



Fiscal Year
2019
Annual
Report

GATRA On Demand Service



Greater Attleboro Taunton
Regional Transit Authority

10 Oak Street, Taunton, MA 02780
508-823-8828

www.gatra.org

Created in 1974 by Massachusetts General Laws Chapter 161B, the Greater Attleboro Taunton Regional Transit Authority provides comprehensive affordable public transportation services to meet the mobility needs of people throughout 28 member communities in southeastern Massachusetts. GATRA transit services include fixed-route bus service, paratransit (Dial-A-Ride) service for people with disabilities and senior citizens, Medicaid and Human Service transportation for MassHealth recipients, commuter rail connection services and micro transit offerings. Funding for GATRA comes from local, state and federal sources.

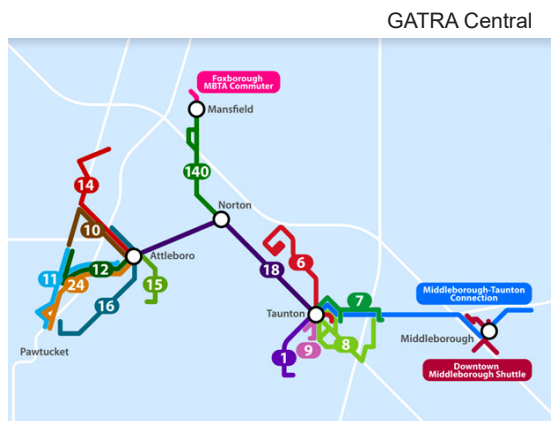
The GATRA Service Area and Participating Communities

- Attleboro
- Bellingham
- Berkley
- Carver
- Dighton
- Duxbury
- Foxborough
- Franklin
- Hanover
- Kingston
- Lakeville
- Mansfield
- Marshfield
- Medway
- Middleborough
- Norfolk
- North Attleboro
- Norton
- Pembroke
- Plainville
- Plymouth
- Raynham
- Rehoboth
- Scituate
- Seekonk
- Taunton
- Wareham
- Wrentham

GATRA Service Area



GATRA Fixed Route Systems



GATRA East



GATRA West



Message from the Administrator

Communities thrive when everyone has access to opportunities and resources. At the Greater Attleboro-Taunton Regional Transit Authority (GATRA) we take pride in providing public transportation services that not only reflect the region's changing priorities but also deliver safe, courteous, and cost-effective transportation solutions to all people throughout the GATRA service area.

For the first time in 15 years, GATRA implemented a fare increase for both the fixed route and paratransit service in Fiscal Year 2019. The fixed route one-way fare increased from \$1.00 to \$1.50 and the one-way paratransit base fare increased from \$1.25 to \$1.75. A new fare category for ADA level transportation was also established. People with disabilities approved for ADA level service now pay \$3.00 each way.

In FY 2019, GATRA launched several innovative demand-response offerings, including GATRA On Demand, a new transit service that is available for riders in Mansfield and Foxborough. On Demand allows passengers to request a ride using a TransLoc app on their Smartphone. The service area includes locations along the Rt. 1, 140 and 106 corridors in Mansfield, Foxborough and Plainville. The service has been a great success and GATRA is proud to have played a vital part in helping our customers to get where they need to go.

GATRA also forged several important partnerships this past year. In the Plymouth area, GATRA worked with the Greater Plymouth Area Social Responsibility Consortium to develop the TPP Transportation Pilot Program for seniors and persons with disabilities. This program allows TPP members to book rides for their clients using Uber or Lyft. Additionally, GATRA joined forces with the town of Wareham to put into operation a seasonal beach shuttle in the Onset Beach area.

In FY 2019, GATRA completed several important capital improvement projects in Attleboro, North Attleboro and on the South Shore. GATRA staff contracted with a web development company to redesign the company website; designed and printed new schedules; and made "Real Time" bus information available in Attleboro and Taunton.

And, looking forward, as public transportation continues to evolve, GATRA is ready to develop and implement the best-in-class innovative solutions that put customers first and keep us operating at the highest level of efficiency.

