

## RECOMMENDATIONS

Have a **MISSION STATEMENT** and make that the focus of the project.

**COMMUNICATE** early, often, and openly with all project stakeholders.

A **POSITIVE** attitude will motivate others.

Stakeholders should be your **PARTNERS** in making project a success.



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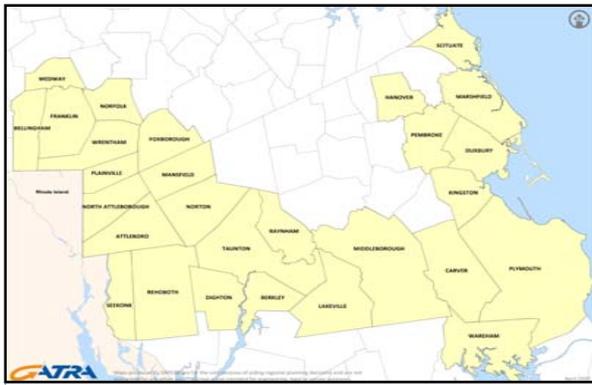
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# “Working Together to Get You There”

## Regionalized Scheduling for Rural Operators





The Greater Attleboro Taunton Regional Transit Authority (GATRA) provides public transportation in 28 rural and urban communities located in southeastern Massachusetts utilizing 3 traditional operators and 14 Councils on Aging.

The major destination in the eastern region is, “America’s Hometown”, Plymouth. In addition to its many tourist attractions Plymouth is home to the only hospital and dialysis center in the area, as well as a vibrant industrial park and several retail destinations.

The Towns of Marshfield, Pembroke, Duxbury, and Kingston regularly transport people to locations throughout Plymouth, many times sharing destinations and traveling the same route. GATRA would like to provide more efficient services by combining these trips whenever possible.

## MAJOR STEPS TAKEN

The goal of regionalizing transportation services while continuing to partner with rural providers for customer support was agreed upon and communicated to the stakeholders. Meetings were held to create “buy-in” and the partners agreed to a phased approach starting with outsourced scheduling in two communities.

## GOALS AND IMPLEMENTATION

### 1. Outsourced Vehicle Scheduling

- Set up online portal to share trip information - March 2019
- Completed test runs - April 2019
- Began scheduling - May 2019

### Summer/Fall 2019

### 2. Maximize Vehicle Usage

- Review manifests produced using the interactive scheduler for increased availability: advertise this to customers.

### 3. Pool Resources

- Begin utilizing all vans to provide group trips with similar destinations.

## WHAT WE LEARNED

Both communities had unique operations which has caused challenges with integration. Going forward we will conduct a thorough review of operations before implementation.

Framing the program to our audience helped. For example, we emphasized the cost savings when speaking to local officials, but showed the value it will bring to the riders when speaking to drivers and customer support staff.

