



Agency Performance

Fourth Quarter 2021



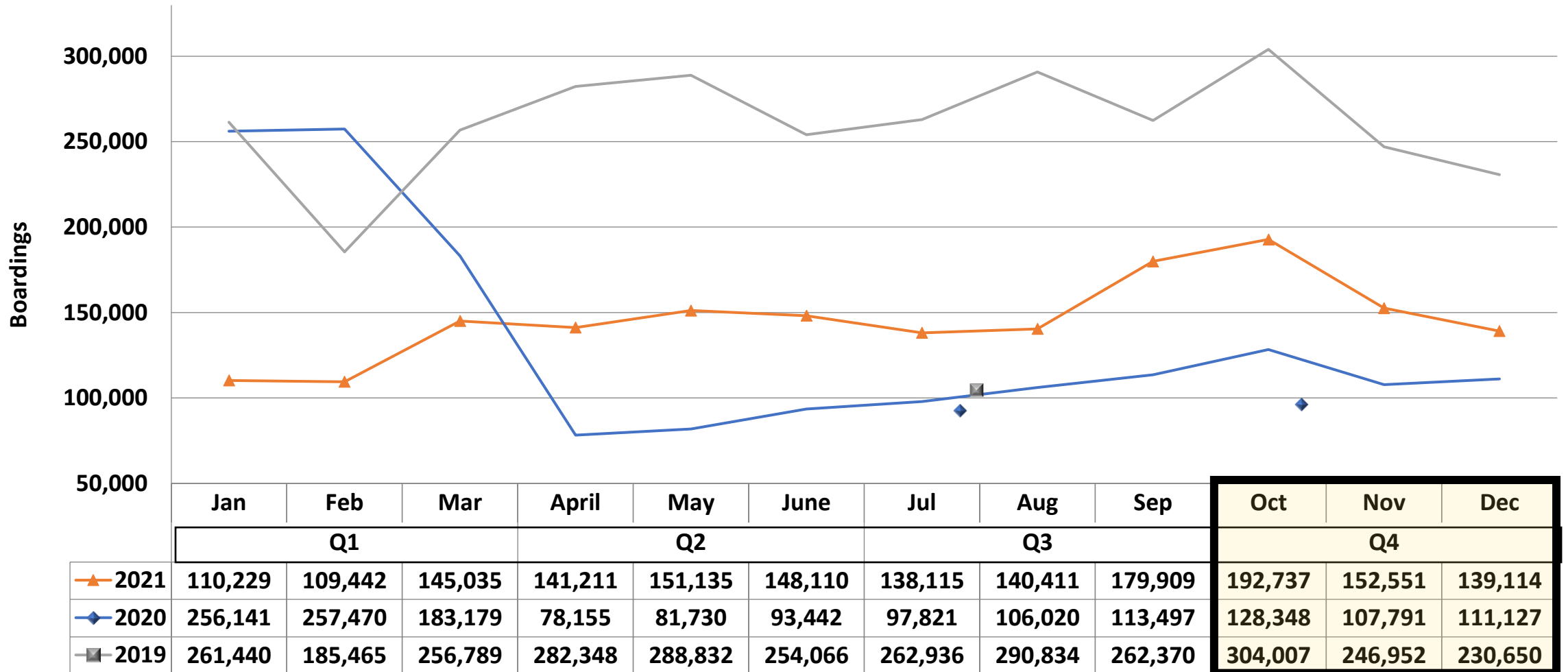
Q4 2021 Ridership

Annual Total System Boardings

2021 YTD
1,416,661

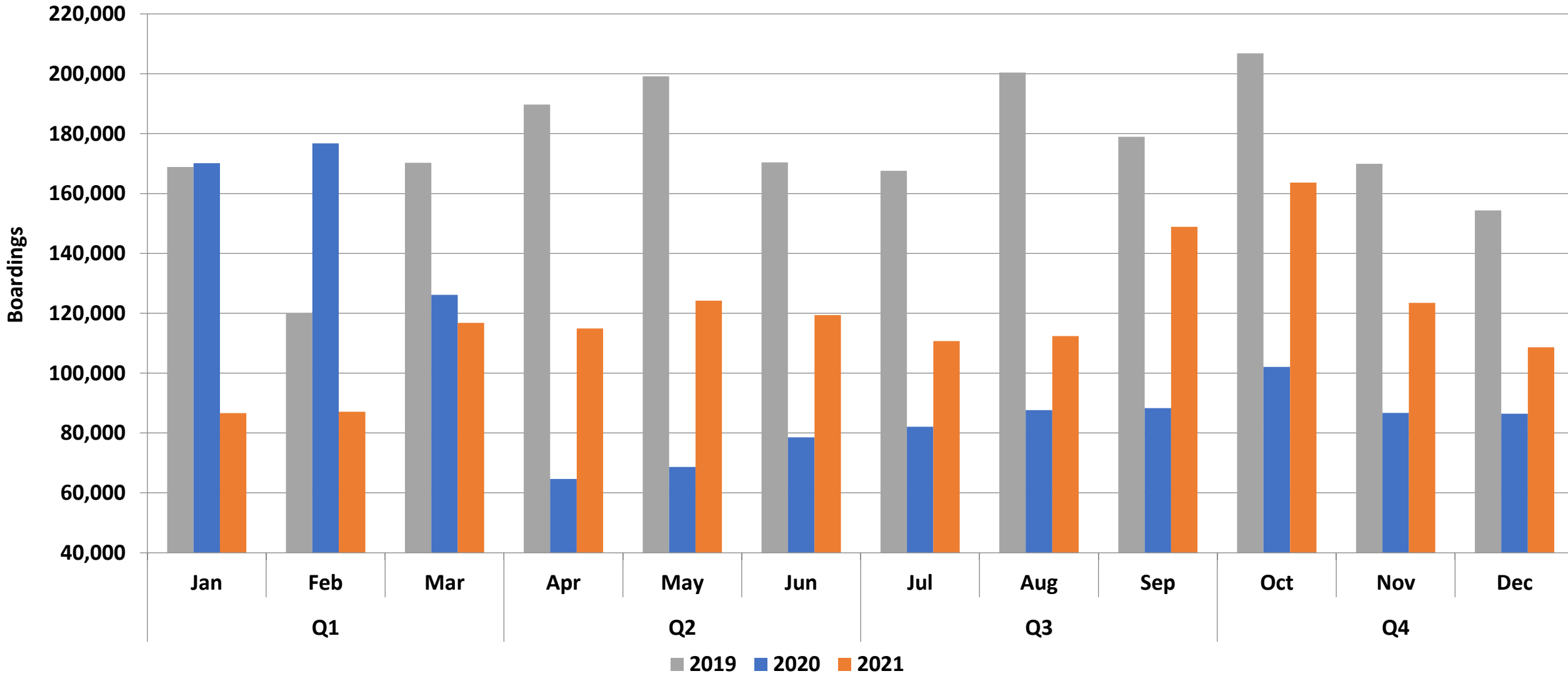
2020 YTD
1,218,177

Q4 Highlight:
Continued signs of Recovery



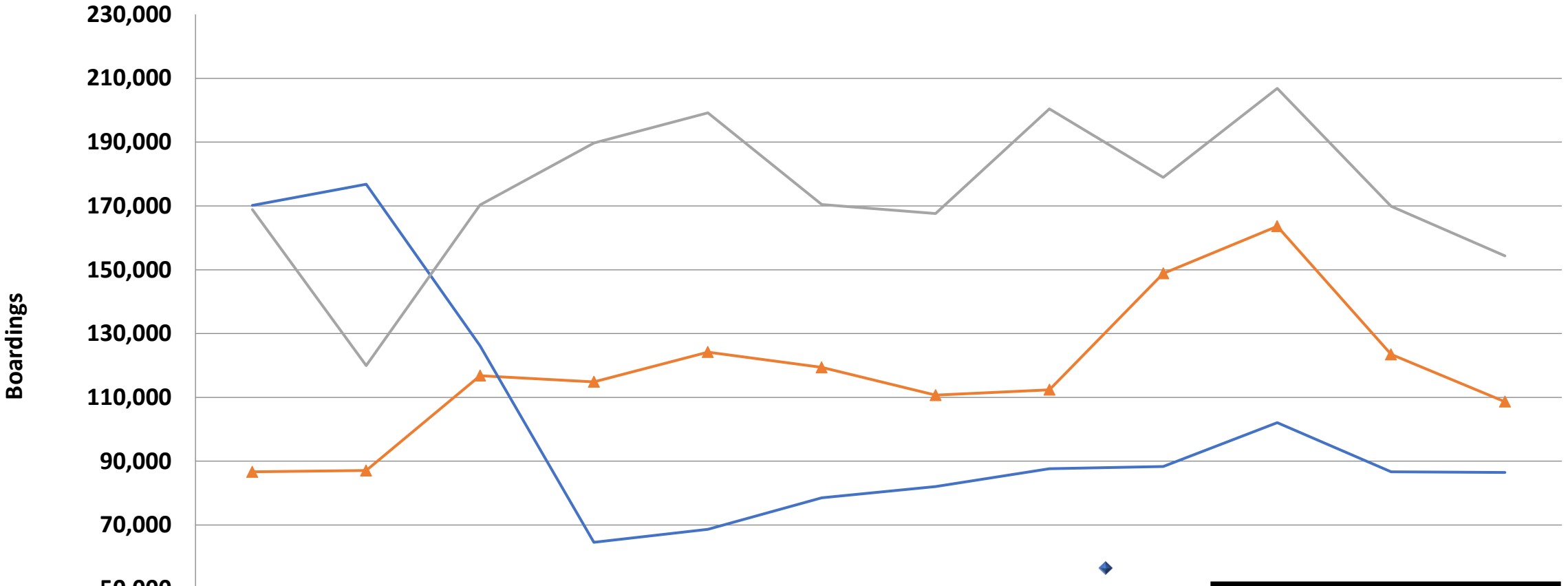
Ridership Trends: Q4 Δ 2020/2021 = 39.5%

