

KEEP

Public

TRANSIT

Thriving



TO OUR

stakeholders

In case you missed it, FY24 marked BRTA's 50th anniversary. While we didn't have an anniversary party with 50 candles on a cake, we did something even better. We offered two months of fare-free riding. I hope you were able to take a ride with us on us!

You may have had a chance to ride on one of our new hybrid diesel electric buses. They were wrapped with retro graphics from three decades of BRTA service. They came just in time for our anniversary, thanks to a grant from the Federal Transit Administration. BRTA wasn't the only beneficiary. The FTA grant provided \$1.5 billion to provide more than 1,100 American-made buses to 47 states.

An individual RTA could never afford to purchase these buses on its own. Nor could we successfully obtain \$2.4 million in grant money without the help of elected officials. The Berkshire delegation and other stakeholders wrote persuasive letters to support our grant application.



Our goal is to transform our public transit system. We need to replace our aging fossil fueled fleet to help reduce pollution here in the Berkshires. To that end, we have already started applying for grants for hydrogen powered vehicles.

There is a lot of uncertainty regarding funding priorities for the new year within the transit industry. If public transportation is critical to getting you to work, school, medical care or family visits, you may have to write letters, attend community meetings, or connect with others who also need and want robust public transit.

BRTA will continue to work hard to implement and retain the important gains you'll be reading about in this year's annual report. Let's keep public transit thriving for the next 50 years.

Best regards,
Robert Malnati



Through THE YEARS

1976 | LEADERSHIP
Louis Peracha, Jr.

1974 LEADERSHIP
M. Michael Muzyka

Chapter 161B Established BRTA members: Pittsfield, Dalton, Lanesborough, Lee, Lenox, Hinsdale, & Richmond

1978

Purchase of land at Downing Industrial Park & building of Maintenance Facility

1979 | Adams, Great Barrington, North Adams & Stockbridge become BRTA members

1980 | Williamstown, Clarksburg & Cheshire become BRTA members

1984

1993 | LEADERSHIP
Dianne Smith

1988

Installation of BRTA bus shelters



2009 | Berkshire
Community College
Classes at ITC

2010 | Windsor
becomes BRTA
member

2013 | Williams
College
Partnership

2007 | LEADERSHIP
Gary Shepard

2014 | LEADERSHIP
Robert Malnati
Launched
Charlie Card

2015 | Veterans & Families
Transportation Call
Center Opening at ITC

2004
ITC opened

2017 | Shop with
a Cop started

2002 Groundbreaking & building of the
Intermodal Transportation Center (ITC)
Florida becomes BRTA member

2018 | New
Ashford becomes
BRTA member

2001 | Monterey becomes
BRTA member

2020 | Launched
new BRTA website

Savoy becomes
BRTA member

2000 | Sheffield, Mt Washington,
Egremont & Alford become
BRTA members

2023 | Hancock, West
Stockbridge & New
Marlborough become
BRTA members

1999 | LEADERSHIP
Charles MacNeil

1998 | Becket becomes
BRTA member

2024
BRTA Celebrates
50 years of service

1994





FUNDING FOR REGIONAL *Expansion* OF TRANSIT SERVICES



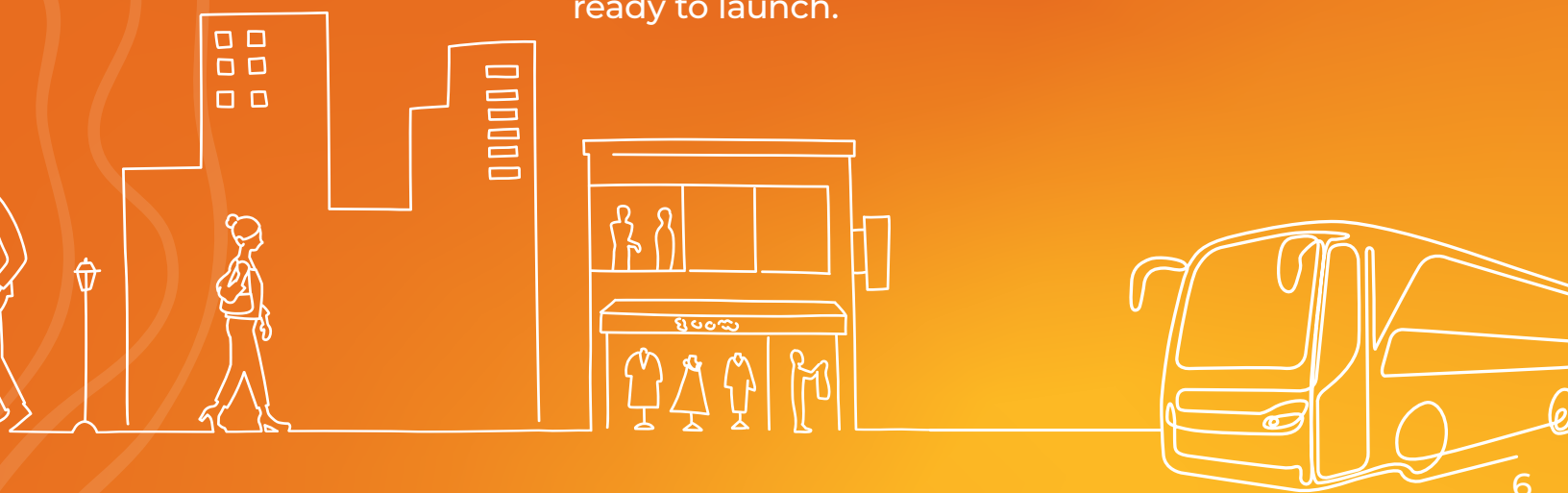
Thanks to a generous \$3 million state grant, three transit services—BRTA, PVTA, and FRTA will be joining forces to provide services across the region.

