



BFT Agency Performance

2nd Quarter 2020

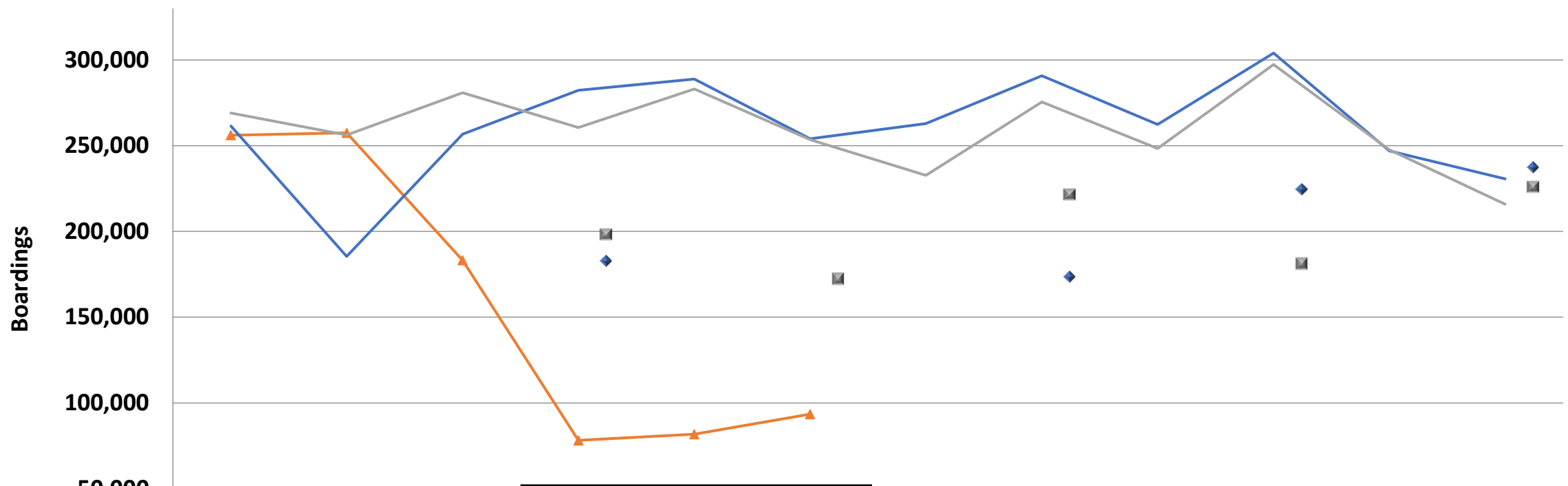
Q2 2020 Ridership

Annual Total System Boardings

2020 YTD
950,117

2019 YTD
1,560,287

Q2 Highlight:
Early signs of recovery

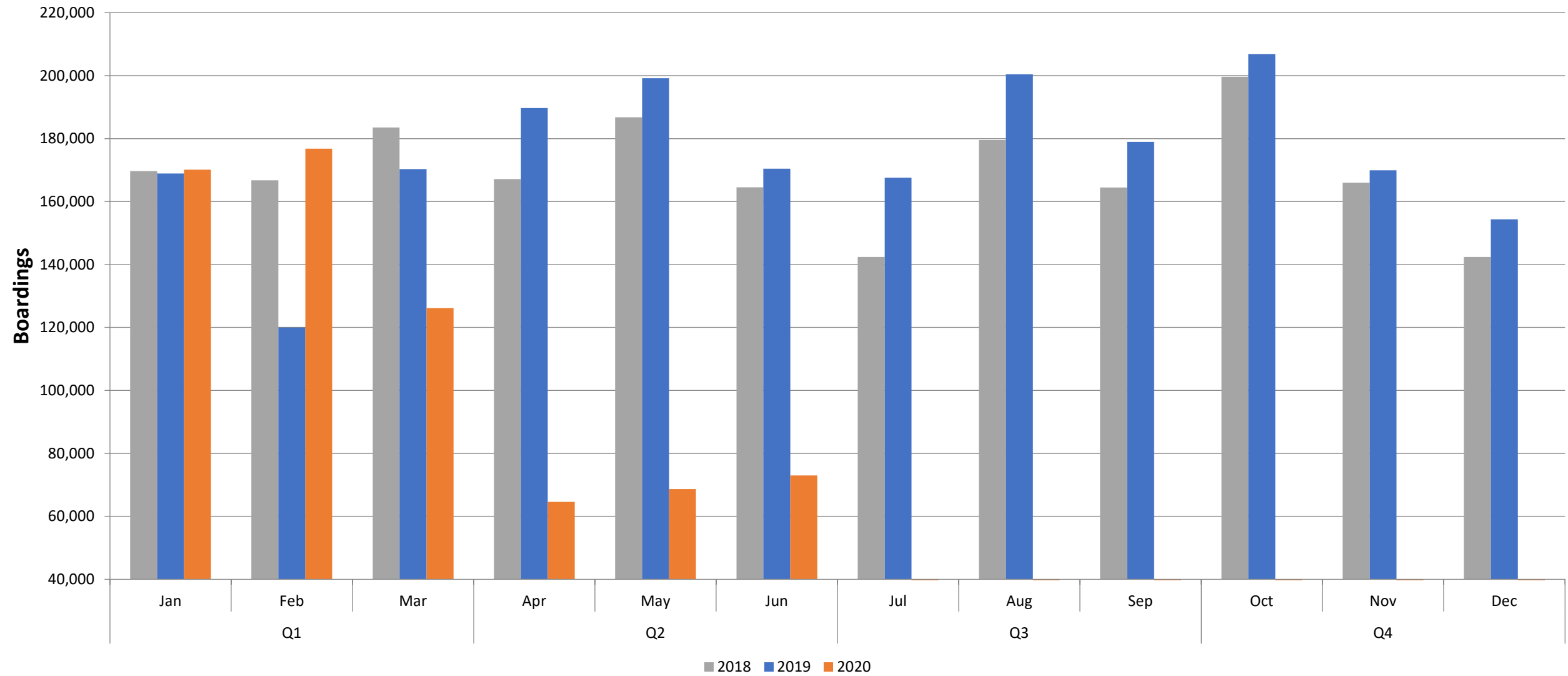


	Jan	Feb	Mar	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec
2020	256,141	257,470	183,179	78,155	81,730	93,442						
2019	261,440	185,465	256,789	282,348	288,832	254,066	262,936	290,834	262,370	304,007	246,952	230,650
2018	269,137	256,222	280,868	260,648	283,031	253,576	232,658	275,522	248,402	297,377	247,564	215,950

