

Capital Area Transportation Authority



AMENDMENT NO. 1 TO SOLICITATION ADVERTISING SERVICES AGENCY

1. AMENDMENT NO: 1	2. SOLICITATION NO: RFP 2016-141	3. SOLICITATION NAME: Advertising Services Agency	4. AMENDMENT DATE: October 21, 2016
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5. ISSUED BY

Capital Area Transportation Authority
Purchasing and Contracts Department
4615 Tranter Street
Lansing, MI 48910

PLEASE NOTE: Contractor is required to sign this document and return it with the bid/proposal/quote.

6. DESCRIPTION OF AMENDMENT:

- a. The Pre-Proposal Meeting Minutes / Responses to Vendor Questions, is attached.
- b. All other terms and conditions remain unchanged.

NAME / TITLE OF OFFEROR (Type or Print)	COMPANY NAME
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(Signature of person authorized to sign)	(Date Signed)
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Date: October 21, 2016

Re: Minutes of Pre-Proposal Meeting and Responses to Vendor Questions
CATA RFP 2016-141, Advertising Services Agency

A pre-proposal meeting was held October 19, 2016 at 11 AM. Those in attendance were:

Susan Holmes, CATA Purchasing and Contracts Manager
Allan Currie, CATA Procurement Specialist
Laurie Robison, CATA Director of Marketing & Project Manager
Pam Latka, CATA Marketing Assistant
Frederick Siler, CATA Marketing Specialist
Martha Nicholson, LKF Marketing
Gerah Dutkiewicz, LKF Marketing
Dan O'Donnell, Odonnell Co.
Eileen O'Donnell, Odonnell Co.
Ami Iceman-Haveter, M3Group
Spencer Flynn, M3Group

I. Susan Holmes discussed the following:

1. Various administrative functions as well as the RFP process as a whole;
2. Proposals are due at 2:00 PM on October 31, 2016;
3. Proposal evaluation and the various criteria used;
4. Vendors should thoroughly review all provisions listed in CATA's Terms and Conditions (Appendix A) prior to submitting their proposal as well any certifications attached.

II. Laurie Robison provided an overview of the project as a whole, as well as the requirements listed in the scope of work.

III. Questions and Answers

Q: We understand that the hours needed will ebb and flow throughout the year, but can you provide a total number of hours you have used in the past years to give us a general idea of the amount of work?

A: CATA hasn't tracked billable hours, which tend to fluctuate from month-to-month and year-to-year. There are, certainly, seasonal projects that occur year-round. This RFP is for our primary agency of record. We work with two other agencies: the



first firm specifically focuses on all of our schedules, route maps and service-information brochures; the other firm serves as a secondary agency and specializes in social media engagement, as well as any overflow work. There isn't necessarily a need for three distinctive agencies, but it has worked to an extent. The volume of work is substantial, and we require a full-service agency with the breadth and depth needed to support CATA's high demand. While we recognize that we are neither the only nor the most important client in our agencies' portfolios, we are accustomed to being treated as though we are.

Q: Regarding the ebb and flow of needs/hours, what are the particular times of the year that CATA expects the amount of work to ramp up?

A: We generate work year-around.

Q: Is CATA looking for an estimate of the total cost of the contract, or simply our hourly rate?

A. Hourly rate, though in responding to the RFP regarding Work Samples for Like Clients, note that we ask respondents to briefly describe total billable hours.

Q. The RFP requests a list of all of our current clients, along with the percentage of our business they make up. If we are not able to provide this due to confidentiality agreements with our clients, will our response be immediately removed from evaluation?

A. The spirit of the criterion under "Disclosure of Agency's Current Clientele" does not violate client confidentiality, which is the principle of safeguarding sensitive data and information for the well-being of a client. CATA is not asking for the disclosure of any sensitive data or confidential information. More specifically, however, the criterion calls for the legal disclosure of clientele, given that the selected agency will have limited apparent authority to act within the scope of an awarded contract on behalf of CATA (the client) to conduct transactions over a defined but continuous period of time. We are not asking for an agency's revenue portfolio but, rather, a list of current clients and the percentage of overall business (not billable hours or revenue) represented. Our objective is to assess whether an agency truly has the depth and breadth to serve as CATA's agency, and where, in the hierarchy of an agency's client portfolio, CATA may be positioned.

Q. The work samples that are being requested are very specific. If we don't have something that is a perfect match for the requested sample, are we allowed to submit alternative samples that are similar and outside of the three year limitation?

A. Similar samples are fine. They do not need to be exact, but they should be within and not exceed the specified time frame in terms of how old the project is (see Work Samples, attached).

Q. Regarding creative samples, do you want actual hard copy samples, or are representations within the pages of the proposal acceptable?

- A. Representations within the pages of the proposals should be fine.
- Q. What is the estimated budget assigned to this contract?
- A. Our total budget for FY17 for Marketing promotions is \$279,095. In addition, \$50,000 is reserved for our annual Community Report, \$15,000 for photography, \$50,000 for BRT branding under the current environmental assessment, \$50,000 for undesignated (unplanned) expenses, for a total possible budget of \$444,095.
- Q. Page 10 refers to “a strategic research-based model.” Has recent research been done? If yes, can it be provided to prospective bidders? If no, does CATA hope to complete research within this contract with the awarded agency?
- A. Yes, some research has been completed, though it is not comprehensive; yes, it can be provided to the agency awarded the contract; additional research may be permitted as warranted.
- Q. Was a recent, favorite campaign completed under this contract the produced desired results?
- A. This is a tough question to answer, and I want to be careful not to lead any of the respondents in any specific direction. We like every campaign we’ve approved, obviously, but they haven’t all been effective. We need an agency that delivers results; that has the depth and ability to drive creative solutions versus forcing CATA to tell them what to do. We are looking for humorous and/or emotional and engaging campaign solutions that deliver results in terms of ridership, public perception, and public support.
- Q. Is there a specific format for prospective bidders to follow when submitting their proposals?
- A. Please plan to submit a proposal that follows the RFP formatting.
- Q. Can companies outside the USA apply for this? May we perform the tasks related to the RFP outside the USA?
- A. Yes. However, if the cost would increase as a result due to higher phone or shipping charges, that may affect competitive pricing.
- Q. Do we need to come there for meetings?
- A. CATA’s preference is to meet face to face at least once a year. Firms outside the United States must be highly knowledgeable of international, U.S., and local trends and preferences and must follow all FTA, MDOT, and Local Rules and Regulations.
- Q. Can we submit proposals via email?
- A. Please refer to Schedule of Activities on RFP cover page as well as requirements listed in the RFP document.

**PRE-PROPOSAL MEETING SIGN IN SHEET
 CATA RFP 2016-141 – ADVERTISING SERVICES AGENCY
 WEDNESDAY, OCTOBER 19, 2016 AT 11:00 A.M.**

Name	Company	Phone	E-Mail
Martha Nicholson	LKF Marketing	269-349-4440	mnicholson@lkfmarketing.com
Gerah Dutkiewicz	LKF Marketing	269-349-4440	gdutkiewicz@lkfmarketing.com
Dan O'Donnell	O'Donnell Co.	203-278-3882	dan@odonnellco.com
EILEEN O'DONNELL	ODONNELL CO.	203 640-3234	eileen@odonnellco.com
Ami Iceman-Haveter	M3 Group	517-203-3333	ami@m3group.biz
Spencer Flynn	M3 Group	517-203-3333	spencer@m3group.biz
AUGAN CURRIE	CATA	517-394-1100	ACURRIE@CATA.ORG
Susan Holmes	CATA	517-394-1100	sholmes@cata.org
Lolo Robison	CATA		
Pam Letka	CATA		
Frederick Siler	CATA		



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 PERMIT # 290

A closer look at the CATA ballot proposal

The CATA proposal on the August 5 ballot asks for the renewal of the current 3.007 mills for 5 years (2016-2020). The millage funding will be used for operational expenses for CATA service.

Be sure to VOTE on Tuesday, August 5

For more information about CATA, visit www.cata.org, e-mail info@cata.org or call 394-1100.

We'll be happy to answer your questions.

Q: How will the request appear on the ballot?

A: Here's how the request will appear on the August 5 ballot:

Shall the previously voter-approved millage of 3.007 mills (that being \$3.007 per thousand dollars of taxable value) be renewed and authorized to be levied by the Capital Area Transportation Authority (CATA), for continued service, as provided for by Public Act 55 of 1963, as amended, on real and personal property located within the City of Lansing, City of East Lansing, Meridian Township, Lansing Township, and Delhi Township for the years 2016 through 2020 inclusive, which is a period of five years? (The current levy of 3.007 mills was approved by the voters in 2010 and is authorized through 2015.) Based on currently available taxable value data, if approved and levied, this millage would generate approximately \$14,738,685 in 2016.

Yes:

No:



Learn the Facts
 about the August 5 millage
 for CATA services.





CATA QUICK FACTS

- In 2013, people took a record 11.86 million rides on CATA buses.
- Last fiscal year, persons with disabilities took more than 360,000 Spec-Tran rides.
- Thousands of people depend on CATA each day to shop, and to get to work, school and medical appointments.
- CATA has been recognized as an environmental leader in commuting options, recycling and the use of energy-efficient, clean hybrid vehicles.
- In the past 10 years, CATA ridership has increased by more than 3.18 million rides.



Q: What is the CATA proposal on the August 5 ballot?

A: On Election Day, August 5, 2014, voters will be asked to renew the CATA operating millage for public transportation in our community. The CATA ballot proposal renews the existing millage, which provides the foundational funding needed to keep our community's public transportation system running. The cost is \$150 per year for residents with a home value of \$100,000.

Q: Why does Greater Lansing need public transportation?

A: We all benefit from public transportation, whether or not we ride the bus. People in Greater Lansing took more than 11.8 million trips on CATA last year. For some in our community, riding the bus is not an option — it's a lifeline. Persons with disabilities depend on CATA to maintain their independence, and others depend on it to get to their jobs.

But public transportation does more. It means less traffic and cleaner air. It takes patients to medical appointments and shoppers to stores. A strong public transportation system is one of the first things businesses look for when they decide to move to a community. In these economic times, public transportation is often the critical link between people, jobs and opportunities.

Q: What does the CATA millage funding provide the community?

A: CATA provides a variety of services for people with many different transportation needs. Fixed-route bus service carries passengers on more than 30 routes. CATA also provides curb-to-curb service through Redi-Ride and Spec-Tran for persons with disabilities.

Q: How do I know CATA is operating efficiently?

A: CATA has been recognized repeatedly as one of the most efficient bus systems in the country, making wise use of public dollars. CATA carries more passengers per capita than most systems its size. CATA is also the greenest ride in town. When diesel buses are retired, they are replaced with hybrid buses that not only help maintain clean air but also have 20 percent better fuel economy. Each hybrid bus can save up to \$100,000 in fuel during its lifetime.

Q: Who rides the bus?

A: People from all walks of life ride CATA.

- Many people ride the bus to get to work or to job interviews.
- Seniors use CATA to stay active and maintain their independence.
- Many people use public transportation as part of their commitment to a cleaner environment and a sustainable energy future.
- Persons with disabilities rely on CATA to go about their daily lives.
- Some people need public transportation to get to dialysis, chemotherapy and other medical treatments.
- Others are unable to drive or don't own a car.
- Students depend on the bus to get to school.

