



BFT Agency Performance

1st Quarter 2020

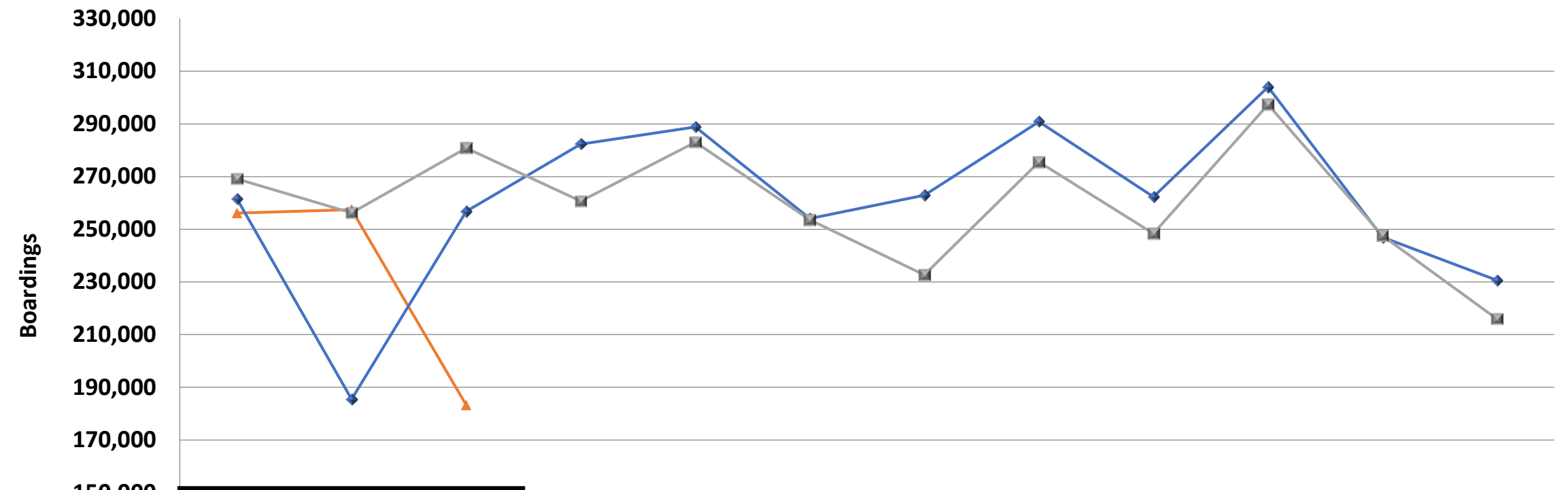
Q1 2020 Ridership

Annual Total System Boardings

2020 Total
696,790

2019 Total
703,694

Q1 Highlight:
February ridership up 38.8%



	Jan	Feb	Mar	April	May	June	Jul	Aug	Sep	Oct	Nov	Dec
2020	256,141	257,470	183,179									
2019	261,440	185,465	256,789	282,348	288,832	254,066	262,936	290,834	262,370	304,007	246,952	230,650
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

