



BFT Agency Performance

4th Quarter 2020

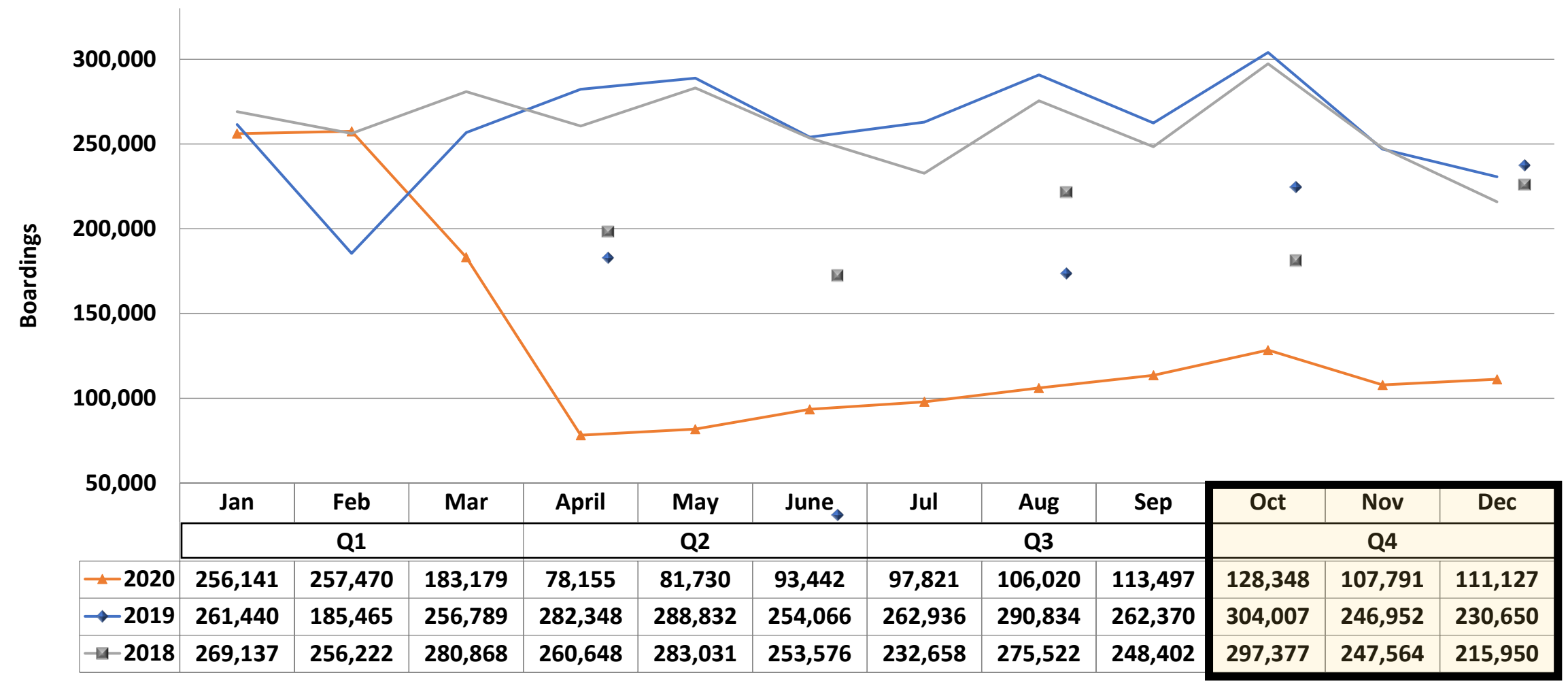
Q4 2020 Ridership

Annual Total System Boardings

2020 YTD
1,614,721

