



Ben Franklin Transit

→ Agency Performance: 4th Quarter 2019

2019 Ridership

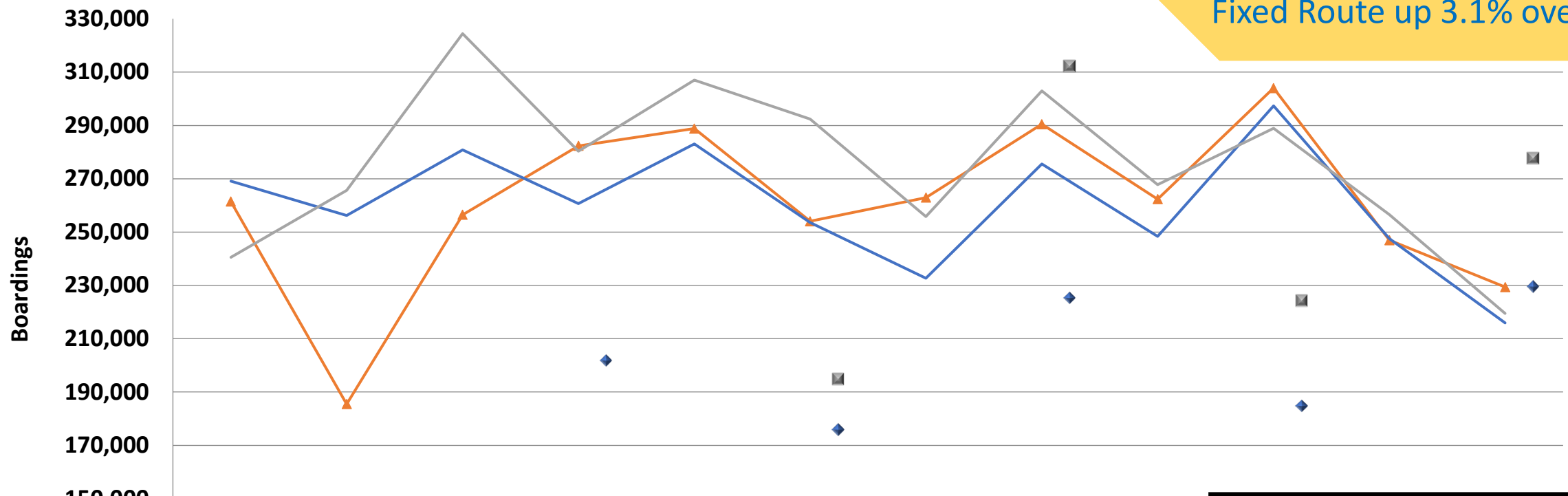
Annual Total System Boardings

2019 Total*
3,124,790

2018 Total
3,120,955

Q4 Ridership Highlight:
Dec. system ridership up 6.2%

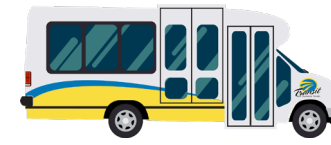
YOY Ridership Highlight:
Fixed Route up 3.1% over 2018



