



# **BFT** Agency Performance

3rd Quarter 2020

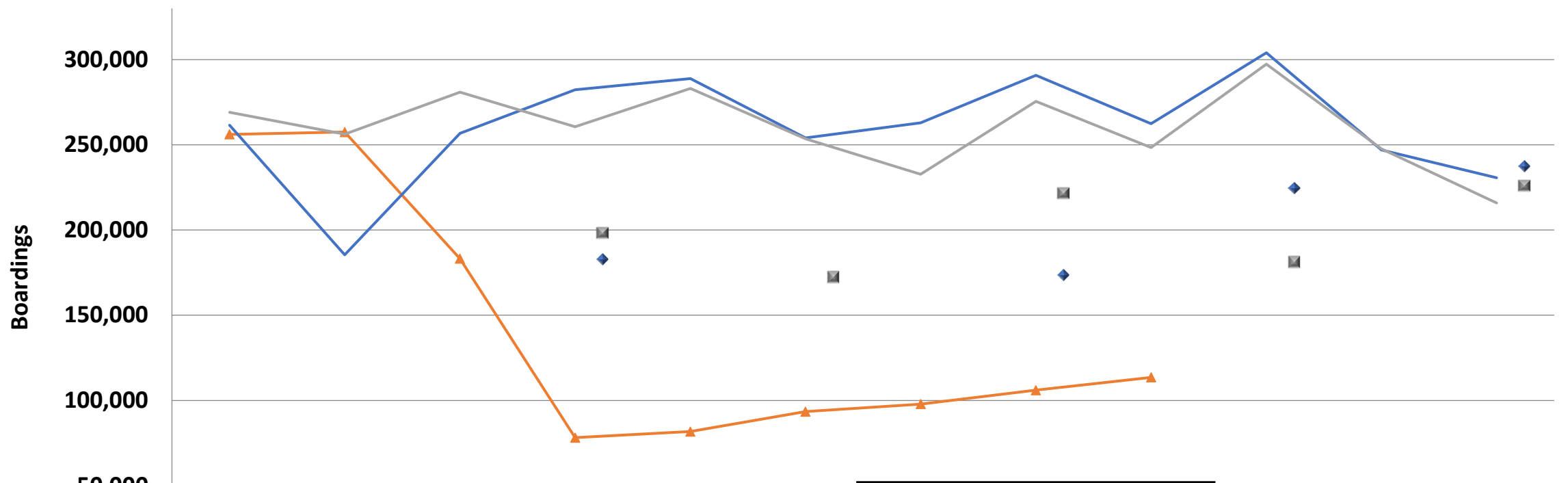
# Q3 2020 Ridership

Annual Total System Boardings

**2020 YTD**  
**1,267,455**

**2019 YTD**  
**2,345,080**

**Q3 Highlight:**  
**Early signs of recovery**

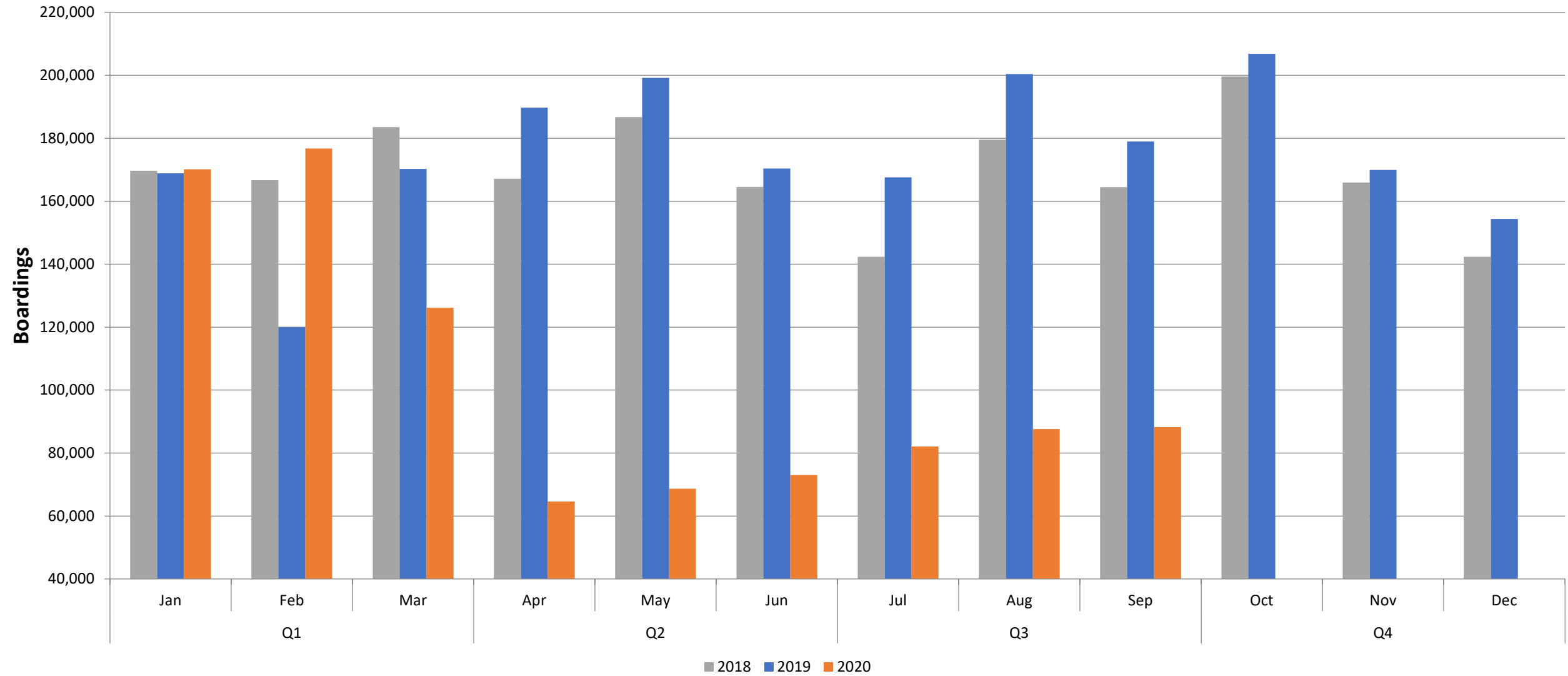


	Jan	Feb	Mar	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec
2020	256,141	257,470	183,179	78,155	81,730	93,442	97,821	106,020	113,497			
2019	261,440	185,465	256,789	282,348	288,832	254,066	262,936	290,834	262,370	304,007	246,952	230,650
2018	269,137	256,222	280,868	260,648	283,031	253,576	232,658	275,522	248,402	297,377	247,564	215,950