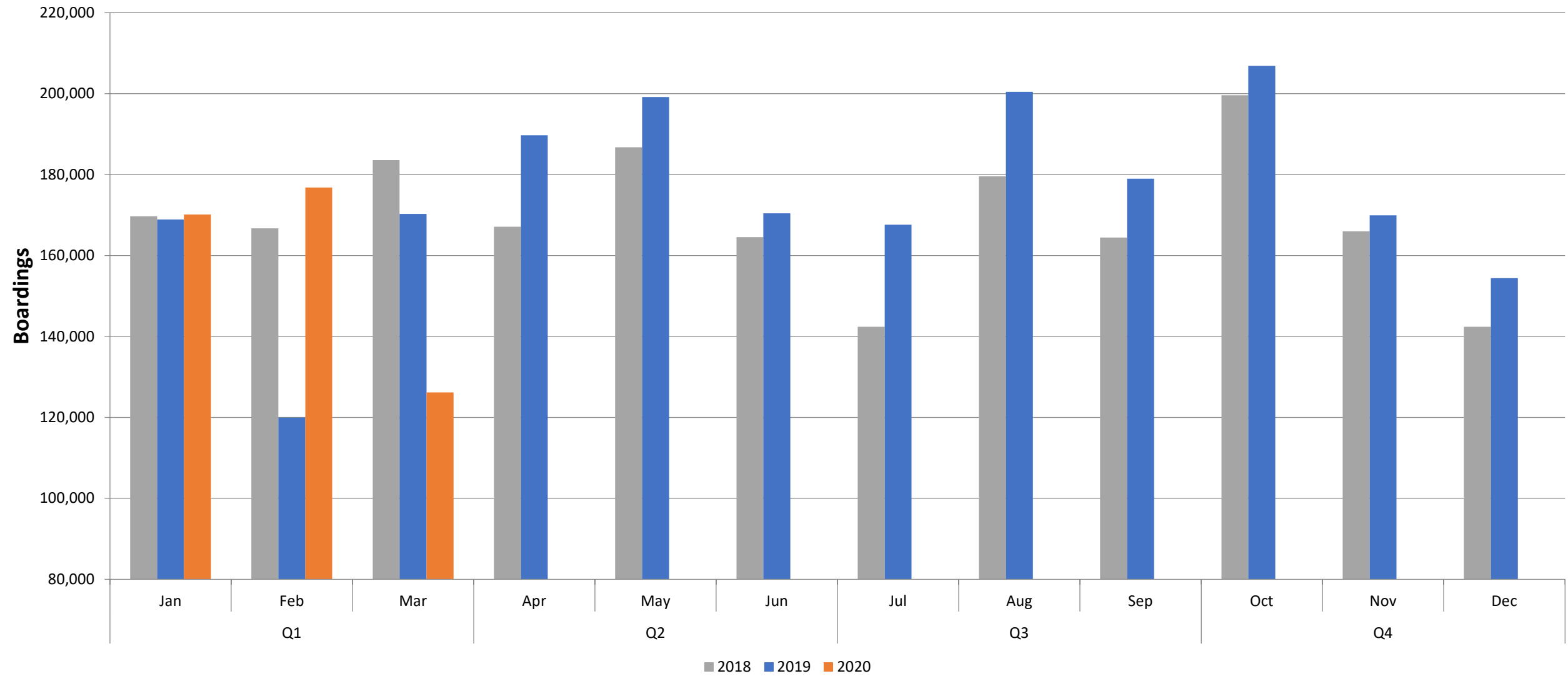
Ridership Trends: **-1% in Q1**



Fixed Route Performance



Q1 Highlight:
February ridership up 47.4%