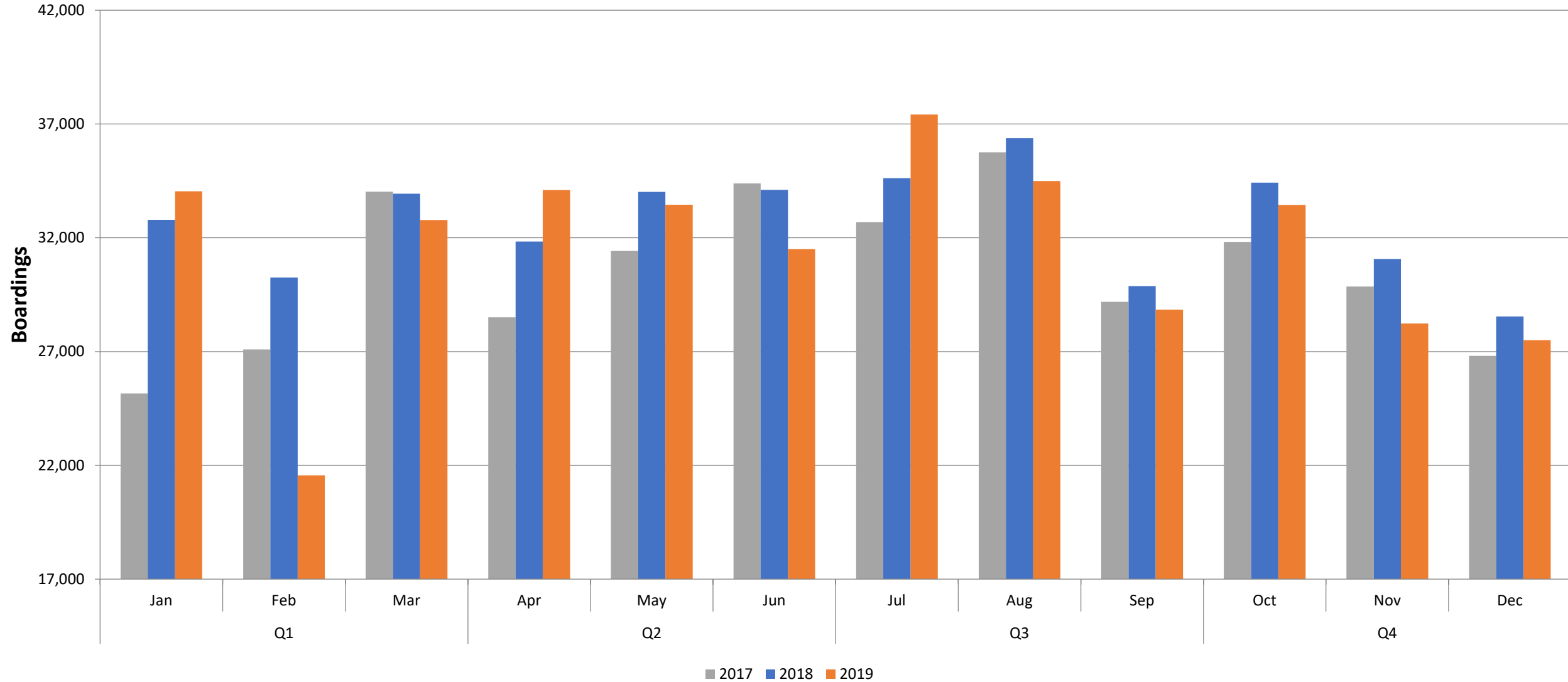
	Jan	Feb	Mar	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec
2019	261,440	185,465	256,493	282,352	288,834	254,070	262,944	290,492	262,376	304,011	246,954	229,359
2018	269,137	256,222	280,868	260,648	283,031	253,576	232,658	275,522	248,402	297,377	247,564	215,950
2017	240,509	265,649	324,416	280,385	307,026	292,372	255,809	303,007	267,808	288,908	256,541	219,512

