

Nantucket Regional Transit Authority

3 East Chestnut Street, Nantucket, MA 02554

Phone: 508-325-9571 • Fax: 508-325-0788 • TTY: 508-325-7516

www.nrtawave.com • nrt@nantucket-ma.gov

Minutes of the Meeting of November 5, 2014. The meeting took place in the Community Room of the Nantucket Police Station, 4 Fairgrounds Road, Nantucket, MA 02554. Members of the Board present were: Rick Atherton, Robert DeCosta, Bruce Miller, Matthew Fee, Tobias Glidden and Karenlynn Williams. Chairman Atherton opened the meeting at 6:00 p.m.

Presentation: Fast Ferry Connector Post Season Analysis and Survey Results.

Paula Leary, NRTA Administrator presented data and information on the 2014 Fast Ferry Connector Pilot Program: service was operated 145 days from 7:00 a.m. to 8:00 p.m. and was incorporated into the existing airport route much of the season providing 20 minute headways, and after Labor Day service was provided to/from the park and ride lot to specific boats. Operational data included: 6,015 passenger boardings, 3,331.5 hours of service were provided, total operating costs were \$197,426.05 a savings of \$52,573.95, cost per hour was \$59.26 well below the NRTA's \$75/hr cost. The identified issues were: the approval to implementation time frame, the impact to the NRTA's regular fixed route services by using a fleet spare to provide this service, boats consistently arriving late this created issues with one bus operations but the 20 minute service provided convenience to passengers, outbound and inbound designated stop at the park and ride lot, bus stop at Steamship Authority was very difficult, eliminate the wait time on Washington Street for the airport route, and there was confusion with 2 stops at the Hy-Line. Ms. Leary recognized and thanked her operations team for their efforts in providing this service. Ms. Leary suggested if the service is to continue in 2015 that the incorporation in to the existing airport route be done in June and for the shoulder seasons to operate 2 buses to/from the park and ride lot the boats. Ms. Leary stated it was a worthwhile venture and investment. Susan Richards from SR Concepts and the marketing consultant presented the survey results and analysis. Ms. Richards commended Ms. Leary and her team for implementing the service in such a short time period and so efficiently, she stated in her 20 years of working in transit all across the country



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she has never seen a new service implemented so quickly and well done. Surveys were conducted August 18 through the 22, 2014 by riding the buses, taking the ferries, talking to people in line for the ferries, and on line. A total of 162 surveys were completed. Interviews were also conducted with bus operators, Hy-Line and Steamship Authority employees. There were four target audiences that completed the survey: 79 contractors, 53 year round residents, 17 seasonal residents, 18 seasonal employees and 18 others that work on Nantucket but did not consider themselves contractors. Overall the Fast Ferry Connector was a worthwhile venture. The majority of the people using the service rated it very effective. Building ridership on a year round transit system takes at least three years and more focused marketing is needed to attract new riders, especially Island residents. Matt Fee provided an update on the Stake holders meeting that was held on November 4th: the meeting went well, Hy-Line and ReMain seem committed to funding, Steamship Authority asked for more information including a breakdown of the embarkation fee use, the boat lines didn't seem receptive to raising the embarkation fee, the private stake holders felt long term funding should come from the Town, Ms. Leary and Mike Burns will explore other state funding grants, and the Steamship Authority wants to have more of a hub at their terminal attached to other routes. The group plans to meet again in early December. Mr. Glidden asked if successful if capacity would become an issue. Ms. Leary responded that it could but the 20 minute headways will help with dealing with that issue. Ms. Leary stated that tonight's presentations and survey results are available on the NRTA's website and at the NRTA office.

The meeting was unanimously adjourned at 6:25 p.m.

Approved: March 18, 2015

