



# 2023 COMMUNITY REPORT



## INSIDE:

TRANSIT PARTNERS CONTINUE MOVING TOWARDS **REGIONAL MOBILITY**

**INNOVATION IN MOTION:**  
NEW VEHICLES AND FUTURE PLANS

CATA DESIGNATED  
**"SAFE PLACE"**



The Community Report is published annually by the Capital Area Transportation Authority, 4615 Tranter Street, Lansing, MI 48910.

To request a printed copy, call 517-394-1100 or email [marketing@cata.org](mailto:marketing@cata.org). Requests must include full name, complete mailing address and phone number.

**CATA'S MISSION:**

To meet the mobility needs of our region by providing innovative solutions in partnership with the communities we serve.

View online at [cata.org/CommunityReport](http://cata.org/CommunityReport).



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CATA services are provided in accordance with Title VI of the Civil Rights Act of 1964, without discrimination on the basis of race, color or national origin.



# A WORD FROM OUR CEO

Dear Capital Region Resident:

I wanted to take a moment to reflect on the remarkable achievements we have accomplished so far in 2023. Our commitment to CATA's strategic goals – regional mobility, customer experience excellence, organizational strength, community partnership and a dynamic workplace – remains at the forefront of everything we do. As we work to achieve our mission to meet the mobility needs of the region, I'm enthusiastic about the innovative solutions and partnerships we've employed to ensure a promising future for public transportation.

In 2019, CATA's executive leadership defined regional mobility as one of five strategic priorities. Improved connectivity between our counties and regional population centers facilitates seamless, single-fare, cross-boundary trips for the convenience of riders across the tri-county region.

I started my tenure at CATA as Deputy CEO in October 2016. I was appointed CATA's Chief Executive Officer in January 2018, followed by my simultaneous appointment in October 2022 as Executive Director at Eaton County Transportation Authority. It has been a privilege to share a common vision for regional mobility with our transit partners, community leaders, business owners, stakeholders and, of course, our riders. The introduction of the Route 3 extension into Delta Township in early May and a new interlocal agreement with Clinton Area Transit System demonstrate our unwavering commitment to our vision.

Our core values also include a commitment to sustainable solutions as stewards of the community we serve, the planet and its finite resources. To that end – and to achieve its goal for improved organizational strength – CATA pledged to adopt sustainable business practices and operations. We immediately identified a sustainability champion and converted our three facilities to 100 percent renewable energy sources. In April 2022, our Board of Directors took bold action and approved a directive to transition to a zero-emission fleet by 2035 – an effort to decarbonize CATA operations and drive the Capital City region and Michigan toward a cleaner, healthier, more sustainable transportation future. These initiatives are part of a multi-faceted approach to improve efficiencies and sustainable solutions, which earned CATA gold-level status in the American Public Transportation Association's Sustainability Commitment Program. We are humbled by this honor and look forward to continuing to advance sustainability principles throughout our organization.

We are pleased to present CATA's 2023 Community Report in digital format. The stories inside the pages of this report showcase the Authority's pledge to provide the highest standard of service to our community. We will continue to listen, learn and adapt to ensure that we exceed your expectations for exceptional public transportation services.

Sincerely,

# TRANSIT PARTNERS CONTINUE MOVING TOWARDS REGIONAL MOBILITY

What began as an idea to better coordinate public transit services across the Capital City region now has evolved into a historic regional partnership between CATA, EATRAN and Clinton Area Transit System that results in seamless connections between all three jurisdictions, allowing riders to reach their destinations more quickly and efficiently than ever before.

The new partnership took a monumental step forward last fall with the announcement that CATA CEO Bradley T. Funkhouser would also lead EATRAN, allowing the neighboring public transit agencies to collaborate in powerful new ways to achieve the dream of full regional mobility. Further strengthening cross-jurisdiction connections, CATA and Clinton Transit also forged a new interlocal agreement that will help align each system's transit services and schedules.

**What happens when leaders from neighboring counties get behind the concept of seamless rides across boundary lines? Progress.**

In May 2023, CATA announced the extension of service year-round west of the Lansing Mall to Marketplace Boulevard on Route 3 into Delta Township.

Approximately 30 new bus stops were added on the route extension.

"This is a huge win for Eaton County and the entire tri-county region," said State Rep. Angela Witwer, 76th House District. "Since 2019, I've advocated for regionalized transportation.

We've planned for and worked together to make this vision a reality. It's a necessity if we hope to compete for and attract prospective businesses and employers to invest in our region."

