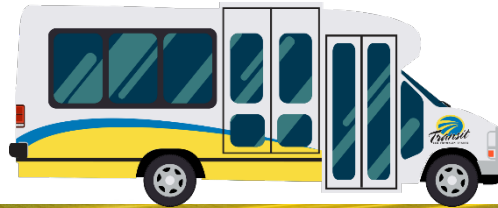




BEN FRANKLIN TRANSIT

Board of Directors



Q4 Performance Report

JANUARY 2019

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

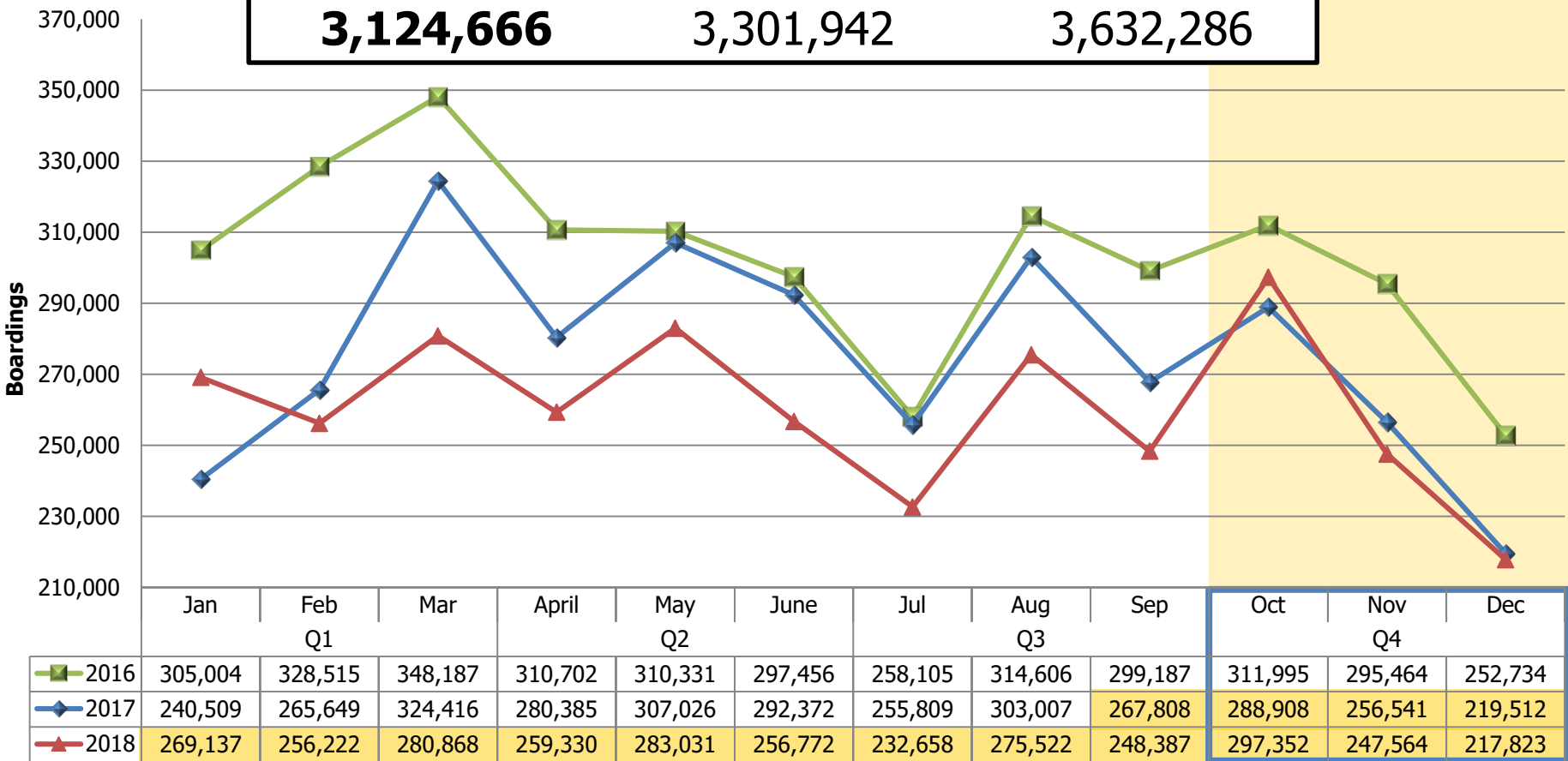
Total System Boardings



2018 Total*
3,124,666

2017 Total
3,301,942

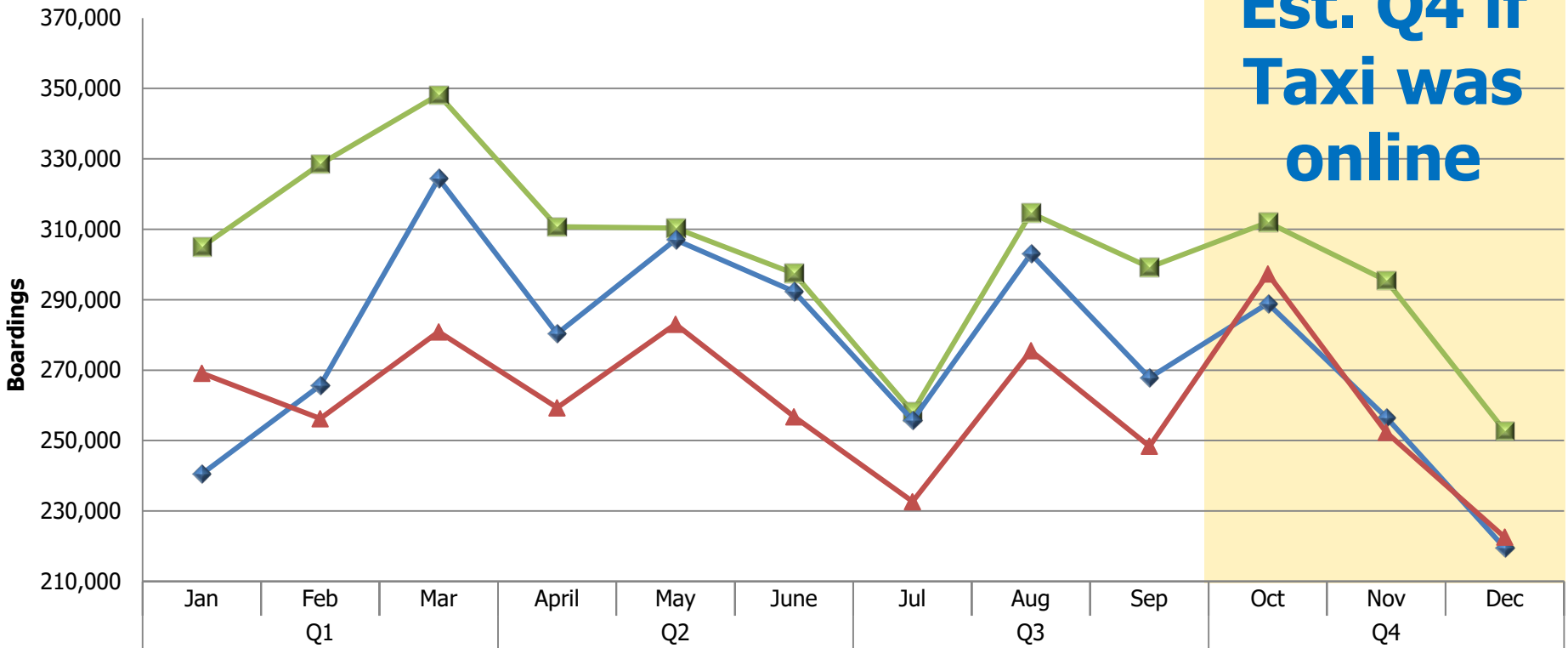
2016 Total
3,632,286



*December 2018 estimate for Vanpool

