

A photograph of a brick building with a sidewalk, flags, and people walking. The building is made of red brick and has a sign that says "PIONEER VALLEY TRANSIT AUTHORITY". There are two flags on poles: an American flag and a blue flag with a red and white design. The sidewalk is paved with large, light-colored tiles. There are several potted plants along the sidewalk. A few people are walking on the sidewalk. The sky is clear and blue.

# FY11 ANNUAL REPORT

The logo for the Pioneer Valley Transit Authority (PVTA). It features the letters "PVTA" in a bold, blue, sans-serif font. A red swoosh underline is positioned beneath the letters, starting under the "P" and ending under the "A".

**PVTA**

**Pioneer Valley Transit Authority**

## *Administrator's Message*

FY11 was an exciting year for PVTA and our passengers.

In September we opened the Holyoke Transportation Center with our partners; the City of Holyoke and the Holyoke Multimodal Center LLC. HTC was the first private/public partnership project in the country under the Federal Transit Administration's Joint Development Guidelines.

PVTA won two FTA grants after a national competitive process. One was for real time paratransit and fixed route vehicle arrival information by cell phone and the other was for ten hybrid buses.

PVTA also initiated the location and design study for a new operations and maintenance facility.

PVTA's fixed route service carried 10,152,538 million riders during fiscal year 2011. This is a 4% increase since Fiscal year 2010 and for the first time PVTA reached the 10 million mark since 20% of the service was cut in 2002.

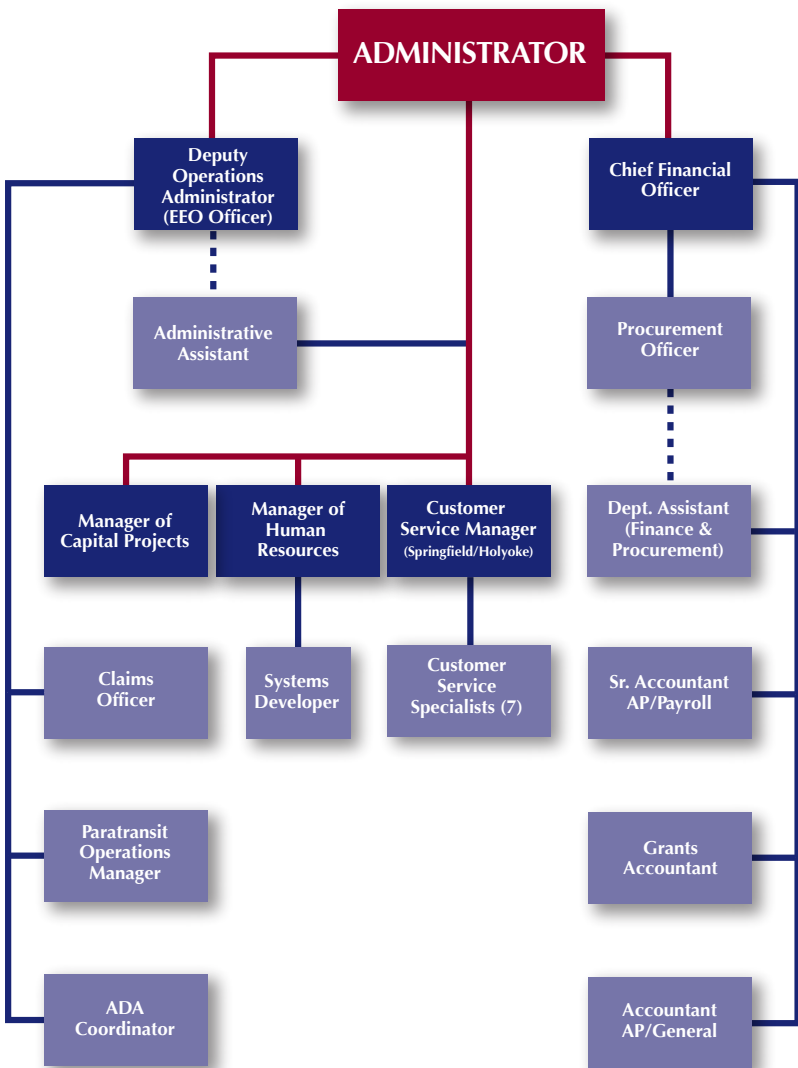
We ended the year with a balanced budget.

