



BEN FRANKLIN TRANSIT

Board of Directors

Q4

Performance Report

January 2018

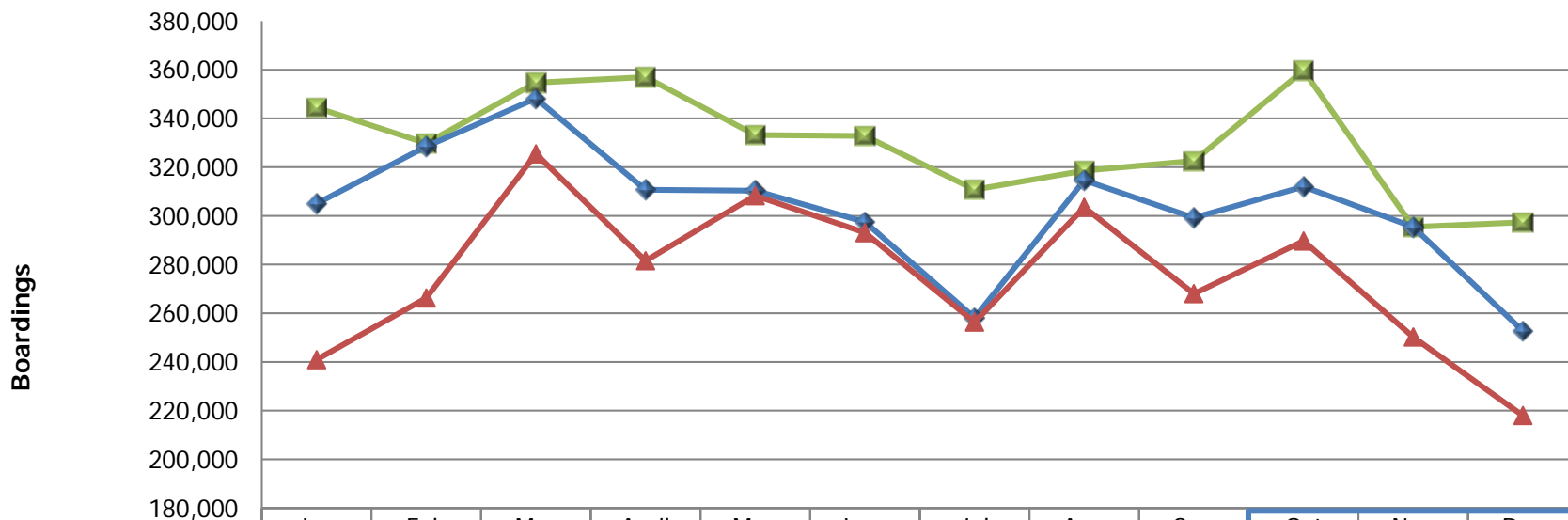
CUSTOMER SATISFACTION – COLLABORATION – DIVERSITY
FISCAL ACCOUNTABILITY - INNOVATION – SUSTAINABILITY – SAFETY

Q4 System Boardings

| | <u>*2017 YTD</u> | <u>2016 YTD</u> | <u>% Change</u> |
|-----------------|------------------|-----------------|-----------------|
| Total Boardings | 3,301,253 | 3,632,286 | -9.1% |



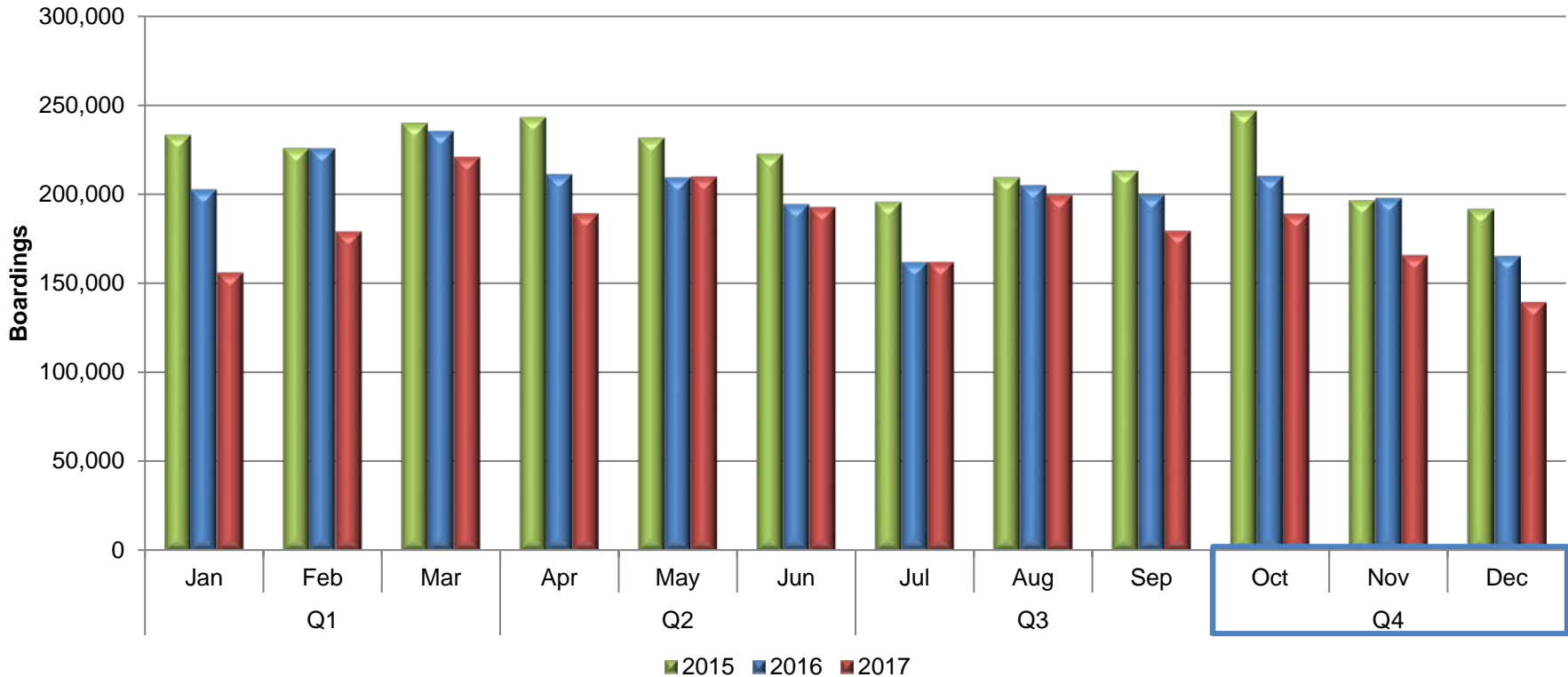
*November & December 2017 estimates for Vanpool



