



BEN FRANKLIN TRANSIT

Board of Directors

Q1

Performance Report

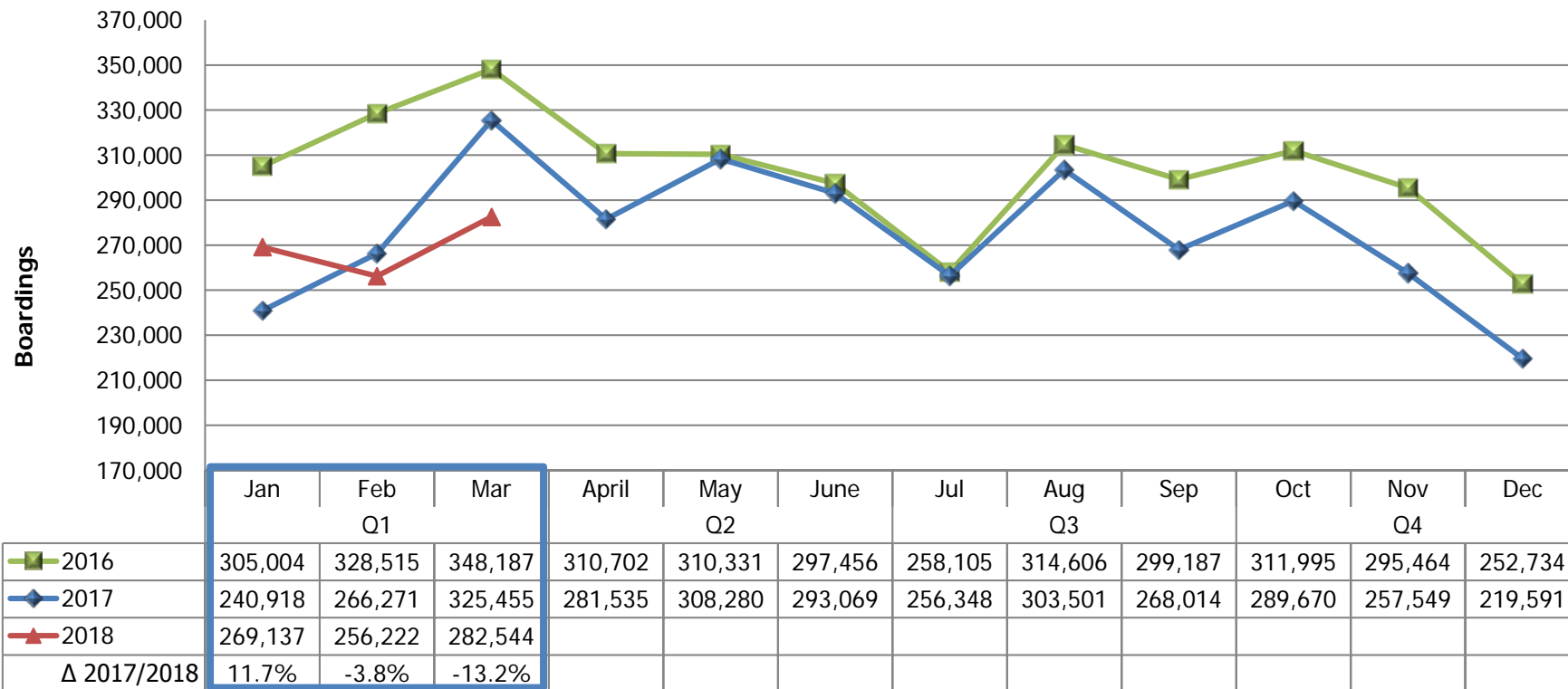
April 2018

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

Q1 System Boardings

	<u>*2018 YTD</u>	<u>2017 YTD</u>	<u>% Change</u>
Total Boardings	807,903	832,644	-3%

*February & March 2017 estimates for Vanpool



Marketing & Outreach

January-March 2018



Marketing & Outreach

Transit Center Kiosks & Signs

Transit
BEN FRANKLIN TRANSIT

150

KENNEWICK / BLUE BRIDGE / PASCO

Three Rivers Transit Ctr / 22nd Ave Transit Ctr / Dayton Transfer Point via:
 Young • Grandridge • Columbia Center • Clearwater • Hwy 395 • 22nd Ave
 20th Ave • Court • 1st Ave • Sylvester • 4th Ave • Lewis • 10th Ave
 Columbia • Washington • 6th Ave • Dayton

735-5100 | BFT.ORG





Marketing & Outreach



We're going places.

MyRide.bft.org
Plan your route.
See real-time bus status,
location, and capacity.

FREE On-Board Wi-Fi
for all riders!

Expanded Hours
Mon-Fri 6am-8pm
Saturday 7am-7pm

Seniors (65+) Ride FREE!
So do children age 5 and younger!

<p>MONTHLY FREEDOM PASS - \$50</p> <p><small>Covers regular fixed route service areas, plus seasonal services, premium fare services (including Taxi Feeder Services, Night Services and Sunday Service) and Dial-A-Ride service outside of designated service areas.</small></p>		<p>➔ FIXED ROUTE BUS FARES ◀</p>	
<p>SENIORS (Age 65+) FREE</p> <p>ADULTS</p>	<p>CHILDREN (Age 5 and under) FREE</p> <p>YOUTH (Grades K-12)</p>	<p>Single Trip \$1.50</p> <p>Day Pass (available from driver) \$4.00</p> <p>10-Ride Ticket \$12.50</p> <p>Monthly Pass \$25.00</p>	<p>Single Trip \$1.00</p> <p>Day Pass (available from driver) \$4.00</p> <p>10-Ride Ticket \$8.00</p> <p>Monthly Pass \$14.00</p>
<p>REDUCED FARES for Medicare Cardholders & Disabled Persons* <small>(Non-Dial-A-Ride eligible; BFT ID, required for reduced fare)</small></p>			
<p>Single Trip \$0.75</p> <p>10-Ride Ticket \$6.00</p>	<p>Monthly Pass \$12.50</p>		



* Please call BFT Customer Service at 509.735.5100 to inquire about eligibility for reduced fares.

Targeted Rider Outreach



Marketing & Outreach

2017 Art Contest Wrap-Up





Marketing & Outreach

Driver Appreciation Day



- **Mid-Columbia Library Bus Pass Program**
- *Where's Lalo?* radio campaign
- **Winter Olympics Ad Sponsorship**
- **New Director of Marketing & Communications**

Digital Outreach

Social Media Analytics

- **Twitter**
 - **18,373** impressions, **24** new followers
- **Facebook**
 - Increased post interactions from **956 to 980 (+24)**
 - Increased Followers from **960 to 1,014 (+54)**
 - Average of **25** page views a day

Website Analytics

- Average site visits remained steady at approx. 3,000/week



2018 Major Goals & Initiatives

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

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)	✓	✓		✓	✓	✓	✓	✓

Scorecard Update

Q1	Q2	Q3	Q4	2017 Goals & Initiatives	Start Date	Completion	Revised Completion
●				▫ Safety First (Fleet & Service)	01/02/18	12/31/18	
●				▫ Comprehensive Service Plan (Monitoring & Community Outreach	09/18/17	12/31/18	
●				▫ Facility Upgrades/Amenities Study Implementation	01/02/18	12/31/18	
●				▫ Leadership and Staff Development	01/02/18	12/31/18	
●				▫ Comprehensive Employee Program Review	01/02/18	12/31/18	
●				▫ Transit Technology (Updates & Monitoring)	01/02/18	12/31/18	