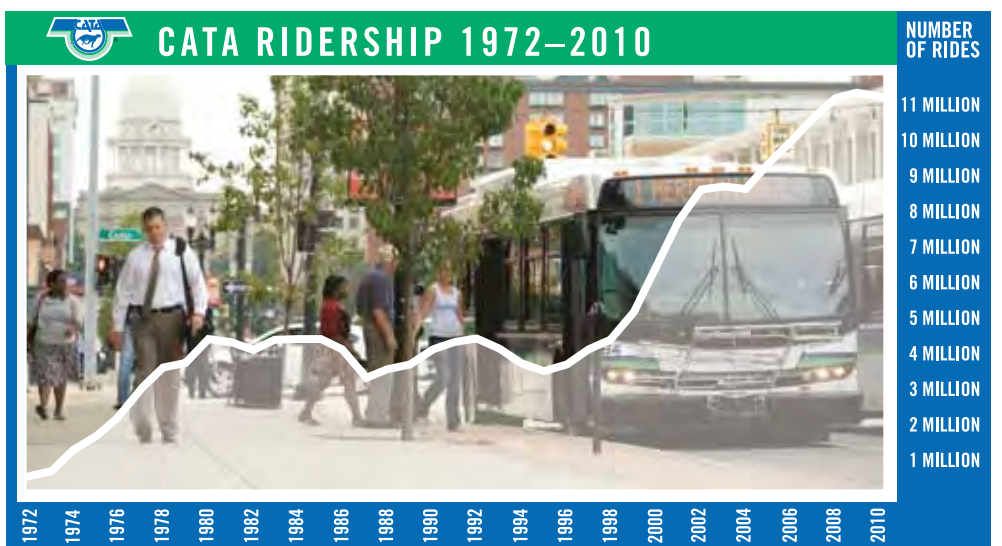




## Greater Lansing On The Move.

### CATA Demand Grows with Community Need

PRESORTED STANDARD  
US POSTAGE  
**PAID**  
GREENVILLE, MI  
48838  
PERMIT # 338



#### CATA Facilities

**CATA Transportation Center (CTC)** 420 S. Grand Avenue, Downtown Lansing  
The CTC is CATA's primary boarding facility and transfer point for 17 routes traveling downtown. Customer Service Representatives assist visitors with trip planning, service information and bus pass purchases 7 days a week. The Center includes Greyhound/Indian Trails intercity service, a coffee/snack shop, security office, bike racks, lockers and other public facility amenities.

**MSU-CATA Transportation Center (MSU-CTC)** at the Shaw Parking Ramp 1  
This main boarding center for CATA routes serving MSU is open 24/7 and includes bus schedules and maps, a convenience store, public facility amenities and access to MSU's Shaw Parking Ramp 1. Customer Service Representatives are accessible via direct phone lines.

**CATA Administrative Offices** 4615 Tranter Street, South Lansing  
Service information and bus pass purchases are available weekdays 8 a.m. to 5 p.m.



August 2011

### **Greater Lansing Residents:**

Whether you are a frequent commuter, an occasional passenger, or a non-riding taxpayer, we feel privileged to be able to share what's been going on at CATA with you. This year's Community Report has a fresh look that coincides with some new exciting endeavors CATA has embarked on.

Such endeavors are opportunities for CATA to contribute to the strength of our community – First Fridays, the Michigan/Grand River Corridor Study, Entertainment Express trolley service and new summer service to Hawk Island Park. Read more about each of these services in this issue.

CATA has also undertaken other initiatives to improve aspects of our current services that have a direct impact on our customers and our community. Automating Paratransit support services, utilizing GPS to track service performance, researching alternative modes of public transportation for our area's primary corridor, and supporting regional development and environmental efforts are just a few of these undertakings. Federal funding and underwriting support—not local tax dollars—made these projects possible. As the area's public transportation agency, it is crucial that we stay aligned with the changing dynamics taking place in Greater Lansing. CATA has been, and continues to be, committed to contributing to the region's vitality as we move forward even in these trying times. Strains on our state and local governments, housing market, school districts, and employment opportunities impact us all—CATA included.

Last August, you were made aware of CATA's request to renew our operating millage which also merged two previously approved millages. Voters approved the request for five years (through 2015). This continued community support allows CATA to maintain service levels for our residents who use public transportation. We thank you for this critical support! CATA provided 11.35 million rides last year—the second highest level in our 39-year history! Attaining this incredible level of ridership, in an economy challenged on so many levels, reiterates how vital public transportation is in keeping our community moving.

