





from the

ADMINISTRATOR'S DESK

FY 2016 marks my first full year as BRTA Administrator. It's been a busy year, filled with both challenge and opportunity. The challenge generally revolves around how to secure more funding from the State to meet the ever-increasing transit needs of the nearly 130,000 residents of Berkshire County. Our riders tell us they appreciate being able to get to school, work and shopping, Monday through Friday and on Saturdays. Their wish is for later service through the week and the introduction of Sunday service. Currently, BRTA services 15 fixed routes on weekdays and 12 fixed routes on Saturdays. We also provide Paratransit service to seniors and people with disabilities. Paratransit is a shared ride, door-to-door service.

As for opportunities, all of Massachusetts' regional transit authorities were requested by the State Legislature to

create Regional Transit Plans. This request was made in response to the Transportation Finance Bill.

Our creation of the plan provided an opportunity to take time to reflect on how the BRTA becomes a more responsive transportation source for our region. The plan identifies four primary operating goals:

- Goal 1:** Support Economic Development and Environmental Justice
- Goal 2:** Better Align Service with Needs
- Goal 3:** Improve Transit Access for Transit-Dependent Populations
- Goal 4:** Increase Frequency and Service Options to Improve Transit Access for the Public

These goals acknowledge the importance of mass transit in the economic vitality of our region. Ours is a challenging region to live in without a car.

With a service area the size of Rhode Island, BRTA fills a significant transportation void for many households. Many thousands of people rely on BRTA to get to work and to get to school. For example, our fixed route service to Berkshire Community College is one of our most popular routes.

We know that we can build efficiencies into our schedules, resulting in more runs in less time. These are immediate fixes we can make without adding more buses to the fleet. In order to fully live up to the potential of regional transit and achieve these goals, we will need to leverage more funding from the state

legislature and U.S. Congress. I would encourage you to stay informed about the Legislature's funding priorities and where public transportation falls.

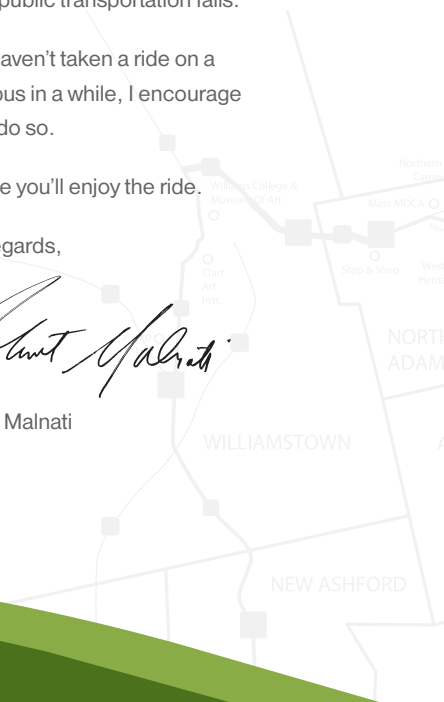
If you haven't taken a ride on a BRTA bus in a while, I encourage you to do so.

I believe you'll enjoy the ride.

Best regards,



Robert Malnati

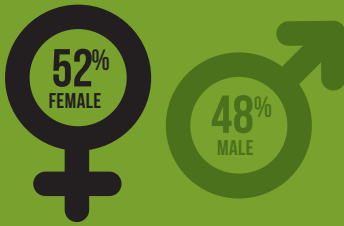


BRTA

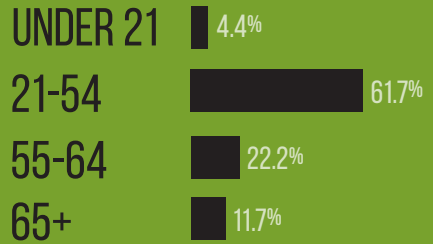
by the numbers

Below you will find the results of our ridership survey conducted in 2016. Survey participants included 228 customers on all routes. Please see the system wide route map on our website as a point of reference.

RESPONDENT PROFILE



BY AGE



FREQUENCY OF USE



CUSTOMERS WITH BICYCLES

↑ 21%
increase



CUSTOMERS WITH WHEELCHAIRS

↑ 7.9%
increase



DESTINATIONS



WORK

36.9%



SHOPPING

23.9%



MEDICAL

13.1%



FAMILY

7.4%



OTHER

18.7%

98.2%
OF RIDERS ARE

SATISFIED

WITH BRTA SERVICE

- ★ EXCELLENT: 51.9%
- ★ VERY GOOD: 28%
- ★ SATISFACTORY: 18.3%

EXPERIENCE



92.8%

agreed the bus goes
where they want to go



73%

agreed the bus goes
when they need to go



BRTA GETS STUDENTS TO SCHOOL

*One of the BRTA's busiest routes runs between downtown Pittsfield and Berkshire Community College. During the school year, more than **2,500** students regularly take the bus to school.*

The “B” Bus as it’s known is not only a convenience but a necessity for many community college students. BCC offers discounted tickets and allows them to use financial aid to purchase Charlie Cards to pay bus fare.