Fixed Route Performance



Ridership Trends: Q4 Δ 2020/2021 = 43.8%

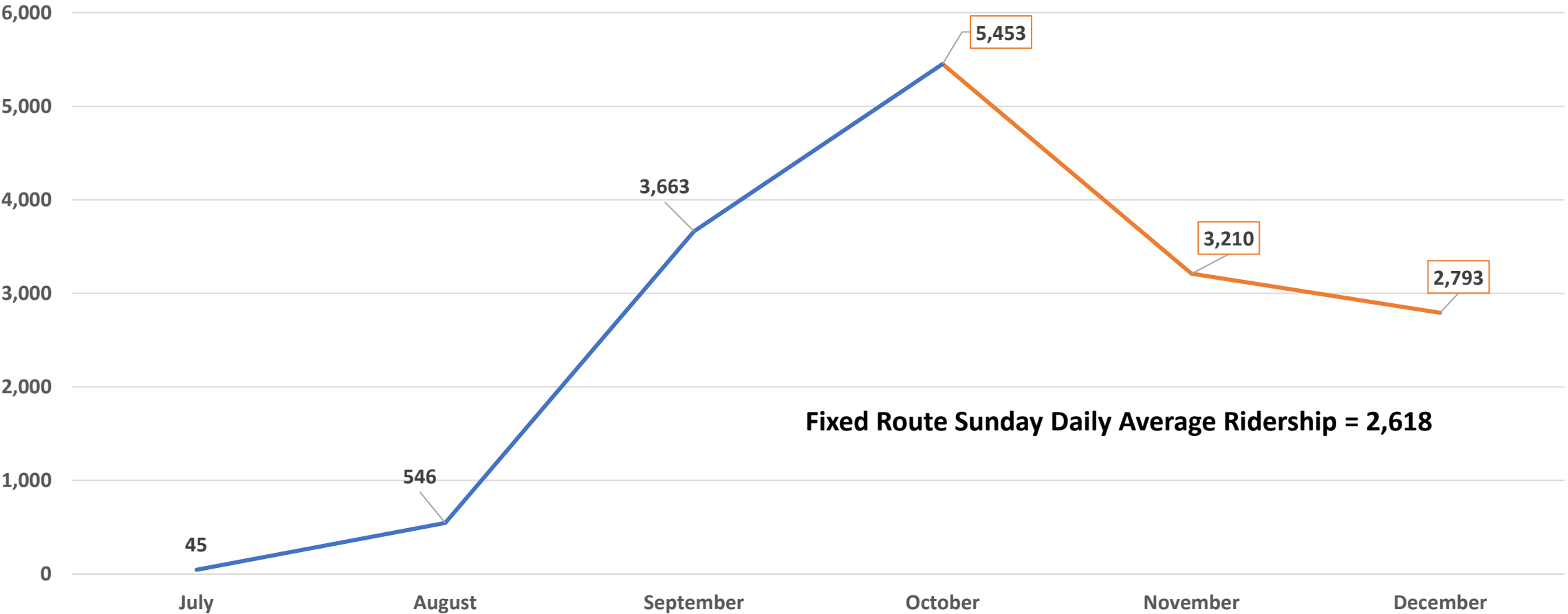
Fixed Route Boardings (2019 vs 2020 vs 2021)



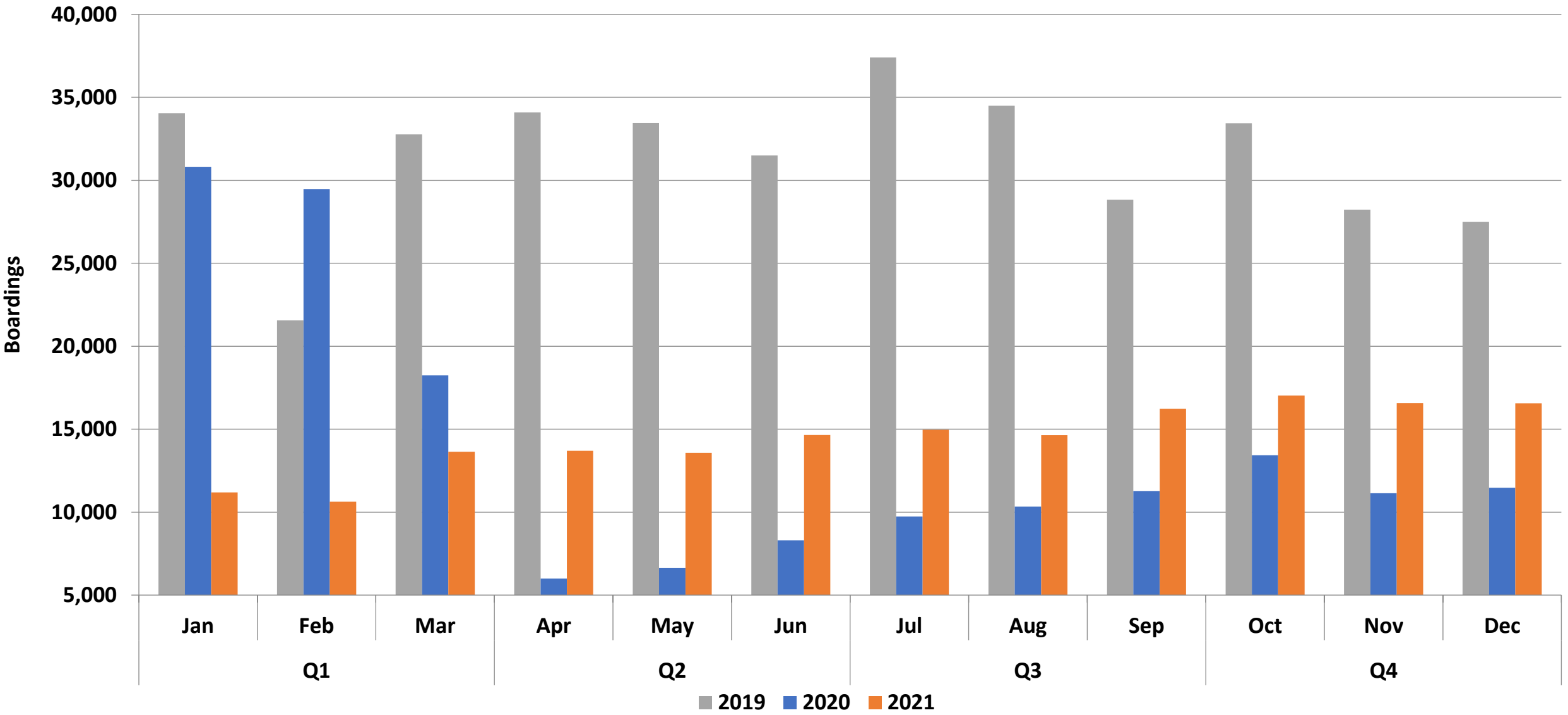
	Jan	Feb	Mar	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec
	Q1			Q2			Q3			Q4		
2021	86,663	87,086	116,794	114,883	124,180	119,399	110,689	112,380	148,843	163,623	123,476	108,645
2020	170,146	176,786	126,153	64,607	68,678	78,545	82,066	87,655	88,312	102,100	86,668	86,461
2019	168,881	119,954	170,285	189,709	199,166	170,420	167,602	200,436	178,964	206,853	169,922	154,380
Δ 2020/2021	-49.1%	-50.7%	-7.4%	77.8%	80.8%	52.0%	34.9%	28.2%	68.5%	60.3%	42.5%	25.7%

Fixed Route Sunday Service Performance

Monthly Ridership Performance (Sunday Service Only)