In 2012, we are looking forward to celebrating 40 years of serving this wonderful community! As we embark on the coming year, residents of the Greater Lansing area will discover CATA in some new dynamic ways. Fixed-route customers will soon experience how CATA's advances in Automated Vehicle Location (AVL) technology benefit their daily commutes. Social networkers can feel up-to-date about CATA when they follow us on Facebook and Twitter as we interact with new audiences about service changes, events, detours, delays, etc. A new campaign—**"You'll never know 'til you ride"**—will educate riders and non-riders about the benefits of public transportation with fun and engaging characters who relate to us all! You will hear more about each of these in the months ahead.

We thank you for your support! CATA's dedicated employees are grateful and proud to be able to provide our community a variety of quality public transportation services. We will continue to strive to be the best at what we do because you deserve the best!

Sincerely,

**Peter A. Kuhnmuench**  
CATA Board Chair

**Sandra L. Draggoo**  
CATA CEO/Executive Director

### **CATA Mission Statement**

CATA provides a variety of quality transportation services that are safe, timely and cost-efficient, responding creatively to the diverse mobility needs of the region, and delivered by dedicated employees in a professional manner.

We hope you enjoy this year's new format! The number of pages has been reduced and color introduced without increasing the cost to print this issue.

# CATA HIGHLIGHTS



## Tracking Technology Provides Advancements in Service Efficiencies

### Paratransit Services

The Paratransit Department, which manages all non-fixed route services such as Spec-Tran and CATA Rural Service, has made great strides in implementing several Information Technology Systems (ITS). Each builds on CATA's ongoing commitment to provide quality service to its customers.

**The Interactive Voice Response (IVR)** is a computer-generated callback system being utilized by the Paratransit Department to:

- Inform customers automatically of changes to next-day ride times
- Eliminate manual callbacks so more personnel time can be dedicated to answering customer calls to schedule rides — reducing customer on-hold time

**Automated Vehicle Location (AVL)** launched first in the Paratransit Department. All vehicles in the Paratransit fleet—small buses, medium buses and vans—are now equipped with AVL technology to provide:

- GPS location tracking of each vehicle
- Streamlined communication between bus operators and dispatchers via data terminals in buses
- Operators with more precise directions to customer locations

### Fixed-Route Service

Pilot testing of the **AVL technology** took place this spring on a limited number of CATA's fixed-route buses. Equipment installations continue throughout the summer with complete implementation slated for later this year. Extending the AVL system to fixed-route service provides CATA with another level of pertinent data. GPS tracking matches the location of each bus to the scheduled trip times to assist operators in being on-time at each stop. Data collected while buses travel along routes is used to manage the fleet more efficiently and make operational adjustments. AVL also counts passenger boardings and deboardings which will aid in service planning. Knowing which trips and bus stops are used most will help address efficiencies, particularly where the demand is greatest. Over time, data collected from this automated tracking system will be used to improve long-term transit planning. The funding for the AVL program was derived from Federal grants.

## Federal Dollars Address Storage Facility Limitations

CATA has maintained the same bus storage facility since the late 70's. Over time, new services, added routes and exploding ridership spurred the need for a larger fleet to meet customer demand. These additional buses have exceeded the capacity level of the original indoor storage building. Stimulus and Federal capital dollars have allowed us to make much needed renovations and expansions to our storage facility.

The renovations included painting and upgrades to the existing storage area's lighting, drainage, electrical, flooring and ventilation systems. The southern portion of the storage facility was expanded by 25,000 sq. ft. An additional 40,000 sq. ft. of space is being added to the north end of the storage area this year. All CATA vehicles – buses, transport vans, service trucks and support vehicles – will ultimately be housed inside a 127,000 sq. ft storage facility. Storing vehicles in a secure indoor environment decreases fuel consumption during start-ups and increases vehicle longevity.

## CATA Heads to Hawk Island Park for the Summer

As one of Ingham County's premier public parks, Hawk Island in South Lansing offers a variety of summer activities, including the popular Splash Pad® water park and beach. The park became a new destination for CATA this summer. Every Friday, Saturday and Sunday through September 4th, CATA's Hawk Island Park bus drops off and picks up inside the park for direct access to swimming, boating, hiking, fishing, biking, picnicking and more! From 11:40 a.m. until 7 p.m. Friday and Saturday and 10 a.m. to 5 p.m. Sunday, the bus departs South Pennsylvania Meijer approximately every 20 minutes and travels Pennsylvania Avenue and Cavanaugh directly into the park. All bus stops along the route are served. Passengers on Routes 5, 8, 9, CATA Rural Service, Mason Connector and Delhi Redi-Ride can transfer to the Hawk Island bus at Meijer for free with a transfer card. Children under 42" tall ride for free. Regular fixed-route fares and passes apply to all other passengers. Hawk Island Park route passengers do not have to pay the park entrance fee. The complete schedule is available online at [cata.org](http://cata.org). Don't let the summer slip away without a day at the park!