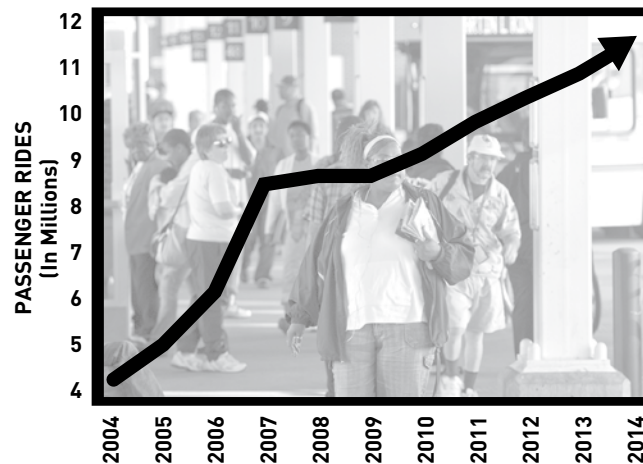
Q: Who oversees CATA operations?

A: A Board of Directors oversees CATA policy, which sets direction for CATA operations. The Board is made up of citizens who represent the communities that help fund CATA. CATA's day-to-day operations are managed by a leadership team that works with more than 300 employees to provide public transportation to the Greater Lansing area.

Q: How is CATA funded?

A: Without local funding, CATA could not provide services. Local millage funding — the agency's single-largest source of funds — contributes 38.08 percent of CATA's operating budget. Other funding includes passenger fares and state revenue (which is not increasing).

CATA demand grows with community need





Real-time next-bus info...when *you* want it

BUS STOP #
1234

FOR YOUR NEXT BUS DEPARTURE TIME:

**TEXT bus stop # above to 76123 or
EMAIL catanow@cata.org and enter the
bus stop # in the subject line.**



Want to know *exactly* when your bus departs?

CATA's Automatic Vehicle Location system uses GPS technology to track all bus locations to provide real-time data when you want it.

With CATAnow, all you need is your bus stop number* and a mobile device or computer.

Follow these three easy steps to access real-time departures from any of CATA's 1,300-plus bus stops.

CATAnow is a free service. Standard SMS charges from your service provider may apply.

*Temporary bus stops that are in service during a detour are not assigned a bus stop number and therefore cannot be accessed through CATAnow.

catanow.org

Questions?
info@cata.org
517-394-1000



Real-time next-bus info...when *you* want it

Immediate access to
real-time departures
at your fingertips.



1

Obtain your bus stop number.

Check the CATAnow sign at each bus stop or shelter.

OR Visit cata.org and click on **Locate a Stop**. Type in the name or street address of your location.

OR Refer to a print schedule to find stop numbers for major timepoints.

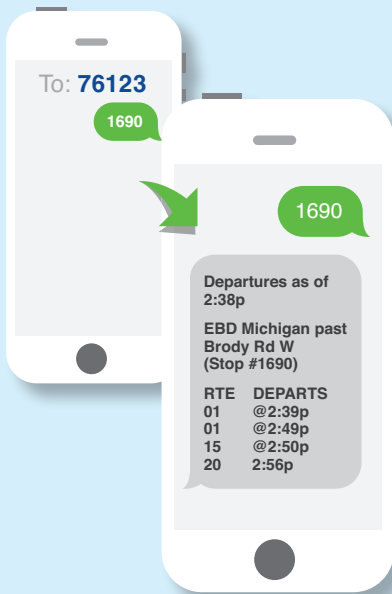
2

Request departure times — via text, e-mail or web.

3

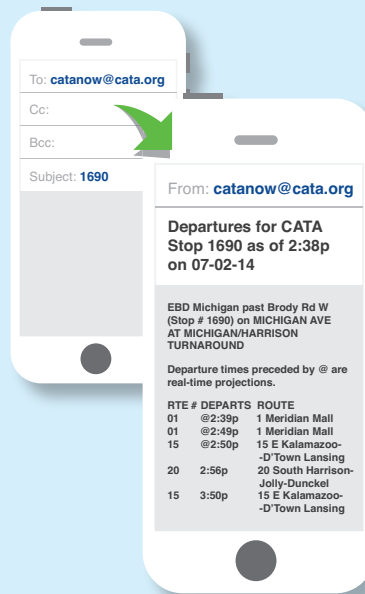
Receive real-time departures — up to 15 minutes before a bus is scheduled to depart. Times preceded by @ are real-time projections. All other times are scheduled departures.

TEXT



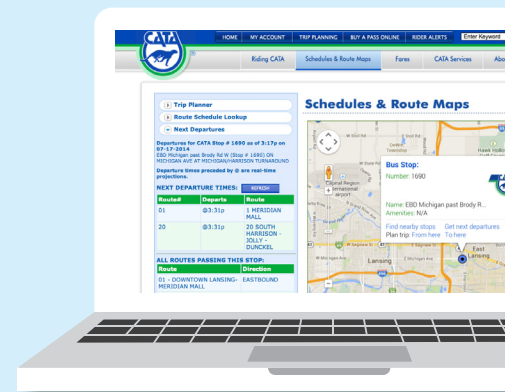
OR

EMAIL



OR

WEB



TEXT your bus stop number to **76123**.
(Example: 1690)*

EMAIL catanow@cata.org with your bus stop number in the subject line.
(Example: 1690)*

GO TO catanow.org and follow the link to Next Departures to enter your bus stop number or location.

* To request departures for a specific route, enter the bus stop number followed by the route number. Separate the two by a space or hyphen.

Example: 1690 20 or 1690-20 to request departures from bus stop 1690 specifically for Route 20.

When requesting departures for Routes 1-9, the route number must be preceded by a zero.

Example: 1690 01 or 1690-01 to request departures from bus stop 1690 specifically for Route 1.

Where public transportation goes, communities grow.

Proudly celebrating the life and achievements of
Dr. Martin Luther King Jr.

The CATA logo is mounted on the exterior wall of a modern, light-colored building. The letters are large, bold, and three-dimensional, with a metallic finish.

A dream is a powerful thing. We believe in getting people a little closer to theirs.



CATA.ORG

Welcome, [Register!](#) | [Login](#)



Get immediate access to real-time bus departures.
 It's as easy as 1, 2, 3...

Learn how via:



TEXT

Three easy steps



EMAIL

Three easy steps



WEB

Get started now

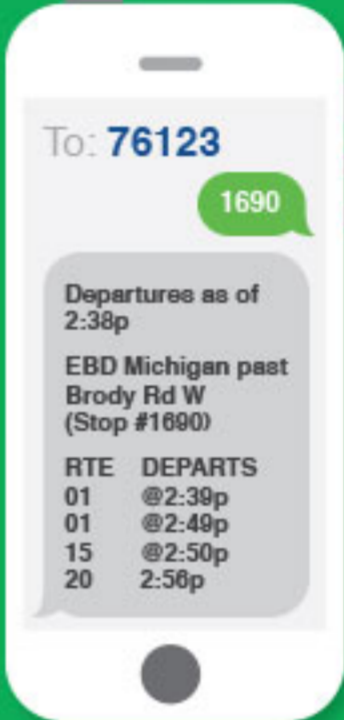
How it works

CATANow is a free service that provides immediate access to real-time departures from any of CATA's 1,300-plus bus stop in our fixed-route system. All you need is your bus stop number and a mobile device or computer.

CATA's Automatic Vehicle Location system tracks all bus locations using GP technology to provide real-time departures when you want it-up to 15 minutes before your bus is scheduled to depart!

TEXT

- 1 Obtain your bus stop number.**
- 2 Text your bus stop number to 76123.**
- 3 Receive real-time departures—up to 15 minutes before a bus is scheduled to depart.**



To: 76123
 1690
 Departures as of 2:38p
 EBD Michigan past Brody Rd W (Stop #1690)
 RTE DEPARTS
 01 @2:39p
 01 @2:49p
 15 @2:50p
 20 2:50p

Learn how via:

TEXT
Three easy steps

EMAIL
Three easy steps

VIDEO
Get started now

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Check the CATAnow sign at each bus stop or shelter.
or
Click on the "bus stop number" link to the left of this message. Type in the name or street address of your location.
or
Refer to a print schedule to find stop numbers for major timepoints.

RTE	DEPARTS
01	@2:39p
01	@2:49p
15	@2:50p
20	2:50p

Learn how via:

- TEXT: Three easy steps
- EMAIL: Three easy steps
- VIDEO: Get started now

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Learn how via:

TEXT Three easy steps

EMAIL Three easy steps

VIDEO Get started now

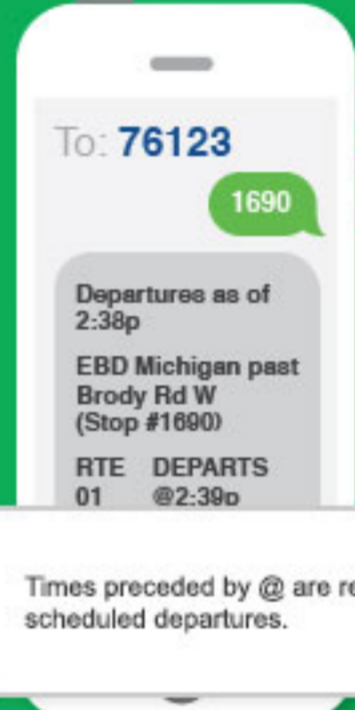
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Learn how via:

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Three easy steps

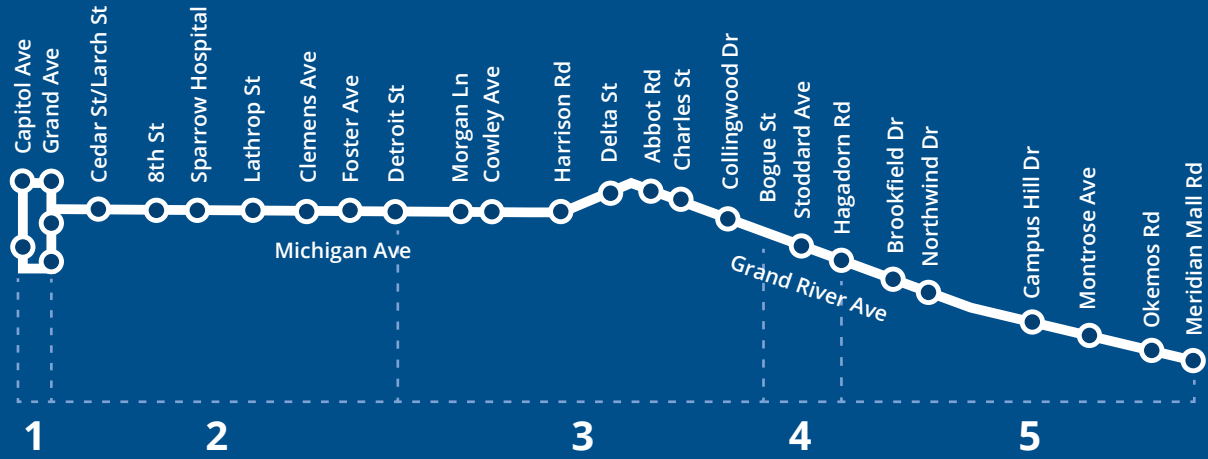
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bus rapid transit



CORRIDOR OF
POSSIBILITIES 2015



ILLUSTRATION OF PROPOSED STATION DESIGN.

PUBLIC HEARING AND REVIEW

The public will be given an opportunity to ask questions, get answers and comment on the draft EA document at an upcoming public hearing and during the review period. When the date of the hearing is set, a notice of availability will be published in the Lansing State

Journal and the City Pulse at least 30 days in advance of the hearing. Information will also be posted on the project website at www.cata-brt.org and at www.cata.org. The notice will include the date, time and location of the public hearing, as well as locations

where the draft EA document can be reviewed. The draft will be available for review and comment 15 days before and 15 days after the public hearing, for a total of 30 days.

PROJECT NEED

Crowded buses, busy sidewalks and traffic congestion are indicative of the high travel demand within this corridor. Opportunities to expand economic development; a shift to more mixed-use, higher-density development; and growing demand in all modes of transportation (cars, trucks, buses, bikes, and pedestrians) are straining the corridor's capacity.

