



BEN FRANKLIN TRANSIT

Board of Directors

Q3

Quarterly Performance Report

October 2017

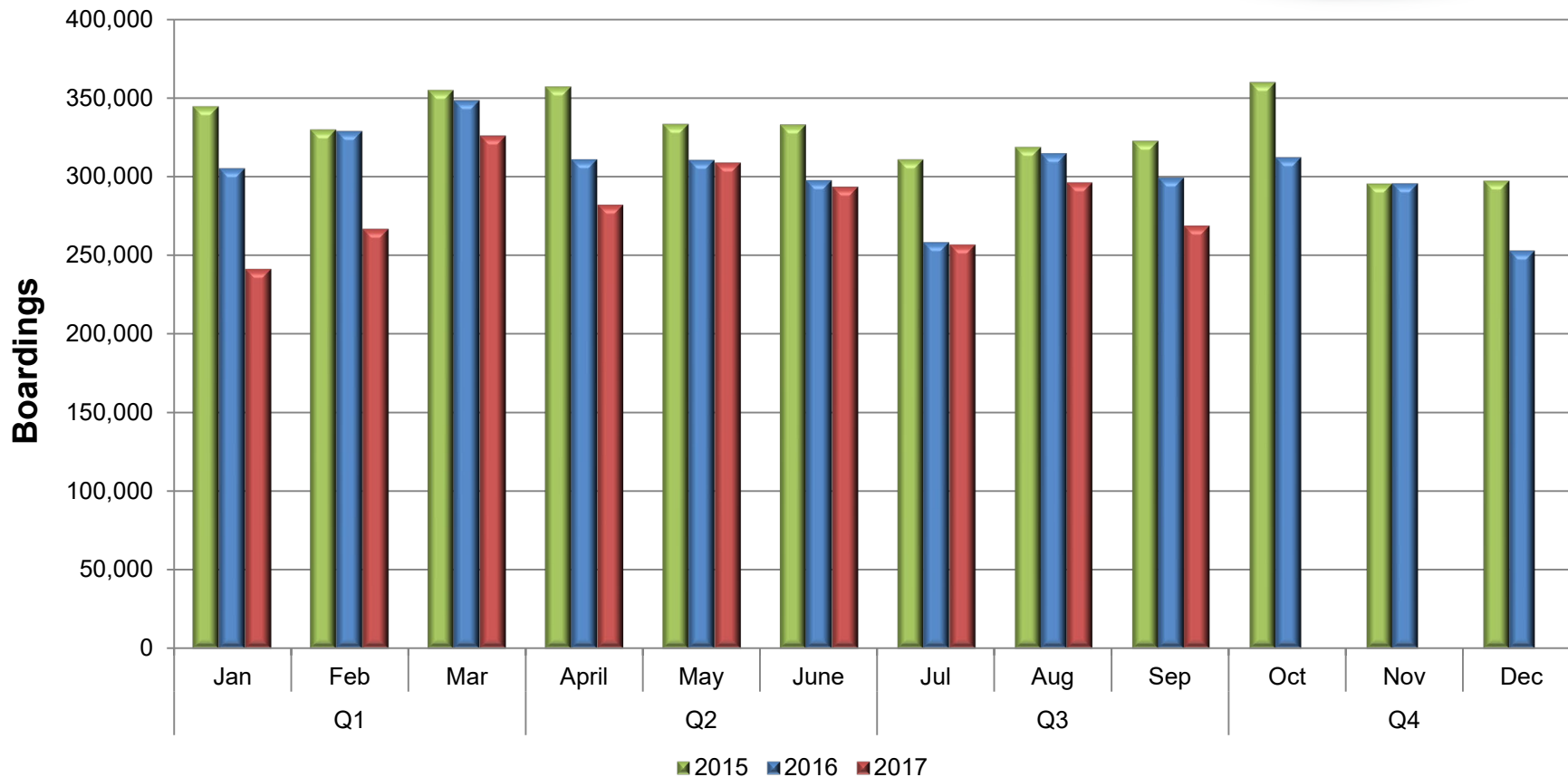
CUSTOMER SATISFACTION – COLLABORATION – DIVERSITY
FISCAL ACCOUNTABILITY - INNOVATION – SUSTAINABILITY – SAFETY

