



2nd Quarter 2021

Agency Performance

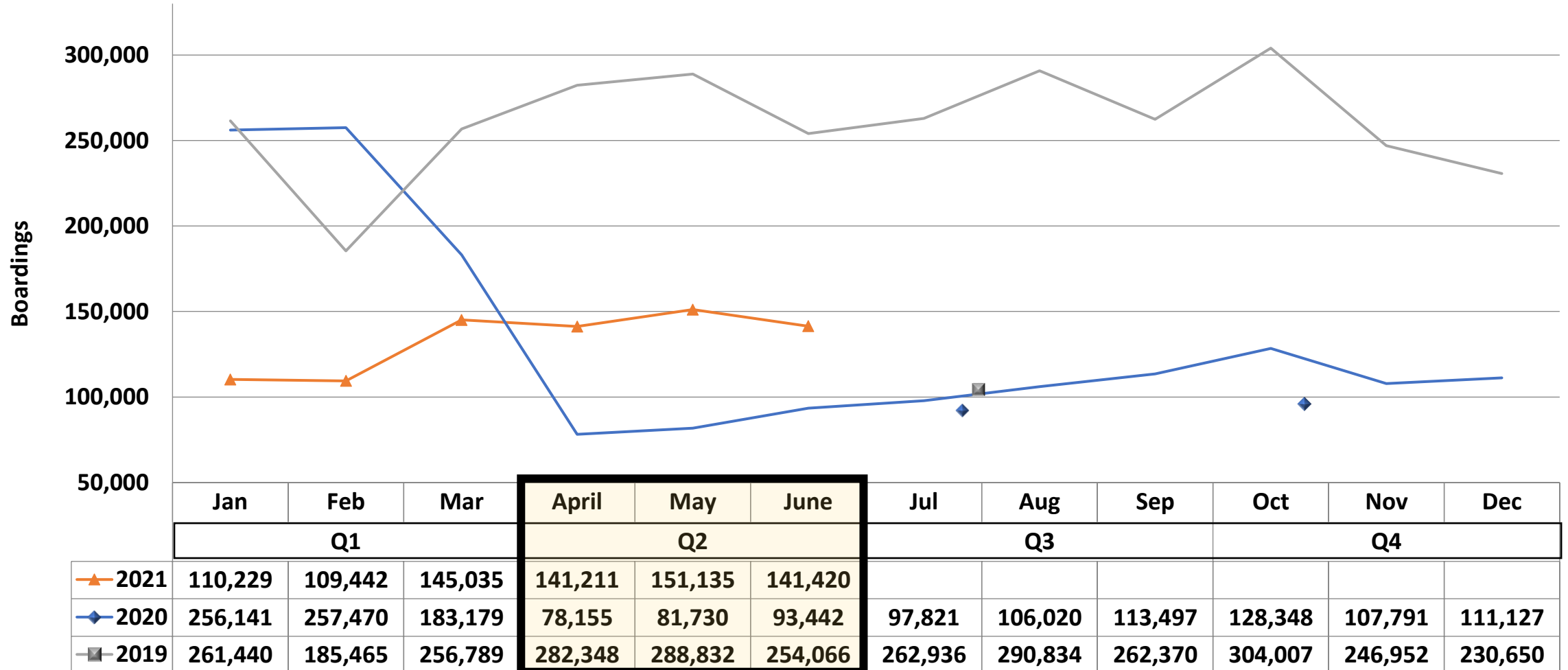
Q2 2021 Ridership

Annual Total System Boardings

2021 YTD
798,472

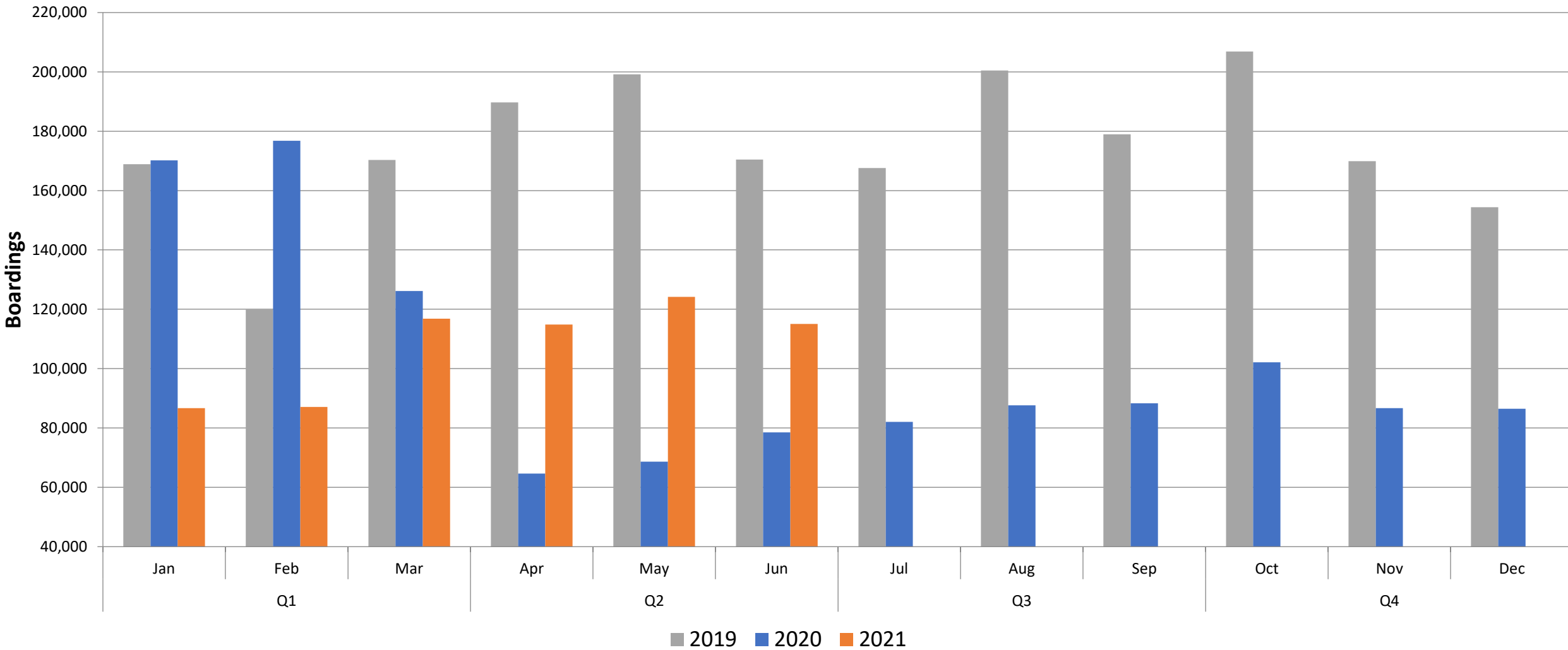