PROJECT PURPOSE

The purpose of the BRT is to address travel delays for both transit riders and automobiles, and to meet the increasing demand for alternative transit options to move people through a constrained urban corridor while enhancing place-making elements and creating economic development opportunities.

STATIONS

The proposed BRT stations include many features that are typically associated with rapid- or rail-transit stations:

- » Enclosed waiting area for shelter from poor weather conditions
- » Security and lighting elements
- » The ability to pay fares at automated kiosks before boarding
- » Digital real-time signs that inform riders of the next BRT bus
- » Boarding platforms that are level with the BRT bus floor for quick and easy boarding and deboarding
- » ADA accommodations

TRAFFIC ANALYSIS AND VIDEO

Using a traffic modeling program designed to handle multimodal projects, traffic simulation videos of the corridor were generated to visually demonstrate the impacts of the two BRT alignments on the overall transportation network. This software is used across the country to assess the feasibility of transportation projects. The model was built using a robust data set including real traffic data, the Tri-County Regional Planning Commission's travel demand projections in the Long Range Plan, and GPS and ridership data from CATA. The traffic simulation video will be available for viewing at the public hearing.

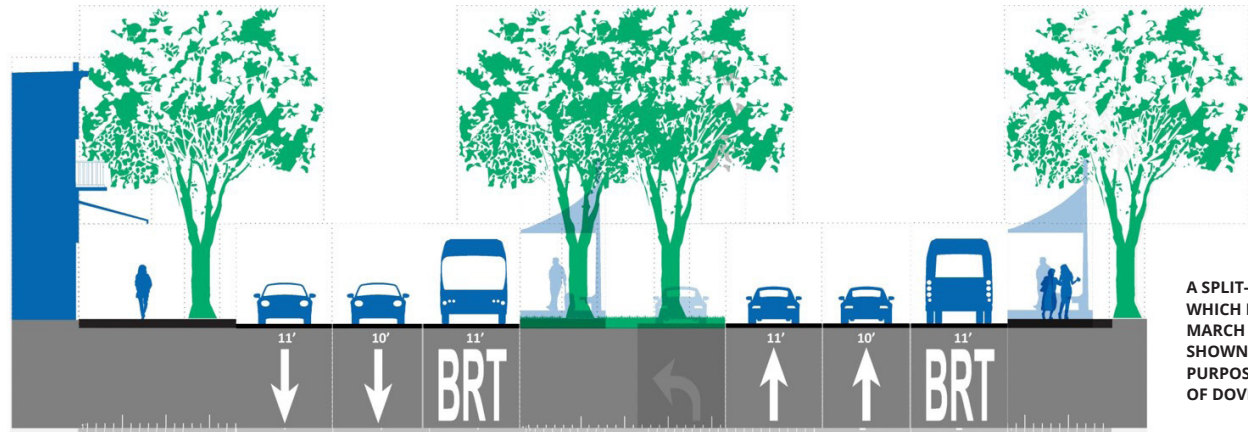
Stay abreast of BRT-related developments at CATA-BRT.ORG



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ALIGNMENT SELECTION



A SPLIT-RUNNING ALIGNMENT, WHICH RESULTED FROM THE MARCH 2014 CHARRETTE, IS SHOWN FOR ILLUSTRATIVE PURPOSES ONLY. COURTESY OF DOVER, KOHL & PARTNERS.

The Environmental Assessment, or EA, considers the impact of the BRT project on an extensive list of environmental resources including both the natural environment (i.e., water quality, biological resources, air quality) and the social environment (i.e., historical resources, environmental justice, socio-economic characteristics). The EA determines project feasibility but not all final decisions. Once approved, final design details will take shape, and final costs will be determined. The current cost estimate for the BRT is \$155 million, which has been reduced from an original estimate of \$194 million.

The corridor has been divided into sections based on similar design features. The BRT alignment is outlined below from west to east:

- 1. Capitol Loop** — The BRT vehicle will run clockwise and against current one-way traffic on Grand Avenue and Capitol Avenue, ensuring the future opportunity for two-way traffic lanes on those streets.
- 2. Downtown Lansing (Grand Avenue to Detroit Street)** — Center-running, dedicated lanes are proposed through this section. A center median would limit turning movements in each block.

More detailed information will be provided in the EA document and on the project website at www.cata-brt.org.

Persons requiring language assistance should call CATA customer service at 517-394-1000.

- 3. Split-running Center Section (Detroit Street in Lansing to Bogue Street in East Lansing)** — Dedicated BRT lanes would run adjacent to vehicular travel lanes in both directions in the south travel lane. Medians will be preserved where they exist but with reduced width.

Two alignment concepts came out of the East Lansing charrette week in March 2014 for the area between Detroit Street in Lansing and Bogue Street in East Lansing. One was a southside-running alignment with both dedicated BRT lanes located in what are currently the eastbound travel lane (south of the median) and the vehicular traffic located in the westbound travel lane (north of the median). The other was a split-running alignment with the dedicated BRT lanes running in the south travel lane adjacent to the vehicular travel lanes in both directions.

Traffic studies tested the impact of both BRT alignment options. The results clearly demonstrated that the southside-running alignment would cause excessive delays on the corridor in the future, especially during the afternoon hours. The projected congestion and delay were so extensive that they could not be mitigated by design changes. The split-running alignment demonstrated viability with no traffic impacts greater than those that exist today.

- 4. Mixed Traffic (Bogue Street to Hagadorn Road)** — The BRT travels in mixed traffic with no dedicated lane, sharing the curb-running lane with vehicular traffic.

A dedicated lane is proposed through the Hagadorn intersection alone.

- 5. East End Stations (transitioning between Bogue and Hagadorn from mixed traffic to center-running between Hagadorn and Meridian Mall Road)** — Dedicated center-running lanes are proposed through this section. A center median would limit turning movements in each block. The BRT travels in a shared lane over the CSX railroad bridge east of Park Lake Road.

Here's what else is new since May 2014:

- » The Ionia Street Station would ideally be located on Capitol Avenue, south of the Ionia Street intersection.
- » A fifth BRT station is shown in the Capitol Loop on Grand Avenue, south of Michigan Avenue.
- » The Sparrow Hospital Station is proposed near the hospital's main entrance. A new traffic signal will be installed to give pedestrians safer access to the station's boarding platforms and to destinations on both sides of the street.
- » Stations between the Frandor area and Harrison Road have been relocated and consolidated.
- » As the project progresses, accommodations for bicycles on the corridor will be considered, taking into account all other priorities. Accommodations for bicycles will be provided on BRT buses.

BRT ROADMAP



MARCH 2014
Charrette week in the City of East Lansing.



FEBRUARY 2014
Pre-charrette small group meetings.



APRIL 2014
Area meetings held in each section of the corridor.



FALL 2015
Notice of Availability of the draft EA document issued 15 days in advance of the public hearing, followed by a 15-day period for review and comment.



SUMMER 2014-SPRING 2015
Environmental analysis and draft EA document.



DECEMBER 2015
FTA to make final environmental-clearance decision.



2016
Final design and engineering.



2018
Opening day.



2017
Construction to begin.



WHERE PUBLIC TRANSPORTATION GOES COMMUNITY GROWS

2015 COMMUNITY REPORT



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CATA FACILITIES



CATA Transportation Center (CTC) 420 S. Grand Avenue, Downtown Lansing

The CTC is the primary boarding facility and transfer point for 16 routes that travel downtown. Friendly customer service representatives assist visitors with trip planning, service information and bus pass purchases seven days a week. The CTC includes Greyhound/Indian Trails intercity service, a coffee/snack shop, security office and amenities such as restrooms, bike racks and bike lockers.

MSU-CATA Transportation Center (MSU-CTC) at Shaw Parking Ramp

The MSU-CTC is the main boarding center for CATA routes serving Michigan State University. Open 24/7, it includes bus schedules and maps, a convenience store, restrooms, vending machines and access to MSU's Shaw Parking Ramp. Customer Service Representatives are accessible via direct phone lines.

CATA Administrative Offices 4615 Tranter Street, South Lansing

Service information and bus pass sales are available Monday through Friday, from 8 a.m. to 5 p.m.



June 2015

GREATER LANSING RESIDENTS:

Last summer, historic voter support renewed our base operating millage through 2020, extending our ability to deliver millions of rides to those we serve. This unwavering support from our five funding municipalities is a reminder that CATA exists for and because of local residents, who are the essence of this flourishing community. Thank you for trusting us as your public transportation provider for 43 years.

Our community's synergy in influencing strong economic development, sustainable lifestyles and improved quality of life is vital to the success of our region. CATA contributes to this success in abundance, reflecting our industry's national campaign message: "Where public transportation goes, community grows."

Our growth has been measured, in part, by the progress of several ongoing regional endeavors, such as the Bus Rapid Transit project and the Capital Area Multimodal Gateway, operated by CATA. Other new initiatives extended seamless transportation into Delta Township. In addition to providing a variety of quality transportation services to the Greater Lansing area, CATA recognizes its role in transforming our community and the lives of those residing in it. By stimulating economic and business development, increasing job access and mobility services, broadening regional access and assisting in times of need, CATA enhances the quality of life for hundreds of thousands of citizens.

As we move forward to dutifully fulfill our obligation to provide public transportation services, we remain committed to contributing to the betterment of our community, our customers and our stakeholders.

Sincerely,

Patrick D. Cannon
CATA Board Chair

Sandra L. Draggoo
CATA CEO/Executive Director



Capital Area Multimodal Gateway, operated by CATA, under construction.

NEW MULTIMODAL GATEWAY TAKES SHAPE

Demolition of property surrounding the long-standing Amtrak station commenced last summer to make way for the Capital Area Multimodal Gateway, operated by CATA. The expanded hub will replace the familiar train station in East Lansing, thanks to a \$6.28 million U.S. Department of Transportation grant, funds from the Michigan Department of Transportation and a land lease from Michigan State University. Uninterrupted rail and bus service to the station continues throughout the construction period. Upon its fall 2015 completion, the modern public facility will accommodate various modes of transportation — the Blue Water Amtrak rail line, local and intercity buses, bicycles and cabs — and provide new amenities for convenient, seamless travel to, from and within the capital city region. A newly designed lobby, well-lit covered bus- and train-boarding platforms, expanded long- and short-term parking and a designated bike storage area are among the planned enhancements. The gateway will be managed by CATA.

CATA HIGHLIGHTS

COMMUNITY INPUT ENCOURAGING FOR BRT ADVANCEMENT



Rendering of split-running alignment for proposed BRT along Michigan/Grand River avenues.

One of the region's most momentous public transportation undertakings, the Bus Rapid Transit project, made significant advancements this past year. One of its priorities focused on overall design considerations for the 8.5-mile route along the Michigan Avenue/Grand River Avenue corridor. Two dedicated lane alignment designs were painstakingly researched and evaluated, with input by and support from stakeholders, residents and other community members.

Both alignments provided for BRT buses in center-running lanes along the majority of the corridor; mixed bus and vehicular traffic between Bogue Street and Hagadorn Road in East Lansing; and a single dedicated lane in downtown Lansing on Grand, Lenawee, Capitol and Ionia. The alignment designs differed between Detroit Street (near U.S. 127) and Bogue Street. Traffic models were built to test the impact of both options. The results clearly demonstrated that a split-running alignment — a westbound dedicated bus lane directly north of the median and an eastbound lane along the south curb line — was the best option. The alternative — two dedicated bus lanes running side by side along the south curb line and all other traffic north of the median — forecast excessive delays and congestion issues.

In April, CATA's Board of Directors selected the split-running alignment option as the optimal solution for the portion of the corridor under review. The project was also adopted into the Tri-County Regional Planning Commission's fiscally constrained long-range plan, which is required before the Federal Transportation Administration can give the project environmental clearance. The Environmental Assessment report is slated to be presented at a fall public hearing and made available for public review. Once construction commences, the project is estimated to take one year to complete. Updates on the progress of the BRT project are available at cata-brt.org.