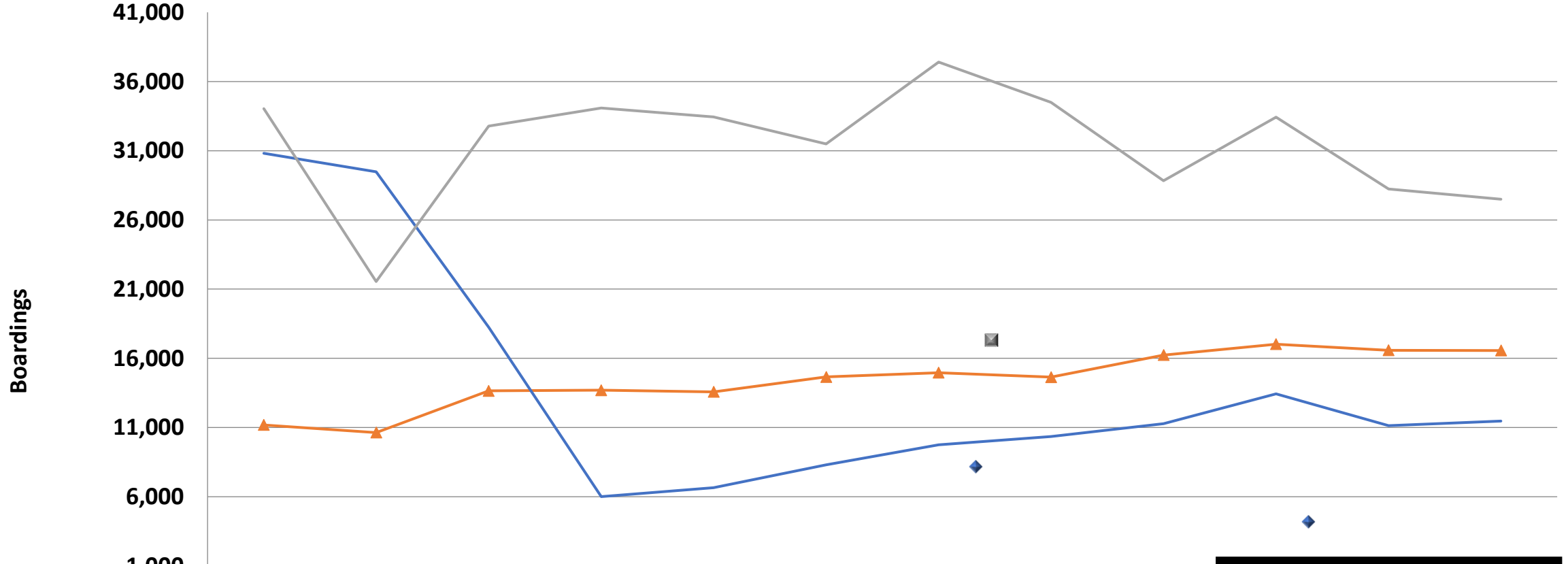
Dial-A-Ride Performance



Ridership Trends:

Q4 Δ 2020/2021 = 39.2%

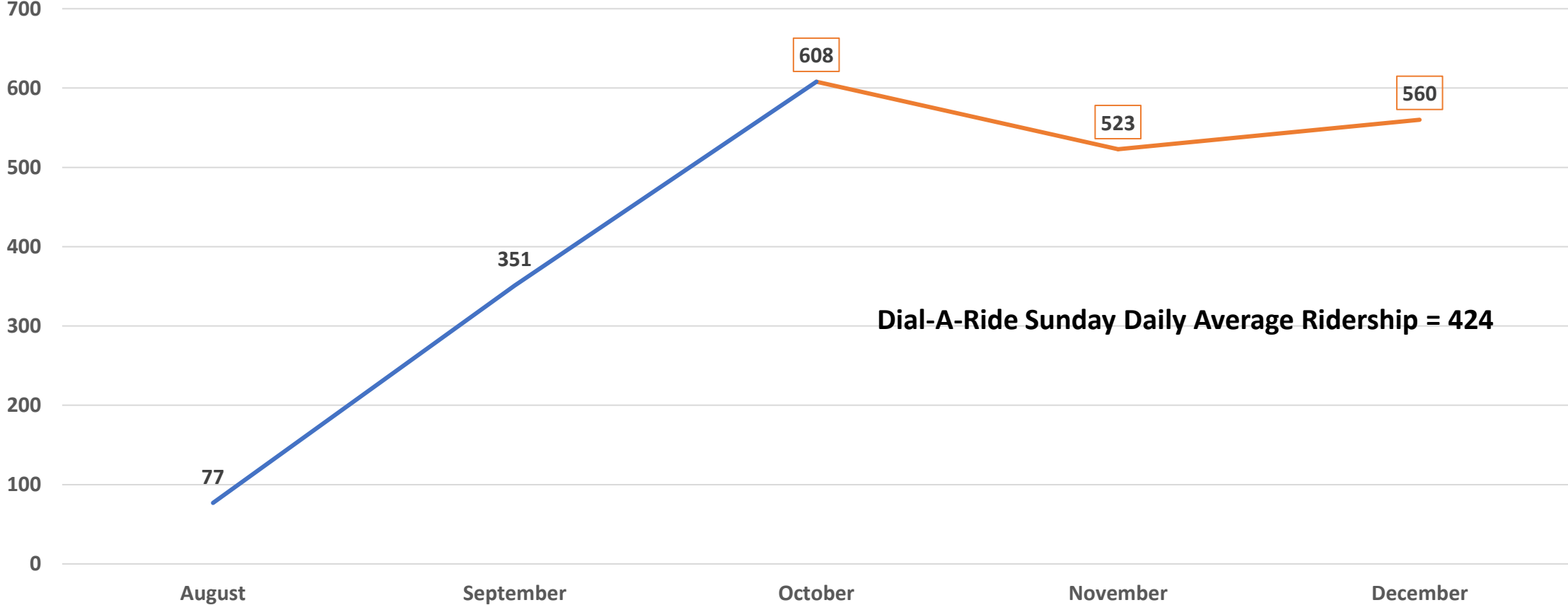
Dial-A-Ride Boardings (2019 vs 2020 vs 2021)



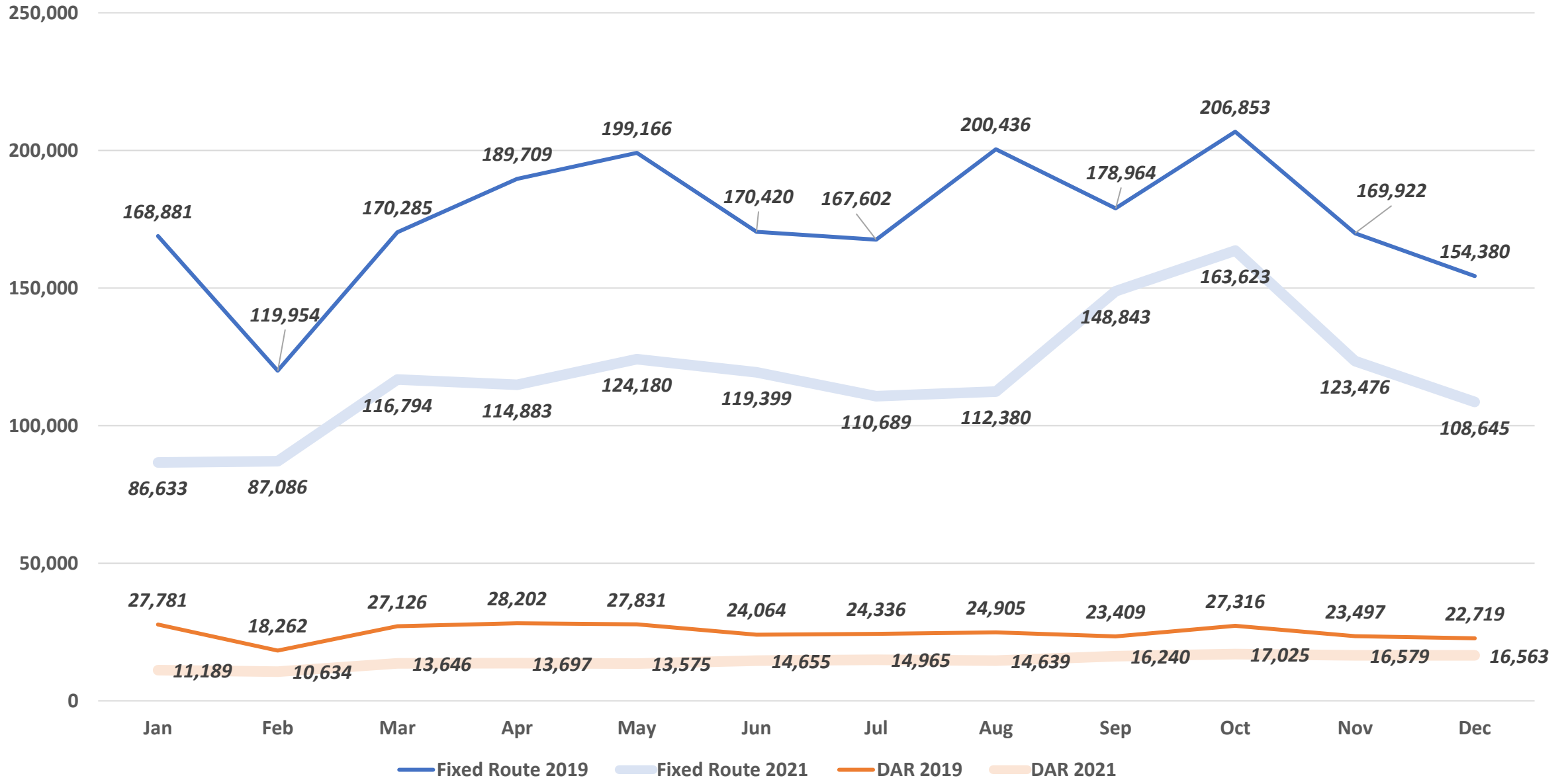
	Jan	Feb	Mar	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec
	Q1			Q2			Q3			Q4		
2021	11,189	10,634	13,646	13,697	13,575	14,655	14,965	14,639	16,240	17,025	16,579	16,563
2020	30,820	29,481	18,248	6,003	6,646	8,301	9,747	10,343	11,276	13,436	11,139	11,473
2019	34,044	21,558	32,780	34,089	33,447	31,492	37,411	34,492	28,833	33,435	28,233	27,500
Δ 2020/2021	-63.7%	-63.9%	-25.2%	128.2%	104.3%	76.5%	53.5%	41.5%	44.0%	26.7%	48.8%	44.4%

