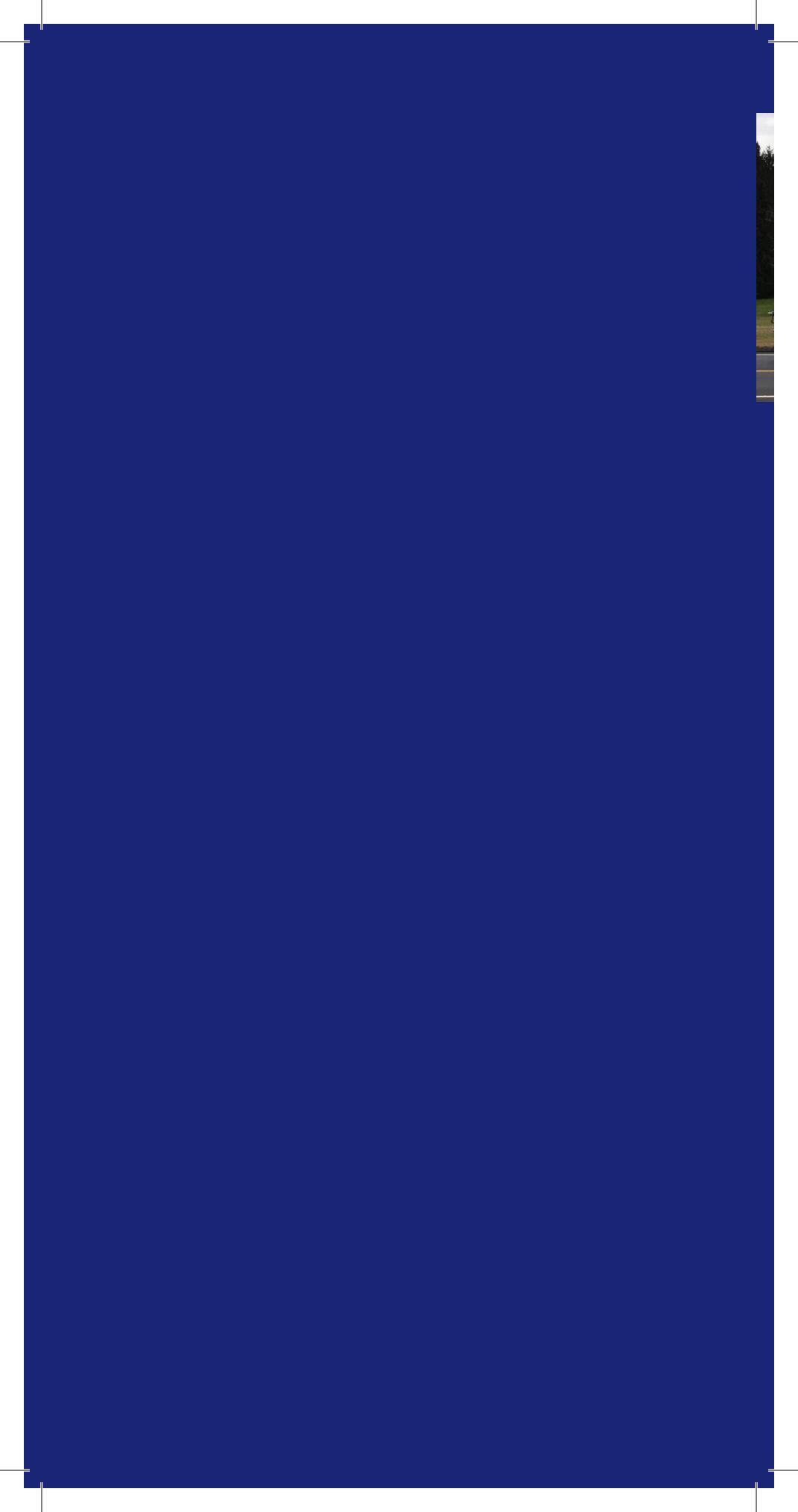




# FY14 ANNUAL REPORT

Pioneer Valley Transit Authority





## *Administrator's Message*

FY14 was a banner year for PVTA and our riders.

