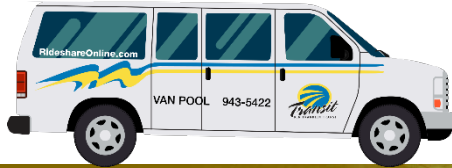




# BEN FRANKLIN TRANSIT

## Board of Directors

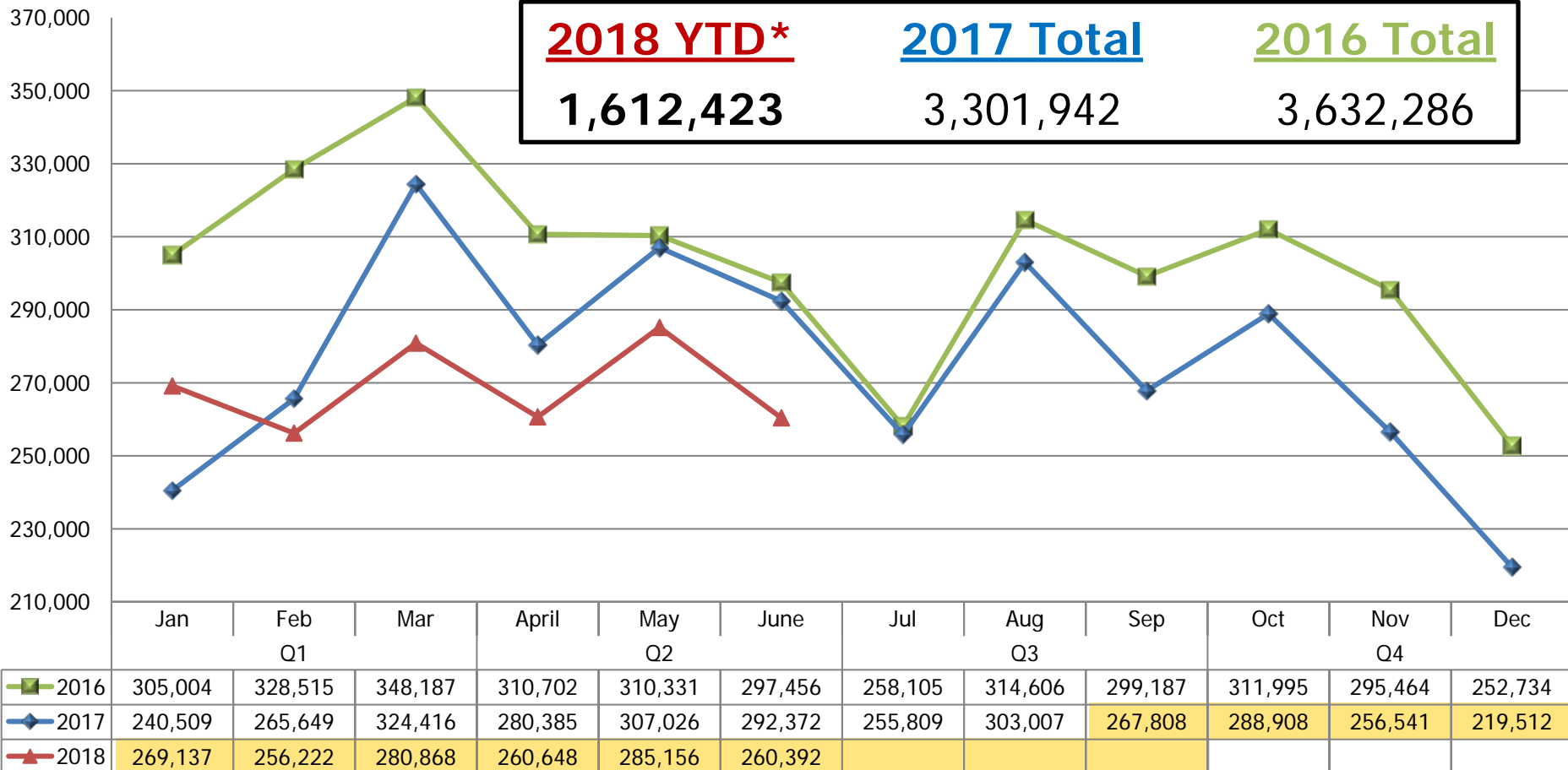


# Q2 Performance Report

JULY 2018

CUSTOMER SATISFACTION | COLLABORATION | DIVERSITY  
FISCAL ACCOUNTABILITY | INNOVATION | SUSTAINABILITY | SAFETY

# Total System Boardings

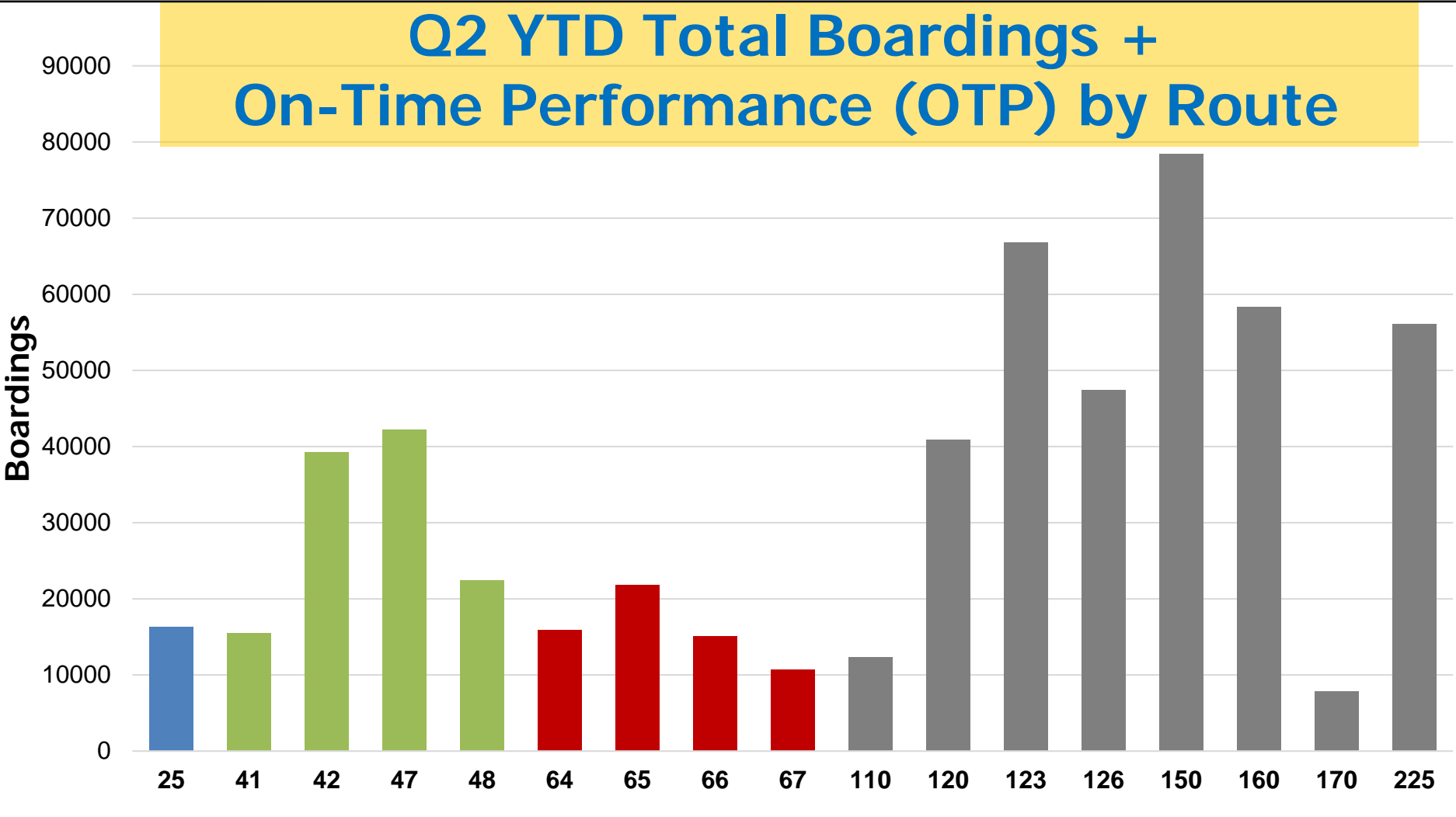


\*May & June 2018 estimates for Vanpool



# Fixed Route Performance

## Q2 YTD Total Boardings + On-Time Performance (OTP) by Route



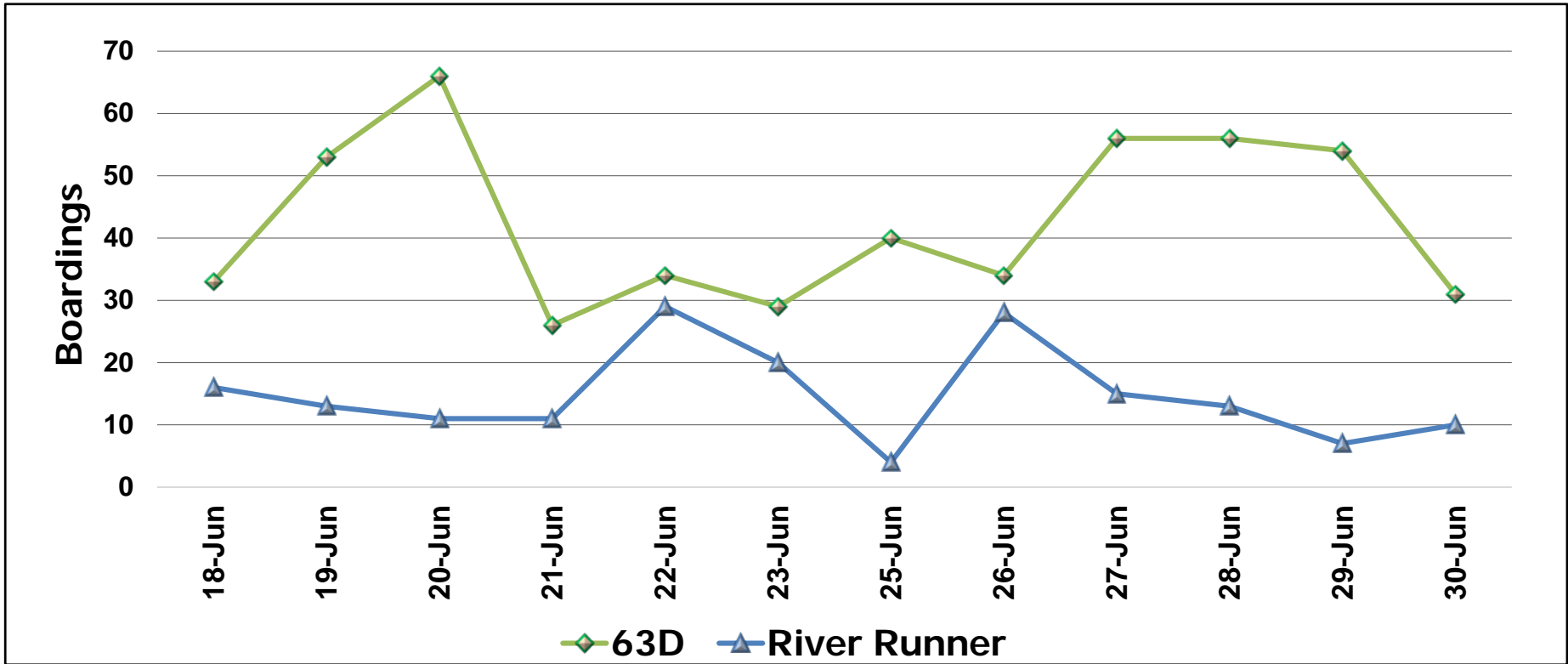
OTP %	96.4	93.9	98.3	91.2	95.7	96.4	91.7	85.7	80.8	73.3	90.1	90.0	96.5	91.2	91.8	82.9	89.4
-------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

