

NANTUCKET REGIONAL TRANSIT AUTHORITY *ANNUAL REPORT*



FISCAL YEAR 2007

Nantucket Regional Transit Authority

Fiscal Year ending June 30, 2007

Annual Report



Advisory Board

Whitey Willauer, Chairman

Brian Chadwick

Michael Kopko

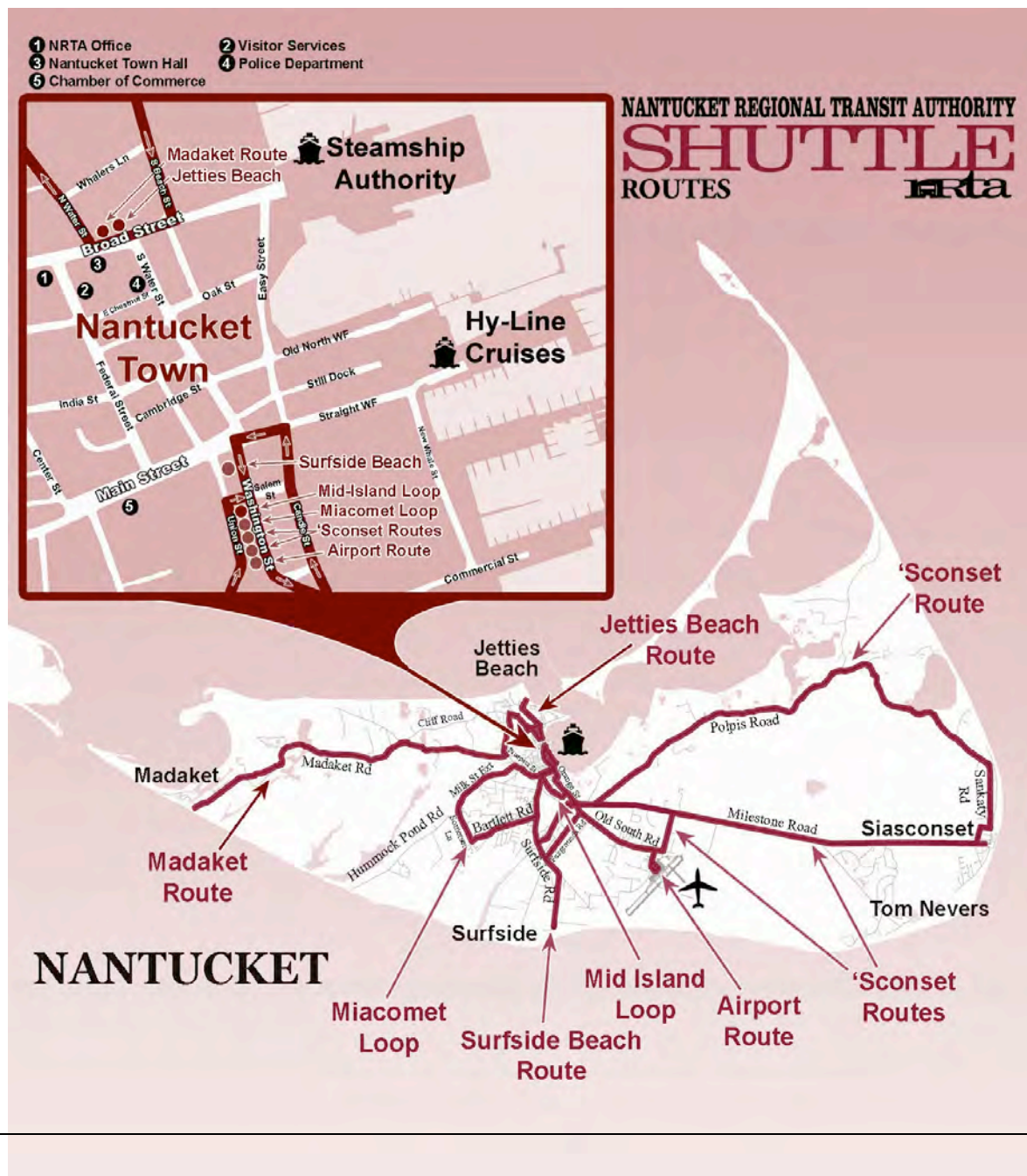
Patricia Roggeveen

Allen Reinhard

Mickey Rowland
Disabled Representative

The Nantucket Regional Transit Authority (NRTA) provides seasonal fixed route shuttle service and year round advanced reservation van service for elders and persons with disabilities in Nantucket. During fiscal year 2007 the NRTA provided seasonal fixed route service from July 1, 2006 through October 9, 2006 and May 19, 2007 through June 30, 2007. The NRTA's fixed route operated 150 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 2006 & FY 2007

	FY 2006	FY 2007
Jetties Beach Route	11,560	11,933
Madaket Route	35,748	35,900
Miacomet Loop	54,610	54,442
Mid Island Loop	51,908	51,229
Sconset via Milestone Road Route	18,280	18,001
Sconset via Old South Road Route	38,038	38,740
Sconset via Polpis Road Route	5,107	5,174
Surfside Beach Route	18,496	19,378
Airport Route	9,899	10,927
Total	243,646	245,724

DATES AND HOURS OF SERVICE

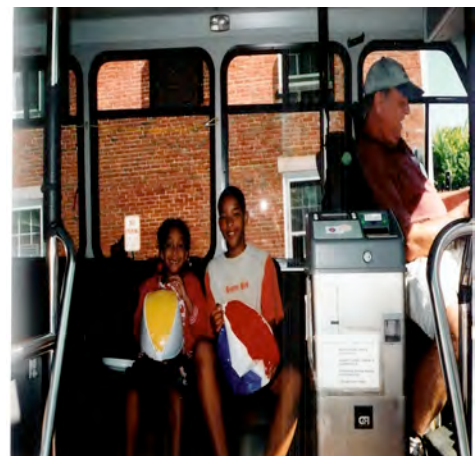
- Jetties Beach Route operated on a 30 minute schedule mid June through Labor Day, daily from 10:00 a.m. to 6:00 p.m.
