

**NANTUCKET  
REGIONAL TRANSIT AUTHORITY**

***ANNUAL REPORT***



**FISCAL YEAR 2006**

# Nantucket Regional Transit Authority

Fiscal Year ending June 30, 2006

## Annual Report



### Advisory Board

Whitey Willauer, Chairman

Brian Chadwick

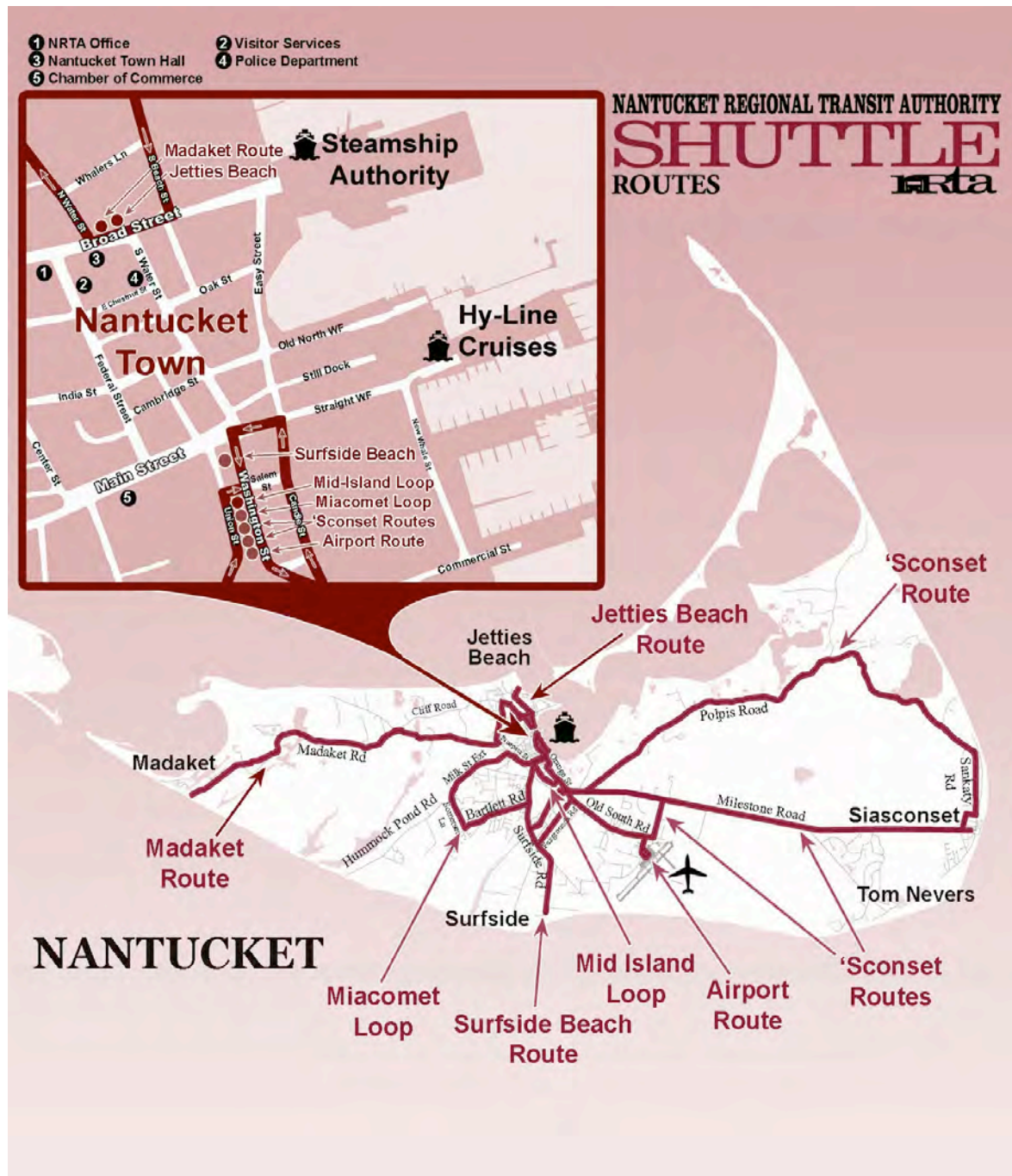
Douglas Bennett

Michael Kopko

Michael Glowacki

The Nantucket Regional Transit Authority (NRTA) provides seasonal fixed route shuttle service in Nantucket and year round advanced reservation van service for elders and persons with disabilities. During fiscal year 2006 the NRTA provided seasonal fixed route service from July 1, 2005 through October 2, 2005 and May 20, 2006 through June 30, 2006. The NRTA's fixed route operated 136 days on 9 routes utilizing (maximum) 13 vehicles. Fixed Route services operate on modified schedules (less frequent) at the beginning and end of the season.