Q3 System Boardings

	<u>*2017 YTD</u>	<u>2016 YTD</u>	<u>% Change</u>
Total Boardings	2,536,057	2,772,093	-8.5%

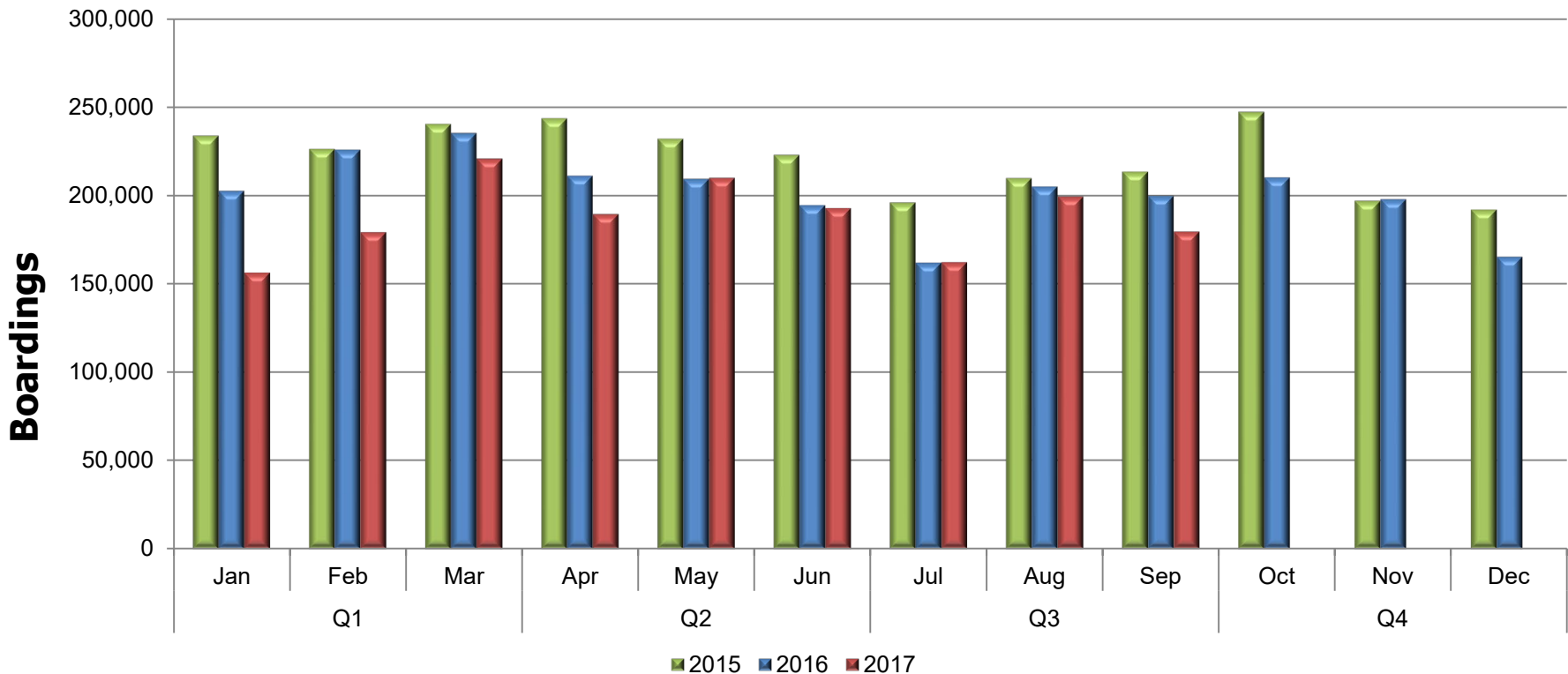


*September 2017 data projected



