

NANTUCKET REGIONAL TRANSIT AUTHORITY

20 R South Water Street

Nantucket, MA 02554

Phone: 508-325-9571

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AGENDA FOR THE MEETING OF THE

NRTA ADVISORY BOARD

January 22, 2020

6:00 P.M.

COMMUNITY ROOM, NANTUCKET POLICE STATION

4 FAIRGROUNDS ROAD

NANTUCKET, MASSACHUSETTS

OPEN SESSION

JOINT MEETING WITH SELECT BOARD

- I. Discussion: Downtown Bus Service.
- II. Update: Year Round Service.

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TO: SELECT BOARD AND NRTA ADVISORY BOARD

FROM: PAULA LEARY, NRTA ADMINISTRATOR

RE: DOWNTOWN BUS SERVICE

DATE: JANUARY 14, 2020

I have been asked to come up with various scenarios and costs associated with the Select Boards interest in providing a free "shuttle" service from the parking lot at 2 Fairgrounds Road to "somewhere" downtown to accommodate downtown workers.

This service is similar to the ferry connector service model so I wanted to provide some history on the ferry connector service that the Town asked the NRTA to operate in 2014. At that time an issue arose with commercial vehicles parking overnight within the downtown core district, mostly daily off island contractors traveling daily to and from the island parking vans and box trucks at the Stop & Shop parking lot, throughout town and in the Washington Street lot. The lot at 2 Fairgrounds Road was identified to be used as the park and ride lot for the ferry connector service. In addition regulations were amended to prohibiting overnight parking in the Washington Street lot and the prohibiting commercial vehicle parking downtown and there was stricter enforcement. Improvements were made so that the lot could accommodate roughly 80 vehicles. Although the objective was to address overnight commercial vehicle parking it was also used by residents to access the ferries and to a small degree the airport and by people just going to town. The need to identify overflow parking was denied. Because the service was successful, the lot was usually filled it did achieve the goal of eliminating commercial vehicles in the downtown but unfortunately due to the lots lack of capacity it could not be marketed to a wider audience. This service was largely private funded with the town funding a portion of the costs. The ferry connector operated from 2014-2016 when the Town halted its funding. The private funders were also not wanting to continue their contributions. At this same time the lot was expanded to accommodate roughly 200 vehicles. If the ferry connector service had continued it could have been

rebranded and marketed as a commuter parking area as well. At the time the NRTA had the vehicles in its fleet to provide the service, unfortunately it does not now. Attached is information on the specifics of the ferry connector service.

Respectfully, I offer the following comments and considerations:

1. I believe a broader look at a service that can be provided to potentially several target audiences to more effectively and efficiently meet the Select Boards transportation goal and address the issues of traffic and parking opportunities within the downtown area. The look should be at the larger transportation system as a whole.
2. Serious consideration should be given to the impact on the NRTA's current service and its state contract assistance funding. There is much more emphasis on performance measures ie: cost per passenger, cost per mile, ridership, farebox recovery etc.
3. Established Programs for Employees: In 1996 the NRTA established the Commuter Solution Program as a ridership incentive program. This program enables businesses to purchase passes for their employees at a discounted rate. This continues to be a successful program. In 2019 over 80 businesses purchased 800 summer passes for their employees. Of these, 35 business purchased 116 annual passes for their employees. In 1998 the Board of Selectmen at the time, set a policy that Town departments could purchase passes for its employees from the department's budget. Several town departments do this. Six town departments purchased summer passes and 2 town departments purchased annual passes.
4. In addition to approximately 180 established bus stops along the NRTA's fixed routes there are three park and ride lots. Convenient options do already exist.
5. Other:
 - Timing of Riders Guide production July/Aug for the following year
 - Mode Connections – scenario 3

DOWNTOWN BUS SERVICE
2 FAIRGROUNDS ROAD LOT TO TOWN

SCENARIOS

Scenario 1:

Service

- Target: Service would be available to the general public
- Every 10 minutes
- 2 Fairgrounds Road to Town
- 7 am – 10 am and 3 pm – 7 pm
- May 26 (Tuesday after Memorial Day) through September 6 (Sunday before Labor Day)
- 104 days of operation
- 9 hours per day (based on additional ½ hour start and finish time)