Ridership Trends: **-69% in Q2**



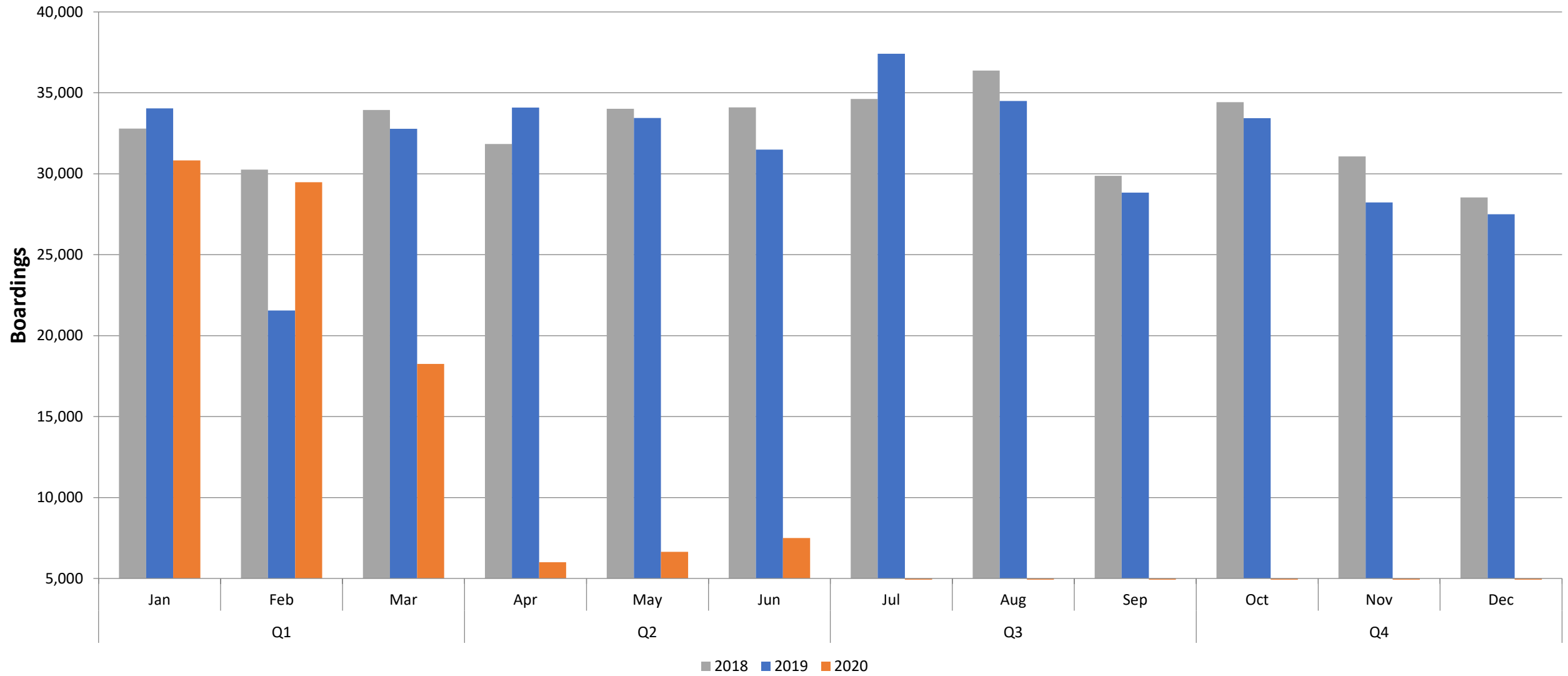
Fixed Route Performance



Ridership Trends: **-63.1% in Q2**



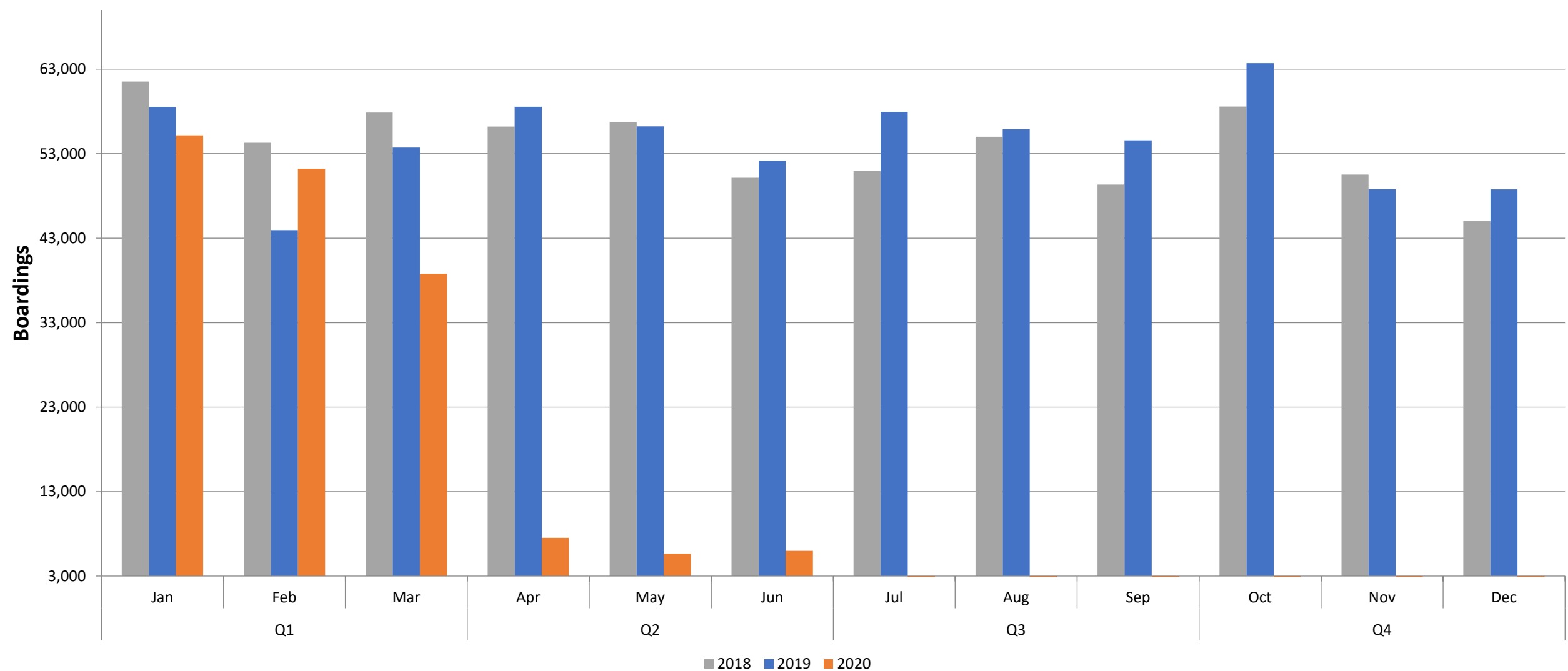
Dial-A-Ride Performance



Ridership Trends: **-79% in Q2**



Vanpool Performance

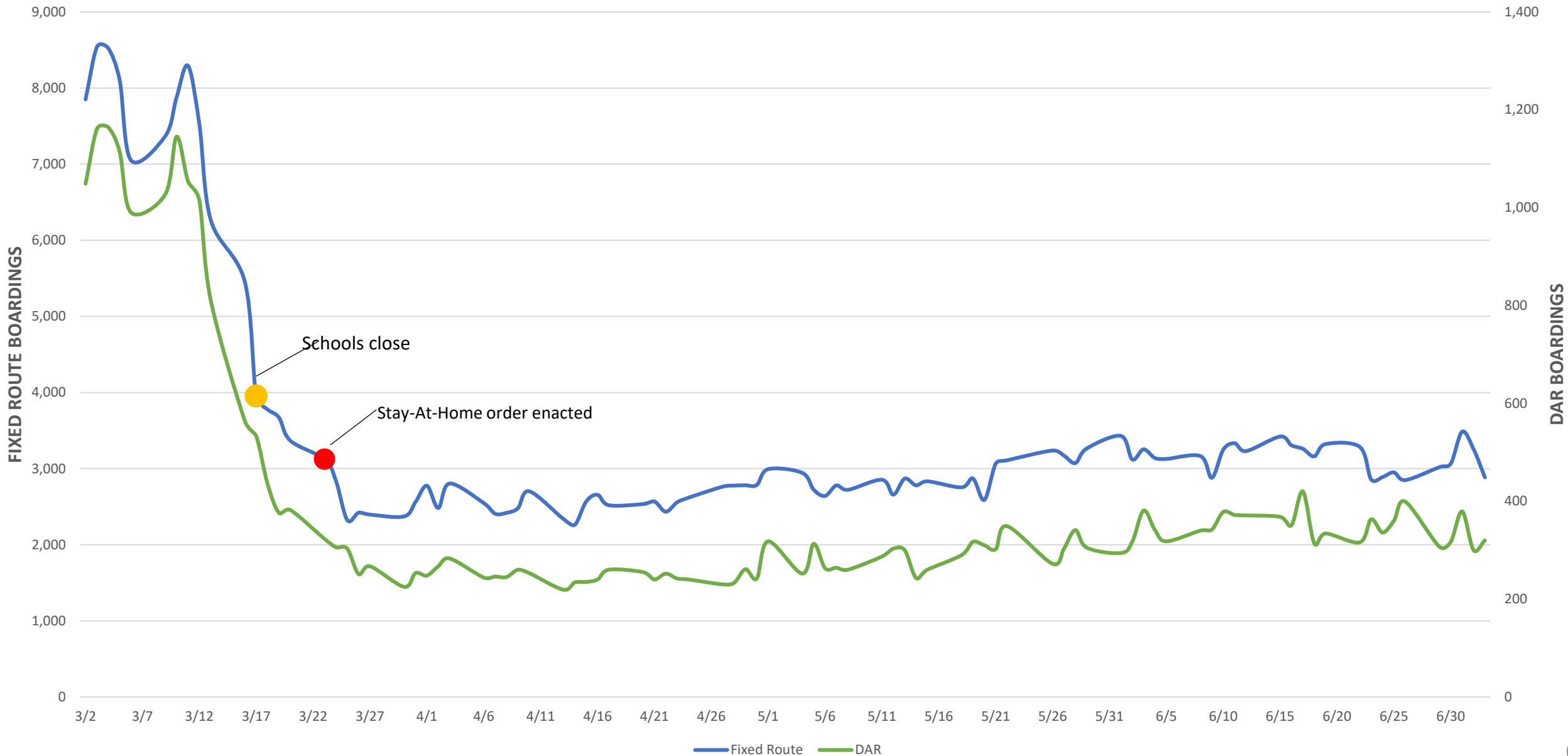


