



FY2025

ANNUAL REPORT



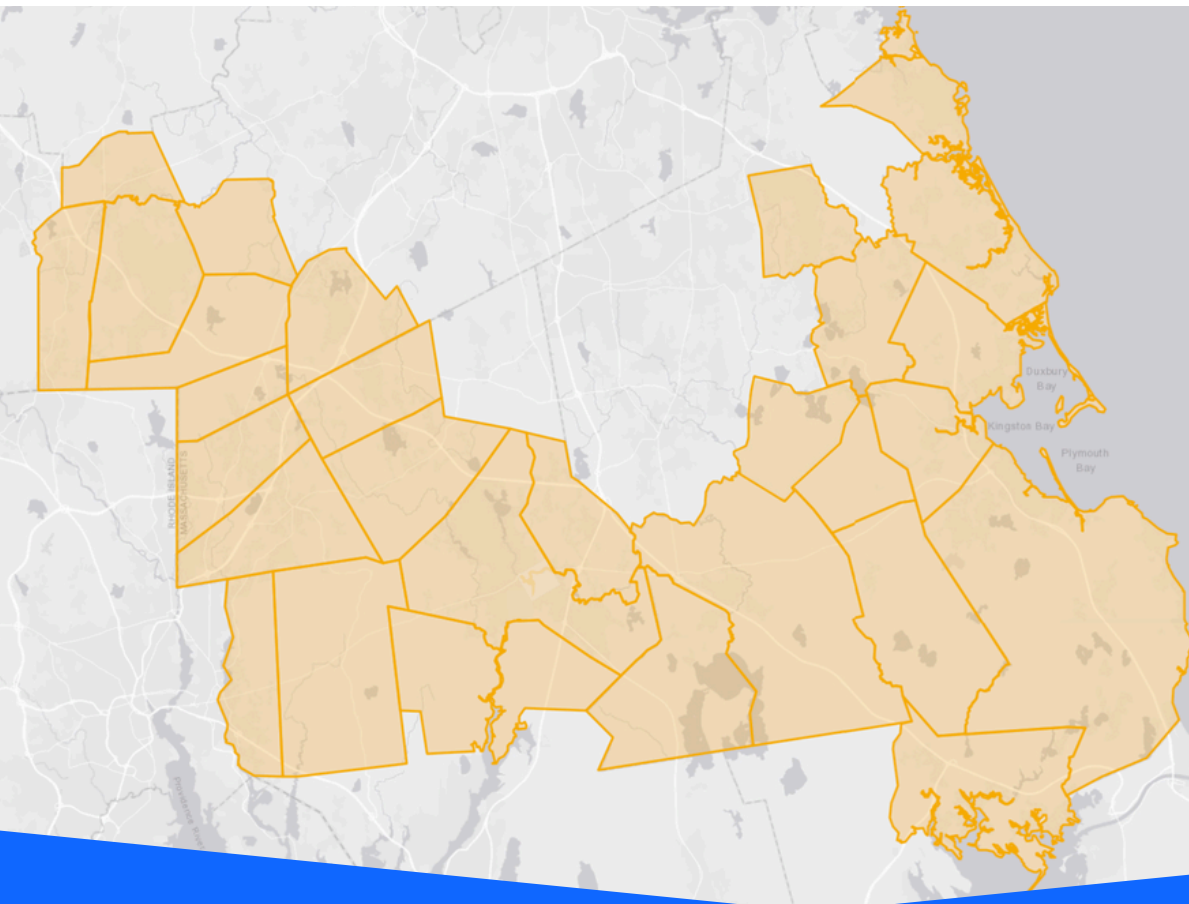


ABOUT US

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, ADA 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





SERVICE OVERVIEW

FIXED ROUTE



Attleboro/Taunton

Fixed route service in Attleboro is made up of 6 routes that extend out of Attleboro into North Attleborough and Plainville. Fixed route in Taunton is made up of 6 routes that extend out of Taunton into Raynham and Norton. In addition, the Route 18 also connects Attleboro, Norton, and Taunton.