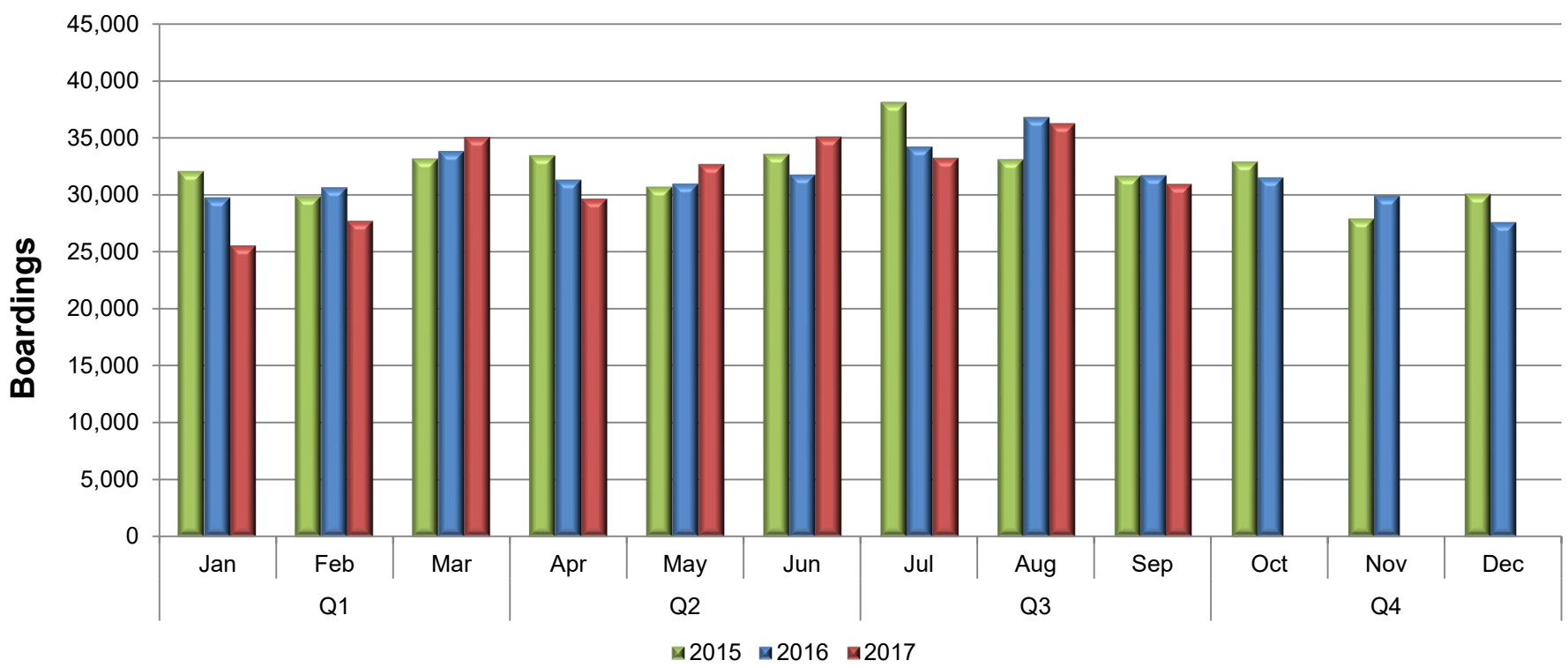
Q3 Fixed Route Boardings

	<u>2017 YTD</u>	<u>2016 YTD</u>	<u>% Change</u>
Total Boardings	1,689,255	1,846,163	-8.5%