2020 YTD
950,117

Q2 Highlight:
Steady signs of Recovery



Ridership Trends: Up 71.2% in Q2

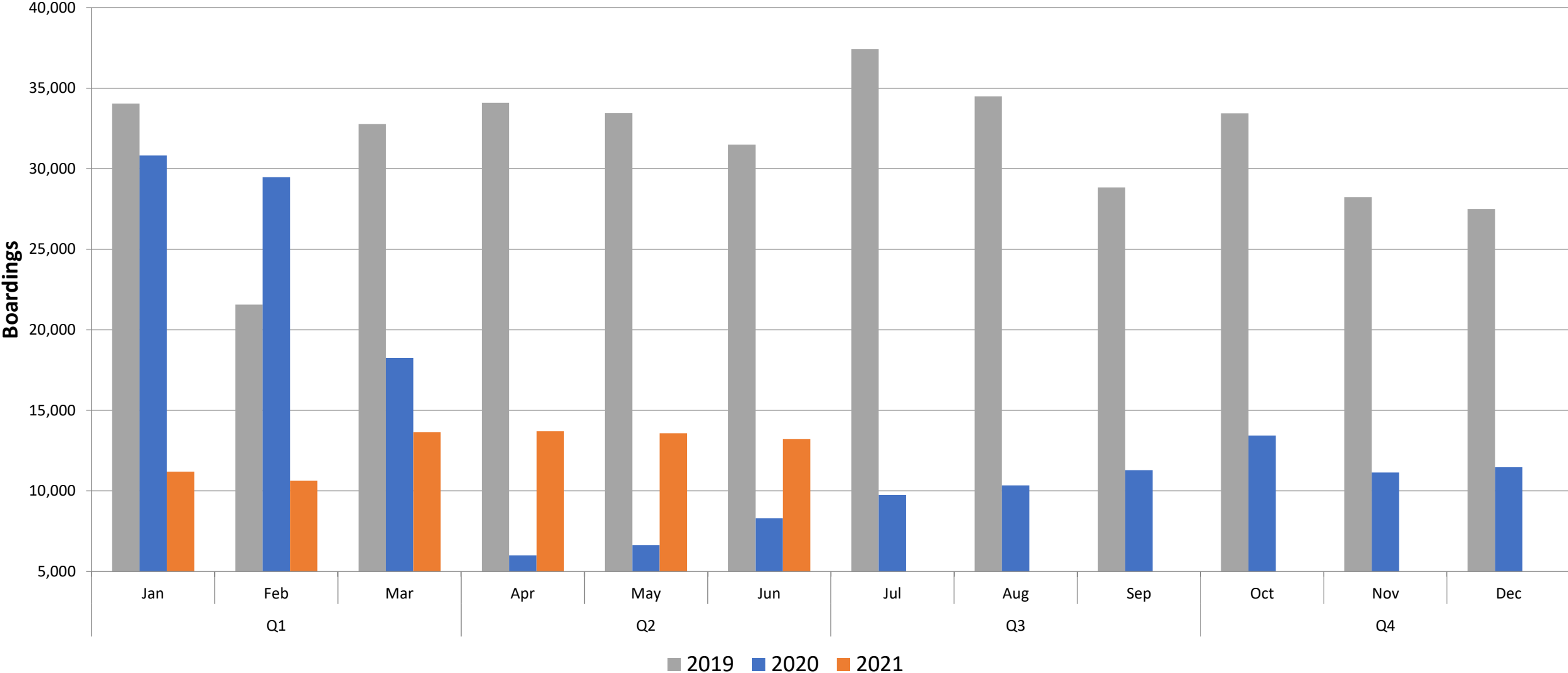
Fixed Route Performance



Ridership Trends:

Up 67.2% in Q2

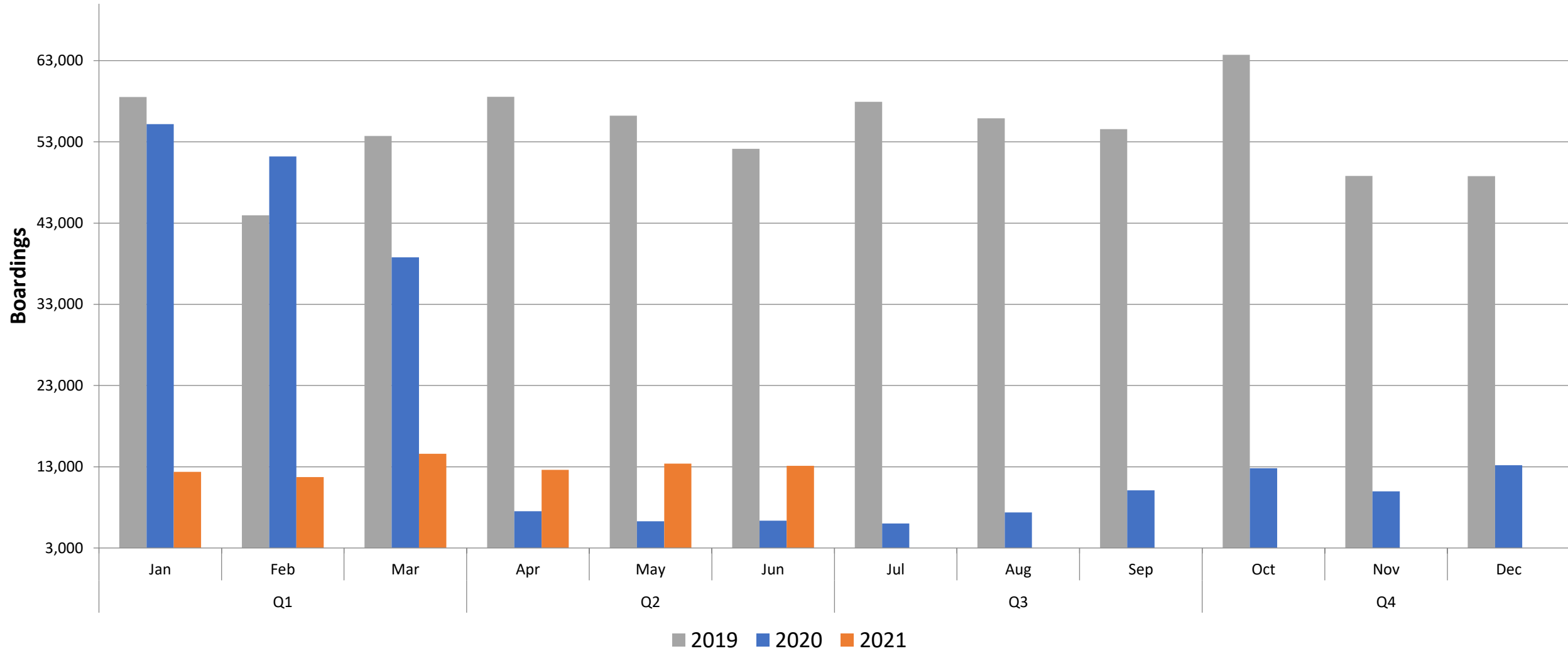
Dial-A-Ride Performance



Ridership Trends:

Up 93.3% in Q2

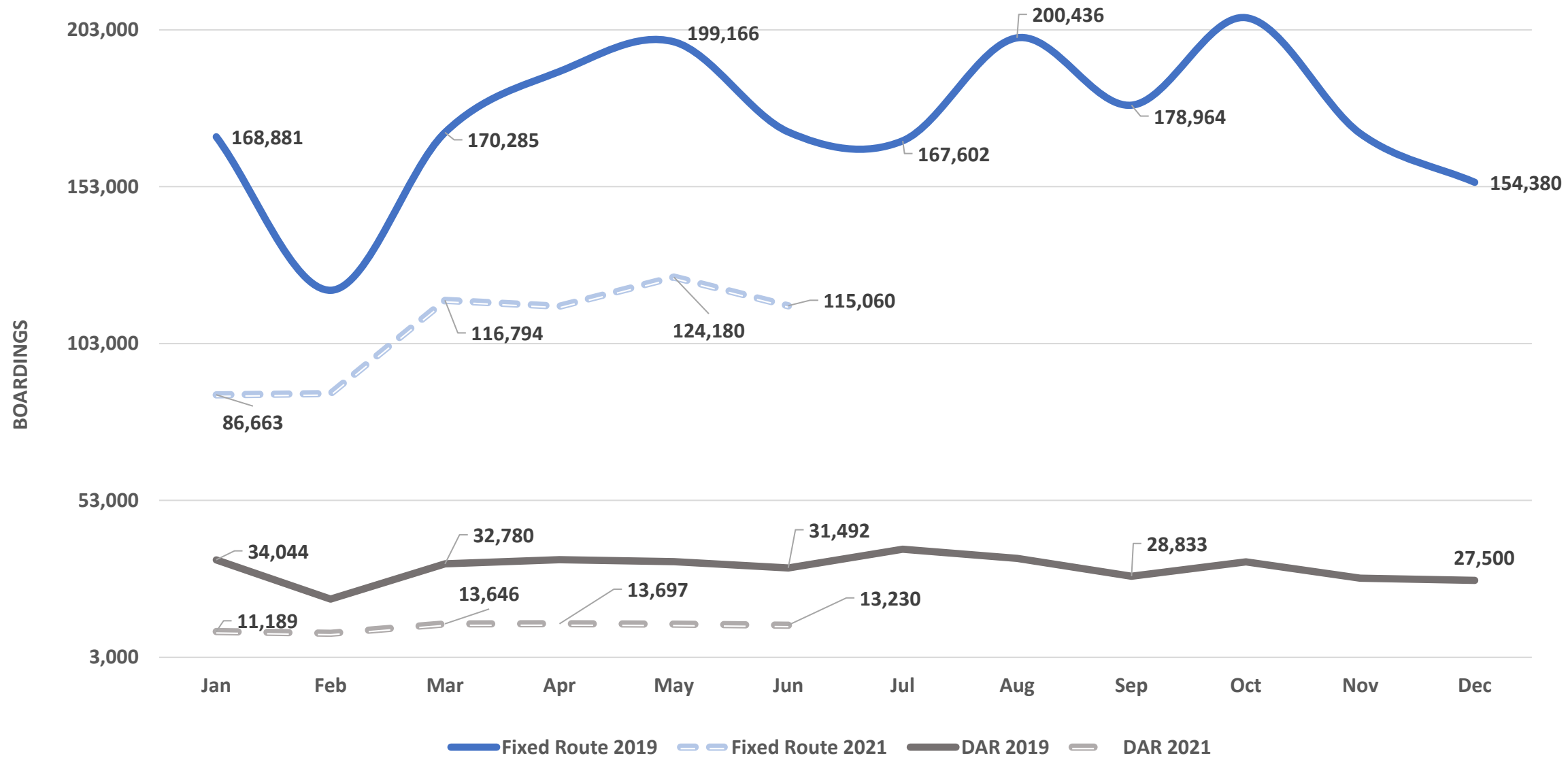
Vanpool Performance



Ridership Trends:

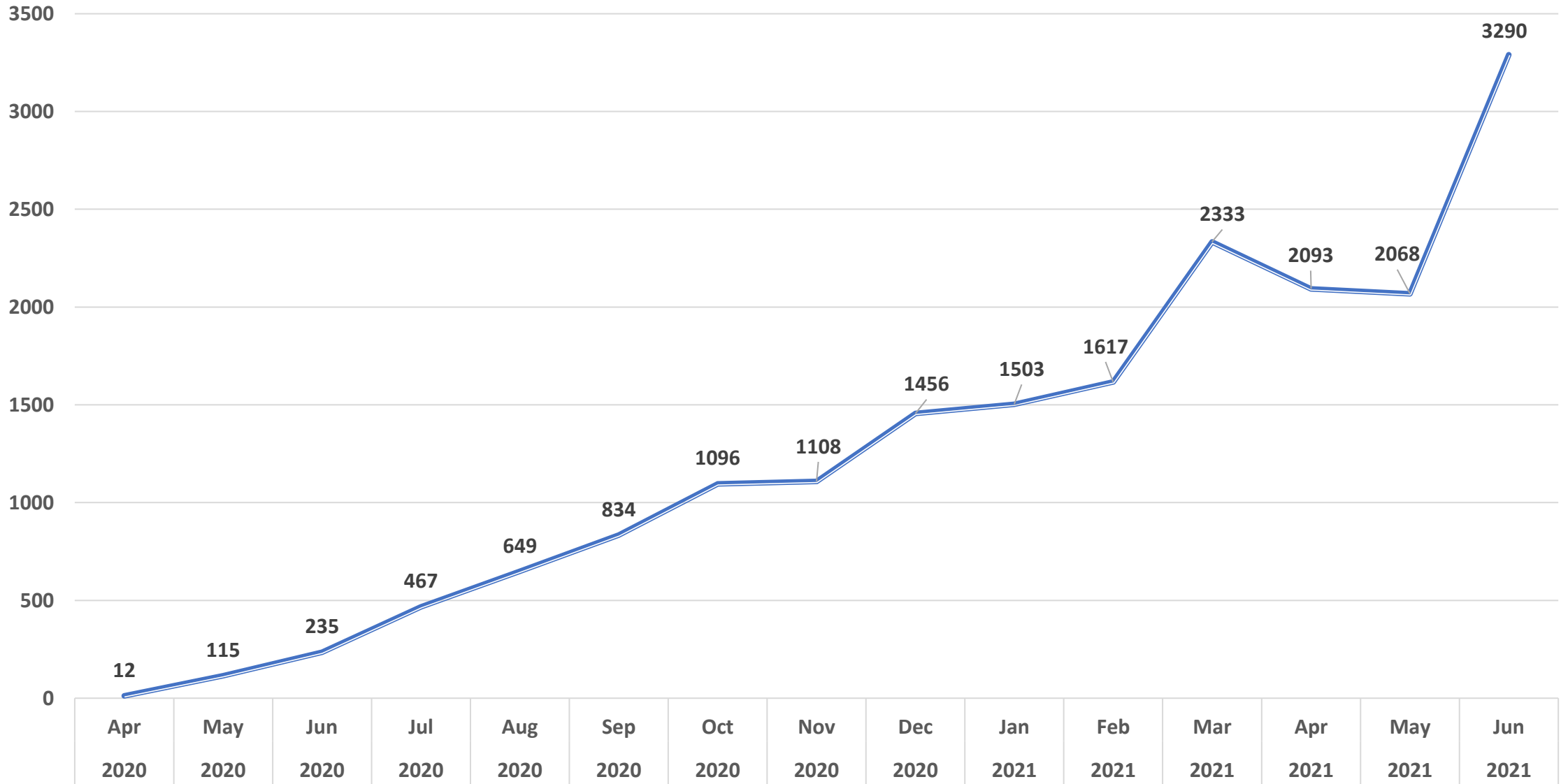
Up 93.9% in Q2

Covid-19 Ridership Recovery Trends



CONNECT Ridership Trends

Connect Boardings



Marketing + Outreach

COVID-19 Response + Recovery

June System Changes

Employee Recognition Event



COVID-19 Communications

SAFETY MEASURES

Federal Mask Mandate

Guidance + Requirements

Disinfection

Fares + Entry Points

VACCINE TRANSPORTATION

BFT Service Adjustment Reminders



RIDER SAFETY



**FACE MASKS
REQUIRED**



**NO FARES UNTIL
FURTHER NOTICE**



**MAINTAIN A SAFE
DISTANCE**



STAY HOME IF SICK

bft.org/Safety

June System Changes

2021 MODIFIED ANNUAL SERVICE PLAN

Press Release

Website Content

Social Media Posts + Reminders

Print + Digital + Radio + TV Ads

Map + Signage Updates

Electronic System Guide

Outreach Literature

Internal Communications



NOW EVERY 15 MINUTES BEGINNING JUNE 21!

METRO BUS SERVICE

Frequent service routes every 15 minutes across expanded geography



METRO Route 1:
Combines portions of Routes 120, 126, 150, and 160 with service every 15 minutes between Pasco, Kennewick, and Richland.



METRO Route 3:
Combines portions of Routes 150 and 160 with direct service every 15 minutes between Kennewick and Pasco.

NEW ROUTES... EVERY 30 MINUTES OR LESS



Route 20:
Replaces portions of Route 120 between West Richland and Richland with service every 30 minutes.



Route 26:
Service every 20 minutes during peak hours and every 30 minutes during off-peak hours between Knight Street Transit Center and North Richland via George Washington Way.



Route 40:
Replaces portions of Route 160 and adds new service along Olympia Street. Increases service to every 30 minutes.



INCREASED SATURDAY SERVICE

Routes 42 and 47 will increase in frequency from every 60 minutes to every 30 minutes.

MORE INFORMATION:
bft.org/NewPlaces
509.735.5100

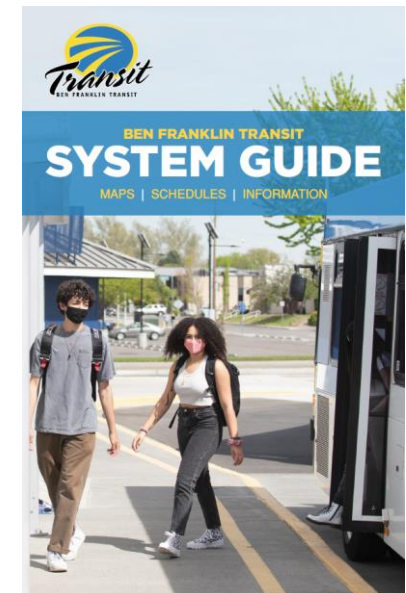
Find your bus & plan your trip in real time on the Transit app.