Plymouth Area Link (PAL) & Marshfield/Duxbury/Kingston (SAIL)

PAL service is made up of 4 fixed routes that serve downtown, North, and South Plymouth. The SAIL route travels along 3A/Route 139 through the towns of Kingston, Duxbury, Marshfield, and into Pembroke.

Onset Wareham Link (OWL), Wareham/Plymouth Connection, Wareham/New Bedford Connection

OWL service is made up of 3 fixed routes that serve Wareham, Onset, and into Buzzards Bay. The Link 4 route also has select commuter trips that travel along Route 28 into Carver and Middleborough to the Middleborough MBTA Station. The Wareham/Plymouth Connection connects our Wareham hub to Colony Place in Plymouth and travels through Carver. The Wareham/New Bedford Connection connects Wareham, Marion, Mattapoisett, Fairhaven, and New Bedford to the SRTA New Bedford terminal.

Medway Commuter Shuttle

The Shuttle provides service between Medway and the Norfolk MBTA Station along Route 115 and Village St.

Middleborough Downtown Shuttle

The Shuttle provides service around downtown Middleborough and to major destinations in town including a connection to the OWL Link 4 at the Middleborough MBTA Station. There is also a Middleborough/Taunton Connection Reservation Service run by the Council on Aging that provides service to from Middleborough to Taunton on specific days of the week.

Gateway Link

The Gateway Link consists of hourly service between the cities of Fall River, Taunton, and Brockton as well as express service between Fall River & Brockton.



SERVICE OVERVIEW

DEMAND RESPONSE



Attleboro/Taunton & Plymouth/Wareham - ADA Paratransit & Dial-A-Ride

ADA Paratransit service is available within a $\frac{3}{4}$ mile corridor around fixed route service to riders with a disability who have completed the application process and been approved.

In addition, **Dial-A-Ride service** is available to riders over the age of 60 and/or riders with a disability that have been approved for ADA Paratransit service.

Dial-A-Ride service operated out of the Taunton operations center is broken down into service zones. Trips can be booked to/from anywhere in the zone during the zone's service hours.

- **Zone 1** - Attleboro, North Attleborough, Norton, and Plainville
- **Zone 2** - Berkley, Dighton, Raynham, and Taunton
- **Zone 3** - Attleboro, Rehoboth, Seekonk, and select locations in East Providence & Pawtucket

Service operated out of the Wareham operations center includes:

- **Wareham Dial-A-Ride service** - Service where riders can book trips to/from anywhere in the town of Wareham.
- **Plymouth Dial-A-Ride service** - Service where riders can book trips to/from anywhere in the town of Plymouth.

Dial-A-Ride Operated by Local Councils on Aging/Senior Centers

Dial-A-Ride service available to riders over the age of 60 and/or riders with a disability is operated by local Councils on Aging/Senior Centers in the communities of Bellingham, Carver, Duxbury, Halifax, Hanover, Kingston, Lakeville, Marshfield, Medway, Middleborough, Norfolk, Pembroke, Plainville, Scituate, and Wrentham.

Service operated in these communities varies in service area and service hours to meet the unique needs of their own communities.





SERVICE OVERVIEW

DEMAND RESPONSE



GATRA GO Services

GATRA GO is an on-demand microtransit service open to the general public. GATRA GO rides can be booked on the GATRA GO app or over the phone. There are currently four GATRA GO services.

GATRA GO Explore - Serves the town of Pembroke.

Trips can be booked during service hours to travel to/from anywhere in the town of Pembroke and to select locations along Route 53 in Hanover.

GATRA GO Coastline - Serves South Plymouth.

Trips can be booked during service hours to travel to/from anywhere in a specified service area covering southeastern Plymouth.

GATRA GO Seacoast - Serves the town of Scituate.

Trips can be booked during service hours to travel to/from anywhere in the town of Scituate.

GATRA GO United - Serves the towns of Foxborough, Franklin, Mansfield, Norfolk, Norton, and Wrentham.

Trips can be booked during service hours to travel to/from anywhere within two service zones.