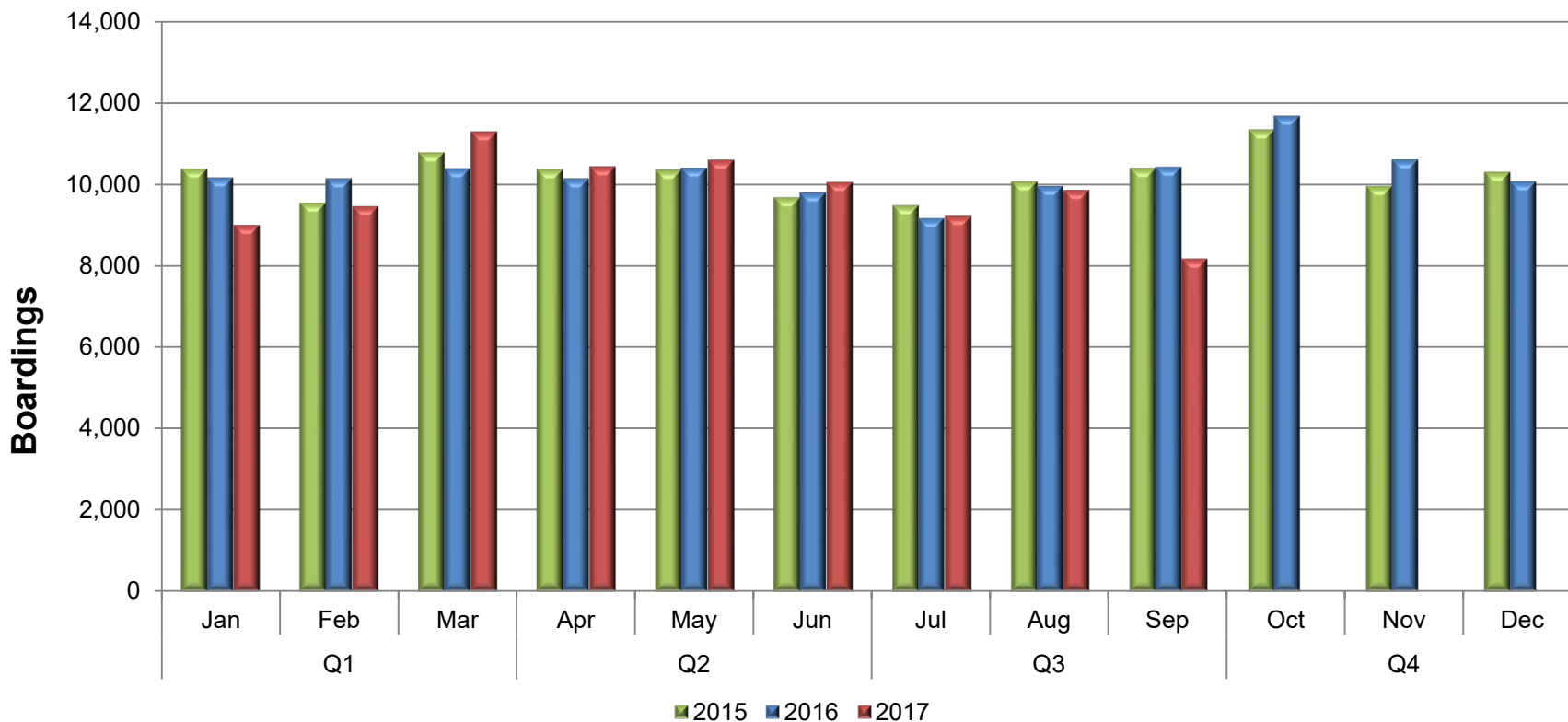
Q3 Dial-A-Ride Boardings

	<u>*2017 YTD</u>	<u>2016 YTD</u>	<u>% Change</u>
Tri-Cities Boardings	208,473	208,175	0.1%
Prosser Boardings	18,682	24,723	-24.4%



Q3 Taxi Service Boardings

	<u>*2017 YTD</u>	<u>2016 YTD</u>	<u>% Change</u>
Total Boardings	88,060	90,581	-2.8%

