



3rd Quarter 2021

Agency Performance

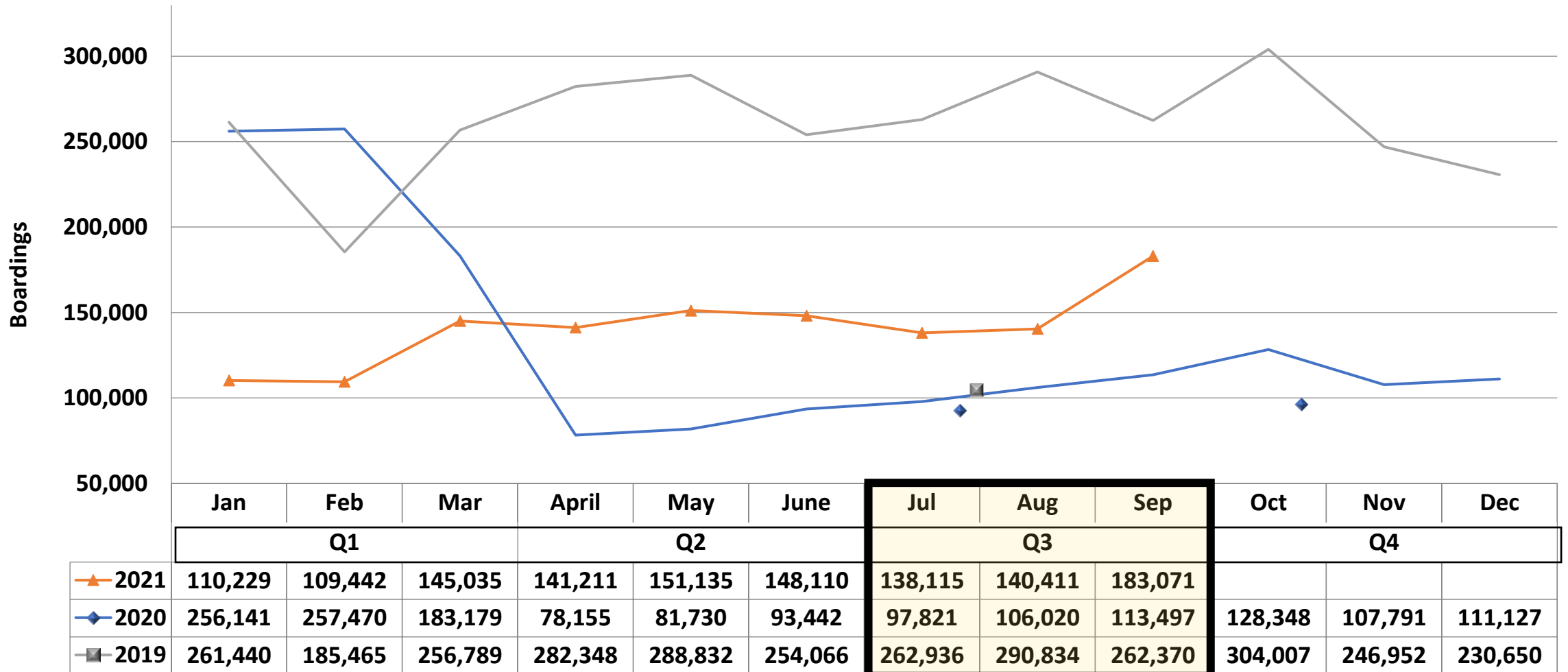
Q3 2021 Ridership

Annual Total System Boardings

2021 YTD
1,266,759

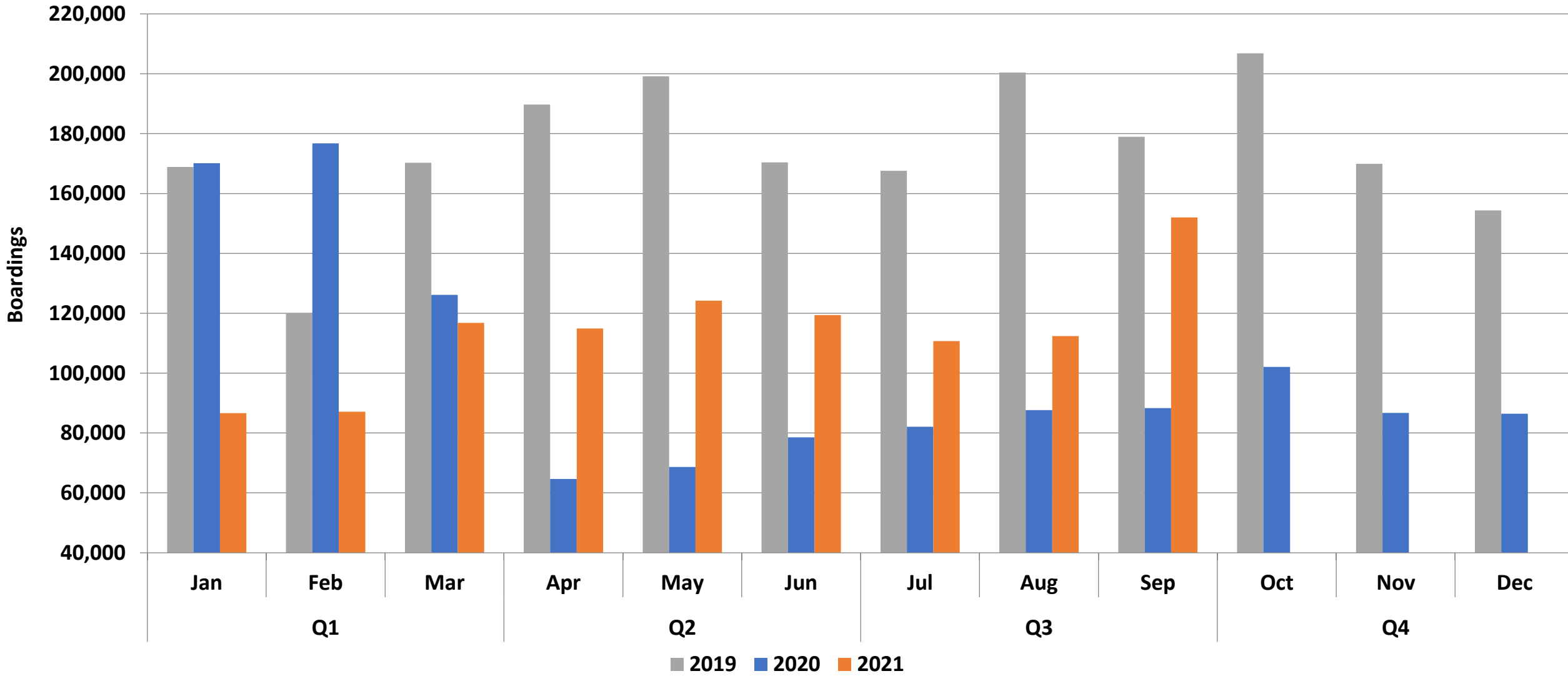
2020 YTD
1,267,455

Q3 Highlight:
Continued signs of Recovery



