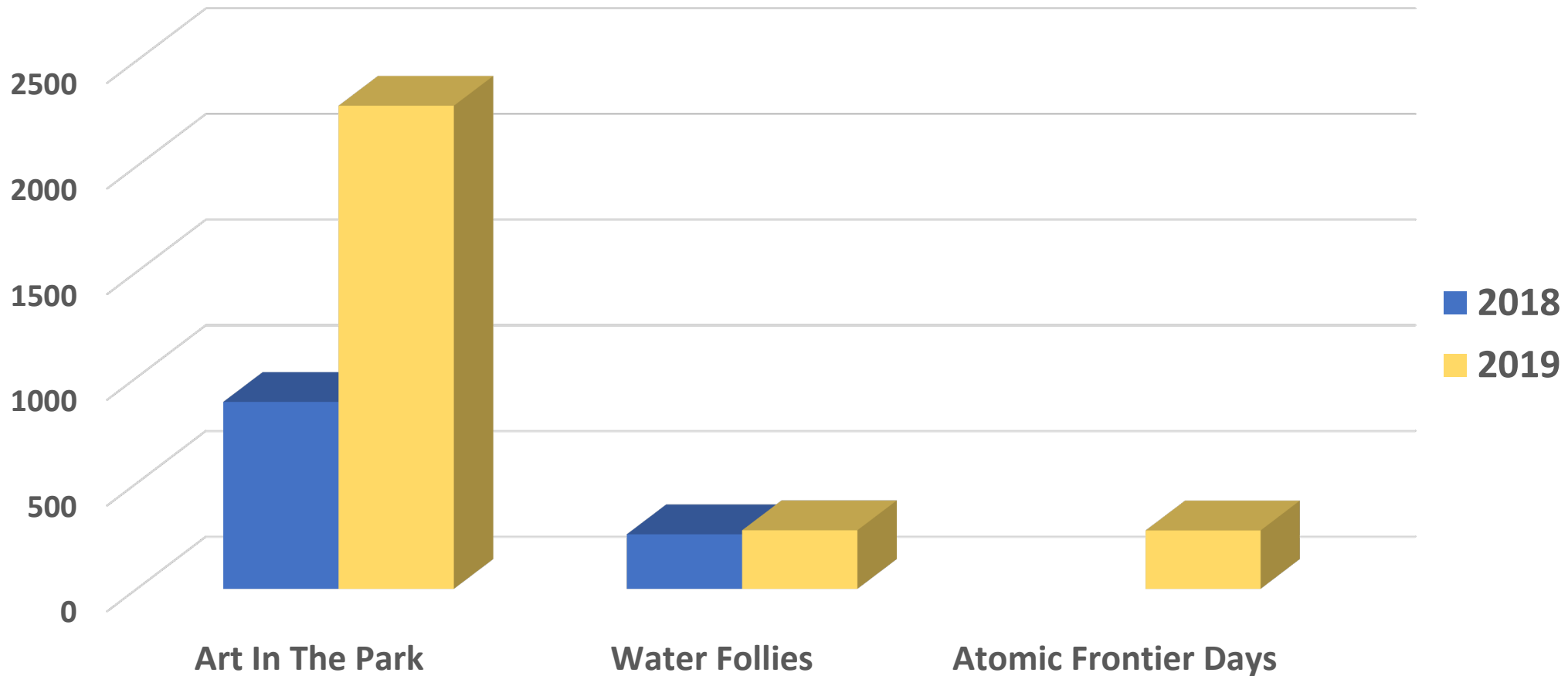
Fair Highlight:

+30% increases, Kamiakin & Tulip Lane



Other Seasonal Services

Seasonal Service Highlight:
Art in the Park Ridership Growth!



Boardings: 2,286
Boardings Increase: 158.6%
Boardings Per Rev Hour: 50.8
Donations Collected: \$1,430

277
7.4%
8.4
\$1,660

276
-
34.5
\$104

Marketing & Outreach

Campaigns & Comms:

- Art in the Park Shuttles
- Boat Races Shuttles
- Fair Shuttles
- Pasco Route Changes
- Knight Street Construction



Ben Franklin Transit
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KNIGHT STREET CONSTRUCTION:
We have updated our renovation page with the work that is being done!
Follow the link below to see our newest post about improvement to the
Knight Street Transit Center.
More info: www.bft.org/knight-street-construction/



We're going new places!