PVTA reached over 11 million riders in FY14 and will be on track for 12 million next year. PVTA has not reached this level of ridership in over 14 years. This was a time before a significant reduction in service.

Our Comprehensive Service Analysis was completed in FY 14, with the new service recommendations to be implemented in FY15.

Most significant was the purchase of an 18-acre site on Cottage Street in Springfield for our new Operations and Maintenance Facility.

PVTA's state capital funding increased from \$1.7 million to \$5.9 million. Most importantly this allows us to purchase the buses for new service and advance our facility projects.

Current funding was introduced, saving PVTA \$500,000 in borrowing cost. Funding to eliminate any deficit also arrived in FY14.

All of these achievements were made possible by the Legislature, when they passed a budget with increased RTA funding and transportation reform legislation.

Mary L. MacInnes  
Administrator, Pioneer Valley Transit Authority

## MAJOR CAPITAL PROJECTS—FACILITIES

### **New PVTA Bus Operations and Maintenance (O&M) Facility, Cottage Street, Springfield**

In FY14, PVTA acquired an 18.3-acre site at 649-665 Cottage Street, Springfield from the Sullivan Trucking Company for the purpose of constructing a new 280,000 square foot, state-of-the-art, fixed-route bus Operations & Maintenance Facility that will provide light- and heavy-duty maintenance to PVTA's entire fleet of buses and paratransit vehicles. The new facility will provide storage for up to 150 fixed-route buses and parking for employees and visitors.





## **Westfield Intermodal Transportation Center Project**

PVTA is well underway on design and permitting of a \$6.5M Intermodal Transportation Center on Arnold Street in Downtown Westfield. The transportation center, which is part of a broader re-development plan, will support fixed-route bus, paratransit, taxi and intercity bus services. The facility will include a bus waiting area, restrooms, automated ticketing, and electronic kiosks for bus scheduling/trip planning and real-time bus information/signage. The facility will also include a bike center for storage and repair as well as a coffee shop.

The project has received a Categorical Exclusion (CE) under NEPA, which allows PVTA to move forward to acquire the property needed to construct the project. Reinhardt Associates of Agawam, the project architect, has completed schematic design. Property acquisition and final design are scheduled to be completed in 2015.

The project will be coordinated with the City's upgrade of its Gas Light District including roadways, streetscape and lighting. The current schedule, subject to funding, would have the project constructed in 2016.

*New PVTA Bus Operations and Maintenance Facility Design*

# TECHNOLOGY AND PASSENGER COMMUNICATIONS



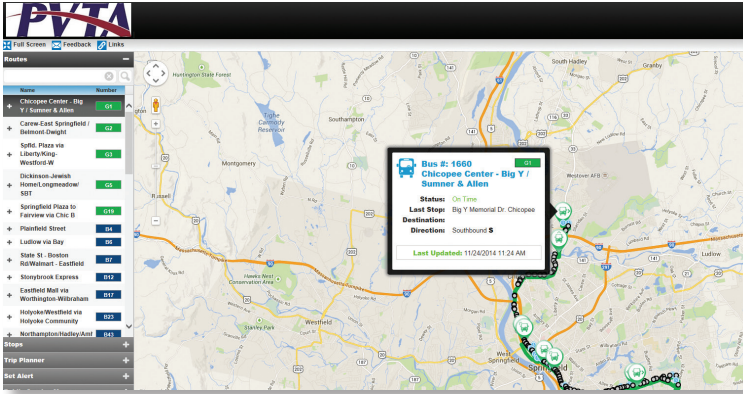
## Website

The deployment of customer focused technologies continued this year with the launch of a new consolidated portal for customers to obtain real-time departure and bus status information from PVTA.com. The PVTA customer information webpage presents a consolidated interface that includes all PVTA fixed route service. The new portal also provides customers with the opportunity to personalize their transportation information by establishing user-based subscriptions that automatically send real time next-bus and service-alert text and email messages in accordance with the customers' need.

## Mobile Device Apps

In consideration of the mobile device community, PVTA has released the "MyStop" app for Android and Iphone users. This new application provides all the same features and functionality of the customer portal specifically tailored for mobile devices.

