



2024

**ANNUAL
REPORT**

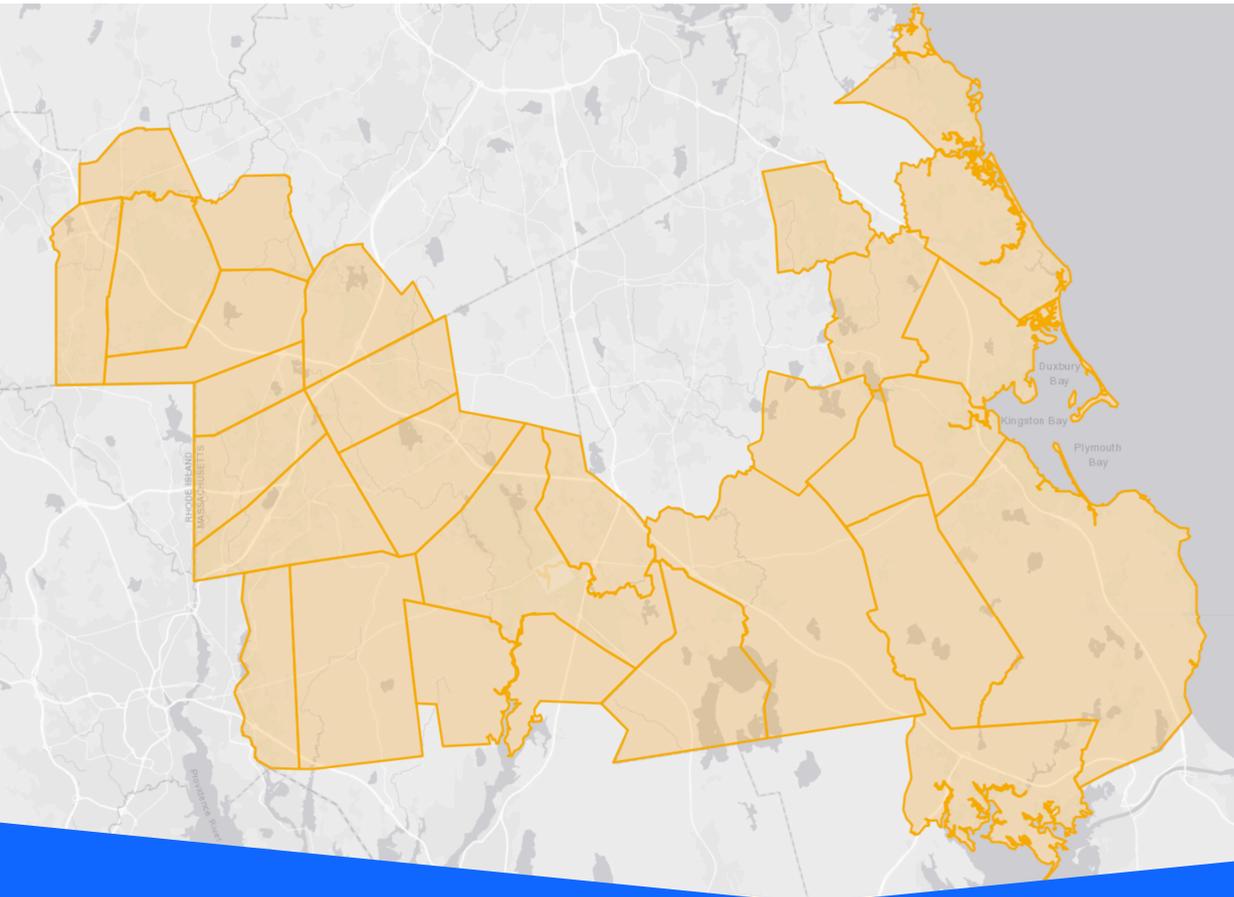




ABOUT US

Created in 1976 by Massachusetts General Laws Chapter 161B, the Greater Attleboro Taunton Regional Transit Authority (GATRA) provides comprehensive, affordable public transportation services to meet the mobility needs of people throughout 30 member communities in southeastern Massachusetts.

GATRA service includes fixed route bus service, complementary paratransit and Dial-A-Ride service for seniors and persons with a disability, GATRA GO microtransit services, and Human Service Transportation for MassHealth recipients. Funding for GATRA comes from local, state and federal sources.



