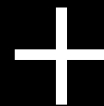
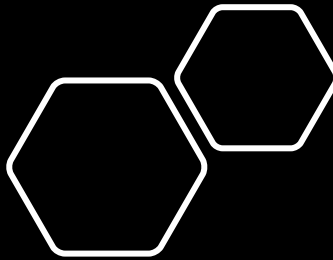
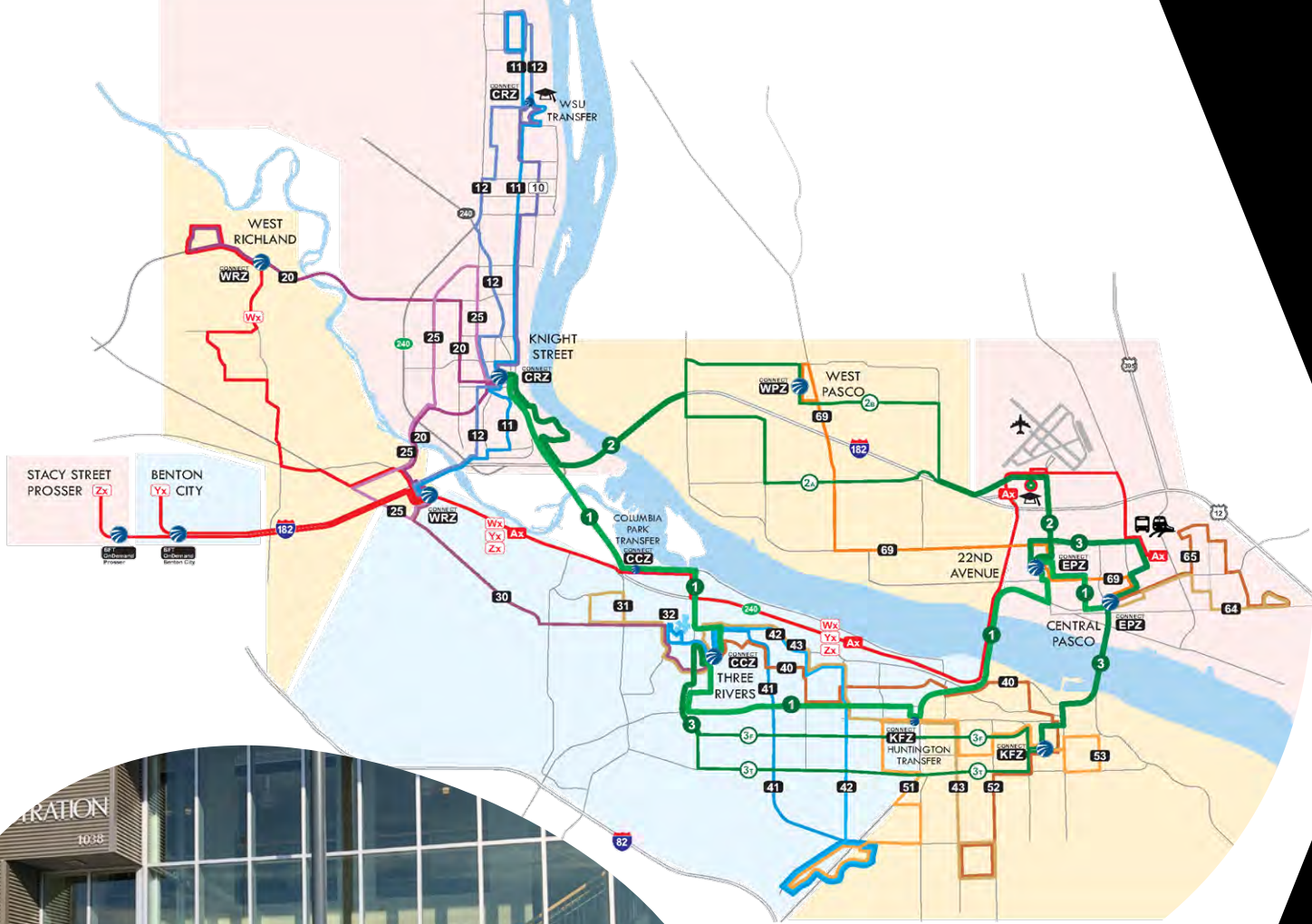




# On-Demand Transit in the Tri Cities

A “many-to-few” service model giving broad access to users as a means to overcome “motordom” land use and street design...