Requirements:

- 2 vehicles (based on NRTA 19 passenger vehicles), plus availability of a spare vehicle
- Additional vehicles would be required
- Additional drivers and split shift drivers would be an issue
- Available for the public, could not limit to just downtown workers
- Compliance with state and federal regulations for public transit
- Passenger Fares: free to passenger, subsidized by whom?
- Bus stop location (downtown and 2 Fairgrounds Lot) – passenger waiting area, vehicle waiting area, safe boarding area
- ADA - Wheelchair Accessible parking and vehicles, automated stop announcement system

Considerations:

- Split shift driver availability (potential increase in cost)
- Service Demand
- Vehicle Capacity
- Scheduling – set schedule vs approximate schedule
- Marketing Plan and Cost

Cost

- Approximate operations cost per hour: \$1,900
- Approximate total operations cost: \$196,560
- Cost to operate 7 am to 7 pm \$283,920
- Marketing Cost: \$10,000
- Subsidized Fare: unknown

Scenario 2:

Service

- Target: Service would be available to the general public
- Every 15 minutes
- 2 Fairgrounds Road to Town
- 7 am – 10 am and 3 pm – 7 pm
- May 26 (Tuesday after Memorial Day) through September 6 (Sunday before Labor Day)
- 104 days of operation
- 9 hours per day (based on additional 1/2 hour start and finish time)

Requirements:

See Scenario 1

Considerations:

See Scenario 1

Cost:

- Approximate operations cost per hour: \$1,300
- Approximate total operations cost: \$135,200
- Marketing Cost: \$10,000
- Subsidized Fare: unknown

Scenario 3:

Service (Ferry Connector Model)

- Target: Service would be available to the general public
- Every 20 minutes
- 2 Fairgrounds Road to Town
- Incorporate into Airport Route when route is operating
- 7 am to 10 pm
- May 15 (parking restrictions) through September 30 (parking restrictions)
- 139 days of operation
- 16 hours per day (based on additional ½ hour start and finish time)
- \$2.00 - \$3.00 Fare each way

Requirements:

- 2-3 vehicles
- See Scenario 1

Considerations:

- See Scenario 1

Cost

- Approximate total operations cost: \$275,000-325,000
- Marketing Cost: \$10,000

Ferry Connector:

OPERATIONAL DATA	2016	2015	2014
Dates of Operation	6/1-9/5	5/21-10/12	5/22-10/13
# of operating	97 days	145 days	145 days
Hours of Operations	7 am - 10 pm	7 am - 10 pm	7 am - 8 pm
Operating Expense	\$ 162,844	\$ 248,587	\$ 197,124
Passenger Boardings	5,705	9,928	6,228

CONTRIBUTORS	2016	2015	2014
Town of Nantucket	\$ 75,000	\$ 25,000	\$ 25,000
Hy-Line	\$ 45,000	\$ 45,000	\$ 60,000
Steamship Authority	\$ 36,422	\$ 36,422	\$ 50,000
Nantucket Island Resorts	\$ 3,000	\$ 8,000	\$ 12,500
ReMain	\$ 22,079	\$ 49,537	\$ 75,000
Stop & Shop	-	-	\$ 25,000
Nantucket Bank	\$ -	\$ 2,500	\$ 2,500
Brait Builders	\$ 1,000	\$ -	\$ -
TOTAL	\$ 182,501	\$ 166,459	\$ 250,000
Marketing Funding			2014
Planning			\$10,000
Nantucket Hotel			\$5,000
Note: Operational savings from 2014 were used toward 2015 operations			

The Ferry Connector operated 2 buses with 20 minute service from the 2 Fairgrounds Road Lot to the Hy-Line and Steamship Authority. This service was incorporated into the Airport Route when it was operational from 10 am to 6 pm with buses operating to maintain the 20 minute schedule.

The Ferry Connector is a convoluted schedule based on dates of operation, Airport Route dates of operation and ferry schedule changes through the season. If the Board wishes to pursue this avenue with more specifics I am happy to develop various scenarios. I have provided an estimated cost under Service Scenario 3.