# CATA HIGHLIGHTS

## Regional Collaboration + Fun Factor = First Fridays

A new initiative to spur economic development, boost local business and showcase the Greater Lansing area kicked off this spring. On the first Friday of every month, area restaurants, galleries, retail stores and theatres are celebrating First Fridays by offering unique specials, extended hours and a variety of entertainment. First Fridays inspires people to venture out in the community and experience the area's culture, cuisine and talents. The endeavor originated with CATA and is being coordinated by the Greater Lansing Convention and Visitors Bureau (GLCVB) with input from a number of partnering organizations in the region.



On First Fridays, CATA provides free system-wide transportation. The free fares are underwritten by Thomas M. Cooley Law School and Team Lansing Foundation (GLCVB). All fixed-route bus and Spec-Tran services provide free rides starting at 7 p.m. Additionally, the Entertainment Express trolley doubles its service with free transportation along the Michigan/Grand River Avenue Corridor every 15 minutes starting at 5:30 p.m. (two hours earlier than regular service). Participating businesses are listed on the First Fridays website—[LansingFirstFridays.com](http://LansingFirstFridays.com)—along with the First Fridays specials. “Like” First Fridays at Facebook.com/LansingFirstFridays and follow First Fridays at Twitter.com/LansingFirstFridays. Explore the fun side of our community and ride for free!

## Bust the Bus Benefits Community

CATA's Amalgamated Transit Union (ATU) Local #1039 partnered with members of ATU Local #1761 in April to collect food for the Mid-Michigan Food Bank. *Bust the Bus* was the second annual joint effort of this kind for the two union locals. The food collections took place outside local Kroger stores, filling two large buses and a small bus. The combined effort totaled 1,432 pounds of non-perishable food and nearly \$1,600 in cash donations for the food bank.

## Entertainment Express Boosts Service Along the Corridor

Entertainment Express service was recently doubled as part of First Fridays with two trolleys providing 15-minute service along the Michigan/Grand River Avenue Corridor.

More service means more people can experience the ride and the free fares. Starting September 1st, two trolleys will cruise the corridor every Thursday, Friday and Saturday during MSU fall and spring semesters when demand is greater.



Along with the 15-minute trolley service, CATA introduces a new \$25 Entertainment Express Annual Pass. With unlimited trolley rides for an entire year, passengers can visit multiple establishments along the route as often as they want. The new pass will be available for purchase in August online at [cata.org](http://cata.org), at the CATA Transportation Center, CATA's Administrative Offices and the Greater Lansing Convention and Visitors Bureau.

Enhancements to the route, bus stops, vehicles and marketing in 2010 resulted in significant ridership increases. A 24% gain over the most recent year equated to nearly 11,800 rides taken on the Entertainment Express. Visit [catatrolley.org](http://catatrolley.org) for more information.

## Corridor Study Moves Forward with BRT

The first stage of the Michigan/Grand River Avenue Corridor Study is nearly complete. During the past two years, regional study partners from the public and private sectors have researched options to address transportation issues along the 8-mile corridor between the Capitol Building and the Meridian Mall. The result of this research is the selection of Bus Rapid Transit (BRT) as the Locally Preferred Alternative for the corridor.

BRT uses high capacity buses operating in dedicated center-running bus lanes to provide a service similar to light rail at a much lower cost. BRT runs faster than regular bus service because it has fewer stops and is not as affected by automobile traffic congestion. New BRT systems in other cities have served as a catalyst for economic development and revitalization along key corridors.

The study partners, led by CATA, made their recommendation to the CATA Board in February 2011. The Board then voted unanimously to adopt BRT as the Locally Preferred Alternative and authorized the submission of an application for admission into the Federal Transit Administration (FTA) Small Starts program. The program provides substantial funding for construction of new rapid transit projects like BRT.



Those interested in learning how BRT operates in Cleveland, OH, can view an online video on the Study Material page of the project website – [migrtrans.org](http://migrtrans.org). You can also find the study at Facebook.com/TransportationStudy.

## Ridership Patterns Reflect Current Economic Trends

CATA's system-wide ridership remained strong in 2010; reaching 11.35 million total customer trips. This is the second highest level of ridership in our 39-year history! Nationally, transportation systems experienced declines in bus ridership in 2010. These declines were attributed to high unemployment, economic conditions and decreases in state and local revenue that forced service cuts. CATA was fortunate to be able to sustain its current service levels through these challenging times.

More recently, in March, April and May 2011, CATA realized record gains in each month's total ridership. March and April ended with an increase of 7% each and May with an 11% gain—the greatest number of rides in CATA's history for these months.