**SERVICE AREA KEY:** Richland | Kennewick | Pasco | Intercity

Service Area	Route	Boardings	Boardings Per Revenue Hour	On-Time Performance
<b>Richland</b>	25	16,294	15.4	96.4%
<b>Kennewick</b>	41	15,468	7.9	93.9%
	42	39,223	18.8	98.3%
	47	42,194	11.5	91.2%
	48	22,451	10.4	95.7%
<b>Pasco</b>	64	15,872	14.0	96.4%
	65	21,859	19.0	91.7%
	66	15,059	16.0	85.7%
	67	10,723	11.7	80.8%
<b>Intercity</b>	110	12,302	5.9	73.3%
	120	40,919	13.0	90.1%
	123	66,813	15.8	90.0%
	126	47,434	17.7	96.5%
	150	78,457	18.5	91.2%
	160	58,285	13.9	91.8%
	170	7,884	7.8	82.9%
	225	56,100	17.4	89.4%



# Demonstration Route Snapshot



Date	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun
<b>63D</b>	33	53	66	26	34	29	40	34	56	56	54	31
<b>River Runner</b>	16	13	11	11	29	20	4	28	15	13	7	10



**Marketing & Outreach**



# Marketing & Outreach

## 2017 Art Contest School Visits



### EARNED MEDIA COVERAGE

TV: KEPR | KNDU | KVEW  
Radio: KONA  
News: TRI-CITY HERALD



## Campaign: Summer Youth Pass

- TV
- Radio
- Print (flyers + signage)
  - Transit Center Kiosks
  - Event Materials
- Social
  - Paid reach: \$330 → 21,546
- Staffed + Sponsored Events:
  - Safety Connect – April 17 + 18
  - Cavalcade of Authors – April 21
  - REACH Museum – May 30
  - Hogs and Dogs – June 21