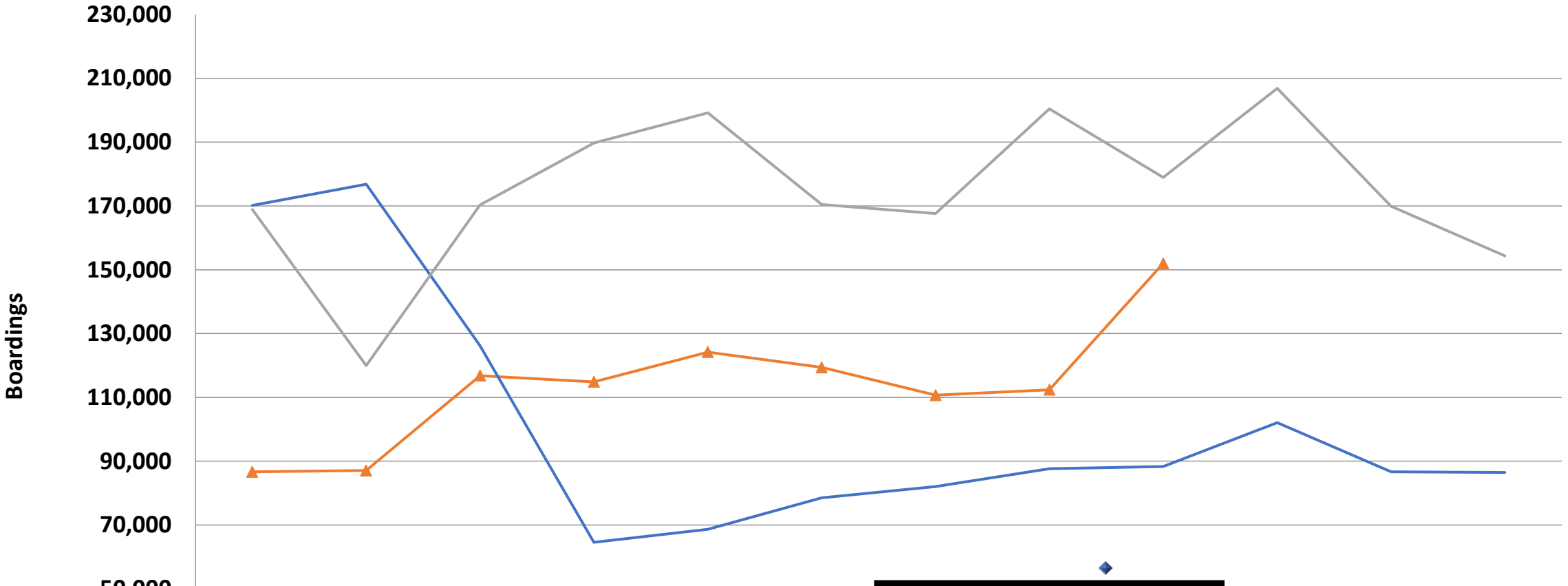
Ridership Trends: Q3 Δ 2020/2021 = 45.4%

Fixed Route Performance



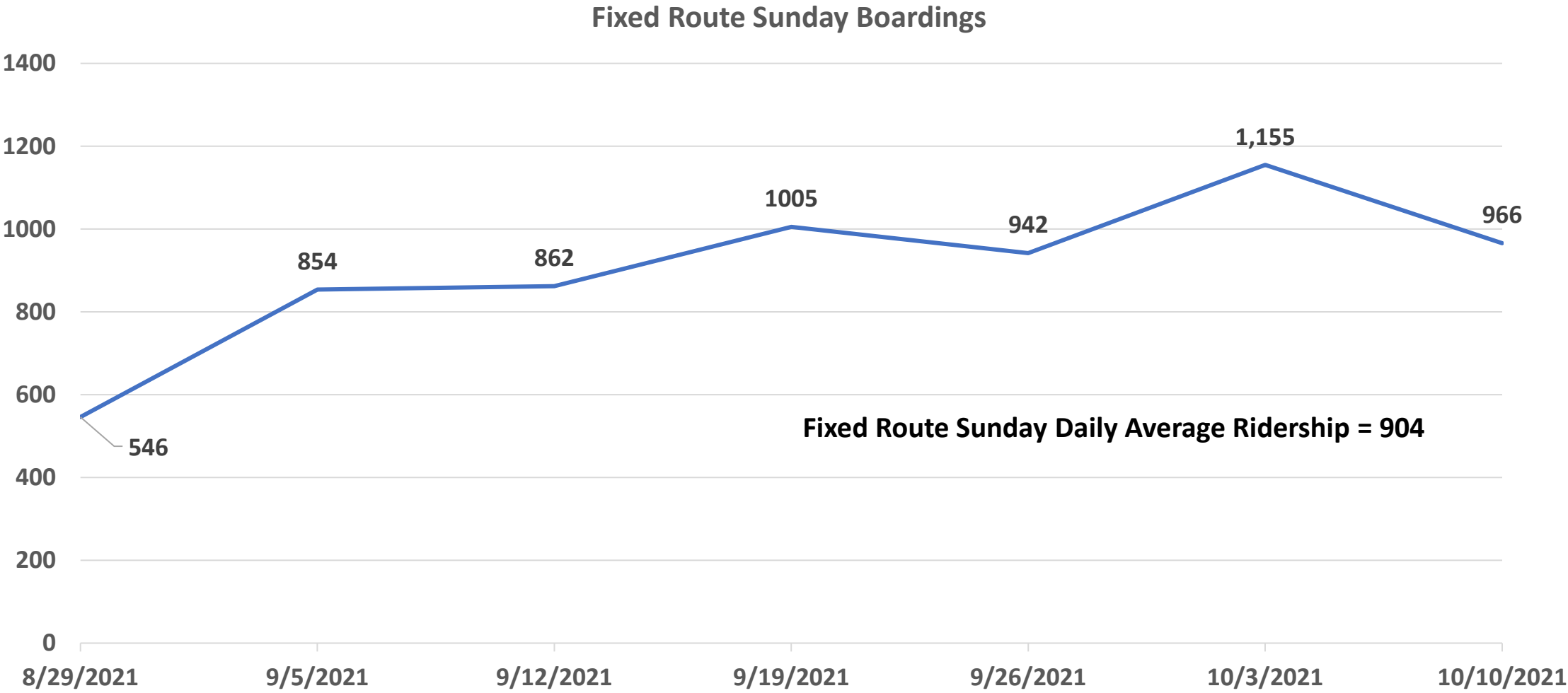
Ridership Trends: Q3 Δ 2020/2021 = 45.5%

Fixed Route Boardings (2019 vs 2020 vs 2021)