| | Jan | Feb Q1 | Mar | April | May Q2 | June | Jul | Aug Q3 | Sep | Oct | Nov Q4 | Dec |
|-------------|---------|-----------|---------|---------|-----------|---------|---------|-----------|---------|---------|-----------|---------|
| ■ 2015 | 344,416 | 329,759 | 354,687 | 356,991 | 333,189 | 332,801 | 310,733 | 318,553 | 322,537 | 359,691 | 295,427 | 297,341 |
| ◆ 2016 | 305,004 | 328,515 | 348,187 | 310,702 | 310,331 | 297,456 | 258,105 | 314,606 | 299,187 | 311,995 | 295,464 | 252,734 |
| ▲ 2017 | 240,918 | 266,271 | 325,455 | 281,535 | 308,280 | 293,069 | 256,348 | 303,501 | 268,014 | 289,670 | 250,213 | 217,980 |
| Δ 2016/2017 | -21.0% | -18.9% | -6.5% | -9.4% | -0.7% | -1% | -1% | -4% | -10% | -7% | -15% | -14% |

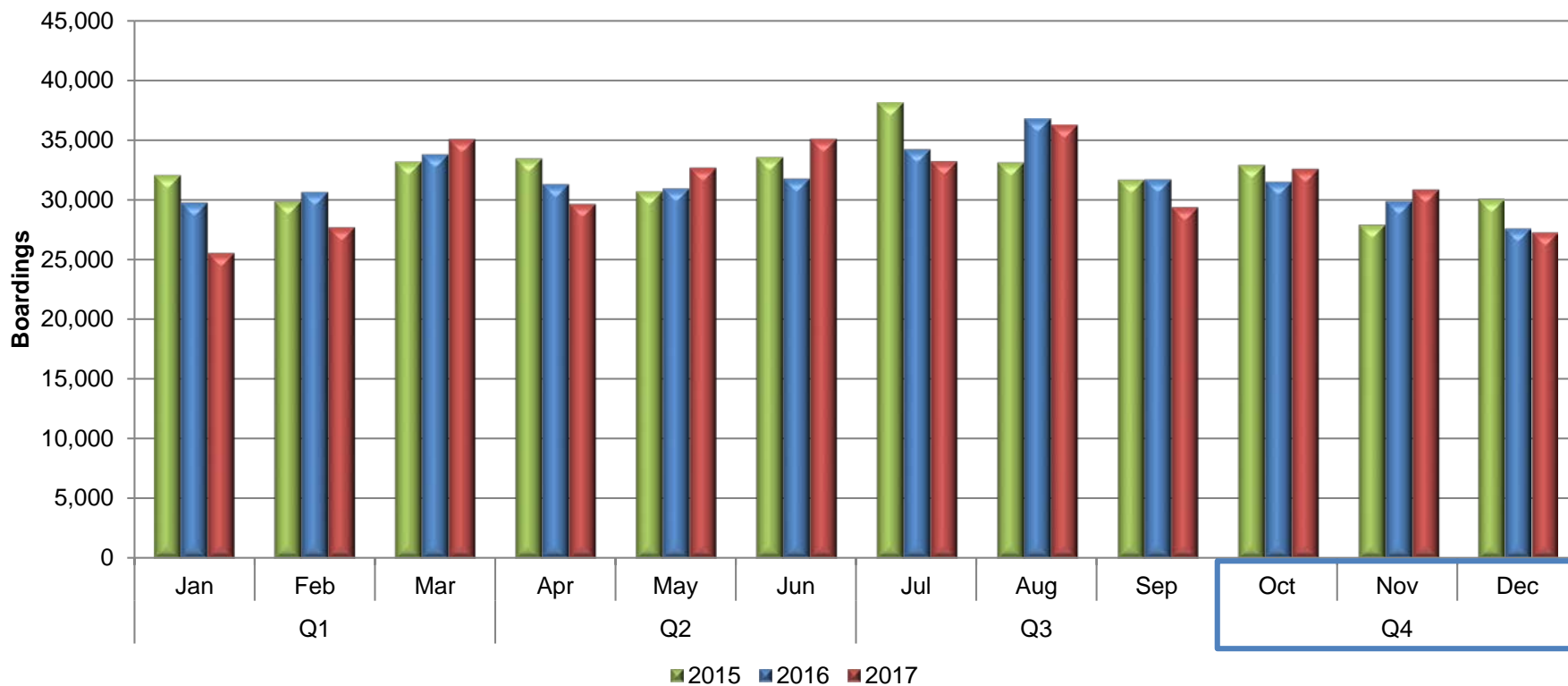
Q4 Fixed Route Boardings

| | <u>2017 YTD</u> | <u>2016 YTD</u> | <u>% Change</u> |
|--------------------|-----------------|-----------------|-----------------|
| Total Boardings | 2,186,099 | 2,419,818 | -9.7% |
| Boardings Per Hour | 15.6 | 18.2 | -14% |