I want to thank the strong team of experienced professionals at PVTA for their contributions to a successful year.

A handwritten signature in white ink that reads "Mary MacInnes". The signature is fluid and cursive, with a large initial "M" and a long, sweeping underline.

Mary L. MacInnes  
Administrator, Pioneer Valley Transit Authority

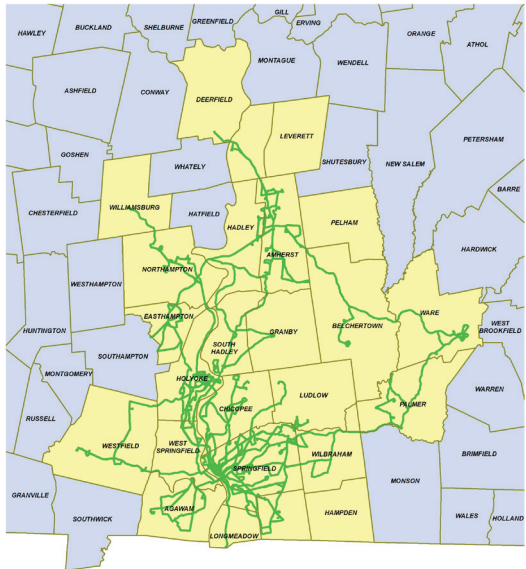
# PVTA ORGANIZATION



The Pioneer Valley Transit Authority (PVTA) is the largest regional transit authority in Massachusetts with 174 buses, 144 vans and 24 participating member communities, and provides fixed-route bus and ADA demand-responsive van service. Funding for the PVTA comes from local, state and federal sources. The Pioneer Valley Transit Authority was created by Massachusetts General Laws Chapter 161B in 1974 as a funding source and to provide oversight and coordination of public transportation within the Pioneer Valley region.

## Pioneer Valley Transit Authority Participating Communities

Agawam  
Amherst  
Belchertown  
Chicopee  
Easthampton  
East Longmeadow  
Granby  
Hadley  
Hampden  
Holyoke  
Leverett  
Longmeadow  
Ludlow  
Northampton  
Palmer  
Pelham  
South Hadley  
Springfield  
Sunderland  
Ware  
Westfield  
West Springfield  
Wilbraham  
Williamsburg



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*The PVTA values workplace diversity and is strongly committed to its policies on equal employment opportunity and affirmative action. To view our EEO policies, please visit our website at [www.pvta.com](http://www.pvta.com). EEO/AA/DF.*





*Holyoke Multi-Modal  
Transportation Center*

# CONSTRUCTION PROJECTS

## **Holyoke Multi-Modal Transportation Center**

The Holyoke Multi-Modal Transportation Center was opened on September 27, 2010 at PVRTA's Opening Day Celebrations attended by several hundred people and with many state, local and federal officials on hand for the ribbon cutting including U.S. Congressman John Olver, Federal Transit Administrator, Peter Rogoff, and MassDOT Rail & Transit Administrator Richard Davey who declared the project a great success. The project has also received high praise from both FTA and MassDOT officials who have identified it as a model project for new bus transit facilities.

The \$8.4 million dollar project, which included the renovation and conversion of the historic Holyoke Fire Station at 206 Maple Street in Downtown Holyoke into a transportation and education center, was successfully completed in a 12-month construction period and within budget. The new facility provides for a customer service, ticketing and passenger waiting area for PVRTA and education classes on upper floors provided through the Head Start program and Holyoke Community College.

The project also included construction of seven bus berths with an aesthetically pleasing canopy to cover the bus bays, surface parking onsite, as well as streetscape improvements to the Maple Street corridor.





## **New PVTA Operations & Maintenance Facility Design Study**

A Site Location and Design study for constructing a new PVTA Operations and Maintenance Facility kicked off in the summer 2010. The consultant team led by Wendel Duchscherer Architects and Engineers completed a Facilities Master Plan that was approved by the PVTA Advisory Board in January 2011.