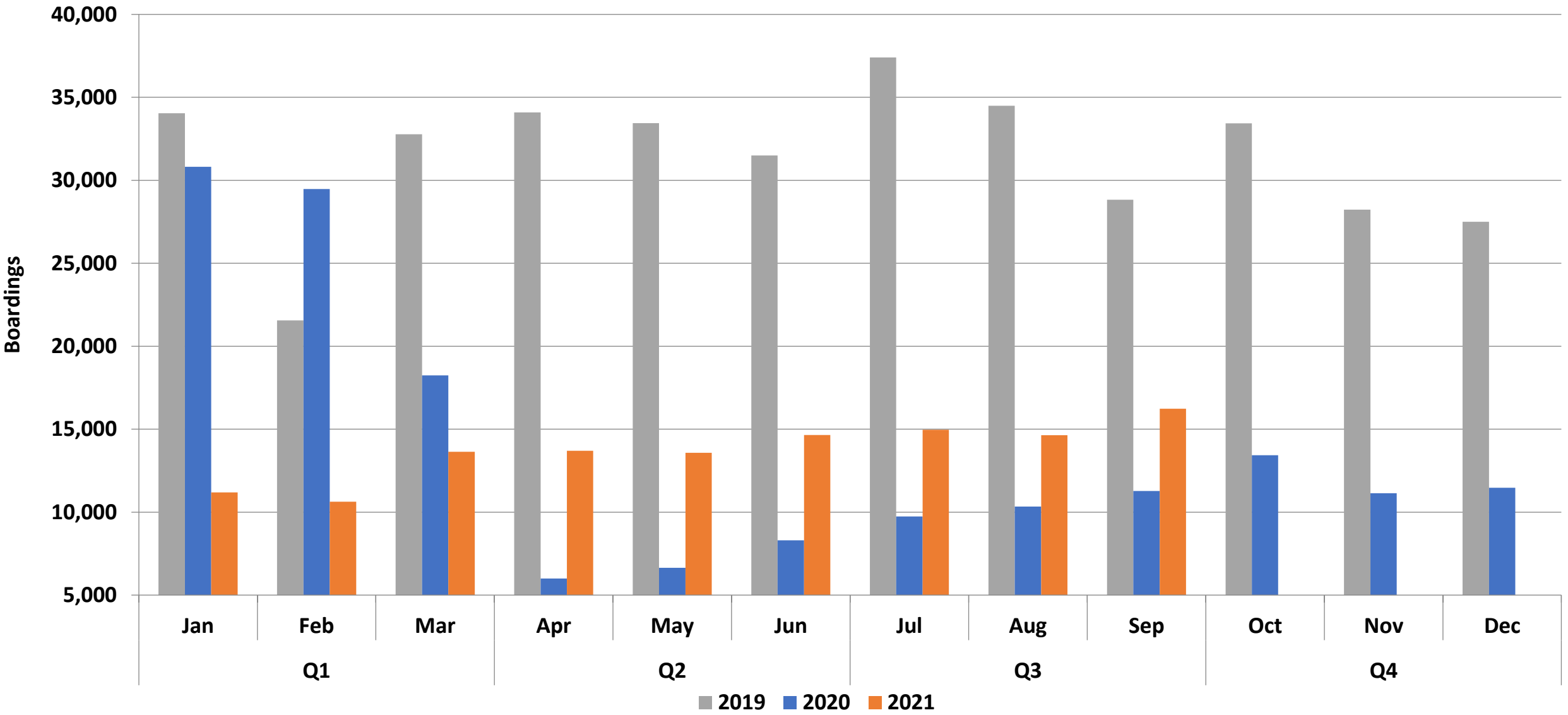


	Jan	Feb	Mar	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec
	Q1			Q2			Q3			Q4		
▲ 2021	86,663	87,086	116,794	114,883	124,180	119,399	110,689	112,380	152,005			
◆ 2020	170,146	176,786	126,153	64,607	68,678	78,545	82,066	87,655	88,312	102,100	86,668	86,461
■ 2019	168,881	119,954	170,285	189,709	199,166	170,420	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%	72.1%	-100.0%	-100.0%	-100.0%

Fixed Route Sunday Service Performance



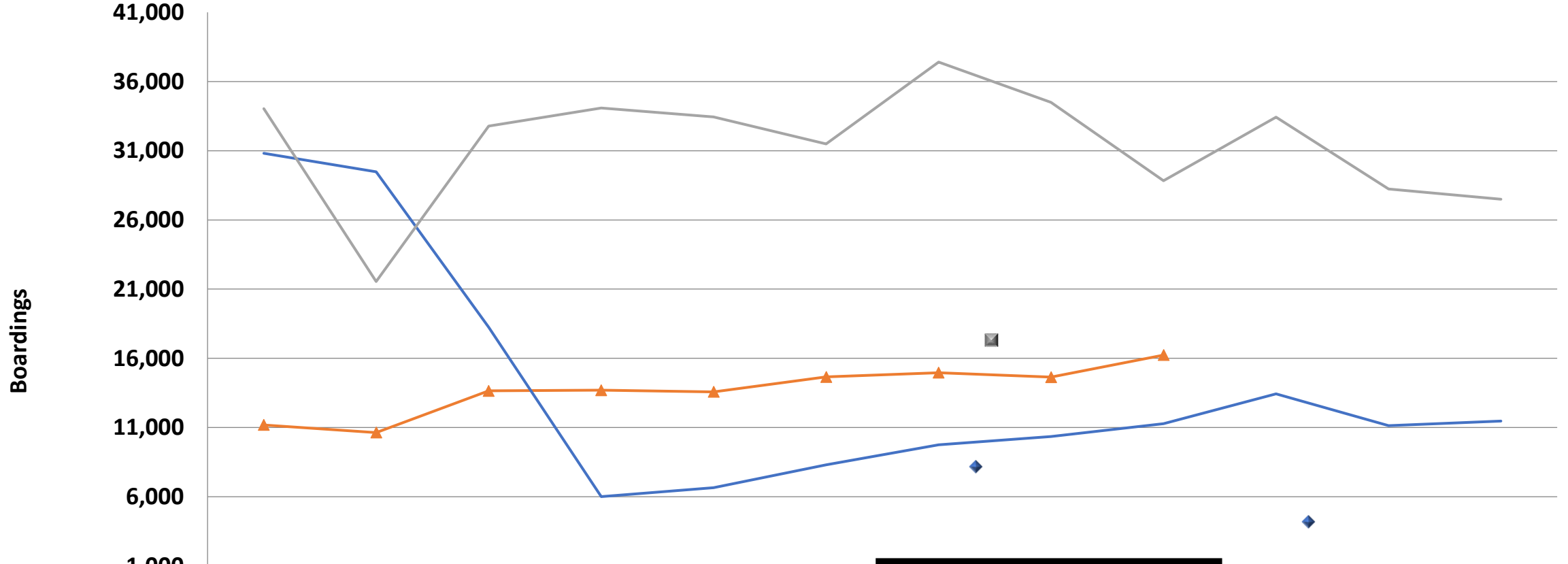
Dial-A-Ride Performance



Ridership Trends:

Q3 Δ 2020/2021 = 46.2%

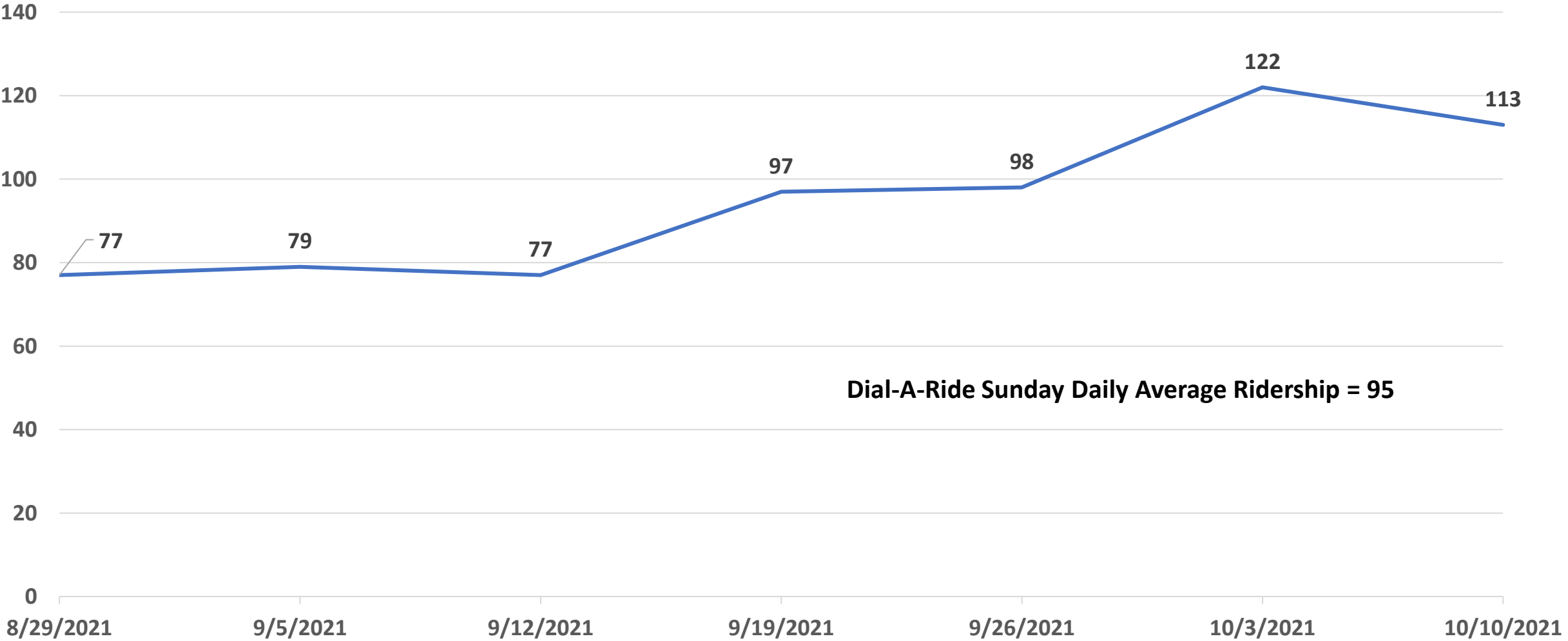
Dial-A-Ride Boardings (2019 vs 2020 vs 2021)



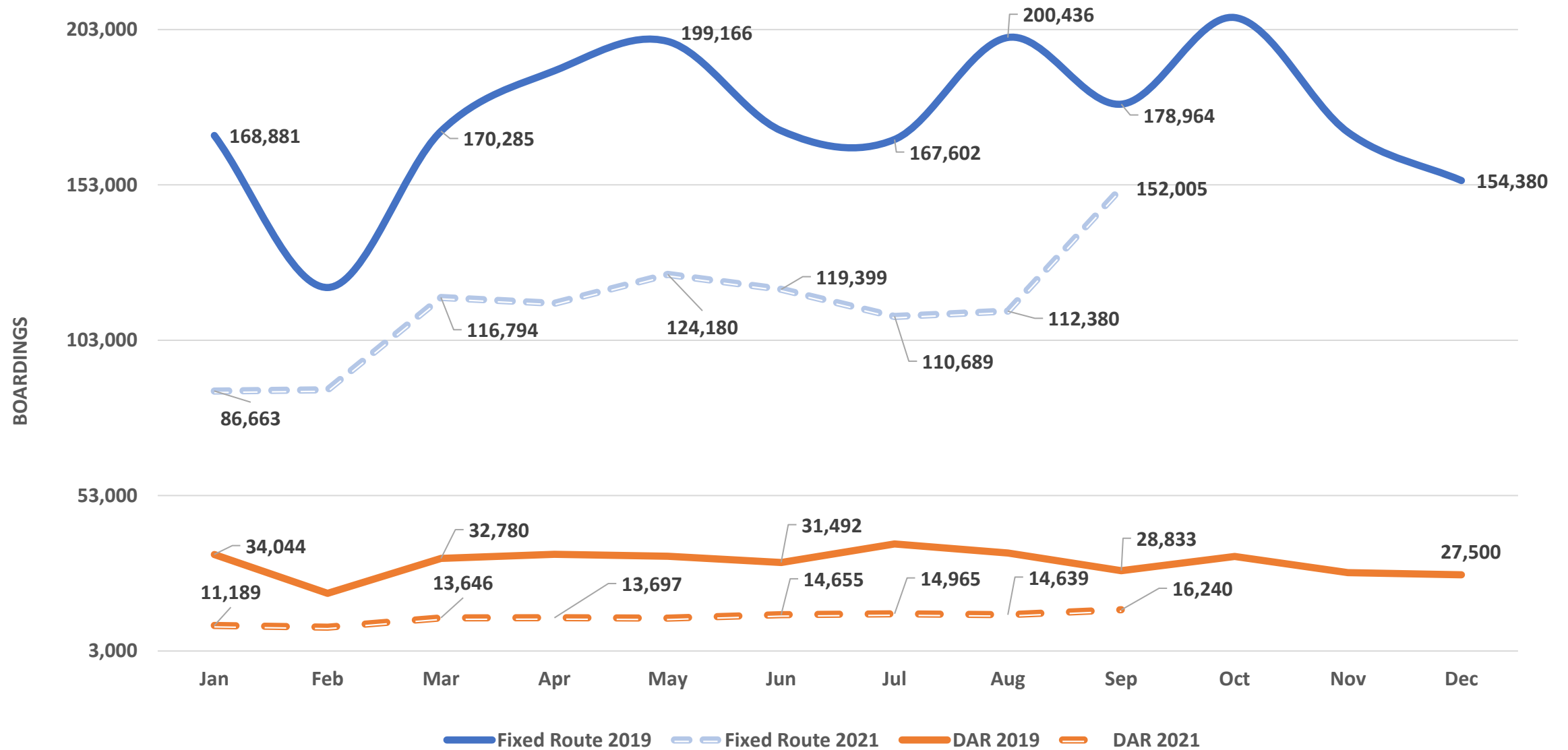
	Jan	Feb	Mar	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec
	Q1			Q2			Q3			Q4		
▲ 2021	11,189	10,634	13,646	13,697	13,575	14,655	14,965	14,639	16,240			
◆ 2020	30,820	29,481	18,248	6,003	6,646	8,301	9,747	10,343	11,276	13,436	11,139	11,473
■ 2019	34,044	21,558	32,780	34,089	33,447	31,492	37,411	34,492	28,833	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%	-100.0%	-100.0%	-100.0%