## Fixed Route Services



**NRTA Ridership Comparison By Route – FY 2005 & FY 2006**

	<b>FY 2005</b>	<b>FY 2006</b>
Jetties Beach Route	12,619	11,560
Madaket Route	37,121	35,748
Miacomet Loop	51,876	54,610
Mid Island Loop	54,312	51,908
Sconset via Milestone Road Route	18,871	18,280
Sconset via Old South Road Route	35,942	38,038
Sconset via Polpis Road Route	5,190	5,107
Surfside Beach Route	17,760	18,496
Airport Route	8,166	9,899
Total	<b>241,857</b>	<b>243,646</b>

**DATES AND HOURS OF SERVICE**

- Jetties Beach Route operates on a 30 minute schedule mid June through Labor Day, daily from 10:00 a.m. to 6:00 p.m.
- Madaket Route operates on an hourly schedule from the end of May to mid June and after Labor Day to mid September and on a 30 minute schedule from mid June to Labor Day, daily from 7:00 a.m. to 11:30 p.m.
- Miacomet Loop operates on a 30 minute schedule from mid May to mid June and mid September to Columbus Day and on a 20 minute schedule from mid June through mid September, daily from 7:00 a.m. to 11:30 p.m.
- Mid Island Loop operates on a 30 minute schedule from mid May to mid June and mid September to Columbus Day and on a 15 minute schedule from mid June through mid September, daily from 7:00 a.m. to 11:30 p.m.
- Sconset via Milestone Road Route operates on an hourly schedule from mid June through Labor Day, daily from 7:00 a.m. to 11:30 p.m.
- Sconset via Old South Road Route operates on an hourly schedule from mid May through Columbus Day, daily from 7:00 a.m. to 11:30 p.m.
- Sconset via Polpis Road operates on a hour and twenty minute schedule July 1 though Labor Day, daily from 10:00 a.m. to 6:00 p.m.
- Surfside Beach Route operates on a forty minute schedule from mid June to Labor Day, daily from 10:00 a.m. to 6:00 p.m.
- Airport Route operates on a 30 minute schedule from July 1 through Labor Day, daily from 10:00 a.m. to 6:00 p.m.





## Passenger Boarding by Month

	FY 2005	FY 2006
July	79,955	82,814
August	81,204	86,493
Sept.	27,726	29,633
October	0	966
May	4,322	6,665
June	38,629	37,766
<b>TOTALS</b>	<b>231,836</b>	<b>244,337</b>



## FY06 PROGRAM STATISTICS

### Facts:

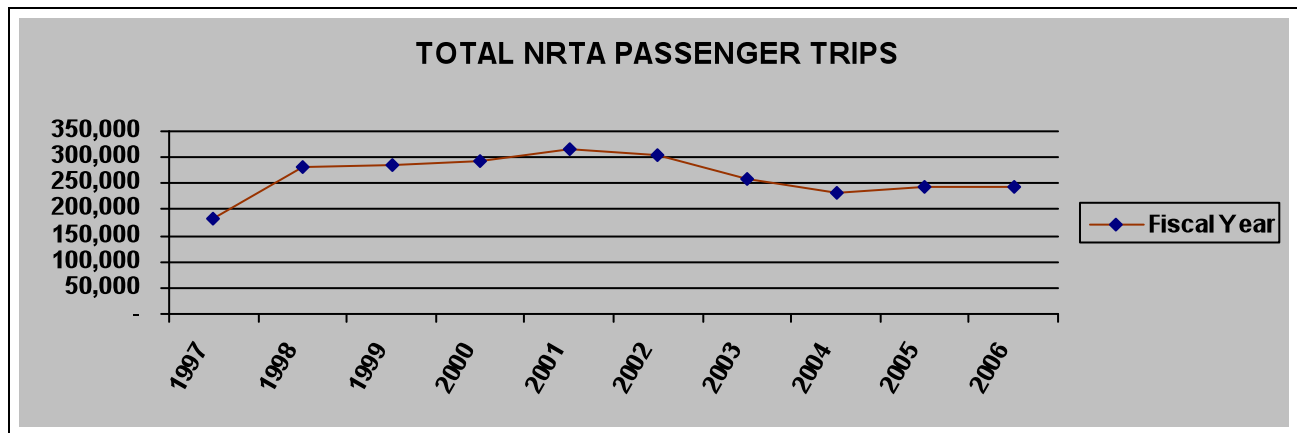
Annual Ridership  
Annual Farebox Revenue  
Annual Cost of Operations  
Percent of Fare Box  
Recover of Operation Cost  
Fleet Size