The BRT — high-capacity buses operating like a light-rail system in dedicated bus lanes — would serve 27 stations along the Michigan Avenue/Grand River Avenue corridor, allowing CATA to offer faster travel between downtown Lansing and Meridian Township, fewer stops, advanced traffic signal technology, station fare collection and improved boarding efficiencies.

HISTORIC VOTER SUPPORT RENEWS MILLAGE FUNDING



Residents of Lansing, East Lansing and Delhi, Meridian and Lansing townships voted overwhelmingly to renew CATA's base operating millage last August, with the millage passing in every precinct of every jurisdiction for the first time in CATA's history.

The 3.007-mill renewal, backed by 75 percent voter approval, extends the current millage another five years — through 2020. The millage represents 38 percent of CATA's operating budget, making it CATA's single-largest funding source. Funds offset operational expenses such as fuel, maintenance and labor.



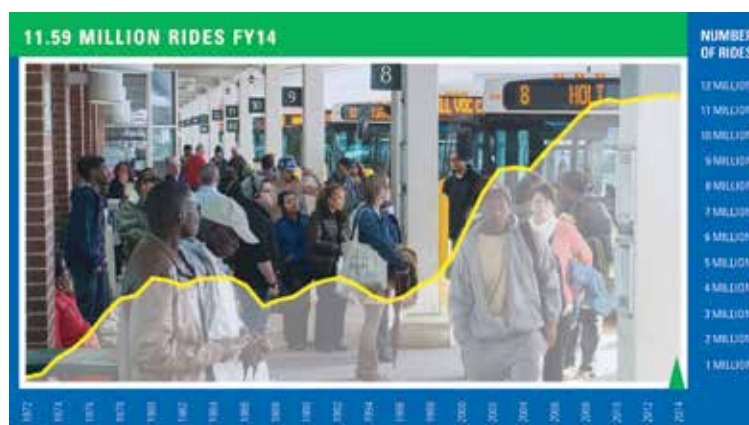
BOARD APPROVES SERVICE EXPANSION IN DELTA TOWNSHIP



An agreement with Lansing Community College last summer extended Route 12-West Michigan/Waverly to LCC's west campus, located in Delta Township. The added weekday service provides a direct link between LCC's main campus and west campus during fall and spring semesters, and an opportunity to capture new riders.

Seamless public transportation extended even farther west as a new partnership with Delta Township launched another Redi-Ride service. CATA's Board of Directors approved a three-year agreement to provide demand-response service throughout the township. Delta Redi-Ride enhances both access to jobs for township and urban residents working in the township as well as mobility services for persons with disabilities. With connections to Route 3 at the Lansing Mall and Route 12 at LCC West and Ollie's, Delta Redi-Ride brings a new level of service and commuting opportunities to the northeast portion of Eaton County.

The partnerships prompted the Board to suspend the Zone 2 fare structure in Delta Township. The double-fare requirement, initiated in 2010, applied to passengers boarding CATA's Route 3 or Spec-Tran in the township. Last August, however, the single fixed-route and Spec-Tran fares were reinstated.



RIDERSHIP TRENDS VARY BY SERVICE TYPE

Ridership has consistently surpassed 11 million passenger trips since the economic collapse in 2008. This established trend extended into FY2014, as 11,585,003 rides were provided in the tri-county area. While demand for CATA services on MSU's campus and across various paratransit services strengthened, an ease in overall growth coincided with a slight decline in national bus ridership figures over the same period. The nine MSU routes serving campus captured a 3 percent increase as student enrollment continued to reach new highs. Requests for paratransit services grew by nearly 5,000 trips. Michigan gas prices fluctuated as in past years, though the fourth quarter of 2014 saw gradual savings at the pump and may have influenced ridership.

WHERE PUBLIC TRANSPORTATION GOES,

Public transportation providers are instrumental in transforming communities and the lives of the residents they serve. We play a role in economic development, promoting sustainable lifestyles and improved quality of life. As an essential public service in the tri-county area, CATA's contributions to the region's growth go beyond simply transporting people from one location to another. CATA brings immeasurable value to the communities it serves by:



Community leaders and members review BRT plans at last spring's stakeholder group meetings.

STIMULATING ECONOMIC DEVELOPMENT

Implementing a BRT system in the Lansing area ensures greater mobility and accessibility, revitalizes the surrounding communities,

spurs investment among businesses and homeowners, and improves infrastructure — all vital to the long-term economic health of the region.

SPURRING JOB CREATION

Securing funding for new transportation projects generates new jobs and boosts the local economy.



Construction workers review blueprints for the Capital Area Multimodal Gateway, operated by CATA.

CONTRIBUTING TO SUSTAINABILITY

As a public transportation provider, moving people in clean machines — hybrid buses powered by ultra-low sulfur diesel fuel — reduces emissions up to 90 percent and increases fuel efficiency up to 40 percent. CATA's clean air initiatives continue as more hybrids are acquired to replace conventional diesel buses. Hybrid buses currently represent 51 percent of CATA's large-bus fleet.



BROADENING REGIONAL ACCESS

The Capital Area Multimodal Gateway, operated by CATA, promises commuters more flexibility in reaching their destinations as centralized, seamless public transportation services attract more people to the area and provide viable options for those traveling beyond our service boundaries.



BUILDING COMMUNITY PRIDE

Acts of Culture is CATA's unique platform for showcasing the arts at various community venues served by public transportation. Each day, public transportation connects people from all walks of life; CATA brings people together to share experiences that make our community a more vibrant and desirable place to live.



Top Left: The Michigan State University Youth Chorale awaits introduction at a CATA Acts of Culture event.

Bottom Left: The Youth Chorale performs.

Right: Root Doctor performs at an Acts of Culture event.



COMMUNITY GROWS



Delta Township, Meijer, LEAP and CATA officials celebrate the launch of Delta Redi-Ride.

INCREASING JOB ACCESS & MOBILITY

Introducing Redi-Ride service in Delta Township last fall permits increased access to jobs for township and urban residents working in the northeastern portion of Eaton County. As a curb-to-curb service, Delta Redi-Ride fosters greater mobility, particularly among persons with disabilities.

ENCOURAGING PERSONAL ADVANCEMENT

Preparing to board at the CATA Transportation Center, riders represent some of the 50,000 average weekday trips taken to gain access to the area's abundant educational, recreational and career opportunities.



ASSISTING IN TIMES OF NEED

When the community is in crisis, CATA is called upon by police, fire, emergency management and rescue personnel to assist with small- and large-scale evacuations, multivehicle accidents, missing-persons searches, warming and cooling shelters, and service detours during presidential visits.



A catastrophic fire at Friendship Manor in East Lansing last January displaced 71 residents. CATA responded by providing shelter and transportation to the Lansing Center. Photo: A firefighter offers blankets to a woman waiting to board a CATA bus. Photo by Matthew Dae Smith for the Lansing State Journal.

PROVIDING MOBILITY SOLUTIONS

Transporting large volumes of people in a short period of time requires solid logistical planning and the right equipment. CATA has the resources to provide service to various events throughout the year — such as MSU football and basketball games, commencements, art festivals and holiday events.



Michigan State fans take advantage of the basketball shuttle service operated by CATA — a partnership with MSU that benefits the community, the university and 15,000 ticketholders on game day.

INSPIRING BUSINESS DEVELOPMENT



Every dollar invested in public transit — whether through taxpayer support or infrastructure enhancement — generates \$4 in economic activity. Employers such as Sparrow Hospital, Lansing Community College, Michigan State University, our shopping malls and grocery stores — even the State of Michigan — want to be near public transportation. That's because CATA connects them to top talent and a strong employment base. Not only does CATA help retain existing employers, we weigh heavily in the decision-making process for relocating businesses. More and more Americans, including those in the communities we serve, seek transit-centric lifestyles.

CATA SERVICES AND PROGRAMS

cata.org

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

Rider Alerts

Receive up-to-the-minute information about detours and service changes by subscribing to Rider Alerts at cata.org. Automatic service alerts pertaining to your routes are sent to your phone via text message or email. Alerts are also available 24/7 at cata.org.

Bike Racks & Lockers

CATA fixed-route buses are equipped with easy-to-use bike racks that hold up to three bikes. Bikes ride at no cost. In addition, CATA offers a bike locker rental program at the CATA Transportation Center in downtown Lansing. Visit cata.org or call 517-394-1000 for locker rental information and step-by-step instructions on how to use our bike racks.

SIMON

Lansing Community College Student



I was excited about taking classes at LCC West but had no idea how I would get there since I don't have a car. Then CATA extended service on Route 12 to west campus last fall — problem solved!

I take three buses to get there and, thanks to CATA's reliable services that easily connect with each other, I have never been late for class.

ERIN

Michigan State University Student



I ride CATA because it's too convenient not to! I tried walking but found taking the bus cuts my commute time to class in half. And it's so easy to figure out how to use the campus service. If I'm not sure how to get somewhere, I ask. All

the bus drivers are so willing to help. Honestly, my bus pass is one of the best purchases I make each semester at MSU!

IVÓN

Food Preparation Employee/Student



Busing and walking — my preferred ways to commute! We are a one-vehicle family so the majority of the time I let my husband take the car. I hop on the bus and then walk the rest of the way to work and class. CATA really is an advocate

for clean, healthy commuting. When the weather is nice, we have to enjoy it and CATA allows me to do just that and stay fit!

CATA SERVICES AND PROGRAMS

Fixed-Route Service*

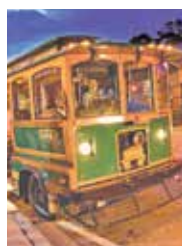
CATA offers 32 fixed routes in the Greater Lansing area. Fixed-route service is what most people are familiar with — big buses traveling regular routes at scheduled times. Days of operation and service hours vary by route.

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,” which travel to 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 Avenue/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 3 a.m. Customers with a CATA fixed-route pass ride at no additional charge. Or, for \$25, purchase an Entertainment Express Annual Pass and ride as often as you want for an entire year. Visit catatrolley.org for more details. Fares are the same as fixed-route service.*

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.

Spec-Tran Service

Spec-Tran is CATA's advance-reservation, curb-to-curb service for persons with disabilities who reside near fixed-route service but are unable to take advantage of it. CATA uses small buses equipped with lifts for this service, as well as low-floor vans. 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. The one-way fare is \$2.50. Call 517-394-CATA (2282) for eligibility and service information.

CATANow

For immediate access to real-time projected departures from any of CATA's 1,300-plus bus stops via text, email or web, try CATANow. Actual departures are provided within 15 minutes of a bus departing a stop. CATANow gives customers the freedom to plan their trips when and where they want, utilize their time more efficiently, and reduce their dependency on published schedules. For details, visit catanow.org.



DOROTHY

Senior Community Member



I am so blessed to have the ability to visit my church friends in the hospital, bring food to their homes and keep them company. Spec-Tran gives me this ability. For the past three years, I have relied on CATA to take me everywhere. The drivers are so caring and helpful. I was on the bus during a bad storm and the driver kept checking to be sure we were OK. He assured us that he would get us home safely, and he did! He was so comforting, just like a good friend.

WILLIAM

Retired Property Manager and Designer



I am a huge advocate of CATA. I have used Spec-Tran, Meridian Redi-Ride and various fixed routes for many years. Their staff is knowledgeable and helpful in making sure my rides are pleasant experiences. I take great pride in educating my friends and neighbors about CATA's services because I believe everyone should know what a great public transportation system we have in this area. I have been known to take groups of seniors from my complex out for a bus ride just to show them what I mean.

