



FY 2015 ANNUAL REPORT

PARTNERSHIPS

AT

WORK

BRTA's partnership with Williams College means students are able to explore opportunities **beyond** campus. *Bus with Us* benefits both BRTA and Williams. It's a pilot program designed to create more demand for BRTA routes 3 and 7 and to provide transportation for Williams' students volunteering in the community, e.g., North Adams Public School system and MASS MoCA.



from the ADMINISTRATOR'S DESK



FY 2015 will be remembered as a time of accomplishment and change. As always, our work was shaped by our purpose: to provide access to public transportation services to our 24-member communities in Berkshire County.

Consider our initiative to make the bus deck wheelchair accessible. It is our responsibility to make it possible for all residents to ride, regardless of their mobility.

We also worked to improve interior and exterior signage to provide a better customer experience for our residents and visitors alike. The configuration of our bus deck was often confusing and sometimes dangerous to drivers who were dropping off customers. The improved exterior signage has added both clarity and safety for all.

We're proud of our ongoing collaboration with Williams College. It has allowed BRTA to connect express service between Pittsfield and North Adams as well as test new technology. We installed WIFI, implemented

QR code technology, text messaging next bus information and designated bus stop signs throughout the campus. The results: **930 unique users** requested information **21,521 times** during FY 15. Bus information was provided to each unique user **23 times** without ever once calling the BRTA.

BRTA has never considered itself purely a transit authority. Our board and this administration are committed to

supporting economic development in Berkshire County. Ensuring people have transportation to school and work has been and will continue to be a major focus. Can we do better? Of course we can. But we need more funding from the Commonwealth if we are to expand the service so that we can get people home after working a second shift or Sunday hours.

To that end, we have been involved in a study of our existing service to identify areas where we have potential ridership and to provide recommendations on ways to increase service. This study will be presented to the Massachusetts legislature to make the case for increased revenue. Support for public transportation is critically important to many Berkshire County residents. Consider this fact: **64% of recently surveyed riders do not own a car**. They live in a region that's approximately the size of the state of

Rhode Island. Furthermore, Berkshire County is the second poorest in the Commonwealth.

Much of the work I have alluded to was initiated under the watch of Gary Shepard who resigned from his six-year stint as Administrator on October 31. He and I worked closely on these and other important initiatives you'll read about in this report. Naturally, I was pleased to have been named as Gary's permanent replacement by the board in November 2014.

I am committed to creating new ways for BRTA to better serve Berkshire County residents. I invite you to take a ride on a BRTA bus, I think you'll enjoy the experience.

Best regards,

Robert Malnati



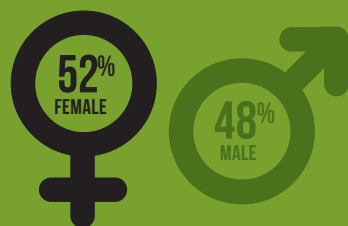
BRTA

by the numbers

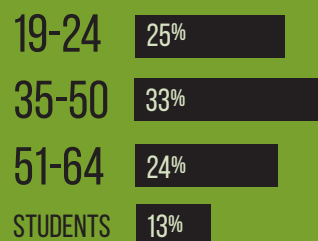
One of our most important measures is our ridership. And the most important measure is our customer satisfaction. In July 2014 we conducted a ridership

survey covering Routes 4, 5, 13, 14, 16, 31, and 33. Please see the system wide route map on our website as a point of reference.

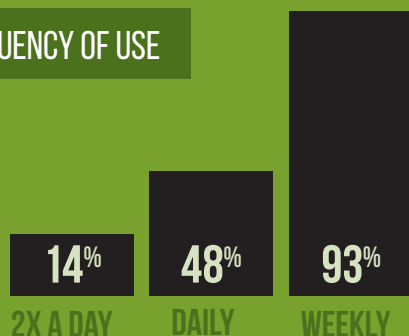
RESPONDENT PROFILE



BY AGE



FREQUENCY OF USE



64% of respondents did not have a car at home

BICYCLE PASSENGERS ↑ 29.97% increase

WHEELCHAIR PASSENGERS ↑ 25.93% increase

90% ON-TIME SERVICE within 5 minutes of scheduled time

DESTINATIONS

TO/FROM WORK 57%

SHOPPING 53%

MEDICAL 43%

SCHOOL 15%



87%

OF RIDERS ARE

SATISFIED
WITH BRTA SERVICE

EXPERIENCE

94% feel their ride time is reasonable

92% feel the buses are right sized for the route

93% pay using Charlie Card (75% stored value on card)

DESIRED IMPROVEMENTS

70% want Sunday service

70% want later evening service

41% want greater frequency of service



SOLDIER ON

THE POWER OF COLLABORATION

BRTA & Soldier On

Since 1994, Soldier On has provided transitional and then permanent housing for homeless veterans. In conversations with Soldier On's leadership team, BRTA learned that access to transportation is another hurdle facing veterans and their families.