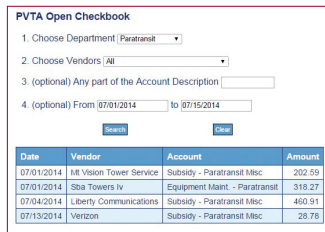
In support of customers at stops, a new "short code" technology was employed to provide next bus information to text enabled cell phones. Customers who text their stop number to an SMS short code address will receive a response message listing the next departure times for that stop.



*PVRTA.com Real-Time Departure and Bus Status Information*

## Open Government

In accordance with the Commonwealth of Massachusetts Open Data initiative, PVRTA unveiled a new Open Government webpage on PVRTA.com. The new page provides the public with PVRTA audited financial statements, employee salary information, and an interactive, searchable “Open Checkbook” expense database for querying PVRTA expenses by date, department, vendor or expense-account line item.



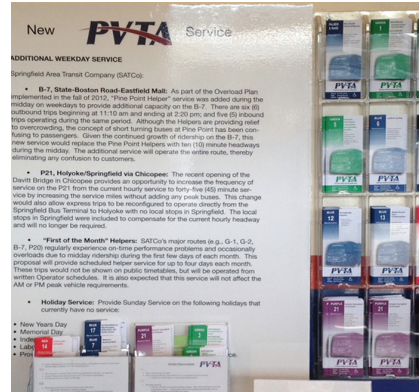
## Interactive Voice Response System

PVRTA launched a new Interactive Voice Response (IVR) system that works in coordination with the paratransit Reservations system. The IVR system makes automatic, evening before calls to paratransit clients informing them of the scheduled pick-up times for their next day’s trip(s). During the call, the system presents the client with the option of cancelling all or part of their next day’s scheduled trip(s) in the event their transportation needs have changed.

## Smart Cards

In FY 14, PVRTA launched its smart card technology project. When fully implemented, this state-of-the-art electronic payment system will offer customers an enhanced boarding experience with all conveniences of “tap and ride” technology. The initial roll-out is expected to begin in early FY 15. Smart cards will allow customers to pay their fares with a single reloadable Fast Break card and enjoy a variety of features and benefits associated with this electronic payment option. To ensure the smart card project is completed timely and successfully, the project team consisting of members from administration, marketing, customer service, information technology, operations, and finance made a significant commitment to this project during FY14, thus keeping project completion as a top priority for the coming fiscal year.

## EFFICIENCIES



### Fixed Route Service Modifications

PVTA introduced new service on December 8, 2013. These service improvements included new Sunday service on Routes R14 and B48. The B48 provides connections between the Holyoke Transportation Center and downtown Northampton. This service provided service between major shopping locations and employment opportunities at the Holyoke Mall and Downtown Northampton. The PVTA also began operating the R14 to Century Plaza and the Big E in West Springfield. The Big E hosts year round events and expositions, many of which are held on weekends. This Sunday service provides a public transit connection to this regionally significant venue.

The PVTA also introduced Sunday level service on New Year's Day, Memorial Day, Independence Day and Labor Day. Previously, no PVTA service was provided on these holidays.

### Travel Training

The PVTA travel training program had continued success in FY14. Travel Training is a self-paced, individualized process that teaches seniors and people with mobility impairments how to safely and independently use the fixed-route public bus system.

8:25	8:35 B	—	8:50	8:55	9:20	9:25	9:50
8:55	9:05 A	9:20	9:25	—	9:55	10:20	10:50
9:25	9:35 B	—	9:50	—	—	10:50	—
9:55	10:05 A	10:20	10:25	—	10:55	11:20	11:50
10:25	10:35 B	—	10:50	—	—	11:50	12:20
10:55	11:05 A	11:20	11:25	—	11:55	12:20	12:50
11:25	11:35 B	—	11:50	—	—	12:50	1:20
11:55	12:05 A	12:20	12:25	—	12:55	1:20	1:50
12:25	12:35 B	—	12:50	—	—	1:50	2:20
12:55	1:05 A	1:20	1:25	1:55	—	—	2:50
1:25	1:35 MB	—	2:20	2:50	—	3:50	4:20
1:55	2:05 B	—	2:50	3:25	—	3:55	4:50
2:25	3:05 A	—	3:20	3:50	—	4:55	5:20
2:55	3:35 B	—	4:20	4:50	—	—	—
3:25	4:05 A	—	—	5:25	—	5:55	—
3:55	4:35 B	—	—	5:50	—	6:50	—





## FINANCE

Since inception of the RTAs, the state subsidized the operations through State Contract Assistance from funding in arrears to forward funding. In 2014, Legislative adoption and MassDOT implementation of forward funding finally became a reality.