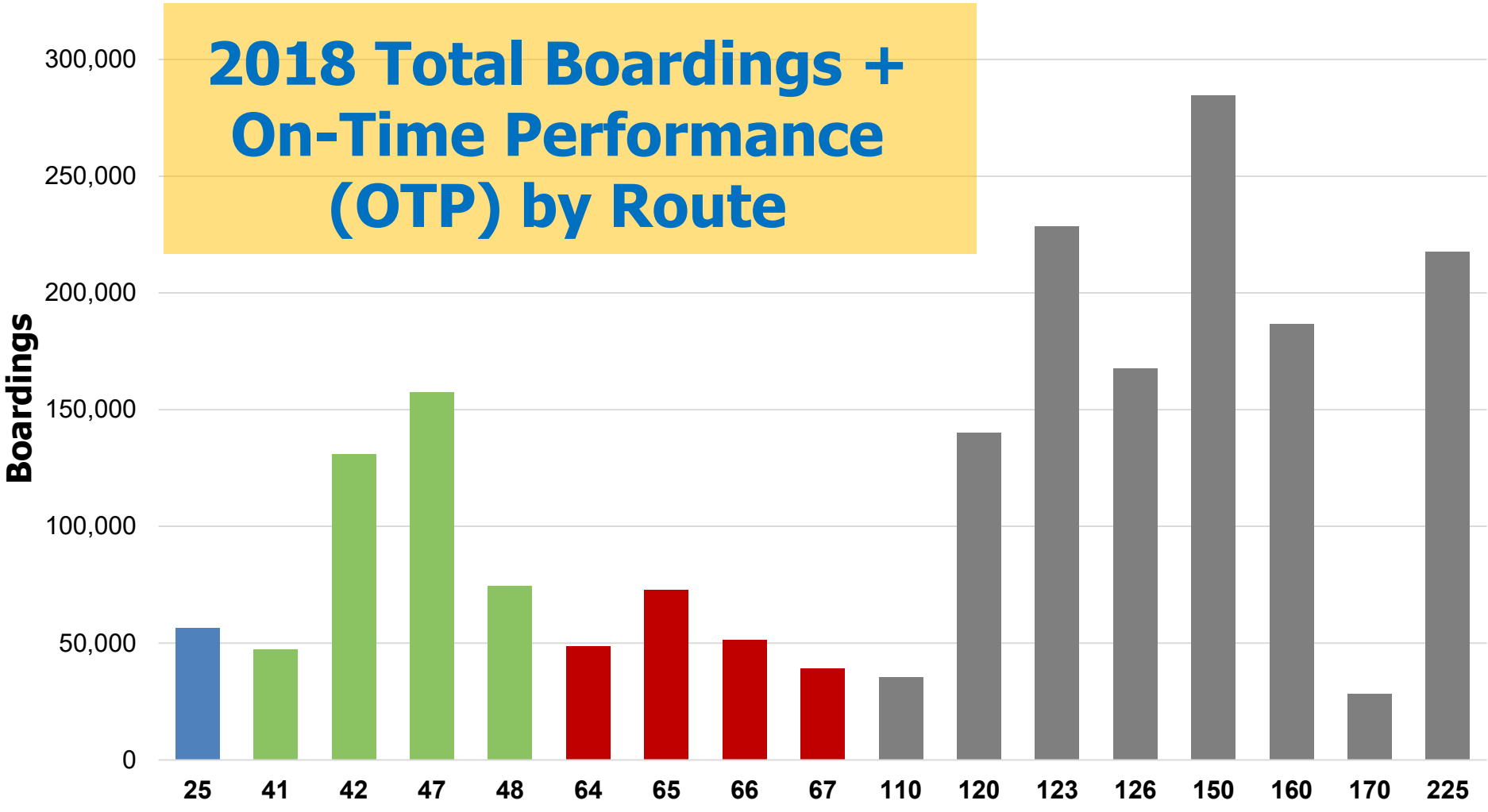


**Est. Q4 if
Taxi was
online**



**December 2018 estimate for Vanpool*

2018 Total Boardings + On-Time Performance (OTP) by Route



