



Capital Area Transportation Authority
4615 Tranter Street
Lansing, MI 48910

THE POWER OF PUBLIC TRANSPORTATION



**HOW CATA HELPS GREATER LANSING
AND EVERY PERSON IN IT.**

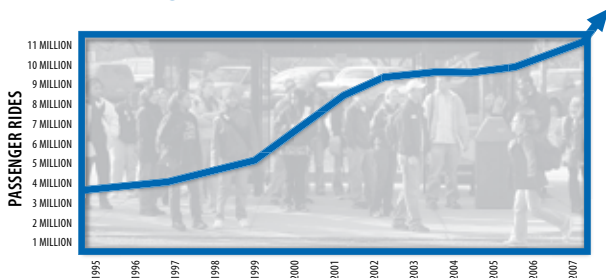
**Public transportation is good for people,
good for our community,
and good for business.**

MOVING PEOPLE. MOVING COMMUNITIES.

Election Day, November 4, 2008, is a critical day for public transportation in the Greater Lansing area. Voters will decide the outcome of a CATA millage request. The effects of that decision will be felt by many area citizens, whether they ride the bus or not.

The proposal asks for a 0.787-mill tax increase for five years (2008–2012). For a home valued at \$100,000 this equals \$39.35 per year – far less than what most people now pay for a tank of gas. This millage will be used for operations. It will allow CATA to maintain existing services, meet the rising cost of fuel and other operational expenses, and match service to meet growing demands. Millage funds are for operational expenses – not capital building projects or bus purchases.

Exploding Demand for CATA Service



There are roughly 277,000 people who live in the CATA service area. This year, local citizens will take a record 11 million rides onboard CATA buses. This is a remarkable level of use given the population base. Over the last ten years, CATA ridership increased two and a



half times. Even after bus fares were raised in April 2008, ridership continued its dramatic rise. Passengers took nearly 20% more rides that same month compared with April 2007.

Why We All Need Public Transportation

For some in our community, the bus is more than just an option. It's a lifeline. Individuals with disabilities took 337,478 Spec-Tran rides last year. Spec-Tran users depend on that service to go about their daily lives ... to maintain their independence. In addition, youth, senior citizens and lower-income individuals who ride CATA bus routes often have no other way to get around. Many who rely on CATA to escape high gas prices use the bus to get to work, school, shopping – wherever life takes them.

Public transportation also delivers other important benefits to this community, even for those who don't usually ride CATA.

A Powerful Economic Tool for Greater Lansing

Public transportation is a key asset when businesses look to locate in the Greater Lansing area. In these challenging economic times our community must have every possible means to attract new employers and maintain existing ones. Solid public transportation for businesses, employees and customers is an important element in this region's economic toolbox. We need to keep it strong.



Public Transportation and Our Air Quality



CATA is a powerful resource to keep our community green. Public transportation means less traffic and cleaner air for everyone. CATA's new hybrid

diesel-electric buses cut emissions by 90% compared to conventional buses. Ten CATA hybrid buses are on the road today, and CATA will gradually convert to an all-hybrid fleet on regular routes as old buses are retired. All CATA buses use ultra-low sulfur diesel fuel. It produces 20% cleaner emissions than conventional diesel fuel.

The "Public" in Public Transportation Is All of Us

Public transportation is a resource that helps power a healthy community. Like police and fire protection, CATA is a not-for-profit service available to everyone. Every day, CATA takes thousands of workers to their jobs, and shoppers to stores. It helps people get to medical appointments, to school, and around town. It's there when you or your neighbors need it.

The Funding Gap

Earlier this year, CATA raised the price of all fares and bus passes and tightened its belt on an already lean operation, but those actions are not enough to maintain services. The dramatic rise in fuel prices hit CATA hard. When the price

of fuel goes up by \$1 per gallon, it increases CATA operating costs by more than \$1 million per year. In 1998, state funding covered 50% of CATA operating expenses. This dropped to 31% in 2008.

If the Millage Fails

If the millage fails, CATA will have to make significant cuts in transportation service, and the effects will be felt throughout our community. Some service cuts will need to be implemented as early as this coming winter, with additional cuts made in the fall of 2009. Weekday evening service will likely be cut. So will all Saturday and Sunday service on most routes. Some bus routes may be eliminated, and others will run less often. When regular bus service cuts are made, corresponding cuts would be made to Spec-Tran service for individuals with disabilities.

These service cuts would be felt by thousands of area citizens, as well as businesses, schools and medical facilities. Having to cut service, when the demand is growing, would be devastating.

CATA Efficiency Leads the Nation

The American Public Transportation Association named CATA the best public transportation system of its size in North America in 2007, based on its record of efficiency and effectiveness over the past three years. The award recognized CATA's efficient operations and wise use of public dollars.

An Efficient Workforce

CATA employees, both union and administrative, worked in partnership; implementing major initiatives that rein in the cost of employee benefits, which are escalating dramatically for most public and private employers.

CATA healthcare costs have not increased for the last two years due in large part to increased employee contribution to premiums, copays and deductibles. This is a major cost-containment achievement given that the national cost of health care is increasing by 15–18% annually.

Efficient, Cleaner Vehicles

CATA pioneered environmental actions to maintain cleaner air in our community. These same initiatives increased fuel efficiency and reduced the cost of fleet operations. CATA was the first in the state to put full-size hybrid diesel-electric buses in service.

When old CATA buses are retired, they're replaced by the hybrids, which have 20% better fuel economy. CATA projects saving about \$100,000 per bus in fuel economy (at \$4 per gallon) with each of the 10 hybrid diesel-electric buses over their life. The hybrids also reduce maintenance costs. CATA was the first transit system in the country to retrofit older-model diesel

buses with hybrid fan systems, producing an additional fuel savings. Larger 60-foot buses are used on the busiest routes. They carry many more passengers than the typical 40-foot buses and cost less to operate than two of the 40-foot vehicles. These initiatives cut operating costs and significantly reduce emissions.



VOTE TUESDAY, NOVEMBER 4

You'll find the CATA millage proposal on the back of your ballot near the bottom. Please vote on Election Day, November 4. This issue is too important to ignore.

Here is how the request will appear on the ballot:

Shall the public transportation authority, the Capital Area Transportation Authority (CATA), for continued service, as provided for by Public Act 55 of 1963, as amended, levy additional taxes in an amount not to exceed 0.787 mill (that being \$0.787 per thousand dollars of taxable value) 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 2008 through 2012 inclusive? If approved and levied, this millage would generate approximately \$4,750,000 in 2008.

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