Fixed Route	Demand Response	Fully Funded
244,337	10,085	
\$351,944	\$9,605	
\$1,006,829	\$182,614	*\$58,567
35%	0.05%	
17	4	

\*Airport Service is funded by the Nantucket Airport Commission

Number of Fixed Routes  
Annual Passenger Trips  
Annual Revenue Hours  
Annual Revenue Miles  
Annual Vehicle Hours  
Annual Vehicle Miles

Fixed Route	Demand Response
9	
244,337	10,085
16,968.5	3,537.13
200,235	30,474
18,746	3,537.13
215,720	30,474



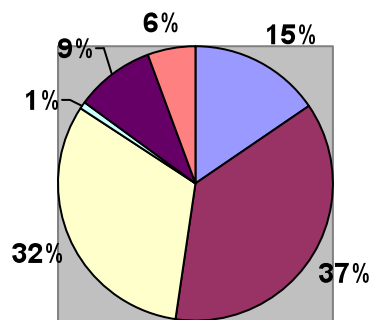




The NRTA's advanced reservation door to door elderly and disabled transportation is called Your Island Ride. Service is provided year round, Monday through Friday, daily from 8:00 a.m. to 4:00 p.m. Your Island Ride provided 10,085 trips in Fiscal Year 2006.



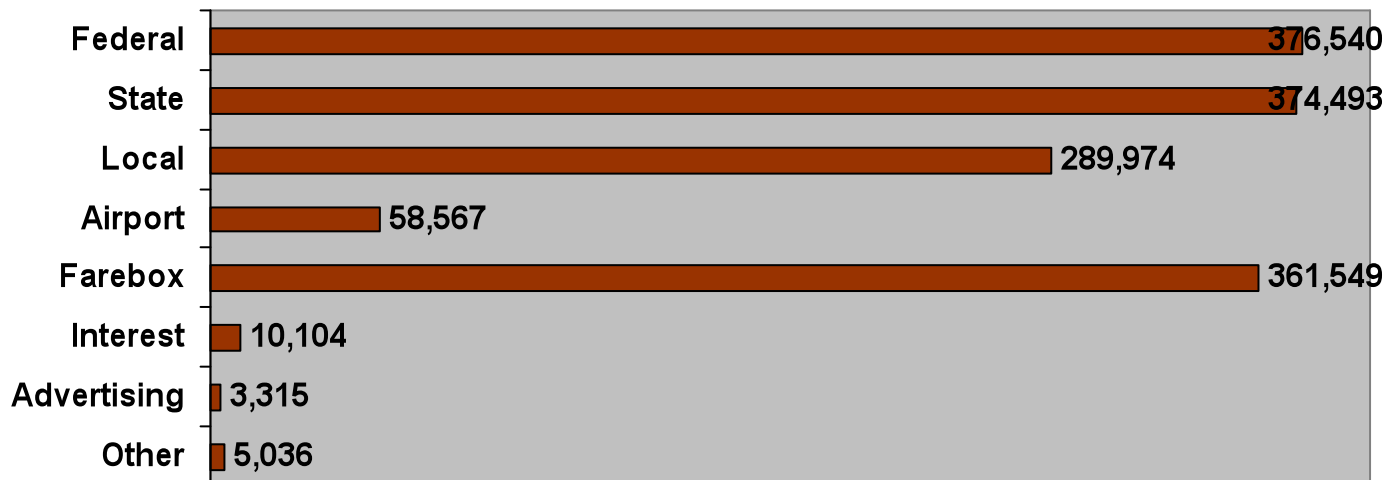
<b>Destinations</b>	<b># of Trips</b>
Medical	1,555
Nutrition	3,704
Social/Recreational	3,242
Shopping	69
Employment	950
Other	565
<b>Total Trips</b>	<b>10,085</b>