- ATTLEBORO
- BELLINGHAM
- BERKLEY
- CARVER
- DIGHTON
- DUXBURY
- FOXBOROUGH
- FRANKLIN
- HALIFAX
- HANOVER
- KINGSTON
- LAKEVILLE
- MANSFIELD
- MARSHFIELD
- MEDWAY
- MIDDLEBOROUGH
- NORFOLK
- N. ATTLEBOROUGH
- NORTON
- PEMBROKE
- PLAINVILLE
- PLYMOUTH
- PLYMPTON
- RAYNHAM
- REHOBOTH
- SCITUATE
- SEEKONK
- TAUNTON
- WAREHAM
- WRENTHAM



LETTER FROM OUR ADMINISTRATOR

The Greater Attleboro Taunton Regional Transit Authority (GATRA) is proud to now serve the transportation needs of 30 communities in their service area. Welcome to Halifax as the newest GATRA family member.

It has been a busy year for GATRA. The information is laid out in this report, but here are a couple of highlights that I want to bring to your attention. GATRA staff has been actively involved in promoting GATRA and public transportation, both within the communities we serve (page 7) and within the transit industry (page 6). We are also excited to announce that GATRA was awarded a grant to provide service between Taunton, Fall River, and Brockton. This is a great opportunity to connect three vibrant transit authorities and their respective communities.

GATRA continues to take its oversight role seriously with weekly meeting with Operations staff. This year, GATRA instituted quarterly public meetings to provide regular updates and feedback from riders. Last year, GATRA reviewed routes for needed service changes and introduced Automatic Vehicle Locators (AVL) on all GATRA vehicles. This information now feeds into Google Transit for real time bus data.

Overall, GATRA has implemented continued schedule adjustments to meet community needs. In addition, GATRA began Dial-A-Ride Sunday service for seniors and persons with disabilities. We are happy to see the continued increases in capacity as riders embrace the new technology for booking rides. GATRA is also proud to continue to support the Ride Match website in conjunction with the Massachusetts Department of Transportation (MassDOT). The latest updates will provide a better user experience and more accurate data from Google Transit.

GATRA is excited to report some vehicle updates for 2024. The fleet has been expanded to include three (3) battery electric transit buses and four (4) eJests, which are a new type of low floor transit van, which can be used for both Dial-A-Ride and fixed route services.

On the new maintenance facility front, GATRA moved East Operations from Plymouth to the Wareham Decas School to prepare for operating out of the new facility in Wareham next year. Helene-Karl Architects was selected for this project, and started the design process for the facility.

GATRA is excited to see what this foundation can bring to the future. As seen in this Annual Report, the Authority is coming out of the pandemic fiscally stable and continuing to grow ridership. This sets a strong foundation for a year of growth in the next fiscal year.

Sincerely,

Mary Ellen A. DeFrias

Mary Ellen A. DeFrias
GATRA Administrator



OUR ACCOMPLISHMENTS

SERVICE

Halifax became a GATRA community and began running GATRA Dial-A-Ride Service.

Automatic Vehicle Location capabilities expanded and real time data provided through Google Transit and Transit App.

Sunday Dial-A-Ride service began for seniors and persons with a disability.

Dispatching software for Dial-A-Ride implemented in Wareham, Plymouth, Taunton, and Attleboro, laying the foundation for riders to schedule trips using an app and digital payments.

In collaboration with Brockton Area Transit Authority (BAT) and Southeastern Regional Transit Authority (SRTA), GATRA received a grant for a Fall River-Taunton-Brockton regional bus service pilot program. This service will connect all three service areas and create more access to riders.



OUR ACCOMPLISHMENTS

CAPITAL

ADMIN



Expanded fleet, including 3 transit buses and 4 eJest electric minibuses-- these will be the first vehicles to be used at the new East Maintenance Facility.



GATRA moved East Operations from Plymouth to Wareham and is currently utilizing space at the Decas School while construction of the East Maintenance Facility is underway.



An architect was selected and the design process began for the East Maintenance Facility in Wareham.



Quarterly Public Meetings were implemented to provide regular updates and gather feedback from riders on GATRA Services.

Ride Match was revamped and updated to provide a better user experience and use more accurate data from Google Transit in searches.

OUR ACCOMPLISHMENTS

DEVELOPMENT



GATRA staff are committed to professional development and engagement in the public transit industry. GATRA believes that the stronger the team, the better service we can provide, and the larger the impact we can have in the communities we serve.