2019 YTD
3,120,955

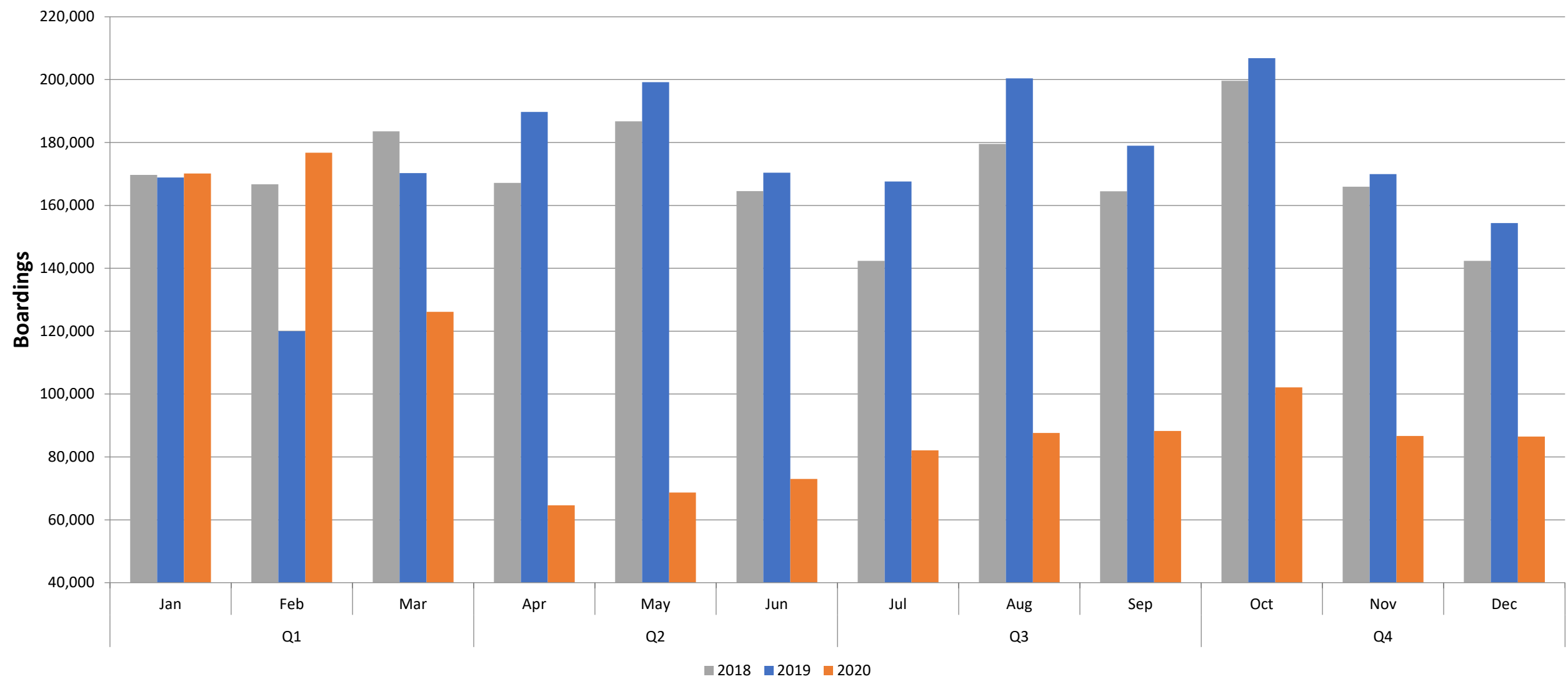
Q4 Highlight:
Early signs of recovery



Ridership Trends: **-56% in Q4**

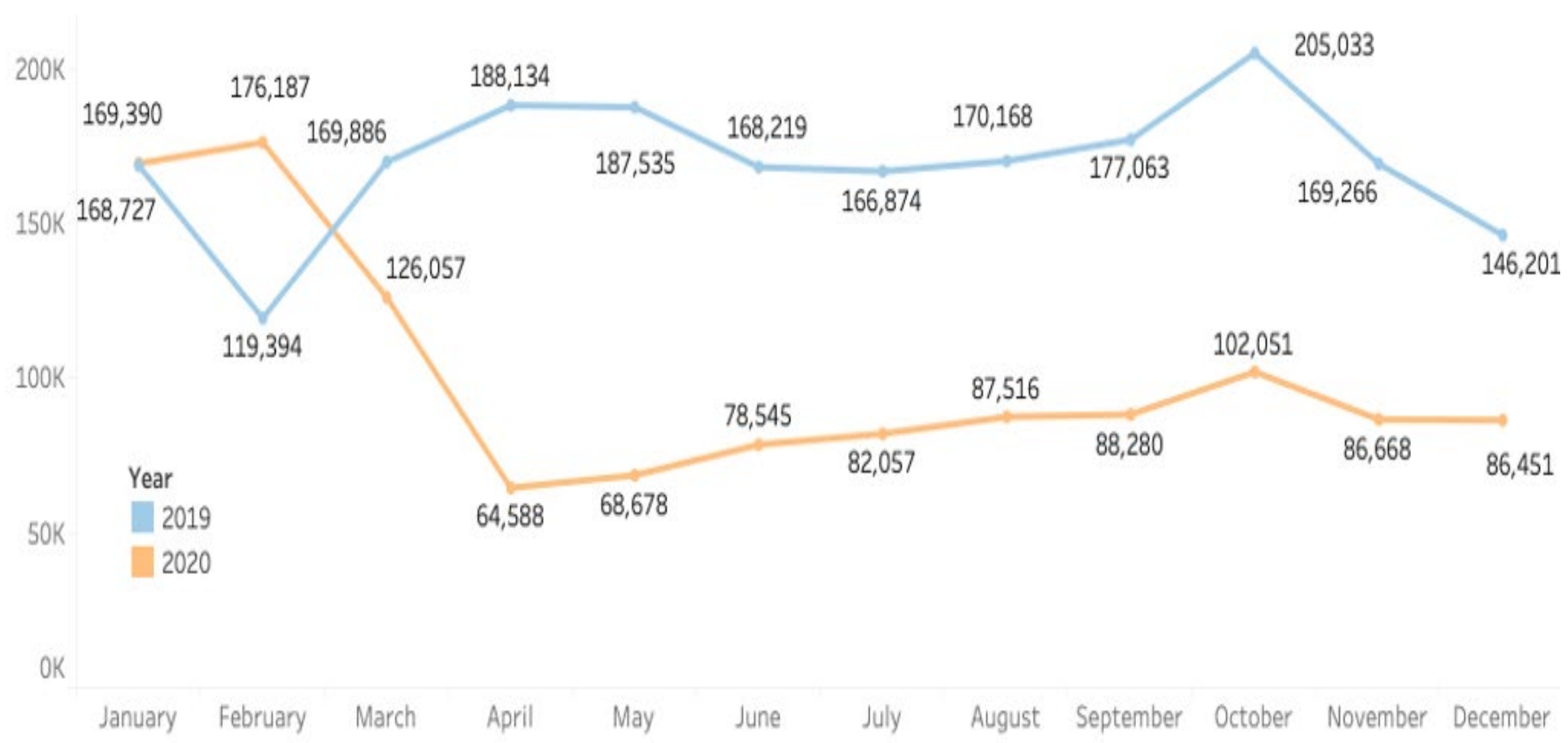


