



SENIOR MANAGER OF CUSTOMER EXPERIENCE

\$78,358 - \$117,538

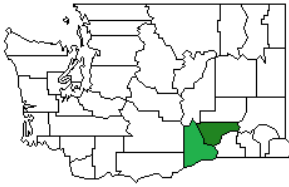
Plus Excellent Benefits
Relocation Packet Negotiable

Apply by
January 8, 2023
(First Review, Open Until Filled)

PROTHMAN



WHY APPLY?



Located among the Columbia, Yakima, and Snake Rivers in south-eastern Washington, Ben Franklin Transit provides public transportation for people who live and work in both Benton and Franklin County. The area averages 300 days of sunshine a year, allowing residents and visitors to enjoy a multitude of outdoor activities, from water sports to golf to wine touring to outdoor theater.

Ben Franklin Transit (BFT) is a highly regarded agency and enjoys a great workplace culture and environment that is built on trust, pride, and teamwork. The agency has been recognized as one of the “Most Improved Transit Systems in the United States” by Metro Magazine.



BFT General Manager Rachel Glazier was hired in 2022 and is well known in the transit industry for her forward thinking, creativity, innovation, and team building. This is an excellent opportunity for the right candidate to work alongside a developing executive leadership team with exceptional leadership to provide excellent customer service and vision to a vibrant community and an organization with a bright future!



THE REGION

Embedded in the heart of wine country and a rich agriculture community, Richland is located at the confluence of the Snake, Yakima, and Columbia Rivers and its sister cities of Kennewick, Pasco, and West Richland make up the Tri-Cities (population 283,000), fourth largest metropolitan area in Washington State.

Because of the mild climate and an abundance of warm, clear sunny days each year, Tri-City residents can enjoy a variety of outdoor recreation activities including hiking the trails of Badger Mountain, water-skiing or kayaking on the Columbia River, hitting the links at one of the ten beautiful golf courses, or horseback riding through Red Mountain wine country. The Tri-Cities is also a sports-minded community, providing many public athletic facilities and two professional sports teams: Tri-City Americans WHL Ice Hockey and Tri-City Dust Devils, a professional Single A affiliate of the San Diego Padres. The region has its share of fine sports venues in the mix, boasting state-of-the-art softball fields and many soccer and baseball fields. Residents enjoy the Tri-Cities’ unique local flavor, excellent school system, low crime rate, diverse recreational opportunities, and regional attractions. Richland is just a few hours’ drive from the major urban centers of Seattle, Spokane and Portland, and the Tri-Cities Airport has direct flights to Seattle, Denver, Salt Lake City, Las Vegas, Minneapolis, Los Angeles, Phoenix and San Francisco.

For more information about the Tri-Cities area, visit:

- www.visittri-cities.com
- www.tricityregionalchamber.com
- www.tridec.org

THE ORGANIZATION

Ben Franklin Transit is a municipal corporation, which provides public transportation services in a 616 square mile area located in Benton and Franklin Counties. The area includes the cities of Kennewick, Pasco, Richland, West Richland, Benton City, Prosser and certain unincorporated areas of Benton and Franklin County. The service area contains a population of approximately 283,000 residents.

Ben Franklin Transit was formed May 11, 1981, when the voters in the service area voted to levy a 0.3% sales tax to support public transit. In 2002, BFT received an additional 0.3% increase, and in 2012, Ben Franklin Transit was classified as a Large Urban Transit. BFT has a 2022 operating budget of \$58.8M and a current capital budget of \$83.6M which is balanced with 2022 Operating Revenues, Federal/State Awards and Reserves. BFT employs 374 full and part-time employees, both union and non-union. BFT offers innovative choices when it comes to public transportation.

In September 2017, BFT launched a comprehensive fixed-route service change which established 17 fixed routes and added 28,000 hours of service. This service expansion was accompanied by technology upgrades including mobile data terminals for Operators, GPS activated visual and audible announcements, automated passenger counters, performance data tracking and reporting software for NTD reporting and Wi-Fi modems for an enhanced customer experience. BFT also provides paratransit (Dial-A-Ride) services to the Public Transit Benefit Area (PTBA), Night and Sunday Service, and Demand Response services, as well as connector services for outside of BFT’s PTBA.



In 2019 combined ridership for all modes of service totaled 3,126,689. In 2020, the agency had 5,459,091 revenue miles and 293,648 revenue hours. Current active projects within BFT’s 6-year capital plan total \$153.3M; 48% of this investment will come from local funds, demonstrating the financial strength of the organization. \$8 million has been set aside for amenities upgrades over the next five years.

BFT has had several achievements including the City of Richland’s “Green Business of the Year” award and the Governor’s Award for Pollution Prevention and Sustainability. In 2008, Ben Franklin Transit set all-time ridership records with just over 5.5 million passenger boardings.

Ben Franklin Transit is governed by an appointed ten-member Board of Directors. The Board consists of two Franklin County commissioners, one Benton County commissioner, and a city council member from each of six cities within BFT’s service area, and one non-voting Union Representative. The overall management of BFT is divided into five departments including Fleet and Facilities, Human Resources and Labor Relations, Marketing and Communications, Planning and Service Development, and Administrative Services. As a community partner, BFT provides over 34,800 rides each year to special events such as the annual Columbia Cup Unlimited Hydroplane Race and Air Show, Benton County Fair, Cable Bridge Run, and Art in the Park.

THE POSITION

Under the direction of Chief People Officer, the Senior Manager of Customer Experience will plan, manage, and direct activities that promote positive customer experience to the community to increase and retain customers while working to strengthen the Agency’s brand and reputation. This position will also oversee communications, customer service, and Americans with Disabilities Act (ADA) community operations, and build strategy and vision related to marketing and communication of outreach programs designed to increase public awareness and ridership. This position will establish Key Performance Indicators for continuous operational and customer satisfaction improvement and determine methods of correction necessary to achieve and sustain desired results. For a full job description and to view all responsibilities, please view the attachment found [here](#).

EDUCATION & EXPERIENCE

A Bachelor's degree in Communications, Business Administration, Public Administration or a related field, and five (5) years of experience in a customer service environment with two (2) of those years in a supervisory role, or any equivalent combination of experience, education, and training is required. Candidates must possess or obtain a valid driver's license. The ideal candidate will have experience working in a public sector environment.



COMPENSATION & BENEFITS

- **\$78,358 - \$117,538 DOQ**
- Medical & Vision
- Dental
- Life and AD&D
- Short and Long-Term Disability
- Employee Assistance Program
- BFT Funded Health Reimbursement Account
- Flexible Spending Account
- Competitive Paid Leave Program
- Public Employees' Retirement System (PERS)
- Optional Deferred Compensation / 457 Plans
- Optional Supplemental Insurance
- 6 Holidays & 2 Floating Holidays

For more information on Ben Franklin Transit, please visit:

www.bft.org

Ben Franklin Transit is an Equal Opportunity Employer. All qualified candidates are strongly encouraged to apply by **January 8, 2023** (first review, open until filled). Applications, supplemental questions, resumes and cover letters will only be accepted electronically. To **apply online**, go to www.prothman.com and click on "**Open Recruitments**", select "**Ben Franklin Transit, WA – Senior Manager of Customer Experience**", and click "**Apply Now**", or click [here](#). Resumes, cover letters and supplemental questions can be uploaded once you have logged in.



www.prothman.com

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