Some of the highest gas prices in recent months hit during these same months, with the price surpassing \$4.00 per gallon in April. Year-to-date, CATA has provided 8.76 million rides between October 2010 and May 2011—3% more than the same period last year.



# CATA HIGHLIGHTS

## Social Networking Expands CATA's Reachability

Strategic marketing planners recognize the power of social media as an effective marketing tool. Social networking allows CATA to reach new audiences and educate, engage and interact with followers. With Facebook, CATA is able to network with those who "like" keeping up with what's happening at CATA. We recently launched a Twitter page which provides another medium for customer interaction with "tweets" or short messages about CATA events and changes in service, detours, delays, etc. CATA's Clean Commute Options Program has been engaged in social networking via Facebook, Twitter and YouTube keeping its followers current on commuting issues. Check us out at these sites:

**Facebook.com/rideCATA**  
**Facebook.com/CleanCommute**  
**Twitter.com/rideCATA**  
**Twitter.com/CleanCommute**  
**YouTube.com/CleanCommute**



## CATA Recognized for Contributing to Area Sustainability

This spring CATA was recognized by The Tri-County Environmental Leadership Award for the extraordinary measures it has demonstrated in waste reduction and other endeavors that contribute to a cleaner, greener environment. The award was based on CATA's sustainability efforts in:

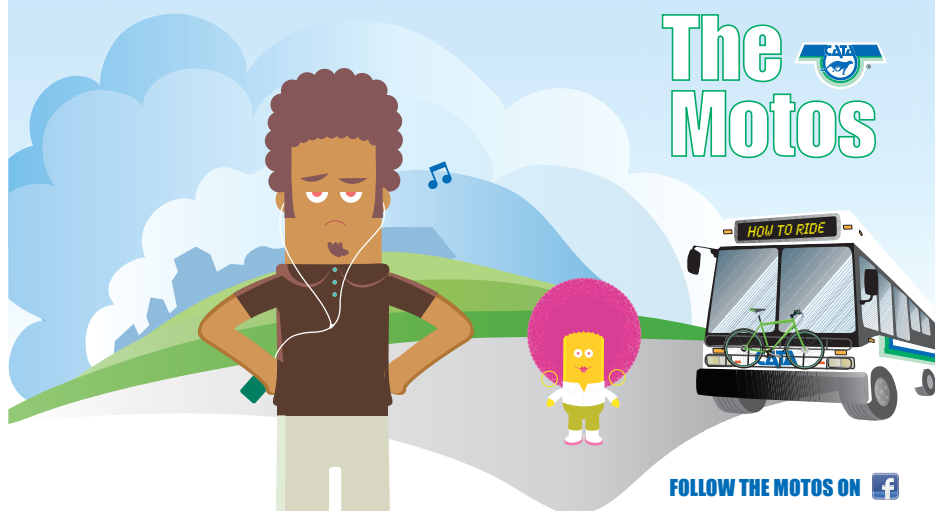
**Recycling Programs** – CATA works with waste management companies to determine the most efficient and beneficial ways to recycle various materials such as oil, paper, tires, tin and metal, plastic, batteries, ink toner and printer cartridges, and antifreeze.

**Clean Commute Options** – CATA's Clean Commute Program provides information on driving alternatives such as biking, busing, walking, carpooling and vanpooling. The program now has over 1,500 participants that contribute to a cleaner environment.

**Hybrid Buses** – 20% of CATA's fleet is comprised of hybrid vehicles. Hybrid buses cut emissions by 90% compared to conventional buses.

## A New Face for CATA

For nearly four decades, area residents have experienced CATA – as longstanding customers, occasional riders or by observing a CATA bus headed down the road. A new series of animated characters—the Motos—invite you to experience and interact with CATA in new dynamic ways this fall. They pose the notion that **"You'll never know 'til you ride"** and address misconceptions people have about riding the bus. Watch for the Motos and their stories on CATA's website and Facebook page, billboards, in ads and at various venues around town!



## New-Rider Guide for Fixed-Route Service

### Planning Your Trip

Visit CATA's website – [cata.org](http://cata.org) – to access the online Trip Planner. Enter where you plan to begin your trip, where you would like to go, and the day and time of your travel. A detailed trip plan will include your departure times, bus stop locations, total trip time, fare amount and transfer points if applicable. Printable bus schedules are also available online. If you would like assistance, contact a CATA Customer Service Representative at [info@cata.org](mailto:info@cata.org) or 517-394-1000 and provide the same trip details as above, or pick up a printed schedule from display racks at over 250 locations around town.