Ridership Trends: 0.12% increase over 2018 annual boardings

Dial-A-Ride Performance



Q4 Highlight:
96.5 % OTP in Tri-Cities

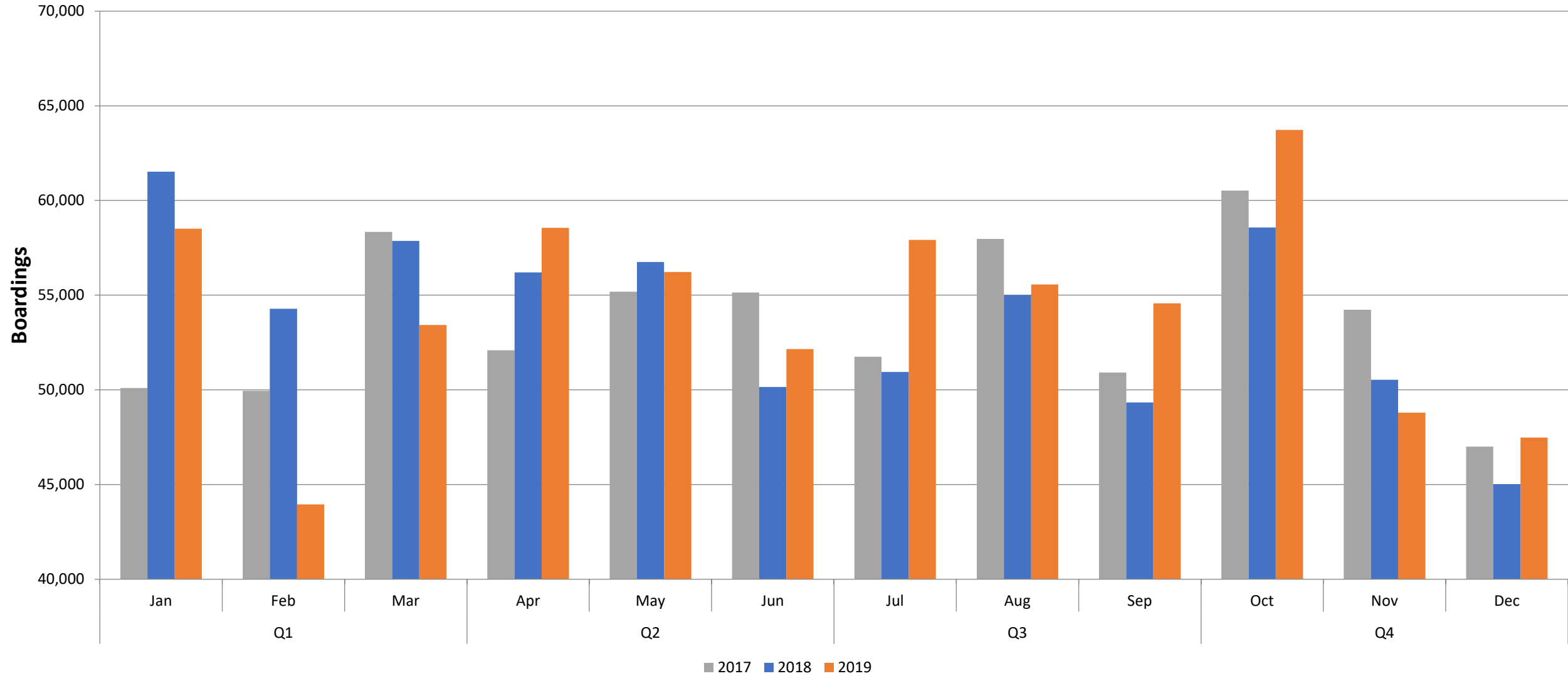