OTP %	93.0%	91.9%	95.4%	89.3%	93.7%	92.1%	89.3%	84.8%	81.9%	80.5%	90.9%	88.9%	95.8%	89.5%	92.5%	78.3%	89.5%
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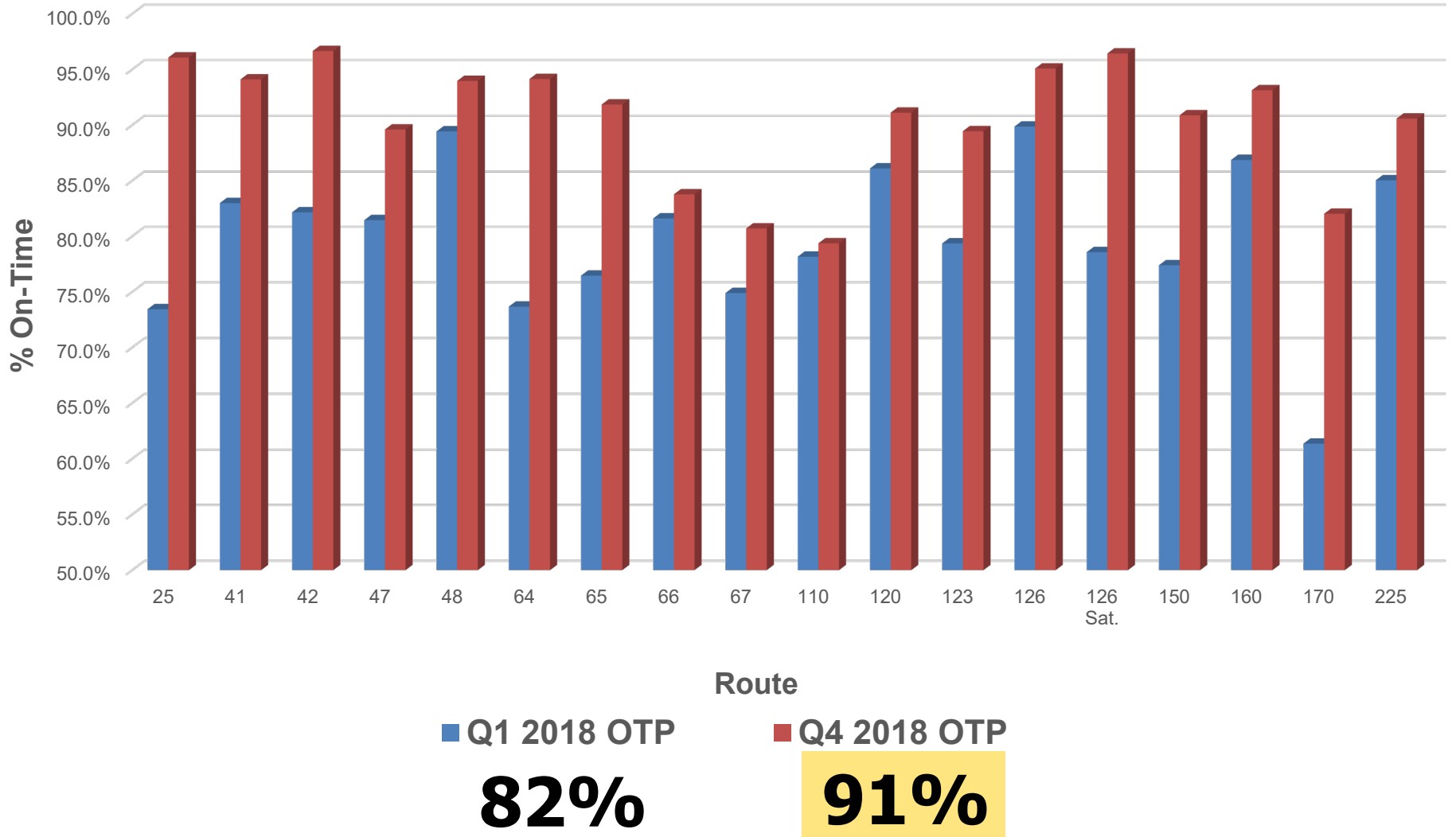