Dial-A-Ride Sunday Service Performance

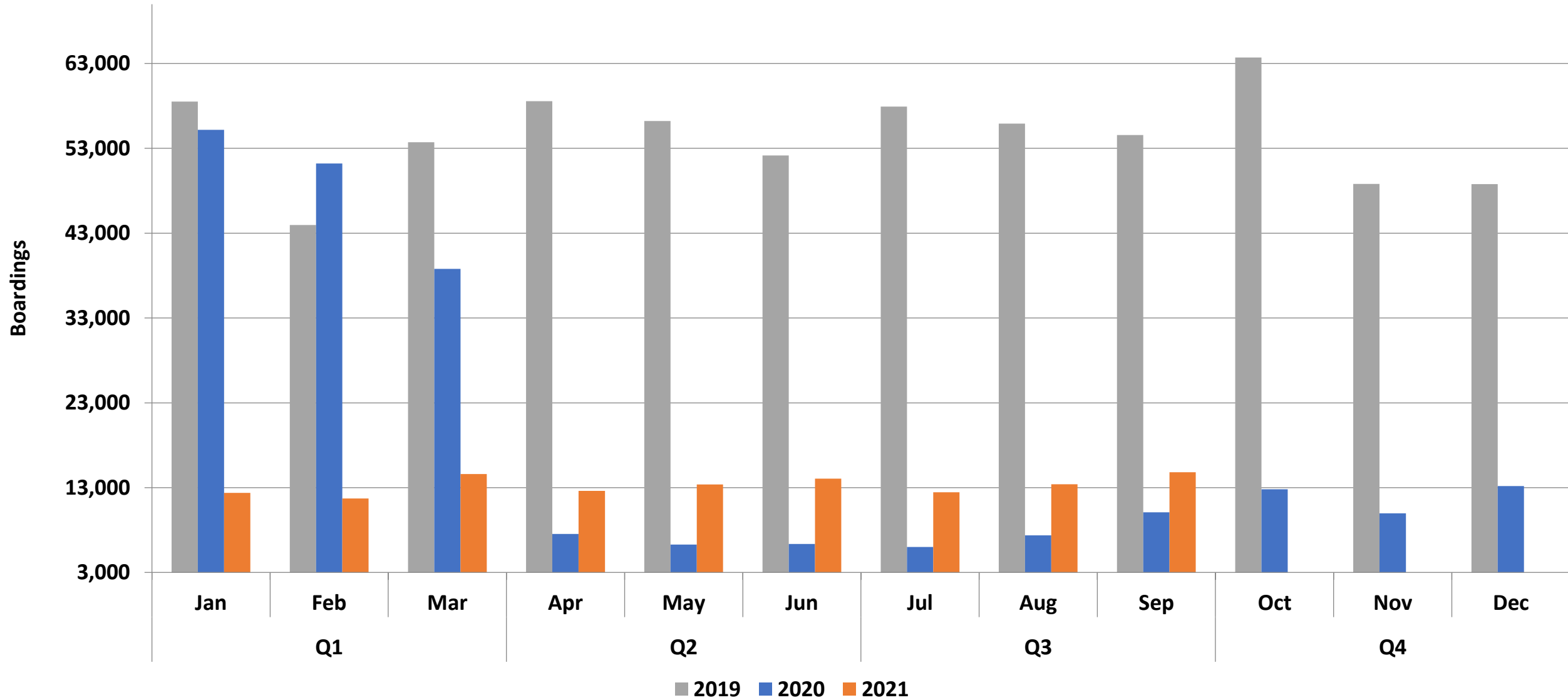
Dial-A-Ride Sunday Boardings



Covid-19 Ridership Recovery Trends (DAR & FR)



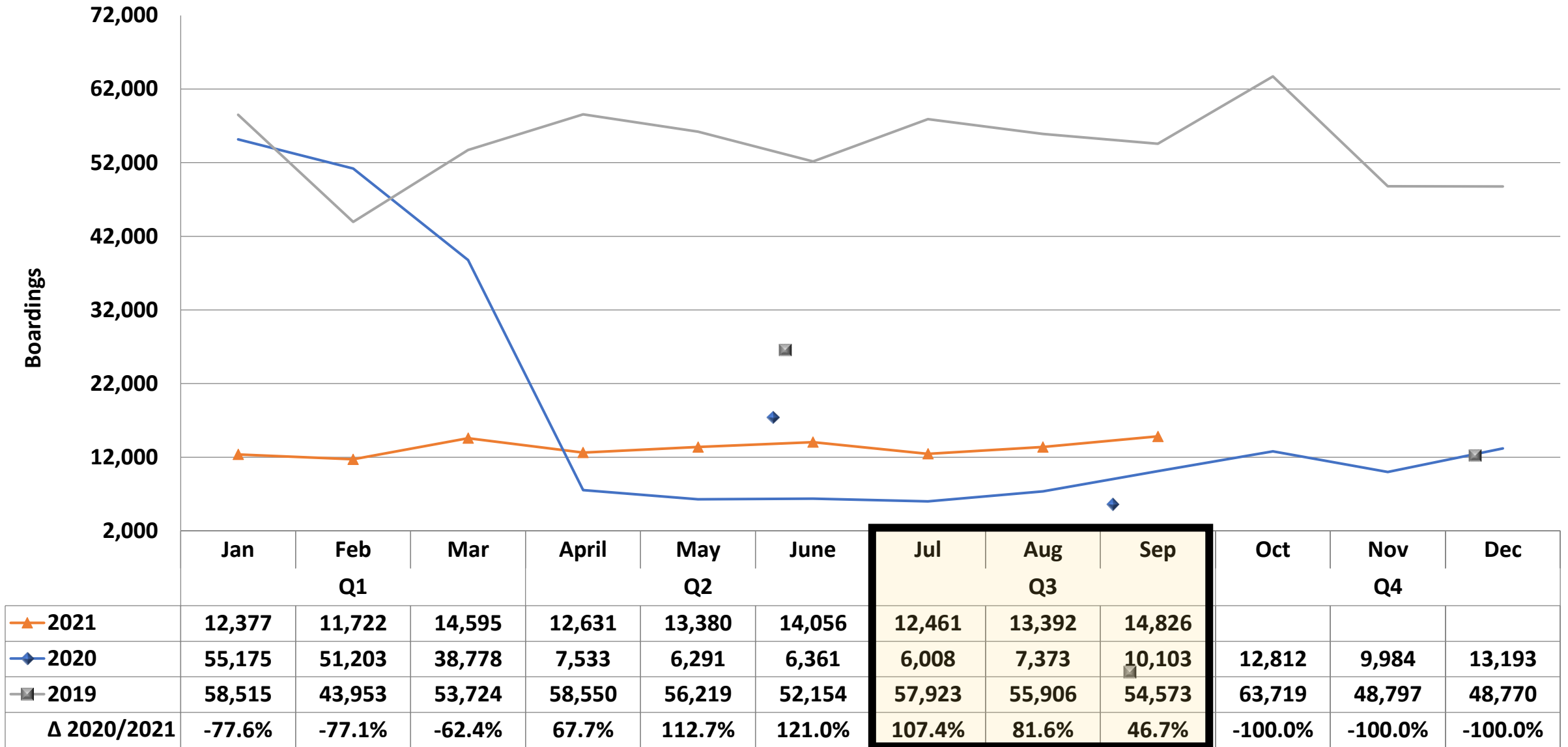
Vanpool Performance



Ridership Trends:

Q3 Δ 2020/2021 = 73.2%

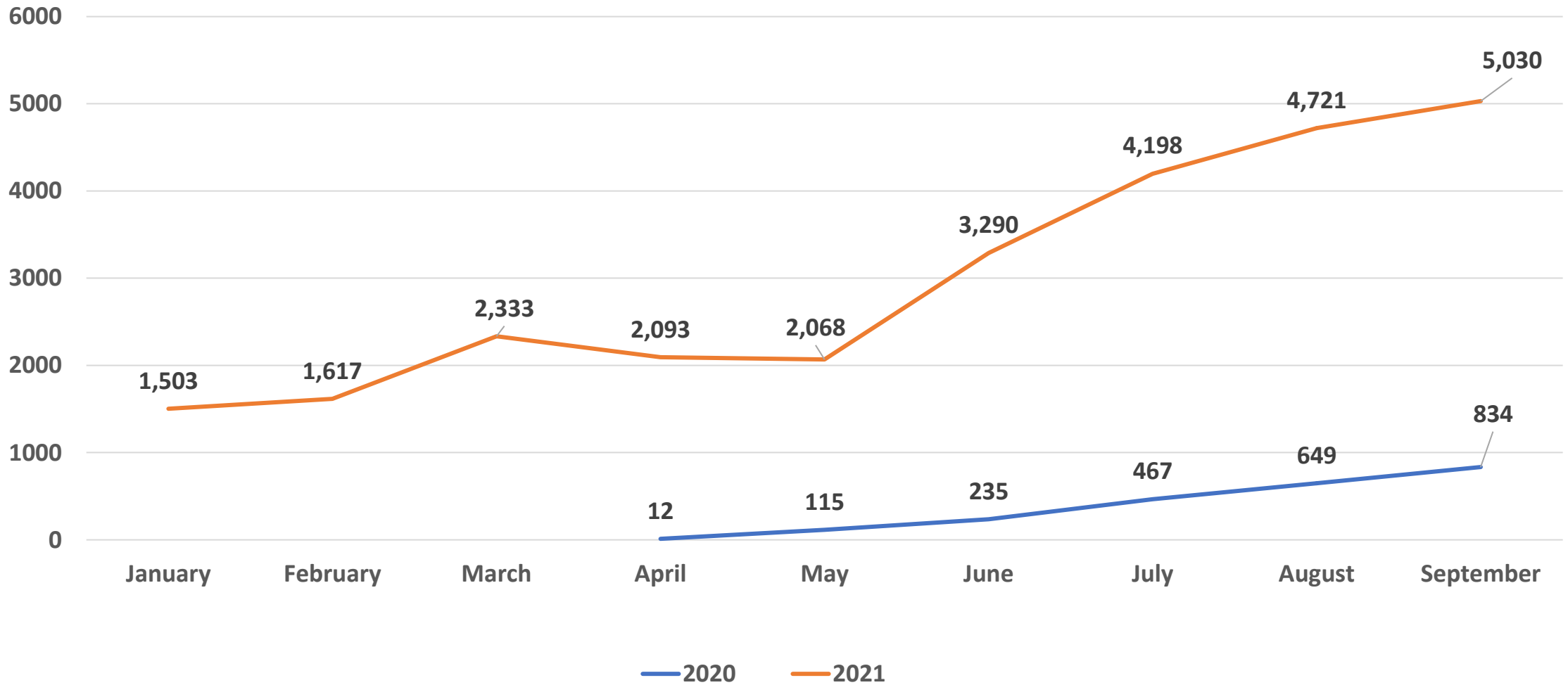
Vanpool Boardings (2019 vs 2020 vs 2021)



CONNECT Ridership Trends

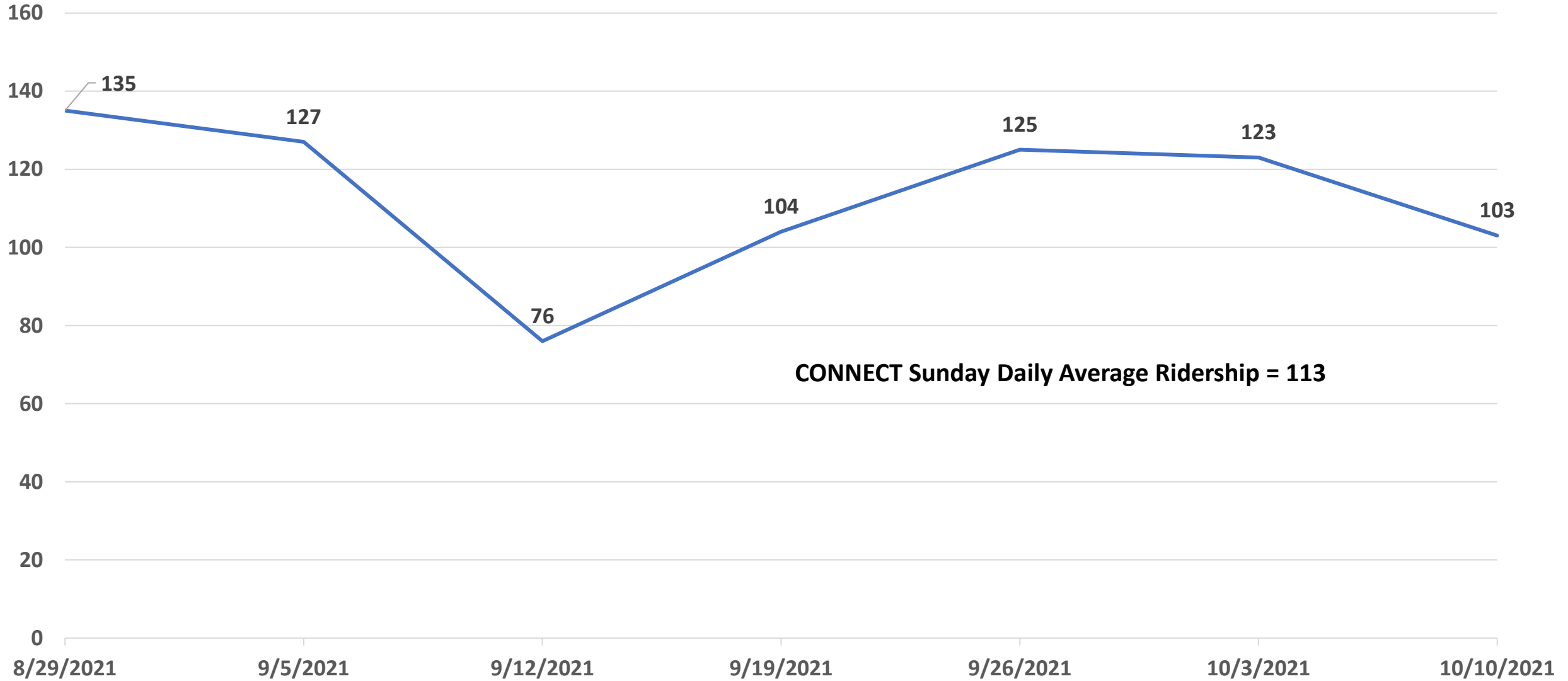


Monthly Ridership Performance (All Service Days)



