

MINUTES OF THE  
CAPITAL AREA TRANSPORTATION AUTHORITY  
BOARD RETREAT MEETING

WEDNESDAY, JANUARY 19, 2022  
3131 E. MICHIGAN AVE., LANSING, MI 48912  
(FORMER SEARS BUILDING)

**CALL TO ORDER:**

Chair Triplett called the meeting to order at 4:10 p.m. He thanked the Board for their time and the CATA staff for all their hard work in organizing the Board Retreat.

**INTRODUCTION:**

Bradley T. Funkhouser welcomed everyone and started off the retreat by explaining the purpose of the Board Retreat and a brief overview of the past year and year to come. He then introduced first speaker, Andrew Brieschke, Deputy CEO.

**DEPARTMENT TRENDS AND UPDATES:**

**OPERATIONS:** Andrew Brieschke, Deputy CEO, spoke on behalf of the Operations Department and gave an overview of this department including the promotion of three (3) operators to supervisor positions, reintroduction of four-day work week rosters for operators, 12-months of work-grouping and a reduction of overtime by \$1.7 million last year.

**PARATRANSIT:** Andrew Brieschke, Deputy CEO spoke on behalf of Craig Fraizer, Paratransit Manager. Mr. Brieschke stated that a majority of paratransit employees have been working from home which has worked out quite well for employees and management.

The department has provided 244,818 curb-to-curb rides, 1,960 COVID-19 related rides and 200,634 Spec-Tran (ADA service) rides. CATA's paratransit also partners with the Davies Project to provide medical rides for seriously ill children, pregnant women and their families.

In FY 2022, Operations and Paratransit will expand service by training more new operators, work with the other counties to provide intra-county coordination and continue to work with Transdev to provide exceptional service to clients.

Doug Lecato inquired about the potential to increase paratransit call-in hours.

Andrew Brieschke stated that increasing paratransit call-in hours has been discussed but nothing is definitive at this time.

Robin Lewis inquired about whether CATA is still assisting the Lansing School District with passes and rides for students.

Bradley Funkhouser confirmed that CATA is still assisting the Lansing School District.

Robin Lewis thanked CATA for assisting students in need of transportation.

**MAINTENANCE:** Dan Hodges, Director of Maintenance gave an overview of his department. He stated that due to COVID-19, 2021 presented many challenges for his department including delays in receiving parts and purchasing new vehicles. The pandemic also made it necessary to install new barriers on all buses and provide daily disinfecting to CATA's fleet. Mr. Hodges reported that each bus contains COVID-19 customer information place cards, decals and signage.

CATA has ordered nine (9) new Nova buses which will be delivered in May 2022.

The Maintenance Department has also worked with the Finance Department to complete a parts room inventory audit and participated in a mock federal triennial review audit with the Planning Department.

Dan Hodges reported that in FY 2022, his department plans on coordinating with OUTFRONT Media for advertising installations.

In addition to CATA receiving nine (9) new Nova buses, he also plans to order up to 14 new ADA accessible vans. The department will also participate in the procurement of up to three (3) large electric buses with CATA's Planning Department.

The Maintenance Department will also work with Human Resources to hire five (5) mechanics and one (1) supervisor.

Jennie Gies inquired about whether CATA offers free masks to riders.

Dan Hodges replied that CATA does not offer free masks, however; each bus contains hand sanitizing stations for riders.

Bradly Funkhouser explained that CATA has not been able to provide free masks to riders due to supply and demand issues.

Jennie Gies inquired about advertising placement on the buses and shelters.

Bradley Funkhouser stated that more details on advertising will be discussed during the Marketing Department's presentation.

Jack Schmitt requested more details on the electric buses.

Bradley Funkhouser stated that more detail on electric buses will be explained during the Planning Department's presentation.

Doug Lecato inquired about the Asset Management Program being included in the FTA Triennial.

Bradley Funkhouser confirmed that the Asset Management Program will be included in the FTA Triennial.

**MARKETING:** Lolo Robison, Director of Marketing and Customer Experience, gave her overview of the department's projects. Key accomplishments in customer experience include the 2020 Election Day campaign where CATA promoted early voting by supplying ballot boxes and free rides to the polls on Election Day; year-round free rides for veterans; installed Amazon lockers at the CTC and received a \$115,000 grant for human-trafficking awareness and prevention.

CATA's Marketing department continues to create partnerships within the community. In 2021, CATA partnered with the tri-county region to promote the Ride to Your Dose of Hope Campaign; worked with MSU and the MSU Migrant Student Services to include Spanish translations on campus; issued a Capital City Crosstown joint presser with the City of Lansing to promote Route 18; presented CATA guides for MSU and the Lansing School Districts; donated 38 unclaimed bicycles to Peckham's ROOTS Employment Resource Program; and 121 phones and tablets to 911 Cell Phone Bank.