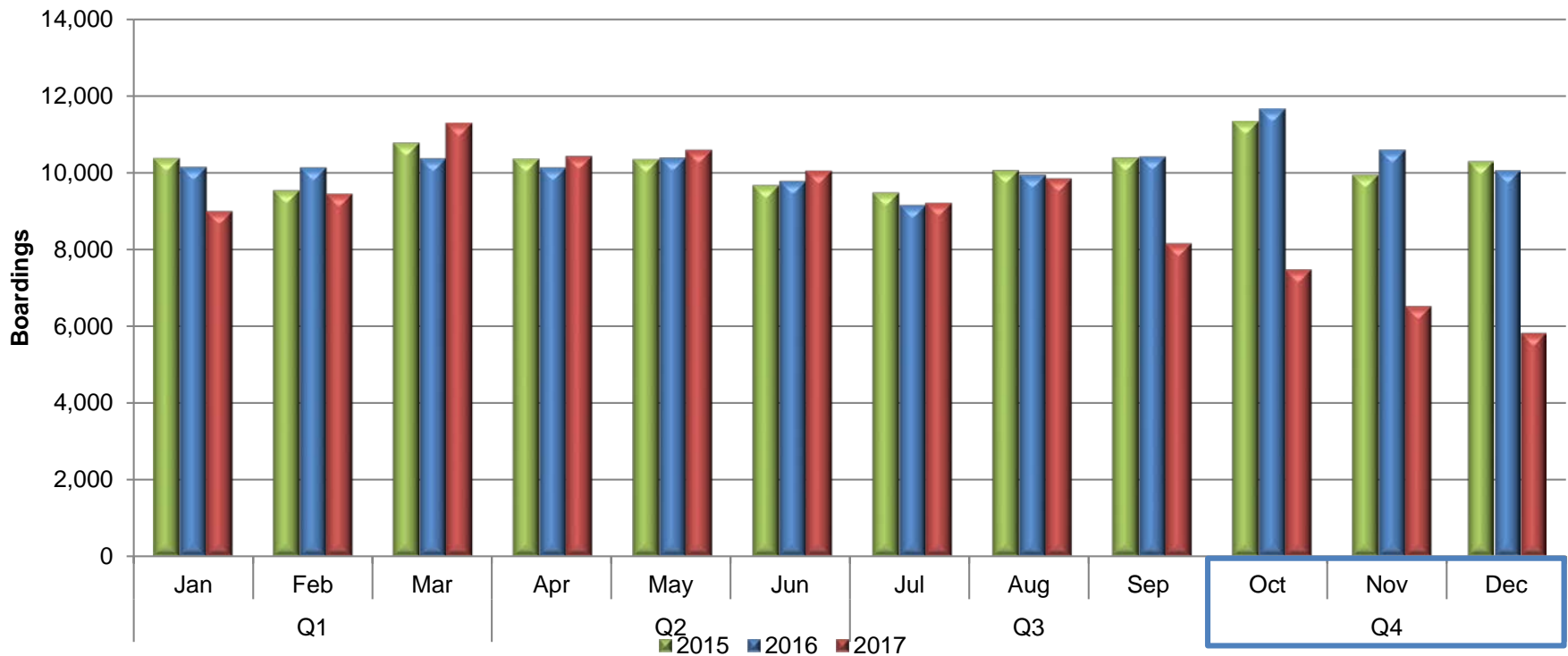
Q4 Dial-A-Ride Boardings

| | <u>2017 YTD</u> | <u>2016 YTD</u> | <u>% Change</u> |
|----------------------|-----------------|-----------------|-----------------|
| Tri-Cities Boardings | 275,133 | 275,601 | -0.2% |
| Prosser Boardings | 26,611 | 32,564 | -18.3% |
| ARC Boardings | 73,612 | 72,042 | 2.2% |
| Total Boardings | 375,356 | 380,207 | -1.3% |



Q4 Taxi Service Boardings

| | <u>*2017 YTD</u> | <u>2016 YTD</u> | <u>% Change</u> |
|--------------------|------------------|-----------------|-----------------|
| Total Boardings | 107,920 | 122,942 | -12% |
| Boardings Per Hour | 4.7 | 3.9 | 21% |