Ridership Trends: **-61% in Q3**



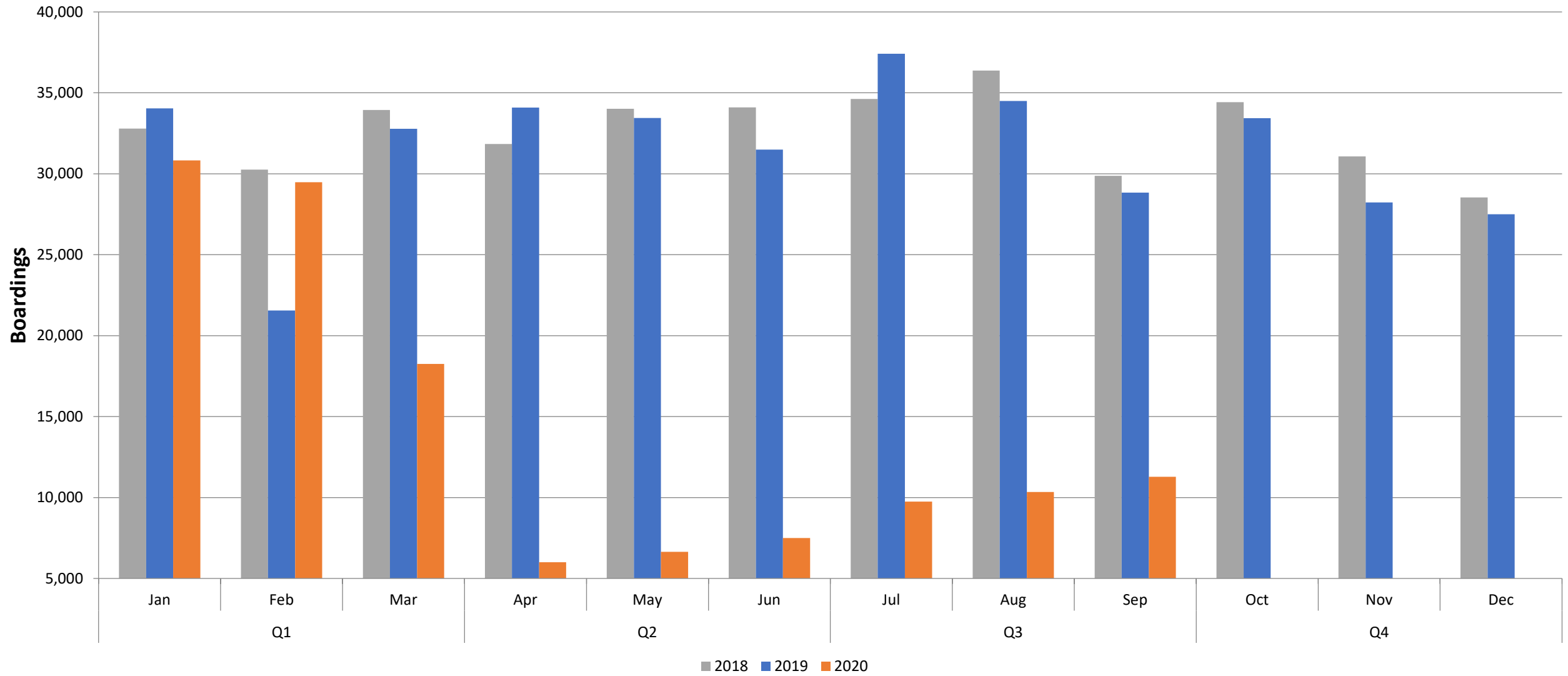
# Fixed Route Performance



Ridership Trends: **-53% in Q3**



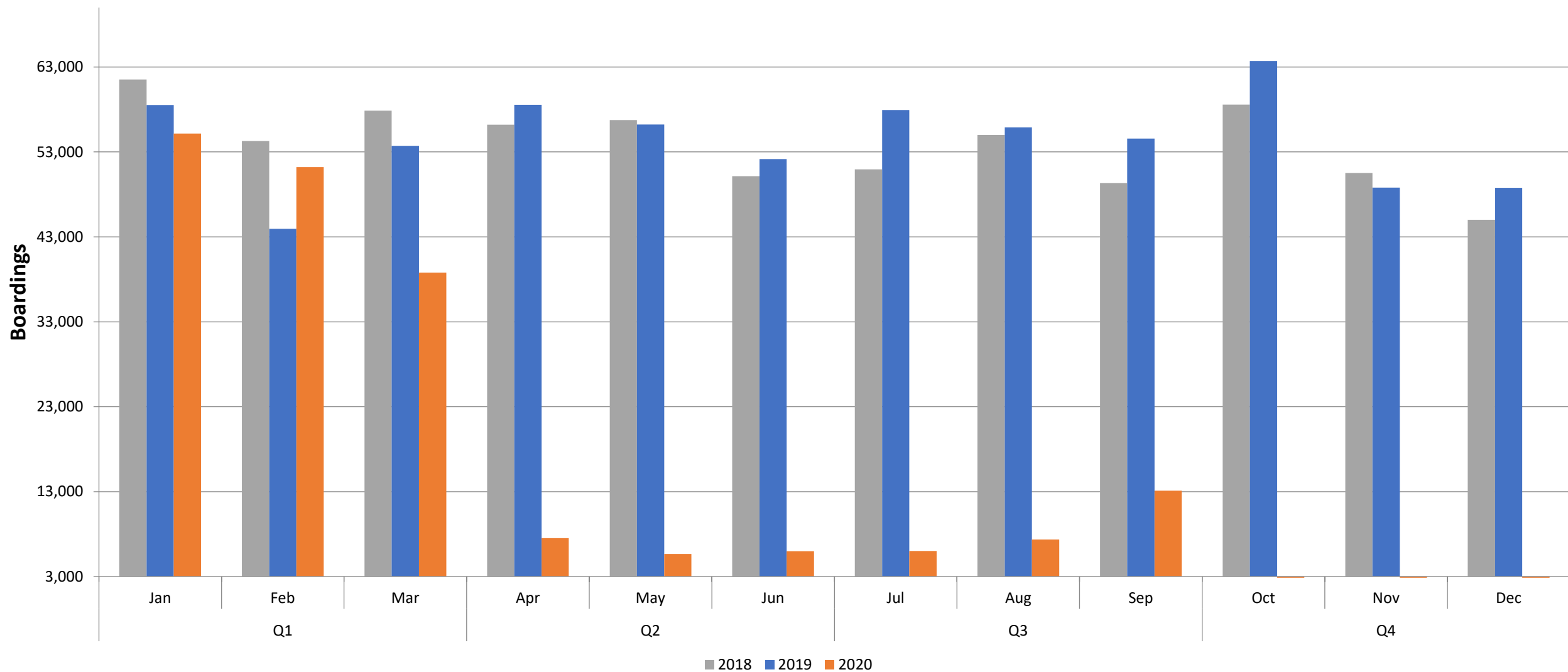
# Dial-A-Ride Performance



Ridership Trends: **-69% in Q3**



# Vanpool Performance

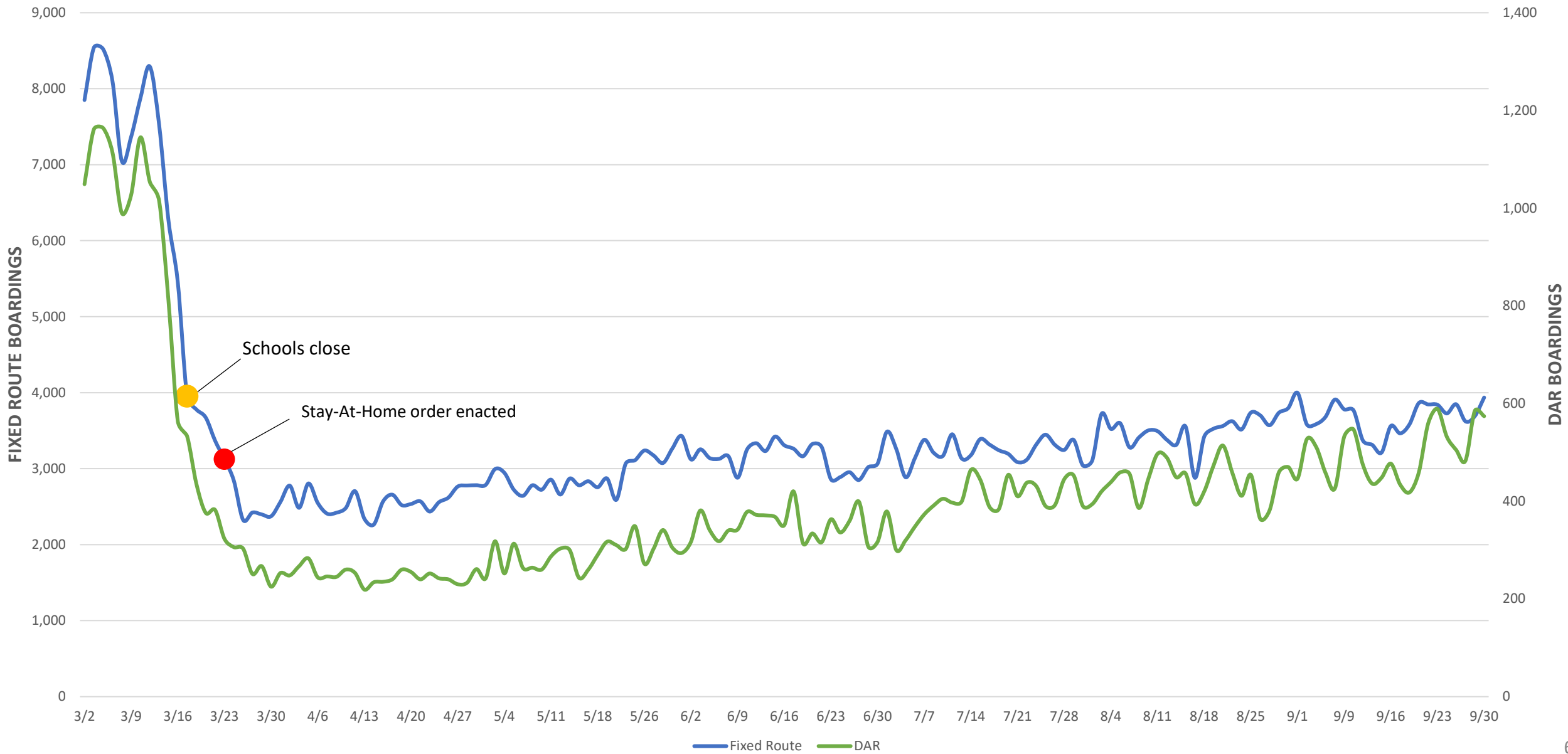


Ridership Trends: **-84% in Q3 2020**

■ 2018 ■ 2019 ■ 2020

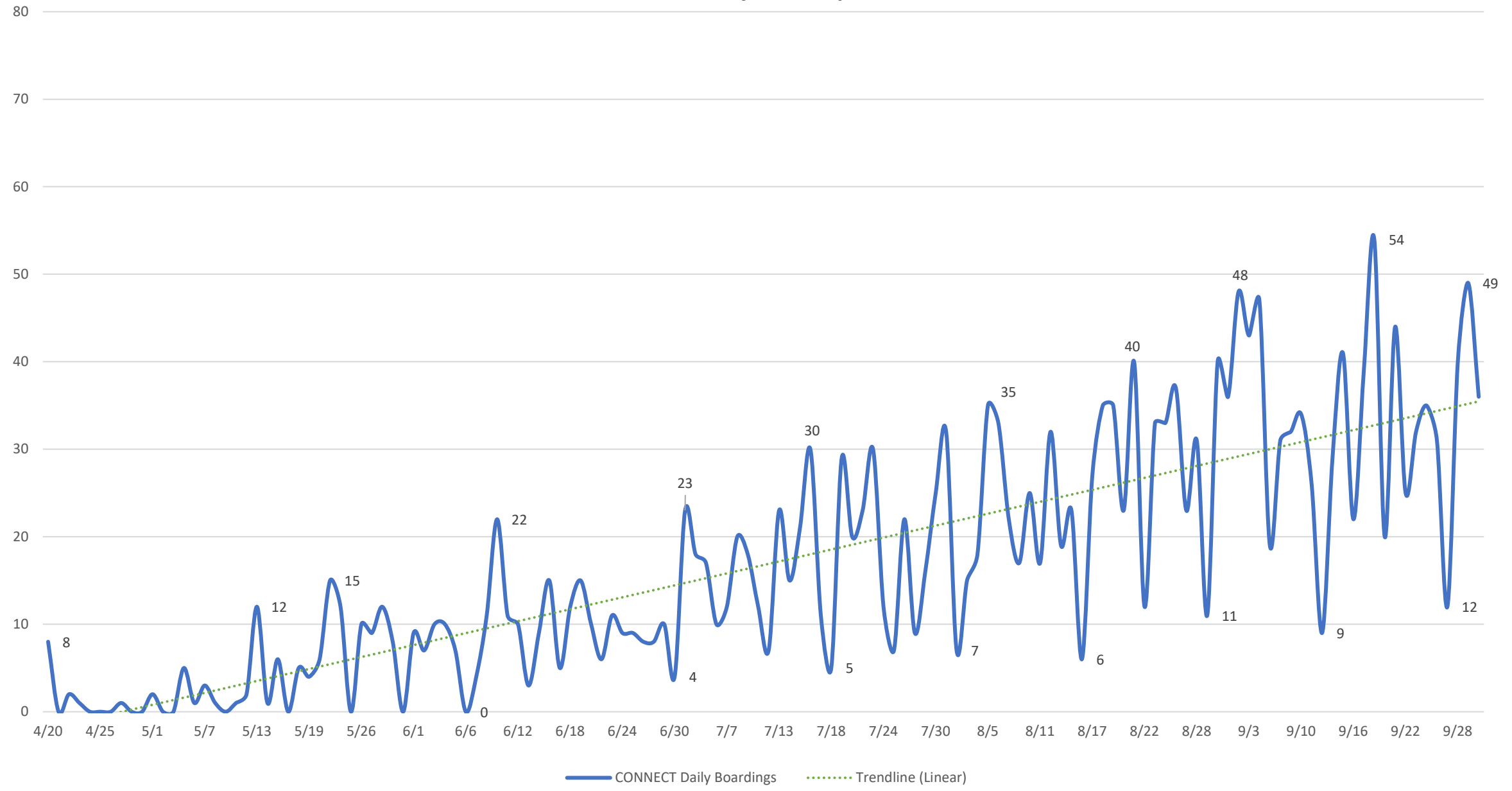
# Covid-19 Ridership Trends

## Weekday Ridership



# CONNECT Ridership Trends

## Weekly Ridership





# Marketing + Outreach

COVID-19 Response + Recovery

BFT CONNECT

2019 Annual Report





# COVID-19 Communications

## SAFETY MEASURES

Disinfection