# NETWORK CONCEPT

*a work in progress*

- EXPRESS** regional travel  
*faster but less frequent*
- METRO** 12-15 minute routes  
*core network between hubs*
- LOCAL** 20-30 minute routes  
*higher demand areas to hubs/centers*
- CONNECT** on-demand  
*low demand areas to hubs/centers*
- More Transit Hubs**  
*connections in destinations/centers*







# KEY SERVICE PARAMETERS

**Transit Hubs and Centers** *near activities/destinations*  
*priority* **ACTIVE METRO LOCAL CONNECT EXPRESS**

**Park-and-Ride Lots** *catching commuters, including trail network*  
*priority* **EXPRESS METRO CONNECT LOCAL ACTIVE**

## CONNECT

- 15 minutes before first bus to 15 minutes after last bus
- Maximum 15-minute wait (aligns to METRO connections)
- Universal access (WAVs, to include future bike access)

# RATIONALE FOR BFT'S CONNECT APPROACH

## PLANNING AND DESIGN OBSTACLES

- Low density land use (areas with low ridership waste fixed-route resources)
- Poor site design from bus stop to door (sometimes we serve the front door)
- Disconnected streets (access where bus route design is a geometric puzzle)
- Inaccessible and uncrossable streets
- Natural and manmade barriers
- Dangerous infrastructure for pedestrians and cyclists (traffic speed and volume)
- Missing infrastructure for pedestrians and cyclists (just cannot cross the gap)

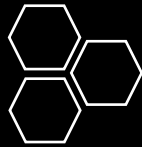
## EQUITY PROBLEMS

- Are everywhere: Low income and minority populations still need access to jobs, shopping, medical services, etc. which are typically in other parts of the city or region.
- Affect all abilities: Not everyone with a mobility limitation is ADA-eligible, but they still need a ride.
- Are not ours to determine: Broad service model means we do not pick the winners and losers; everyone has access. But when we see a gap, we address it.





# EXPECT THE UNEXPECTED



## OBSTACLES

- Service planning and delivery are constrained by software limitations.  
*Needs a fix; flexibility is key.*
- Implementation of antiquated non-tech fare collection and transfer process

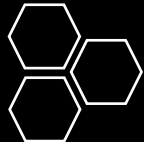
## CONCERNS

- “Anywhere to transit hubs” offers trip redundancy... a “backup plan”... but this need is not well-understood by many who work in transit.  
*User-friendly: Missed bus? catch CONNECT.  
Versus “unserved area to nearest bus stop” which is not technically practical or desirable... increases empty vehicle time/emissions between trips and reduces possibility of aggregated shared rides.*

## ISSUES

- We didn’t plan for every detail.
- We did not consider the possibility of rider “coercion” for non-designated destinations.  
*Solutions in progress*
- We didn’t expect weird events.  
*One-off events that are so unique that ongoing “lessons” are not really applicable.*





BEN FRANKLIN TRANSIT  
**CONNECT**

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# SERVICE OVERVIEW

## Hours of Operations

Service hours are designed to make sure riders can get to the first bus in the morning and from the last bus at night.

- Monday – Friday: 5:45 a.m. – 10:15 p.m.
- Saturdays: 6:45 a.m. – 10:15 p.m.
- Sundays: 7:45 a.m. – 6:45 p.m.

\* CONNECT follows the same [holiday schedule](#) as BFT's bus service.

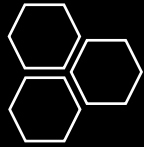
\* In poor weather and unsafe road conditions, CONNECT service may be restricted. For the most up-to-date service information, please check the **Via app** or call **509.204.4189**.

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## How much does CONNECT Cost?

- CONNECT costs the same as BFT bus fares. Payment is made via the app or in person with exact cash: **\$1.50 per ride** or **UNLIMITED** rides with a monthly pass!