- **North Zone** - Foxborough, Franklin, Norfolk, and Wrentham
- **South Zone** - Foxborough, Mansfield, and Norton





LETTER FROM OUR ADMINISTRATOR

The Greater Attleboro Taunton Regional Transit Authority (GATRA) is proud to serve the transportation needs of 30 communities across southeastern Massachusetts. Fiscal Year (FY) 2025 was a year of progress and innovation as GATRA continued strengthening service and improving the rider experience. In December 2024, evening service was expanded on most fixed routes, and technology updates—along with a partnership with the Transit App—enhanced real-time service information for our riders.

Regional connectivity also improved through collaboration with the Brockton Area Transit Authority and the Southeastern Regional Transit Authority. Together, we developed and launched a new regional bus service pilot connecting Fall River, Taunton, and Brockton, which began operating in August 2025. This service strengthens access to employment, education, healthcare, and other essential destinations throughout the region.

Demand response and microtransit services also saw important improvements this year. New dispatching software expanded to include mobile app booking and digital payments, making it easier for riders to schedule trips. A new statewide accessible ADA application was also launched to simplify the process for riders applying for paratransit services. In addition, GATRA introduced Sunday Dial-A-Ride service for seniors and persons with disabilities, expanding transportation options for those who rely on these services.

GATRA also tested new service opportunities through a microtransit pilot serving the East Taunton MBTA Station. Strong demand throughout the day led to the addition of regular Route 8 service to the station beginning in June 2025.

Investment in vehicles and infrastructure continued as well. The fleet expanded with new diesel buses, battery-electric transit buses, and low-floor transit vans that can serve both fixed route and Dial-A-Ride services. Progress also continued on the new East Maintenance Facility in Wareham, with site work and foundation construction completed and project completion expected in mid 2026. Additional capital improvements included permitting work for the replacement of the Attleboro Train Station roof.

Behind the scenes, GATRA began updating its Comprehensive Regional Transit Plan with outreach to riders and community partners and prepared to transition to a new financial software system in FY2026.

As this report shows, GATRA continues to emerge from the pandemic fiscally stable while maintaining strong ridership across services. These efforts position the Authority well for continued growth and improved mobility throughout the region.

Sincerely,

Mary Ellen A. DeFrias

Mary Ellen A. DeFrias
GATRA Administrator





OUR ACCOMPLISHMENTS

SERVICE

Real time data access expanded through technology updates and a partnership with Transit App.

Evening service was added to most fixed route weekday and Saturday schedules in December 2024.

In collaboration with Brockton Area Transit Authority (BAT) and Southeastern Regional Transit Authority (SRTA), GATRA selected an operator and developed service plan for a Fall River-Taunton-Brockton regional bus service pilot program. The service started in August 2025.





OUR ACCOMPLISHMENTS

SERVICE

Dispatching software for Dial-A-Ride and ADA Paratransit expanded to include app booking and digital payments in Wareham, Plymouth, Taunton, and Attleboro.

Additionally, a statewide accessible ADA Application was launched to improve access and reduce the burden on riders. Using the new dispatching software, the new application as well as the application for Dial-A-Ride service is now available to fill out online.

Starting in March 2025, GATRA ran a pilot microtransit program to gauge demand for service at the East Taunton MBTA Station. The pilot showed that demand at the station was throughout the day and not just at commuter times. As a result, in June 2025 service was added to the Route 8 to serve the East Taunton MBTA Station on every trip.





OUR ACCOMPLISHMENTS

CAPITAL

ADMIN



Expanded fleet, including 4 new diesel transit buses.



Extensive permitting completed for the replacement of the Attleboro Train Station roof. The project will continue into 2026.



Moved forward with building the East Maintenance Facility in Wareham, including removing buildings from the property and completing the foundation for the new structure. The project is expected to be completed in mid 2026.



Prepared to transfer to a new financial software at the start of FY2026.



An update to GATRA's Comprehensive Regional Transit Plan (CRTP) started, including outreach to community partners and surveys to riders and stakeholders.



In partnership with MassDOT, a project to maintain, update, and improve the user experience of Ride Match commenced.



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
- Transit State of Good Repair Conference
- APTA Legislative Gathering
- Community Transportation Association of America (CTAA) Legislature Conference
- NorthEast Passenger Transportation Association (NEPTA) Annual Conference
- Massachusetts Association of Regional Transit Association (MARTA) Annual Conference
- The Bus Coalition Fly In
- Massachusetts Department of Transportation (MassDOT) Moving Together Conference

Community Involvement:

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

Development Programs and Trainings:

- National Transit Institute (NTI) Procurement Trainings
- Introduction to Transit Operations Planning Course



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
- Donations
- Ticket Sales in our communities



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 continue to maintain Ride Match, a website that combines public, private, & accessible transportation options in one online resource.