Fares + Entry Points

Guidance + Requirements

## COMMUNITY SERVICE

Second Harvest Partnership

Meals on Wheels Deliveries

## SERVICE RECOVERY

BFT Phased Plans

## BFT'S PHASED RECOVERY PLAN

BFT is working to support the Tri-Cities community during the COVID-19 pandemic and we are committed to ensuring the safety of our customers and employees. As more information becomes available, BFT's plans continue to evolve to accommodate our riders and protect our staff. This table shows Washington State's four Safe Start reopening phases and a current snapshot of the BFT services, procedures and safeguards riders can expect during each phase.



		PHASE 1	PHASE 2	PHASE 3	PHASE 4
<b>Bus</b> 	<b>Entry Capacity</b>	Rear Door Only Limited Capacity	Rear Door Only Limited Capacity	Front & Rear Door Limited Capacity	Front & Rear Door Full Capacity
<b>Dial-A-Ride*</b> 	<b>Capacity</b>	2 + Personal Care Attendant (PCA)	2 + PCA	No Restrictions	No Restrictions
	<b>Arc Contract Capacity</b>	No Service N/A	Arc Program Trips 2 + PCA	Arc Program Trips 2 + PCA	All Eligible Trips 50% capacity**
<b>CONNECT</b> 	<b>Entry Capacity Service</b>	Automatic Door 2 from Same Household Added Essential Stops	Automatic 2 from Same Added Ess		
	<b>Fare Collection</b>	No Fares	No Fares		
	<b>Public Offices</b>	Closed	Closed		
	<b>Cleaning</b>	<ul style="list-style-type: none"> <li>Vehicles are cleaned and disinfected</li> <li>Trained crews sanitize high-touch surfaces</li> <li>Lobbies and public restrooms will remain closed</li> <li>BFT will continue coordinating with health officials</li> <li>For our user-led Vanpool program, extra cleaning supplies being provided</li> </ul>			

\*General Demand service is provided using Dial-A-Ride vehicles, and is available during all phases.  
 \*\*For vulnerable populations, defined by CDC as: 65+ years of age; people with chronic health conditions such as immunocompromised, severe obesity, diabetes, chronic kidney disease undergoing chemotherapy, etc.