2018 Fixed Route Performance

Service Area	Route	Boardings	Boardings Per Revenue Hour	On-Time Performance
Richland	25	56,510	13.1	93.0%
Kennewick	41	47,300	6.1	91.9%
	42	130,900	16.1	95.4%
	47	157,570	11.0	89.3%
	48	74,488	8.8	93.7%
Pasco	64	48,771	10.9	92.1%
	65	72,851	15.9	89.3%
	66	51,489	13.8	84.8%
	67	39,164	10.9	81.9%
Intercity	110	35,454	4.4	80.5%
	120	140,087	11.3	90.9%
	123	228,419	13.9	88.9%
	126	167,678	14.9	95.8%
	150	284,790	17.0	89.5%
	160	186,748	11.2	92.5%
	170	28,439	7.1	78.3%
	225	217,624	17.2	89.5%

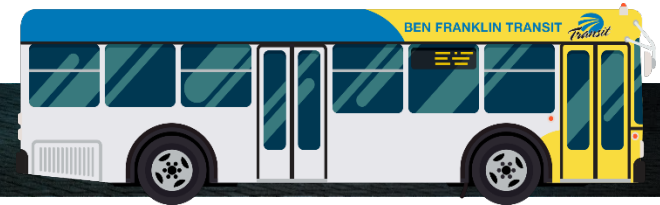


On-Time Performance Q1 vs. Q4



Fixed Route

- Ridership down 6.9% vs. 2017
 - Apples to Oranges: Q1-Q3 2017
 - Apples to Apples: Ridership up 2.7% in Q4 2018 vs. Q4 2017
- 3 months of positive ridership gains in 2018 (Jan, Oct, Dec)



Dial-A-Ride

- Ridership up 7.7% vs. 2017



Vanpool

- 243 vans in service as of Q4 end
- Ridership up 0.65% (including Dec. estimate)
- Significant ridership gains in April & May



Taxi Services

- Steady due to imposed cap (thru October)
- No service in November & December due to Tri-City Taxi closure





Marketing & Outreach

Service Disruption + Restoration

- Internal / Board
- Media / Targeted External Stakeholders
- Community
 - Website, Signage, Social, Digital, Traditional
- We're Going New Places: Finley General Demand Service

Outreach Efforts + Events

- ESD 123 Transition Fair – Oct. 4
- Senior Times Expo – Oct. 16
- Tri-Cities Union Gospel Mission – Oct. 17
- Pasco School District Student Achievement Specialists – Oct. 26
- [Rider Survey – Oct. 25 thru Nov. 9](#)
- Accessible Communities Advisory Committee – Nov. 14
- Richland Senior Association – Nov. 15
- Viernes Gigantes Resource Fair – Nov. 30
- Christmas for Children (Fill the Trolley) – Dec. 15
- Public Meeting: New Finley Service – Dec. 20

End of October

- Following TCT closure
- Goal: Share timely, practical information

**SERVICE
DISRUPTION
UPDATE**

End of November

- Following special board meeting
- Goal: Shift updates to identified solutions

**SERVICE
RESTORATION
UPDATE**

Mid-December

- Two weeks ahead of first service launch in Finley
- Goal: Moving forward, new service promotion





We're going new places!

Ben Franklin Transit
We offer a network of bus routes throughout the Tri-Cities to get you where you want to

Our buses offer:

- Real-time, GPS-enabled trip planning and bus tracking at MyRide.bft.org
- 15-30 minute frequency on major corridors
- Free onboard Wi-Fi
- Wheelchair and bicycle accessibility

Connecting the Tri-Cities
Our buses connect Kennewick, Pasco, Richland, West Richland, Benton City, allowing you to experience the Tri-Cities with ease. Jump on a BFT bus today and you to everything from a performance at the ITAPO Community Stage to the Columbia River air show, the Benton-Franklin Fair & Rodeo, a Dust Devils Stadium, and much more.

Grab a day pass from your driver, one of our discounted summer you passes, a free pass for seniors over 65, or a book of 10 tickets, and you make sure you see it all!

MORE INFORMATION: bft.org | 509.735.5100



We're going new places!

Ben Franklin Transit
Our network of bus routes—along with our Vanpool program, Dial-A-Ride, and other services—helps connect people to destinations throughout the Tri-Cities.