Fixed Route Performance



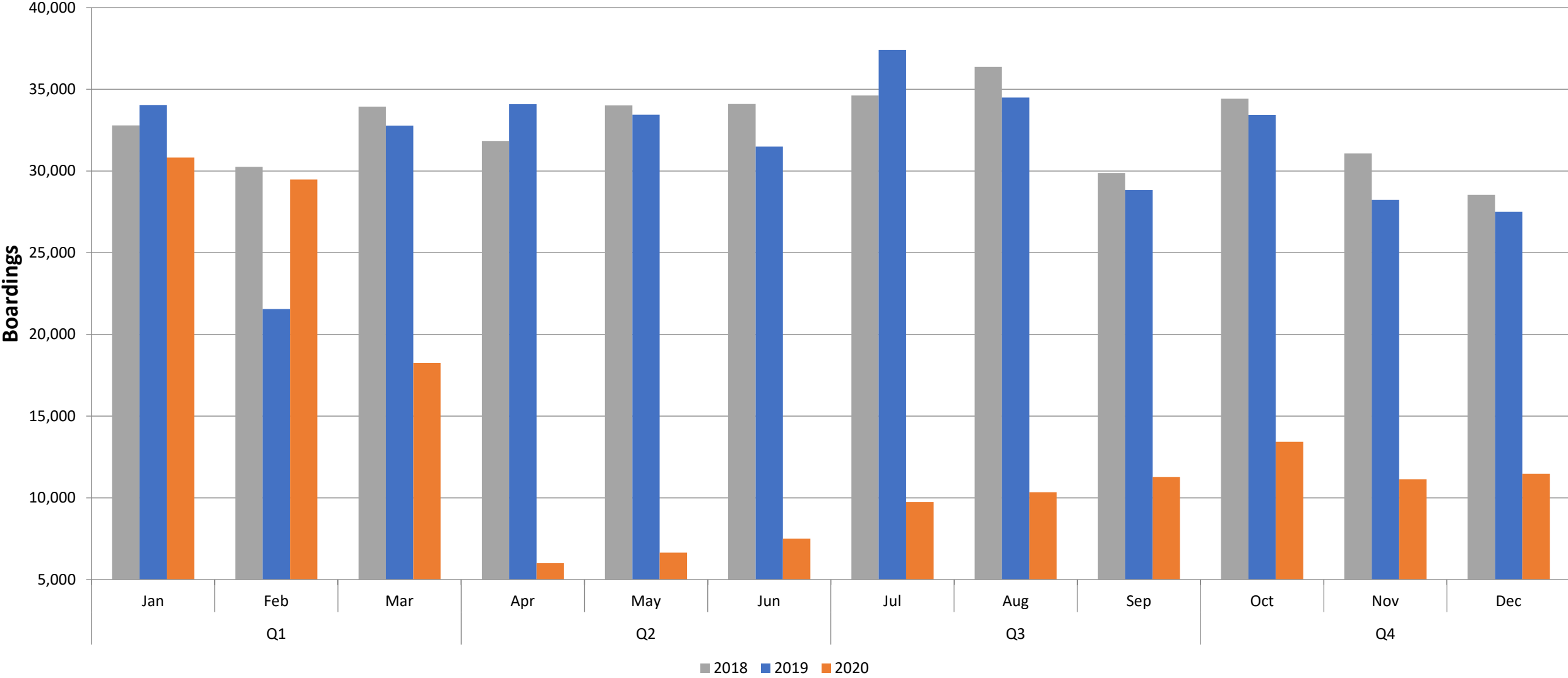
Ridership Trends: **-48% in Q4**

Fixed Route Boardings - (2019 vs 2020)