In FY 2022, the Marketing Department and Customer Experience has many goals and will continue to give the community the most up-to-date rider information on detours and route changes. They will also provide social services at the CTC and improve public participation opportunities. The departments will continue to develop their partnerships with MSU and LSD, recruit new operators and promote CATA's internal DEI meetings every month.

Doug Lecato inquired about whether the reduction in service will create a loss in revenue for the advertising campaign.

Lolo Robison stated that CATA will keep track of details and inform the Board if there are any changes to the revenue.

Jenie Gies inquired about the CTC social service data that Bradley T. Funkhouser, Chief Executive Officer presented at the last Lansing City Council meeting.

Lolo Robison stated that at the moment, she does not have that information, however; she elaborated on some of the social service opportunities available at the CTC.

Bradley Funkhouser presented the CTC social service statistics that Lolo Robison had written for the Lansing City Council Meeting.

Shanna Draheim thanked CATA for their work with the community in providing social services at the CTC.

**HUMAN RESOURCES:** Marshea Brown, Director of Human Resources started with the year in review. Ms. Brown stated her departments key accomplishments included increase wages to both the ATU and the Administrative Staff. They also created new incentives for hiring more operators and held two (2) job fairs.

To protect employees and their families against COVID- 19, the HR department was able to host three (3) vaccination clinics and received over 260 participants.

In FY 2022, the HR department will update CATA's Administrative Employee Guidebook, complete a diversity survey and training for all employees and set up a lactation station for nursing mothers.

Doug Lecato inquired whether the lactation pods will be at the CTC and Tranter location.

Marshea Brown stated that at this time there will only be one (1) lactation pod at CATA's Tranter location.

**INFORMATION TECHNOLOGY:** Dan Goodemoot, Director of IT outlined his department's accomplishments over the past year which included upgrading to FastFare fareboxes, purchasing server/storage upgrades, migrating to Office365 and purchasing MPSCS radio systems.

In FY 2022, the IT department plans to complete upgrading the following: PASS App, two-factor identification, Transit Master, Zonar, server/storage, the bus AVL system and MPSCS. They also plan on installing cameras on buses and having contactless payment options for riders.

Jack Schmidt requested that Mr. Goodemoot define Zonar.

Dan Goodemoot stated that Zonar is used to perform pre-trip inspections on buses.

Jennie Gies expressed her enthusiasm for contactless payment being offered to riders.

Dan Goodemoot confirmed that his department is looking at different ways to offer contactless payment to riders.

Doug Lecato inquired whether the cameras on the buses will be able to identify banned riders with facial recognition.

Bradley Funkhouser stated that it will take a lot of high technology for facial recognition to be installed. Mr. Funkhouser explained that the goal is to keep riders safe. CATA has had conversations with the Union on installing cameras with video recording capabilities, yet it will take some time before they are installed on buses.

Dan Goodemoot echoed Mr. Funkhouser's remarks.

Robin Lewis expressed her enthusiasm for the new MPSCS radio systems that CATA will be using. She also commended CATA on all the improvements they have been making to better serve the community.

Dan Goodemoot thanked Ms. Lewis for her appreciation.

Jennie Gies stated that having cameras on buses presents two (2) issues, ridership privacy and mistaken identity.

Phil Deschaine stated that he is happy to see the PASS App being upgraded.

**PLANNING & DEVELOPEMENT**: Matt Oudsema, Director of Planning discussed his department's past years projects including new route development, downtown facility grant, bus stop shelters, electric vehicles and automated vehicles.

Matt Oudsema also commented on the Planning Departments many partnerships within the community. These partnerships have allowed residents to be included in the creative process making each bus shelter unique and personalized to their neighborhood.

Mr. Oudsema reported that in FY 2021 CATA provided nearly 3 million fixed-route rides which is a 60% decrease from FY 2020 and Paratransit provided approximately 240,000 rides which was a 26% decrease from FY 2020. He then provided various charts to compare how the pandemic has affected CATA's ridership over the last few

years along with the Planning Department's projected increase in ridership in FY 2022.

Chair Triplett noted that, having lost quorum at 5:06 p.m., the next two departments will be presented at the February Board meeting.

**PUBLIC COMMENTS:**

There were no public comments.

**ADJOURNMENT:**

Chair Triplett adjourned at 5:06 p.m.

Respectfully Submitted,

Shanna Draheim  
Secretary/Treasurer

Tina Orlando  
Recording Secretary