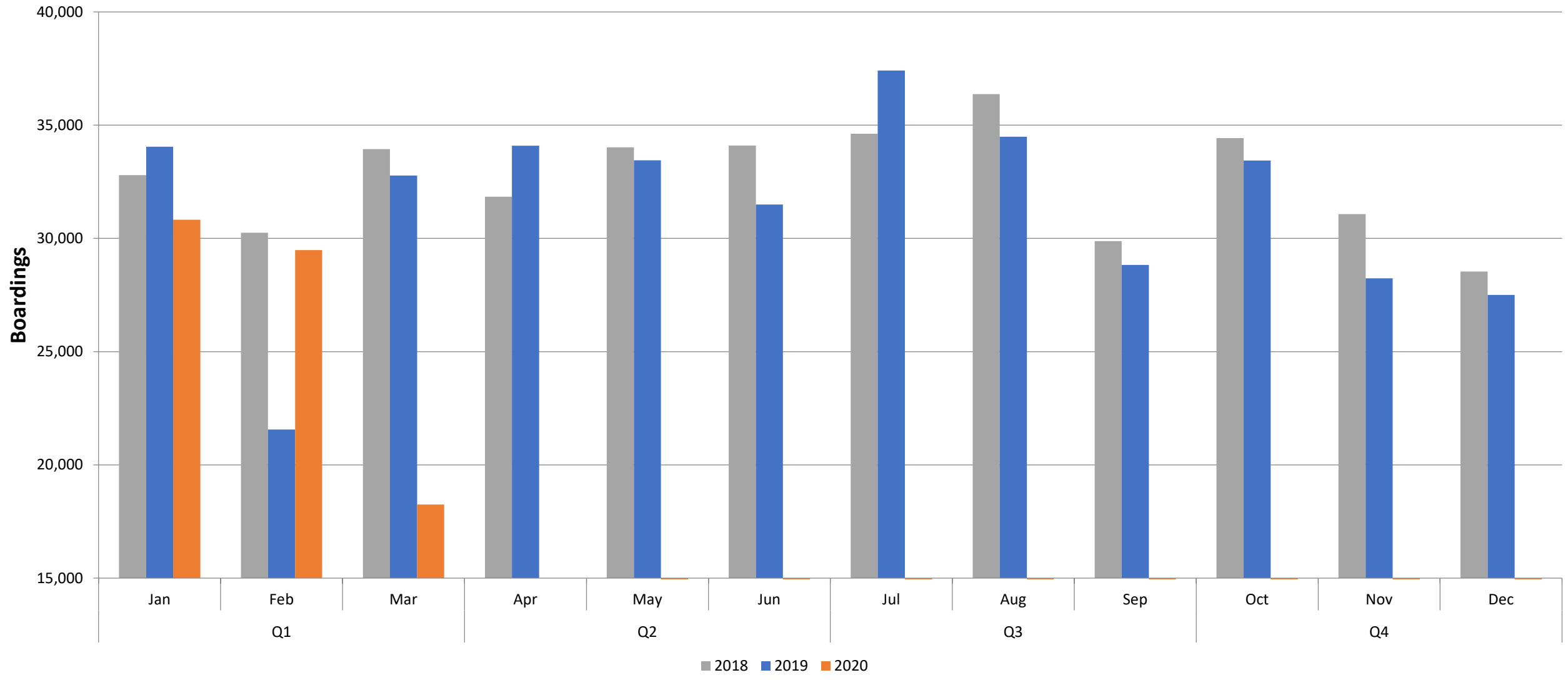
Ridership Trends: +3.0% in Q1



Dial-A-Ride Performance



Q1 Highlight:
February ridership up 36.8%



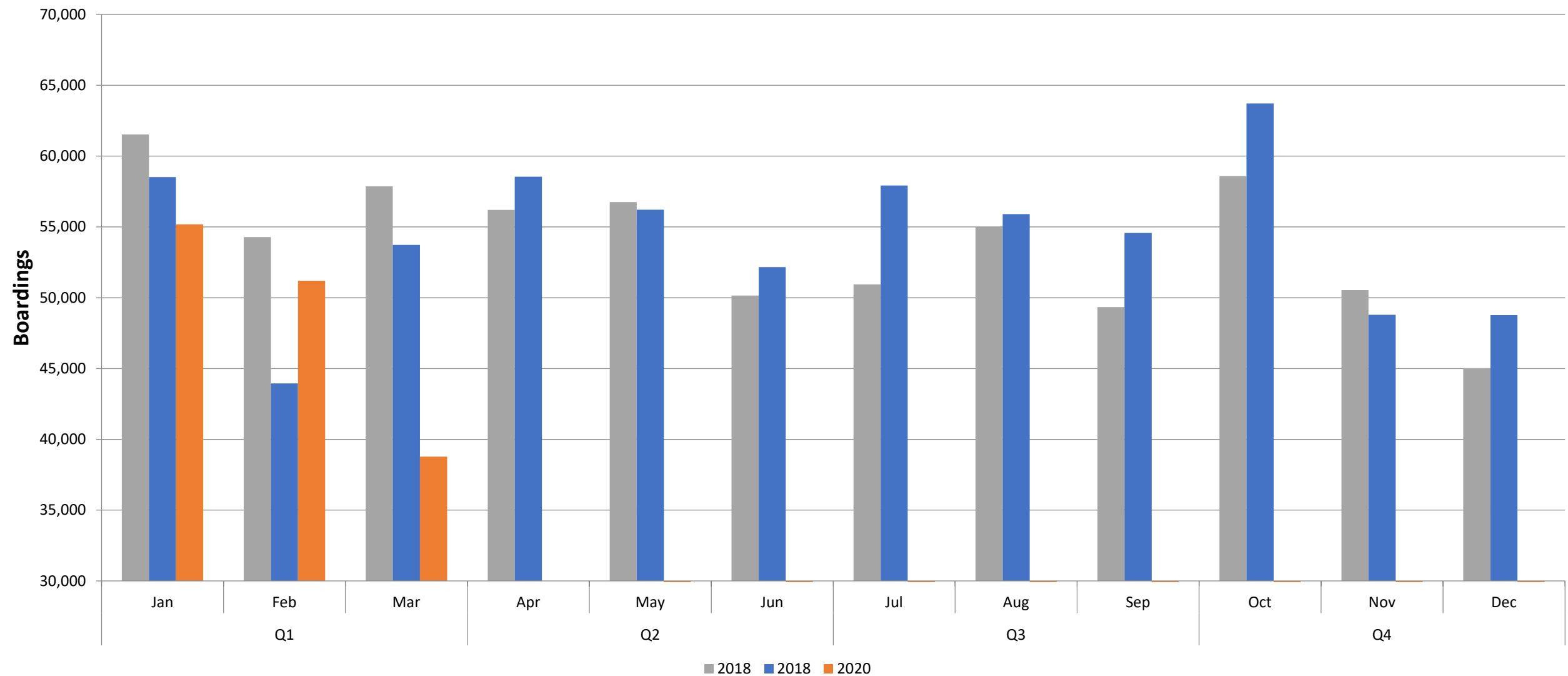