Francis J. Gay

**Administrator,
Greater Attleboro Taunton Regional Transit Authority**





ACCOMPLISHMENTS



New Service Accomplishments:

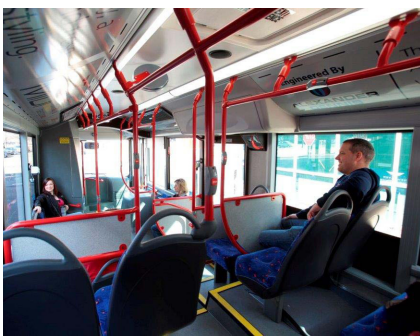
- **Expanded Service on the Wareham-New Bedford Connection**
- **Launched GATRA On Demand** - A new micro transit service in the Mansfield area.
- **Launched the TPP Transportation Pilot Program** - A new on-demand service for seniors and persons with disabilities in Plymouth.
- **Piloted Onset Beach Shuttle**

Additional Improvements:

- **Constructed New Bus Hub in North Attleboro**
- **Completed Transit Oriented Development in Attleboro**
- **Made MBTA Station Improvements in Attleboro and Mansfield**

Capital Accomplishments:

- **Purchase of New Buses**
Two (2) new buses were delivered and placed into service during the fiscal year. These new buses are 30' in length and will be used in the Attleboro-Taunton fixed-route system.
- **Purchase of New Mini Buses**
During the fiscal year, GATRA purchased eight (8) new mini buses to be used throughout the GATRA system.
- **Van Replacement**
During the fiscal year, GATRA purchased seven (7) passenger vans. These new vans replaced aging Dial-A-Ride vehicles throughout the GATRA system.



GATRA purchased two 30 ft. buses, 8 new mini buses and 7 passenger vans in FY 2019

PLANNING

Planning Accomplishments:

State Wide Public Transit Process – During the fiscal year GATRA participated in meetings of the Massachusetts Association of Regional Transit Authorities (MARTA) which covered issues relating to state funding of public transportation beyond the greater Boston area.

At the same time, GATRA continues to rely on its own Regional Transit Plan which was adopted in 2016 as its guiding document in looking at new services or improvements to the system. Unfortunately, a lot of which was identified in the plan requires new operating assistance and this has not become a reality with state funding partners.

At the same time, GATRA continues to work with the Legislature to educate our state representatives about the necessity for additional services and funding which can be used to meet regional transportation needs.

GATRA continues its transit planning contract with its regional planning agency, Southeastern Regional Planning and Economic Development District (SRPEDD). SRPEDD staff conducts a majority of GATRA's short and long term planning activities, reviews ridership trends and identifies new areas of the market for public transit services.





COMMUNITY OUTREACH

Throughout the year, GATRA participates in wide variety of community outreach events at area high schools, colleges, councils on aging, senior housing complexes, state and non-profit agencies as well as local YMCAs. GATRA staff also attends regional, state, and national transportation conferences. Our goal is to keep current on public transportation trends and build awareness as well as promote GATRA's fixed route and Dial-a-Ride services to the communities we serve. Here is a sampling of the many outreach meetings and events that GATRA attended in FY '19:

- Taunton Area School to Career (TASC), Taunton High School
- Wheaton College New Students' Orientation Weekend
- Community Counseling of Bristol County Resource Fair
- Franklin Senior Expo, Franklin Senior Center
- Taunton Council on Aging Resources & Info Fair, Taunton COA
- MassDOT Transportation Innovation Conference - presenter 2019
- Massachusetts Community Transportation Conference - presenter 2019
- NEPTA Conference
- Attleboro School to Career Partnership (Transition Night)
- Department of Developmental Services (DDS), Information Night
- Community Counseling of Bristol County Health Fair
- Neponset Valley Regional Coordinating Council, Ongoing Meetings
- Healthy Plymouth Career Fair
- Beth Israel Health Community Benefits Advisory Council Meetings
- Taunton High School, Intro to High School Night
- GATRA Consumer Advisory Committee (GCAC) Meetings
- Taunton Emergency Task Force Meetings
- SERCCOT Meetings
- Plymouth Tourist Board for the 2020 Celebration Meetings
- HESSCO - presenter 2019

PARTNERSHIPS



Each year, GATRA receives funding from the United Way of Greater Attleboro/Taunton (UWGAT) to provide vital programs such as MedWheels, a shared long-distance medical van service for seniors, persons with disabilities and low income individuals.



GATRA, in partnership with the Regional Transit Authorities and the MBTA, developed and continues to maintain Ride Match, a website and searchable directory that combines all public, private, and accessible transportation options in one convenient online resource. www.massridematch.org.



For over a decade, GATRA has partnered with the Taunton Area School to Career, Inc., to provide travel training instruction to high school students in the work-study program. Travel training instruction teaches students how to travel safely and independently using public transportation.



GATRA participates in the South East Regional Coordinating Council on Transportation (SERCCOT), which provides an ongoing forum for open discussion where stakeholders can exchange information about transportation access issues, especially as they relate to low-income individuals, seniors, and people with disabilities. SERCCOT works toward increasing transportation opportunities for both consumers and the communities in the southeastern section of the GATRA region.





