



1st Quarter 2021

# Agency Performance

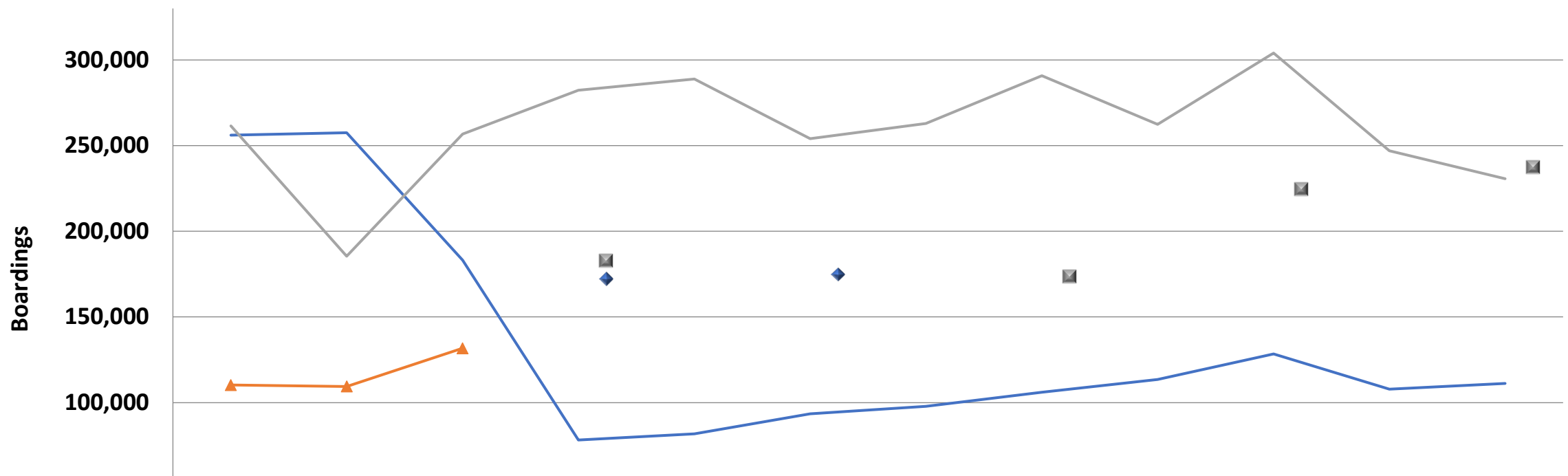
# Q1 2021 Ridership

Annual Total System Boardings

**2021 YTD**  
**351,353**

**2020 YTD**  
**696,790**

**Q1 Highlight:**  
**Early signs of recovery**

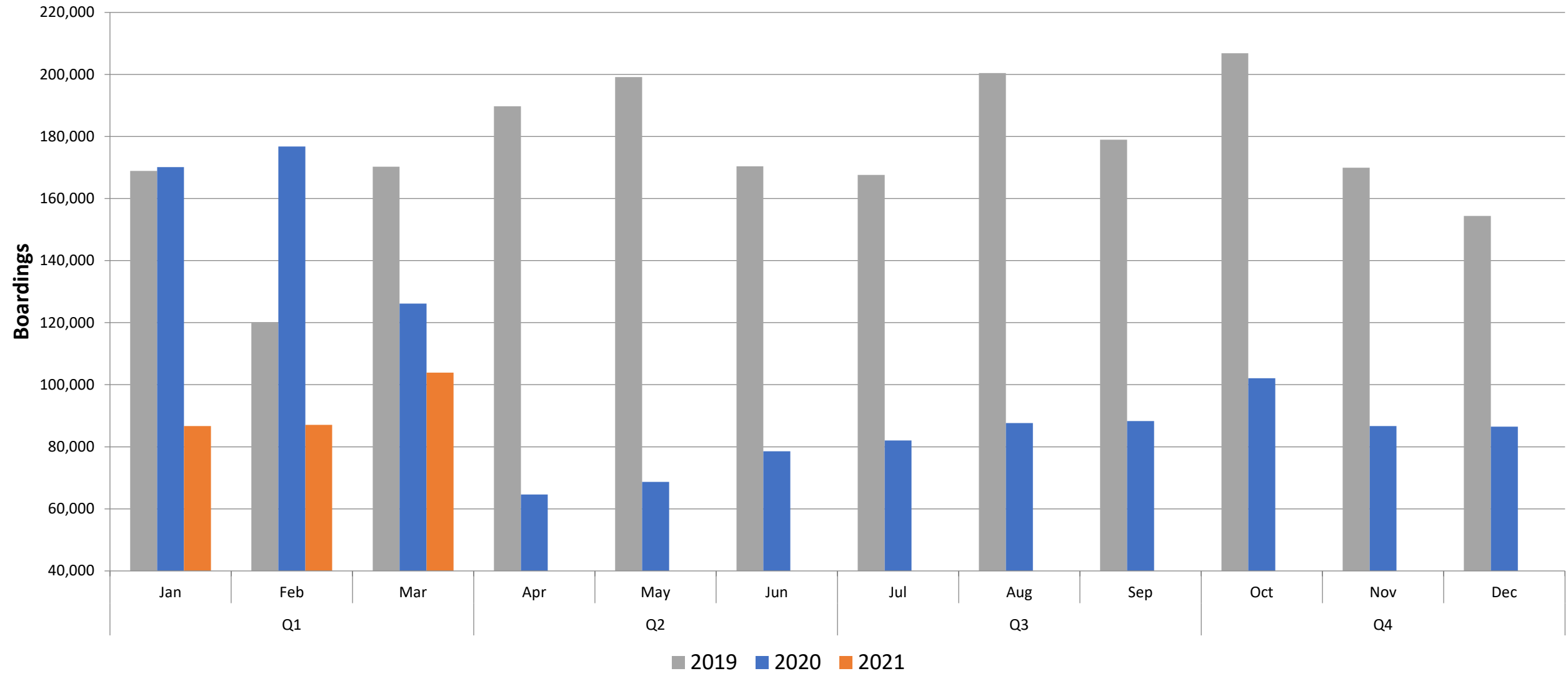


	Jan	Feb	Mar	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec
	Q1			Q2			Q3			Q4		
2021	110,229	109,442	131,682									
2020	256,141	257,470	183,179	78,155	81,730	93,442	97,821	106,020	113,497	128,348	107,791	111,127
2019	261,440	185,465	256,789	282,348	288,832	254,066	262,936	290,834	262,370	304,007	246,952	230,650