- Madaket Route operated on an hourly schedule from the end of May to mid June and after Labor Day to mid September and on a 30 minute schedule from mid June to Labor Day, daily from 7:00 a.m. to 11:30 p.m.
- Miacomet Loop operated 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 operated 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 operated 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 operated 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 operated on an hour and twenty minute schedule July 1 through Labor Day, daily from 10:00 a.m. to 6:00 p.m.
- Surfside Beach Route operated on a forty minute schedule from mid June to Labor Day, daily from 10:00 a.m. to 6:00 p.m.
- Airport Route operated on a 30 minute schedule from 10:00 a.m. to 6:00 p.m. during 2006 season and on a 20 minute schedule from 8:00 a.m. to 6:00 p.m. during the 2007 season.



Passenger Boarding by Month



	FY 2006	FY 2007
July	82,814	83,983
August	86,493	82,816
September	29,633	27,338
October	966	4,078
May	6,665	7,244
June	37,766	40,265
TOTALS	244,337	245,724



FY07 PROGRAM STATISTICS

Facts:

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

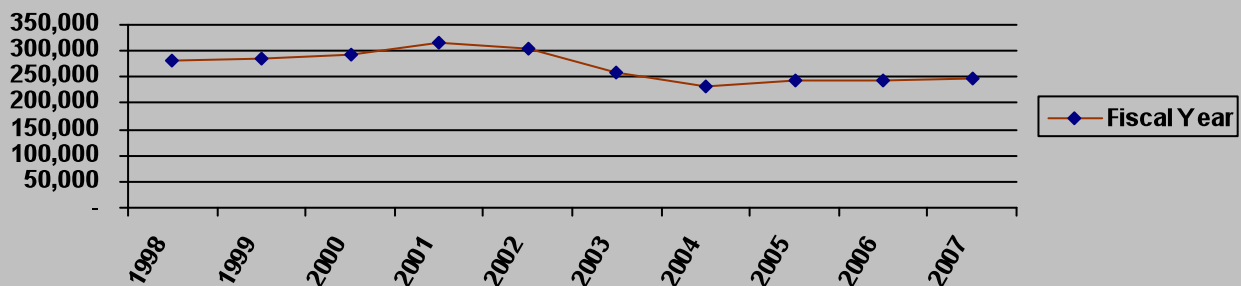
Fixed Route	Demand Response	Fully Funded
245,724	10,704	n/a
\$318,210	\$8,145	n/a
956,841	\$216,614	\$50,707
33%		
17	4	