Now Running!
New and improved Pasco routes, including:

Route 65
Combined with 63D to benefit from 30-minute frequency and service until 10 p.m.

Route 66
Hourly service between 22nd Ave Transit Center and West Pasco; no longer serves Road 48.

Route 68
New weekday bus route, a modified version of 68D, takes riders directly to CBC from 22nd Ave Transit Center every 30 minutes.

MORE INFORMATION:
bft.org/NewPlaces
509.735.5100



RIDE T

The Best of Summer



Knicht Street Construction



Outreach Activities

- Art in the Park – July 26-27
- Boat Races – July 27-28
- National Night Out (W. Richland) – Aug 6
- [Biking Back to School – Aug 16](#)
- Benton Franklin Fair & Rodeo Parade – Aug 17
- Benton Franklin Fair & Rodeo – Aug 20-24
- Phoenix High School Resource Fair – Sept 5
- [Riverfest – Sept 7](#)
- Kamiakin High School Resource Fair – Sept 11
- Benton City Daze – Sept 14
- [Atomic Frontier Day – Sept 14](#)
- [All-Senior CommUNITY Picnic – Sept 19](#)
- Legacy High Fall Fair – Sept 26



WELCOME ABOARD

No. 01

THE COLUMBIA

WASHINGTON
B2778C
MADE IN USA

ESTABLISHED 1892

SPIN ENTERTAINMENT



Marketing & Outreach

– Social & Digital Media Analytics



Twitter

37,800 impressions
7 new followers (total 493)



Facebook

203,285 total reach
61,715 organic reach
108 new page Likes
118 new followers → total on Sept 30 = 2,157



Digital Advertising

156,749 impressions with 7x national average click-through rates

– Website Analytics

- 39,000 users
- 86,000 total sessions
- 231,700 page views



Internal Communications

BFT COMMUNICATION CENTER

WELCOMES + BEST WISHES



Welcome Aboard

- Patricia Lind, Executive Assistant, Clerk of the Board
- Paul Gebicki, Finance & Business Manager

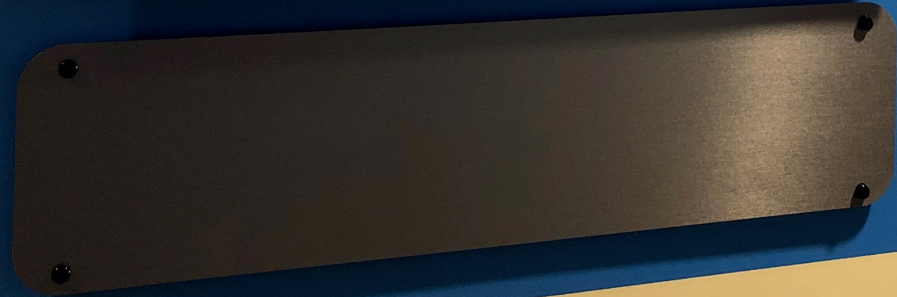
Promotions

- Michael Cummings
- Matt Reynolds
- Chris Johnson
- Robert Johnson

Farewells

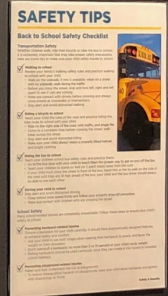
- Tim Smith and Margaret Hill
- Thomas Reed, LAK Driver

Human Resources




SAFETY TIPS

Back to School Safety Checklist



STAFF EVENT + RAFFLE



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	Q3	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 – <i>Some Revised Target Dates into 2020</i>	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	Q3	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	10/31/19
			Labor Relations	1/2/19	12/31/20
			Fixed Route Operators	1/2/19	12/31/20
			DAR Drivers/Reservationists	1/2/19	12/31/20
			Maintenance	1/2/19	12/31/20
			DAR Dispatchers/Schedulers	1/2/19	12/31/20
			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?