BCC has taken advantage of the BRTA Travel Training Program to help students learn the ins and outs of taking the bus. The program brings a minibus on site where people can become more familiar with the bus, learn how to use Charlie Cards, and even how to load their bikes on the vehicle’s bicycle racks.

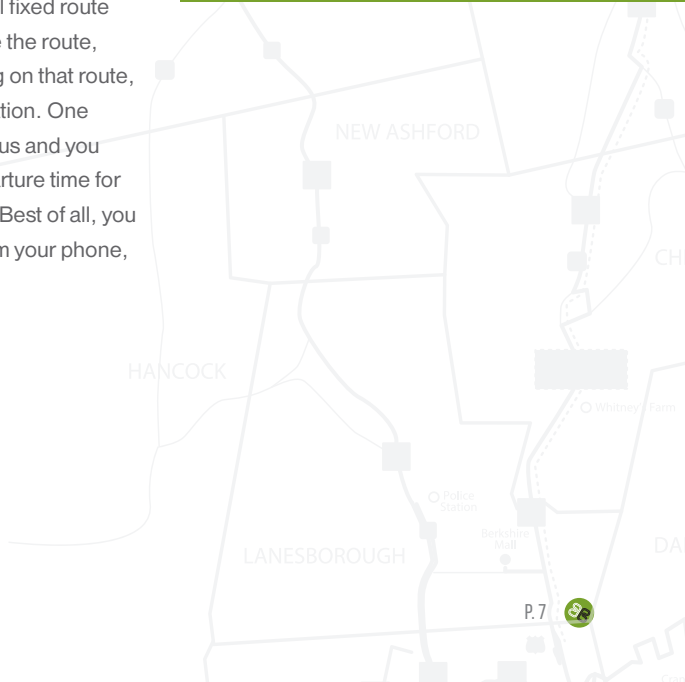
With the BRTA’s latest technology advancement, a system-wide map with real time bus information, all riders can access the location of all fixed route vehicles. Simply choose the route, click on the bus traveling on that route, zoom in to find your location. One more click on the blue bus and you see the scheduled departure time for that particular bus stop. Best of all, you can access the map from your phone, tablet, or computer.



I’m going to start using the bus... and leave the driving to the BRTA.”



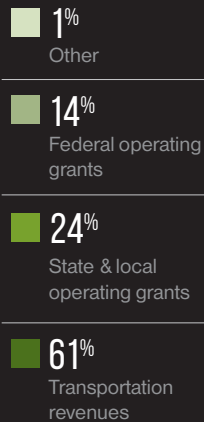
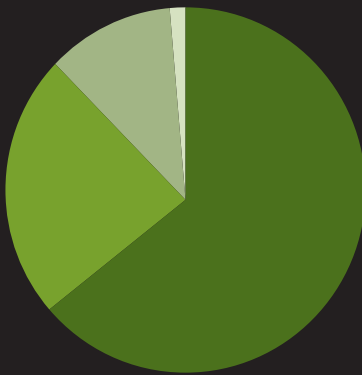
Ellen Kennedy, President
Berkshire Community College



the FINANCIALS

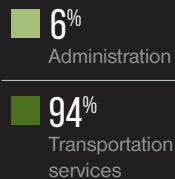
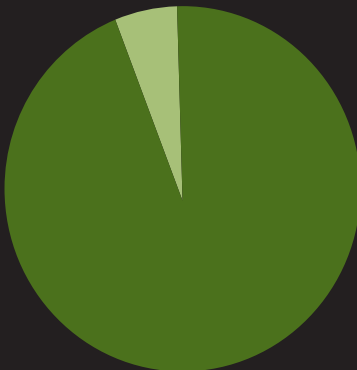
TOTAL OPERATING + NON-OPERATING REVENUES