Ridership Trends: -88.5% in Q1 2020

■ 2018 ■ 2019 ■ 2020

Covid-19 Ridership Trends

Weekday Ridership





Marketing + Outreach

COVID-19 Response

BFT CONNECT Launch



RIDER SAFETY

 **FACE COVERINGS
REQUIRED**

 **NO FARES UNTIL
FURTHER NOTICE**

 **REAR DOOR ENTRY
AND EXIT**

 **MAINTAIN A SAFE
DISTANCE**

 **STAY HOME IF SICK**

bft.org/Safety

COVID-19 Communications

SAFETY MEASURES

Disinfection

Fares + Entry Points

Guidance + Requirements

SERVICE IMPACTS

Route + Schedule Changes

Facility Closures

COMMUNITY SERVICE

Second Harvest Partnership

Meals on Wheels Deliveries

FRONT LINE RECOGNITION

BFT and Others

...and REASSURANCE

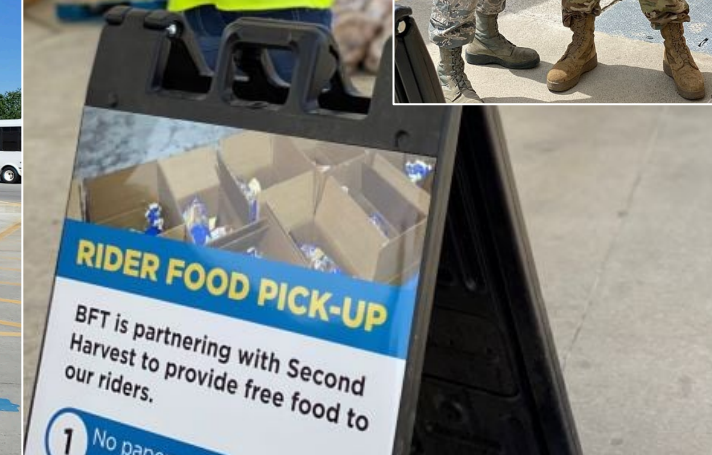


**FACE COVERINGS
are now required
in Washington**

ATTENTION BFT RIDERS:

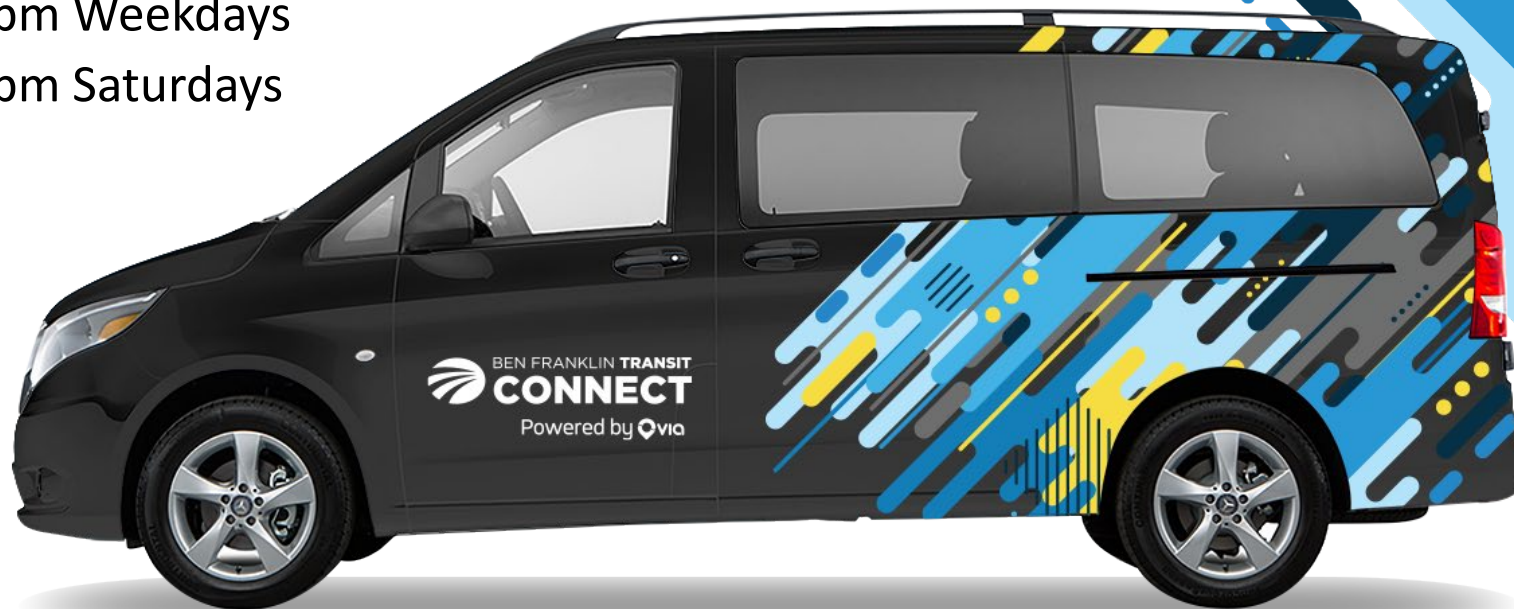
The face covering requirement applies to all transit vehicles and facilities.