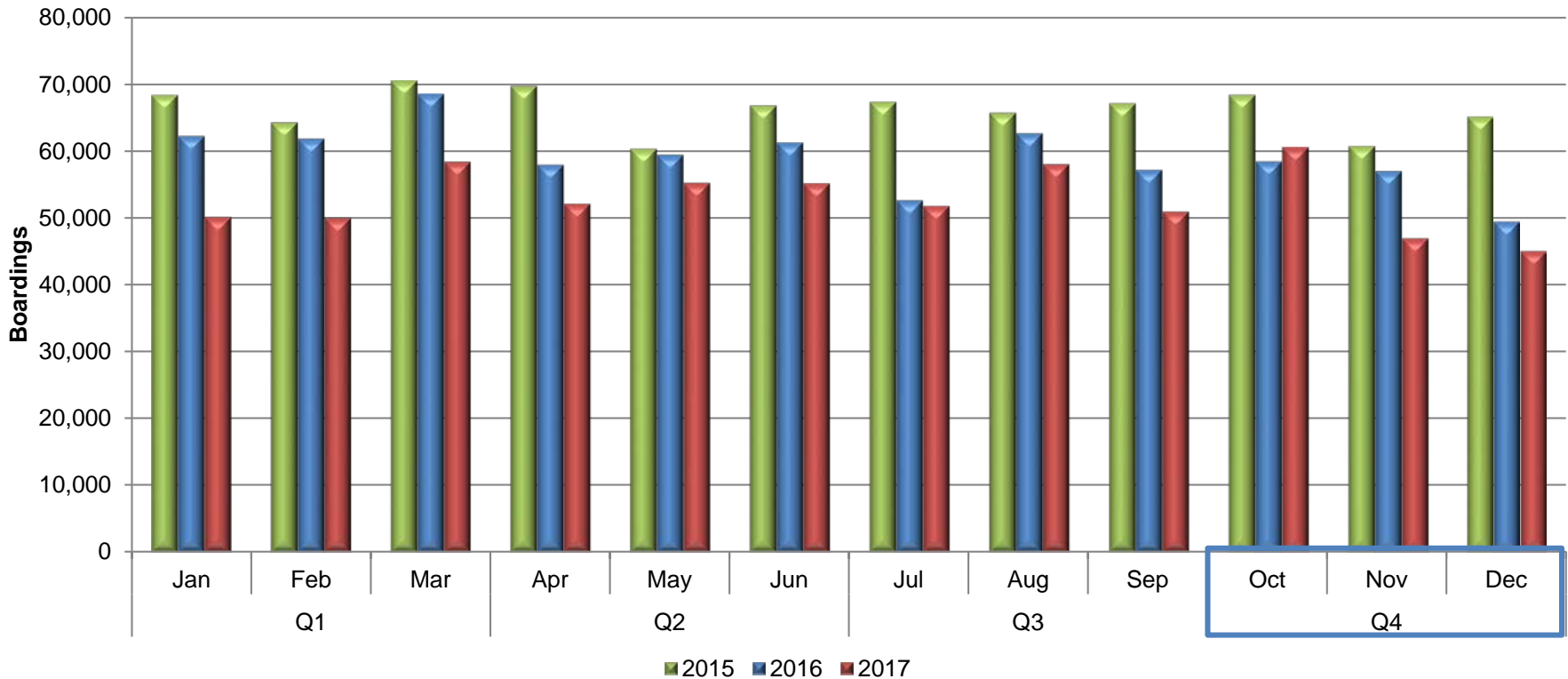


Q4 Vanpool Boardings

| | <u>*2017 YTD</u> | <u>2016 YTD</u> | <u>% Change</u> |
|-----------------|------------------|-----------------|-----------------|
| Total Boardings | 633,878 | 709,319 | -10.6% |
| Vans in Service | 252 | 261 | -3.6% |