These services will go into effect once Mass DOT has repaired the intercity coaches that will be used for these expanded services.

413 Commuter and Regionally Interconnected Bus Network (413 CRIB) will offer service between Northampton and Pittsfield. A bus will depart from the ITC in Pittsfield and travel via Route 9 in the morning and once again in the evening. Service between North Adams and Greenfield will involve BRTA and FRTA.

“This expansion would not be possible without the support of the Healey/Driscoll administration and the collaborative efforts of the regional transit authorities. Customers across three RTAs will be the beneficiaries,” stated Bob Malnati of the BRTA.

There will be more details forthcoming once the bus repairs have been completed and the service is ready to launch.



ARE THERE ANY 50 YEAR CUSTOMERS?

BRTA issued a call for 50-year customers, and we found some!



INTRODUCING LINDA S.

Not only is Linda a 50-year BRTA veteran rider, but she also rode on the Berkshire Street Railway, the BRTA's predecessor, to get to catechism class. Later, BRTA made it possible for her to go to college at Berkshire Community College.

Today, Linda takes the bus daily. She loves not needing a car to get around. And get around she does. She rides to her work as a substitute teacher, shops, gets to appointments, and visits family. She loves traveling by bus from Dalton to Great Barrington, Lee, and Lenox.

As Linda puts it, "Instead of getting into a freezing car, I can hop on a warm bus."

The way Linda talks about her experience riding the bus, it's hard to miss how much fun Linda has. She knows the drivers and enjoys many of her fellow riders.

When asked how she gets around on days without bus service, she has a quick answer. She simply does the stuff she needs to do ahead of time. And, if it's a nice day, she may end up walking.

Thanks, Linda for sharing your BRTA experiences!



MEET STEVE Z.

Steve started riding the BRTA when he was 14 years old after his father passed away and the family had no car. Asked about where he would go, he had one answer, "Fishing."

He would take the bus because he could haul his fishing gear. Then and today, when the buses aren't running, Steve rides his bike to get around.

Steve really appreciates BRTA's fare free program. He rides the bus daily and the program really helps his budget. When asked if riding the bus is a good experience, he said, "Yes, it's like free entertainment. Plus, you get to meet a lot of people."

Fare FREE

BRTA's "Try Transit" initiative, supported by a state grant, allowed for fare free service from June 1 - July 31, 2024 in celebration of BRTA's 50th anniversary.

JUNE RIDERS

52,462

JULY RIDERS

58,000*

**2nd highest ridership
in 30 years!*

Meet Senator Paul Mark. Representing all four western Massachusetts' counties, Senator Mark understands the importance of public transportation to his constituents, particularly those living in the Berkshires.



With a service area the size of Rhode Island and the relative lack of population density, Senator Mark is trying to make officials in Boston aware of BRTA's challenges. He hosts a conference each year, bringing 5-7 representatives to the region. Given Governor

Healey's interest in connectivity and equity in the Commonwealth, the region is getting much more attention.

When asked to identify three transit issues that need to be solved, he was quick to identify these:

- 1) Develop more micro-transit systems that get people from the Hilltowns to the main transit system.
- 2) Finish the work of making the Berkshire Flyer a year-round transit option and establish a reliable hub for multiple points of access.
- 3) Expand core network service times including more evening and weekend service.

BRTA appreciates Senator Mark's strong advocacy on behalf of public transit and is working hard to develop solutions.

BROWSE

Borrow

BOARD



In conjunction with the Boston Public Library, Massachusetts Library System, and Massachusetts Department of Transportation, BRTA launched the “Browse, Borrow, Board” campaign over the summer. This partnership strives to promote literacy, local libraries, and public transportation. On the BRTA buses and at the Pittsfield Intermodal Center, signs are placed with a QR code to access the Boston Public Library, so our customers can read while they ride.

BY THE *Numbers*

REVENUES

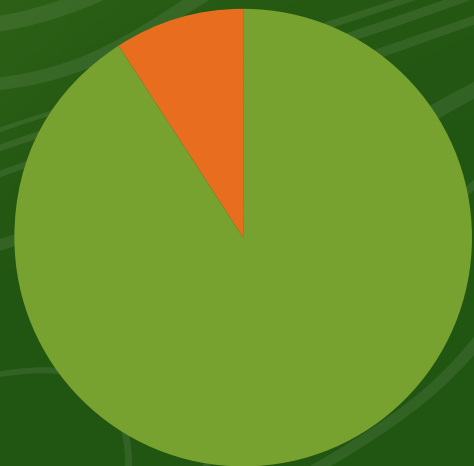
Total operating and non-operating
\$9,684,697 by Source



- Federal & state operating grants 80%
- Local community assessments 11%
- Fixed route & demand response 6%
- Other 3%

EXPENSES

Total operating and non-operating
\$9,575,221 by Source



- Transportation services 90%
- Administration 10%

Total Ridership

Fixed Route
539,225

Paratransit
27,840



1,786

Average
customers
per day

Trip History

	FY24	FY23	FY22
Bikes	6,549	5,266	4,245
Mobility Devices	2,877	1,998	1,573
Total	9,426	7,264	5,818

OUR MISSION

To provide an *efficient* and *effective* public transportation service to *enhance* the economic vitality of the member communities through *improved access* to jobs, education, and the marketplace.

To be considered a viable alternative to the single-occupant vehicle to:

- Alleviate traffic congestion
- Contribute to the reduced dependency on foreign oil
- Contribute to the improvement of air quality



Learn more at
BERKSHIRERTA.COM