GATRA partners with the Brockton Area Transit Authority (BAT) and the Southeastern Regional Transit Authority (SRTA) to provide bus service between the cities of Brockton, Taunton, & Fall River. This connection allows for regional mobility that was impossible before and provides access to vital social services, employment, education, and medical care.





RIDERSHIP STATISTICS

RIDERSHIP IS CALCULATED IN INDIVIDUAL TRIPS

2023

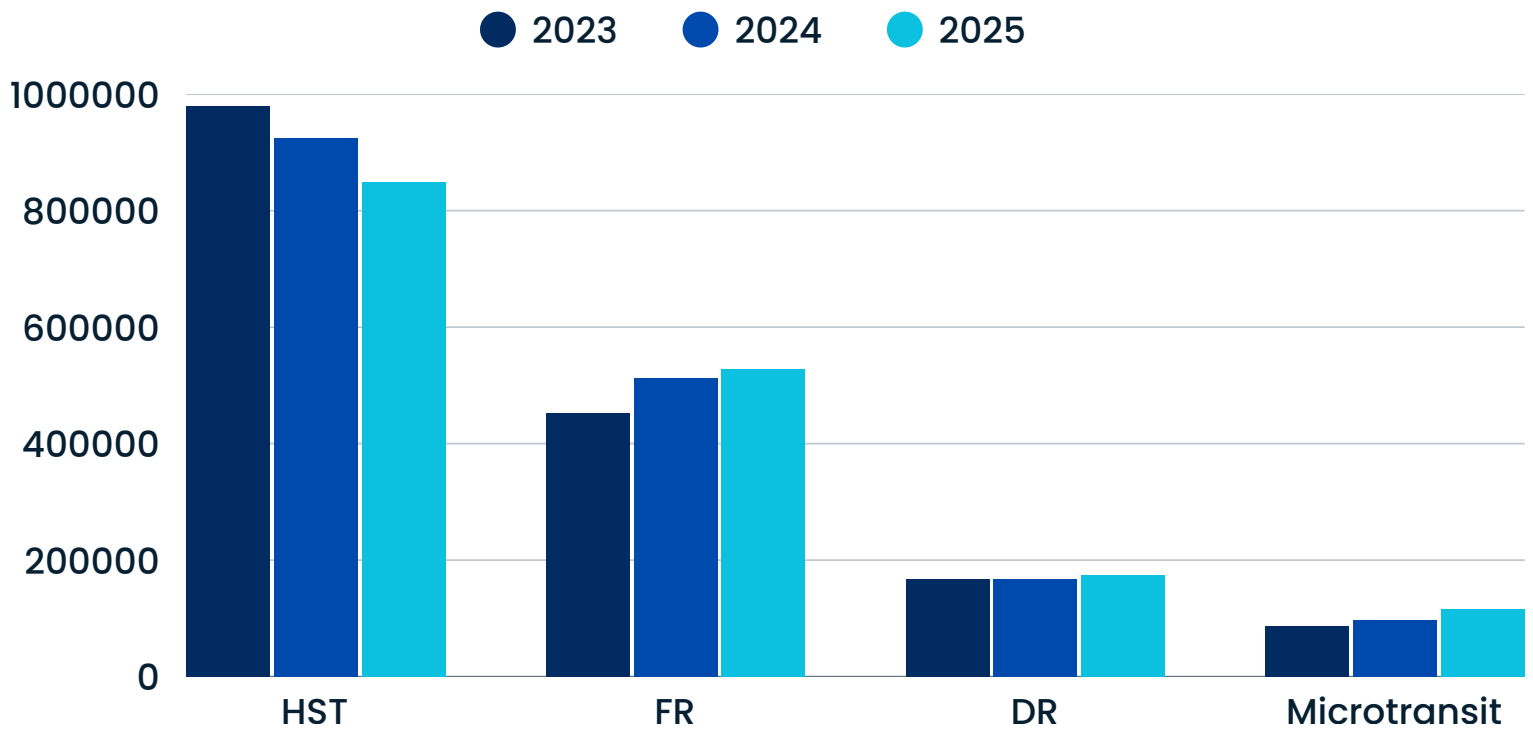
- **FR:** 451,949
- **DR:** 167,724
- **Microtransit:** 87,524
- **HST:** 979,686*
- **TOTAL:** 1,686,883