RIDERSHIP STATISTICS

2019

	Fixed Route	Demand Response	Human Services Brokerage	Total Ridership
Annual Ridership	716,680	317,392	1,686,006	2,720,078

2018

	Fixed Route	Demand Response	Human Services Brokerage	Total Ridership
Annual Ridership	717,326	317,687	1,644,782	2,679,795

2017

	Fixed Route	Demand Response	Human Services Brokerage	Total Ridership
Annual Ridership	767,711	294,052	1,634,255	2,696,018

Fixed Route by Service Area

Unlinked Passenger Trips

Attleboro/Taunton	461,355
Plymouth Area Link (PAL)	100,928
Marshfield/Duxbury/Kingston (SAIL)	33,190
Onset Wareham Link (OWL)	76,520
Franklin Area Bus (FAB)	9,681
Tri-Town Connector	3,514
Bellingham Commuter Shuttle	2,850
Medway Commuter Shuttle	7,337
Middleborough Downtown Shuttle	7,381
Pembroke Commuter Shuttle	1,455
Scituate SLOOP Shuttle	8,993
Wareham/New Bedford Shuttle	3,475
Total Fixed Route	716,680

Demand Response by Town

Unlinked Passenger Trips

Mansfield Connection Service	7,514
Foxboro Shuttle Service	24,599
United Community (Foxborough, Franklin, Norfolk, Wrentham)	22,491
Attleboro/Taunton	111,501
Bellingham	13,523
Carver	8,157
Duxbury	7,436
Hanover	5,116
Kingston	8,087
Lakeville	2,887
Mansfield	7,909
Marshfield	6,617
Medway	1,794
Middleboro	11,243
Pembroke	9,143
Plainville	3,890
Plymouth	36,567
Scituate	6,580
Wareham	18,211
Wrentham	4,127
Total Demand Response	317,392

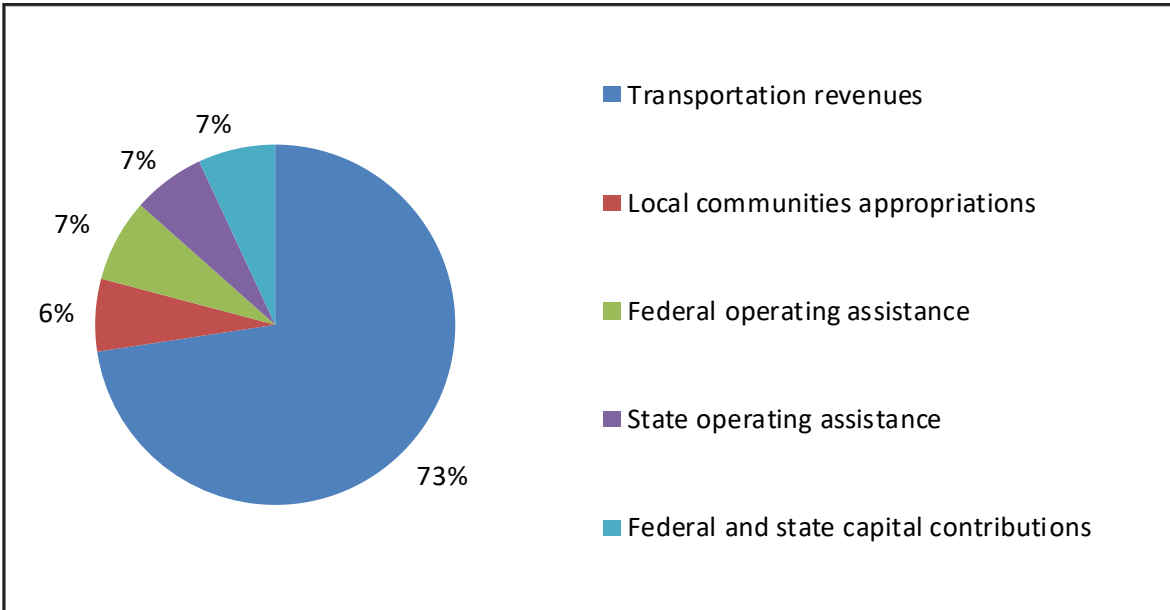




FINANCE

Revenues by Source FY 2019

		<u>FY2019</u>
Transportation revenues	73%	48,486,328
Local communities' appropriations	7%	4,345,997
Federal grants	7%	4,964,119
State operating appropriations	7%	4,345,997
Federal, state, private capital appropriations	7%	4,634,589
	<u>100%</u>	<u>66,777,030</u>