Our buses offer:

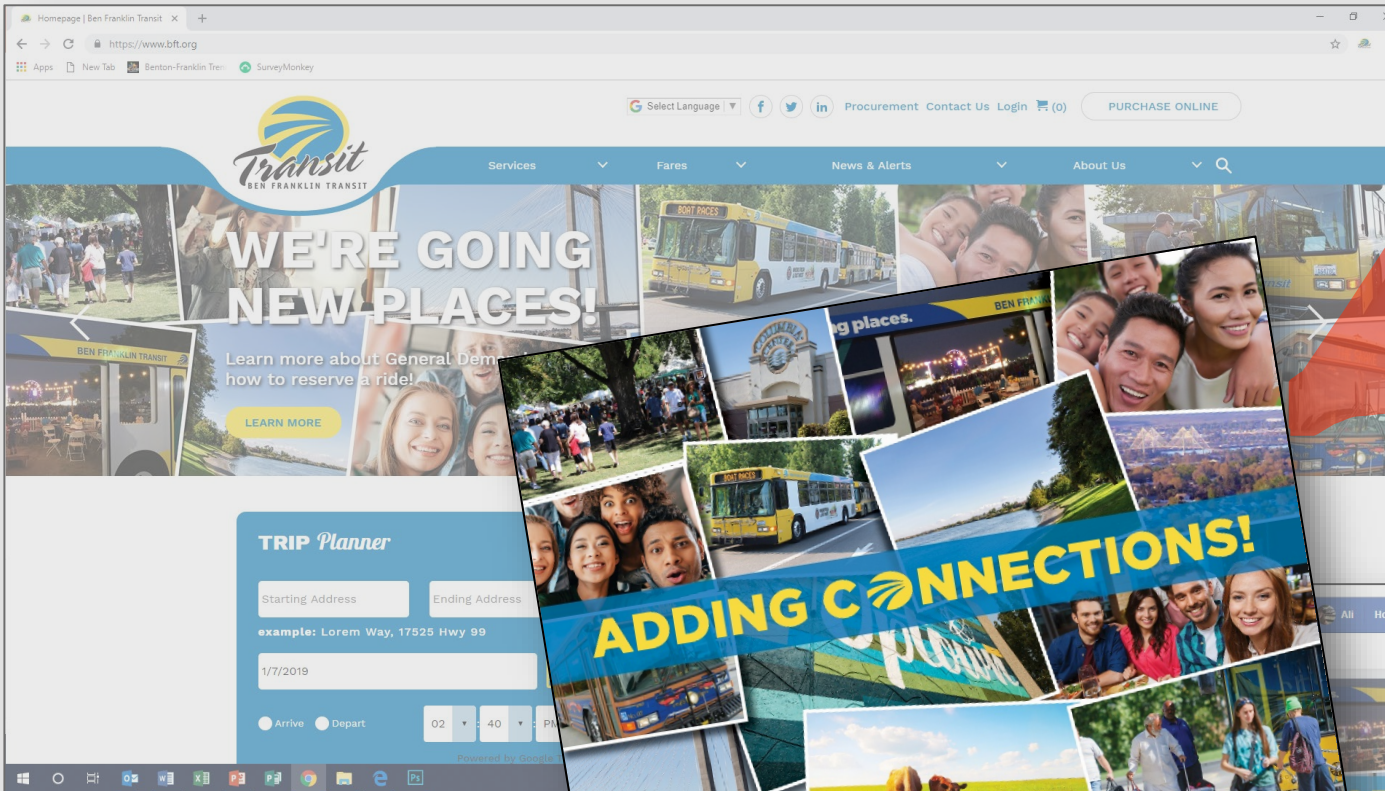
- Real-time trip planning and bus tracking at MyRide.bft.org
- 15-30 minute frequency on major corridors
- Free onboard Wi-Fi
- Wheelchair and bicycle accessibility

Connecting the Tri-Cities
Our services allow riders to experience the Tri-Cities and reach important locations with ease. Need to go to work, school, or an appointment? Want to catch a Dust Devils game or savor an elephant car at the Benton-Franklin Fair & Rodeo? Wherever the destination, Ben Franklin Transit is here to help our community make important connections.