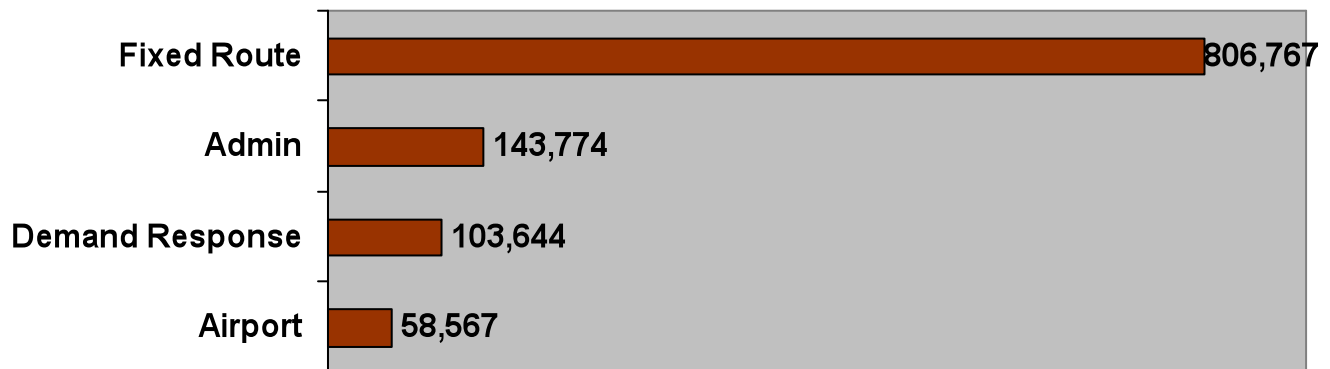
The total amount of miles accrued this Fiscal Year was 30,474 and 3,537.13 revenue hours of service.

## FISCAL YEAR 2006 AUDIT REPORT

### REVENUE



### EXPENSES

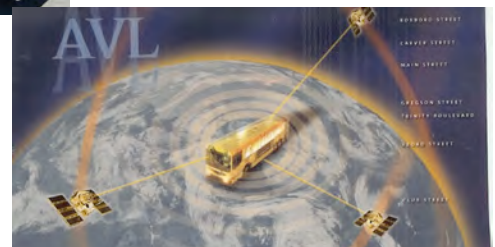


The NRTA contributed \$8,684 into its extraordinary expense fund and \$36,610 into its Stabilization Fund.



## STATEMENT OF NET ASSETS

	FY06	FY05
<b>Current Assets:</b>		
Cash and cash equivalents	\$ 249,054	\$ 279,636
Accounts Receivable	\$1,323,209	\$1,165,487
Prepaid Expenses	\$ 87,990	\$ 26,830
Restricted Current Assets:		
Cash and cash equivalents	<u>\$ 68,471</u>	<u>\$ 40,067</u>
<b>Total Current Assets</b>	<b><u>\$1,728,805</u></b>	<b><u>\$1,512,020</u></b>
<b>Noncurrent Assets:</b>		
Property, plant and equipment, at cost	\$3,276,255	\$2,764,570
Accumulated Depreciation	\$(1,609,014)	\$(1,368,308)
Property, plant and equipment net	<u>\$1,667,241</u>	<u>\$1,396,262</u>
<b>Total Assets</b>	<b><u>\$3,396,046</u></b>	<b><u>\$2,908,282</u></b>
<b>Liabilities and Net Assets</b>		
<b>Current Liabilities:</b>		
Accounts Payable/Accrued Expenses	\$ 125,029	\$ 5,235
Deferred Revenue	\$ 24,028	\$ 24,028
Revenue Anticipation Note	\$1,250,000	\$1,200,000
Advances Payable	<u>\$ 144,709</u>	<u>\$ 144,709</u>
<b>Total Current Liabilities</b>	<b><u>1,543,766</u></b>	<b><u>\$1,373,972</u></b>
<b>Net Assets</b>		
Invested in capital Assets, net of related debt	\$1,653,549	\$1,382,570
Restricted Net Assets	\$ 113,765	\$ 66,774
Unrestricted Net Assets	<u>\$ 84,966</u>	<u>\$ 84,966</u>
<b>Total Net Assets</b>	<b><u>\$1,852,280</u></b>	<b><u>\$1,534,310</u></b>
<b>Capital Grants</b>		
Commonwealth of Massachusetts	<b>\$512,545</b>	<b>\$108,129</b>