Ridership Trend: 3.7% decrease over 2018 annual boardings

Vanpool Performance



Q4 Highlight:
8.8% increase in October



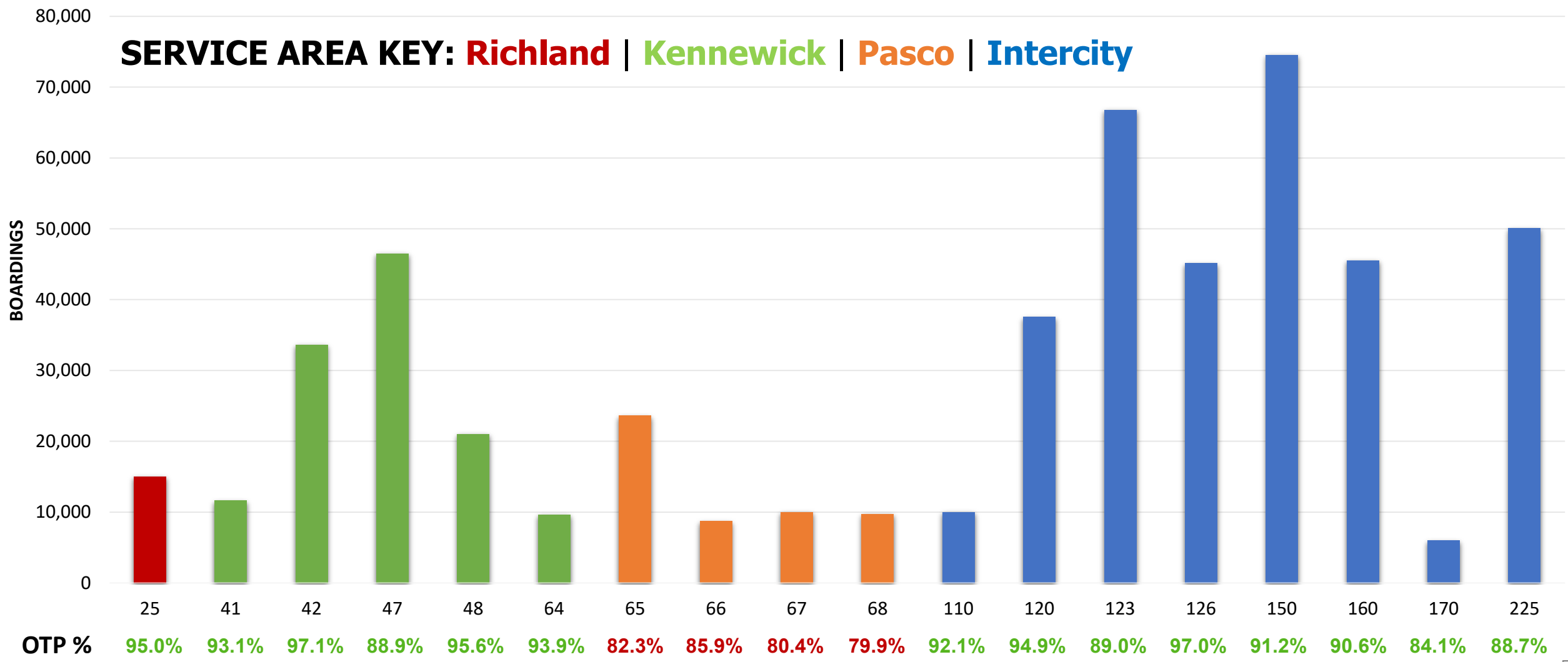
Ridership Trend: 0.7% increase over 2018 annual boardings