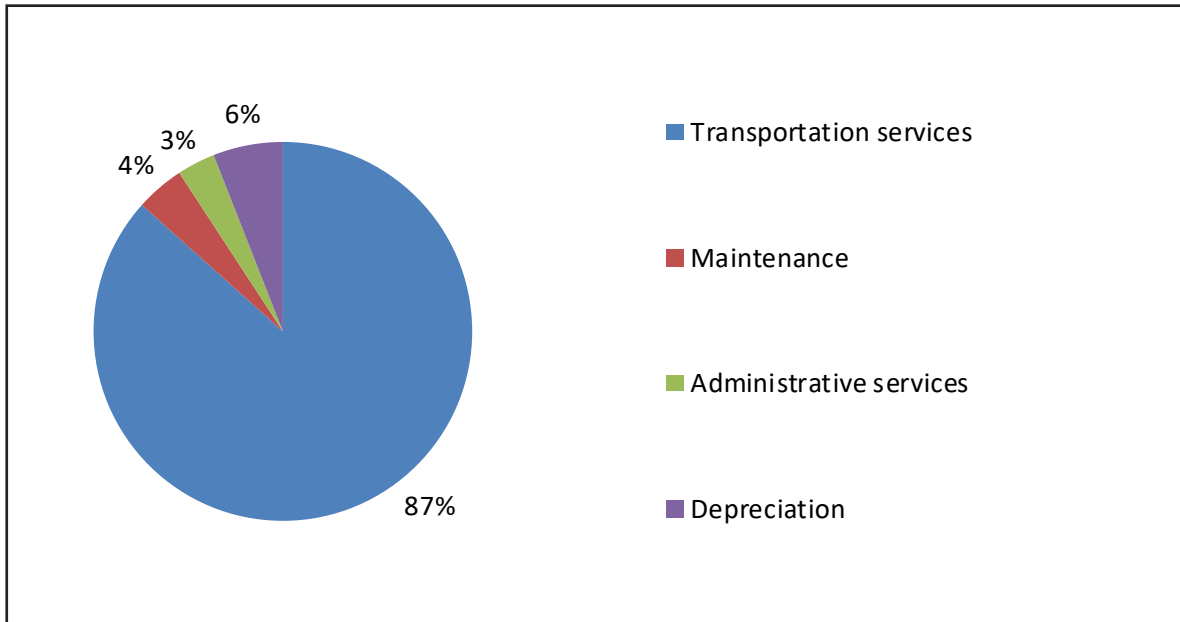


FINANCE



Expenses by Source FY 2019

		<u>FY2019</u>
Transportation services	87%	57,565,541
Maintenance	4%	2,760,135
Administrative services	3%	2,163,000
Depreciation	6%	3,961,196
	<u>100%</u>	<u>66,449,872</u>



ADVISORY BOARD MEMBERS

COMMUNITY

Attleboro
Bellingham
Berkley
Carver
Dighton
Duxbury
Foxborough
Franklin
Hanover
Kingston
Lakeville
Mansfield
Marshfield
Medway
Middleboro
Norfolk
No. Attleboro
Norton
Pembroke
Plainville
Plymouth
Raynham
Rehoboth
Scituate
Seekonk
Taunton
Wareham
Wrentham

ELECTED OFFICIAL

Mayor Paul Heroux
Daniel Spencer
George F. Miller
Ronald E. Clarke
Kenneth Pacheco
David J. Madigan
Mark Elfman
Tom Mercer
John C. Tuzik
Joshua A. Warren
Evagelia Fabian
Jess Aptowitz
Joseph Kelleher
John Foresto
Diane C. Stewart
Kevin Kalcut
Keith Lapointe
Brad Bramwell
Willard J. Boulter, Jr.
Jeff Johnson
Kenneth Tavares
Joseph Pacheco
Gerry Schwall
Anthony Vegnani
David Andrade
Mayor Shaunna O'Connell
Patrick Tropeano
Joseph F. Botaish, II

DESIGNEE

Mayor Paul Heroux
Josie Dutil, COA Director
Heather Martin-Sterling
Carole Julius, COA Director
Alice Souza, COA Director
Joanne Moore, COA Director
Marc Craig, COA Director
Robert Dellorco, Town Council Member
Tammy Murray, COA Director
Paula Rossi-Clapp COA Director
James Gouveia
Kevin Dumas, Town Manager
Greg Guimond, Town Planner
Courtney Riley, COA Director
Andrea Priest, COA Director
Scott Bragdon, Human Services Director
Michael Gallagher, Town Manager
Richard Leitch
Joseph Ryan, Assoc. Member COA Board
Stacy Powell, Outreach Coord.
Patrick Flaherty
Elizabeth Moura, COA Director
Bradley Marshall, Outreach Worker, SHINE
Linda Hayes, COA Director
Brittney Faria, COA Director
Mayor Shaunna O'Connell
Alan Slavin (BOS)
Janet Angelico, COA Director

ADA Delegate
Rider Delegate

Michael Raymond, Mansfield Veterans Svcs.
Vacant