While CATA is making significant progress toward regional mobility, much work remains. Extended routes, additional service options and expanded schedules require investment. Local and state officials recognize that Ingham, Eaton and Clinton counties are actively working with CATA to fill funding gaps to bring regional mobility to fruition.

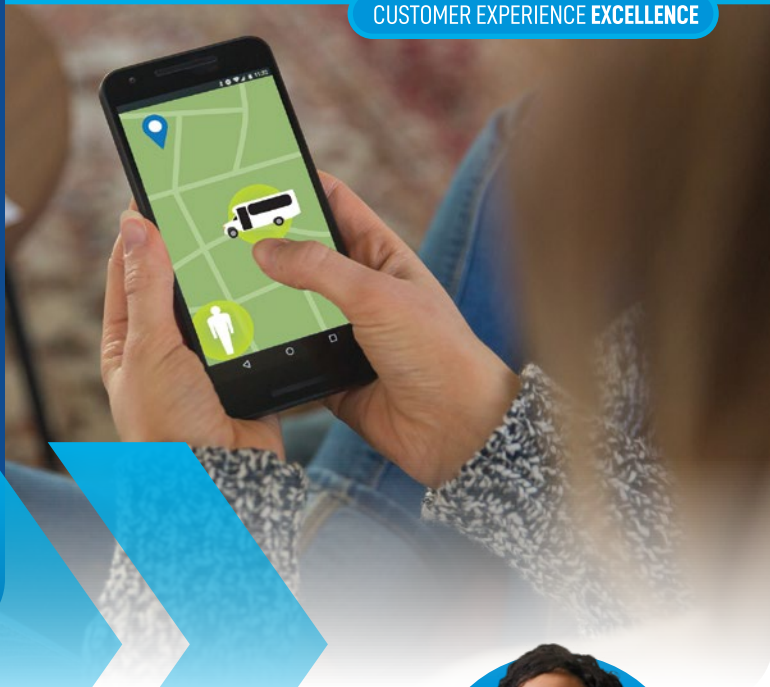


**CATA's extremely valuable** because it allows me to get around anywhere in the city. Now with some of the extended services, I'm able to go further out of town."

– Richard Foster,  
Resident, Lansing



# MICROTRANSIT IMPROVES ACCESS AND EQUITY IN PUBLIC TRANSPORTATION



Have you ever wondered how CATA plans its fixed-route services and chooses the location of bus stops? Generally, it is based on population density: Fixed routes are intended to make catching the bus as easy as possible for the greatest number of travelers. Obviously, not everyone lives near a bus stop, particularly in neighborhoods with lower population density, where residences are more separated.

That's where microtransit fills the gap. By connecting people to public transportation services no matter where they live, microtransit helps overcome obstacles and makes access to public transit more equitable. And much like Uber or Lyft, CATA microtransit will operate through a smartphone app that allows

**Think "Uber meets CATA" but with lower costs than those associated with hiring a ridesharing service.**

riders to see and book the seamless transit connections that will get them to their destination.

Microtransit is not an entirely new concept. CATA's advance-reservation, curb-to-curb paratransit services and Redi-Ride services in Mason, Meridian and Delhi townships are forms of microtransit that use smaller, dedicated vehicles to help qualified riders get from place to place. But expanding how CATA utilizes microtransit to connect the community even further promises to deliver significant benefits for area residents in the near future.

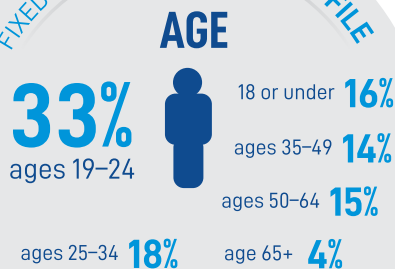


CATA is **making a difference** in the community, because they give people the accessibility to get to where they need."

– Ashlee Willis, Founder and CEO, Michigan Premier Events



## FIXED-ROUTE PASSENGER PROFILE



Source: Title VI Passenger Survey Report – October 2022

# CATA'S LISTENING BUS IS ALL EARS

CATA wants your opinion to help continue building service that meets your needs. During "Listening Bus" sessions, CATA representatives regularly board buses to interact with customers and document their feedback.

By actively engaging with passengers during their daily commute, CATA aims to establish an open and inclusive dialogue. Responses are considered in new route planning and design, service enhancements and/or reduction of services that no longer effectively serve riders.

Visit [cata.org/ListeningBus](https://cata.org/ListeningBus) for details regarding upcoming Listening Bus sessions, routes and times.