Our latest safety efforts regarding COVID-19 can be found at [bft.org/s](http://bft.org/s)

**BFT'S COMMITMENT TO SAFETY**

WE'RE DOING OUR PART: CLEANING & DISINFECTING

YOU'RE DOING YOURS: WEARING FACE COVERINGS

TOGETHER, WE WILL HELP PROTECT OUR COMMUNITY



## ENDING A SUMMER OF GIVING BACK...

**3,000** food boxes distributed at transit centers to help families


**300** grocery deliveries to housebound seniors

# BFT CONNECT Reinforcement



**Riding within a  
BFT Service  
Zone**

**BEN FRANKLIN TRANSIT  
CONNECT**  
Powered by 




**Ben Franklin Transit**  
September 21 at 9:12 AM · 🌐

**BFT CONNECT is Easy to Use!**

BFT CONNECT is an on-demand ride service. During the pandemic and until our community phases forward more, riders can use BFT CONNECT for free and enjoy front door drop-off and pick-up service to a number of essential business locations, like food banks and medical clinics. When we resume fare collection, these additional direct connections will change, but CONNECT will still get you where you need to go with the help of our comprehensive bus network... See More

**Book a trip with BFT CONNECT!**



# Marketing & Outreach

## – Social & Digital Media Analytics



### Twitter

39,195 impressions  
15 new followers

**Top Tweet** earned 4,746 impressions  
Some great reasons to wear a face mask  
[medium.com/wadephealth/t...](https://medium.com/wadephealth/t...) BFT employees wear face masks to keep our co-workers & riders safe!  
Reminder: Face coverings are now **REQUIRED** in public spaces, including our BFT vehicles, facilities & transit centers  
[#MaskOn2MoveOn](#) [#MaskUpWA](#)



### Facebook

202,887 total reach  
→ 129,767 paid to support Second Harvest food distributions  
96 new page Likes | 105 new followers

Ben Franklin Transit  
July 10 · 🌐

BFT employees commit to wearing a face mask! Watch and see who we wear a mask for.  
[#MaskOn2MoveOn](#) [#MaskUpWA](#)

**Who do you wear a mask for?**

20,907 People Reached      944 Engagements      [Boost Again](#)

Boosted on July 10  
By Ali Madison      Completed

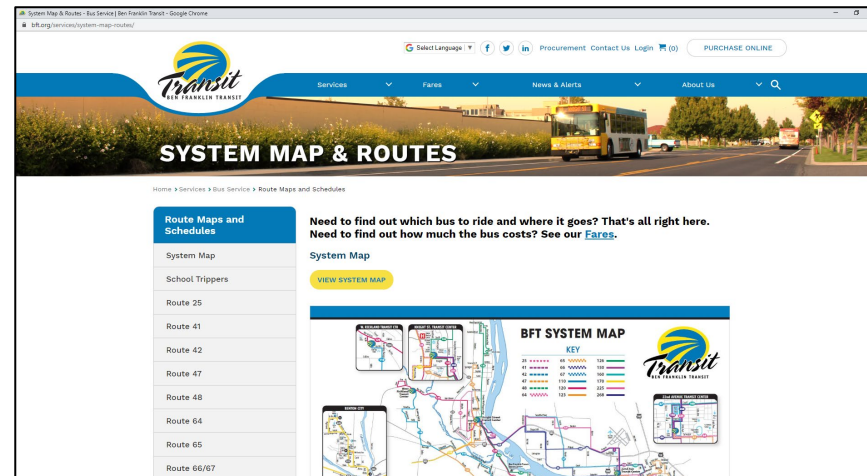
People Reached	20.4K	ThruPlays	16.3K
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[View Results](#)

73      4 Comments 20 Shares

## – Website Analytics

- 18,000 users
- 33,000 total sessions
- 83,474 page views



# 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	Q3	2020 Goals & Initiatives	Start	End	Revised
<b>Safety First</b>						
■	■	■	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	
<b>Ridership Growth</b>						
■	■	■	Increase Fixed Route Ridership by 3% → Restore Fixed Route Ridership	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
<b>Strategic Planning</b>						
■	■	■	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



Q1 Q2 Q3

### 2020 Goals & Initiatives

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	
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#### 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	TA
■	■	■	DAR Drivers/Reservationists	1/2/19	12/31/20	TA
■	■	■	Maintenance	1/2/19	12/31/20	Ratified
■	■	■	DAR Dispatchers/Schedulers	1/2/19	12/31/20	Ratified
■	■	■	Administrative Assistants – <i>New Initiative in Q2, target dates TBD</i>	1/2/20	3/31/21	



**QUESTIONS?**