Conference Attendance and Participation:

- APTA (American Public Transport Association) Annual Conference
- APTA Transit CEO Conference
- Asset Management Conference
- Electric Vehicle (EV) Charging Summit
- APTA Legislative gathering
- NorthEast Passenger Transportation Association (NEPTA) Annual Conference
- Massachusetts Association of Regional Transit Association (MARTA) Annual Conference

Conference Presenting:

- Annual APTA Conference: *Painting a Mosaic: How Women Executives Are Advancing Diversity, Equity, and Inclusion*
- Zero Emissions Leadership Coalition

Community Involvement:

- Community Climate Advisory Council
- MARTA Subcommittees
- Local Chamber of Commerce Involvement

Development Programs and Trainings:

- Fact-finding mission in Houston Texas on transportation and climate resiliency
- Leadership SouthCoast



COMMUNITY OUTREACH

Throughout the year, GATRA actively engages in diverse community outreach initiatives across our region including at high schools, colleges, councils on aging, senior housing locations, state and non-profit agencies, as well as local organizations. The primary objective is to enhance awareness and promote GATRA's fixed route, demand-response, and microtransit services within the communities we serve.

GATRA is proud to have participated in:

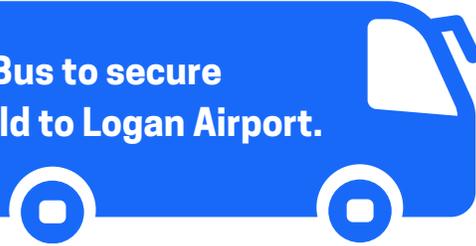
- High School and College Orientations
- Senior Health Fairs
- Events at Housing Authority Locations
- Group travel training at Councils on Aging
- Food and Toy Drives
- Fairs and Events supporting the needs of persons with a disability
- Veterans Services Initiatives
- Health and Human Services Advisory Committees
- Education and Employment Events to highlight available transportation options



PARTNERSHIPS



GATRA partners with Blue Apple Bus to secure funding for service from Mansfield to Logan Airport.



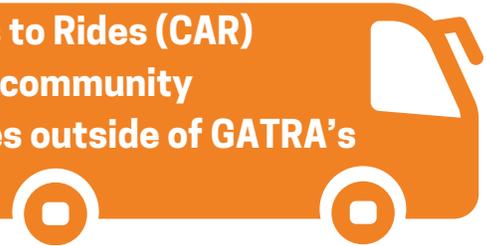
GATRA, in partnership with the Regional Transit Authorities and MassDOT, developed and continues to maintain Ride Match, a website that combines all public, private, and accessible transportation options in one online resource.



GATRA partners with Taking People Places in Plymouth to secure funding for a community transportation program to provide LYFT rides for outside of GATRA's service hours.



GATRA partners with the Community Access to Rides (CAR) program in Attleboro to secure funding for a community transportation program to provide UBER rides outside of GATRA's service hours.



RIDERSHIP STATISTICS

2022

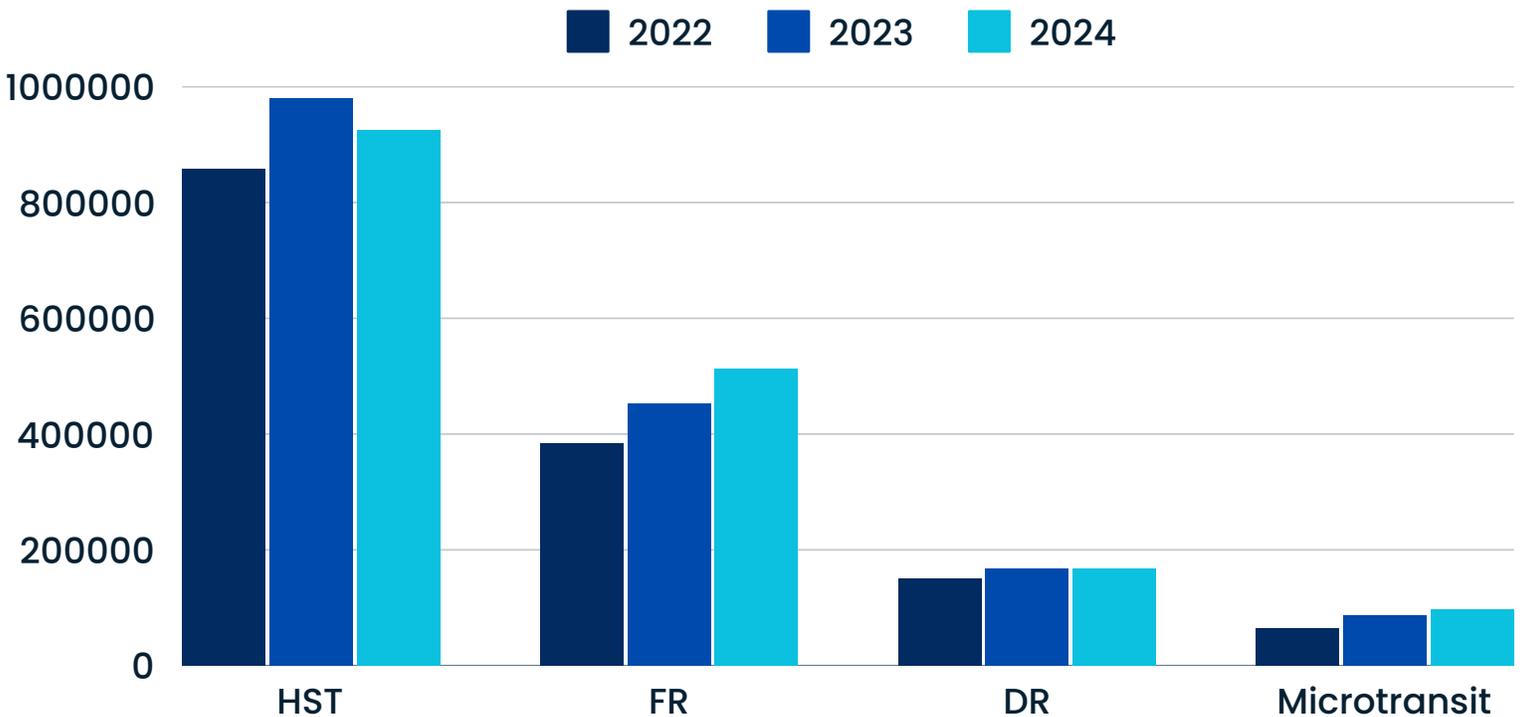
- FR: 383,375
- DR: 149,650
- Microtransit: 64,529
- HST: 857,578*
- TOTAL: 1,455,132