### Boarding the Bus

Get to your bus stop 5 minutes before the bus is expected. Some stops serve more than one route, so make sure you're getting on the right bus. The route name and number are displayed on the front and side of the bus. When boarding, use the front door and have your fare or bus pass ready.

### Paying Your Fare

Use cash, CATA tokens or a CATA pass or ride card to pay for a ride. Fareboxes accept \$1, \$5 and \$10 bills as well as all U.S. coins. Bus operators cannot give change, but fareboxes can issue a CATA Cash Card for the difference. This card can only be used on buses to pay fares. It is not redeemable for cash.

### Leaving the Bus

As the bus passes the CATA stop just before your stop, pull the yellow cord above the window. This tells the driver you want to get off at the next stop. Exit through the rear door and wait for the bus to depart if you are crossing the street.

### Transferring to Other Routes

You can transfer to other CATA routes at no cost. You must request a transfer card when boarding your first bus. The card is valid for 2 hours from the time it was issued and may be used up to two times in that time period for travel in one direction. Transfers may not be used to make a return trip. When transferring to a higher-fare service, such as CATA Rural Service, the difference in fare must be paid when you board that bus. Transfer cards are not accepted for payment at Zone 2 bus stops.

### Returning Home

The best way to find the nearest bus stop for your return trip is to visit [cata.org](http://cata.org) and go to "Bus Stops Near a Location" under "Schedules and Route Maps" or call Customer Service at 517-394-1000. In most cases, you will wait for your bus at a bus stop on the opposite side of the street near where you got off.

### [cata.org](http://cata.org)

CATA's website provides access to the fixed-route trip planning program, route maps and timetables, service information, online bus pass sales, Rider Alerts, CATA business opportunities, job openings and much more.

### CATA Bike Racks and Lockers

CATA fixed-route buses are equipped with easy-to-use bike racks that hold two or three bikes. Bikes ride at no cost. In addition, CATA offers a bike locker rental program. Lockers are located at the CATA Transportation Center in downtown Lansing and the East Lansing Division Street parking ramp. Visit [cata.org](http://cata.org) or call 517-394-1000 for locker rental information and step-by-step directions on how to use the bike racks.

### Rider Alerts

CATA customers can find up-to-the-minute information on detours and service changes 24/7 by visiting [cata.org](http://cata.org) or calling 517-367-7277. Sign up online to automatically receive service alerts by email.

# CECILIA

Legislative Assistant  
at Michigan House of  
Representatives



CATA is an integral part of my life in Lansing. I work downtown, so riding public transportation is much more economical than paying double the price of a monthly pass for downtown parking. I also ride the Entertainment

Express. I like it because it's stylish and fun! I can wear whatever fancy footwear I like because the Entertainment Express is never more than a block from my destination!

# GERRY

Counselor and  
Retired  
State Employee



I'm very happy with all of CATA's services. Spec-Tran is my favorite in the sense that it goes curb-to-curb. I have a Seeing Eye dog and the drivers are extremely helpful and kind. I love that they're on time and their

driving is excellent. They help me get where I need to be.

# NANCY

Retired Teacher



My daughter is a nurse so I use CATA to go to her house three or four days a week to look after her son, Will. I use Spec-Tran, Meridian Redi-Ride, and also the #23 bus. Will and I can go to parks, the library, anywhere we want to with CATA.

It's a big relief to not have to impose on your friends and relatives to get to where you need to go. CATA really is a service for my whole family.

## CATA Services and Programs

### Fixed-Route Service\*

CATA offers 34 fixed routes in the Greater Lansing area. Fixed-route service is what most people are familiar with – big buses traveling regular routes at scheduled times. Days of operation and service hours vary by route. CATA also provides fixed-route service on the campus of MSU during fall and spring semesters. There are more than 1,300 bus stops and shelters located throughout CATA's fixed-route service area for convenient access to the routes.

### Commuters Ride the Limiteds

CATA offers commuter routes called "The Limiteds" that travel between the Meridian Mall, Mason, Williamston, Webberville and downtown Lansing during

weekday morning and afternoon rush hours. The Limiteds serve select bus stops along each route for a faster commute. Fares are the same as fixed-route service.\*

### Entertainment Express

Catch the CATA trolley and ride the Entertainment Express. It's your connection to food and fun along the Michigan/Grand River Avenue Corridor, between downtown Lansing and East Lansing. The corridor features over 70 dining and entertainment nightspots. The service runs every Thursday, Friday and Saturday year-round, from 7:30 p.m. until 2:30 a.m. (3:00 a.m. when MSU is in session). Customers can use their CATA fixed-route pass to ride for free. For \$25, ride the trolley as often as you want for an entire year with the new Entertainment Express Annual Pass. Visit [catatrolley.org](http://catatrolley.org) for more details. Fares are the same as fixed-route service.\*

### Spec-Tran Service

Spec-Tran is CATA's advance-reservation, curb-to-curb service for persons with disabilities who reside near, but are unable to use, fixed-route service. CATA uses small buses equipped with lifts, as well as low-floor vans, for this service. Spec-Tran operates seven days a week during the same hours as CATA's fixed-route service. Spec-Tran customers must be certified in accordance with the Americans with Disabilities Act (ADA). The one-way fare is \$2.50 in Zone 1 and \$5.00 in Zone 2. Call 517-394-CATA (2282) for eligibility and service information.