Dial-A-Ride Sunday Service Performance

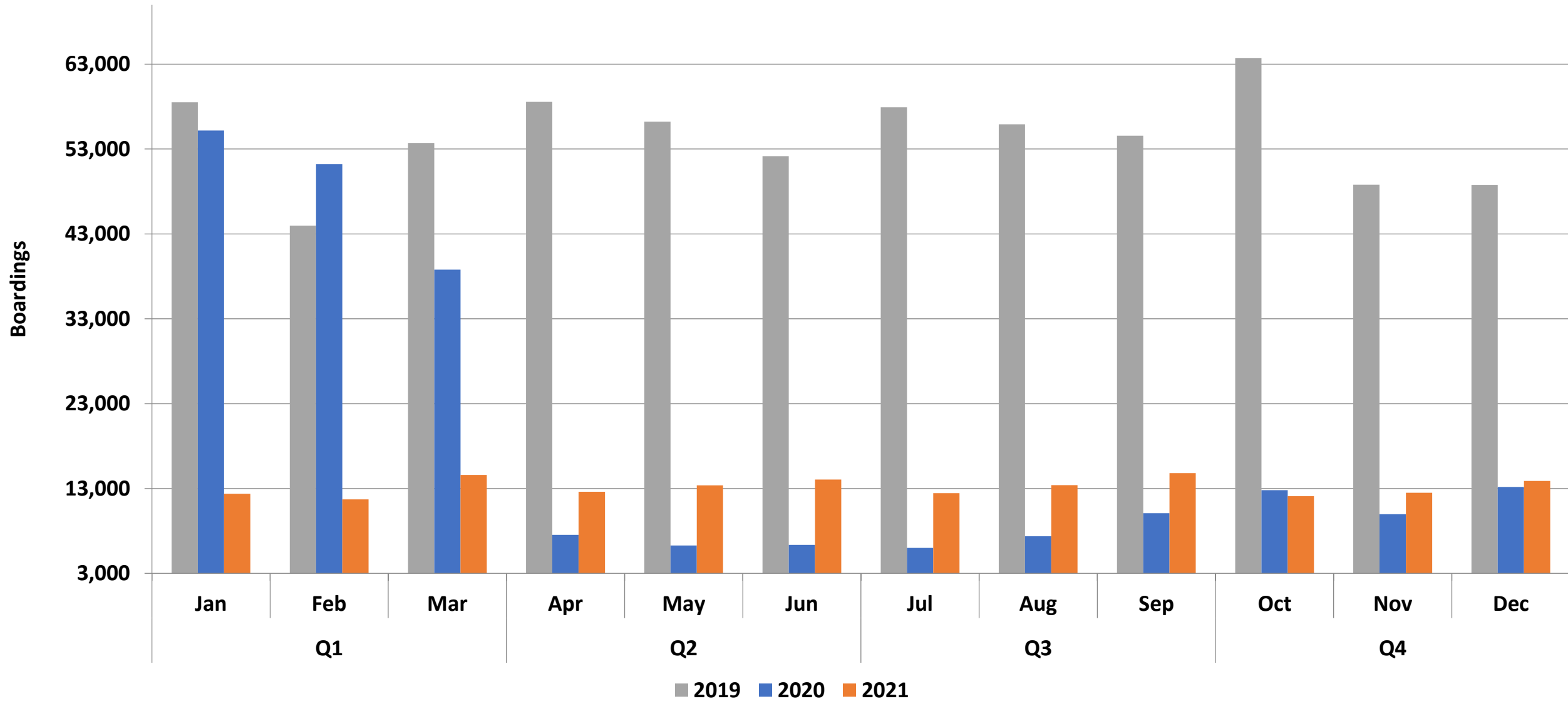
Monthly Ridership Performance (Sunday Service Only)



Covid-19 Ridership Recovery Trends (DAR & FR)



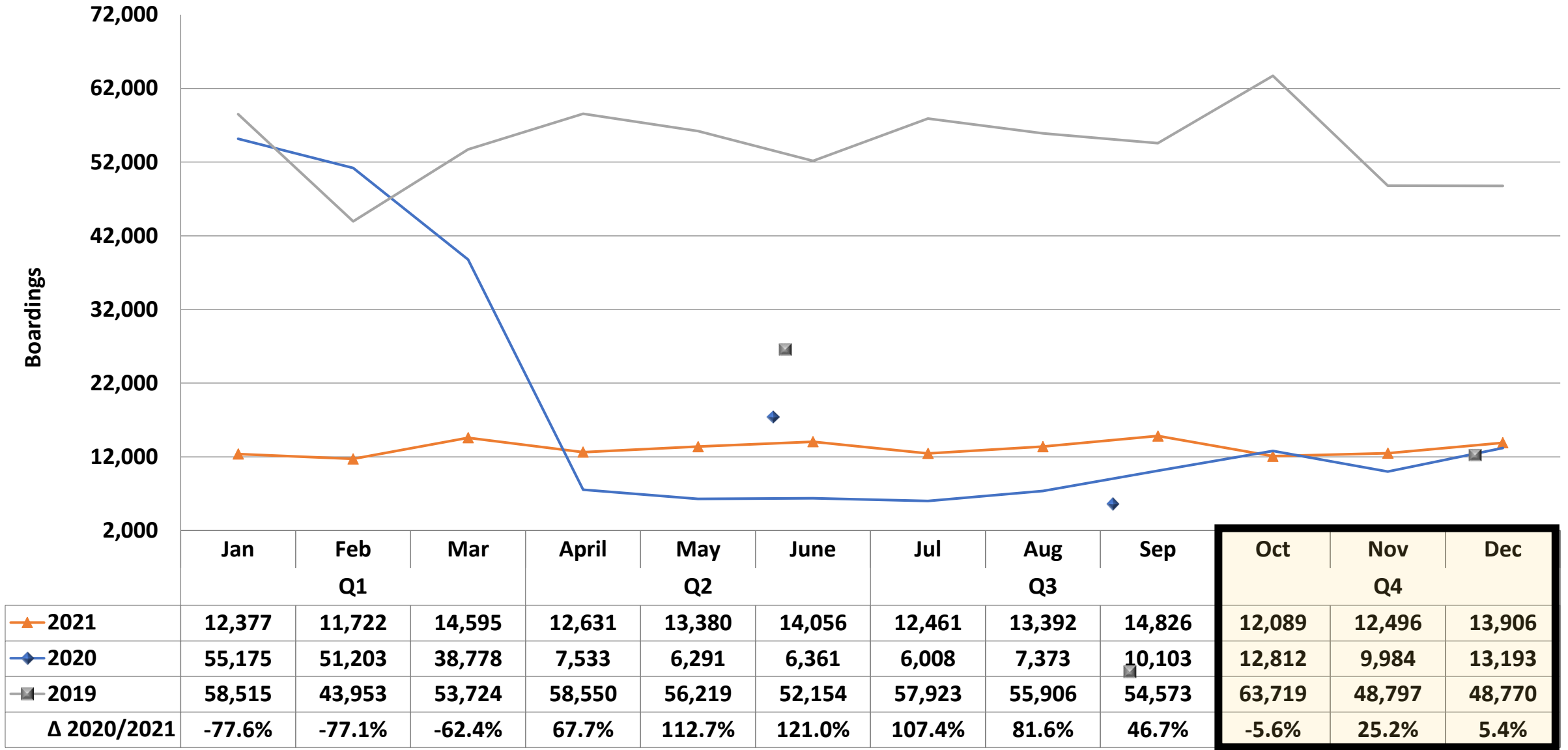
Vanpool Performance



Ridership Trends:

Q4 Δ 2020/2021 = 7.0%

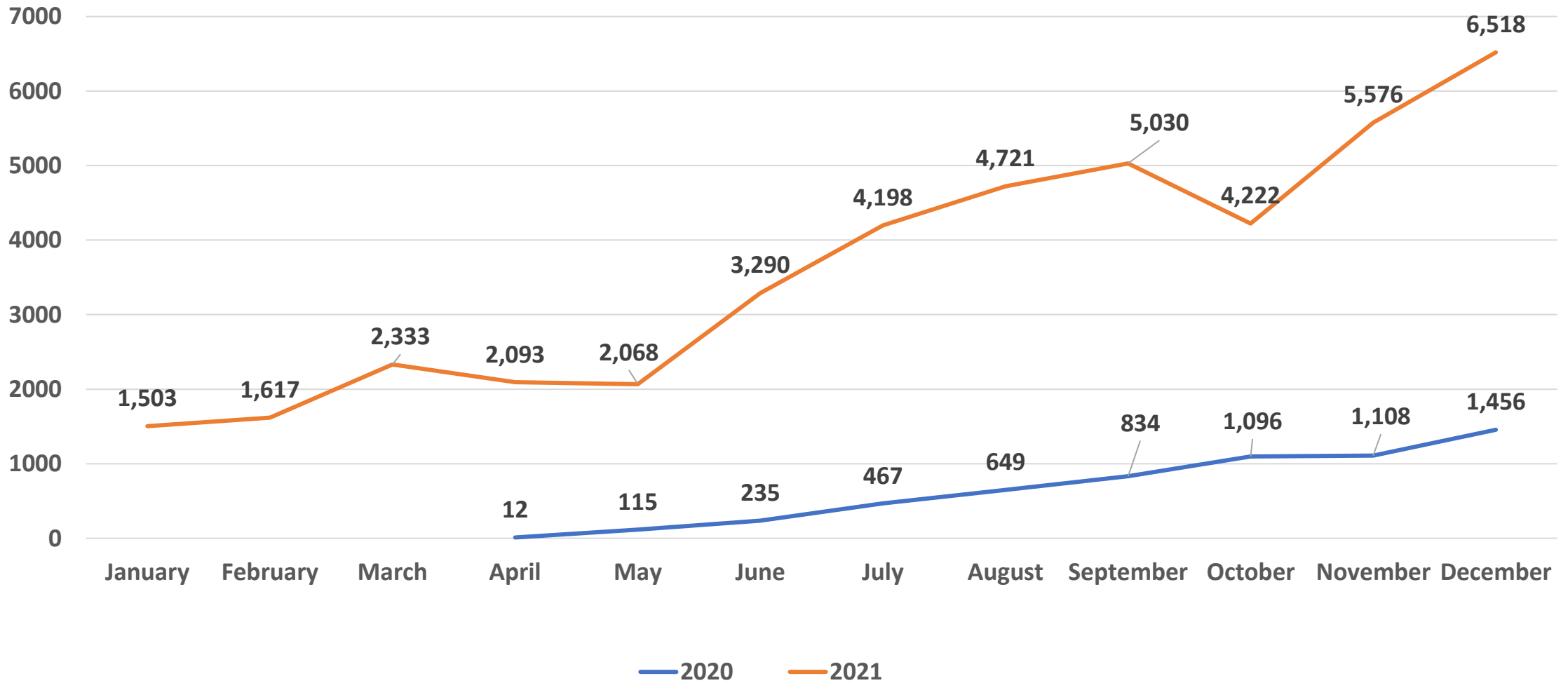
Vanpool Boardings (2019 vs 2020 vs 2021)



CONNECT Ridership Trends

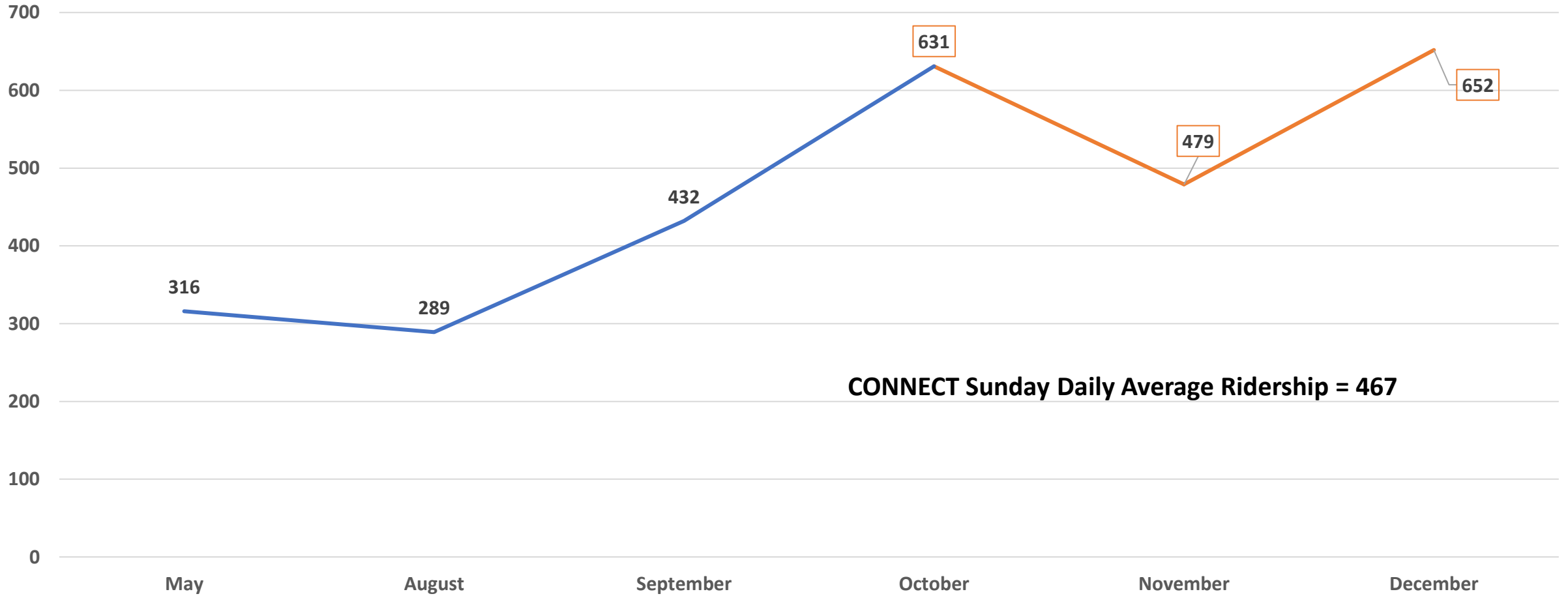


Monthly Ridership Performance (All Service Days)



CONNECT Sunday Service Performance

Monthly Ridership Performance (Sunday Service Only)



CONNECT 2021 Performance at a Glance

18,305

Passengers served in Q4 of 2021,
up 336% from Q1 of 2021.

924

Unique riders in Q4 of 2021, *up*
481% from Q1 of 2021.

4.9

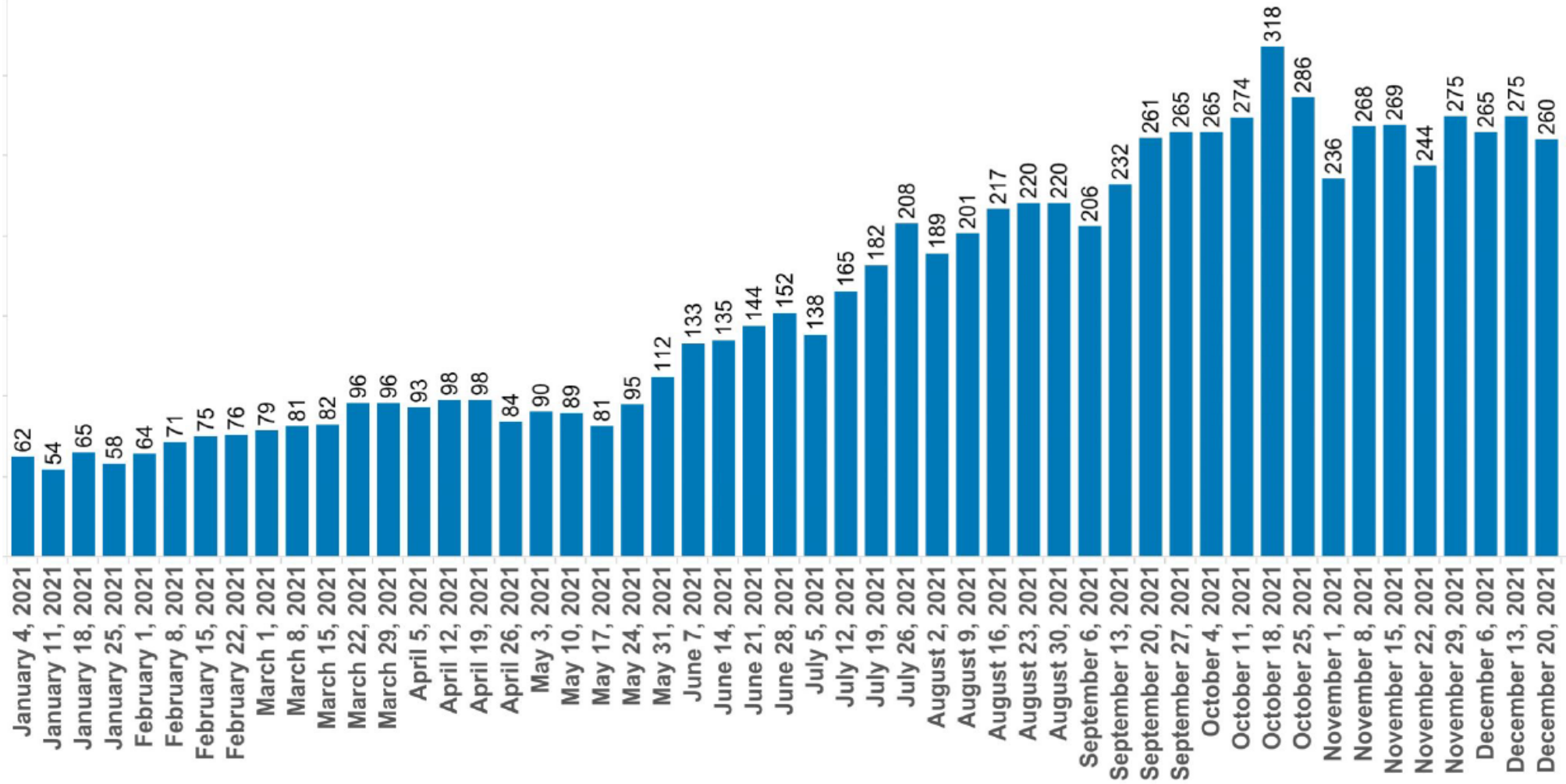
Average ride rating in 2021.