## CAN'T JOIN IN PERSON?

Share your input by submitting the online feedback form at [cata.org/Feedback](https://cata.org/Feedback) or by calling a Customer Experience Representative at **517-394-1000**.



## WORD ON THE STREET

Hear what community members have to say about CATA and the value of public transportation at [cata.org/CommunityReport](https://cata.org/CommunityReport).



# CONTINUING MORE THAN FIVE DECADES OF TECHNOLOGY UPGRADES

Since its founding in 1972, CATA has prioritized technology as a solution to improve customer experience and safety. Always, the emphasis is on ease of use, reliability and accessibility.

## UPCOMING PROJECTS:



**MyRideCATA app expansion to include Redi-Ride ridership**  
*Fall 2023*



**Radio network upgrades to join the Michigan Public Safety Communication System**  
*2023*



**Contactless payment options to add "tap and go" functionality**  
*Fall 2024*



**Cameras on all buses and vehicles**  
*Winter 2024*

These technology enhancements will continue to move CATA in the right direction to improve the overall experience for all CATA riders and operators.

Learn more at [cata.org/CommunityReport](https://cata.org/CommunityReport).

# INNOVATION IN MOTION: NEW VEHICLES AND FUTURE PLANS



## ELECTRIFYING CATA'S FLEET

Nearly a half-century ago, CATA launched a bold experiment to bring electric-powered buses to the streets of Lansing. The program was a spectacular failure because electric vehicle (EV) technology just wasn't ready to support the demands

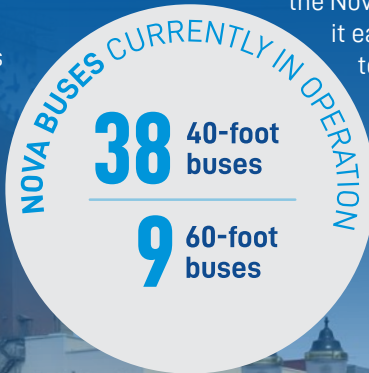
of daily public transportation. CATA has come a long way since those early electric adventures and is now poised to take a giant leap forward by bringing the latest generation of EVs to its passenger fleet. Adopting EV technology will result in

At the heart of everything CATA does is the mission of meeting the region's mobility needs by providing innovative solutions. That includes closely assessing its fleet to guarantee that vehicles are not only safe, but that they provide a comfortable and welcoming experience for riders.

Since Nova buses were introduced to the fleet in 2019, CATA has replaced almost half of its fixed-route buses.

For each new vehicle added, CATA retires one old vehicle. The new Nova buses feature USB charging ports on the seats and padded vinyl seats for increased comfort and cleanability. Additionally, the sleeker minimalist design of the exterior and interior of the Nova buses make it easier for riders to spot the buses around the area.

Still, CATA's commitment to innovation doesn't end with simply upgrading its fleet to newer-model buses. CATA has joined many other industries in looking at the environmental impact of public transportation and begun exploring the purchase of two fully electric 40-foot buses. As part of these discussions routes, battery types and efficiencies are key considerations.



### NEW VEHICLES BEING ADDED TO CATA'S FLEET:

- 4 new Ford Hybrid Escapes (2023)
- 6 new vans (2023)
- 12 new cutaway buses (2023)
- 7 new Nova 40-foot buses (2024)
- 2 new Nova 60-foot buses (2024)



significant benefits to the community and planet by reducing CATA's use of fossil fuels, lowering greenhouse gas emissions and improving air quality.

With the help of a \$3 million grant from the U.S. Department of Transportation and matching funds from the Michigan Department of Transportation, CATA aims to have its first EV buses in service by next year or early in 2025.

Twelve years from now, there's little doubt that CATA's fleet will be fully electric. Charting the path from here to there is a key focus of CATA's efforts to modernize operations and attain the goal to achieve net-zero carbon emissions by 2035.

# FREE RIDES TO INGHAM COUNTY PARKS

Ingham County boasts a wide variety of parks with trails, playgrounds, picnic areas and sports facilities, all available for visitors to enjoy. A partnership between CATA and the Ingham County Parks and Recreation Department makes visiting these parks a little easier.



To encourage outdoor recreation and provide accessible transportation options, CATA is offering free curb-to-curb rides to Burchfield Park in Delhi Township, Lake Lansing Park South & North in Meridian Township and Hawk Island Park in the City of Lansing.