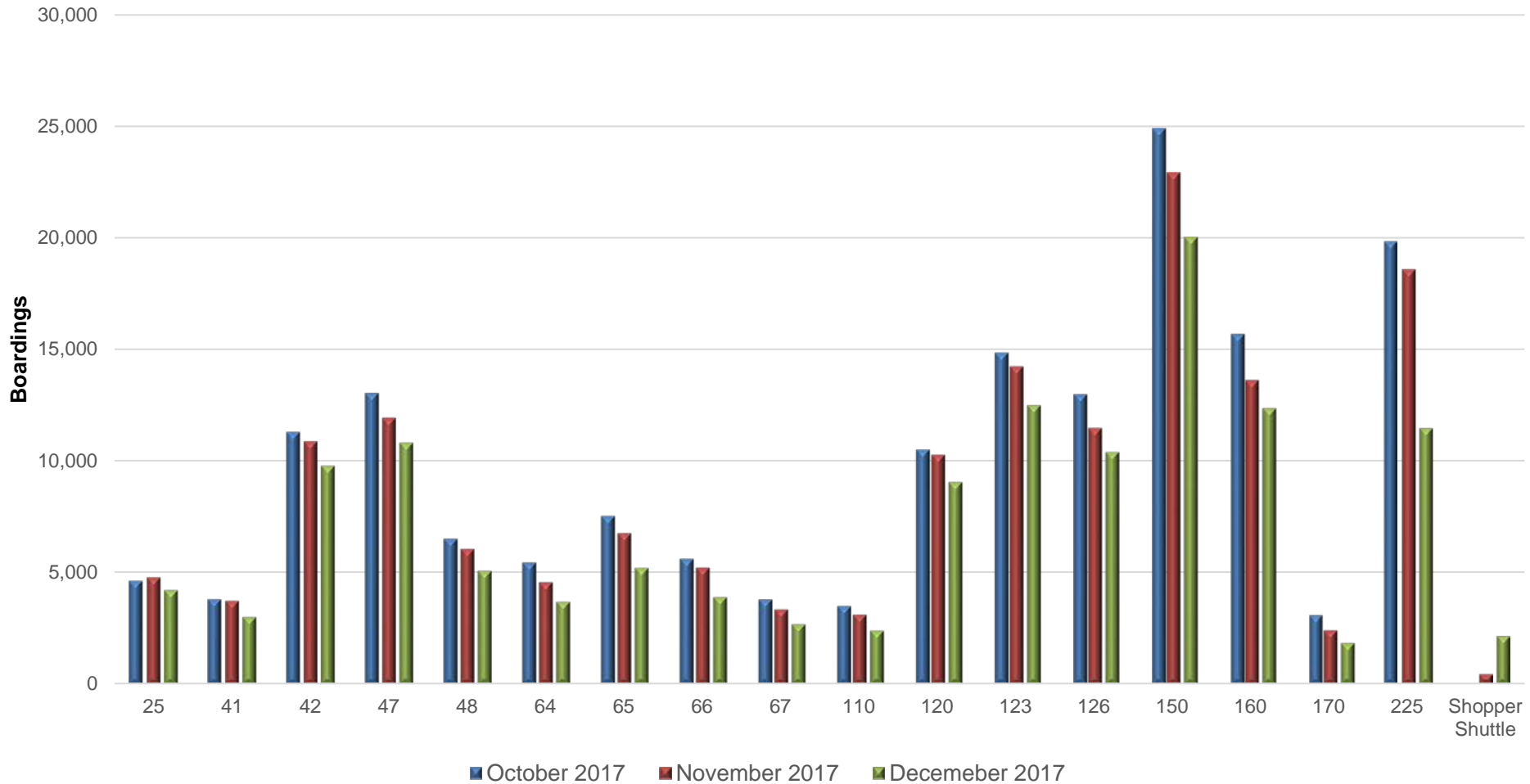


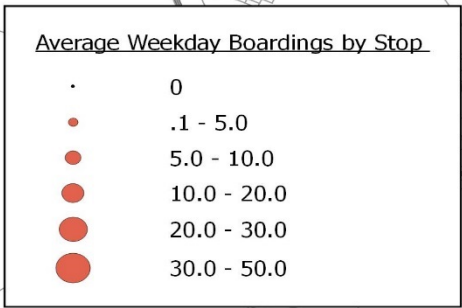
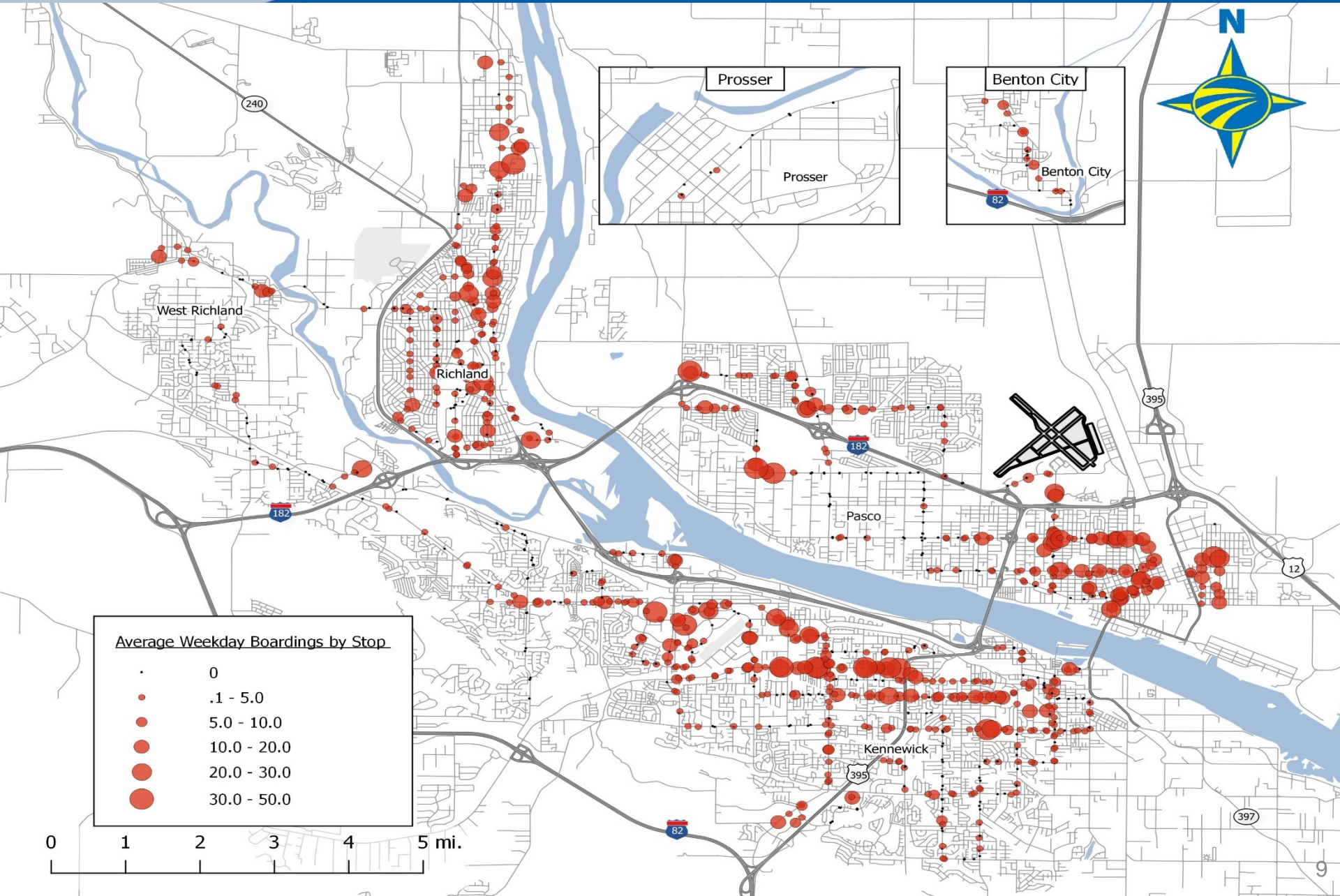
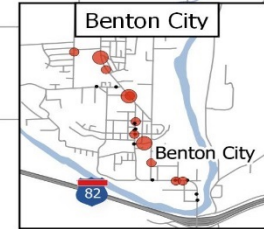
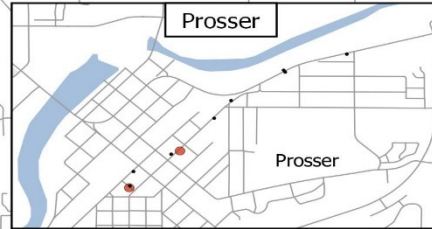
*November & December 2017 estimates for Vanpool