20

Average proposal ETA in 2021.

CONNECT 2021 Demand Growth

Weekly Unique Riders of BFT Connect

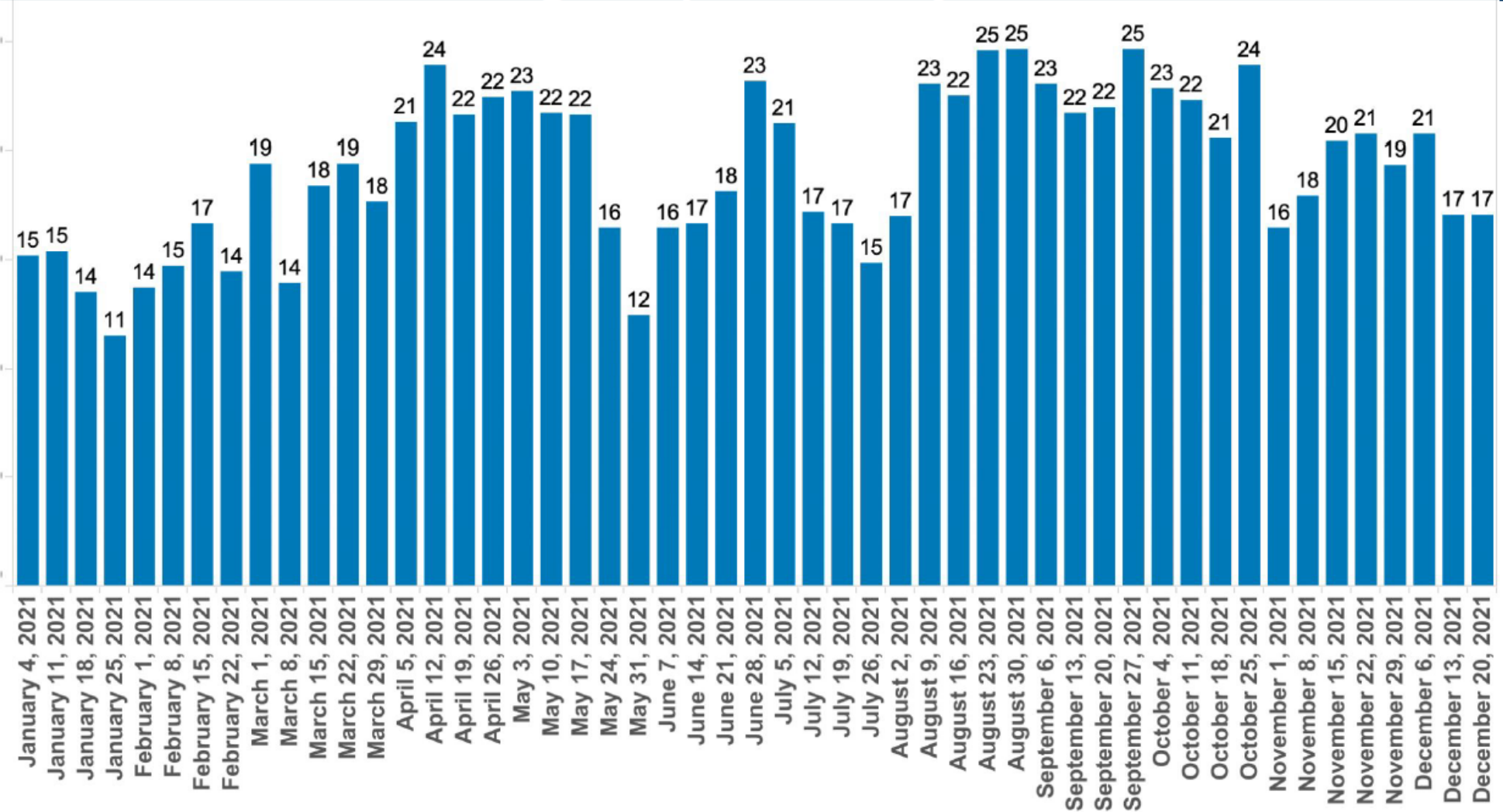


2021 Total

1,454

CONNECT 2021 Average Estimated Time of Arrivals

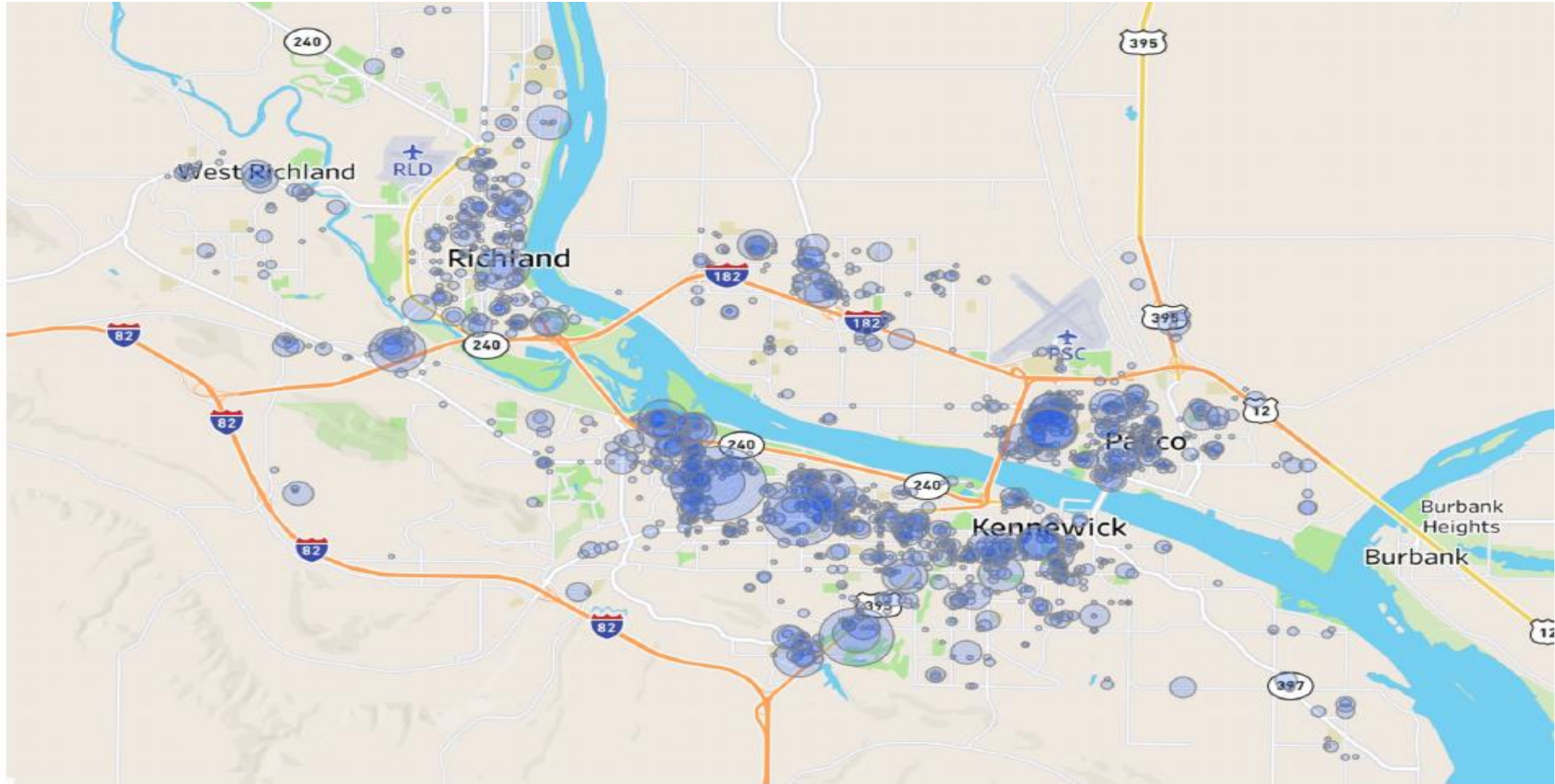
Average Proposal ETA by Week



2021 Average

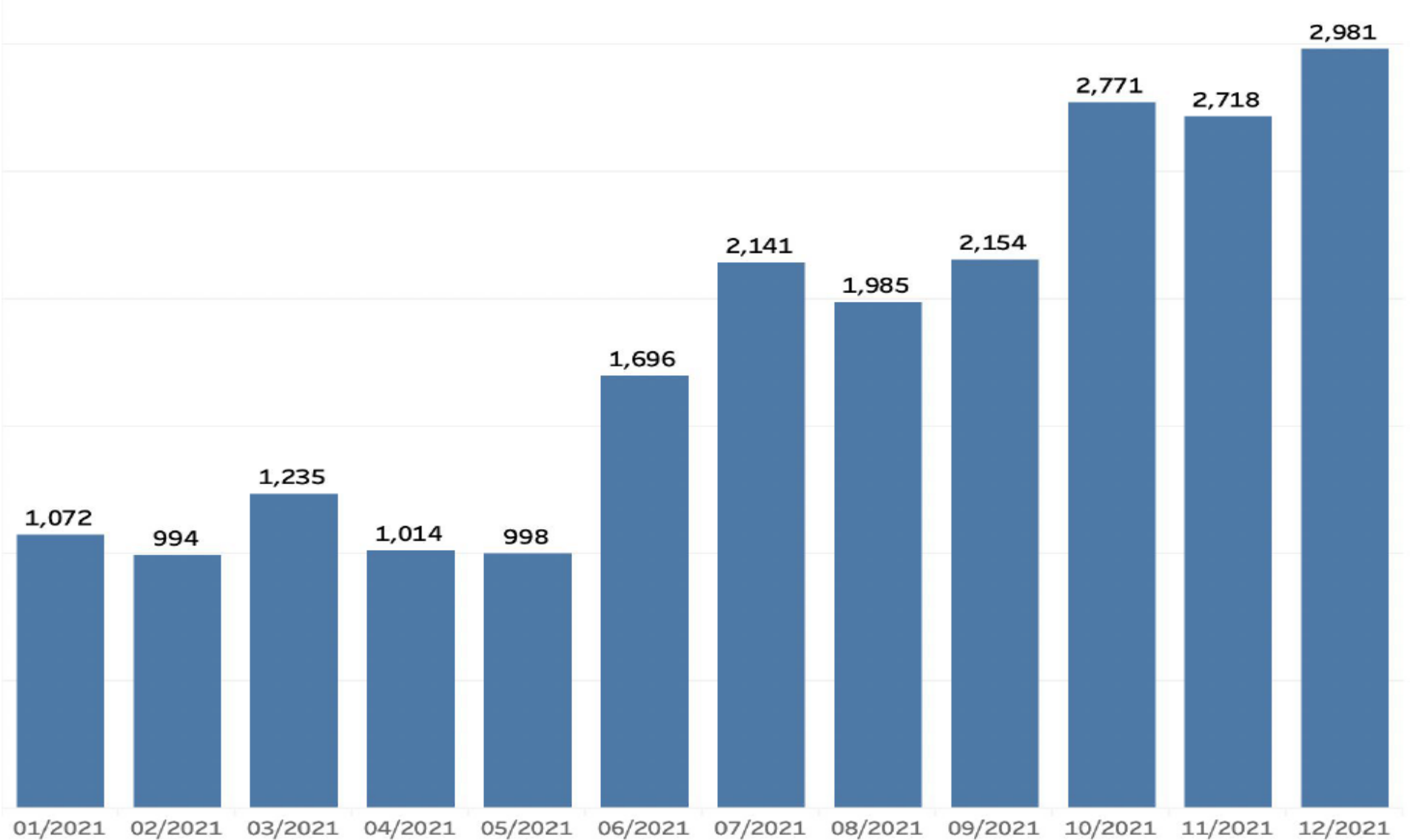
20

CONNECT 2021 Trip Origins



CONNECT 2021 Driver Hours

Driver Hours by Month



MARKETING & OUTREACH



COVID-19 COMMUNICATIONS



CONTINUED SAFETY MEASURES

Federal Mask Mandate
Shuttle Capacity Limitation
Guidance + Requirements
Disinfection Protocols

RETURN TO NORMAL SERVICE

Return to fares – Nov 1.
Vaccine transportation discontinued





COMMUNITY OUTREACH

Community Outreach

Prosser & Benton City
Survey



COMMUNITY EVENTS



SENIOR TIMES EXPO



COATS FOR KIDS



TURKEY DRIVE

COMMUNITY EVENTS



FILL THE TROLLEY



CABLE BRIDGE RUN

SCHOOL OUTREACH HIGHLIGHTS



BFT takes you where you want to go!
What's New?

- New Routes
- More Frequent Service
- Sunday Service
- Free Rides*
- Masks Required


*BFT remains committed to the safety of our riders and employees. All BFT services remain fare-free until further notice and face masks are required. COVID-19 precautionary measures can be found at [bft.org/Safety](https://www.bft.org/Safety).

¡BFT te lleva a donde quieras ir!
¿Qué hay de nuevo?

- Nuevas rutas
- Servicio más frecuente
- Servicios dominicales
- Paseos gratis*
- Se requieren mascararas

*BFT sigue comprometido con la seguridad de nuestros pasajeros y

SCAN ME FOR MORE INFO



ESCANEARME PARA OBTENER MÁS INFORMACIÓN





BEN FRANKLIN TRANSIT FARES RETURN NOVEMBER 1
LAS TARIFAS SE REANUDAN EL 1 DE NOVIEMBRE

Tickets and passes available **October 22**
Boletos y pases disponibles el 22 de octubre

[bft.org/Fares](https://www.bft.org/Fares) 509.735.5100

Three Rivers Customer Service Center and all Outlet locations