According to the Veteran's Administration, **50%** of the country's veterans miss appointments due to transportation issues.

BRTA and Soldier On decided this problem needed to be addressed. BRTA submitted a grant application to the USDOT/Federal Transit Administration and received \$2 million in funding to develop and operate a One Call/One Click mobility management center with a mission to improve mobility for veterans and their families.

These funds were used to complete BRTA's Demand and Fixed Route Technology as well as:

- **IMPROVE** coordination of Demand Response Service (ADA, Paratransit, and Medicaid) throughout Berkshire County.
- **INTEGRATE** 3rd party transportation options.
- **LAUNCH** a Call Center, staffed by veterans, to help others get where they need to go in Berkshire County.

The Veterans & Family Call Center opened in the spring of 2015.

“

This project is hands-down the best mobility management project I've heard of in my career.”

Doug Bernie, 30-year veteran of the Federal Transit Administration

FINANCIAL STATEMENTS

	2015	2014
ASSETS		
Current assets		
Cash and equivalents	1,294,767	1,314,039
Receivables, net	4,199,181	4,729,554
Prepaid expenses	348,114	—
Working capital held by fixed route operator	737,816	737,816
Total current assets	6,579,878	6,781,409
Property and equipment, net	15,622,985	15,745,699
TOTAL ASSETS	22,202,863	22,527,108
LIABILITIES AND DEFERRED INFLOWS OF RESOURCES		
Accounts payable	660,514	645,082
Accrued payroll and related liabilities	15,868	31,976
Unearned revenue	366,857	92,920
Accrued interest	35,153	38,149
Notes payable	4,700,000	5,200,000
Net pension liability	426,226	439,586
Total liabilities	6,204,618	6,447,713
Deferred inflows of resources	75,574	79,108
Deferred inflows related to pensions	—	—
TOTAL LIABILITIES AND DEFERRED INFLOWS OF RESOURCES	6,280,192	6,526,821
NET POSITION		
Invested in capital assets, net of related debt	15,518,558	15,617,168
Restricted		
Reserve	168,097	163,997
Working capital held by fixed route operator	737,816	737,816
Unrestricted	(501,800)	(518,694)
TOTAL NET POSITION	15,922,671	16,000,287

TOTAL OPERATING + NON-OPERATING EXPENSES

of \$13,427,359 by Source

6% Administration 94% Transportation services

STATEMENT OF NET COST OF SERVICE

	TOTAL SERVICE AREA 2015	2014
OPERATING COSTS		
Administrative costs	767,359	796,780
Purchased Services		
Fixed route service	4,723,047	4,486,017
Demand response service	754,679	776,656
Brokerage service	7,159,829	5,959,760
Debt service	22,445	23,640
Eliminate GASB 68 reduction to pension expense	16,894	—
TOTAL OPERATING COSTS	13,444,253	12,042,853
OPERATING ASSISTANCE AND REVENUES		
Federal operating and administrative assistance	1,627,424	1,987,665
REVENUES		
Local revenues		
Fixed route income	806,200	769,130
Demand response income	146,809	132,884
Brokerage service income	7,366,691	6,064,053
Advertising income	47,754	47,170
Rental income	38,119	38,119
Other income	57,949	54,511
Interest income	3,277	3,689
Total local revenues	8,466,799	7,109,556
TOTAL OPERATING ASSISTANCE AND REVENUES	10,094,223	9,097,221
NET OPERATING DEFICIT	3,350,030	2,945,632
Increase in reserve for extraordinary expenses	4,100	4,000
Net cost of service	3,354,130	2,949,632
NET COST OF SERVICE FUNDING		
Local assessments	861,492	840,480
State contract assistance	2,492,638	2,109,152
TOTAL FUNDING	3,354,130	2,949,632
UNREIMBURSED DEFICIT	—	—
State forward funding of prior years deficits	—	274,520
Accumulated unreimbursed deficit, beginning	—	(274,520)
Accumulated unreimbursed deficit, ending	—	—

The following nonreimbursable items are not included in the eligible expenses above:
 Depreciation taken on property and equipment purchased with capital grant funding
 GASB 68 adjustment for the change in the Authority's net pension liability

OUR LEADERS

advisory board members

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Jeffrey Snoonian

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Timothy Drumm
Lucy Prashker, Esq

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Mark Webber

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Bruce Bernstein

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Nadine Hawver

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Stephen Shatz

WASHINGTON

James Huebner
Mike Case

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Jane Patton
Brian O'Grady

WINDSOR

Douglas McNally

THANK
YOU



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