Forward funding and increased State Operating assistance allowed the Authority to reduce its borrowing needs associated with state assistance by \$20 million, realizing an annual savings in interest of approximately \$500 thousand each year.

In March and April of 2014, PVTA received \$6 Million dollars for prior year deficits and all of its FY 14 State Contract Assistance (\$18.7 million). This “forward funding” allowed PVTA to pay down the notes maturing in July of 2015 from \$33 Million to \$13 Million.

Also in FY 14, MassDOT began making local assessment payments on a monthly rather than quarterly basis, thereby improving cash flow for PVTA.

**PIONEER VALLEY TRANSIT AUTHORITY  
STATEMENT OF NET ASSETS  
JUNE 30, 2014**

	2014	2013
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash and equivalents	\$ 28,821,102	7,457,564
Receivables, net	13,605,688	29,687,535
Prepaid expenses	482,668	824,356
<b>Total current assets</b>	<b>42,909,458</b>	<b>37,969,455</b>
Restricted cash (Note 9)	-	-
Prior receivables from the State	-	5,975,759
Allowance for uncollectible	-	(5,975,759)
Investment in Holyoke Intermodal Facility, LLC	4,056,365	4,091,077
Property and equipment, net	63,907,862	63,237,601
<b>Total Assets</b>	<b>110,873,685</b>	<b>105,298,133</b>
<b>LIABILITIES</b>		
Accounts payable	4,802,483	3,838,306
Accrued payroll and related liabilities	146,583	127,266
Accrued pension	127,137	123,142
Insurance claims reserve	1,500,000	1,450,000
Accrued interest	301,660	479,913
Notes payable	33,000,000	35,000,000
<b>Total current liabilities</b>	<b>39,877,863</b>	<b>41,018,627</b>
Deferred revenue	1,121,531	1,351,904
Accrued other post employment benefits	13,539,147	11,400,351
<b>Total Liabilities</b>	<b>53,770,882</b>	<b>49,565,344</b>
<b>NET ASSETS</b>		
Invested in capital assets, net of related debt	67,964,227	67,328,678
Restricted for other purposes	884,105	677,304
Unrestricted	(12,513,186)	(16,478,731)
<b>Total Net Assets</b>	<b>54,538,541</b>	<b>53,770,882</b>

**PIONEER VALLEY TRANSIT AUTHORITY  
STATEMENT OF REVENUES, EXPENSES  
& CHANGES IN NET ASSETS  
For the Year Ended June 30, 2014**

	2014	2013
<b>OPERATING REVENUES</b>		
Fixed route income	6,774,805	6,706,255
Paratransit income	678,258	668,227
Shuttle service income	32,226	31,949
<b>Total Operating Revenues</b>	<b>7,485,289</b>	<b>7,406,431</b>
<b>OPERATING EXPENSES</b>		
Fixed route service	29,308,748	28,725,369
Paratransit service	8,114,630	7,687,468
Shuttle service	263,955	265,008
Administrative Expenses	4,003,657	3,584,729
Reimbursable depreciation	4,477	21,940
<b>Total Operating Expenses</b>	<b>41,695,467</b>	<b>40,284,514</b>
<b>Operating Income (Loss)</b>	<b>(34,210,178)</b>	<b>(32,878,083)</b>
<b>NONOPERATING REVENUES (EXPENSES)</b>		
Operating assistance		
Federal	5,795,128	4,765,980
Massachusetts	18,781,087	19,090,849