The Facilities Master Plan calls for renovating, downsizing and converting PVTA's existing outdated Operations & Maintenance facility on Main Street, Springfield to a level II bus maintenance and storage facility for up to 50 buses. The Master Plan also reflects PVTA's plans to site a new Level II/III Fixed-Route Bus Maintenance and Storage Facility (for up to 70 buses) at an appropriate location in the service area.

## **Westfield Intermodal Transportation Center**

The city of Westfield and PVTA are co-sponsoring this project. The project is proposed as a joint development which will include a combined intermodal transportation center and a substantial mixed-use development project with parking in either a composite building or in separate, yet connected facilities.

In late 2010, PVTA secured approximately \$427,000 in MassDOT ITC Funds for the WITC project with approximately \$175,000 slated for the development of a Joint Development Master Plan that would include a mixed-use development and transportation center on the 2.8 acre site. The remaining \$252,000 will be utilized for designing the project.



*New PVTA Gillig buses*

## CAPITAL PROJECTS

In September 2010, PVTA received 31 new Gillig buses that were acquired with stimulus funding. In addition to the comfort of a new vehicle, these 35ft and 40 ft. buses are low-floor vehicles that provide easier access to senior citizens and people with disabilities. These buses are a critical asset to PVTA's fleet and will replace 1995 series buses that have exceeded their useful life.



*New vans funded through the MA DOT Mobility Assistance Program*

PVTA received 10 new vans funded 100% through the Massachusetts Department of Transportation's Mobility Assistance Program.

In an effort to assist other non-profit agencies in providing paratransit van service, PVTA accepted requests from the Town of Ludlow and the Town of Palmer to add their MAP

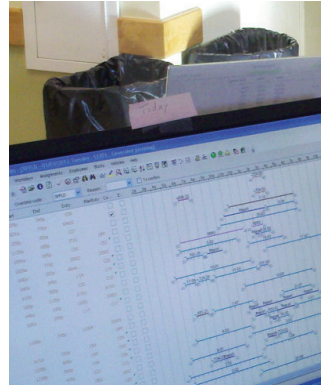
vehicle request to PVTA's application. This process allowed those Towns to save the 20% matching funds that would have been required if they applied directly to MassDOT.

PVTA was awarded a Livability Grant of \$745,689 dollars for real time paratransit vehicle arrival communications and real time fixed route arrival information by cell phone. Awards are made after a national competitive process. PVTA was the only regional transit authority in Massachusetts to receive an award.

### **New Farebox Collection System**

PVTA has selected Genfare Odyssey validating fare boxes to be installed on all SATCo and VATCo fixed route buses. This farebox will also accept smart cards as payment.

# INFORMATION TECHNOLOGY



## **Avail Intelligent Transportation System**

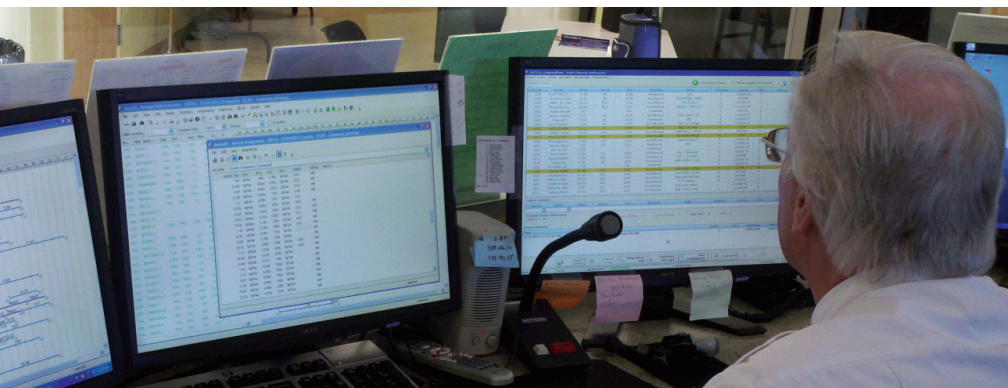
The Intelligent Transportation System (ITS) installation continued with the complete deployment of the Avail technology into the Valley Area Transit Company (VATCo) bus fleet of 18 fixed route vehicles.