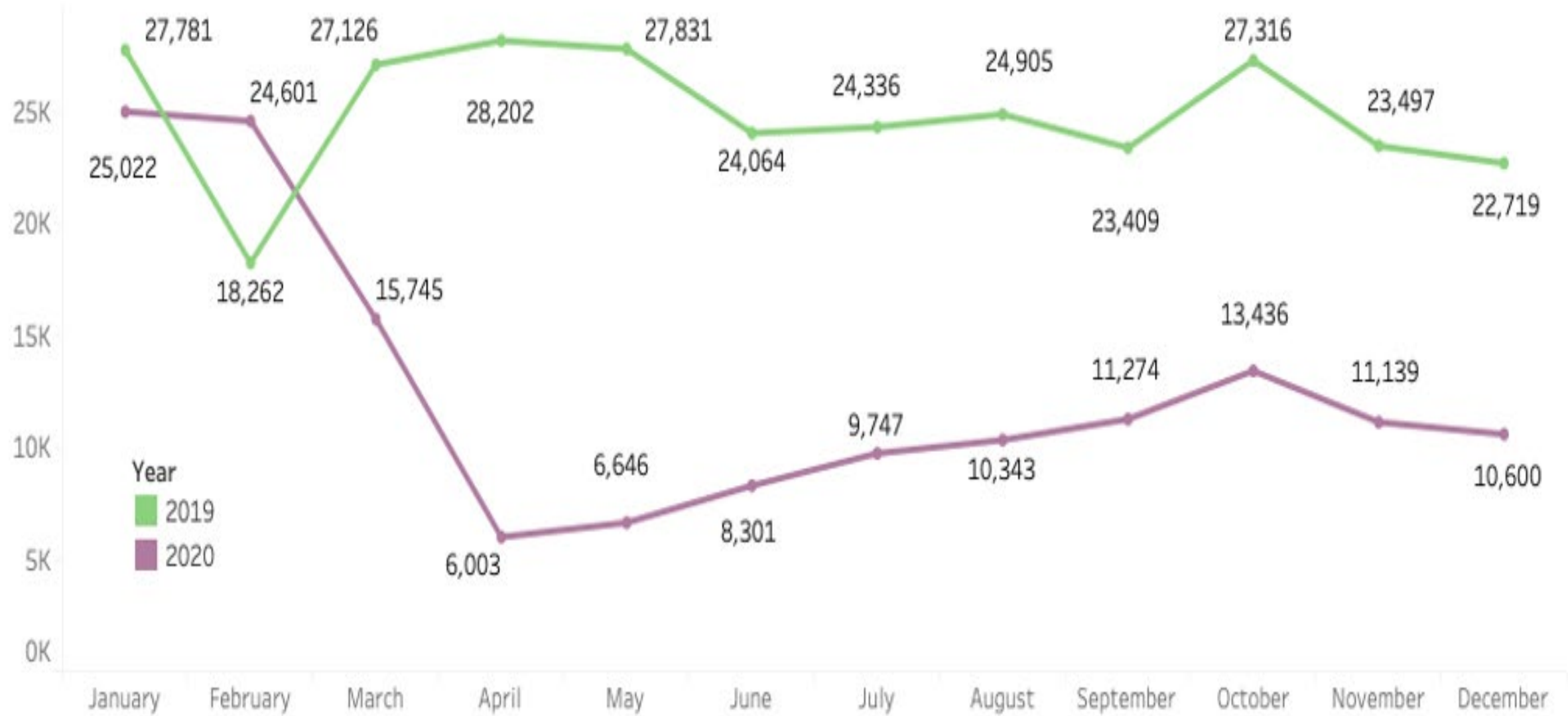


Dial-A-Ride Performance



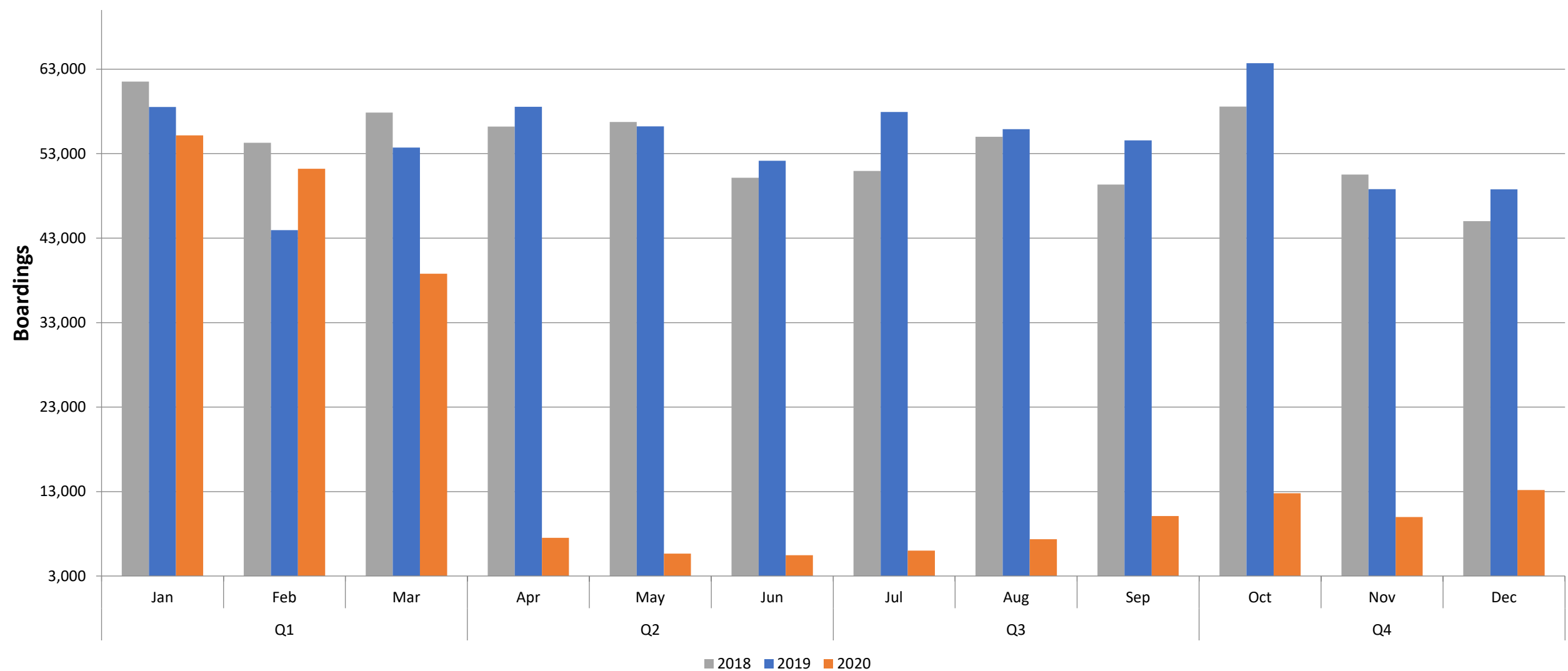
Ridership Trends: **-60% in Q4**

DAR Boardings - (2019 vs 2020)