## Campaign: New Demo Routes

- Media Relations
  - KVEW Story
  - Radio Interview

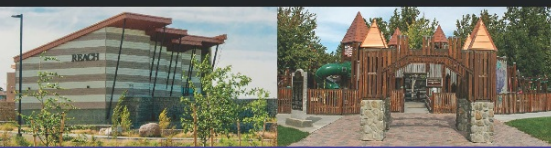
**We're Going New Places!**

- Social
- Print (flyers + signage + poster canvassing)
- Outreach Events:
  - REACH Museum Exhibit Launch – May 30
  - Platform Outreach – June 18 + 19
  - Hogs and Dogs – June 21
  - REACH Museum Children's Bus Camp – June 22
  - Pasco Farmers Market – June 23
  - Mariachi & More Festival – June 24
  - Tierra Vida Community Travel Training – June 25



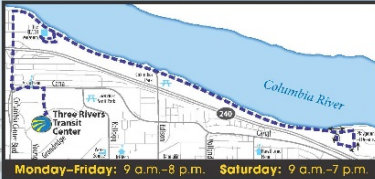
# Marketing & Outreach

**We're Going New Places!**  
New Bus Route to Columbia Park



**Summer River Runner**  
The REACH Museum • Playground of Dreams

Runs through Aug. 25 with hourly stops at Three Rivers Transit Center.



Adults: \$1.50 per trip or \$25 monthly pass (Reduced rates available to those who qualify)  
Kids 6+: \$1 day pass or \$25 Summer Pass through August 31  
Visit [www.bft.org/Summer](http://www.bft.org/Summer) for more information.  
Kids under 6 and Seniors 65+: FREE

Plan Your Trip:  
[MyRide.bft.org](http://MyRide.bft.org)

**MORE INFORMATION:**  
509.735.5100 | [www.bft.org/RiverRunner](http://www.bft.org/RiverRunner)



## EARNED MEDIA COVERAGE

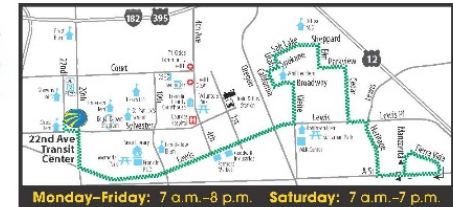
TV: KVEW  
Radio: 98.3 The Key  
News: La Voz  
*Efforts Continuing in Q3*

**We're Going New Places!**  
New Bus Route in East Pasco



**Route 63D**  
Lewis • Wehe • Ochoa M.S. • Cedar • Heritage • Tierra Vida

Stops hourly at  
**22nd Avenue Transit Center.**



Monday-Friday: 7 a.m.-8 p.m. Saturday: 7 a.m.-7 p.m.



Adults: \$1.50 per trip or \$25 monthly pass (Reduced rates available to those who qualify)  
Kids 6+: \$1 day pass or \$25 Summer Pass through August 31  
Visit [www.bft.org/Summer](http://www.bft.org/Summer) for more information.  
Kids under 6 and Seniors 65+: FREE

Plan Your Trip:  
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**MORE INFORMATION:**  
509.735.5100 | [www.bft.org/63D](http://www.bft.org/63D)





## Tierra Vida Route Intro + Community Travel Training

## Other Activity

- Radio: Where's Lalo?
- Sponsorships
  - Bike Tri-Cities
    - Bike Expo – May 12
  - Chamber Good Health is Good Business Program
  - Library Summer Reading Program Bus Passes
  - Chamber Official Map Ad



## Digital Outreach

### Social Media Analytics (vs. Q1)

- **Twitter**
  - 29,580 impressions (+11,207)
  - 8 new followers
- **Facebook + Instagram**
  - Total reach of 227,529 (+93,199)
  - Paid reach of 197,211 (+86,419)
  - Organic reach of 33,187 (+8,399)
  - 78 net new page Likes (+31)
  - 79 new followers (+24)



The image shows a Facebook post for the Uptown Richland's Chalk Art Festival. The post features a vibrant chalk drawing of a red and yellow parrot perched on a tree branch. The text of the post includes the event name, date (June 9th, 2018), and a call to action to pre-register at three locations: Amber Rose Consignment Boutique, Sunken Treasures Games, and The Octopus' Garden. A yellow box at the bottom right of the post highlights a 'Viral Reach' of 3,920. The post also shows engagement metrics like 26 shares and a comment section.