2024

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

2025

- **FR:** 528,304
- **DR:** 173,651
- **Microtransit:** 115,324
- **HST:** 848,204*
- **TOTAL:** 1,665,483



HST= Human Service Transportation

FR= Fixed Route

DR= Demand Response

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



RIDERSHIP STATISTICS FY25

RIDERSHIP IS CALCULATED IN INDIVIDUAL TRIPS



FIXED ROUTE TRIPS

528,304

- Attleboro/Taunton: 368,593
- Plymouth Area Link (PAL) & Marshfield/Duxbury/Kingston (SAIL): 107,488
- Onset Wareham Link (OWL): 41,557
- Medway Commuter Shuttle: 705
- Middleborough Downtown Shuttle: 5,317
- Wareham/New Bedford Shuttle: 4,644



MICROTRANSIT TRIPS BY SERVICE

115,324

- GATRA Go Coastline: 17,000
- GATRA Go Explore: 4,068
- GATRA Go Seacoast: 8,057
- GATRA Go United: 86,199



DEMAND RESPONSE TRIPS BY COMMUNITY

172,485

- Attleboro/Taunton: 70,109
- Bellingham: 5,616
- Carver: 9,642
- Duxbury: 6,512
- Halifax: 481
- Hanover: 5,947
- Kingston: 3,575
- Lakeville: 2,039
- Marshfield: 6,759
- Medway: 625
- Middleborough: 6,162
- Norfolk: 305
- Pembroke: 6,261
- Plainville: 2,112
- Plymouth: 34,092
- Scituate: 1,683
- Wareham: 8,271
- Wrentham: 2,294

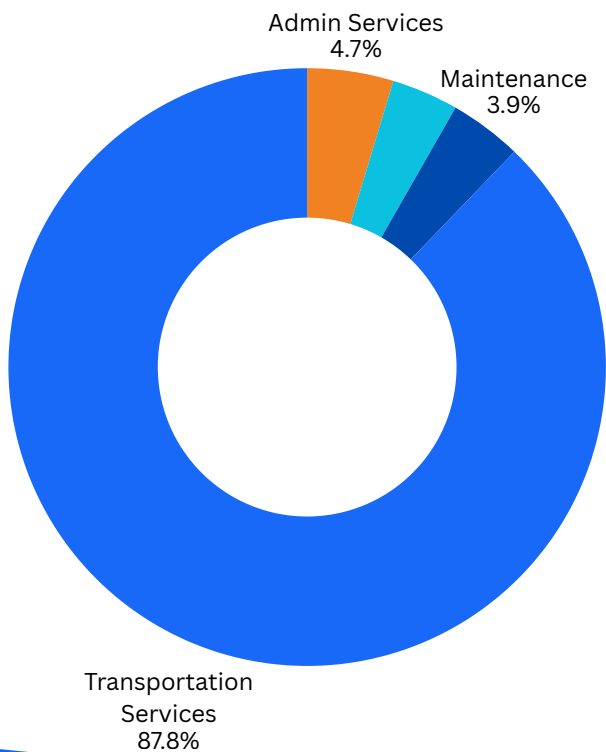
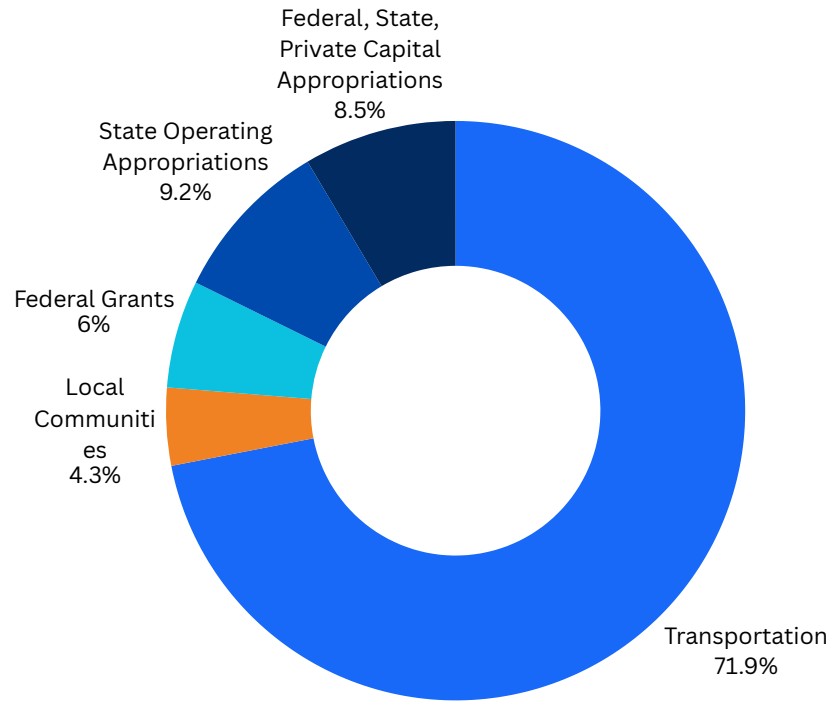