of \$14,265,756 by Source



TOTAL OPERATING + NON-OPERATING EXPENSES

of \$14,322,589 by Source



ridership

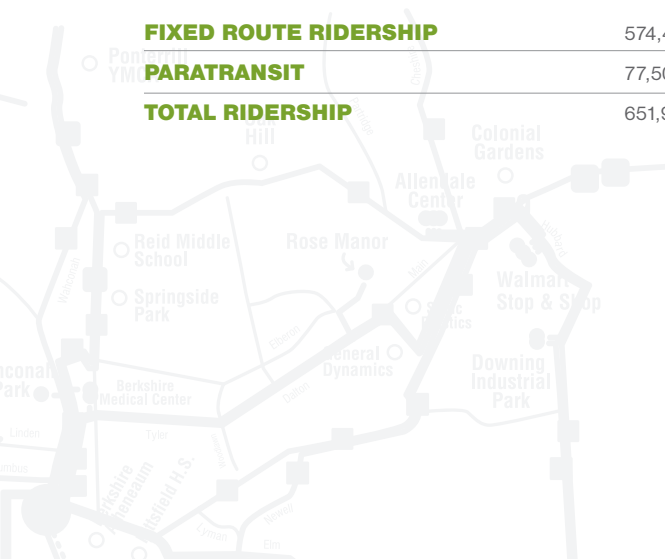
The BRTA is **one of six** Regional Transit Authorities in Massachusetts that broker transportation for consumers of six state agencies. The BRTA provides this service for the thirty-two cities and towns in the Berkshires.

BROKERAGE TRIP HISTORY

DESTINATION	FY15	FY16
DMA (Department of Medical Assistance)	109,794	132,646
DDS (Department of Developmental Services)	97,389	103,432
DPH (Department of Public Health)	4,753	4,620
MRC (Massachusetts Rehabilitation Commission)	815	772
DMH (Department of Mental Health)	1,130	3,763
TOTAL	213,881	245,233

BRTA TRIP HISTORY

	FY15	FY16
FIXED ROUTE RIDERSHIP	574,418	576,243
PARATRANSIT	77,509	76,929
TOTAL RIDERSHIP	651,927	653,172



OUR LEADERS

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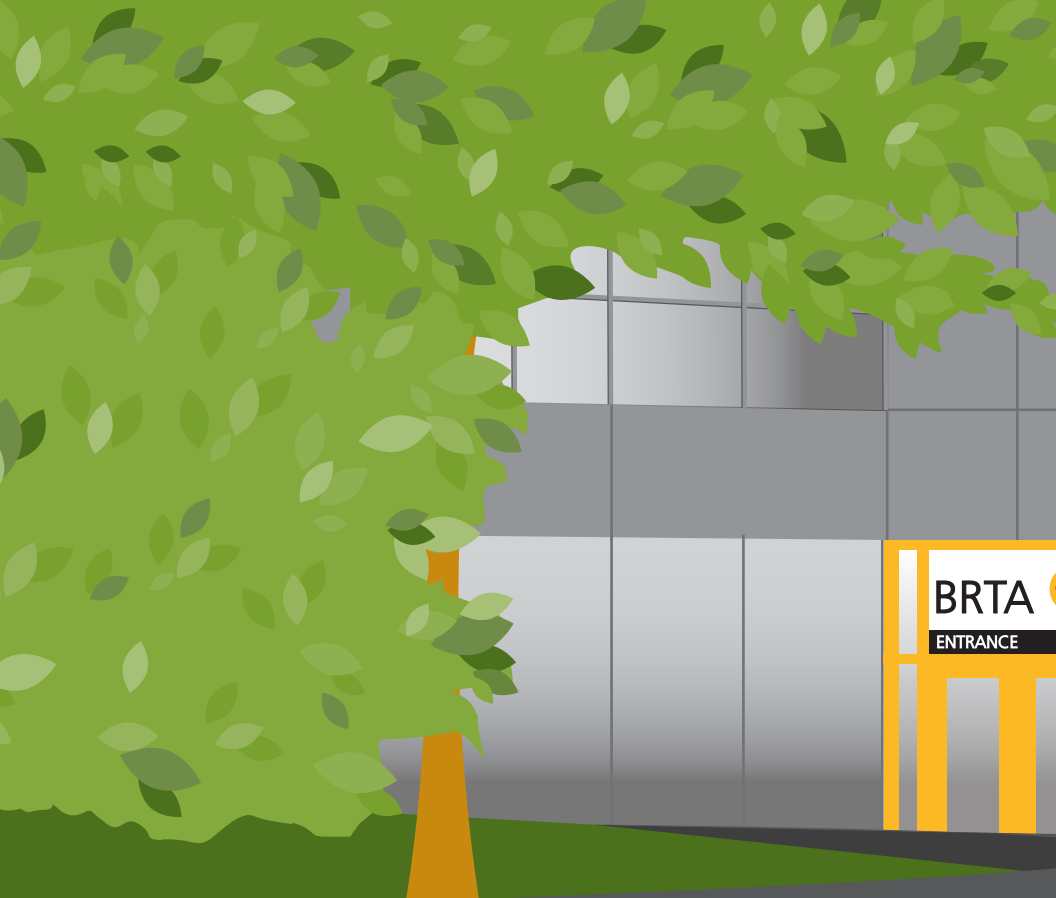
WINDSOR

Douglas McNally

DISABILITY REPRESENTATIVE

Marianne Somes





BRTA

ENTRANCE