Thank you for helping us keep you and your fellow riders safe.



BFT CONNECT Launch

- PHASE 1: West Pasco Zone (April 20)
- PHASE 2: West Richland & Badger Mountain Zone (May 4)
- PHASE 3: All Remaining Zones (May 11)
 - Central Kennewick & Finley
 - Central Richland
 - Columbia Center & South Richland
 - East Pasco
- PHASE 4: Expanded Service Hours (June 8)
 - 7am to 7pm Weekdays
 - 9am to 5pm Saturdays



BEN FRANKLIN TRANSIT
CONNECT
Powered by via

NEW
West Pasco
On-Demand
Service

Beginning Monday, April 20

BEN FRANKLIN TRANSIT
CONNECT
Powered by via

NEW
On-Demand Ride
Service

BEN FRANKLIN TRANSIT
CONNECT
Powered by via

NEW
HOURS
On-Demand
Ride Service

Home > Services > CONNECT Service > CONNECT FAQs > CONNECT

- Bus Service
- CONNECT Service
- CONNECT FAQs
- Dial-A-Ride
- Vanpool
- General Demand Service
- Community Van
- Van-Me-Down
- Prosser/Benton City Demand Response Service
- Area Specific Services

INTRODUCING BFT CONNECT: ON-DEMAND RIDE SERVICE

BFT CONNECT, brought to you by Ben Franklin Transit in partnership with Via, allows you to request a ride when you need it. You can use the Via App, or call in to request rides, to connect to designated locations within a BFT CONNECT zone.



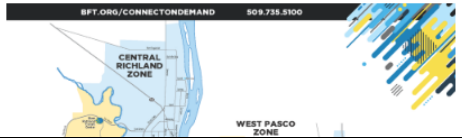
WHAT IS BFT CONNECT SERVICE?
Book a ride within minutes of when you're ready to leave and we'll pick you up in a van and connect you to designated locations called Transit Connections. Our new, on-demand service is a convenient way for you to get to essential services within a zone, and connect to the BFT bus network.

Please note: All rides must either begin or end at a designated Transit Connection in the same zone where the ride is booked.

For more information, see our [CONNECT FAQs](#), or call Customer Service at 509.735.5100.

WHERE ARE BFT CONNECT ZONES?
There are six CONNECT service zones throughout the Tri-Cities. Click on the buttons below for details about each zone, and [click here to enlarge map](#):

- CENTRAL KENNEWICK & FINLEY
- CENTRAL RICHLAND

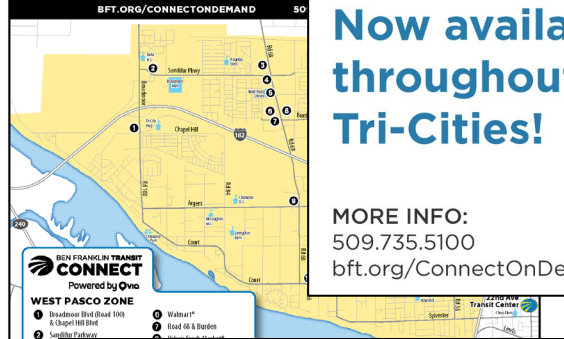


CHALLENGING TIMES

The changes we have experienced over the last couple of months have been hard for all of us. As soon as this emergency began, Ben Franklin Transit planned for the possibility that we could face a significant local outbreak and experience a shortage of staff and drivers. On Monday, April 13, we had to make some changes to our service in West Pasco. This included eliminating all implemented a shorter route, 69E, to provide hour Center to essential businesses in the Road 68 area Urgent Care, Walgreens, Walmart, and Yoke's.