MORE INFORMATION: bft.org | 509.735.5100

Print

**Up next!
Tri-Cities
General
Demand**



**Website
Social Media
Targeted Digital Ads**



2018 Fall Rider Survey

- **Purpose:** Understand customer demographics, needs, and experiences riding BFT buses
- **Goal:** Collect 1,100 surveys in two weeks with:
 - Dedicated project teams
 - BFT staff as team leads
 - Collection via iPad and web
- **Results:** **1,554** surveys collected in just over one week
 - Initiated opportunistic DAR rider survey to maximize resources secured (human and technology)

**Do you ride
Ben Franklin Transit
buses?**

If yes, we want to hear
from you!



Fixed Route Rider Survey Key Takeaway

Demographic data aligned with most recent American Community Survey results

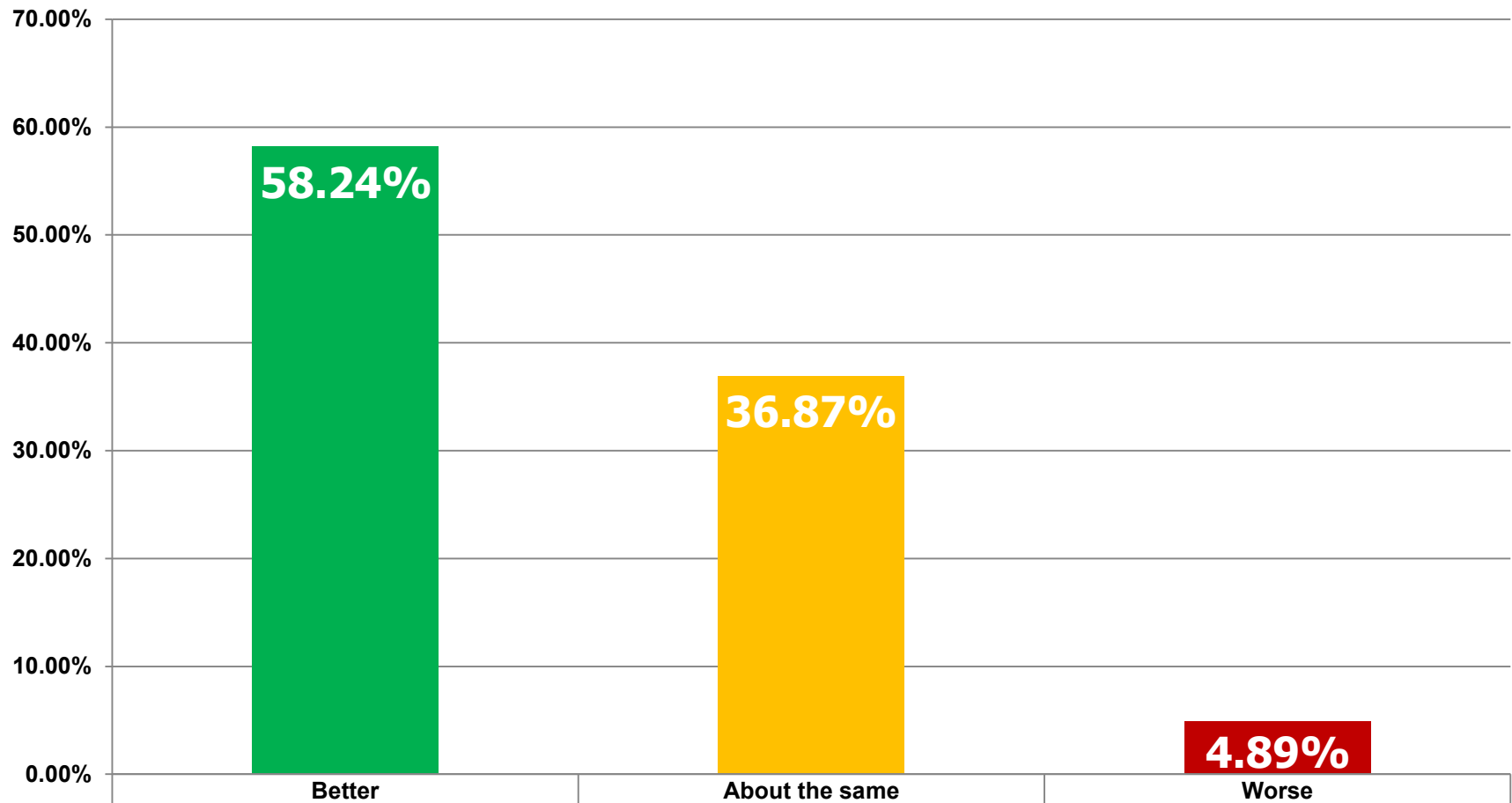
Result Highlights

- 26% stated that Spanish is spoken at home
- 30% were using transit to travel to/from school
- 33% ride six days per week
- 70% use some form of pass for fare
- 75.5% do not have access to a car
- 84.5% walk to their bus stop
- 85.5% feel safe when riding the bus



Survey Question Highlight

In the past year, do you feel BFT service has been:





Digital Outreach

Social Media Analytics (vs. Q3)

- **Twitter**
 - **43,900** impressions **(+21,194)**
 - **13** new followers
- **Facebook + Instagram**
 - Total reach of **233,399 (-29,082)**
 - Paid reach of **178,281 (-31,706)**
 - Organic reach of **61,699 (+3,427)**
 - **144** net new page Likes
 - **156** new followers

Website Analytics

- 30,286 site visits totaling 71,647 sessions
- Service Disruption:
 - Rider Alert (Oct 30) = 360 hits
 - Rider Alert (Oct 31) = 1,176 hits
 - Service Updates Webpage = 831 hits
- Pasco Demo Routes:
 - 63D Route Info Page = 1,133 hits
 - 68D Route Info Page = 1,791 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
●	●	●	●	▣ Safety First (Fleet & Service)	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	