Fixed Route Performance

Q4 Boardings + On-Time Performance by Route



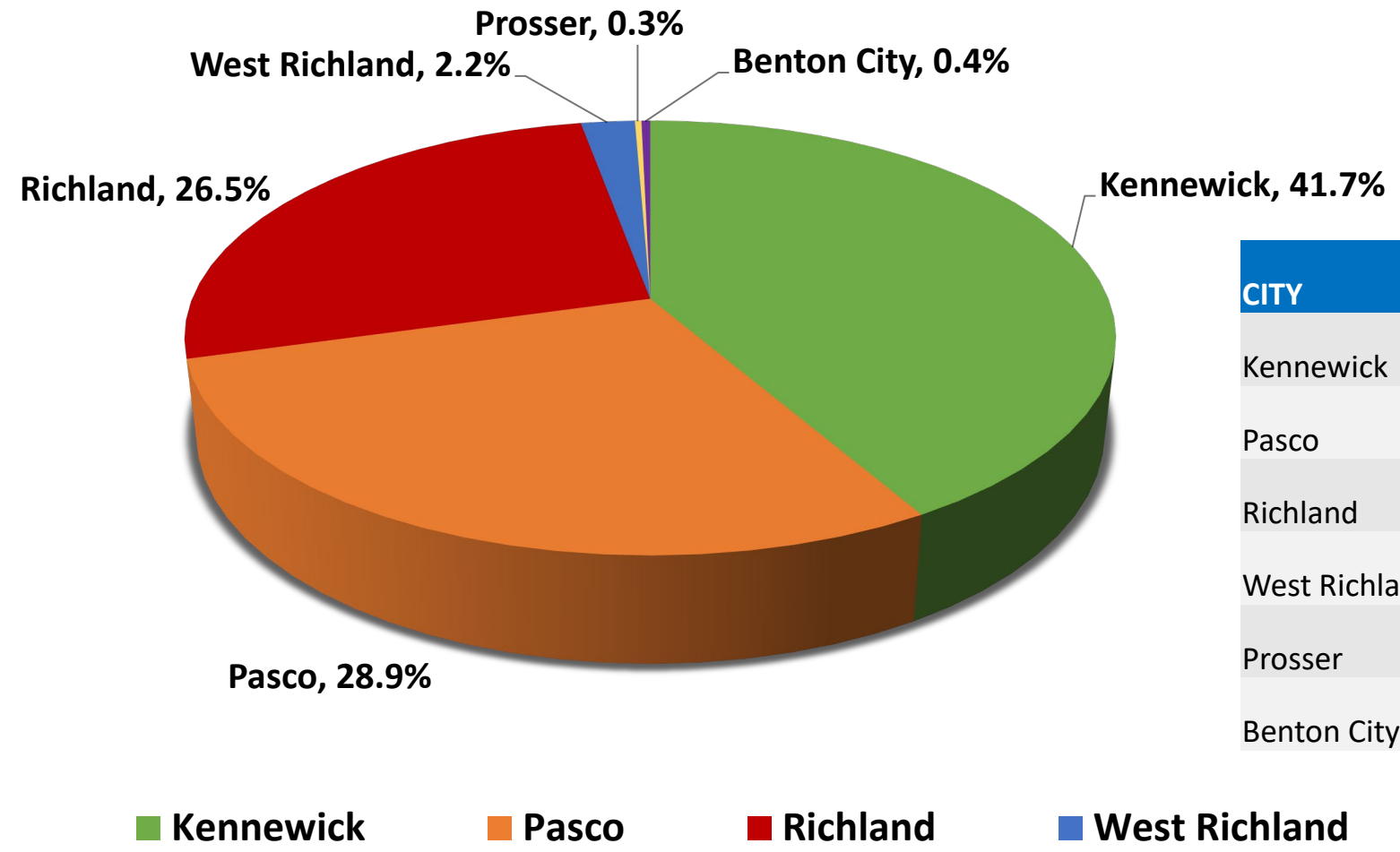
Q4 Highlight:
91% Fixed Route System OTP