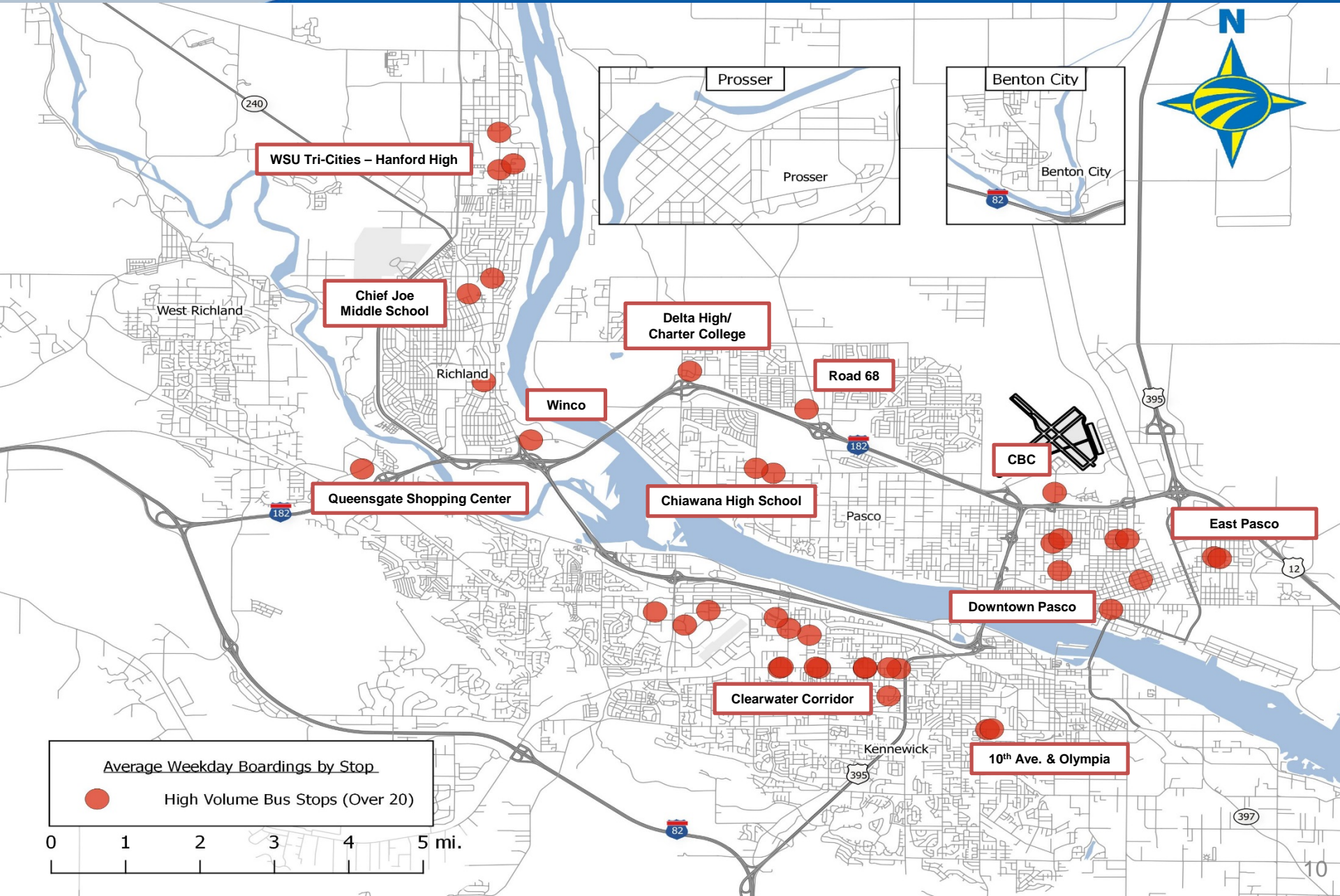


2017 Q4 Streets Reports

Boardings by Route







WSU Tri-Cities – Hanford High

Chief Joe Middle School

Delta High/ Charter College

Winco

Road 68

Queensgate Shopping Center

Chiawana High School

CBC

East Pasco

Downtown Pasco

Clearwater Corridor

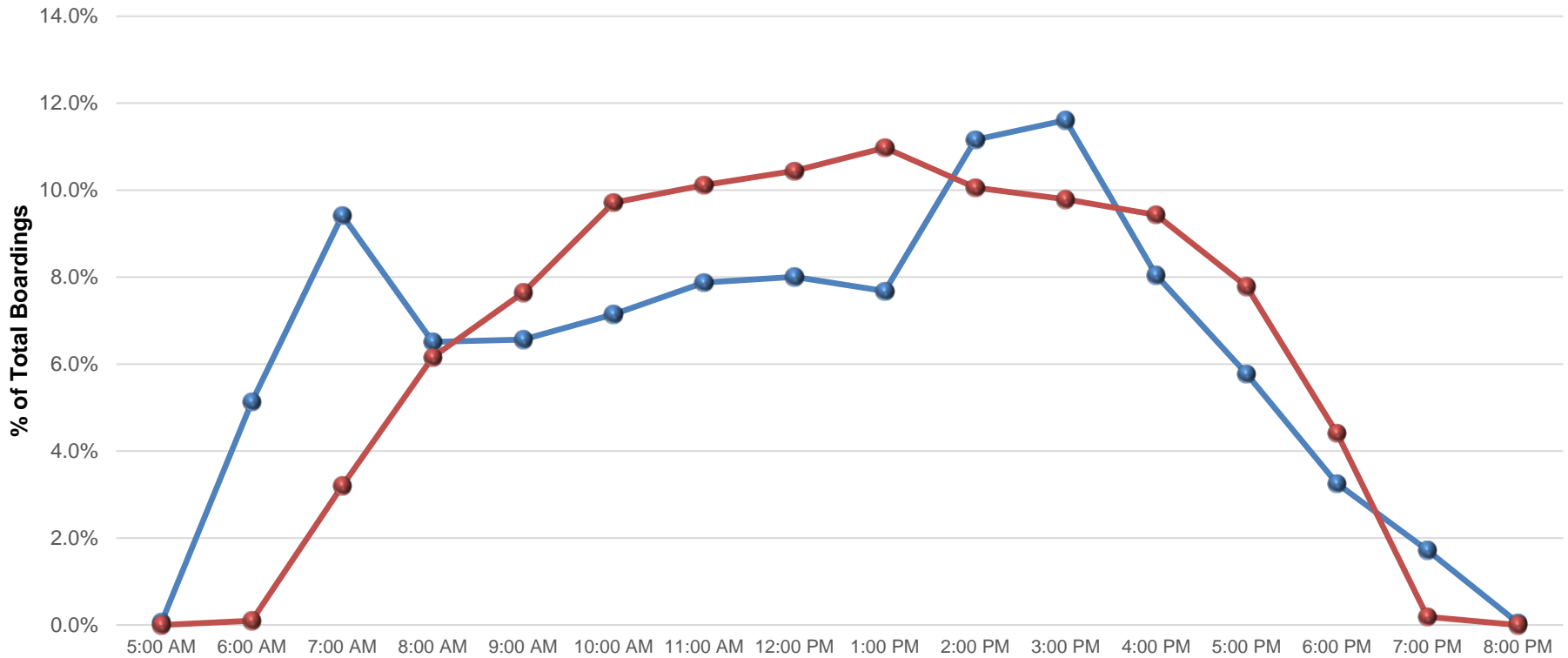
10th Ave. & Olympia

Average Weekday Boardings by Stop

● High Volume Bus Stops (Over 20)