Member communities	7,065,703	6,893,369
Other State assistance	360,713	110,000
Advertising income	363,859	227,519
Other income	60,342	65,024
Interest income	41,589	32,184
Interest expense	(190,238)	(255,340)
<b>Total Non-Operating Revenues (Expenses)</b>	<b>32,278,183</b>	<b>30,929,585</b>
<b>Income (loss) before capital contributions and other items</b>	<b>(1,931,995)</b>	<b>(1,948,498)</b>
Capital contributions	11,315,006	10,335,601
Nonreimbursable Depreciation	(10,640,268)	(9,758,953)
State forward funding of prior years' deficits	6,065,152	-
<b>Change in net assets</b>	<b>4,807,895</b>	<b>(1,371,850)</b>
<b>Net assets, beginning</b>	<b>51,527,251</b>	<b>52,899,101</b>
<b>Net assets, ending</b>	<b>56,335,146</b>	<b>51,527,251</b>

## OPERATIONAL FACTS AND FIGURES

<b>FIXED ROUTE FINANCIALS</b>	<b>2014</b>	<b>2013</b>
Operating Expenses	\$29,572,703	\$28,990,377
Revenue	\$6,807,031	\$6,738,204
Net Fixed Route Cost	\$22,765,672	\$22,252,173
<b>FIXED ROUTE CHARACTERISTICS</b>		
Passenger Trips	11,415,923	11,128,713
Vehicle Miles	4,669,703	4,422,171
Vehicle Hours	339,553	326,182
Revenue Miles	4,450,987	4,231,906
Revenue Hours	328,169	316,051
<b>FIXED ROUTE PERFORMANCE MEASURES</b>		
Operating Expenses Per Passenger Trip	\$2.59	\$2.61
Operating Expenses Per Vehicle Mile	\$6.33	\$6.56
Operating Expenses Per Vehicle Hour	\$87.09	\$88.88
Operating Expenses Per Revenue Mile	\$6.64	\$6.85
Operating Expenses Per Revenue Hour	\$90.11	\$91.73
Passenger Trip Per Mile	2.44	2.52
Passenger Trip Per Hour	33.62	34.12
Passenger Trip Per Revenue Mile	2.56	2.63
Passenger Trip Per Revenue Hour	34.79	35.21
<b>PARATRANSIT FINANCIALS</b>		
Operating Expense	\$8,114,630	\$7,687,468
Revenue	\$678,258	\$668,227
Net Paratransit Cost	\$7,436,372	\$7,019,241
<b>PARATRANSIT CHARACTERISTICS</b>		
Passenger Trips	304,998	312,015
Vehicle Miles	3,431,531	3,364,694
Vehicle Hours	228,221	247,052
Revenue Miles	2,842,796	2,716,346
Revenue Hours	194,841	198,850
<b>PARATRANSIT PERFORMANCE MEASURES</b>		
Operating Expenses Per Passenger Trip	\$26.61	\$24.64
Operating Expenses Per Vehicle Mile	\$2.36	\$2.28
Operating Expenses Per Vehicle Hour	\$35.56	\$31.12
Operating Expenses Per Revenue Mile	\$2.85	\$2.83
Operating Expenses Per Revenue Hour	\$41.65	\$38.66
Passenger Trip Per Mile	0.09	0.09
Passenger Trip Per Hour	1.34	1.26
Passenger Trip Per Revenue Mile	0.11	0.11
Passenger Trip Per Revenue Hour	1.57	1.57

## PLANNING



*PVTA's CSA  
Public Meeting*

### **Comprehensive Service Analysis**

In February of FY14, PVTA hired Nelson Nygaard, a consulting team specializing in transit operations, to conduct a Comprehensive Service Analysis (CSA). The majority of work was performed in FY14. This work included a robust public outreach effort. There were 4 public meetings in December of 2013 to receive feedback on initial concepts developed from data analysis, survey results and rider drop in sessions. There were 14 public meetings held in March and April of 2014 to discuss the final proposed service changes.