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TO: NRTA ADVISORY BOARD
FROM: PAULA LEARY, NRTA ADMINISTRATOR
RE: YEAR ROUND SERVICE UPDATE
DATE: JANUARY 16, 2020

I am pleased to provide with an update on the year round service the NRTA provides. The attached sheets provide you with annual and winter monthly ridership totals, average daily ridership and ridership breakdown for the winter service routes.

Winter service is provided on the Miacomet Loop, Mid Island Loop and Sconset via Old South Road Route, primarily servicing Old South Road and Nobadeer Farm Road with several daily trips to Sconset. Service is provided weekdays from 7 am to 9 pm and weekends from 7 am to 7 pm.

The NRTA's vision is the commitment to provide safe, efficient, affordable and widely accessible transportation services to meet the needs of the year –round community and diverse summer population it serves. Year round transportation and meets the goals of this vision. Year round transportation provides access to employment, shopping, medical appointments, social events and more for the community. Although ridership has not met projections increases in winter is being seen. Revenue projections were on target with the share of the local assessment for year round service at \$411,000. There is a commitment to continue marketing efforts and building relationships with target groups that benefit from public transportation.

Annual pass sales have increased in 2020 which is a good indicator for people regularly using the service. People are appreciative of the service.

Annual Ridership

	2018	2019	2020
January		3,728	1,991 (thru 1/14)
February		3,182	
March		4,214	
April*	634	6,349	
May	9,193	15,158	
June	42,508	40,732	
July	80,573	80,489	
August	83,939	81,437	
September	28,611	26,310	
October	11,190	11,249	
November	5,861	5,680	
December	4,871	5,508	
Total	267,378	286,055	

- Service started April 27 2018

Annual Average Daily Ridership

	2018	2019	2020
January		116	142
February		114	
March		140	
April*	158	219	
May	297	489	
June	1,417	1,357	
July	2,599	2,596	
August	2,708	2,627	
September	954	877	
October	361	363	
November	202	196	
December	162	184	

Winter Ridership

	2018	2019	2020
January		1,619	1,991
February		3,182	
March		4,214	
April	634	1,411	
May	3,780	5,250	
October	6,246	4,909	
November	5,861	5,680	
December	4,871	5,508	
Total	21,392	31,773	

- January 2019 and 2020 winter service thru 1/14
- October 2018 winter service 10/9-10/31
- October 2019 winter service 10/15-10/31
- April 2018 service started April 27
- May 2018 winter service ended May 13
- May 2019 winter service ended May 17



Winter Average Daily Ridership

	2018	2019	2020
January		116	142
February		114	
March		140	
April	158	212	
October	271	289	
November	202	196	
December	162	184	

Annual Ridership

2018	Miacomet Loop	Mid Island Loop	Sconset via Old South Road Route
April	136	381	196
May	5,318	4,686	5,125
June	10,944	9,211	3,140
July	16,181	14,262	6,792
August	15,935	14,591	6,907
September	7,790	7,351	8,687
October	3,755	3,468	3,823
November	2,202	2,122	1,823
December	1,912	1,823	1,136
Total	64,173	57,895	37,629

2019	Miacomet Loop	Mid Island Loop	Sconset via Old South Road Route
January	1,490	1,432	691
February	1,344	1,127	711
March	1,808	1,497	909
April	2,453	2,137	1,759
May	6,928	6,100	6,545
June	10,568	9,399	8,905
July	15,855	14,872	12,543
August	15,687	13,873	12,119
September	6,964	6,995	8,570
October	3,992	3,668	3,401
November	2,246	2,073	1,361
December	2,292	1,978	1,350
Total	71,627	65,151	58,864

Winter Ridership

2018	Miacomet Loop	Mid Island Loop	Sconset via Old South Road Route
April	136	381	196
May	1,404	1,550	1,245
October	1,587	1,296	1,888
November	2,202	2,122	1,537
December	1,912	1,823	1,136
Total	7,241	7,172	6,002

2019	Miacomet Loop	Mid Island Loop	Sconset via Old South Road Route
January	1,490	1,432	691
February	1,344	1,127	711
March	1,808	1,497	909
April	750	599	575
May	2,938	2,676	3,459
October	2,299	2,089	1,997
November	2,246	2,073	1,361
December	2,292	1,978	1,350
Total	15,167	13,471	11,053