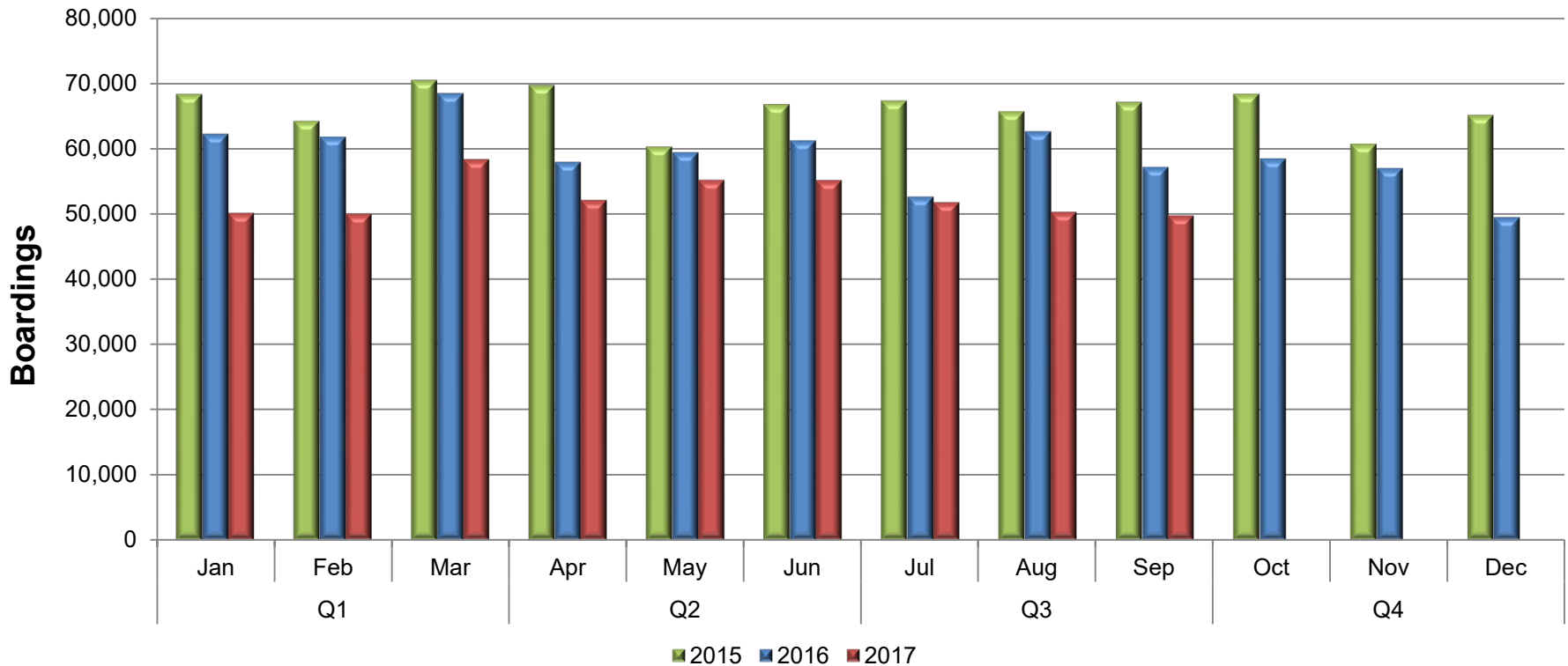


Q3 Vanpool Boardings

	<u>*2017 YTD</u>	<u>2016 YTD</u>	<u>% Change</u>
Total Boardings	472,562	544,188	-13.2%
Vans in Service	246	243	1.2%



*Aug and Sep 2017 data projected



Marketing & Outreach

July-September

Social Media Promotions

- July 19-29 – Art in the Park shuttle promotions
- July 13-30 – Water Follies promotions
- August 1-27 – Benton County Fair promotions
- September 6-21 – Senior Picnic Promotions

Social Media Analytics

- Twitter
 - July – **7,142 impressions, 13 new followers**
 - August – **8,423 impressions, 6 new followers**
 - September – **5,118 impressions, 4 new followers**
- Facebook
 - Increased followers **from 512 to 796**
 - Actions on page **increased 238%**
 - Reach and engagement both **increased 26%**



Community Outreach & Events

Open Houses

- August 7, 8, 16, 17
 - MOA
 - CBC
 - Finley Community Center
 - Benton City Library

Title VI Meetings

- August 15 – MOA

Advertisements

- Produced new TV and Radio Ads
- Newspapers advertised in
 - Tri-City Herald
 - Tu Decides
 - La Voz
 - Prosser Record Bulletin
 - Kiona-Benton Sentinel

Launch Day

- Held launch day event at Tulip Lane Park & Ride
- Coverage from all major local news outlets and stations