JEREMY

Executive Director, Mid-Michigan Environmental Action Council



A community's public transportation system is a great indicator of that community's environmental health and overall quality of life. CATA exemplifies how good public transit can foster healthy, happy communities. I began riding CATA as an MSU freshman. It was the first time I felt comfortable with and confident in a bus system's accessibility and reliability. Now, as the executive director of Mid-MEAC, I advocate for green transportation. A key component of that advocacy is our partnership

with CATA to highlight their Clean Commute Options and Mid-MEAC's Smart Commute Challenge — initiatives aimed at reducing mid-Michigan's carbon footprint.

MICHAEL

Community Volunteer



CATA lets me be independent so I can volunteer at the food bank or Volunteers of America and then go out for some fun with a friend. I experiment by going to new places so I ride a lot of CATA routes and Delta Redi-Ride. I just figure out where I want to go and which bus will take me there. When I'm on the bus, I don't worry at all. I like my alone time, and I know the drivers will help me if I ask. Sometimes I get to see my friends who go to LCC on

the buses and then we can catch up on things.

Redi-Ride

CATA's Redi-Ride is an advance-reservation, curb-to-curb service operating in five areas. Mason and Williamston Redi-Rides operate within each city's service area Monday through Friday, 6:30 a.m. to 6 p.m., and Saturday, 8:30 a.m. to 4 p.m. Service is usually available within 30 minutes of a customer's call. Meridian Redi-Ride operates in Meridian Township Monday through Saturday, 9 a.m. to 5 p.m. Delhi Redi-Ride serves Delhi Township Monday through Friday from 7 a.m. to 6 p.m. and Saturday from 9 a.m. to 5 p.m. Delta Redi-Ride operates in Delta Township Monday through Friday, 6 a.m. to 9 p.m., and Saturday from 9 a.m. to 5 p.m. Rides are scheduled in the order requests are received and are limited to availability of space on the bus. Calls to request trips should be made at least four hours in advance of the desired pickup times. 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, the Connectors offer regularly scheduled service Monday through Saturday. Buses make regular and requested stops along established routes. Deviations of up to one mile may be possible if the trip is arranged in advance. The Mason Connector travels between the Mason Meijer and the South 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. Fares are the same as CRS.** Call 517-394-CATA (2282) or 800-322-1390 for more information or to request a ride that deviates from the route.

Shopping Bus

CATA provides regularly scheduled weekday service from area senior housing complexes to grocery stores and shopping centers. The fare is \$2 round-trip. Reservations are not required. Call 517-394-CATA (2282) or 800-322-1390 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. Fixed-route fares apply.*

Clean Commute Options



CATA's Clean Commute Options is a free program dedicated to improving air quality in

the tri-county area. The program provides individuals traveling to or within Ingham, Eaton and Clinton counties with transportation options that best fit their needs. A free online commute-matching service — at cleancommute.org — gives registrants access to a complete list of potential bus routes, carpool and vanpool matches, bike buddies, bicycle and walking route information. Visit @cleancommute on Facebook and Twitter for the latest updates. For an application or for more information, call 517-393-RIDE (7433), or email cleancommute@cata.org.

FARES

* **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 cents. Children under 42 inches ride free. Unlimited-ride discount cards and passes are also available at cata.org and at area CATA pass vendor locations.

** **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 to \$1.50 for Medicare cardholders, students, seniors and persons with disabilities. Children under 42 inches ride free. Ten-ride punch passes are also available at cata.org and at area CATA pass vendor locations.

CATA SERVICE AREA

CATA provides a variety of public transportation services in the Greater Lansing and outlying areas. Our service area spans all of Ingham County and extends into portions of Eaton County (Delta Township) and Clinton County.

COMMUNITY PRIDE

CATA's community connection extends beyond service provision. Each 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, **CATA Community Health Fair**, **Free Rides on Election Day**, **Santa Free Rides**, **Casual Commute Day** and **Bust the Bus** allow CATA to give back. CATA participates in many community-sponsored events, such as **Community Connect**, **Trick-or-Treat on the Square**, **Safety Patrol Picnic**, **East Lansing Art Festival**, **Be a Tourist in Your Own Town**, **Silver Bells in the City** and area parades. CATA employees give generously to the **Capital Area United Way** campaign, deliver **Meals on Wheels** over the lunch hour, and "adopt" **Operation Santa** families at a local elementary school, providing holiday gifts to children in need.

2014–2015 CATA BOARD OF DIRECTORS



Patrick D. Cannon
Board Chair
Meridian Township



Robert W. Swanson
Vice Chair
City of Lansing



Douglas Lecato
Secretary/Treasurer
Delhi Township



Julie Brixie
Board Member
Meridian Township



Peter A. Kuhnmuensch
Board Member
City of Lansing



Robin Lewis
Board Member
City of Lansing



Ralph Monsma
Board Member
City of East Lansing



Joseph Sambaer
Board Member
Lansing Township



Nathan Triplett
Board Member
City of East Lansing



Anne Wilson
Board Member
City of Lansing



Mark Grebner
Ingham County
Nonvoting
Representative



John Prush
Michigan State
University
Nonvoting
Representative

CATA LEADERSHIP



Sandra L. Draggoo
CEO/Executive
Director

Debbie Alexander
Assistant Executive
Director

Craig Allen
Co-director of
Maintenance

Andrew Brieschke
Director of Operations

Steve Lewis
Co-director of
Maintenance

Erik Lindquist
Director of Finance

Laurie Robison
Director of Marketing

LOCAL ADVISORY COMMITTEE (LAC)

Deb Wiese
Chairperson
Michigan Rehabilitation
Services

Sandi Stevens
Vice Chairperson
Citizen Representative

Doug Lecato
LAC Liaison
CATA Board Member

Lillie Mae Flannery
Citizen Representative

Felix Fliss
Tri-County Office on Aging

George Hanley
Citizen Representative

JJ Jackson
Citizen Representative

Suzanne Love
Citizen Representative

Diana Paiz-Engle
Citizen Representative

Paul Palmer
Citizen Representative

Mindy Rudolph
Citizen Representative

Mitch Tomlinson
Peckham Vocational
Industries Inc.

Brett VanDrie
Citizen Representative

AMALGAMATED TRANSIT UNION (ATU) #1039 LANSING, MICH.

OFFICERS

Steven Soliz
President

David Stanfield
Vice President

Kathleen M. Kelley
Recording Secretary &
Financial Secretary

COMMITTEE PERSONS

Donald Bean

Michael Beech

Michael Cramer

Brian Gould

Randy Steinhauer

Kelly Wojak

✂ Cut along dotted line and keep by your phone or computer

CATA LISTENING SESSIONS

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

Monday, July 20, 2015
2 p.m. – 4 p.m. CTC*

Tuesday, October 20, 2015
9 a.m. – 11 a.m. CTC*
2 p.m. – 4 p.m. MSU-CTC**

Thursday, January 14, 2016
10 a.m. – 12 p.m. CTC*

Monday, April 18, 2016
1 p.m. – 3 p.m. CTC*

Wednesday, July 13, 2016
3 p.m. – 5 p.m. CTC*

Monday, October 18, 2016
8 a.m. – 10 a.m. CTC*
1 p.m. – 3 p.m. MSU-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
- Memorial Day
- Labor Day
- Christmas Day
- Easter
- Independence Day
- Thanksgiving 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 include downloadable MP3 audio files of all schedules and service brochures.
- Large-print schedules are available upon request.
- Bus-hailing kits are available for customers' use.

CATA Resource Directory

Customer Service Center & Fixed-Route Info

CATA Transportation Center
420 S. Grand Ave., 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 St., 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-Ride

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: Subscribe or access 24/7 at cata.org

Website: cata.org

Facebook: Facebook.com/rideCATA

Twitter: Twitter.com/rideCATA

Michigan Relay Center Voice TDD: 800-649-3777



Clean Commute Options: cleancommute.org

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

Twitter.com/cleancommute
Facebook.com/cleancommute
Youtube.com/cleancommute

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 with questions or concerns regarding discrimination.



2016 COMMUNITY REPORT



PRESORTED STANDARD
US POSTAGE
PAID
LANSING, MI
48910
PERMIT # 290

Capital Area Transportation Authority
4615 Tranter Street
Lansing, MI 48910

CATA FACILITIES



CATA Administrative Offices **4615 Tranter St., Lansing**

Headquartered in South Lansing, this facility is home to CATA's executive offices, as well as its Bus Storage Facility, which houses CATA's entire fleet. Other administrative departments include Clean Commute Options, Customer Service, Grants, Facilities, Finance, Human Resources, Information Technology, Maintenance, Marketing, Operations, Paratransit, Planning, Purchasing, and Safety and Training. The offices are open to the public Monday through Friday from 8 a.m. to 5 p.m.

Capital Area Multimodal Gateway, Operated by CATA **1240 S. Harrison Road, East Lansing**

As the region's primary multimodal transportation facility, the new state-of-the-art Gateway offers seamless access to rail, city, regional and national bus lines and local taxi services. The modern station is staffed weekdays 7 a.m. to 6 p.m. and weekends 7 a.m. to 2:30 p.m. with 24/7 access to ample parking and three climate-controlled waiting areas. Routes 20 and 39 serve the Gateway.

CATA Transportation Center (CTC) **420 S. Grand Ave., Downtown Lansing**

The CTC is the central boarding hub and transfer point for 16 routes that travel downtown. Friendly customer service representatives assist visitors with trip planning, service information and bus pass purchases seven days a week. The CTC includes Greyhound and Indian Trails intercity services, a coffee/snack shop and security.

MSU-CATA Transportation Center (MSU-CTC) **Shaw Parking Ramp, MSU Campus, East Lansing**

The MSU-CTC is the main boarding center for CATA routes serving Michigan State University. Open 24/7, it includes bus schedules and maps, and a Sparty Store. Customer service representatives are accessible via direct phone lines.



June 2016

DEAR GREATER LANSING RESIDENT:

Whether you're a frequent rider, an occasional commuter or someone who never steps foot on a bus, we are proud to proclaim that CATA in some way affects your life — and, we can confidently say, the impact is for the better.

This report highlights various CATA activities during the past year that have contributed to the progress and vibrancy of our community. They range from staging events such as the Come Clean Duathlon, which promotes healthy living and environmental stewardship, to stimulating development through projects like the Capital Area Multimodal Gateway, Operated by CATA, which improves delivery of public transportation in Greater Lansing and creates a welcoming first impression for visitors to our region.

We are also working to transform the Michigan Avenue/Grand River Avenue corridor while at the same time meet the strong demand for bus rides between the Capitol in downtown Lansing and Marsh Road in Meridian Township. Read more on pages 4 and 5 about CATA's progress toward the proposed BRT.

In the meantime, of course, we continue to deliver on our core mission of providing safe, timely and cost-efficient transportation to Greater Lansing residents. Despite falling gasoline prices, CATA ridership held relatively steady in 2015. Learn more on page 3.

We are also working to make it easier to stay up to date on CATA services and initiatives. For example, to better accommodate the growing number of customers who access cata.org from a mobile device, we recently unveiled a brand-new responsive website design. We encourage you to check it out.

Clearly, Greater Lansing views public transportation as vital to keeping our community moving forward. As you read through this report, you'll find stories about residents from various walks of life who relate how CATA touches their lives. They range from people who rely on CATA services to deliver them safely to their doorsteps late at night, to nonriders who nonetheless value public transportation's role in improving our community's quality of life.

All of us at CATA are proud to serve Greater Lansing and are truly thankful for the support of its citizens. We vow to continue delivering on our promise to respond creatively and cost efficiently to the region's diverse mobility needs.

Sincerely,

Patrick D. Cannon
CATA Board Chair

Sandra L. Draggoo
CATA CEO/Executive Director

CATA HIGHLIGHTS



GATEWAY BRINGS NEW VITALITY TO REGION

As construction on the Capital Area Multimodal Gateway nears completion, appreciation for the role it plays in welcoming visitors to the community continues to build. The facility, operated by CATA, replaces East Lansing’s historic Amtrak station as the region’s new Gateway, showcasing rail as well as intercity and national bus lines.