Fixed Route Performance

Q4 Boardings by City

Q4 Highlight:
Ridership up 8% in Kennewick

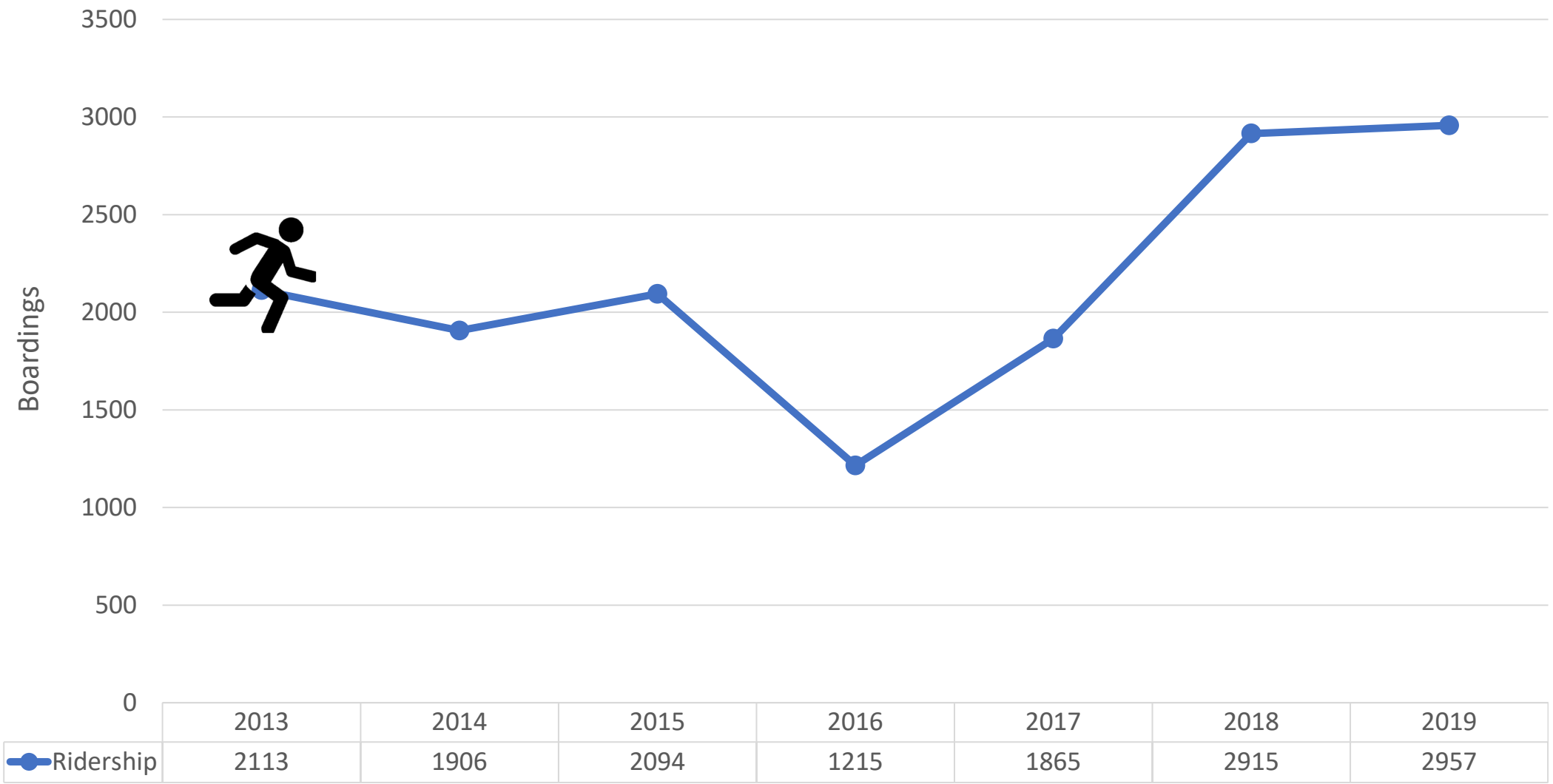


CITY	2019 BOARDINGS	2018 BOARDINGS	% CHANGE
Kennewick	220,098	204,007	8%
Pasco	152,885	150,513	2%
Richland	140,088	135,231	4%
West Richland	11,779	10,359	14%
Prosser	1,417	1,518	-7%
Benton City	1,920	2,406	-20%

Seasonal Service Performance

Cable Bridge Run (Dec 21)