Boardings by Time



● Weekday Totals
 ● Saturday

CSP

Preliminary Statistics

Quick Facts

Efficiencies gained through scheduling (Run-cut)

- Deadhead miles reduced by approximately 29%
- Deadhead hours by approximately 19%
- An approximate savings of \$260,000.00 annually
- Total Blocks Prior CSP (Winter Run Cut Comparison) = 104
- Total Blocks Post CSP (Winter Run Cut Comparison) = 84

Boardings by Fare

November

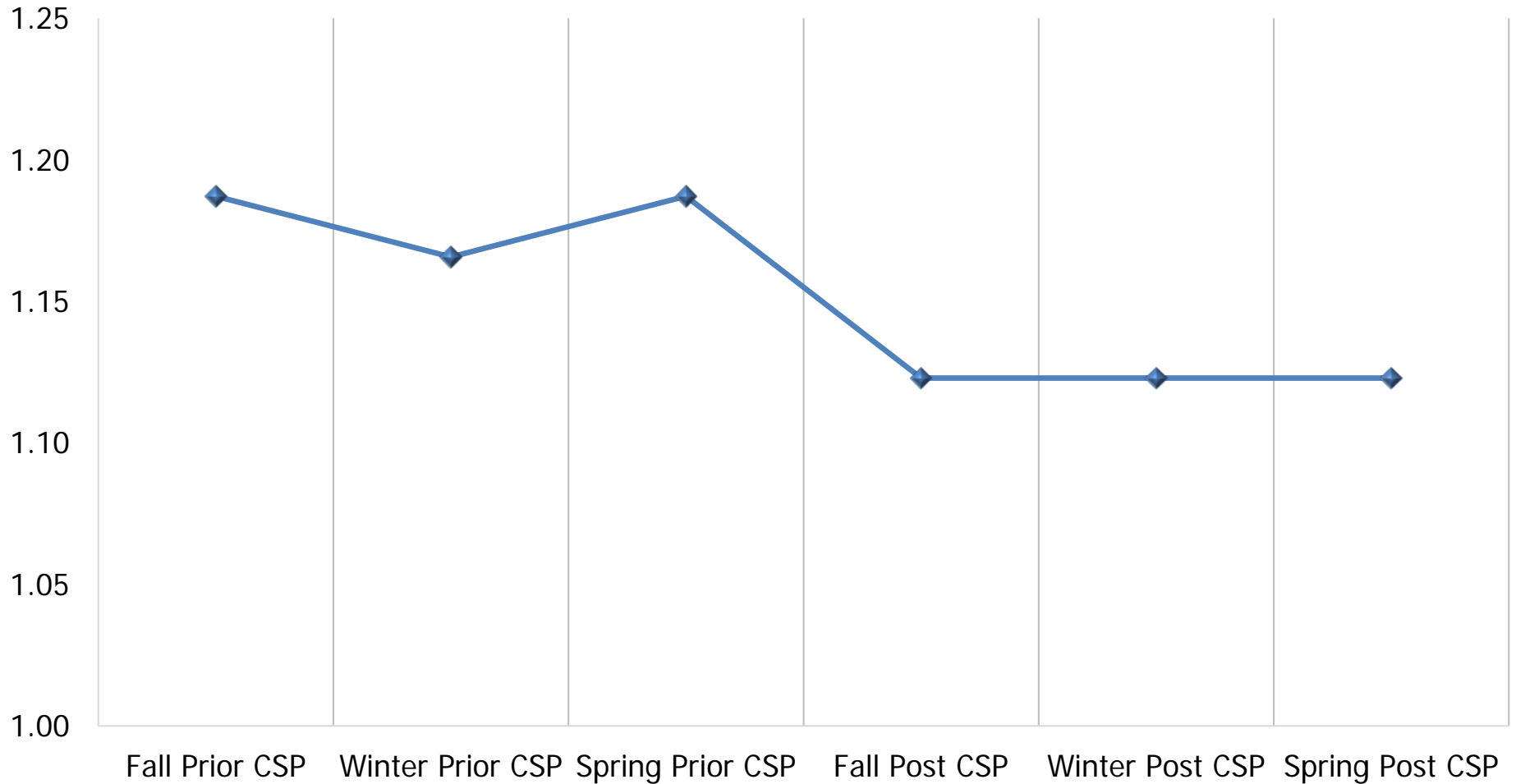
| | 2017 | 2016 | % Change |
|---------------|--------|--------|----------|
| CBC | 13,950 | 16,307 | -14% |
| Freedom Pass | 181 | 267 | -32% |
| Regular Pass | 78,045 | 94,336 | -17% |
| Reduced Pass | 11,441 | 12,846 | -11% |
| Cash Payments | 17,127 | 16,573 | 3% |
| Transfers | 23,934 | 31,079 | -23% |