Ridership Trends: **-50% in Q1**



# Fixed Route Performance

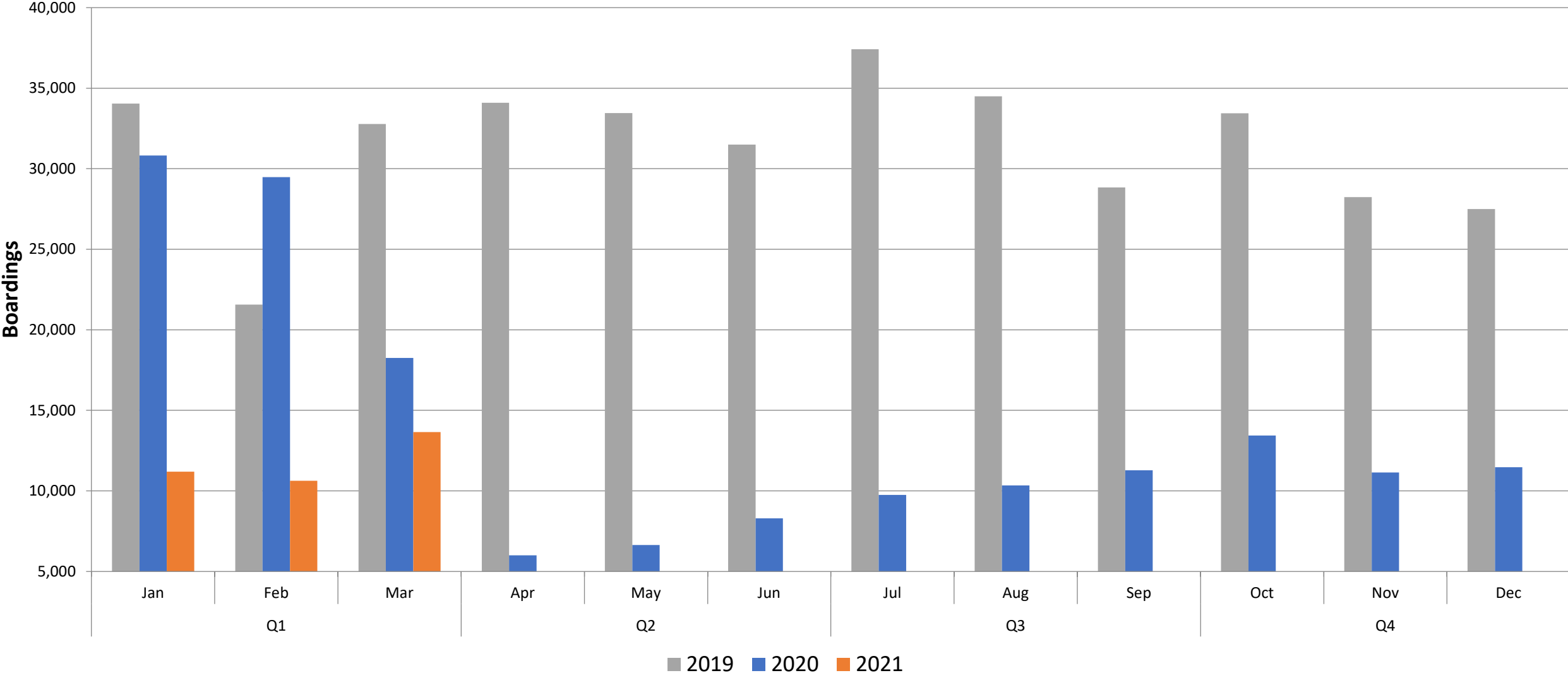


Ridership Trends: **-41% in Q1**





# Dial-A-Ride Performance

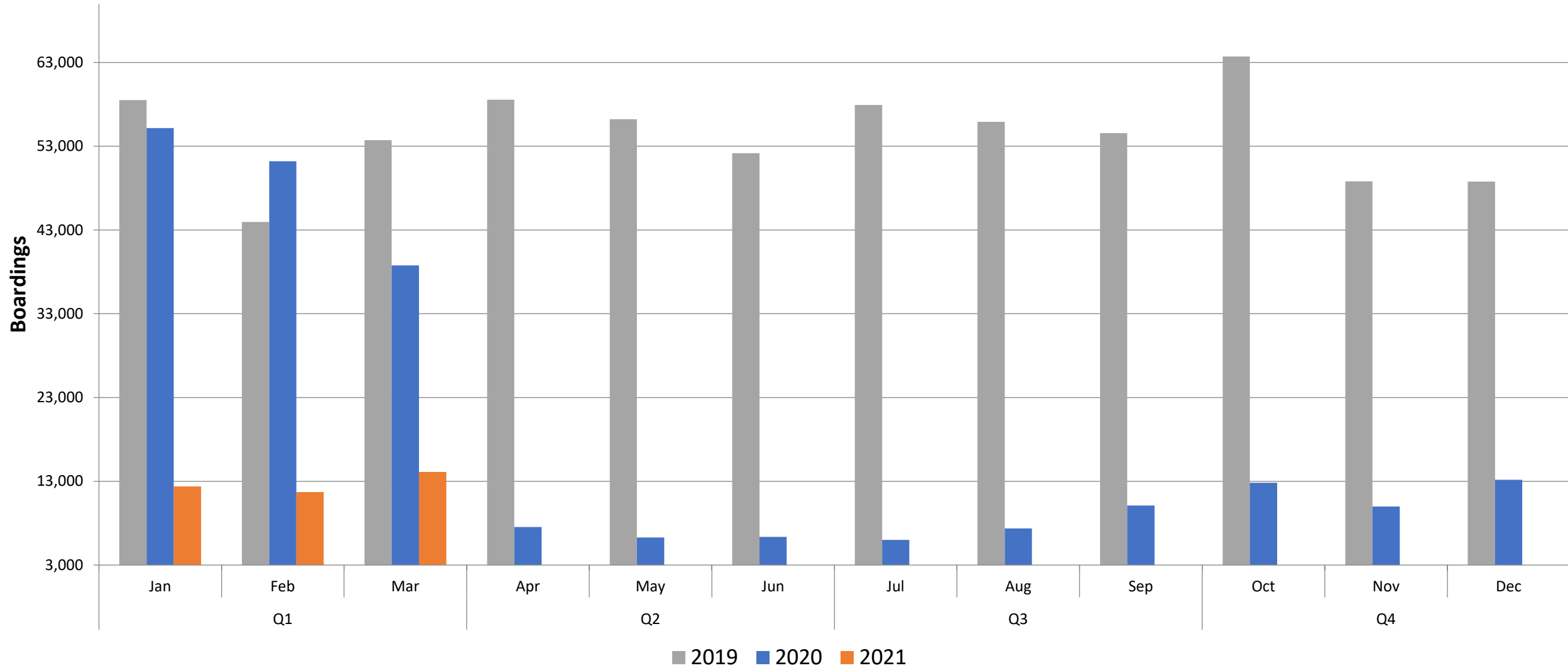


Ridership Trends: **-54% in Q1**





# Vanpool Performance



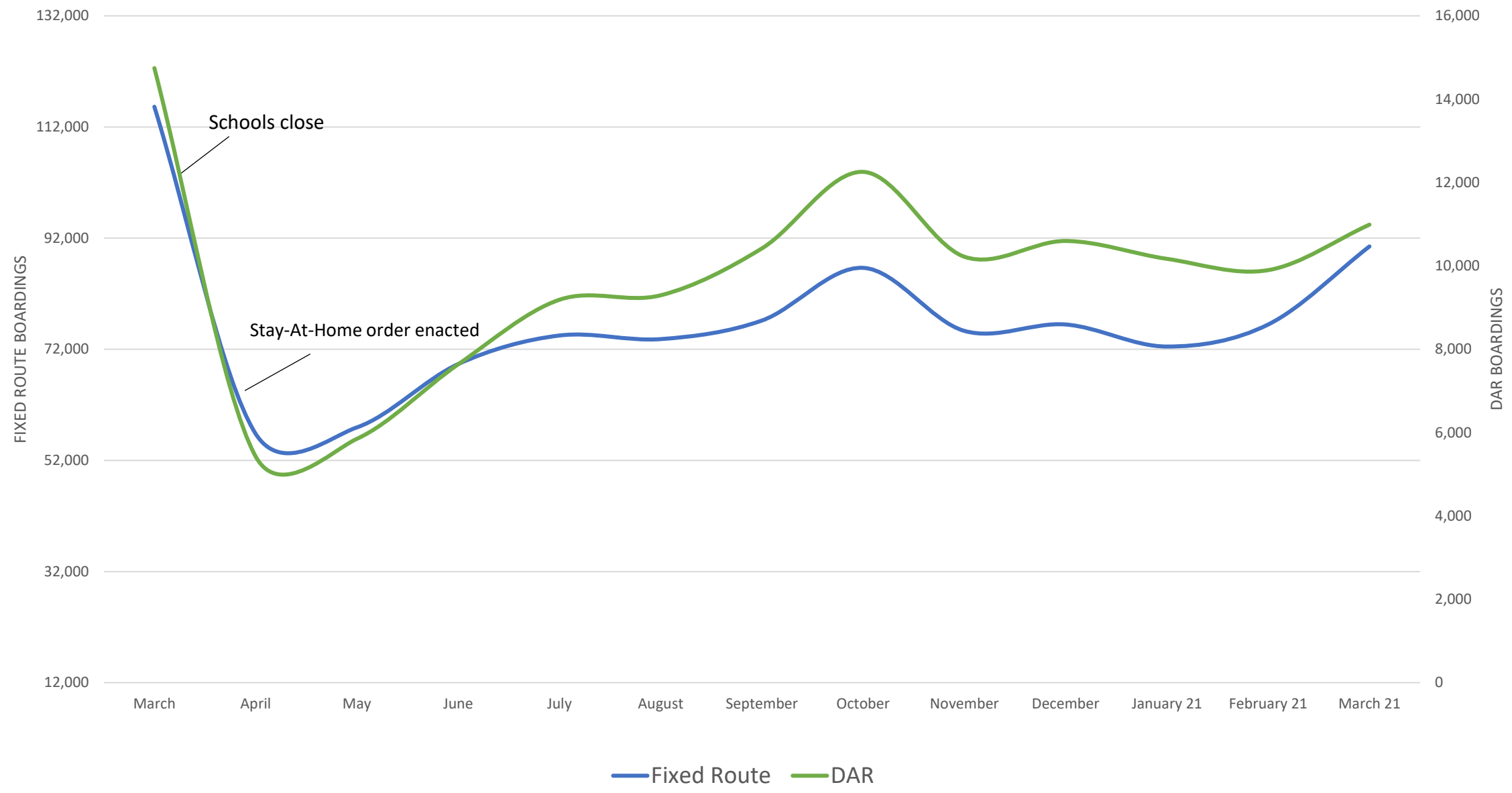
Ridership Trends: **-73% in Q1**

■ 2019 ■ 2020 ■ 2021

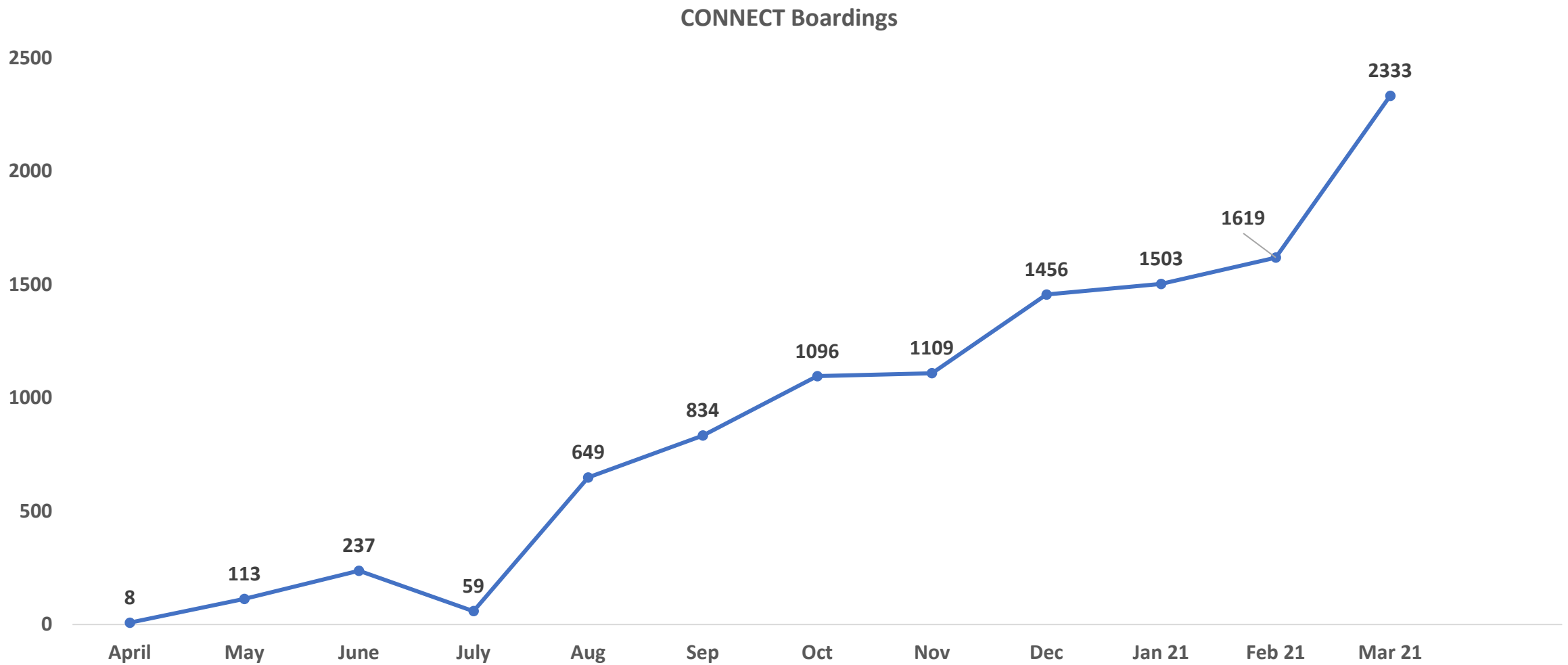




# Covid-19 Ridership Trends



# CONNECT Ridership Trends





# Marketing + Outreach

COVID-19 Response + Recovery

2021 Modified Annual Service Plan

Transit Driver Appreciation Day



**FACE MASKS** are  
federally required  
to use transit.

**THANK YOU**  
for riding safe.

# COVID-19 Communications

## SAFETY MEASURES

Federal Mask Mandate

Guidance + Requirements

Disinfection

Fares + Entry Points