## What We Do

### **Ridership Incentive Programs**

The NRTA continues its efforts to provide Ridership Incentive Programs (RIP) that encourage ridership. Commuter Solution Program - This program began in 1997 through a TDM grant and has continued since then. This program enables employers to purchase passes for their employees at a discounted rate (\$10 off the cost of a season pass) and is one of the pass options made available to our fixed route riders. Since its inception, participation increases each year in the number of businesses that participate and the number of passes sold. For the NRTA's 2006 season 701 commuter passes were sold to 77 businesses (80 more passes were sold in 2006 than 2005 and 9 more businesses participated in 2006 than 2005). Ride to Read - This program began in 2000 and has continued since then. The Nantucket Elementary School, Nantucket Atheneum, Friends of Nantucket Public Schools and the NRTA established this program to provide elementary school children the opportunity and convenience to continue reading throughout the summer. Elementary school children can catch the Shuttle to town, go to the public library, read, check out books, receive two vouchers for "free" rides on the shuttle home and back to the library. Friends of Nantucket Public Schools reimburses the NRTA for the fares based on the number of voucher collected by NRTA drivers. Do the Ride Thing - Another long standing program that is provided by the NRTA, Visitor Services and the Nantucket Planning and Economic Development Commission. This is a week long event to entice new riders and keep faithful riders, riders that use the Shuttle, walk or ride a bike instead of taking a car can enter to win great prizes donated by local businesses. Vouchers are collected through the Do the Ride Thing event week and then a drawing is held to "give away" the prizes. The businesses that donate prizes are committed to this program and it is fun for our passengers. It is the intent that by holding this event in early/mid-June people will try the Shuttle and alternative modes, like it and continue to use the Shuttle throughout the summer. Pass Options - The NRTA provides several pass options to both seasonal shuttle users and visitors. Pass are available at a reduced cost to paying per ride. 1-day pass \$7; 3-day pass \$12; 7-day pass \$20; 30 day pass \$50; season pass \$80, Commuter \$70, Nantucket student \$40; other students \$70; and senior disabled \$40.

### **Marketing**

The NRTA recognizes that marketing its programs and system is extremely important. The NRTA has comprehensive on and off island marketing programs

in place. The Riders Guide is probably the most important piece of marketing and is widely distributed both on and off-island. The Rider's Guide is provided in a downloadable format from the NRTA's website. Rider's Guides can be found at key locations including: the Steamship Authority, Hy-Line Cruises Nantucket Memorial Airport, and Town Buildings. It is also distributed through members of the Nantucket Lodging Association and the Nantucket Association of Real Estate Brokers. The Nantucket Chamber of Commerce includes the Riders Guide in its mailings. Nantucket Visitor Services also distributes Rider's Guides and provides shuttle information to visitors. Rider's Guides are also sent to various Chambers of Commerce on Cape Cod and Plymouth. Each spring the NRTA Administrator attends various local association meetings (Mid-Island Partnership, Merchants Association, Lodging Association, Nantucket Association of Real Estate Brokers and various civic leagues) to provide information about our programs and services. The NRTA advertises in the local telephone books and in a local visitor newspaper publication. As a member of the Nantucket Island Chamber of Commerce the NRTA is provided, at no cost, a section on our Shuttle service in the beginning of its Guide Book. As well as additional low cost advertising opportunities (i.e. *Mass Getaway Guide* and *Yankee Magazine*). A separate piece is published by the NRTA about Airport Service, Airport Rack Cards, and is distributed to off island airline counters that service Nantucket Memorial Airport. Services are also marketed through various advertising opportunities on and off island. The Internet provides unlimited access to potential visitors and riders. The NRTA's website has been successful and provides people with everything they need to know about the NRTA, its services and programs. It is continually updated to include the latest information and new information. In addition to the printed version of the Rider's Guide people can download it from the website. Literally thousands of other various websites link to the NRTA's website. Many island organizations and service providers to the island provide a link from their website to the NRTA's website. The NRTA is included in the Smart Guide, a publication specific to traveling to from and around Cape Cod and the Islands. Through efforts of the NRTA and VTA we convinced the producers of the Smart Guide that the islands needed its own presence with specific "island" pages in the printed version of the Smart Guide as well as the web version. The Steamship Authority has provided advertising space on the SSA website, in its catalog publication and on its schedules. Bridgewater State College developed a GIS website that includes the NRTA that enables people to type in a starting address and a destination address that shows them the Shuttle route closest to them. The NRTA traded advertising with a local television station, they placed adsigns on NRTA buses in trade for 24 "ticker" ad on NRTA.