●	●	●	●	▣ Comprehensive Service Plan (Monitoring & Community Outreach)	09/18/17	12/31/18	
●	●	●	●	* Comprehensive Community Outreach Campaign	01/2/2018	12/31/2018	
●	●	●	●	* System Performance	01/2/2018	12/31/2018	Q4 2019
●	●	●	●	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	Q1 2019
●	●	●	●	▣ Facility Upgrades/Amenities Study Implementation	01/02/18	12/31/18	
●	●	●	●	* MOA Upgrade	01/02/18	12/31/18	Q4 2019
●	●	●	●	* Transit Center Upgrades	11/04/16	06/02/18	Q4 2019
●	●	●	●	* 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	
●	●	●	●	▣ Leadership and Staff Development	01/02/18	12/31/18	12/31/19
●	●	●	●	* Implement Succession Planning Program for Non-represented Employees	01/02/18	12/31/18	Q3 2019
●	●	●	●	* Implement leadership development training	01/02/18	12/31/18	Q3 2019



Scorecard Update

Q1	Q2	Q3	Q4	2018 Goals & Initiatives	Start Date	End Date	Revised Date
●	●	●	●	Comprehensive Employee Program Review	01/02/18	12/31/18	12/31/19
●	●	●	●	* Develop Employee Handbook	01/02/18	12/31/18	Q4 2019
●	●	●	●	* DAR & Prosser Policies & Procedures Guide	01/02/18	12/31/18	Q2 2019
●	●	●	●	* 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	Q2 2019
	●	●	●	Continue to Develop the Maintenance Career Development training program	01/02/18	12/31/18	Q3 2019
●	●	●	●	* Review and update personnel policies and procedures	01/02/18	12/31/18	Q4 2019
●	●	●	●	* Update Admin Services Policies	01/02/18	12/31/18	Q4 2019
●	●	●	●	Transit Technology (Updates & Monitoring)	01/02/18	12/31/18	
●	●	●	●	* DAR Technology	01/02/18	12/31/18	Q4 2019
●	●	●	●	* Implement Vanpool Management Software	09/01/17	09/01/18	Q1 2019
●	●	●	●	* Implement Voyager Fuel Card Program	09/01/17	09/01/18	Q1 2019
●	●	●	●	Implement US Bank OneCard Rebate Program	01/02/18	12/31/18	
●	●	●	●	* Test Alternative Fuel Vehicles	01/02/18	12/31/18	Q4 2019
●	●	●	●	* 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	Q1 2019
●	●	●	●	* Address Technology Needs Throughout BFT	01/02/18	12/31/18	Q4 2019

Questions?