## VACCINE TRANSPORTATION

BFT Service Adjustments



# VACCINE TRANSPORTATION SUPPORT



# Additional Activities

## TRANSIT DRIVER APPRECIATION DAY

Onsite Signage

Full-Page Newspaper Ad

Social Media Post

Internal Communications Center Display

Posters Hung in Employee Spaces

Internal Recognition Note + Tokens of Appreciation

## 2021 MODIFIED ANNUAL SERVICE PLAN

Press Release

Legal Notices

Display Ads

Website Content

Social Media Posts + Reminders

Public Open Houses

Public Hearing



**MARCH 18**

## **TRANSIT DRIVER APPRECIATION DAY**

Today we thank our **HEROES** on the front lines and the **SUPERSTARS** who support them for keeping our community safely moving.



## **NOTICE: PUBLIC COMMENT PERIOD NOW OPEN**



### **Public Input Requested on 2021 Service Initiatives**

Ben Franklin Transit is offering three opportunities for community input on the agency's 2021 Modified Annual Service Plan and accompanying Title VI service equity analysis during a 30-day public comment period. You are encouraged to participate and provide feedback on significant new service initiatives planned for 2021.

- 1. Two virtual public open houses with LIVE Q&A:**
  - **March 17** | 12 p.m. – 1 p.m.
  - **March 24** | 5 p.m. – 6 p.m.
- 2. Public Hearing:**
  - **April 8** | during the regular BFT Board meeting
- 3. 30-day Comment Period (ends April 12, 2021):**
  - Email input to [Contact@bft.org](mailto:Contact@bft.org), OR
  - Call the Customer Comment line at 509-734-5201

Plan details and open house + public hearing info: [bft.org/NewPlaces](http://bft.org/NewPlaces).

# Marketing & Outreach

## – Social & Digital Media Analytics



### Twitter

41,100 impressions

20 new followers



### Facebook

118,408 total reach

34 new page Likes | 36 new followers

## – Website Analytics

- 23,183 users
- 41,722 total sessions
- 103,749 page views

**Ben Franklin Transit**  
February 9

FACE MASKS NOW REQUIRED BY FEDERAL LAW ON TRANSIT

Face masks are now REQUIRED by federal law on all public transportation, mandated by the Centers for Disease Control and Prevention (CDC) and supported by the Transportation Security Administration (TSA) to the spread of COVID-19.

The CDC Order is in effect until further notice and applies to ALL vehicles and facilities (including transit centers). ... See More

**FACE MASKS now required by FEDERAL LAW on transit**

**ATTENTION BFT RIDERS:**  
Riders MUST follow the federal face mask mandate requirements to use our services.

We **THANK YOU** for your continued efforts to help keep our community safe.