NEW SERVICE

On Monday, April 20, our new BFT CONNECT service. We have been planning CONNECT as a way for rid Tri-Cities to connect to transit, but those services a have access to the things you need during the curr to connect to major transit stops, but we are also businesses. Use CONNECT by downloading the Via and the designated locations, called Transit Connect



NEW ON-DEMAND RIDE SERVICE

Now available throughout the Tri-Cities!

MORE INFO:
509.735.5100
bft.org/ConnectOnDemand



ON-DEMAND **TRANSIT CONNECTION**

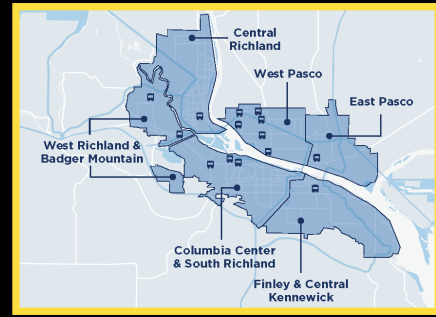
BEN FRANKLIN TRANSIT **CONNECT** Powered by Via

INTRODUCING: BFT CONNECT

A new, on-demand ride service in your area. Ben Franklin Transit is partnering with Via to connect you to the BFT bus network.

Six zones throughout the Tri-Cities. Better connectivity. At your fingertips.

MORE INFO:
bft.org/ConnectOnDemand | 509.735.5100



HOW TO RIDE BFT CONNECT:

1. Download and open the Via App on your smartphone. No smartphone? Call 509.204.4189.
2. Verify your location. Choose your destination.
3. Enter the number of passengers.
4. Select your payment option.
5. Get in, and ride in style!

Download the Via App Now!



Marketing & Outreach

– Social & Digital Media Analytics



Twitter

50,700 impressions (+12% over Q1)
18 new followers



Facebook

512,608 total reach (+390% over Q1)
→ 158,386 organic | 367,866 paid
216 new page Likes (+61% over Q1)
241 new followers (+73% over Q1)
→ total on June 30 = 2,549 (+10%)

– Website Analytics

- 19,103 users (-38% from Q1)
- 34,124 total sessions (-48% from Q1)
- 80,412 page views (-53% from Q1)

Ben Franklin Transit
Published by Lori Araujo [?] · April 2 ·

A message from BFT General Manager Gloria Boyce:
"I'd like to recognize our drivers and support staff members who are our heroes at Ben Franklin Transit. I also want to recognize the other heroes in our community—the doctors, healthcare workers, grocery store clerks, truck drivers and the other brave and selfless people working around the clock to care for our community. THANK YOU from myself and the BFT family.
We're so fortunate to have you! We'll help you get to essential services and encourage social distancing to help ease your load and keep our community safe through this."

Ben Franklin Transit
Published by Lori Araujo [?] · May 12 ·

Partnering with Second Harvest
We're so proud to partner with Second Harvest Tri-Cities and assist with their distribution of food essentials in our community. In conjunction with the next Second Harvest Mobile Market drive-thru event, BFT will be holding a similar event just for transit riders on the same day.
FOOD DISTRIBUTION OPTIONS: ... See More

THANK YOU BFT DRIVERS
THANK YOU BFT MAINTENANCE
THANK YOU BFT FACILITY
THANK YOU MEDICAL
THANK YOU GROCERY
THANK YOU TRUCK DRIVERS
THANK YOU SANITATION
THANK YOU RESTAURANTS

Get More Likes, Comments and Shares
When you boost this post, you'll show more of this content.