Ridership Trends: -11.1% in Q1



Vanpool Performance



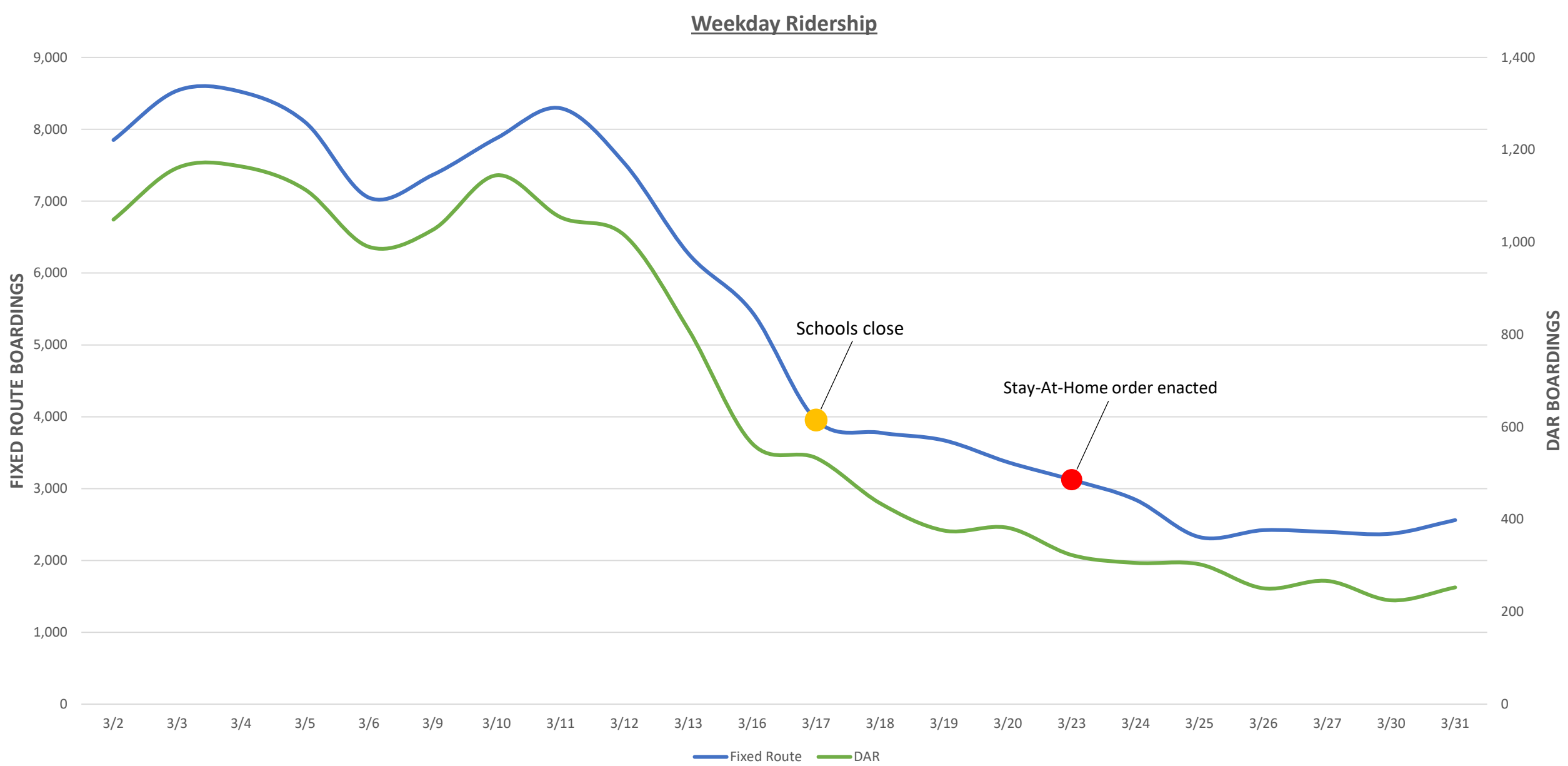
Q1 Highlight:
February ridership up 16.5%