**Ben Franklin Transit**  
March 15

BFT OFFERS VACCINE TRANSPORTATION OPTIONS

We are pleased to offer our community additional transportation options for increased connectivity to local COVID-19 vaccination sites. To provide better community access to these sites, BFT is adjusting multiple services to include:

- Expanded access to reserved rides for seniors and those with mobility challenges regardless of ADA (Dial-A-Ride) eligibility, including round-trip scheduling to vaccine sites and shortened wait times... See More

**VACCINE TRANSPORTATION SUPPORT**

# 2021 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

2021 Goals & Initiatives	1	2	3	4	5	6	7	8
Safety First	✓	✓	✓	✓	✓	✓	✓	✓
Ridership Restoration/Growth	✓	✓		✓	✓	✓	✓	✓
Strategic Planning	✓	✓	✓	✓	✓	✓	✓	✓
Implementation of Operational Technology	✓	✓		✓	✓	✓	✓	✓
Agency Modernization	✓	✓	✓	✓	✓	✓	✓	✓
Alternative Fuels		✓		✓	✓		✓	✓
Labor Relations	Contractual Requirement							

# 2021 Goals & Initiatives Progress

Q1	2021 Goals & Initiatives	Start	End
<b>Safety First</b>			
	Transit Operations Accident Prevention - Vanpool	1/2/21	12/31/21
	Major Preventable Accidents at Less than .75 per 100,000 Miles	1/2/21	12/31/21
	Update Public Transportation Agency Safety Plan (PTASP)	1/2/21	12/31/21
	Maintain a Safe Work Environment – Facilities/Maintenance	1/2/21	12/31/21
<b>Ridership Restoration/Growth</b>			
	Restore Fixed Route Ridership	1/2/21	12/31/22
	Performance Monitoring and Reporting	1/2/21	12/31/21
	Community Outreach to Key Demographics	1/2/21	12/31/21
	Implement and Refine Group Travel Training Curriculum	1/2/21	12/31/21
	Frequent Service Corridor Implementation	1/2/20	6/5/21
	Contracted Services	1/2/21	12/31/21
	Develop a Program Recovery Plan for Post-Pandemic Vanpool Operation	9/1/20	12/31/21
<b>Strategic Planning</b>			
	Develop 2021-2026 Transit Development Plan	2/1/20	9/1/21
	Long-Range Service Plan and Vision	3/1/21	6/30/22
	Prosser/Benton City Service Analysis	1/2/20	12/31/21
	Conduct Comprehensive Fare Policy Study	3/1/21	3/21/22
	Organizational Infrastructure	1/2/20	12/31/21



# 2021 Goals & Initiatives Progress (continued)

Q1	2021 Goals & Initiatives	Start	End
<b>Implementation of Operational Technology</b>			
	Fixed Route	1/2/20	6/30/23
	Implement Asset Management Module to Track Facilities Maintenance per TAM	1/2/19	6/30/21
	Performance Monitoring and Reporting	1/2/20	12/31/21
	Identify Operational & Financial Metrics and Indicators	1/2/21	12/31/21
	Implementation of Document Control System	1/2/21	12/31/21
	IT Infrastructure Improvements	9/1/20	12/31/22
	Evaluate & Upgrade HRIS System	1/2/20	12/31/22
<b>Agency Modernization</b>			
	Agency Brand Enhancement	1/2/21	6/30/22
	Facilities Upgrades	9/3/19	3/31/22
	New Transit Facilities	10/1/19	12/31/22
	System Amenities	10/1/19	12/31/22
<b>Alternative Fuels</b>			
	Complete Alternative Fuels Plan	1/2/21	12/31/21
<b>Labor Relations</b>			
	Fixed Route Operators	1/2/21	12/31/21
	DAR Drivers/Reservationists	1/2/21	12/31/21
	Administrative Assistants	1/2/20	3/31/21



**QUESTIONS?**