



Working in partnership with Spare, a leading on-demand transit software provider, and GATRA (Greater Attleboro-Taunton Regional Transit Authority), National Express Transit (NEXT) is excited to share the GATRA Case Study.



GATRA INFORMATION

CORE SERVICE AREA: 90 SQUARE MILES

OLD SERVICE: FIXED ROUTE, DIAL-A-RIDE, AND NEMT

NEW SERVICE: ON-DEMAND MICROTRANSIT (COVERS FIXED ROUTE, DAR, & NEMT SERVICE AREAS)

MICROTRANSIT SERVICE START: DECEMBER 15, 2020

TECHNOLOGY PARTNER: SPARE INC.

NEXT AND GATRA

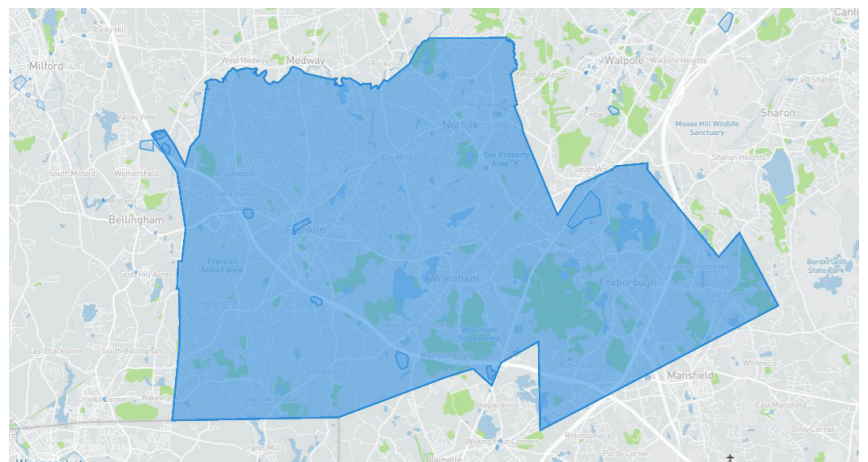
National Express used to operate fixed route, dial-a-ride (DAR) and long-distance 'Miles for Health' (MFH) services for Greater Attleboro-Taunton Regional Transit Authority.

With the onset of the COVID-19 pandemic, ridership - particularly on the fixed routes - fell and GATRA decided to suspend the fixed route services. NEXT was, then, operating only the DAR and MFH services.

NEXT introduced GATRA to the NEXT Connect concept of on-demand microtransit services. By reintroducing coverage of the fixed routes and utilizing the DAR vehicle fleet, we were able to create an on-demand geo zone that would provide service to everyone in the community. Also, by using existing DAR fleet and resources, we were able to reintroduce service for fixed route riders without the operation costs associated with fixed route provision.

GATRA SERVICE AREA

The GATRA service area is 90 square miles. GATRA GO UNITED, the microtransit service, is an on-demand, same day, affordable, and accessible public transit service serving the communities of Foxborough, Franklin, Norfolk, and Wrentham in Massachusetts.

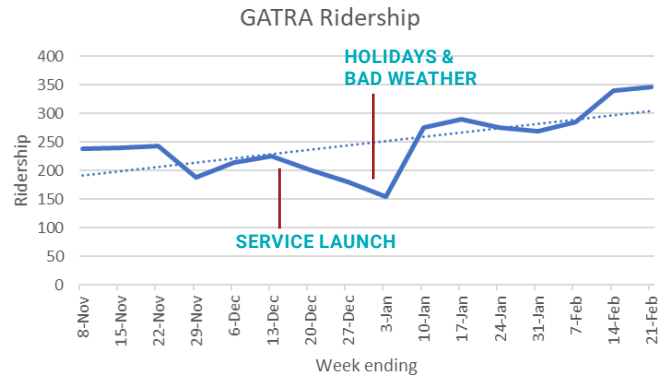


NEXT CONNECT

GATRA Case Study

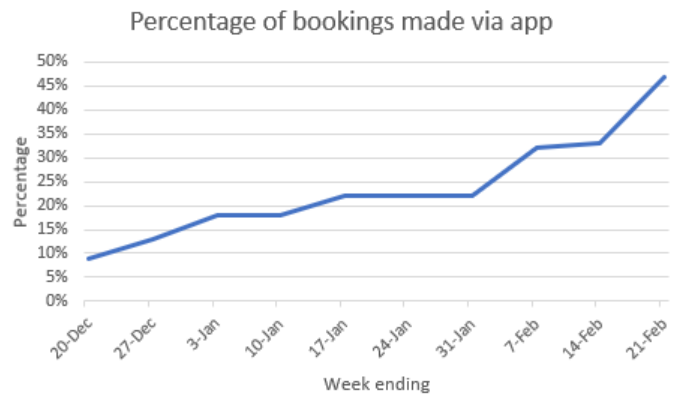
POSITIVE PRELIMINARY RESULTS

- Ridership growth trend is positive since launching December 15, 2020
- Immediately after launch, there was a dip in service days due to holidays and bad weather



GATRA GO UNITED APP USAGE

- Prior to the launch of NEXT Connect, customers had to call in advance to book rides and no customer app was available
- Adoption of the new app has been strong, especially in February when GATRA offered free rides to customers who booked using the app



98% OF RIDERS GIVE SERVICE 5 STAR RATING

- Customers are able to give the service a star rating through the app
- Of the 276 customer reviews to date, 273 (98%) have rated it 5-stars
- Positive and negative comment and rating alerts are emailed directly to the operations team so they can immediately respond to any issues

"I absolutely love this extending their [service] hours and booking same day has given me a new-found freedom!! Being legally blind and always having to ask for a ride from someone is not fun. Having this capability is absolutely amazing! Thank you from the bottom of my heart. All my drivers I have with your company are also amazing!"

~Celeste