Systems installed include:

- GPS for real time vehicle location information
- Narrowband radio and mobile data computer for voice and data communications
- Automatic passenger counters
- Automated audio and visual announcements of bus stops for hearing and vision impaired
- Destination Sign Control
- Traffic Signal Priority
- Transfer Connection Protection
- Covert Emergency Alarm

The fixed route installation of the ITS system will continue with Springfield Area Transit Company in early 2011 and conclude with UMass Transit Services in the winter of 2012.





*Avail Intelligent Transportation System dispatch center*

Another significant milestone was achieved with the complete installation of the Avail system into the 134 vehicles that comprise the paratransit fleet operated by Hulmes Transportation, Inc. These paratransit systems include:

- GPS for real time vehicle location information
- Narrowband radio and mobile data computer for voice and data communications
- Automatic download of trip manifests to paratransit vehicles
- Trip completion information uploaded to dispatch
- Navigation assistance with turn by turn directions to next pickup location
- Covert Emergency Alarm

The paratransit phase of the Avail project is complete and is fully operational.

### **Safety Vision Transit Video System**

A new transit video system (TVS) was deployed throughout the PVTA fixed route fleet. The Safety Vision TVS project was made possible by a grant awarded to PVTA in the 2009 TSA Transit Security Grant Program. The Safety Vision Road Recorder 6000 features 8 cameras per bus and can record continuously over a 14 day period. Additional capability includes the ability to allow for a laptop equipped law enforcement official to “look in” and view the live events as they occur on a transit vehicle providing enhanced security to both public transit operators and passengers.

**PIONEER VALLEY TRANSIT AUTHORITY  
STATEMENT OF NET ASSETS  
JUNE 30, 2010**

	2011	2010
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and equivalents	\$ 5,837,833	\$ 1,136,968
Receivables, net	29,331,281	33,993,574
Prepaid expenses	943,669	1,105,173
<b>Total current assets</b>	<b>36,112,783</b>	<b>36,235,715</b>
Restricted cash (Note 9)	-	3,766,374
Prior receivables from the State	5,975,759	5,975,759
Allowance for uncollectible	(5,975,759)	(5,975,759)
Property and equipment, net	51,947,445	39,511,803
<b>Total Assets</b>	<b>88,060,228</b>	<b>79,513,892</b>
<b>LIABILITIES</b>		
Accounts payable	3,328,617	3,036,681
Accrued payroll and related liabilities	150,379	220,079
Accrued pension	395,101	439,904
Insurance claims reserve	1,250,000	1,500,000
Accrued interest	582,760	643,806
Notes payable	35,400,000	35,400,000
<b>Total current liabilities</b>	<b>41,106,857</b>	<b>41,240,470</b>
Due to government		
Due to Springfield Redevelopment Authority	-	3,766,374
Deferred revenue	291,792	291,403
Accrued other post employment benefits	7,612,400	6,036,995
<b>Total Liabilities</b>	<b>49,011,049</b>	<b>51,335,242</b>
<b>NET ASSETS</b>		
Invested in capital assets, net of related debt	51,947,445	39,511,803
Restricted for other purposes	278,711	187,352
Unrestricted	(13,176,977)	(11,520,505)
<b>Total Net Assets</b>	<b>\$39,049,179</b>	<b>\$28,178,650</b>

**PIONEER VALLEY TRANSIT AUTHORITY  
STATEMENT OF REVENUES, EXPENSES  
& CHANGES IN NET ASSETS  
For the Year Ended June 30, 2011**

	2011	2010
<b>OPERATING REVENUES</b>		
Fixed route income	6,050,575	5,786,593
Paratransit income	661,034	654,084
Shuttle service income	27,356	29,248
<b>Total Operating Revenues</b>	<b>6,738,965</b>	<b>6,469,925</b>
<b>OPERATING EXPENSES</b>		
Fixed route service	25,519,440	26,224,917
Paratransit service	7,545,643	7,498,439
Shuttle service	298,434	287,480
Administrative Expenses	3,330,597	3,614,501
Reimbursable depreciation	22,000	22,000
<b>Total Operating Expenses</b>	<b>36,716,114</b>	<b>37,647,337</b>
<b>Operating Income (Loss)</b>	<b>(29,977,149)</b>	<b>(31,177,412)</b>