*Airport Service is funded by the Nantucket Airport Commission for the period of July through Labor Day 2006.

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

Fixed Route	Demand Response
9	
245,724	10,704
16,644.5	3,692.14
219,193	32,290
18,901	3,692.14
234,678	32,290

TOTAL NRTA PASSENGER TRIPS - FIXED ROUTE

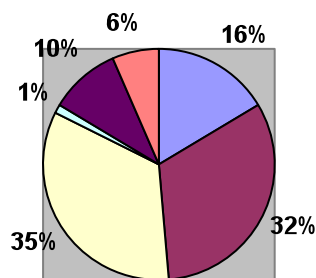




The NRTA's advanced reservation door to door elderly and disabled transportation is called Your Island Ride. Service is provided year round, Monday through Friday, daily from 8:00 a.m. to 4:00 p.m. Your Island Ride provided 10,704 trips in Fiscal Year 2007.



Destinations	# of Trips
Medical	1,760
Nutrition	3,438
Social/Recreational	3,623
Shopping	122
Employment	1,083
Other	678
Total Trips	10,704



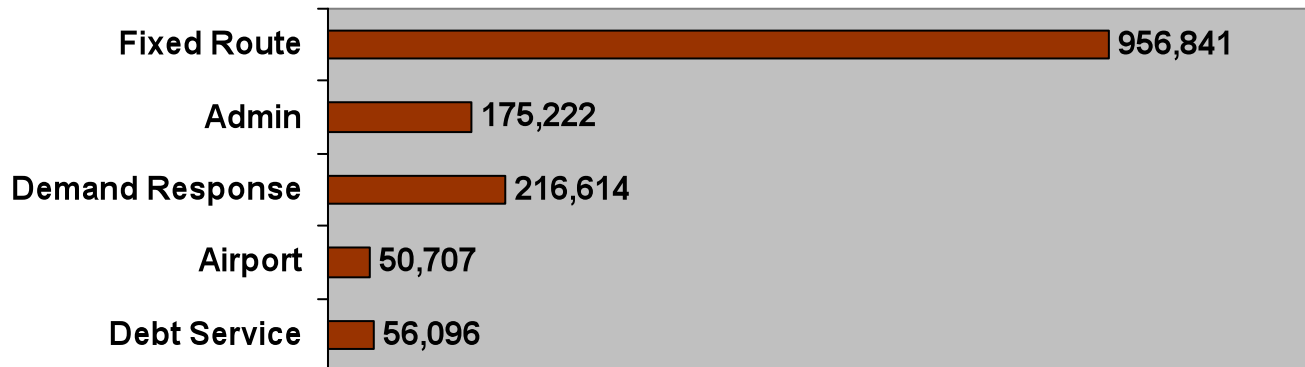
The total amount of miles accrued this Fiscal Year was 32,290 and 3,962.14 revenue hours of service.

FISCAL YEAR 2007 AUDIT REPORT

REVENUE



EXPENSES



The NRTA contributed \$296 into its extraordinary expense fund.