Ridership Trends: -7.1% in Q1 2020

■ 2018 ■ 2019 ■ 2020

Covid-19 Ridership Trends

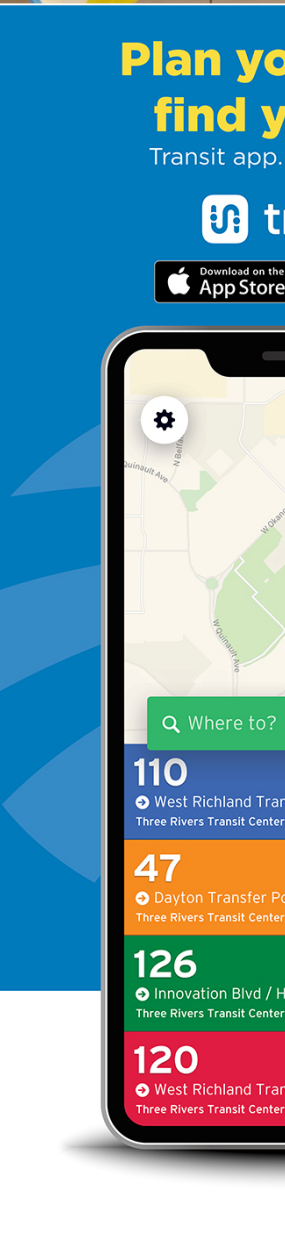


Marketing + Outreach

Transit App Introduction

March Service Changes

COVID-19 Response



Outreach Activities

- Tri-Cities Family Expo – Jan 24 + 25
- Polar Plunge Shuttle – Jan 25
- Planting Hope Resource Fair – Feb 8
- Transit Driver Appreciation Day – Mar 18

FUN FACT: The Superhero theme was chosen before the COVID-19 pandemic took prominence, and when it did, the message took on even more significant meaning.



TRANSIT DRIVER APPRECIATION DAY
MARCH 18, 2020

Join us in thanking our drivers for safely **POWERING** our community forward!

NOT ALL SUPERHEROS WEAR CAPES, BUT IN 2019:

DIAL-A-RIDE DRIVERS DROVE 2,629,892 MILES providing special care and mobility to valued customers.

BUS OPERATORS DROVE 3,056,992 MILES to keep thousands of riders moving and connected throughout our community.

168 BFT DRIVERS WERE RECOGNIZED FOR SAFE DRIVING with awards from the National Safety Council.

Transit
BEN FRANKLIN TRANSIT

COVID-19 Communications

Internal Communications

Media Relations

Social Media

Website Info

Signage

Outreach

March 13

Ben Franklin Transit takes precautionary measures against coronavirus
Agency following guidance from federal, state and local public health officials

RICHLAND, Wash. – Ben Franklin Transit (BFT) is closely monitoring the latest developments in the novel coronavirus (COVID-19) outbreak and is responding to the rapidly evolving situation with measures to protect the health and safety of our customers, employees and community.

March 17

Ben Franklin Transit to discontinue fare collection, move to rear-door boarding on buses, effective March 18
Agency takes additional steps to ensure driver safety

The screenshot shows a web browser window displaying the Ben Franklin Transit website's COVID-19 page. The browser's address bar shows the URL bft.org/covid-19/. The website header features the Ben Franklin Transit logo, a navigation menu with links for Services, Fares, News & Alerts, and About Us, and a 'PURCHASE ONLINE' button. The main content area has a large 'COVID-19' heading and a sub-heading 'BFT Novel Coronavirus 2019 (COVID-19) Updates'. The text below explains that the COVID-19 situation is evolving daily and that BFT is providing updates and assistance. It mentions that BFT will notify customers via social media (Facebook and Twitter), on the website, and through other means. A link to a helpful hand washing video from the CDC is provided: <https://youtu.be/d914EnpU4Fo>. The page also notes that for the most up-to-date bus schedules, riders are recommended to check the website.