NEWSPAPER



WEBSITE





PRESENTANDO
METRO
Rutas

¡NUEVO SERVICIO DE AUTOBÚS DE METRO CADA 15 MINUTOS!

1
METRO

METRO Ruta 1:

Combina partes de las rutas 120, 126, 150 y 160 con servicio cada 15 minutos entre Pasco, Kennewick y Richland.

3
METRO

METRO Ruta 3:

Combina partes de las rutas 150 y 160 con servicio directo cada 15 minutos entre Kennewick y Pasco.

NUEVAS RUTAS ... CADA 30 MINUTOS O MENOS

LOCAL **20**

LOCAL **26**

LOCAL **40**



SCAN ME

Obtenga más información y vea todos los cambios: bft.org/NewPlaces

LOOK!

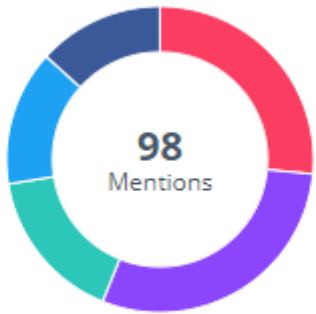
Discover new routes & more frequent stops!



Scan Me

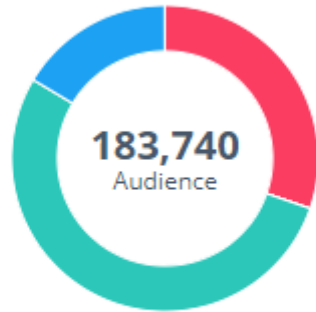
WINDOW CLINGS

Mentions by Media Type



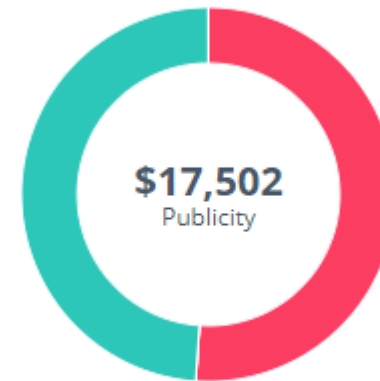
● TV ● Radio
● Online News ● Twitter
● Facebook

Audience by Media Type



● TV ● Radio
● Online News ● Twitter
● Facebook

Publicity by Media Type



● TV ● Radio ● Online News ● Facebook

¡MIRA!

¡Descubre nuevas rutas y paradas más frecuentes!



Escanèame

Marketing & Outreach



Twitter

68,630 impressions
10 new followers



Facebook

394,155 total reach
55,787 organic & 338,368 paid
91 new page Likes | 73 new followers

Website Analytics

34,495 users
56,536 total sessions
142,707 page views

Ben Franklin Transit
May 10 · 🌐

Today we celebrate the 39-year anniversary of our first rider!
On May 10, 1982, Gwendolyn Williams rode the bus as BFT's very first passenger! Ms. Williams soon after became a Coach Operator for BFT.
Our buses look a lot different than they did nearly 40 years ago, but our commitment to serving this community has stayed the same.
Thank you to our riders and community for your continued support!
#Transit #BFTeam

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When you boost this post, you'll show it to more people.

1,351 People Reached 129 Engagements [Boost Post](#)

👍❤️👤 Josefina Barboza, Denise Sommer and 44 others 2 Comments 10 Shares

👍 Like 💬 Comment ➦ Share

Ben Franklin Transit
April 30 · 🌐

REMINDER: BFT offers transportation options to local COVID-19 vaccination sites.
SENIORS + MOBILITY CHALLENGED INDIVIDUALS
Seniors and mobility challenged individuals, regardless of ADA (Dial-A-Ride) eligibility, can now schedule trips with BFT to and from vaccine sites.
... See More

VACCINE TRANSPORTATION SUPPORT

[Visit the COVID-19 Information Center for vaccine resources.](#)
[Get Vaccine Info](#)

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

2,121 People Reached 59 Engagements [Boost Post](#)

👍 Margaret Shaw, Solomon Torelli and 3 others 9 Shares

👍 Like 💬 Comment ➦ Share

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	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	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?