



# Municipal OnDemand

Greater Attleboro Taunton Regional Transit Authority (GATRA) | Taunton, MA

Greater Attleboro Taunton Regional Transit Authority (GATRA) serves 29 communities. Before partnering with TransLoc, GATRA offered a traditional fixed-route service along with Dial-A-Ride. As GATRA's coverage area expanded, they found that their current transportation system did not

reach pockets of suburban communities. The decision was made to launch an on-demand pilot program — powered by TransLoc — to serve communities with little-to-no transportation options. The new service has brought flexible mobility to 63,000 residents and counting.



## CASE STUDY

### GOALS

- Offer transportation services for residents in smaller suburban towns and college campuses who lack access to transportation services
- Provide flexible alternatives to traditional fixed-route and dial-a-ride services

### OUTCOMES

- Up to 80% of riders schedule transportation through the app, resulting in fewer scheduling resources
- Riders can now access first-mile/last-mile transportation options
- On-demand services make it easier for riders to follow COVID-19 social distancing mandates and maintain safety on smaller vehicles

7

Vehicles

120

Average rides  
per day

2019

Partnered with  
TransLoc



*"[Riders] love individualized transportation — not having to go to a bus stop or go somewhere to get a ride, but having it come to them."*

— Nancy Foley,  
Administrative Secretary  
at GATRA



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