2023

- FR: 451,949
- DR: 167,724
- Microtransit: 87,524
- HST: 979,686*
- TOTAL: 1,686,883

2024

- FR: 511,905
- DR: 167,211
- Microtransit: 97,820
- HST: 924,450*
- TOTAL: 1,701,386



HST= Human Service Transportation

FR= Fixed Route

DR= Demand Response

*= PT-1 trips (not including Program-Based)

RIDERSHIP STATISTICS FY 24



FIXED ROUTE

511,905

- Attleboro/Taunton: 343,883
- Plymouth Area Link (PAL): 77,745
- Marshfield/Duxbury/Kingston (SAIL): 30,314
- Onset Wareham Link (OWL): 49,632
- Medway Commuter Shuttle: 1,067
- Middleboro Downtown Shuttle: 6,124
- Wareham/New Bedford Shuttle: 3,410



MICROTRANSIT BY SERVICE

97,820

- GATRA Go Coastline: 13,973
- GATRA Go Explore: 3,146
- GATRA Go Seacoast: 7,683
- GATRA Go United: 73,018



DEMAND RESPONSE BY COMMUNITY

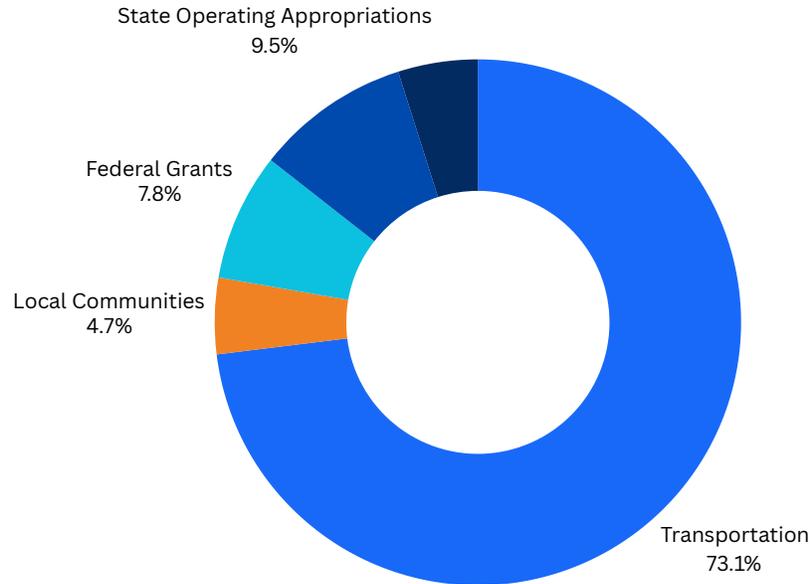
167,211

- | | |
|-----------------------------|---------------------|
| • Attleboro/Taunton: 67,876 | • Medway: 682 |
| • Bellingham: 5,933 | • Middleboro: 8,610 |
| • Carver: 8,363 | • Norfolk: 374 |
| • Duxbury: 6,548 | • Pembroke: 5,158 |
| • Halifax (Apr-Jun): 220 | • Plainville: 2,241 |
| • Hanover: 6,535 | • Plymouth: 29,176 |
| • Kingston: 3,645 | • Scituate: 3,885 |
| • Lakeville: 2,080 | • Wareham: 8,099 |
| • Marshfield: 5,823 | • Wrentham: 1,963 |