Ben Franklin Transit
Published by Ali Madison [?] · March 3 ·

Ben Franklin Transit is doing what we can to protect our team members and passengers from COVID-19.

BFT vehicles are cleaned DAILY by trained cleaning professionals with a hospital grade disinfectant, and hand sanitizer dispensers will soon be installed on all buses (they're already on our Dial-A-Ride vehicles).

Transit riders also have a very important role to play.

It is critical to follow the precautions being emphasized by health authorities including the Benton-Franklin Health District. Among the most important is staying home and avoiding public places if you experience symptoms.

Remember to cover your mouth/nose when coughing or sneezing, avoid touching your face, wash your hands often with soap and warm water, and avoid close contact with people who appear to be sick. It's okay to change seats on the bus if you feel you need to.

Together we can help control the spread of this and other viruses. For more information go to: <https://www.bfhd.wa.gov/>

Ben Franklin Transit
Published by Ali Madison [?] · March 16 ·

Monday, March 16
ATTENTION EARLY MORNING RIDERS:
Monday morning, our drivers may be pulling out for their first trips up to 10 minutes later than scheduled to allow additional time for training and pre-trip inspection procedures.

Thank you in advance for your patience as we continue adapting to changing conditions, and take extra steps to assist our employees who are on the front lines serving our community.

WANT TO CHECK BUS ARRIVAL TIMES?
Download the Transit app to see when your bus will arrive, or visit www.bft.org or call Customer Service at 509.735.5100 (Mon-Fri: 6am to 7pm | Sat: 8am to 7pm) for assistance.

We will continue providing updates here as anything changes.

Ben Franklin Transit
Published by Lori Araujo [?] · March 17 ·

ATTENTION BFT CUSTOMERS
Effective Wednesday, March 18 through Saturday, April 11, BFT will DISCONTINUE FARE COLLECTION for Fixed Route buses, Dial-A-Ride and General Demand services, and will allow bus entry and exit only through rear doors.

SHAREHOLDERS + NEW PASS SALES:
All passes will be valid through the end of April if/when regular fare collection resumes. All new pass sales are temporarily discontinued at this time until we confirm whether the April 11 date will be extended.

BOARDING THE BUS:
Riders will protect and provide proper social distancing for our drivers, boarding BFT buses will occur only through rear doors until further notice. Once on board, passengers are encouraged to maintain at least six feet between themselves and all others on the bus.

REQUIRING BUS RAMP BOARDING:
Riders will immediately dispatch a separate ADA-accessible vehicle to stop passengers who require ramp assistance to board, with measures in place to help minimize additional wait times.

Riders are on the front lines providing critical transportation services to our community. These measures are intended to help keep our community safe and they can help keep our community...


Ben Franklin Transit
Published by Lori Araujo [?] · March 24 ·

Stay Home, Stay Healthy...

Ben Franklin Transit will continue to provide essential transportation services in our community, however we urge you all to follow Governor Inslee's Stay Home, Stay Healthy guidance, including only making ESSENTIAL trips.

At this time, BFT services are operating on normal schedules with social distancing measures including no fare collection and rear-door bus entry in place. However, we're closely watching ridership and staff availability, and will update you if anything changes on this page, on Twitter, and at www.bft.org/Covid-19.

Stay safe out there, and except for those true necessities, please stay home.




Social Media was instrumental given the nature and pace of change.

Ben Franklin Transit
Published by Lori Araujo [?] · March 12 ·


COVID-19 UPDATE: We plan to provide updates regularly to help you take steps to combat the spread of COVID-19. We are continuing to take preventive measures for the protection of our community, and closely following the guidance of health authorities.

Preventive measures include:

- Daily sanitation of all buses and Dial-A-Ride vehicles
- Use of hospital grade disinfectant
- Sanitation of all Vanpool vans before returning to the fleet
- Disinfection of high touch surfaces in our facilities
- Closure of public restrooms at Three Rivers Transit Center (open at this time)
- Frequent communications to BFT staff
- Public posts like this one!

