INTRODUCTION
The Greater Attleboro Taunton Regional Transit Authority (GATRA) is located in Southeastern Massachusetts and provides public transportation services to 28 communities in the region. The region consists of urban as well as rural areas. Currently GATRA provides transportation utilizing 3 traditional operators and 14 Councils on Aging. In the Eastern portion of our district a major destination is “America’s Hometown” Plymouth. Plymouth is home to the only hospital and dialysis center in the region, 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.

GOALS AND IMPLEMENTATION
1. Outsourced Vehicle Scheduling
   - Set up online portal to share trip information - March 2019
   - Completed test runs - April 2019
   - Started scheduling - May 2019

Summer/Fall 2019
2. Maximize Vehicle Usage
   - Review manifests scheduled with interactive scheduler
   - Advertise available days and times to fill seats

3. Pool Resources
   - Utilize vans from both Towns to provide trips with similar destinations and coverage for overflow
   - Combine group trips from two communities to same destination points

RESULTS
Full scheduling started May 6, 2019. The partners are excited about what the project will be able to offer them and other communities in the future.

GATRA will keep ongoing dialogue with the two operators and the scheduler to address any issues as they arise and to plan for next steps.

WHAT WE LEARNED
Thorough research of current operations should be conducted first. We found both properties to be operating uniquely and that has caused some challenges with integration.

Frame your presentation to your audience. For example, when talking to local officials emphasize cost savings but when speaking to drivers and customer support staff show them the value it will bring their community.

Making changes to an established system has proven to be hard but a positive attitude and open ongoing communication has allowed us the ability to move forward.

RECOMMENDATIONS
1. Have a clear goal and make that the focus of the project.
2. Communicate early, often, and openly with all project stakeholders.
3. Keep a positive outlook so others will stay motivated.
4. Engage all participants and make them your true partners.
5. Make sure everyone is comfortable with each step before moving forward.

CONTACT INFORMATION
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