Centro de servicio al cliente de Three Rivers y todas las ubicaciones de Outlet

Masks are required | *Se requieren mascararas*

LEARN MORE | **MÁS INFORMACIÓN [bft.org/Fares](https://www.bft.org/Fares)**



MARKETING CAMPAIGN FOCUS



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Three Rivers Customer Service Center and all Outlet locations

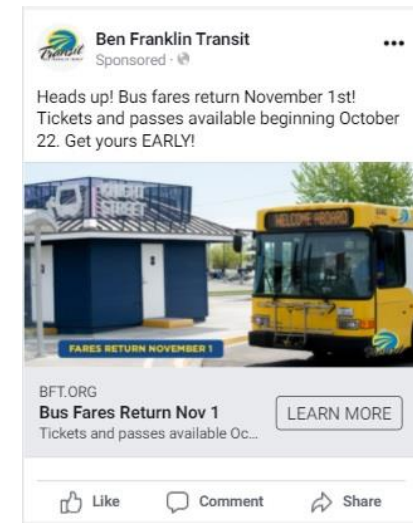
Centro de servicio al cliente de Three Rivers y todas las ubicaciones de Outlet

Masks are required | *Se requieren máscaras*

LEARN MORE | MÁS INFORMACIÓN bft.org/Fares

Total website views to FARES page from 11/01 – 12/31/2021

11,151



Digital Ad – 260,122 Impressions

SOCIAL MEDIA



590,292

102,700 Organic

86

3,324

89



24,190

638

20

TOTAL REACH

487,092 Paid

NEW PAGE LIKES IN Q4

TOTAL FOLLOWERS

NEW FOLLOWERS IN Q4



IMPRESSIONS

TOTAL FOLLOWERS

NEW FOLLOWERS IN Q4

Ben Franklin Transit
October 16, 2021

FARE COLLECTION RESUMES NOVEMBER 1
Tickets and passes will be available for purchase beginning MONDAY, OCT. 18.
Qualified reduced-fare passengers are encouraged to update their applications by calling our Customer Service team at 509.735.5100 or visit the Three Rivers Customer Service Center before the end of October...
See more




BFT is resuming fare collection Nov. 1, 2021

reanudando la recolección de pasajes

3,982 People Reached		
130 Reactions, Comments & Shares		
41 Like	22 On Post	19 On Shares
3 Wow	2 On Post	1 On Shares
3 Sad	3 On Post	0 On Shares
39 Comments	15 On Post	24 On Shares
44 Shares	44 On Post	0 On Shares
255 Post Clicks		
39 Photo views	21 Link clicks	195 Other clicks
NEGATIVE FEEDBACK		
2 Hide post	1 Hide all posts	

Ben Franklin Transit
October 28, 2021

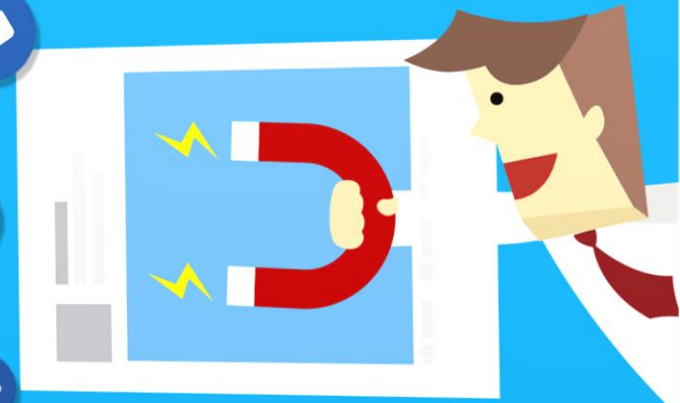
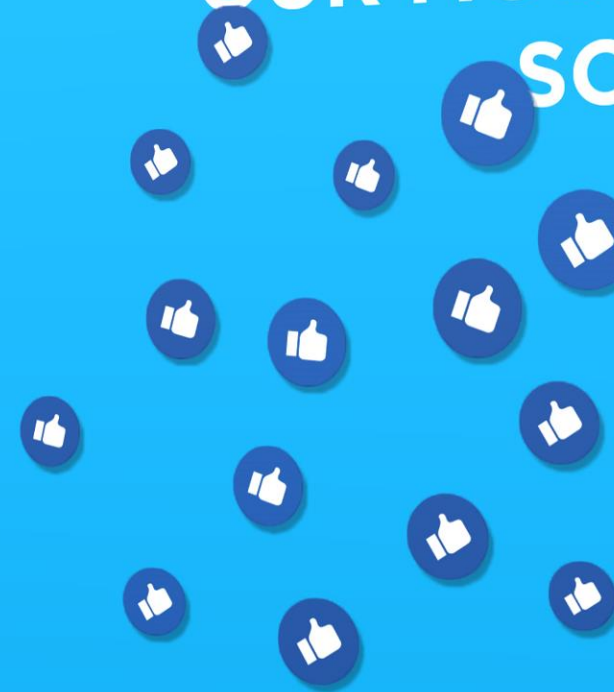
PLEASE SHARE!
HAPPENING TODAY AT 2PM: Turkey Drive Sign Up Event
Are you a Transit rider and in need of a FREE Thanksgiving food box? ...
See more