### CATA Rural Service (CRS)\*\*

This is an advance reservation, curb-to-curb service for travel in the outlying areas of Ingham County. CRS provides rides Monday through Friday, from 7 a.m. to 6 p.m. Call 517-394-CATA (2282) or 800-322-1390 for specific fare and ride information.

**\*Fixed-Route Fares:** The standard one-way fare for fixed-route service is \$1.25. Medicare cardholders, students, seniors, and persons with disabilities pay a reduced fare of 60¢. Children under 42" tall ride for free. Customers boarding fixed-route service in Zone 2 (Delta Township segment of Route 3) pay a higher fare of \$2.50. The discounted Zone 2 fare rate is \$1.25. Unlimited ride discount cards and passes are also available at [cata.org](http://cata.org) and at area CATA pass vendor locations.

# MIKE

General Manager,  
Rum Runners



We see a large influx of downtown patrons that use CATA to get to downtown Lansing events. Rum Runners has participated with First Fridays since it started. CATA plays a very important role in this new community endeavor by providing free

transportation. And as a business that caters to the nightlife, we appreciate that CATA provides safe and inexpensive late night transportation.

# GILBERTO

Retired Lansing  
Lugnuts Employee



I started using CATA my senior year of high school. I'm disabled now so I take Spec-Tran to doctors' appointments and to my dialysis. I find the drivers very friendly and helpful. I have a moped I use in the summer, but in the winter I don't

know what I would do if I didn't have CATA. I depend on them quite a bit.

## CATA Service Area

CATA provides a variety of public transportation services in the Greater Lansing area. CATA's service area includes Ingham, Clinton and Eaton Counties. We offer services to all of Ingham County and portions of Clinton and Eaton County. The service area is defined by two zones.

**Zone 1** covers the CATA service area described above with the exception of most of Delta Township in Eaton County. Standard fares apply in this zone.

**Zone 2** covers most of Delta Township where higher fares apply when boarding a CATA vehicle in this zone.

## Community Pride

CATA's community connection extends beyond service provision. Throughout the year, CATA looks for opportunities to "connect" even more with its community residents. CATA programs such as **Safe Ride Home** on New Year's Eve, the **CATA Community Health Fair**, **Free Rides on Election Day**, **Santa Free Rides**, and **Bust the Bus** allow CATA to give back to customers and non-customers alike. CATA also participates in many community-sponsored events such as **Homeless Connect**, **Trick-or-Treat on the Square**, **First Fridays**, **Safety Patrol Picnic**, **East Lansing Art Festival**, **Be a Tourist in Your Own Town**, **Great Lakes Folk Festival**, **Silver Bells in the City** and area parades. CATA employees give generously to the **Capital Area United Way** campaign, deliver **Meals-on-Wheels** on their lunch hours and "adopt" **Operation Santa** families at a local elementary school providing holiday gifts to children in need.

## KEVIN *State of Michigan Librarian/Conservator*



When we purchased our house in Lansing, one of the things I was interested in was that it was close to a bus line. I've been riding CATA on and off for 11 years. With CATA, my wife and I can be a one-car family. The savings are a big reason why I ride CATA. It's a good thing for the community and I want to support that.

## RINA *President & Publisher, New Citizens Press*



I've been a bus advocate for nineteen years. When my son was younger, we rode CATA all the time – he even learned how to count on the bus. Now he takes it to Eastwood Towne Center for work. I take my younger two on the bus to acclimate them to public transportation. I think Be A Tourist In Your Own Town is a great way to introduce young people to the bus. Personally, I think it's really cool to take the bus.

### Redi-Ride

CATA's Redi-Ride is an advance reservation, curb-to-curb service operating in four areas. **Mason and Williamston Redi-Rides** operate Monday through Friday, 6:30 a.m. to 6 p.m., and Saturdays, 8:30 a.m. to 4 p.m. Service is usually available within 30 minutes of a customer's call. **Delhi and Meridian Redi-Rides** operate in each township Monday through Saturday, 9:00 a.m. to 5:00 p.m. Beginning August 29, Delhi Redi-Ride will extend weekday service by three hours with buses available 7 a.m. to 6 p.m. Monday through Friday. Service in Delhi and Meridian Townships requires a call at least 4 hours in advance. Transportation is not provided to or from schools when school bus transportation is available to a student. Fares are the same as fixed-route service.\* Call 517-394-CATA (2282) or 800-322-1390 for more information or to reserve a ride.