CONNECT Sunday Service Performance

CONNECT Sunday Boardings



Marketing & Outreach





RIDER SAFETY



**FACE MASKS
REQUIRED**



**NO FARES UNTIL
FURTHER NOTICE**



**MAINTAIN A SAFE
DISTANCE**



STAY HOME IF SICK

bft.org/Safety

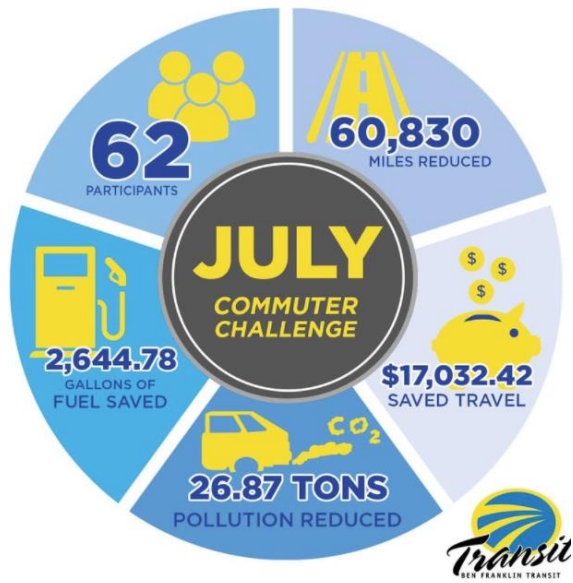
COVID-19 Communications

CONTINUED SAFETY MEASURES

- *Federal Mask Mandate*
- *Shuttle Capacity Limitation*
- *Guidance + Requirements*
- *Disinfection Protocols*
- *Fares*

VACCINE TRANSPORTATION

- *BFT Service Adjustment Reminders*



Ecology Grant
Commuter
Challenge

Community Outreach



National Night Out – Benton City

Benton City & Prosser Survey Outreach



VOTE
LOCAL 2021

#VoteLocal2021



**Free Ride
to your
Vaccine**

- Rides to Voting Centers
- Rides to Vaccination Sites

Back to School

- Back to School Bash (Communities in Schools event)
- Legacy High School Fall Fest
- School District Outreach
 - School route/schedule info.
 - Safety protocols (masks, rider capacity, etc.)



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.*

¡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 empleados. Todos los servicios de BFT son gratuitos hasta nuevo aviso y*

SCAN ME FOR
MORE INFO



ESCANEARME
PARA OBTENER
MÁS INFORMACIÓN



FREE SHUTTLE EVERY HOUR
to the **KENNEWICK** and
PASCO side

Friday & Sunday | 8 a.m. - 4 p.m.



ART IN THE PARK SHUTTLE

FREE SHUTTLE
Every 15 minutes | Masks Required

Friday, July 23 8:30 a.m. to 8:30 p.m.
Saturday, July 24 8:30 a.m. to 7:30 p.m.

To Howard Amon Park from Fran Rish Stadium, with stops at:

- Knight Street Transit Center
- John Dam Plaza
- Across from Greenies (G. Way & Lee Blvd.)




HOGS & DOGS
FREE BFT SHUTTLE!

From West Richland Transit Center to Bombing Range Sports Complex with stops at:

- Enterprise Middle School
- Bombing Range Rd. at Sunglow Ct.

Please Remember:

- Masks required
- Seated riders only
- Carry-ons allowed

THURSDAY, SEPTEMBER 30
4:00 - 9:00 p.m.
Every 30 minutes



MORE INFO:
bft.org/Events | 509-725-7777

- Art in the Park Shuttle
- Boat Race Shuttle
- Hogs & Dogs Shuttle



Sunday Service

- Clicks on Sunday Service Maps 17,685
- Clicks on bft.org/newplaces 7,926

KAPP/KVEW
News Reel on
Sunday Service



Getting the word out to our community



**Sunday Matinees
Just Got Easier.**



**Sunday Shopping
Just Got Easier.**



**Sunday Brunch
Just Got Easier.**

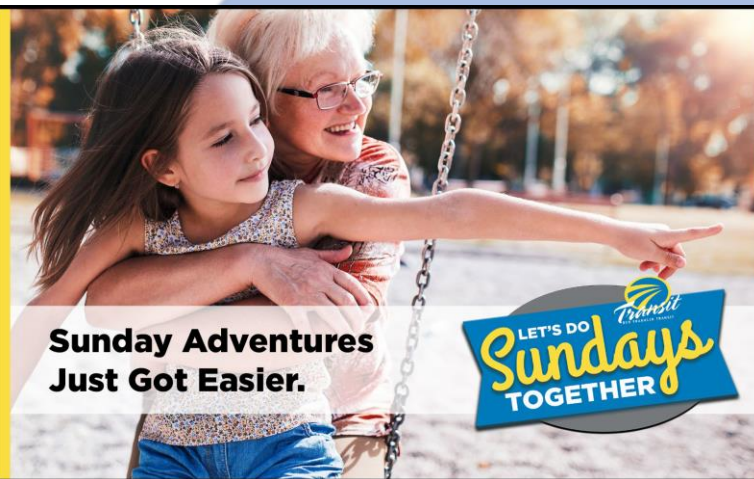


**NEW
Sunday
Service**



Wherever you go,
we want to take you there.

bft.org/NewPlaces



**Sunday Adventures
Just Got Easier.**



Work. Worship. Shop. Play.
Trabajo. Adoración. Compras. Jugar.



Sundays Just Got Easier.
Los domingos ahora son más fáciles.