The hub’s opening commenced last fall with taxi and intercity bus service — MegaBus, Greyhound and Indian Trails — moving to the new state-of-the-art facility. Amtrak’s Blue Water rail service moved to the new building just after the first of the year. The final phase of the project — the demolition of the original station — commenced in the spring. CATA’s Route 20 serves the Gateway year-round. Route 39 will provide service during MSU’s fall and spring semesters.

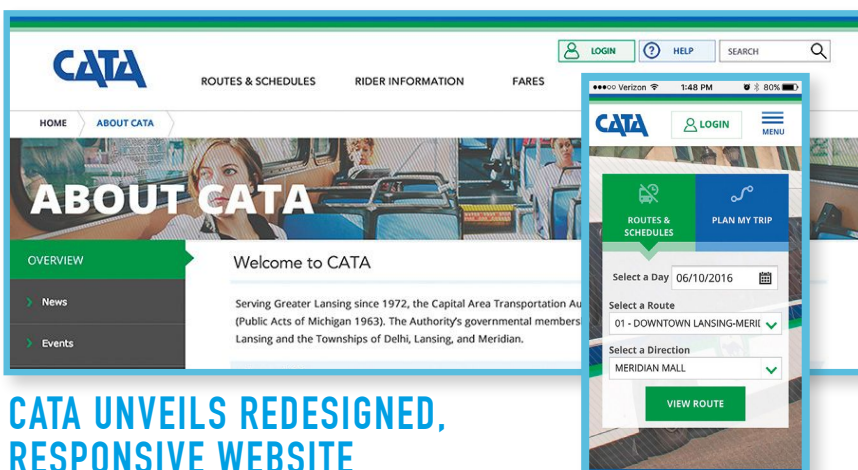
The Gateway’s 7,733 square feet of contemporary design gives passengers access to canopied and well-lit bus-boarding bays, short-term drop-off and pickup areas, convenient ticket and information booths, vending services and 24/7 access to three climate-controlled waiting areas. Following completion of soil remediation work, 150 parking spaces and pay-by-license meters will be installed.

The Gateway project was funded by a U.S. Department of Transportation grant in the amount of \$6.28 million. The Michigan Department of Transportation contributed \$566,000, and Michigan State University contributed a land lease on behalf of the project.

METER RATES

- 30 minutes or less \$1
- Each hour or fraction thereof \$2
- 24-hour maximum \$10
- Weekly maximum \$50

Combinations of weeks and days will be permitted (for example, parking for one week and three days would cost \$80)



CATA UNVEILS REDESIGNED, RESPONSIVE WEBSITE

Smartphones have emerged as the device of choice among public transportation users. A recent survey conducted by EPIC-MRA revealed that 80 percent of regular CATA riders on non-MSU routes and 99 percent on MSU routes own a smartphone. An analysis of

CATA’s website traffic showed that 71.5 percent of site visitors use a mobile device, such as a smartphone or tablet, compared with 28.5 percent who use a desktop computer.

“To better accommodate the growing number of customers who access cata.org from a mobile device, we plan to unveil a brand-new responsive website design this summer,” said CATA CEO/Executive Director Sandy Draggoo.

A responsive website design ensures an optimal user experience, because the site adjusts its layout to the viewing environment of a wide range of devices, including desktop computer monitors, tablets and mobile phones. It eliminates the need to resize, pan or scroll, resulting in easier reading and navigation. Excess content and visual clutter are also reduced, allowing users to more easily find the tools and information they seek.

The site is being designed, in accordance with federal accessibility guidelines, to provide a simplified navigation structure, including quick access to commonly used tools. Important alerts and emergency notifications will be prominently displayed, but only when needed. New visitors and infrequent riders will see CATA’s core services, while experienced riders will be able to quickly check route schedules. The trip-planning function is being redesigned for use with mobile devices, allowing potential riders to use a smartphone to obtain bus information. Additional features will allow CATA to communicate about bus passes, career opportunities, news, events and more.



CATA ridership remains steady.

NATIONAL TREND LEAVES ITS MARK ON RIDERSHIP

The economy, market population, demographics, weather and even road construction inevitably cause fluctuations in ridership. One key variable that has impacted public transportation ridership across the country is the declining price of gasoline.

The steady and significant drop last year in the per-gallon cost of gasoline negatively affected transit ridership nationwide. The American Public Transportation Association reported declines in total passenger trips in 2015 approaching 3.5 percent between October and December 2015 and 3 percent as of early March 2016.

The impact on CATA’s total ridership was not as significant: At the close of fiscal 2015, 11,432,364 rides had been recorded — a 1 percent decline relative to fiscal 2014 year-end. Nearly half of CATA’s urban fixed routes exhibited increases, though their growth was tempered by declines on several high-ridership routes. Paratransit services reported an overall increase of 10,200 rides, due in large part to healthy ridership gains on Delta Redi-Ride in its inaugural year of operation in Delta Township. Despite the impact of low fuel prices, CATA continued to maintain its strong ridership position, providing more than 11 million passenger trips for the eighth consecutive year.

7 BASICS OF BUS RAPID TRANSIT

Michigan Avenue / Grand River Avenue BRT Project

Transportation Efficiency • Economic Development
Safety Improvements • Environmental Sustainability



1 RUNNING WAYS

BRT operates in dedicated side or center-running lanes for a majority of the route.

High-frequency bus service minimizes passenger wait time.

Security and safety will be increased through lighting or monitoring features.

Dedicated lanes give buses uninterrupted travel, increasing reliability.

Streetscaping, pedestrian amenities, and bicycle facilities promote healthy lifestyles.



2 STATIONS

Stations will include fare-ticketing machines, covered waiting areas, level boarding, and real-time transit information.

3 VEHICLES

BRT vehicles will be 60 feet long to accommodate more riders, and include features like doors on both sides of the buses and interior bike storage.



4 FARE COLLECTION

Fare payment will occur at BRT stations.

Level boarding platforms and wider and additional doorways provide greater accessibility.



Automated fare collection systems at stations reduce boarding time.



5 INTELLIGENT TRANSPORTATION SYSTEM (ITS)

Technology is used to help improve system operation and passenger experience, including transit priority at intersections, real-time arrival information for waiting passengers, and safety and security enhancements.

Sophisticated traffic signal management can minimize delays by holding green signals for buses approaching an intersection.



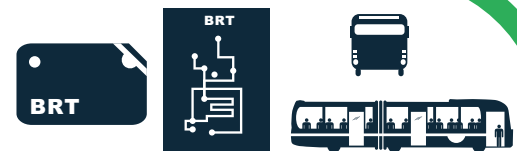
6 SERVICE AND OPERATION PLAN

Improved safety for automobiles, bus riders, and pedestrians. Medians and additional signalized intersections reduce accidents and allow for safe pedestrian crossing.



7 CATALYST FOR ECONOMIC DEVELOPMENT

Transit improvements can have a positive impact on property, such as increasing property value and supporting diverse types of development.



MICHIGAN AVENUE / GRAND RIVER AVENUE BRT PROJECT

- 8.5-mile long BRT line from downtown Lansing through Lansing Township, and East Lansing into Meridian Township.
- BRT hybrid articulated buses will operate in exclusive bus-only lanes.
- Service every 6 minutes.
- 27 stations.
- Will provide improved transit travel time reliability and increased capacity.
- Improved automobile travel times due to removal of bus from automobile lanes.



Residents, business owners and stakeholders provide input about BRT.

BRT UPDATE

Since 2009 CATA has worked on a way to provide more automobile and transit capacity in the Michigan Avenue/Grand River Avenue corridor, which runs from the Capitol to Marsh Road in Meridian Township.

A November 2015 survey of 680 regular CATA riders conducted by EPIC-MRA revealed that one in five Route 1 customers is unable to ride the bus because it is too full, with the highest percentages of respondents representing those from the lowest income groups and those without access to a vehicle.

While CATA could solve the overcapacity problem by putting additional buses in the corridor, doing so would only worsen traffic congestion. CATA buses currently operate along the corridor route every 9 minutes. If CATA increased the number of Route 1 buses to address overcrowding, they would stop every 6 minutes. Each time a bus stops, drivers of other vehicles following it are inclined to move from behind the bus into another lane, presenting safety concerns.

While one of CATA's project goals is to identify a corridor solution that accommodates all modes of travel, another objective is to provide transportation capacity that encourages and facilitates continued growth in the Michigan Avenue/Grand River Avenue corridor. The projected increase in jobs, population and housing along the corridor will require more transportation. New buildings and developments currently under construction are expected to attract 10,000 additional people who will live, work, travel and shop in the corridor.

Bus Rapid Transit (known as BRT) separates buses from automobiles and provides dedicated lanes for both. Most of the time, the bus lanes would be in the center of the road with a median (of varying size depending on available space), and automobiles would occupy the outer lanes so they have access to destinations along the corridor. Buses would stop at 27 stations whose platforms are elevated to the height

of the bus floor for quick, smooth boarding. To further ensure boarding efficiency, each station would be fully accessible to customers with disabilities; fare payment would occur at the station prior to boarding; and riders with bicycles would bring them aboard the bus and park them on wall-mounted racks. To make this happen, CATA's current Route 1, which provides 1.7 million customer trips each year and 6,900 trips each weekday during the school year, would be eliminated, as would the Entertainment Express and a portion of Route 48. The money CATA uses to operate these services today would be used to operate the BRT.

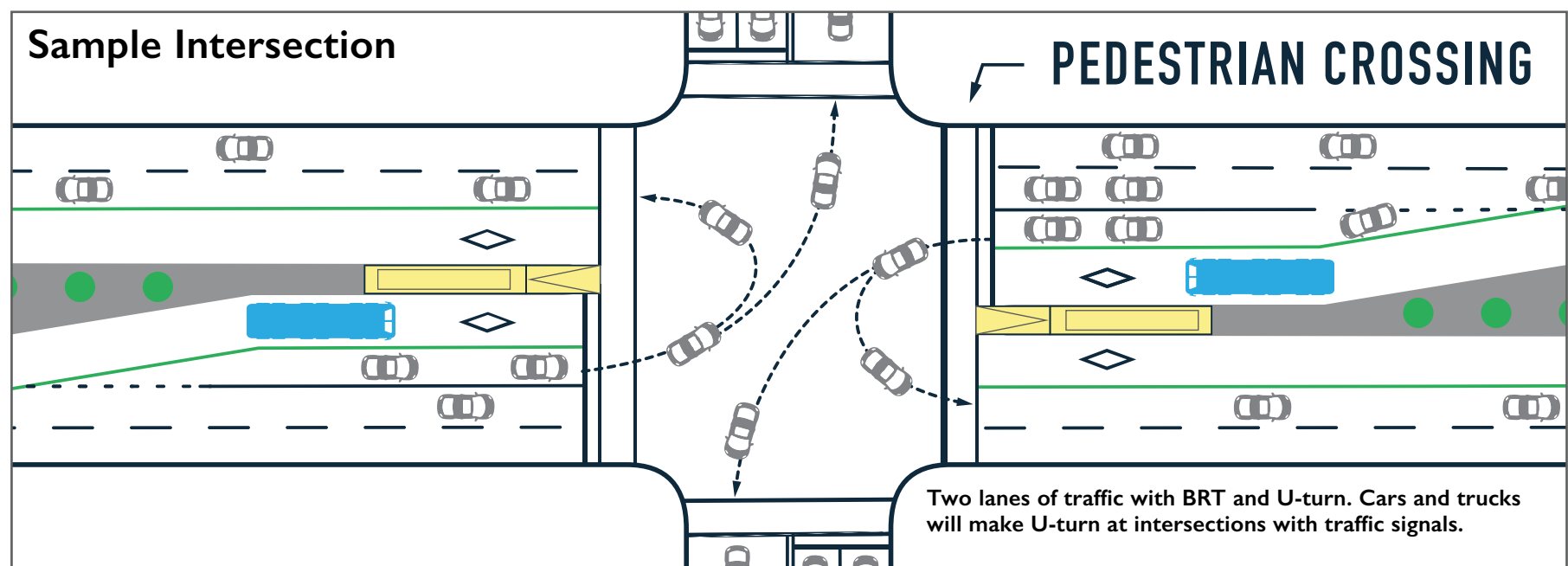
The BRT solution allows automobiles to operate in their own lanes without the interruption of stopping buses. As more people choose public transit, BRT also allows CATA to add buses in the corridor without impacting other transportation modes. The benefits of BRT are not exclusive to vehicles. It also provides improvements for those who choose to walk. All stations will be at signalized intersections, including the addition of nine new signalized intersections, mainly in areas where there are long stretches of roadway without safe crossing options. While not encouraged, as pedestrians cross the street at points along the corridor between signals, they would safely wait on a median for traffic to clear before progressing to the other side.