We also have hand sanitizer dispensers on all buses (already on all Dial-A-Rides), and will install more as we're working hard to evolve our efforts as we learn more about the changes.

We have issued a press release detailing precautionary measures taken by Ben Franklin Transit to assist in the community in reducing the spread of COVID-19 and protect employees. Read the press release: <https://www.bft.org/press-release-ben-franklin-transit-takes-precautionary-measures>



5,682 People Reached

1,503

Ben Franklin Transit
Published by Ali Madison [?] · March 19 ·

UPDATE ON BFT FACILITIES:
Effective March 20, 2020, BFT offices will be closed to the public. Our Customer Service office at Three Rivers Transit Center will remain open. Riders, please keep your belongings with you on the bus as this also means Lost & Found items will be temporarily unavailable as sales are currently available as we are not collecting fares.

PHONE SUPPORT REMAINS AVAILABLE:
Mon-Fri 6am to 7pm | Sat 8am to 7pm

OUR WEBSITE IS A GREAT RESOURCE:
Routes + Schedules + Other Service Info: www.bft.org
Latest COVID-19 Info: <https://www.bft.org/covid-19/>

MOBILE TRIP-PLANNING TOOL:
Download the Transit app


REMINDERS:
We are not collecting fares on Fixed Route bus, Dial-A-Ride, and General Demand services through April 11, 2020.

We ask the public to please LIMIT NON-ESSENTIAL TRIPS to essential needs of transportation to minimize contact with others. If you do use public transit, please be mindful of social distancing (keep SIX FEET between yourself and others on the bus, including your driver).

BFT will be holding a meeting to discuss BFT's COVID-19 Supplemental Leave Program. The meeting will be conducted by phone in order to avoid potential impacts from COVID-19.

Conference Call Number: 1-408-418-9388
Participant Access Code: 629 161 826

To view the agenda, visit: bft.org/about/agendas-minutes/



Ben Franklin Transit
Published by Lori Araujo [?] · March 31 ·

926

LOOKING AHEAD...
In our ongoing effort to balance maximum connectivity to essential services with staffing considerations during this rapidly evolving situation, BFT is looking into options for service reduction. We have no such announcements at this moment, however if and when we do make those decisions, we will share the details here and on our website at www.bft.org/Covid-19.

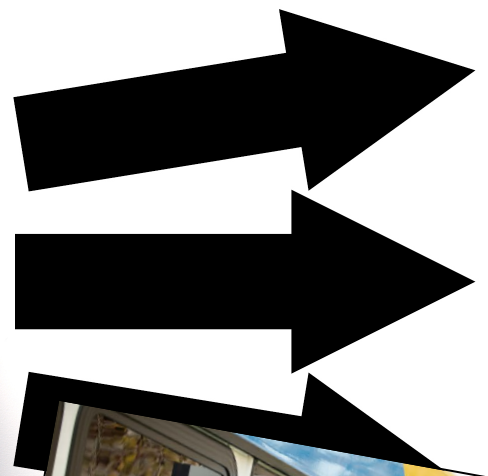
We appreciate your support as we continue providing essential services to our community as fully and safely as possible, while prioritizing the health and well-being of our valued employees.





Please read the posted info regarding coronavirus and how our team can help with prevention.

Staff-Facing Signage



LET'S PROTECT EACH OTHER:

Remember to maintain SIX FEET of distance from others, indoors or outdoors.



This information

OFFICE CLOSED

This office is **CLOSED** to the public until further notice

Phone Support Available: 509.735.5555
Mon-Fri: 6am to 7pm | Sat: 8am to 12pm

Service Info Available 24/7: bft.org

Thank you for your

Facility Signage



- **NO FARE COLLECTION**
Through APRIL 11.
- **ENTRY AND EXIT**
Through REAR DOORS only.
- **BUS RAMP BOARDING**
If needed, drivers will immediately dispatch a separate ADA-accessible vehicle.
- **SOCIAL DISTANCING ON THE BUS**
Allow at least 6 feet between yourself and others on the bus.
- Please **LIMIT NON-ESSENTIAL TRIPS.**

THANK YOU!