**NONOPERATING REVENUES (EXPENSES)**

Operating assistance		
Federal	5,847,871	7,297,699
Massachusetts	16,216,342	16,119,383
Member communities	6,561,208	6,401,179
Other Federal assistance	-	1,021,525
Other State assistance	110,000	110,000
Advertising income	220,570	268,228
Other income	90,708	9,687
Interest income	40,051	38,843
Interest expense	(593,646)	(646,779)
<b>Total Non-Operating Revenues (Expenses)</b>	<b>28,493,104</b>	<b>29,598,240</b>
<b>Income (loss) before capital contributions and other items</b>	<b>(1,484,045)</b>	<b>(1,579,172)</b>
Capital contributions	20,341,008	12,198,046
Nonreimbursable Depreciation	(7,851,728)	(5,954,632)
Union Station (Note 5)	-	(14,680,409)
Other Changes	(134,706)	-
Doubtful State operating receivables (Note 3)	-	(5,975,759)
<b>Change in net assets</b>	<b>10,870,529</b>	<b>(15,991,926)</b>
<b>Net assets, beginning</b>	<b>28,178,650</b>	<b>44,170,576</b>
<b>Net assets, ending</b>	<b>39,049,179</b>	<b>28,178,650</b>

**OPERATIONAL FACTS AND FIGURES**

	2011	2010
<b>FINANCIALS</b>		
Operating Expenses	\$25,817,874	\$26,512,397
Revenue	\$6,077,931	\$5,815,841
Net Fixed Route Cost	\$19,739,943	\$20,696,556
<b>CHARACTERISTICS</b>		
Passenger Trips	10,152,139	9,743,568
Vehicle Miles	4,397,518	4,416,603
Vehicle Hours	330,650	331,019
Revenue Miles	4,186,812	4,176,273
Revenue Hours	321,246	316,627
<b>PERFORMANCE MEASURES</b>		
Operating Expenses Per Passenger Trip	\$2.54	\$2.72
Operating Expenses Per Vehicle Mile	\$5.87	\$6.00
Operating Expenses Per Vehicle Hour	\$78.08	\$80.09
Operating Expenses Per Revenue Mile	\$6.17	\$6.35
Operating Expenses Per Revenue Hour	\$80.37	\$83.73
Passenger Trip Per Mile	\$2.31	\$2.21
Passenger Trip Per Hour	\$30.70	\$29.44
Passenger Trip Per Revenue Mile	\$2.42	\$2.33
Passenger Trip Per Revenue Hour	\$31.60	\$30.77
<b>PARATRANSIT</b>		
Financials		
Operating Expense	\$7,545,643	\$7,498,439
Revenue	\$661,034	\$654,084
Net Paratransit Cost	\$6,884,609	\$6,844,355
<b>CHARACTERISTICS</b>		
Passenger Trips	318,869	317,733
Vehicle Miles	3,503,813	3,354,615
Vehicle Hours	240,927	211,757
Revenue Miles	2,891,687	2,820,219
Revenue Hours	199,365	179,945



## CUSTOMER SERVICE



The new PVTA website was launched and system maps have been overhauled. The new system maps allow the user to zoom in and out to a clear map without long download times. Also, transportation venue logos were added to simplify the

locations on the system maps of the interconnectivity of PVTA with other transit modes.

A flash slideshow was created to present at the terminals. The slideshow rotates several different messages in English and in Spanish for PVTA patron to read while awaiting their bus.

PayPal was implemented on PVTA's website as the method of selling bus passes and van tickets from website.

### Bus Rider Forums

PVTA began conducting "meet & greet" rider forums. The new format is intended to reach a substantial amount of riders in a short period of time. The Administrator and staff meet the riders boarding or disembarking PVTA buses at heavily utilized transfer locations. This has proven to be an effective way to obtain feedback from riders who would otherwise not be able to attend a formal meeting.

### Paratransit Rider Meetings

PVTA has continued holding quarterly paratransit rider meetings, including some evening meetings to attract more riders. PVTA has benefited from rider feedback and use comments in driver and staff trainings to improve service.