Pass Sales

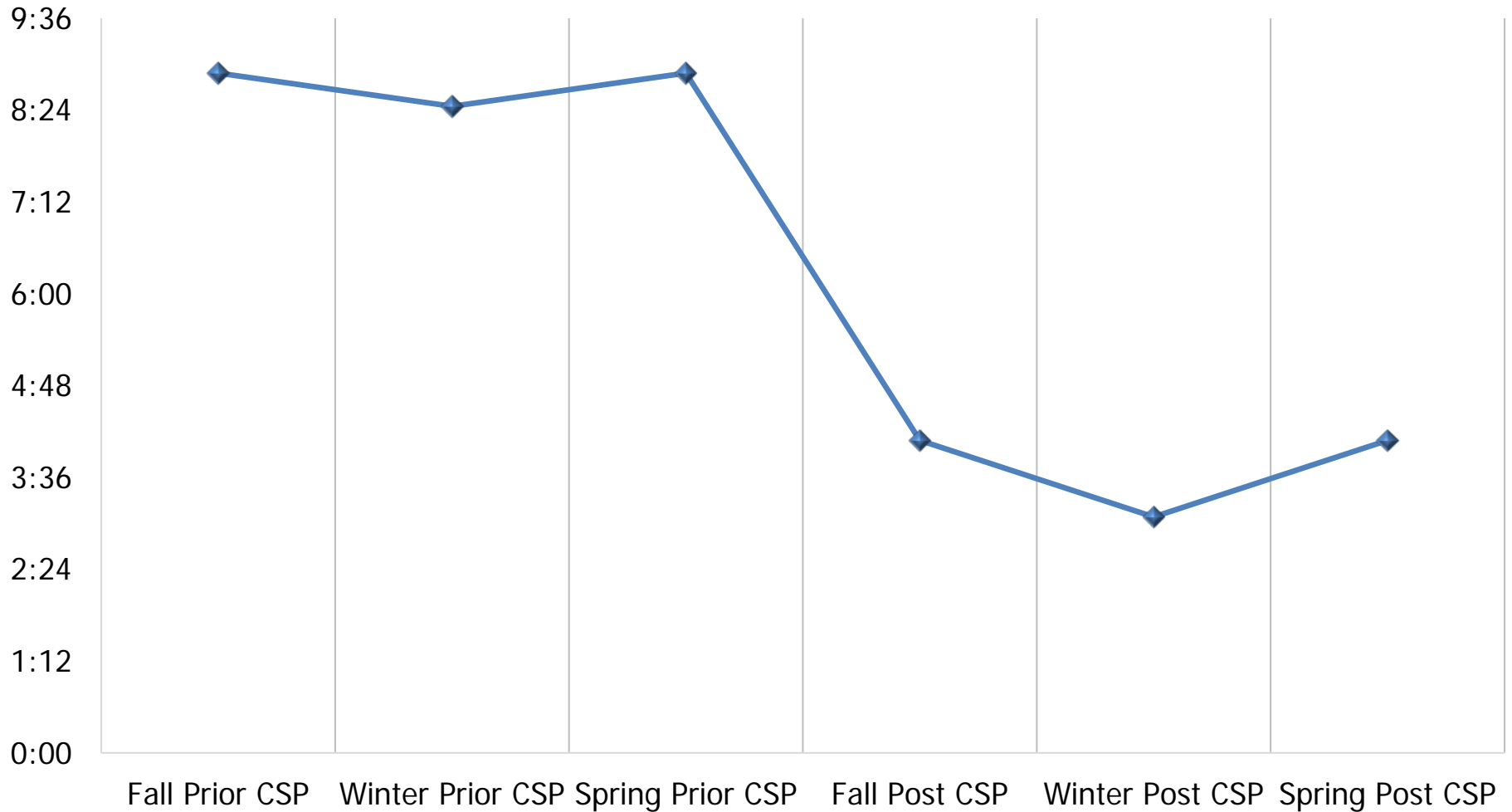
November

| | 2017 | 2016 | % Change |
|-----------------|-------------|-------------|----------|
| Monthly Regular | \$15,095.00 | \$13,675.00 | 10% |
| Monthly Youth | \$20,186.00 | \$22,214.00 | -9% |
| Freedom Pass | \$22,850.00 | \$27,305.00 | -16% |
| Monthly Reduced | \$3,950.00 | \$3,838.50 | 3% |

Pay to Plat



Guaranteed Time Per Day



Marketing & Outreach

October - December



Community Outreach & Events

We're Going Places Campaign

- Over 1400 TV Radio Spots
- Over 100,000 targeted impressions through digital ads

KZRH Interview

- Radio interview in Spanish detailing bus and taxi feeder service for Pasco School District Students

Veterans Day

- Sponsored the West Richland Veterans Day Parade and provided a Trolley for the parade
- Gave Veterans Day pins to all employees as well as signs for Veteran drivers

AdWheel Award

- Submitted BFT into the running to win the AdWheel Award for Service Change Communications

Holiday Event Calendar

- Featured a calendar on our website including holiday events happening around the Tri-Cities and what routes could be used to get to these events.

Fill the Trolley Event

- Participated in the Fill the Trolley Event with Ranch & Home and TownSquareMedia. Toy collection boxes were placed in local businesses and a BFT Trolley was filled with toys in the Ranch & Home parking lot.
- Toys donated at the event were given to foster children of Benton and Franklin counties

Social Media Outreach

Technology Marketing Plan


- Kicked off plan on social media to promote the MyRide website and other technologies on the buses.

Route Adjustments

- Minor route adjustments were communicated to the public as they were made.

Social Media Analytics

- **Twitter**
 - **October** – 2,673 impressions, 1 new followers
 - **November** – 3,977 impressions, 0 new followers
 - **December** – 8,024 impressions, 5 new followers
- **Facebook**
 - Increased followers **from 796 to 961**
 - Average of **20** page views a day with a spike of **286** during winter detours



**WHERE'S MY BUS? DID I MISS IT?
WHEN WILL IT GET HERE?**

Find out with Ben Franklin Transit's
MyRIDE Real-Time Bus Tracker

Visit **BFT.org**
and click
"Find My Bus"
or go directly to
MyRide.BFT.org

**FREE ON-BOARD
WI-FI ACCESS
FOR RIDERS!**

**BFT BUSES HAVE
BEEN UPGRADED
WITH GPS**
To tell you exactly
where your bus is,
when it will arrive
and even how full it is.

509.735.5100 | www.bft.org

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 | Revised 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 | |