The purpose of the CSA was to take a detailed look at the PVTA system and determine ways to improve the existing system through modification, revision, addition or subtraction. The focus of the study is to improve the bus system by making it better meet the needs of the community while ensuring that necessary services are being provided in an efficient and equitable manner. The study also met the requirements of the Massachusetts State Legislature for conducting service assessments, before the legislation was actually passed.

*Comprehensive  
Service Analysis  
Report*





Over the course of the study, the PVTA has been cognizant of the need for the public's input into the process, and has conducted a series of public meetings, surveys and outreach activities in various locations throughout the system area. In addition, PVTA has sought out input from drivers and local leaders to ensure that we develop recommendations that are in tune with the region's needs. Using this input, as well as system specific data including demographic information, usage patterns and identification of key corridors, the project team has developed two alternative scenarios for public comment: one which makes subtler changes to the existing system and a second scenario which provides a greater level of modification.

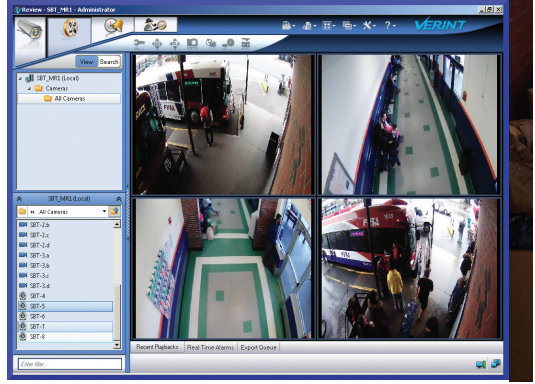
The recommendations were a combination of the two scenarios and they include both minor changes as well as significant route changes. The recommended system improvements will simplify service by straightening routes, reducing deviations and increasing frequency on corridors and provide a hierarchy for routes to guide system investment and establish performance levels.

The recommendations will increase service on high ridership corridors and establish specialized types of services to meet various needs including cross-town, "bus rapid transit" and community circulators.

### **Paratransit CSA**

In April, Nelson Nygaard was selected to conduct the paratransit study. This is like a comprehensive service analysis for both ADA and senior service. The main emphasis will be on efficient operations. PVTA is in the data collection phase.

## SAFETY & SECURITY



### Facility Video

A new facility video system was deployed at the Springfield Bus Terminal and at the Springfield Administration, Operations and Maintenance facility. The new system is comprised of approximately 20 cameras at the Springfield Bus Terminal and over 60 cameras at the Springfield administration and operations facility. The video management system has the capacity to send alerts and store over 30 days of video footage.



*Facility Video*

# COMMUNITY OUTREACH



## Food Drive

PVTA held a Food Drive collecting non-perishable food donations to benefit The Food Bank of Western Massachusetts and The Amherst Survival Center. All food collected on buses operating out of PVTA's Northampton & Springfield area garages are donated to The Food Bank of Western Mass. All food collected on buses operating out of PVTA's UMass Amherst area garage are donated to the Amherst Survival Center and distributed to food insecure community members. PVTA's Food Drive collected 2,108 lbs of non-perishable food donations.

## Earth Day

PVTA celebrated Earth Day at various high volume bus stop locations throughout the day. PVTA event staff handed out eco-friendly dry erase memo boards to passengers and offered a spin on PVTA's prize wheel for a chance to win a variety of prizes in celebration of Earth Day.

## Ambu-Bus

PVTA donated a used bus to the City of Springfield to be used as a mobile triage center as part of the Springfield Metropolitan Medical Response System. In cooperation with multiple Hampden and Hampshire county communities, PVTA and emergency response officials, this bus is a much needed and positive addition to the emergency response fleet.





*ECO Awards*

## **Bike Week**

PVTA celebrated Massachusetts Bay State Bike Week May 10 – 18 promoting the use of PVTA Bike Racks on all buses and participated in a festival for MA Baystate Bike Week at the Pioneer Valley Riverfront Club.

## **Awards**

PVTA is recognized as a Leader Award recipient at MassRides 3rd Annual Excellence in Commuter Options (ECO) Awards for outstanding participation and promotion of healthier and greener transportation options.