## SAFETY & SECURITY

A new Safety & Security Committee was established to make safety and security a higher priority for PVTA staff, contractor employees and facilities. The new committee consists of 10-12 frontline managers from PVTA and each contractor location. This group is now “hands-on” actively participating on facility audits, employee training, documentation and recommendations on ways to prevent safety or security related issues from happening. The Deputy Administrator and General Managers serve as a steering committee in providing direction and approval on tasks and documents developed by the frontline group.

### **Safety Security Program Plan**

PVTA’s Safety Security Committee completed an update to the Safety Security Plan for all PVTA facilities. The plan includes threat and vulnerability assessments of each facility as well as recommendations to mitigate issues that were found.

### **Transit Security Administration Criticality Assessment**

As Part 2 of TSA’s Baseline Audit, the agency returned to PVTA to conduct a Criticality Assessment of all PVTA facilities. The assessment included a review of improvements since the 2009 Baseline Audit as well as on-site visits to each facility.





## SAFETY & SECURITY

### Maintenance Walk-Through Video

In an ongoing effort to build relationships with local emergency response agencies throughout the service area, the PVRTA has developed a Maintenance Walk-Through video on the Gillig bus. The video is a great opportunity for local Fire/Police to train all of their employees on how to deal with an emergency situation involving a PVRTA bus. The video was mailed to Police and Fire Chiefs throughout the PVRTA service area resulting in positive feedback from several departments who have incorporated the video in training activities.





*Low-Floor Diesel  
Hybrid Electric Bus*

## ENVIRONMENTAL

In September 2010, PVTA was awarded \$6.2 million from the Federal Transit Administration's State of Good Repair grant program; the federal portion of this grant was offset by toll credits to purchase 10 Low-Floor Diesel Hybrid Electric 40 ft buses from New Flyer Industries.

The new diesel hybrid electric buses have an estimated 50% improvement in fuel economy over buses to be replaced and will have an estimated annual fuel savings of 3,300 gallons per hybrid bus.

### **Springfield Garage "Green" Project Improvements**

Several short-term energy savings projects have advanced during the fiscal year including the design and bidding for the replacement of antiquated, energy inefficient overhead lighting in the bus maintenance and storage areas and replacement of leaking skylights in the maintenance facility and in the UMass Operations & Maintenance Facility. PVTA has completed design for the new skylights that will be bid in late 2011. The skylights are a great source of natural light in the garages and eliminate the need for using overhead electric lights during much of the day.

In June 2011, PVTA issued a RFP for conducting a comprehensive energy audit and assessment of the Springfield Bus Operations & Maintenance Facility with a purpose of identifying strategies and improvements that will reduce utility costs while investigating the potential application of renewable energy conservation projects.

## COMMUNITY OUTREACH



PVTA collected non-perishable food donations onboard all PVTA buses November 1 – 5. In addition, a PVTA bus was at the Stop n' Shop on Boston Road in Springfield on November 4th with PVTA staff as well as SATCo drivers and maintenance staff on hand to accept non-perishable food donations. Approximately 4,000 lbs of food was collected and donated to the Western Mass Food Bank.



PVTA collected new and cleaned used coats at its annual winter coat drive on November 11th with the New North Citizens Council. All donated coats were given to the New North Citizen's Council for distribution.

### Limited English Outreach

In an effort to reach out to Limited English Russian communities, PVTA in cooperation with the Pioneer Valley Planning Commission and some Russian drivers from the Springfield Area Transit Company have developed an outreach program. The program includes materials translated in Russian, geared toward specific housing locations and neighborhoods. Workshops will be conducted throughout the year to answer questions and provide travel training opportunities for these groups. PVTA will use this program as a template for other LEP outreach activities.

### Tornado Relief Efforts

On June 1, 2011 the Springfield area was hit with a major tornado causing damage throughout downtown Springfield and surrounding communities. PVTA assisted the City of Springfield in evacuation efforts to get hundreds of tornado victims to several shelter locations throughout the City. PVTA appreciates the efforts of Springfield Area Transit Company Supervisors and Drivers who responded immediately to Emergency Management requests and routing detours for several weeks during the aftermath.