FINANCES

REVENUES BY SOURCE

Transportation Revenues	\$84,727,616
Local Communities' Appropriations	\$5,106,379
Federal Grants	\$7,072,710
State Operating Appropriations	\$10,797,679
Federal, State, Private Capital Appropriations	\$10,059,241

Total: \$117,763,625



EXPENSES BY SOURCE

Transportation Services	\$97,274,509
Maintenance	\$4,351,094
Administrative Services	\$5,164,401
Depreciation	\$3,997,914

Total: \$110,787,918



ADVISORY BOARD MEMBERS

	<u>Member</u>	<u>Designee</u>		<u>Member</u>	<u>Designee</u>
ADA DELEGATE	Michael Raymond	Michael Raymond	MIDDLEBOROUGH	Mark Germain	Mark Germain
ATTLEBORO	Mayor Cathleen DeSimone	Mayor Cathleen DeSimone	NORFOLK	Jim Lehan	Karen Edwards
BELLINGHAM	Sahan Sahin	Josie Dutil	NORTH ATTLEBORO	Justin Pare'	Antonio Morabito
BERKLEY	Tabitha McCrohan	Krista Celia	NORTON	Steven Hornsby	Alec Rich III
CARVER	John J. Cotter	Connie Kelly	PEMBROKE	Tracy Marino	Diane Picot
DIGHTON	Peter D. Caron	Anabela Powell	PLAINVILLE	Brian Kelly	Brenda Watkinson
DUXBURY	Michael McGee	Joanne Moore	PLYMOUTH	Richard J. Quintal, Jr.	Lindsay Reik
FOXBOROUGH	Stephanie A. McGowan	Cathleen Feerick	PLYMPTON	John A. Traynor Jr.	Colleen Thompson
FRANKLIN	Tom Mercer	Cobi Frongillo	RAYNHAM	Joseph Pacheco	Erin Medeiros
HALIFAX	John Bruno	Cody Haddad	REHOBOTH	Frederick "Skip" Vadnais Jr.	Elizabeth Doyle
HANOVER	Vanessa O'Connor	Tammy Murray	SCITUATE	Andrew W. Goodrich	Linda Hayes
KINGSTON	Eric J. Crone	Patti Waitkevich	SEEKONK	Michelle A. Hines	Brittney Faria
LAKEVILLE	Lorraine Carboni	Lori Fahey	TAUNTON	Mayor Shaunna O'Connell	Mayor Shaunna O'Connell
MANSFIELD	Maureen R. Doherty	Kevin Dumas	WAREHAM	Judith Whiteside	Alan Slavin
MARSHFIELD	Lynne E. Fidler	Greg Guimond	WRENTHAM	Joseph F. Botaish, II	Janet Angelico
MEDWAY	Frank Rossi	Courtney Riley			