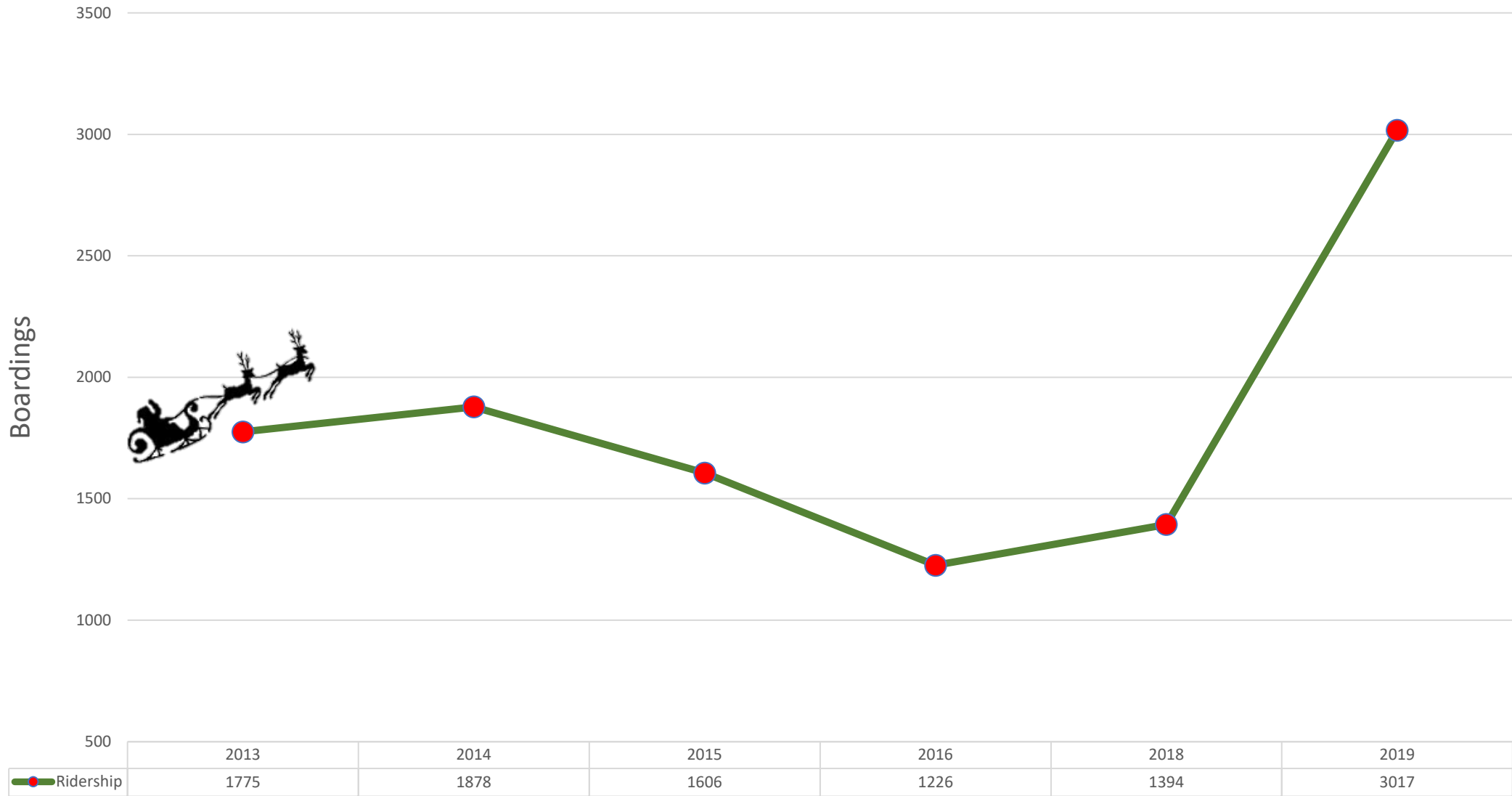
Highlight:
Record Cable Bridge Run ridership!



Seasonal Service Performance

Christmas Eve

Highlight:
Christmas Eve Ridership up 160%



Marketing & Outreach

Campaigns & Comms:

- Going New Places
- Internal Projects
- Knight Street Construction
- Planning for 2020



Knicht Street Construction – FALL





Knight Street Construction – WINTER

Outreach Activities

- Senior Times Expo – Oct 15
- BFT Art Contest Launch – Nov 1
- Presentation to Human Services Coalition – Nov 6
- Columbia Basin Veterans Appreciation Fair & Stand Down – Nov 8
- Veterans Day Parade (W. Richland) – Nov 9
- Group Travel Training – Nov 14
- Winterfest (Pasco) – Dec 7
- Fill the Trolley – Dec 14
- Cable Bridge Run – Dec 21



Marketing & Outreach

– Social & Digital Media Analytics



Twitter

38,953 impressions

14 new followers (total 507)



Facebook

29,530 total reach

21 new page Likes

18 new followers → total on Dec 31 = 2,169

– Website Analytics

- 32,600 users
- 73,000 total sessions
- 197,405 page views



Internal Communications Projects

BFT COMMUNICATION CENTER

WELCOMES + BEST WISHES



Welcome Aboard

- Patricia Lind, Executive Assistant, Clerk of the Board
- Paul Gebback, Finance & Business Manager

Promotions

- Michael S. ...
- ...
- ...
- ...

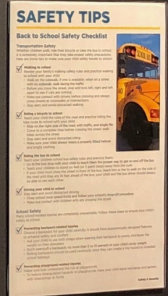
Farewells

- ...
- ...