## **Healthier Living Promotion**

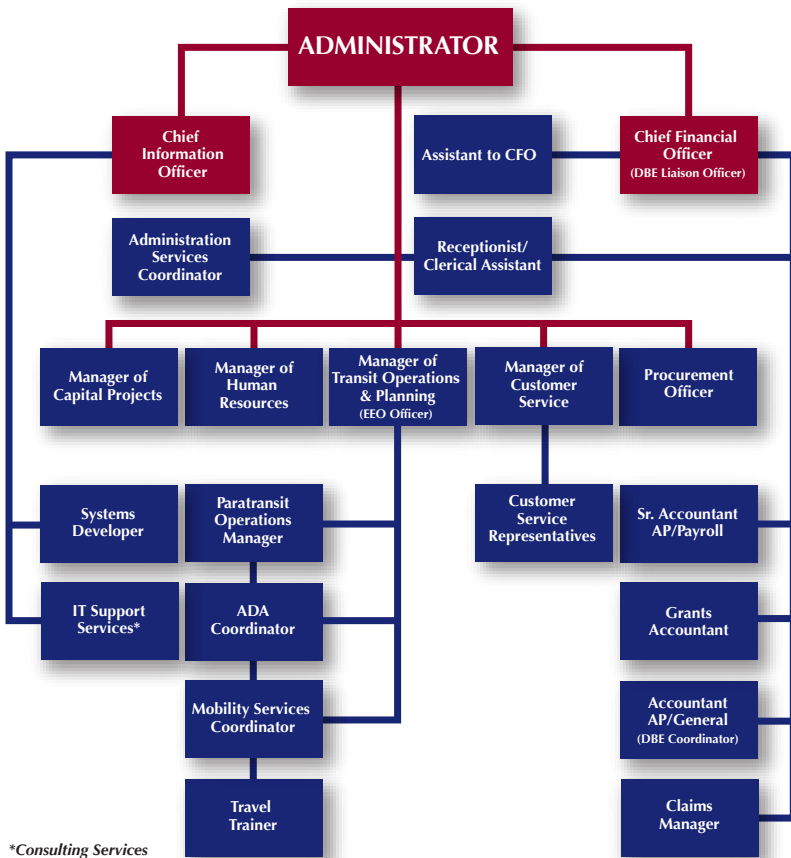
PVTA partnered with Live Well Springfield to promote a City-wide effort to create a healthy sustainable Springfield with regards to physical activity and healthy eating. The group is promoting PVTA bus service as a green transportation option that also increases an individual's physical activity, specifically designated routes and stops that serve the Mobile Markets set up to provide fresh food and vegetables.

## **Convoy of Hope**

PVTA participated in the Pioneer Valley Convoy of Hope Event in August at the Springfield Riverfront Park. Pioneer Valley Convoy of Hope is a neighborhood partnership between area churches, social, educational, and medical agencies. All these agencies come together to bring “hope” to families, single moms, underprivileged, unemployed and homeless within our community.



# PVTA ORGANIZATION

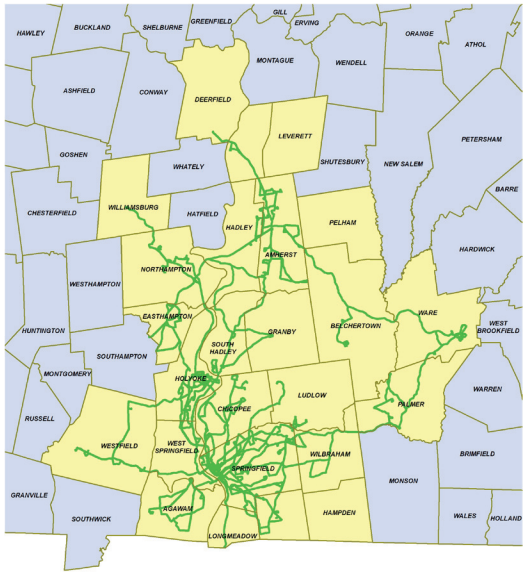


\*Consulting Services

The Pioneer Valley Transit Authority (PVTA) is the largest regional transit authority in Massachusetts with 171 buses, 135 vans, and 24 participating member communities. PVTA 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 the 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





*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.*



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