### Connector Service

Connecting outlying communities with the urbanized area, CATA's Connector Service offers regularly scheduled small-bus service, Monday thru Saturday. The **Mason Connector** travels between the Mason Meijer and the S. Pennsylvania Meijer, serving bus stops along Cedar Street. The **Williamston/Webberville Connector** serves stops between Webberville and the Meridian Mall along Grand River Avenue, with stops in Williamston. You don't need a reservation for this CATA service. Fares are the same as CRS.\*\* Call 517-394-CATA (2282) or 800-322-1390 for more information.

### Shopping Bus

CATA provides regularly scheduled weekday service from area senior housing complexes to grocery stores and shopping centers. The fare is \$2.00 round-trip. Reservations are not required. Call 517-394-CATA (2282) for information.

### Lot Link & Night Owl

These phone-ahead evening and weekend services operate on MSU's campus during fall and spring semesters. Call 517-432-8888 and a small bus will arrive at your curb within 20 minutes. Rides are limited to campus locations. Fares are the same as fixed-route.\*

### Clean Commute Options

This program provides commuters traveling into or within the Tri-County area with travel options that best fit their transportation needs. A free online commute-matching service— at [cleancommute.org](http://cleancommute.org)—provides registrants with a complete list of potential bus routes, carpool or vanpool matches, bike buddies, bicycle and walking route information. Visit @cleancommute on Facebook and Twitter for the latest updates. For an application or more information, call 517-393-RIDE (7433) or email [cleancommute@cata.org](mailto:cleancommute@cata.org).

**\*\*CRS Fares:** One-way regular fares range from \$2.25 to \$3.25, based on the length of the trip. Discounted fares range from \$1.00 to \$1.50 for Medicare cardholders, students, seniors, and persons with disabilities. Children under 42" tall ride for free. 10-Ride Punch Passes are also available at [cata.org](http://cata.org) and at area CATA pass vendor locations.

## KIRK

*MSU Student, Media Arts and Technology Major*



I grew up here so I've always known about CATA. I rode it a few times as a kid, but I use it a lot more now that I'm in college. It's an easy way to get around when there's bad weather or if I don't want to walk. I use it to get to classes, downtown

Lansing or to visit friends since I don't have my truck on campus. CATA is definitely helpful because gas is so expensive.

## JULIE

*Senior Vice President, Greater Lansing Convention & Visitors Bureau*



My office coordinates with CATA for Be A Tourist In Your Own Town and First Fridays. I don't think either event would be able to succeed without CATA; transportation is a key component. We're very fortunate that they are community-minded. When CATA participates on a community level, it reinforces the positiveness of our transportation system. That encourages participants to use the service in the future.

## VIRGINIA

*Retired High School Teacher*



I'm very happy with the service. I use the Delhi Redi-Ride three times a week to go to the YMCA, where I take a water aerobics class. I like to get to know the drivers – they're very good to me. They do a wonderful job of getting me to my class on time.