4,165 People Reached		
27 Reactions, Comments & Shares		
14 Like	9 On Post	5 On Shares
2 Love	0 On Post	2 On Shares
1 Comments	0 On Post	1 On Shares
10 Shares	9 On Post	1 On Shares
50 Post Clicks		
4 Photo views	4 Link clicks	42 Other clicks
NEGATIVE FEEDBACK		
0 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

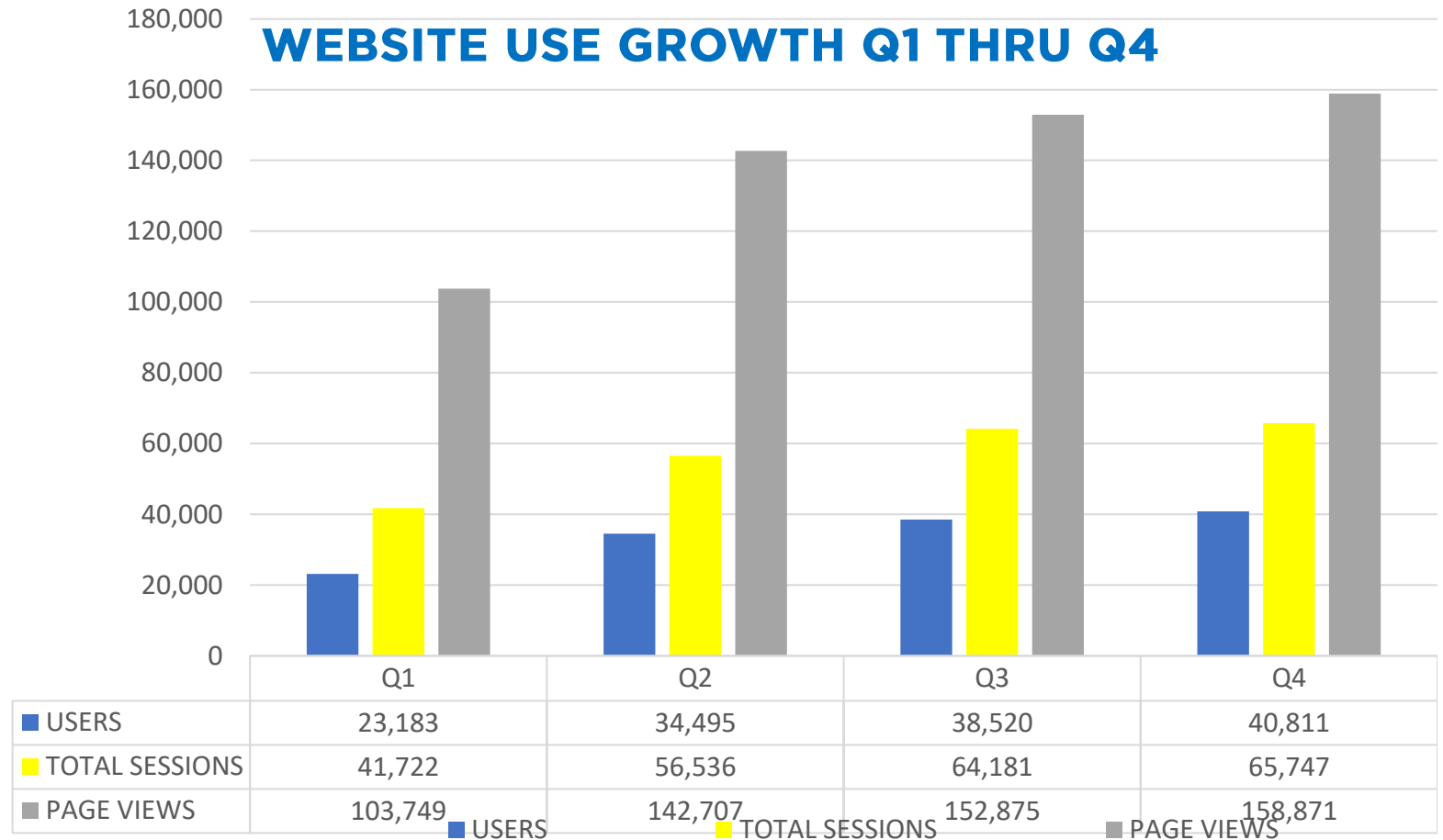
OUR MOST ENGAGING SOCIAL POSTS



WEBSITE ANALYTICS



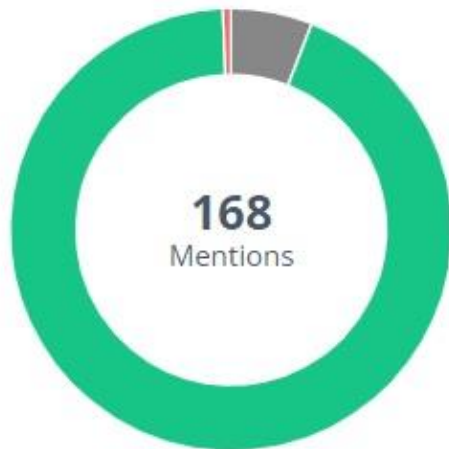
WEBSITE USE GROWTH Q1 THRU Q4



CRITICAL MEDIA MENTIONS

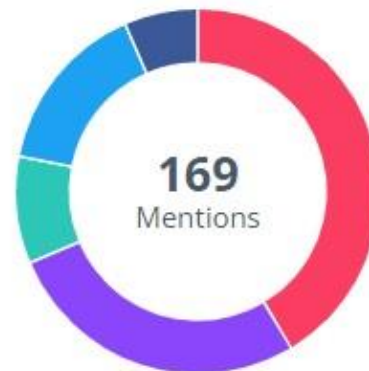
Mention Analytics

Mentions by Sentiment



● Neutral ● Positive ● Negative

Mentions by Media Type



● TV ● Radio
● Online News ● Twitter
● Facebook

Audience by Media Type



● TV ● Radio
● Online News ● Twitter
● Facebook

PUBLICITY VALUE OF MENTIONS

Publicity by Media Type

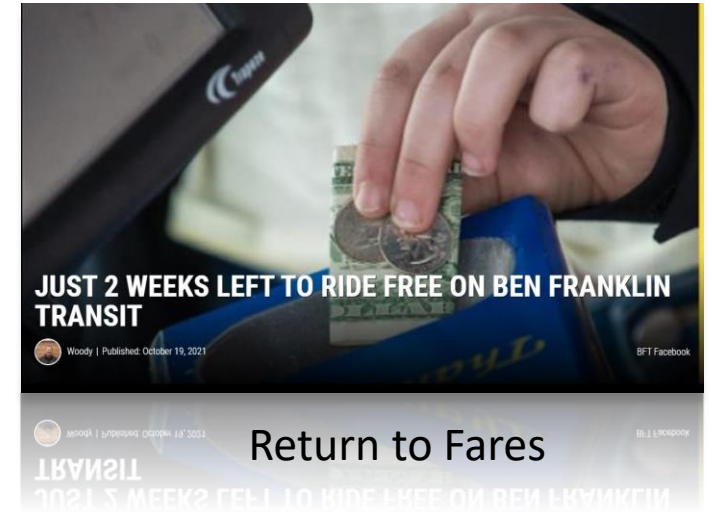


● TV ● Radio ● Online News ● Facebook

Mentions by Time



BFT IN THE NEWS





BFT STRATEGIC PLAN OBJECTIVES

1 Address Community Growth

2 Maximize Community Outreach & Involvement

3 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	Q2	Q3	Q4	2021 Goals & Initiatives	Start	End	Revised Date
Safety First							
				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	
Ridership Restoration/Growth							
				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	
Strategic Planning							
				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	Q2	Q3	Q4	2021 Goals & Initiatives	Start	End	
Implementation of Operational Technology							
				Fixed Route	1/2/20	6/30/23	
				Implement Asset Management Module to Track Facilities Maintenance per TAM	1/2/19	6/30/21	12/31/21
				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	9/30/22
				IT Infrastructure Improvements	9/1/20	12/31/22	
				Evaluate & Upgrade HRIS System	1/2/20	12/31/22	
Agency Modernization							
				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	
Alternative Fuels							
				Complete Alternative Fuels Plan	1/2/21	12/31/21	
Labor Relations							
				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?