### Website Analytics

- Average sessions per week held steady at 5,000
- Summer Youth Pass Info Page = 897 hits
- 63D Route Info Page = 334 hits
- River Runner Route Info Page = 212 hits

## 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

## 2018 Goals & Initiatives

	1	2	3	4	5	6	7	8
Safety First (Fleet / Service)	✓	✓	✓	✓	✓	✓	✓	✓
Comprehensive Service Plan (Monitoring/Community Outreach)	✓	✓		✓	✓	✓	✓	✓
Facility Upgrades/Amenities Study Implementation	✓	✓			✓	✓	✓	✓
Leadership and Staff Development	✓	✓	✓	✓	✓		✓	
Comprehensive Employee Program Review			✓	✓	✓			
Transit Technology (Updates/Monitoring)	✓	✓		✓	✓	✓	✓	✓

Q1	Q2	Q3	Q4	2018 Goals & Initiatives	Start Date	End Date	Revised Date
●	●			<b>▣ Safety First (Fleet &amp; Service)</b>	01/02/18	12/31/18	
●	●			* Fixed Route - Complete Annual Operator Refresher Training	01/02/18	12/31/18	
●	●			* Dial-A-Ride & Prosser - Complete Annual Operator Refresher Training	01/02/18	12/01/18	
●	●			* Vanpool - Facilitate Vanpool Driver Safety Programs	01/02/18	12/31/18	
●	●			* Maintenance - Maintain a Safe Work Environment	01/02/18	12/31/18	
●	●			<b>▣ Comprehensive Service Plan (Monitoring &amp; Community Outreach)</b>	09/18/17	12/31/18	
●	●			* Comprehensive Community Outreach Campaign	01/2/2018	12/31/2018	
●	●			* System Performance	01/2/2018	12/31/2018	
●	●			Conduct Title VI Demographic Analysis	01/2/2018	06/1/2018	
●	●			* Implement Benchmarking and Maintenance Plans for Automatic Passenger Counters (APCs)	1/2/2018	12/31/2018	
●	●			<b>▣ Facility Upgrades/Amenities Study Implementation</b>	01/02/18	12/31/18	
●	●			* MOA Upgrade	01/02/18	12/31/18	
●	●			* Transit Center Upgrades	11/04/16	06/02/18	
●	●			* Finalize Amenities Study Plan and begin installation of amenities along major corridors	01/02/18	12/31/18	
●	●			* Implement required FTA Transit Asset Mgmt (TAM) Plan	01/02/18	12/31/18	



# Scorecard Update

Q1	Q2	Q3	Q4	2018 Goals & Initiatives	Start Date	End Date	Revised Date
●	●			<b>Leadership and Staff Development</b>	01/02/18	12/31/18	2019 date
●	●			* Implement Succession Planning Program for Non-represented Employees	01/02/18	12/31/18	
●	●			* Implement leadership development training	01/02/18	12/31/18	
●	●			<b>Comprehensive Employee Program Review</b>	01/02/18	12/31/18	
●	●			* Develop Employee Handbook	01/02/18	12/31/18	
●	●			* DAR & Prosser Policies & Procedures Guide	01/02/18	12/31/18	
●	●			* DAR & Prosser ADA Application and Re-Certification	01/02/18	12/31/18	
●	●			* Reduce absenteeism to three or less call-offs per day	01/02/18	12/31/18	
	●			Continue to Develop the Maintenance Career Development training program	01/02/18	12/31/18	
	●			* Review and update personnel policies and procedures	01/02/18	12/31/18	
●	●			* Update Admin Services Policies	01/02/18	12/31/18	
●	●			<b>Transit Technology (Updates &amp; Monitoring)</b>	01/02/18	12/31/18	
●	●			* DAR Technology	01/02/18	12/31/18	
●	●			* Implement Vanpool Management Software	09/01/17	09/01/18	
●	●			* Implement Voyager Fuel Card Program	09/01/17	09/01/18	
●	●			Implement US Bank OneCard Rebate Program	01/02/18	12/31/18	
●	●			* Test Alternative Fuel Vehicles	01/02/18	12/31/18	
●	●			* Implement online, competency-based Performance Appraisal System for non-represented Employees	01/02/18	12/31/18	
●	●			* Implement web-based employee on-boarding system	01/02/18	12/31/18	
●	●			* Address Technology Needs Throughout BFT	01/02/18	12/31/18	



# Questions?