2,768 People Reached | 458 Engaged

Claudia Torres, Ian Hernandez and 85 others

Apr 2020 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 4,344 impressions

On Thursday, April 16 at noon, BFT will #soundthehorn to honor transit workers in our area and across the country. Our employees are heroes, and the #HeroesMovingHeroes initiative recognizes the operators who move essential employees to work during COVID-19. #heroesmovingheroes
pic.twitter.com/Tmwn5Lgds8

SOUND THE HORN
Supporting Public Transportation Workers
Thursday, April 16 at 12:00 pm
ESSENTIAL TRAVEL FOR ESSENTIAL NEEDS IS ESSENTIAL
#SoundTheHorn #HeroesMovingHeroes

1 | 9

2020 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

2020 Goals & Initiatives	1	2	3	4	5	6	7	8
Safety First	✓	✓	✓	✓	✓	✓	✓	✓
Ridership Growth	✓	✓		✓	✓	✓	✓	✓
Agency Strategic Planning	✓	✓	✓	✓	✓	✓	✓	✓
Implementation of Operational Technology	✓	✓		✓	✓	✓	✓	✓
Agency Modernization	✓	✓	✓	✓	✓	✓	✓	✓
Alternative Fuels		✓		✓	✓		✓	✓
Board Governance & Agency Performance	✓	✓	✓	✓	✓	✓	✓	✓
Labor Relations	Contractual Requirement							

2020 Goals & Initiatives Progress

Q1	Q2	2020 Goals & Initiatives	Start	End	Revised
Safety First					
		Transit Operations Accident Prevention - Vanpool	1/2/20	12/31/20	
		Major Preventable Accidents at Less than .75 per 100,000 Miles	1/2/20	12/31/20	
		Implement Public Transportation Agency Safety Plan (PTASP)	1/2/20	7/15/20	12/31/21
		Maintain a Safe Work Environment	1/2/20	12/31/20	
		Continue the Upgrade of Tools and Equipment	1/2/20	12/31/20	
Ridership Growth					
		Increase Fixed Route Ridership by 3%	1/2/20	12/31/20	12/31/22
		Performance Monitoring and Reporting	1/2/20	12/31/20	12/31/21
		Contracted Service Plan and Implementation	9/15/19	12/31/20	
		Community Outreach to Key Demographics	1/2/20	12/31/20	12/31/21
		Implement and Refine Group Travel Training Curriculum	1/2/20	12/31/20	12/31/21
Strategic Planning					
		Develop 2020-2025 Transit Development Plan	1/2/20	6/1/20	8/31/20
		Long-Range Service Plan	5/1/19	6/30/21	6/30/22
		Frequent Service Corridor Implementation	1/2/20	12/31/20	6/5/22
		Prosser/Benton City Service Analysis	1/2/20	6/5/21	9/30/21
		Organizational Infrastructure	1/2/20	12/31/21	
		Succession Planning	1/2/20	12/31/20	12/31/21
		Surplus 37 DAR Vehicles that Have Exceeded Useful Life	1/2/20	3/1/20	12/31/20
		Right Size Fixed Route Fleet to Reflect 20% Spare Ratio	1/2/20	3/1/20	5/14/20

		Start	End	Revised	
Implementation of Operational Technology					
■	■	Performance Monitoring and Reporting	1/2/20	12/31/20	6/30/21
■	■	Fixed Route	1/2/20	12/31/20	6/30/23
■	■	Implement Asset Management Module to Track Facilities Maintenance per TAM	1/2/19	12/31/20	
Agency Modernization					
■	■	Facilities Updates	9/3/19	3/31/21	3/31/21
■	■	New Transit Facilities	10/1/19	12/31/20	12/31/23
■	■	System Amenities	10/1/19	12/31/20	12/31/22
■	■	Agency Brand Guidelines	1/2/20	12/31/20	
■	■	Administration	1/2/20	12/31/22	
Alternative Fuels					
■	■	Deliver Alternative Fuels Report Including Program Recommendations	6/19/19	11/30/20	
Board Governance & Agency Performance					
■	■	Implement Board Governance Action Report Recommendations	1/2/20	12/31/20	12/31/21
■	■	Develop Agency Wide Key Performance Indicators (KPIs)	6/1/20	12/31/20	12/31/21
Labor Relations					
■	■	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	
■	■	Administrative Assistants – <i>New Initiative in Q2, target dates TBD</i>	1/2/20	3/31/21	



QUESTIONS?