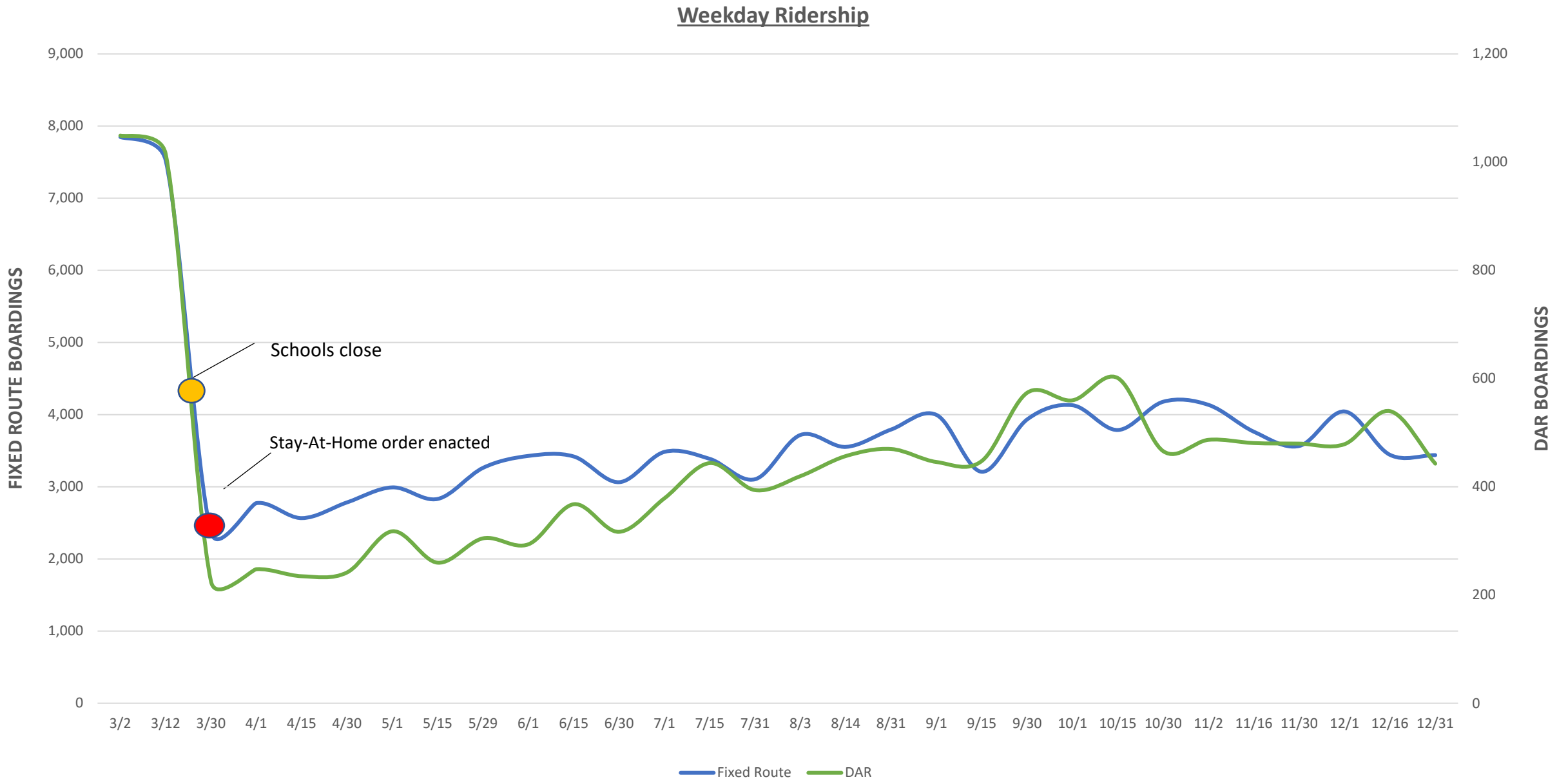
Vanpool Performance



Ridership Trends: **-78% in Q4**

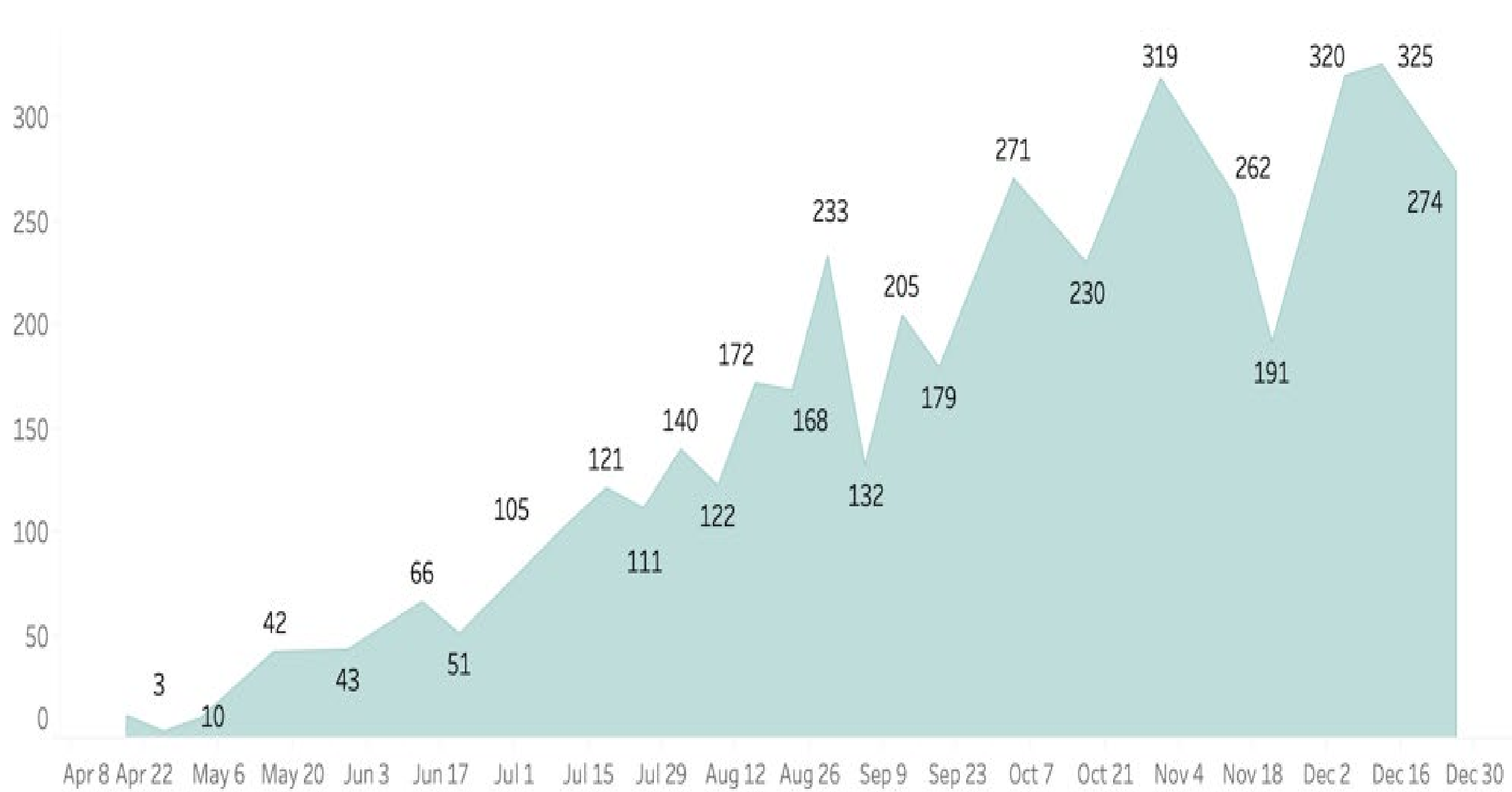
■ 2018 ■ 2019 ■ 2020

Covid-19 Ridership Trends

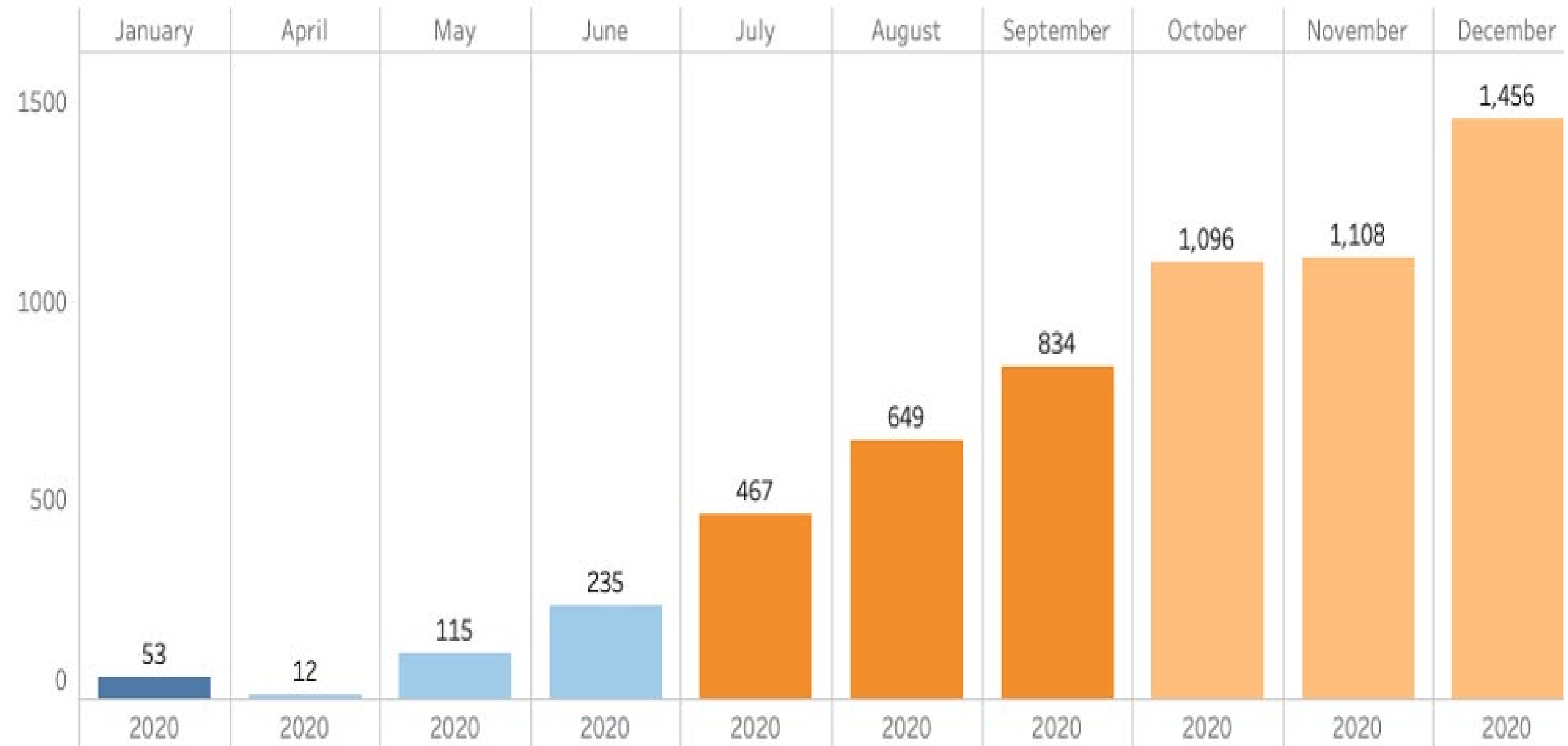




CONNECT – 2020 Pandemic Weekly Ridership



CONNECT – Boardings by Quarter Months





Marketing + Outreach

COVID-19 Response + Recovery

Community Partnerships

Planning + Preparing for 2021



COVID-19 Communications

SAFETY MEASURES

Disinfection

Fares + Entry Points

Guidance + Requirements

SERVICE RECOVERY

BFT Phased Plans




BFT'S COMMITMENT TO SAFETY

YOU'RE DOING OUR PART
CLEANING & DISINFECTING

YOU'RE DOING YOURS
WEARING FACE COVERINGS

TOGETHER, WE WILL HELP PROTECT OUR COMMUNITY



Community Outreach

HAPPY VETERANS DAY





Community Outreach



Marketing & Outreach

– Social & Digital Media Analytics



Twitter

19,193 impressions

7 new followers



Facebook

100,496 total reach

75 new page Likes | 37 new followers

– Website Analytics

- 18,700 users
- 33,800 total sessions
- 82,800 page views

The collage features several social media posts and analytics screenshots:

- Twitter Post:** "FREE FLU VACCINE EVENT – OCTOBER 31" published by Lori Araujo on October 26, 2020. Text: "Our friends at Kadlec informed us of an awesome event coming up. Kadlec along with Benton-Franklin Health District and Tri-Cities Community Health are hosting a Drive-thru & Walk-up Influenza Clinic where they will be offering FREE flu vaccines. The event will be held at Ochoa Middle School in Pasco from 9AM-12PM Saturday, Oct. 31... See More".
- Facebook Post:** "Ben Franklin Transit is a proud partner of this year's Second Harvest TURKEY DRIVE" published by Lori Araujo on November 12, 2020. Text: "FREE FOOD DISTRIBUTION EVENT: Thanksgiving Edition. We are so excited to be partnering again with Second Harvest Tri-Cities in support of their annual Turkey Drive! TRANSIT RIDERS, read on for details! WHAT'S HAPPENING... See More".
- Facebook Analytics:** Boosted on November 12, 2020 by All Madison. Completed. People Reached: 19.1K, Post Engagements: 2K. View Results.
- Facebook Live Post:** "Ben Franklin Transit was live." published by Lori Araujo on November 18, 2020. Text: "SIGNING TODAY AT NOON: BFT is providing 30 TRANSIT RIDERS an opportunity to sign-up to receive a Thanksgiving food box from Second Harvest that will include all the needed ingredients—including turkey, sides, and dessert—to prepare and enjoy a full Thanksgiving meal. We will personally DELIVER it to your home on Tuesday, November 24! Transit riders can ride to our Three Rivers Transit Center for more details are available on our Facebook page." Video duration: 0:09 / 2:56. 1,256 People Reached, 205 Engagements, 26 reactions, 1 Comment, 14 Shares.
- Facebook Post:** "OCHOA MIDDLE SCHOOL" published by Lori Araujo on October 31, 2020. Text: "DRIVE-THRU OR WALK-UP FREE COMMUNITY FLU SHOT CLINIC. For ages 19 years and older. Open to all - for uninsured/underinsured. OCTOBER 31st | 9:00am-12:00pm. DRIVE-THRU OR WALK-UP Free transportation is available through Ben Franklin Transit. Please wear your FACE MASK and clothing allow easy access to your upper arm. OCHOA MIDDLE SCHOOL 1801 E. Sheppard St. Pasco, WA 99301. Visit bft-ha.org for more info." 5,616 People Reached, 452 Engagements, 32 Shares.

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	Q2	Q3	Q4	2020 Goals & Initiatives	Start	End	Revised
Safety First							
Red	Green	Green	Green	Transit Operations Accident Prevention - Vanpool	1/2/20	12/31/20	
Green	Green	Green	Green	Major Preventable Accidents at Less than .75 per 100,000 Miles	1/2/20	12/31/20	
Yellow	Green	Green	Green	Implement Public Transportation Agency Safety Plan (PTASP)	1/2/20	7/15/20	12/31/21
Green	Green	Green	Green	Maintain a Safe Work Environment	1/2/20	12/31/20	
Yellow	Green	Green	Green	Continue the Upgrade of Tools and Equipment	1/2/20	12/31/20	
Ridership Growth							
Red	Red	Red	Red	Increase Fixed Route Ridership by 3% → Restore Fixed Route Ridership	1/2/20	12/31/20	12/31/22
Green	Green	Green	Green	Performance Monitoring and Reporting	1/2/20	12/31/20	12/31/21
Green	Green	Green	Green	Contracted Service Plan and Implementation	9/15/19	12/31/20	
Yellow	Yellow	Yellow	Yellow	Community Outreach to Key Demographics	1/2/20	12/31/20	12/31/21
Yellow	Yellow	Yellow	Yellow	Implement and Refine Group Travel Training Curriculum	1/2/20	12/31/20	12/31/21
Strategic Planning							
Green	Green	Green	Green	Develop 2020-2025 Transit Development Plan	1/2/20	6/1/20	8/31/20
Green	Green	Green	Green	Long-Range Service Plan	5/1/19	6/30/21	6/30/22
Yellow	Green	Green	Green	Frequent Service Corridor Implementation	1/2/20	12/31/20	6/5/22
Yellow	Yellow	Red	Yellow	Prosser/Benton City Service Analysis	1/2/20	6/5/21	9/30/21
Yellow	Green	Green	Green	Organizational Infrastructure	1/2/20	12/31/21	
Green	Green	Green	Green	Succession Planning	1/2/20	12/31/20	12/31/21
Green	Green	Green	Green	Surplus 37 DAR Vehicles that Have Exceeded Useful Life	1/2/20	3/1/20	12/31/20
Green	Green	Green	Red	Right Size Fixed Route Fleet to Reflect 20% Spare Ratio	1/2/20	3/1/20	5/14/20



Q1	Q2	Q3	Q4	2020 Goals & Initiatives			Start	End	Revised
Implementation of Operational Technology									
				Performance Monitoring and Reporting	1/2/20	12/31/20	6/30/21		
				Fixed Route	1/2/20	12/31/20	6/30/23		
				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	3/31/21		
				New Transit Facilities	10/1/19	12/31/20	12/31/23		
				System Amenities	10/1/19	12/31/20	12/31/22		
				Agency Brand Guidelines	1/2/20	12/31/20			
				Administration	1/2/20	12/31/22			
Alternative Fuels									
				Deliver Alternative Fuels Report Including Program Recommendations	6/19/19	11/30/20			
Board Governance & Agency Performance									
				Implement Board Governance Action Report Recommendations	1/2/20	12/31/20	12/31/21		
				Develop Agency Wide Key Performance Indicators (KPIs)	6/1/20	12/31/20	12/31/21		
Labor Relations									
				Fixed Route Operators	1/2/19	12/31/20	Ratified		
				DAR Drivers/Reservationists	1/2/19	12/31/20	Ratified		
				Maintenance	1/2/19	12/31/20	Ratified		
				DAR Dispatchers/Schedulers	1/2/19	12/31/20	Ratified		
				Administrative Assistants – <i>New Initiative in Q2, target dates TBD</i>	1/2/20	3/31/21			



QUESTIONS?