### **Customer Conveniences**



**PARK AND RIDE LOTS** - The NRTA provides six (6) park and ride lots along several of its shuttle routes. The Park and Ride lots are parking lots for private businesses (mostly restaurants) that enter into a license agreement with the

NRTA for \$1.00/year to utilize their lots as a Shuttle Park and Ride. The NRTA promotes the use of these lots in its marketing efforts.

**BIKES-N-TRANSIT** - The NRTA continues its efforts in the Commonwealths Bikes-n-Transit Program. All buses are equipped with bike racks that carry two bikes. Stationary bike racks are also provided at several stops. For the 2006 Shuttle season the NRTA transported 3,516 bikes on its buses. For the 2005 Shuttle season the NRTA transported 3,329 bikes on its buses. The island has nearly 30 miles of bike paths all adjacent to NRTA Shuttle Routes.



**BUS STOP AMENITIES** - The NRTA provides benches at a majority of its most used bus stops. DPW personnel repainted benches and created NRTA logos and the words "bus stops" on these benches that created more awareness of the bus stop locations. Stationary bike racks are also available at some of the bus stops. With the completion of the Fairgrounds Road Bicycle Path stop waiting areas were constructed with Belgian block, giving waiting passenger an even surface to stand on and wait for the bus.

**SHORT TERM PASS SALES** - The NRTA's short term passes (1-day, 3-day and 7-day) are able to be purchased aboard all fixed route vehicles through the electronic farebox.

### **Emergency Management**

The NRTA is a member of the Nantucket Emergency Preparedness Committee and work closely with the Fire and Police Departments in planning and implementing elements of emergency preparedness as it relates to transportation. The NRTA was charged with developing an emergency transportation plan for Nantucket. Nantucket's Comprehensive Emergency Management Plan, includes the NRTA and the use of its vehicles in emergency situations. An agreement between the Nantucket Health Department and the NRTA has identified the NRTA Bus Garage as an Emergency Dispensing Site for





information dissemination and medication distribution to the general public. The Health Department will utilize the bus garage as a dispensing site and on a seasonal basis utilize NRTA buses to transport individuals from information sites to dispensing sites and back. The NRTA is included in the Town of Nantucket's new radio system structure that will enable departments and NRTA to communicate with each other during emergency situations.

## **What's New**

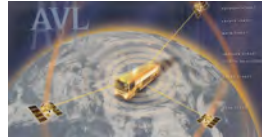
### **Automated Stop Announcement System**

In May the NRTA's fleet of fixed route vehicles were installed with an automated stop announcement system. Through GPS, the designated stops are announced upon approach and are scrolled aboard the vehicles. This not only meets ADA regulations but has benefited the island visitor.



### **Automated Vehicle Locator (AVL) System**

In June the NRTA's fleet of fixed route vehicles were installed with an Automated Vehicle Locator system. This information will be made available to the public on the NRTA's website.



### **Ridership Incentive Programs**

In addition to the NRTA's long standing successful ridership incentive programs, three new programs were added.

### **Public Transportation and Walking Map to Historic Sites and Museums on Nantucket**

This brochure was developed through a collaborated effort with the NRTA, the Town's transportation planner and various historic site and museums. The brochure includes a map locating the island's historic sites and museums and provides information on shuttle routes and stops to access these sites as well as walking times from site to site. This collaborative effort made it easier for people to get to Nantucket's wonderful historic sites and museums by taking the Shuttle or walking and will benefit the historic organization by increasing visitors while also increasing ridership on the Shuttle.

### **Emergency Ride Home Program**

The NRTA and MassRIDES, the Commonwealth's statewide travel options program announced a new *FREE* Emergency Ride Home Program available to Nantucket employers and their employees. The MassRIDES Emergency Ride Home (ERH) Program is available to any employee who commutes to work by



transit, walking, bicycling or carpooling at least twice a week and enrolls in the program. This program promises employees who regularly use travel options that MassRIDES will pay for the ride home if they experience a qualified emergency.

### **Lodging Association/Establishments**

The NRTA created a “poster” for lodging establishments with information on the NRTA services, routes, fares etc. to make it easier for their guests to use the shuttle service.



**THE END**