Human Resources

SAFETY TIPS

Back to School Safety Checklist



STAFF EVENT + RAFFLE



2019 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

2019 Goals & Initiatives	1	2	3	4	5	6	7	8
Safety First	✓	✓	✓	✓	✓	✓	✓	✓
Ridership Growth	✓	✓		✓	✓	✓	✓	✓
Strategic Planning	✓	✓	✓	✓	✓	✓	✓	✓
Implementation of Operational Technology	✓	✓		✓	✓	✓	✓	✓
Agency Modernization	✓	✓	✓	✓	✓	✓	✓	✓
FTA Triennial Review	Federal Requirement							
Labor Relations	Contractual Requirement							

2019 Goals & Initiatives Progress

Q1	Q2	Q3	Q4	2019 Goals & Initiatives	Start Date	End Date
				Safety First	1/2/19	12/31/19
				Transit Operations Accident Prevention	1/2/19	12/31/19
				Maintenance/Facility Operations Accident Prevention	1/2/19	12/31/19
				Vanpool Driver Safety Training	1/2/19	12/31/19
				Ridership Growth	1/2/19	12/31/19
				Comprehensive Service Plan (CSP) and Demonstration Services	1/2/19	12/31/19
				Community Outreach to Key Demographics	1/2/19	12/31/19
				Implement Group Travel Training Curriculum	1/2/19	12/31/19
				Outreach to Key Employers & Business Districts	1/2/19	12/31/19
				Strategic Planning	1/2/19	12/31/19
				20-Year Service Plan	1/2/19	12/31/19
				Organizational Infrastructure – <i>Some Revised Target Dates into 2020</i>	8/1/18	12/31/19
				Implementation of Operational Technology	1/2/19	12/31/19
				Integrity of Operational Technology	1/2/19	12/31/19
				Fixed Route	10/1/19	12/31/20
				Dial-A-Ride	12/1/18	12/31/19
				Vanpool	1/2/19	12/31/19



2019 Goals & Initiatives Progress (cont)

Q1	Q2	Q3	Q4	2019 Goals & Initiatives	Start Date	End Date
				Agency Modernization	1/2/19	6/30/20
				Facilities Updates	1/2/19	6/30/20
				Transit Hubs	5/1/19	4/30/22
				System Amenities	11/1/18	12/31/19
				Agency Brand Guidelines	7/1/19	12/31/19
				FTA Triennial Review	1/2/19	12/31/19
				Collect and Submit Recipient Information Request Items (RIR, or Pre-Site Visit) – <i>Item Complete</i>	1/2/19	2/15/19
				Facilitate Site Visit – <i>Revised Target Date 9/17/19</i>	4/1/19	6/30/19
				Complete Additional Information and Audit Close Out (Post-Site Visit) – <i>Revised Target Date 10/31/19</i>	7/1/19	10/31/19
				Labor Relations	1/2/19	12/31/20
				Fixed Route Operators	1/2/19	12/31/20
				DAR Drivers/Reservationists	1/2/19	12/31/20
				Maintenance	1/2/19	12/31/20
				DAR Dispatchers/Schedulers	1/2/19	12/31/20
				Fixed Route Dispatchers – <i>Did Not Certify</i>	N/A	N/A
				Administrative Assistants – <i>New Initiative in Q2, target dates TBD</i>	TBD	TBD

2020 Goals & Initiatives

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Safety First	✓	✓	✓	✓	✓	✓	✓	✓
Ridership Growth	✓	✓		✓	✓	✓	✓	✓
Agency Strategic Planning	✓	✓	✓	✓	✓	✓	✓	✓
Implementation of Operational Technology	✓	✓		✓	✓	✓	✓	✓
Agency Modernization	✓	✓	✓	✓	✓	✓	✓	✓
Alternative Fuels		✓		✓	✓		✓	✓
Board Governance & Agency Performance	✓	✓	✓	✓	✓	✓	✓	✓
Labor Relations	Contractual Requirement							



QUESTIONS?