RIDERS

To protect our drivers, please stay back 6 feet from the bus.

Bus Signage

Also, please:

- Wash hands frequently
- Cover coughs and sneezes
- Stay home if you're sick
- Practice social distancing; stagger seats on the bus.

NOTICE NOTIFICACIÓN

NO FARE NEEDED.
NO SE NECESITA TARIFA.

ENTER THROUGH THE BACK DOORS.
ENTRAR A TRAVÉS DE LAS PUERTAS TRASERAS.



Marketing & Outreach

– Social & Digital Media Analytics



Twitter

44,464 impressions

29 new followers (2x previous quarter gain)



Facebook

131,205 total reach

134 new page Likes (96 or 72% in March)

139 new followers → total on Mar 31 = 2,308 (98 or 71% in March)

– Website Analytics

– 31,000 users

– 66,000 total sessions

– 170,245 page views (20% Home, 12% System Map/Routes, 5% Vanpool)

2020 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

2020 Goals & Initiatives	1	2	3	4	5	6	7	8
Safety First	✓	✓	✓	✓	✓	✓	✓	✓
Ridership Growth	✓	✓		✓	✓	✓	✓	✓
Agency Strategic Planning	✓	✓	✓	✓	✓	✓	✓	✓
Implementation of Operational Technology	✓	✓		✓	✓	✓	✓	✓
Agency Modernization	✓	✓	✓	✓	✓	✓	✓	✓
Alternative Fuels		✓		✓	✓		✓	✓
Board Governance & Agency Performance	✓	✓	✓	✓	✓	✓	✓	✓
Labor Relations	Contractual Requirement							

2020 Goals & Initiatives Progress

Q1	2020 Goals & Initiatives	Start Date	End Date
Safety First			
	Transit Operations Accident Prevention - Vanpool	1/2/20	12/31/20
	Major Preventable Accidents at Less than .75 per 100,000 Miles	1/2/20	12/31/20
	Implement Public Transportation Agency Safety Plan (PTASP)	1/2/20	7/15/20
	Maintain a Safe Work Environment	1/2/20	12/31/20
	Continue the Upgrade of Tools and Equipment	1/2/20	12/31/20
Ridership Growth			
	Increase Fixed Route Ridership by 3%	1/2/20	12/31/20
	Performance Monitoring and Reporting	1/2/20	12/31/20
	Contracted Service Plan and Implementation	9/15/19	12/31/20
	Community Outreach to Key Demographics	1/2/20	12/31/20
	Implement and Refine Group Travel Training Curriculum	1/2/20	12/31/20
Strategic Planning			
	Develop 2020-2025 Transit Development Plan	1/2/20	6/1/20
	Long-Range Service Plan	5/1/19	6/30/21
	Frequent Service Corridor Implementation	1/2/20	12/31/20
	Prosser/Benton City Service Analysis	1/2/20	6/5/21
	Organizational Infrastructure	1/2/20	12/31/21
	Succession Planning	1/2/20	12/31/20
	Surplus 37 DAR Vehicles that Have Exceeded Useful Life	1/2/20	3/1/20
	Right Size Fixed Route Fleet to Reflect 20% Spare Ratio	1/2/20	3/1/20

2020 Goals & Initiatives Progress (cont)

Q1	2020 Goals & Initiatives	Start Date	End Date
Implementation of Operational Technology			
	Performance Monitoring and Reporting	1/2/20	12/31/20
	Fixed Route	1/2/20	12/31/20
	Implement Asset Management Module to Track Facilities Maintenance per TAM	1/2/19	12/31/20
Agency Modernization			
	Facilities Updates	9/3/19	3/31/21
	New Transit Facilities	10/1/19	12/31/20
	System Amenities	10/1/19	12/31/20
	Agency Brand Guidelines	1/2/20	12/31/20
Alternative Fuels			
	Deliver Alternative Fuels Report Including Program Recommendations	6/19/19	11/30/19
Board Governance & Agency Performance			
	Implement Board Governance Action Report Recommendations	1/2/20	12/31/20
	Develop Agency Wide Key Performance Indicators (KPIs)	6/1/20	12/31/20
Labor Relations			
	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
	Administrative Assistants – <i>New Initiative in Q2, target dates TBD</i>	TBD	TBD



QUESTIONS?