BEN FRANKLIN TRANSIT  
**CONNECT**

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# PERFORMANCE

## Performance at a Glance

Average data since reinstating intra-zonal service design (January 17 - April 10, 2022)

### Rider Growth

**298 active riders/month**

↑9% from 1/10 week to 4/4 week

**1,769 rides/month**

↑38% from 1/10 week to 4/4 week

**2,758 requests/month**

↑34% from 1/10 week to 4/4 week

### Quality

**4.8/5 ride rating**

Consistent across Jan - Mar

**13.9 min wait time**

↓26% from 1/10 week to 4/4 week

**83% ride acceptance rate**

↑2% from 1/10 week to 4/4 week

### Efficiency

**2.1 utilization (average)**

↑11% from 1/10 week to 4/4 week

**3.2 utilization (peak)**

↑39% from 1/10 week to 4/4 week

**20% shared-ride rate**

↑18% from 1/10 week to 4/4 week



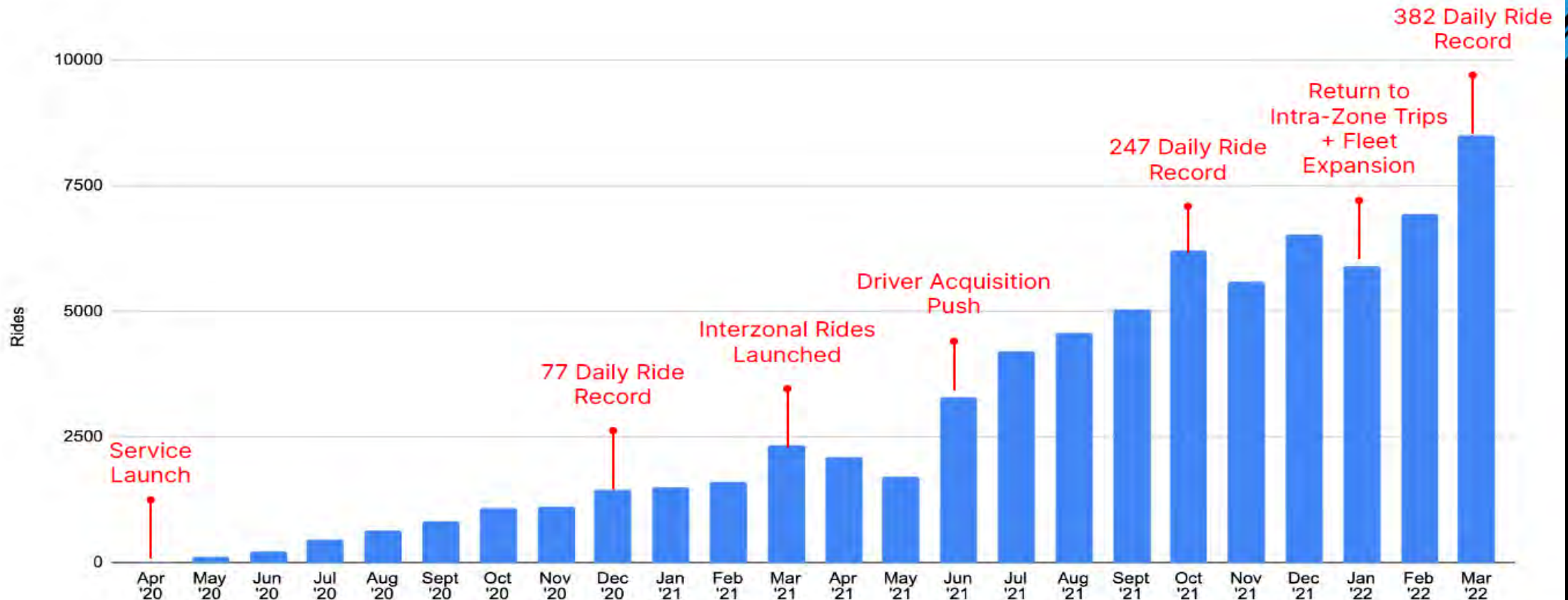
# GROWTH



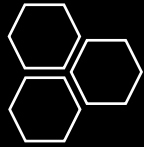
BEN FRANKLIN TRANSIT  
**CONNECT**

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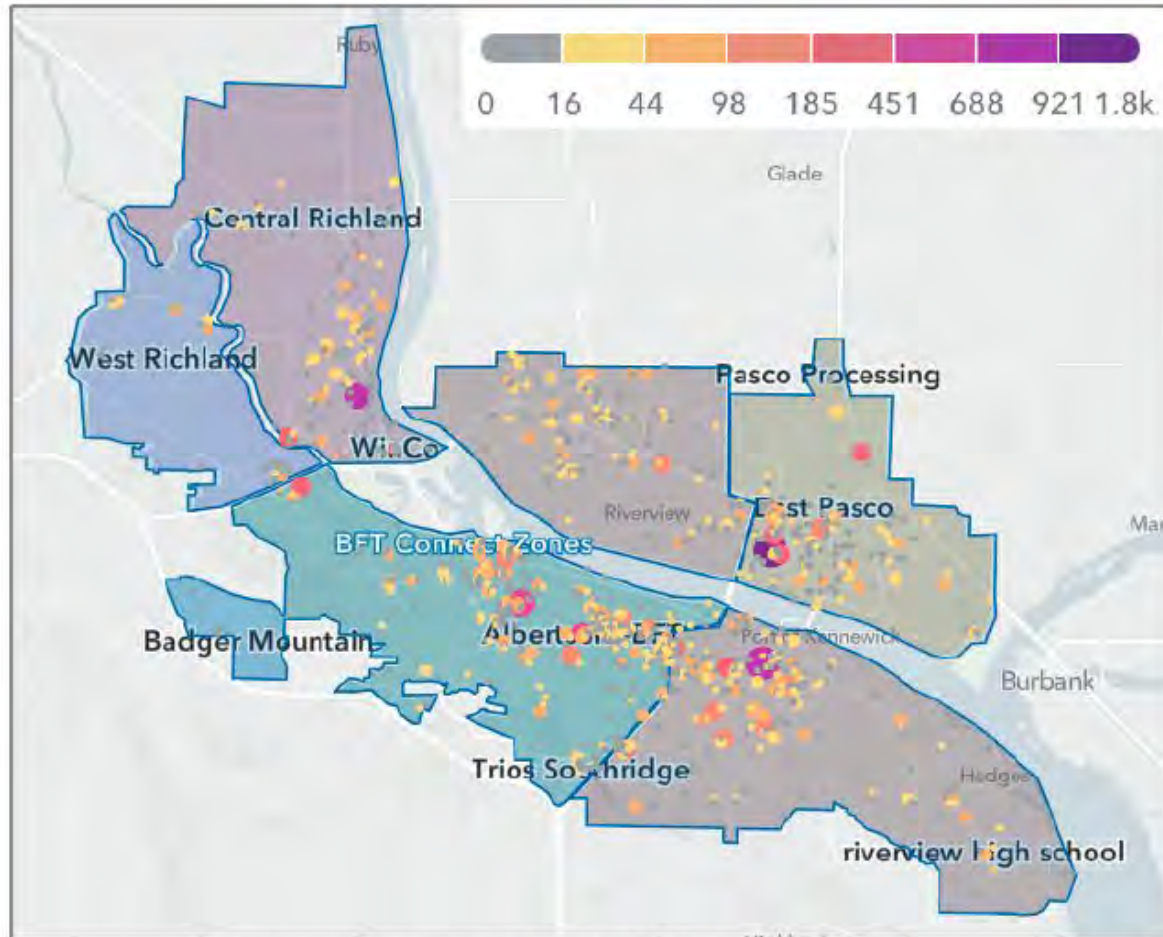
Ridership has steadily grown since launch two years ago.







# WHO'S RIDING?



*\*Based on January - March 2022 ridership data*

	TOTAL
Zone Size (square miles)	122
Population (residents)	218,300
% of People in Poverty	14%
% of People Who Are Non-White	43%
Average Rides/Week*	1,769
Rides Per 1,000 Residents	8.1

*\*Based on 1/17 - 4/10/2022 ridership data*



QUESTIONS?