## 2010–2011 CATA Board of Directors



**Peter A. Kuhnmuench**



**Joseph Sambaer**



**Pat Cannon**

### BOARD OFFICERS

**Peter A. Kuhnmuench**  
Board Chair  
City of Lansing

**Joseph Sambaer**  
Vice-Chair  
Lansing Township

**Pat Cannon**  
Secretary-Treasurer  
Meridian Township



**Douglas Lecato**



**Robin Lewis**



**Ralph Monsma**

### BOARD MEMBERS

**Douglas Lecato**  
Delhi Township

**Robin Lewis**  
City of Lansing

**Ralph Monsma**  
City of East Lansing

**Patricia Munshaw**  
Meridian Township

**Robert W. Swanson**  
City of Lansing

**Nathan Triplett**  
City of East Lansing

**Anne Wilson**  
City of Lansing



**Patricia Munshaw**



**Robert W. Swanson**



**Nathan Triplett**



**Anne Wilson**



**Mark Grebner**



**Michael A. Rice**

### NON-VOTING REPRESENTATIVES

**Mark Grebner**  
Ingham County

**Michael A. Rice**  
Michigan State University

## CATA Leadership



**Sandy Draggoo**  
CEO/Executive Director

**Debra Alexander**  
Assistant Executive  
Director

**Craig Allen**  
Director of  
Maintenance

**Laurie Robison**  
Director of  
Marketing

**Janice Kidd**  
Director of Finance

**Dwight D. Smith**  
Director of  
Operations

### Local Advisory Committee (LAC)

**Alphonse Swain**  
Chairperson  
Capital Area Center  
for Independent  
Living

**Deb Wiese**  
Vice-Chairperson  
Michigan  
Rehabilitation  
Services

**Pat Cannon**  
LAC Liaison  
CATA Board Member

**Elma Arnold**  
Citizen  
Representative

**Frank DeRose**  
Tri-County Office on  
Aging

**Laura Fortino**  
Citizen  
Representative

**Susan Langendonk**  
Ingham Intermediate  
School District

**Paul Palmer**  
Citizen  
Representative

**Alicia Paterni**  
Capital Area  
Michigan Works!

**Mitch Tomlinson**  
Peckham Vocational  
Industries Inc.

### Amalgamated Transit Union (ATU) #1039 Lansing

#### OFFICERS

**Steven Soliz**  
President

**Randy Steinhauer**  
Vice-President

**Kathleen M. Kelley**  
Recording Secretary &  
Financial Secretary

#### COMMITTEE PERSONS

**Donald Bean**

**Michael Cox**

**Brian Gould**

**Matthew Greene**

**Harold G. Noble**

**Natalie Stone**

## CATA Listening Sessions

Join us for Listening Sessions to share your thoughts or concerns with CATA representatives. Feel free to stop by at any time during the sessions. We want to hear from you!

#### Thursday, October 13, 2011

9 a.m. – 11 a.m.

CATA Transportation Center (CTC)\*

1 p.m. – 3 p.m.

MSU-CTC\*

#### Tuesday, January 17, 2012

10 a.m. – 12 p.m.

CATA Transportation Center (CTC)\*

#### Wednesday, April 11, 2012

11 a.m. – 1 p.m.

CATA Transportation Center (CTC)\*

#### Tuesday, July 24, 2012

4 p.m. – 6 p.m.

CATA Transportation Center (CTC)\*

\*CTC – 420 S. Grand Ave. in downtown Lansing

MSU-CTC – Shaw Parking Ramp 1

## No-Service Days

CATA operates year-round, with the exception of the following holidays:

- New Year's Day
- Easter Sunday
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Christmas Day

## Accessibility

- CATA vehicles and facilities are accessible to persons with disabilities.
- Fixed-route buses are equipped with an audio system that announces major destinations and transfer points to assist visually impaired passengers and others.
- Service animals are always welcome on CATA vehicles.
- cata.org provides information in formats that meet federal accessibility guidelines and includes downloadable MP3 audio files of all schedules and service brochures.
- Large print schedules and audio tapes are available upon request.
- Bus hailing kits are available for customers' use at bus stops served by multiple routes.

**Title VI:** CATA services are provided in accordance with Title VI (of the Civil Rights Act of 1964), without discrimination based on race, color, national origin, or other prohibited bases. Call CATA at 517-394-1100 if you have questions or concerns regarding discrimination.

✂ Cut along dotted line and keep by your phone

## CATA Resource Directory

### Customer Service Center & Fixed-Route Info:

CATA Transportation Center (CTC)  
420 S. Grand Avenue Lansing 48933  
Mon-Fri 7 a.m. – 7 p.m.  
Sat-Sun 9 a.m. – 5 p.m.  
Ph: 517-394-1000  
Email: info@cata.org

### CATA Administrative Offices:

4615 Tranter Street Lansing 48910  
Mon-Fri 8 a.m. – 5 p.m.  
Ph: 517-394-1100 • Fax: 517-394-3733

### Spec-Tran: 517-394-CATA (2282)

Mon-Sun 8 a.m. – 5 p.m.

### Rural Service Connectors Shopping Bus Redi-Rides

517-394-CATA (2282)  
or 800-322-1390  
Mon-Sat 6:30 a.m. – 5 p.m.

### Lot Link: 517-432-8888

Mon-Fri 7 p.m. – 2 a.m.  
Sat-Sun 9 a.m. – 2 a.m.

### Night Owl: 517-432-8888

Mon-Fri 2 a.m. – 7 a.m.  
Sat-Sun 2 a.m. – 9 a.m.

### Rider Alerts: 517-367-7277 or cata.org, accessible 24/7

### Clean Commute Options:

cleancommute@cata.org  
517-393-RIDE (7433)  
Mon-Fri 8 a.m. – 5 p.m.

### Website: cata.org

### Facebook: Facebook.com/rideCATA

### Twitter: Twitter.com/rideCATA

### Michigan Relay Center Voice TDD: 800-649-3777