Medians would add a change to traffic movements. Motorists wishing to turn left would go to the next signalized intersection and make a U-turn to get safely to their destination. Studies conducted by the Federal Highway Administration show that adding medians reduces auto-to-auto accidents by 39 percent and auto-to-pedestrian accidents by 47 percent. Traveling a few tenths of a mile more to make a U-turn is a short distance to ensure safety and prevent accidents.

CATA is about one-third of the way through the rigorous process the Federal Transit Administration requires for a project of this size. The current phase, called the "environmental assessment," will determine whether BRT would cause significant environmental issues. This phase is scheduled for completion by the end of 2016.

The BRT project is an opportunity to bring federal funding back to Michigan to improve roads. If not awarded to CATA, these funds will be forfeited and awarded to another community, specifically for major infrastructure projects such as light rail, streetcar and BRT. The cost to construct the BRT infrastructure, buy BRT buses and build stations totals \$133 million. This money would come entirely from the federal and state government. Existing revenue, including funding that is currently used to operate Route 1, Entertainment Express and part of Route 48, will be used for BRT operations.

[Get the facts about the BRT at www.cata-brt.org.](http://www.cata-brt.org)



SUZANNE

Retiree, Lansing



I moved to Lansing 40 years ago without a car, deciding to put off buying one until I saw what the bus system was like. My garage still sits empty. Through the years, I've been able to get just about everywhere I

want to go on a CATA bus: errands, doctor's appointments, shopping and, before I retired, to work every day. I also use it just to enjoy a ride. CATA affords me the flexibility to hop aboard a bus and explore my community.

RASHELL

Student, Michigan State University



I ride CATA because of the convenience and safety it offers. I've been using it since I was a freshman at MSU. I immediately learned that it's the best way to get around because MSU is such a large

campus. I've also worked jobs on campus where I didn't get out until 2 a.m., and I relied on CATA's Night Owl service to get me safely to my doorstep.

KEVIN

Assistant Director for State Finance,
Michigan Department of Treasury



I'm all about trying to reduce my carbon footprint. Especially in the winter, I'll commute to work on CATA four or five times a week so I don't have to deal with driving in bad weather. I've

always believed that you can judge the quality of life in a city by its public transportation system. I'm happy to say that CATA is reliable, on time and offers a diversity of routes.

CATA SERVICES AND PROGRAMS

cata.org

CATA's new responsive website will feature accessible content, real-time schedule information, an enhanced fixed-route trip-planning program, detailed route maps and timetables, service and fare information, online bus pass sales, Rider Alerts, CATA business opportunities, job openings and much more.

Bike Racks & Lockers

Bike racks can be found on all CATA fixed-route buses and on select small buses. Each easy-to-use rack can accommodate up to three bicycles free of charge. In addition, CATA offers a bike locker rental program at the CATA Transportation Center in downtown Lansing. Visit cata.org or call 517-394-1000 for locker rental information and step-by-step instructions on how to use our bike racks.

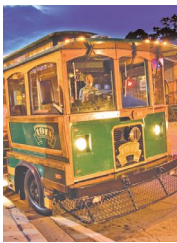
Fixed-Route Service*

CATA offers 32 fixed routes in the Greater Lansing area. Fixed-route service is what most people are familiar with — big buses traveling along predetermined routes at scheduled times. Days of operation and service hours vary by route. CATA also provides fixed-route service on the MSU campus during fall and spring semesters. More than 1,300 bus stops and shelters are 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," which travel to 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 8 miles of local nightlife, food and fun along the Michigan Avenue/Grand River Avenue corridor between downtown Lansing and East Lansing. The service runs every

Thursday, Friday and Saturday year-round from 7:30 p.m. until 3 a.m. Customers with a CATA fixed-route pass ride at no additional charge. Fares are the same as fixed-route service.*

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.

Spec-Tran Service

Spec-Tran is CATA's advance-reservation, curb-to-curb service for people with disabilities who reside near fixed-route service but are unable to take advantage of it. CATA uses small buses equipped with lifts for this service, as well as low-floor vans. 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. The one-way fare is \$2.50. Call 517-394-CATA (2282) for eligibility and service information.



CATANow

For immediate access to real-time projected departures from any of CATA's 1,300-plus bus stops via text, email or Web, try CATANow.

Actual departures are provided within 15 minutes of a bus departing a stop. CATANow gives customers the freedom to plan their trips when and where they want, utilize their time more efficiently, and reduce their dependency on published schedules. For details, visit catanow.org.

MARK

Graduate Student, Michigan State University



I love CATA because it is everywhere. I ride whenever I can, especially on MSU's campus and to downtown Lansing. The convenience and ease of CATA's services make driving a car (and paying for parking) obsolete. Whether I am in for a day at the library, or heading downtown for the night, I can always rely on CATA's services to get me around Greater Lansing. My CATA bus pass is one of

my favorite purchases each semester because I know that my life gets easier and less expensive when I'm riding CATA.

DIANA

Promotion Agent, Michigan Historical Museum



I've used CATA for more than 30 years. During that time, I have seen an evolution in services to meet both the changing needs of the community as a whole and the variety of needs of the individual customer. The fixed-route buses, Redi-Ride services, rural service and Spec-Tran — each is available to me, so I can choose the transportation that meets my needs in getting to any particular destination in the Greater

Lansing area. Great public transportation options — yet the staff maintains a caring, small-town feel.

CHRIS

Small Business Owner, Meridian Township/Okemos Resident



Lansing has the foundation required to become a premier community: the state capital, a major university and high-quality health care providers. Connecting these key elements to our residential and shopping districts via a progressive public transportation system is essential to bring it all together. Adding the Bus Rapid Transit system to the Michigan Avenue/Grand River Avenue corridor will prepare us for the next 50 years

of new housing and business development. In my opinion, the BRT vision is a safety, beautification and efficiency game-changer. The end result should be a better path for buses, cars, bikes and pedestrians.

TIM

Owner, TimBarronsRadioMichigan.com



I do not ride CATA, yet I happily do my part to fund CATA services via my home taxes and other real estate taxes. High-quality, customer-focused public transportation is a critical piece of any community's infrastructure. Award-winning services such as what CATA provides boost the quality of life for all, users and nonusers alike, and is a source of community pride. Studies have shown an undeniable linkage between the

quality of a market's public transportation and property values, as well as the attraction and retention of the modern workforce.

Redi-Ride

CATA's Redi-Ride is an advance-reservation, curb-to-curb service operating in five areas, six days a week.

In Mason, Redi-Ride operates Monday through Friday from 6:30 a.m. to 6 p.m. Service in the city of Williamston is available weekdays from 7:30 a.m. to 5 p.m. while Saturday service is provided in both areas from 8:30 a.m. to 4 p.m. Rides are usually available within 30 minutes of a customer's call.

In Meridian Township, service is available Monday through Saturday, from 9 a.m. to 5 p.m. Redi-Ride serves Delhi Township Monday through Friday from 7 a.m. to 6 p.m. and Saturday from 9 a.m. to 5 p.m. In Delta Township, Redi-Ride operates Monday through Friday from 6 a.m. to 9 p.m. and Saturday from 9 a.m. to 5 p.m. CATA requires that trips in the township service areas be scheduled a minimum of four hours in advance of the desired pickup times. Monday rides needed before 10:30 a.m. must be scheduled no later than 5 p.m. on Saturday. Rides needed Tuesday through Friday before 10:30 a.m. or before noon on Saturday must be reserved before 5 p.m. the day before.

Rides are scheduled in the order requests are received and are limited to availability of space on the bus.

Redi-Ride is not available for trips 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) for more information or to reserve a ride.

Connector Service

Connecting outlying communities with the urbanized area, Connectors offer regularly scheduled service Monday through Saturday. Buses make regular and requested stops along established routes. Deviations of up to 1 mile may be possible if the trip is arranged in advance. The Mason Connector travels between the Mason Meijer and the South 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. Fares are the same as CRS.** Call 517-394-CATA (2282) for more information or to request a ride that deviates from the route.

Shopping Bus

CATA provides regularly scheduled weekday service from area senior housing complexes to grocery stores and shopping centers. The round-trip fare is \$2. 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. Fixed-route fares apply.*

Clean Commute Options



CATA's Clean Commute Options is a free program dedicated to improving air quality in the tri-county

area. The program provides individuals traveling to or within Ingham, Eaton and Clinton counties with transportation options that best fit their needs. A free online commute-matching service — at cleancommute.org — gives registrants access to a complete list of potential bus routes, carpool and vanpool matches, bike buddies, and information about bikeable and walkable routes. Visit @cleancommute on Facebook and Twitter for the latest updates. For an application or for more information, call 517-393-RIDE (7433), or email cleancommute@cata.org

FARES

* **Fixed-Route Fares:** The standard one-way fare for fixed-route service is \$1.25. Medicare cardholders, students, seniors and people with disabilities pay a reduced fare of 60 cents. Children under 42 inches ride free. Unlimited-ride discount cards and passes are also available at cata.org and at area pass-vendor locations.

** **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 to \$1.50 for Medicare cardholders, students, seniors and people with disabilities. Children under 42 inches ride free. Ten-ride punch passes are also available at cata.org and at area pass-vendor locations.

CATA SERVICE AREA

CATA provides a variety of public transportation services in the Greater Lansing and outlying areas. Our service area spans all of Ingham County and extends into portions of Eaton County (Delta Township) and Clinton County.

COMMUNITY PRIDE

CATA's community connection extends beyond service provision. Each year, CATA looks for opportunities to "connect" even more with its community residents. CATA programs such as our **Casual Commute Day, Come Clean Duathlon, Community Health Fair, Free Rides on Election Day** and

Santa Free Rides allow CATA to give back. CATA participates in many community-sponsored events, such as **Be a Tourist in Your Own Town, Kids Connect, Delta Side Business Association Community Expo, East Lansing Art Festival, holiday parades, MSU Science Festival, Safety Council Patrol Picnic, Silver Bells in the City, Touch-a-Truck** and **Trick-or-Treat on the Square**. CATA employees give generously to the **Capital Area United Way** campaign, deliver **Meals on Wheels** over the lunch hour, and "adopt" **Operation Santa** families at a local elementary school, providing holiday gifts to children in need.