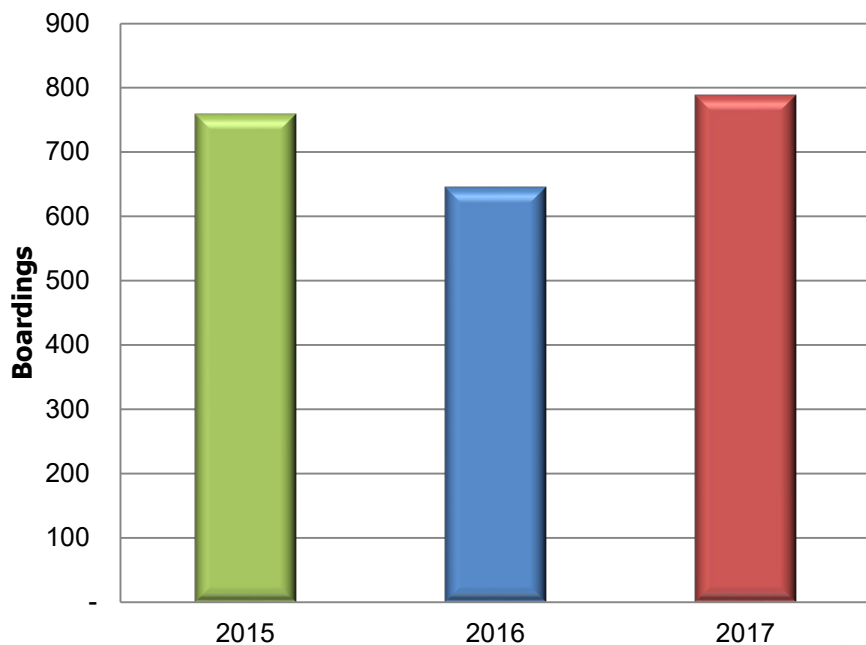


Q3 Seasonal Events Performance Report

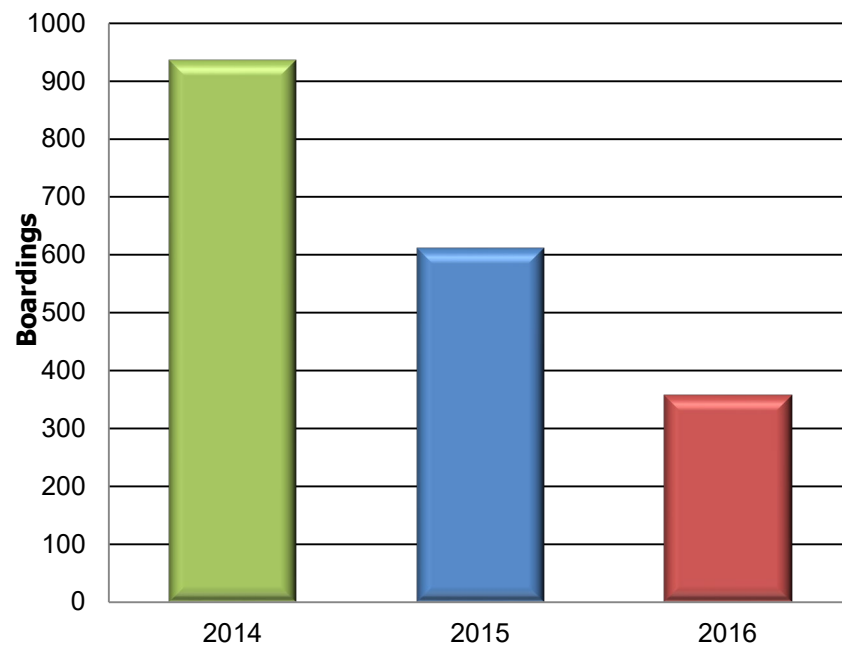
Water Follies & Art In The Park

	<u>2017</u>	<u>2016</u>	<u>% Change</u>
Art In The Park	788	645	22.2%
Water Follies	320	570	-43.9%