Social Media



773,811

★ 73,065 Organic ★ 700,746 Paid

130

3,203

149

TOTAL REACH

NEW PAGE LIKES

TOTAL FOLLOWERS

NEW FOLLOWERS



22,557

618

9

IMPRESSIONS

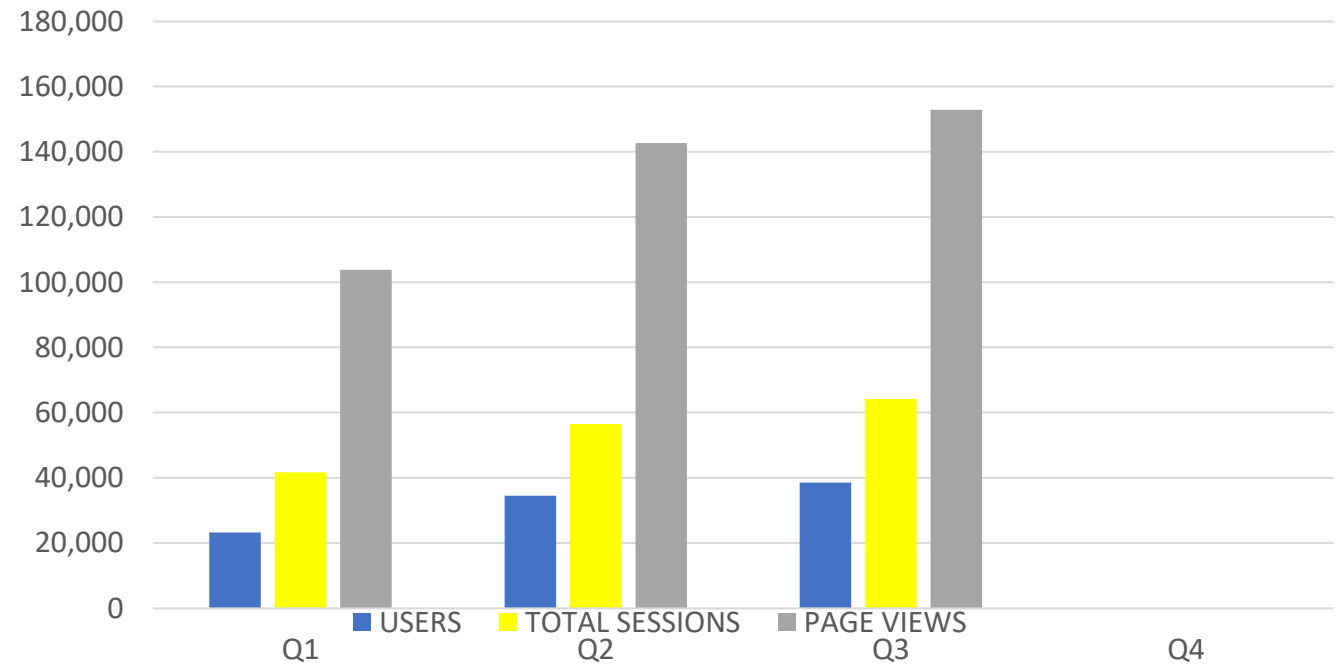
TOTAL FOLLOWERS

NEW FOLLOWERS



Website Analytics


WEBSITE USE GROWTH Q1 THRU Q3



OUR MOST ENGAGING SOCIAL POSTS

Ben Franklin Transit
Published by Lori Araujo · July 8 ·

Wanna hear something awesome?
We're BACK and offering FREE shuttle service to Art in the Park AND Water Follies! Woo-hoo! 🎉
Avoid the traffic and ride for free with BFT! 🚗
For more details about our shuttle service, visit our website or check out our Facebook events page.
bft.org/ArtInThePark
bft.org/WaterFollies



FREE SHUTTLES
Art in the Park & Water Follies
July 23-25

8,758 People Reached 386 Engagements [Boost Post](#)


22 2 Comments 61 Shares

Ben Franklin Transit
Published by Hootsuite · August 8 ·

Beginning Sunday, Aug. 29, EVERYONE can ride with BFT!
We are just BURSTING with joy to finally announce SUNDAY SERVICE is happening!
The following services will operate from 8 am – 6:30 pm

- Select fixed-routes
- BFT CONNECT
- Dial-A-Ride

To learn more visit bft.org/NewPlaces.



YOU GET A RIDE!
AND YOU GET A RIDE!
AND YOU GET A RIDE!
EVERYONE GETS A RIDE!

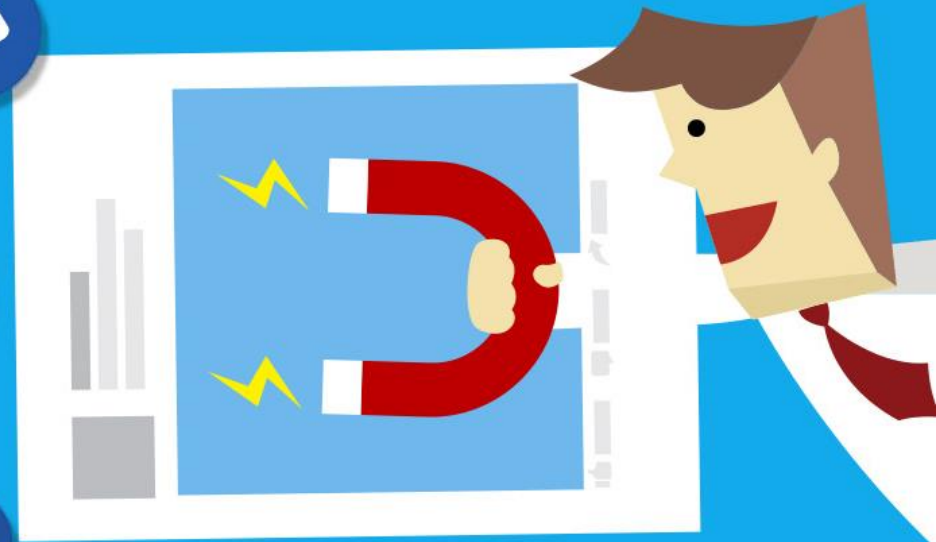
5,775 People Reached 426 Engagements [Boost Post](#)

57 6 Comments 43 Shares

Like Comment Share

View 5 more comments

Lori Jordan Miller
Awesome 1 [Love](#) · [Reply](#) · 8w

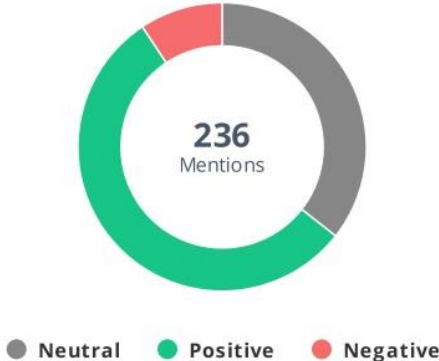


Publicity Data



BEN FRANKLIN TRANSIT

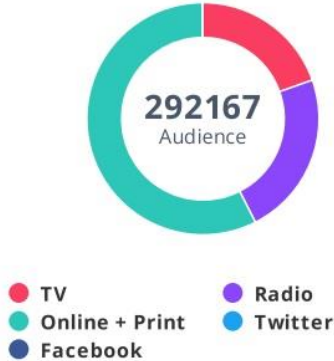
Mentions by Sentiment



Mentions by Media Type



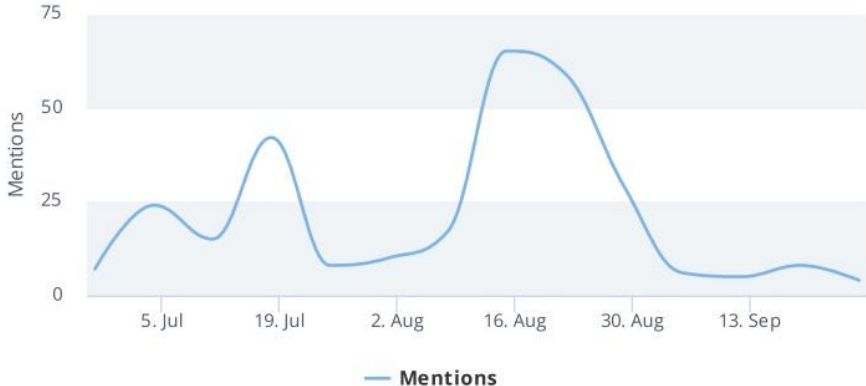
Audience by Media Type



Publicity by Media Type



Mentions by Time



Local News Clips



Water Follies & Art in the Park Shuttle Service



Water Follies & Art in the Park Shuttle Service

Working with Amazon & City of Pasco



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	Q2	Q3	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	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 ?