2015–2016 CATA BOARD OF DIRECTORS



Patrick D. Cannon
Board Chair
Meridian Township



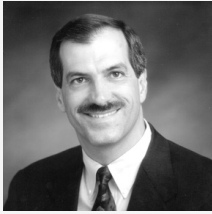
Robert W. Swanson
Vice Chair
City of Lansing



Douglas Lecato
Secretary-Treasurer
Delhi Township



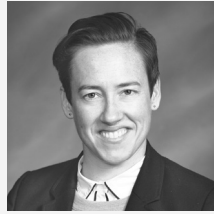
Julie Brixie
Board Member
Meridian Township



Peter A. Kuhnmuench
Board Member
City of Lansing



Robin Lewis
Board Member
City of Lansing



Rory Neuner
Board Member
City of East Lansing



Joseph Sambaer
Board Member
Lansing Township



Nathan Triplett
Board Member
City of East Lansing



Anne Wilson
Board Member
City of Lansing



Sarah Anthony
Ingham County
Nonvoting
Representative



John Prush
Michigan State
University
Nonvoting
Representative

CATA LISTENING SESSIONS

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

Wednesday, July 13, 2016
3 p.m. – 5 p.m. CTC*

Thursday, January 12, 2017
10 a.m. – 12 p.m. CTC*

Tuesday, July 11, 2017
2 p.m. – 4 p.m. CTC*

Tuesday, October 18, 2016
8 a.m. – 10 a.m. CTC*
1 p.m. – 3 p.m. MSU-CTC**

Monday, April 10, 2017
12 p.m. – 2 p.m. CTC*

Wednesday, October 18, 2017
9 a.m. – 11 a.m. CTC*
2 p.m. – 4 p.m. MSU-CTC**

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

** MSU-CTC – Shaw Parking Ramp

NO-SERVICE DAYS

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

- New Year's Day
- Memorial Day
- Labor Day
- Christmas Day
- Easter Sunday
- Independence Day
- Thanksgiving 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.
- The **cata.org** website provides information in formats that meet federal accessibility guidelines and include downloadable MP3 audio files of all schedules and service brochures.
- Large-print schedules are available upon request.
- Bus-hailing kits are available for customers' use.

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 with questions or concerns regarding discrimination.

CATA LEADERSHIP



Sandra L. Draggoo
CEO/Executive
Director

Debbie Alexander
Assistant Executive Director

Andrew Brieschke
Director of Operations

Steve Lewis
Director of Maintenance

Laurie Robison
Director of Marketing

Vacant
Director of Finance

LOCAL ADVISORY COMMITTEE (LAC)

Deb Wiese
Chair
Michigan Rehabilitation
Services

Sandi Stevens
Vice Chair
Citizen Representative

Doug Lecato
LAC Liaison
CATA Board Member

Lillie Mae Flannery

Felix "Bud" Fliss

George Hanley

JJ Jackson

Diana Paiz-Engle

Paul Palmer

Mindy Rudolph

Mitch Tomlinson

Brett VanDrie

AMALGAMATED TRANSIT UNION (ATU) #1039 LANSING, MI

OFFICERS

Kathleen M. Kelley
President

Mike Beech
Vice President

Kim Semperger
Recording Secretary &
Financial Secretary

COMMITTEE PERSONS

Donald Bean

Michael Cramer

Kate Gardner

Brian Gould

Randy Steinhauer

Kelly Wojak

✂ Cut along dotted line and keep by your phone or computer

CATA RESOURCE DIRECTORY

CUSTOMER SERVICE CENTER & FIXED-ROUTE INFO

CATA Transportation Center
420 S. Grand Ave., 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 St., Lansing 48910
Mon-Fri: 8 a.m. - 5 p.m.
Ph: 517-394-1100
Fax: 517-394-3733

SPEC-TRAN

Mon-Sun: 8 a.m. - 5 p.m.
517-394-CATA (2282)

RURAL SERVICE

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

CONNECTOR

Mon-Fri: 6:30 a.m. - 5 p.m.
Sat: 8 a.m. - 5 p.m.
517-394-CATA (2282)

SHOPPING BUS

Mon-Fri: 6:30 a.m. - 5 p.m.
517-394-CATA (2282)

REDI-RIDE

Mon-Fri: 6:30 a.m. - 5 p.m.
Sat: 8 a.m. - 5 p.m.
517-394-CATA (2282)

MSU LOT LINK

Mon-Fri: 7 p.m. - 2 a.m.
Sat-Sun: 9 a.m. - 2 a.m.
517-432-8888

MSU NIGHT OWL

Mon-Fri: 2 a.m. - 7 a.m.
Sat-Sun: 2 a.m. - 9 a.m.
517-432-8888

CLEAN COMMUTE OPTIONS

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

MICHIGAN RELAY CENTER VOICE TDD

800-649-3777

WEBSITE

cata.org

FACEBOOK & TWITTER

/rideCATA & /cleancommute





Have no fear,
he's always near!



CATA.ORG



Escape the clutches
of the same old routine.



CATA.ORG



Early meeting?
Looks like a job for CATA!



CATA.ORG



Defending riders from
raging storms!

Get a pass. Get a lift.



CATA.ORG



An illustration on the left side of the banner shows a woman in a white lab coat with a stethoscope around her neck, running and pointing forward. In front of her is a man in a blue superhero costume with a mask and a 'CATA' logo on his chest, also running.

To my 8 o'clock and beyond!

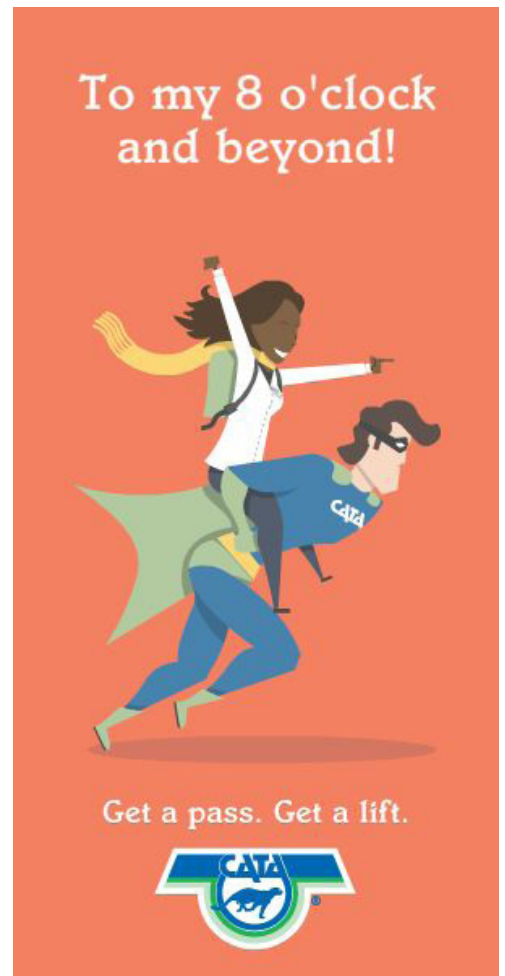
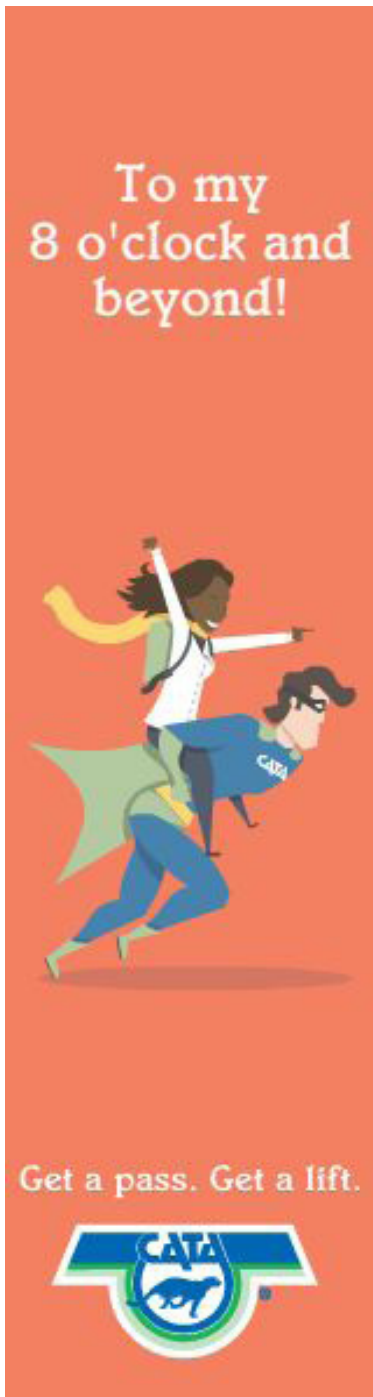
Get a pass. Get a lift.



CATA.ORG

Client: CATA

Campaign: Student Campaign



Creative: 8 o'clock

Version: v1

Type: Animated Flash

Dimensions: 300x250, 728x90, 300x600, and 160x600

Click Through URL:

<http://www.cata.org/fares/buyypassesonline/productdetails/tabid/314/p-35-student-2nd-semester-pass.aspx>


Client: CATA

Campaign: Student Campaign

Defending riders from raging storms!



Get a pass. Get a lift.



Defending riders from raging storms!

Get a pass. Get a lift.



Defending riders from raging storms!



Get a pass. Get a lift.



Defending riders from raging storms!



Get a pass. Get a lift.



Creative: Storm

Version: v1

Type: Animated Flash

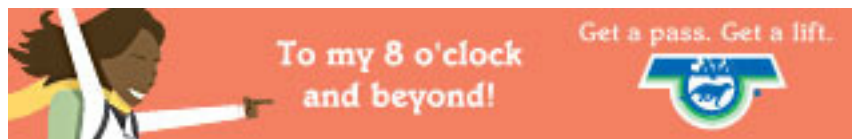
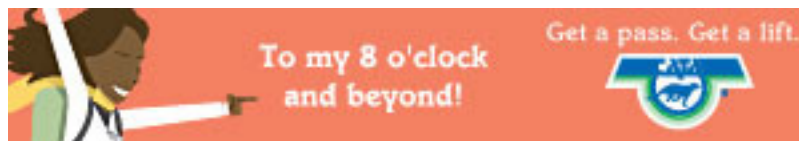
Dimensions: 300x250, 728x90, 300x600, and 160x600

Click Through URL:

<http://www.cata.org/fares/buypassesonline/productdetails/tabid/314/p-35-student-2nd-semester-pass.aspx>

Client: CATA

Campaign: Student Campaign



Creative: 8 o'clock

Version: v1

Type: Mobile

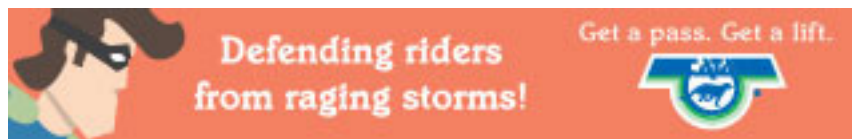
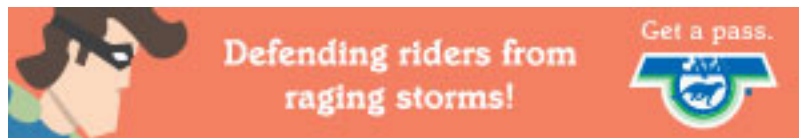
Dimensions: 320x50, 300x50, and 200x200

Click Through URL:

<http://www.cata.org/fares/buypassesonline/productdetails/tabid/314/p-35-student-2nd-semester-pass.aspx>

Client: CATA

Campaign: Student Campaign



Creative: Storm

Version: v1

Type: Mobile

Dimensions: 320x50, 300x50, and 200x200

Click Through URL:

<http://www.cata.org/fares/buypassesonline/productdetails/tabid/314/p-35-student-2nd-semester-pass.aspx>

To my 8 a.m. and beyond



A \$50 Student Semester Pass from CATA will get you to class and around town all semester.

people like this brand

Get a pass. Get a lift.



Get a Student Semester Pass from CATA. Only \$50 gets you around campus all semester long.

people like this brand

Students get a lift



A Student Semester Pass from CATA helps get students where they need to go.

people like this brand





Defending riders from raging storms!



Get a pass. Get a lift.



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