Allied Arts Boardings



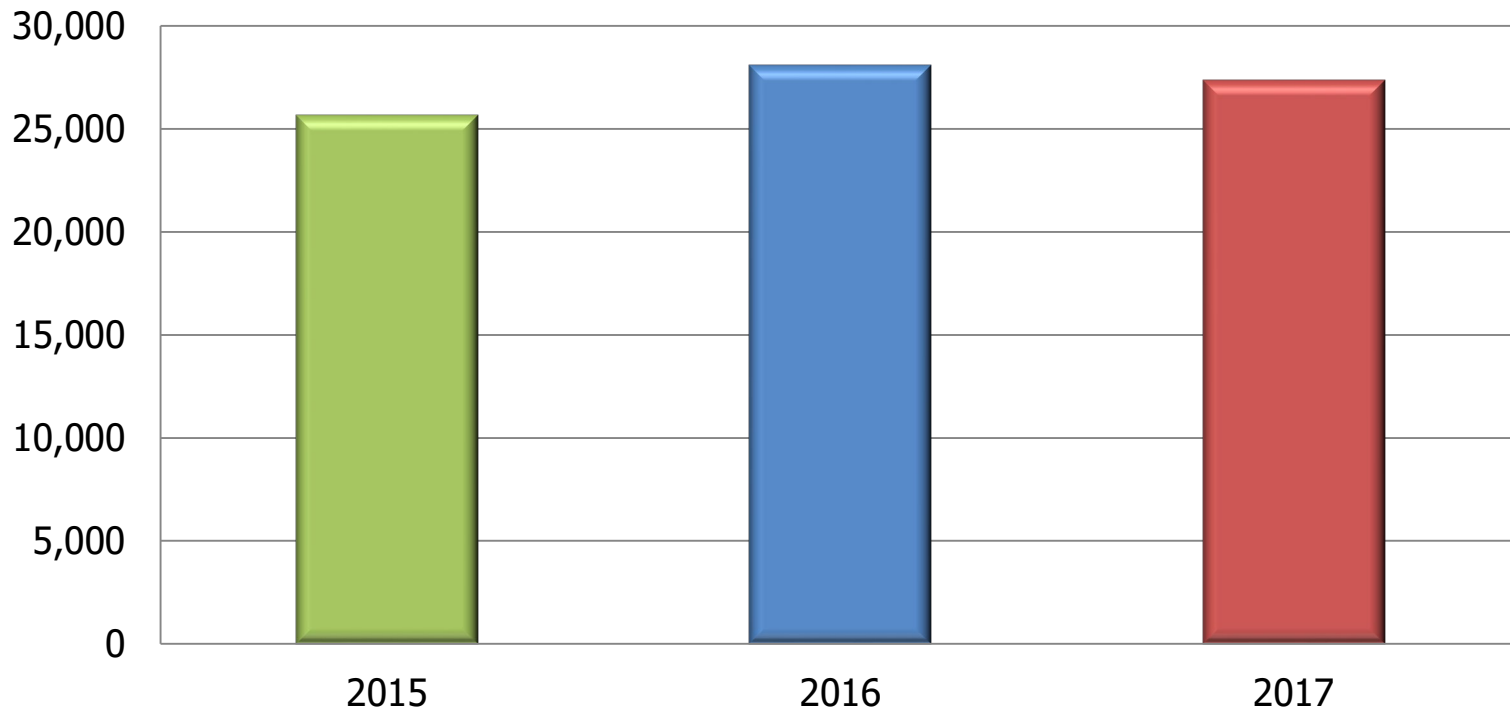
Water Follies Boardings



Benton Franklin Fair & Rodeo

	<u>2017 YTD</u>	<u>2016 YTD</u>	<u>% Change</u>
Boardings	27,345	28,116	-2.7%
Attendance	119,930	121,313	-1.1%

Benton Franklin Fair & Rodeo Boardings





2017 Goals & Initiatives



2017 Major Goals & Objectives

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 Para-Transit Demographic Shifts
- 7 Integrate Technology
- 8 Pursue Environmentally Friendly Buses

2017 Goals & Initiatives

	1	2	3	4	5	6	7	8
Safety (Fleet / Service)	✓	✓	✓	✓	✓	✓	✓	✓
Comprehensive Service Plan Implementation	✓	✓		✓	✓	✓	✓	✓
Facility Upgrades	✓	✓			✓	✓	✓	✓
Leadership and Staff Development Training	✓	✓	✓	✓	✓			
Comprehensive Employee Program Review			✓					
Transit Technology Implementation	✓	✓		✓	✓	✓	✓	✓

Scorecard Update

Q1	Q2	Q3	Q4	2017 Goals & Initiatives	Start Date	Completion
●	●	●		▫ Safety (Fleet / Service)	01/02/17	12/29/17
●	●	●		▫ Comprehensive Service Plan - Implementation	01/01/17	12/31/17
●	●	●		▫ Succession Planning & Staff Development	04/01/15	12/30/18
●	●	●		▫ Transit Technology Implementation	12/01/16	12/31/17
●	●	●		▫ Comprehensive Employee Program Review	01/01/16	12/30/17
●	●	●		▫ Facilities Upgrades	04/30/16	08/30/18
●	●	●		▫ Citizens Advisory Network	01/02/17	12/31/17