FINANCES

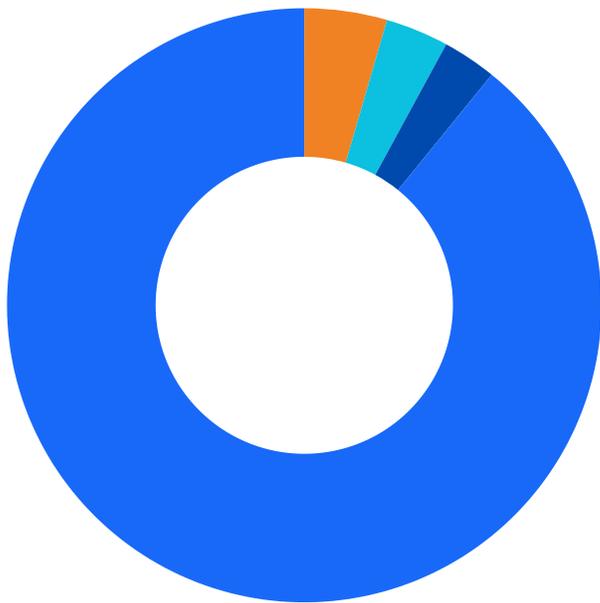
REVENUES BY SOURCE

| | |
|--|--------------|
| Transportation Revenues | \$77,424,515 |
| Local Communities' Appropriations | \$4,963,615 |
| Federal Grants | \$8,317,047 |
| State Operating Appropriations | \$10,088,702 |
| Federal, State, Private Capital Appropriations | \$5,190,557 |



Total: \$105,984,436

Admin Services
4.5%



Transportation Services
89.1%

EXPENSES BY SOURCE

| | |
|-------------------------|--------------|
| Transportation Services | \$91,993,308 |
| Maintenance | \$3,031,843 |
| Administrative Services | \$4,634,986 |
| Depreciation | \$3,542,583 |

Total: \$103,202,720



ADVISORY BOARD MEMBERS

| | <u>Member</u> | <u>Designee</u> | | <u>Member</u> | <u>Designee</u> |
|---------------------|-------------------------|----------------------|------------------------|------------------------------|------------------|
| ADA DELEGATE | Michael Raymond | | MIDDLEBOROUGH | Mark Germain | |
| ATTLEBORO | Mayor Cathleen DeSimone | | NORFOLK | Kevin Kalkut | Karen Edwards |
| BELLINGHAM | Michael Connor | Josie Dutil | NORTH ATTLEBORO | Justin Pare' | Antonio Morabito |
| BERKLEY | Joe Freitas | Dean Larabee | NORTON | Kevin Snyder | Michael Toole |
| CARVER | Mark E. Townsned | Connie Kelly | PEMBROKE | Daniel W. Trabucco | Gretchen Emmetts |
| DIGHTON | Peter D. Caron | Anabela Powell | PLAINVILLE | Jeff Johnson | Brenda Watkinson |
| DUXBURY | Cynthia Ladd Fiorini | Joanne Moore | PLYMOUTH | Richard J. Quintal, Jr. | Derek Brindisi |
| FOXBOROUGH | Mark S. Elfman | Marc Craig | PLYMPTON | Christine Joy | Colleen Thompson |
| FRANKLIN | Tom Mercer | Cobi Frongillo | RAYNHAM | Patricia Riley | Erin Medeiros |
| HALIFAX | Cody Haddad | | REHOBOTH | Frederick "Skip" Vadnais Jr. | Richard Panofsky |
| HANOVER | Vanessa O'Connor | Tammy Murray | SCITUATE | Maura C. Curran | Linda Hayes |
| KINGSTON | Kimberly A. Emberg | Patti Waitkevich | SEEKONK | Michael P. Healy | Brittney Faria |
| LAKEVILLE | Brian Day | Christina Cotsoridis | TAUNTON | Mayor Shaunna O'Connell | |
| MANSFIELD | Diana Bren | Kevin Dumas | WAREHAM | Judith Whiteside | Alan Slavin |
| MARSHFIELD | James J. Kilcoyne | Greg Guimond | WRENTHAM | Joseph F. Botaish, II | Janet Angelico |
| MEDWAY | Glenn Trindade | Courtney Riley | | | |