STATEMENT OF NET ASSETS

	FY07	FY06
Current Assets:		
Cash and cash equivalents	\$ 85,131	\$ 249,054
Accounts Receivable	\$1,560,470	\$1,323,209
Prepaid Expenses	\$ 90,600	\$ 87,990
Restricted Current Assets:		
Cash and cash equivalents	<u> </u>	<u>\$ 68,471</u>
Total Current Assets	\$1,736,201	\$1,728,805
Noncurrent Assets:		
Property, plant and equipment, at cost	\$ 3,680,679	\$3,276,255
Accumulated Depreciation	\$(1,778,871)	\$(1,609,014)
Property, plant and equipment net	<u>\$ 1,901,808</u>	<u>\$1,667,241</u>
Total Assets	\$ 3,638,009	\$3,396,046
Liabilities and Net Assets		
Current Liabilities:		
Accounts Payable/Accrued Expenses	\$ 6,345	\$ 125,029
Deferred Revenue	\$ 24,028	\$ 24,028
Revenue Anticipation Note	\$1,450,000	\$1,250,000
Advances Payable	<u>\$ 144,709</u>	<u>\$ 144,709</u>
Total Current Liabilities	\$1,625,082	\$1,543,766
Net Assets		
Invested in capital Assets, net of related debt	\$1,888,117	\$1,653,549
Restricted Net Assets	\$ 124,810	\$ 113,765
Unrestricted Net Assets	<u>-</u>	<u>\$ 84,966</u>
Total Net Assets	\$2,012,927	\$1,852,280
Capital Grants		
Commonwealth of Massachusetts		\$560,425





Do the Ride Thing
Grand Prize Winner



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 2007 season 673 commuter passes were sold to 71 businesses. 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. Public Transportation and Walking Map to Historic Sites and Museums on Nantucket - A 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 is a participant in MassRIDES, the Commonwealth's statewide travel options, *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.

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*). 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. 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 2007 Shuttle season the NRTA transported bikes 3,334 on its buses. The island has over 30 miles of bike paths all adjacent to NRTA Shuttle Routes.

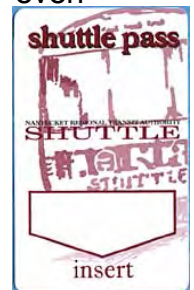


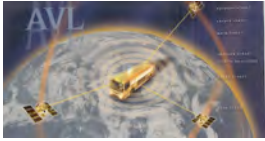
BUS STOP AMENITIES - The NRTA provides benches at a majority of its most used bus stops. DPW personnel repainted benches and created NRTA logos and the words “bus stops” on these benches that created more awareness of the bus stop locations. Stationary bike racks are also available at some of the bus 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 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.





Intelligent Transportation System

The NRTA's fleet of fixed route vehicles are 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.

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

What's New

Automated Passenger Counting System – The NRTA's fleet of fixed route vehicles are installed with an automated passenger counting system using sensors at the entrance door that counts passenger boardings and stop locations where boarding.

"How to Ride the Shuttle Guide" – A brochure was developed to better assist passenger in using the Shuttle to make their ride with the NRTA safe and enjoyable. The brochure includes NRTA policies and information on: Catching the Shuttle, Riding the Shuttle, Disembarking the Shuttle, Bikes and Handicap Accessibility, Pets, Priority Seating, Transit Watch, and the Fare and Pass Policy.

Airport Service every 20 minutes – Frequency on the Airport Shuttle was increased from every 30 minutes to every 20 minutes to better serve the islands gateway.

PtMS Upgrade – The NRTA utilizes the Paratransit Management and Scheduling (PtMS) program for its elderly and disabled van service. PtMS is designed to assist providers of specialized transportation services with the tools necessary to manage the every day tasks of scheduling trips, tracking clients, preparing billing and creating and generating reports. In FY07 the NRTA upgraded this program to include: the Interactive Scheduler that provides a Windows based environment for performing trip editing, automated assignment of trips to vehicles, and printing manifests for drivers and the GO mapping that is designed to provide a graphical mapping interface. It allows the NRTA to geocode, schedule route trips that are then displayed on the map.



Dump the Pump Campaign – The NRTA participated in this event sponsored by the American Public Transportation Association (APTA), the 2007 National Dump the Pump Day encourages people to ride public transportation to help improve the environment and to conserve gasoline. Participation in National Dump the Pump Day was a way to reach out to new riders and thank current riders. Half fares were offered on all Shuttles and promotional items were given away.



THE END