Through the provision of free rides, CATA and the Ingham County Parks and Recreation Department seek to remove any potential transportation and parking obstacles that may otherwise prevent families, outdoor enthusiasts and people of all ages from experiencing these wonderful amenities.

Residents and visitors are encouraged to take advantage of this exciting initiative, get on board a CATA bus and embark on a memorable journey to explore the beautiful parks of Ingham County. Visit [cata.org/InghamCountyParks](http://cata.org/InghamCountyParks) for more details.

## PARKS AND SERVICES:

### Burchfield Park

- CATA Rural Service
- Delhi Redi-Ride
- Spec-Tran\*

### Hawk Island Park

- Spec-Tran\*

### Lake Lansing Park South & North

- CATA Rural Service
- Meridian Redi-Ride
- Spec-Tran\*




*\*Spec-Tran customers must be certified in accordance with the Americans with Disabilities Act.*

# WAIT-STOP TRIPS FOR SPEC-TRAN CUSTOMERS

CATA understands that life is full of unexpected stops and starts. That's why CATA introduced "wait-stop trips" for Spec-Tran riders in 2023. With this new program, riders are now able to make brief stops during their scheduled trips. Need to drop off or pick up a child from school or day care before heading to work? Want to grab groceries on your way back home? No problem. Wait-stop trips allow riders to seamlessly incorporate these stops while staying on the same Spec-Tran vehicle. It's all about providing flexibility and convenience.

## BEST PRACTICES FOR A SUCCESSFUL WAIT-STOP TRIP:

To make the most of your wait-stop experience, CATA recommends the following:

-  Select the most efficient entrance or exit for a seamless experience.
-  Make arrangements in advance, such as calling stores or restaurants to ensure items are ready for pickup.
-  Inform establishments that you are using Spec-Tran and let them know about the limited wait time.



## BOOKING A WAIT-STOP TRIP:

To schedule a wait-stop trip on Spec-Tran, simply call CATA's Paratransit Department at **517-394-2282 (CATA)**.

*Please note that same-day service is not available, and next-day ride requests must be received by 5 p.m.*




“ Spec-Tran is the only way I get around. I depend on CATA.”

– Barbara Robertson,  
Resident, Lansing 



“ CATA allows more blind people to have a sense of independence.”

– Robert Blakes,  
Resident, Haslett 

# TEACHING AWARENESS AND PROVIDING TOOLS FOR EMERGENCY RESPONSE



CATA continues to equip its employees with additional safety training to ensure the protection of operators, riders and the public.

The **Active Violence Emergency Response Training (AVERT)** offered by the national Health & Safety Institute is a program focused on teaching proactive awareness, and how to react and protect oneself and others in the event of an active-violence situation. It also includes CPR, choking response and AED training certification.

Taught by certified instructors, the goal of this training is to ensure that all employees have the awareness and tools they need to keep themselves and customers safe in an

emergency. No matter their role, CATA staff — operators, mechanics and administrative employees — will be able to use this training to recognize when an emergency is occurring and how to safely respond to the situation. Over 80 percent of CATA employees have already been trained. The remainder of the workforce should complete the mandatory course by the end of summer 2023.

AVERT Tac Pacs are aboard every CATA bus and at CATA facilities in addition to standard first-aid kits. A Tac Pac contains specialized first aid equipment to help stop bleeding associated with severe injuries.



"Along with the Lansing Police Department, CATA tries to ensure the community has the resources, like transportation and facilities, **to be safe, get to where they need to go.**"

– **Captain Rodney Anderson**, *Investigations Department, Lansing Police Department* 

## SEE SUSPICIOUS ACTIVITY? REPORT IT!



Learn more and download at  
**CATA.ORG/SEESAY**



# CATA DESIGNATED "SAFE PLACE"



In an effort to improve community safety, CATA has applied to the National Safe Place program and will certify all of its buses and facilities as safe places for youths and individuals who are in potentially dangerous situations. Through partnerships with local organizations, CATA is taking a proactive approach to ensure the well-being and security of vulnerable members of the community.

The National Safe Place program, a widely recognized initiative implemented across the United States, strives to provide immediate assistance and support to individuals facing difficult circumstances, such as homelessness, abuse or exploitation.

The adoption of the National Safe Place program aligns with Lansing's


**The Authority is actively extending its commitment beyond transportation, prioritizing the safety and welfare of those in need.**

collective effort to foster a caring and inclusive community. By incorporating the program into its operations, CATA is actively creating an environment where young individuals and those facing

crisis can seek assistance. This initiative not only aims to address immediate needs but also helps individuals access necessary resources.



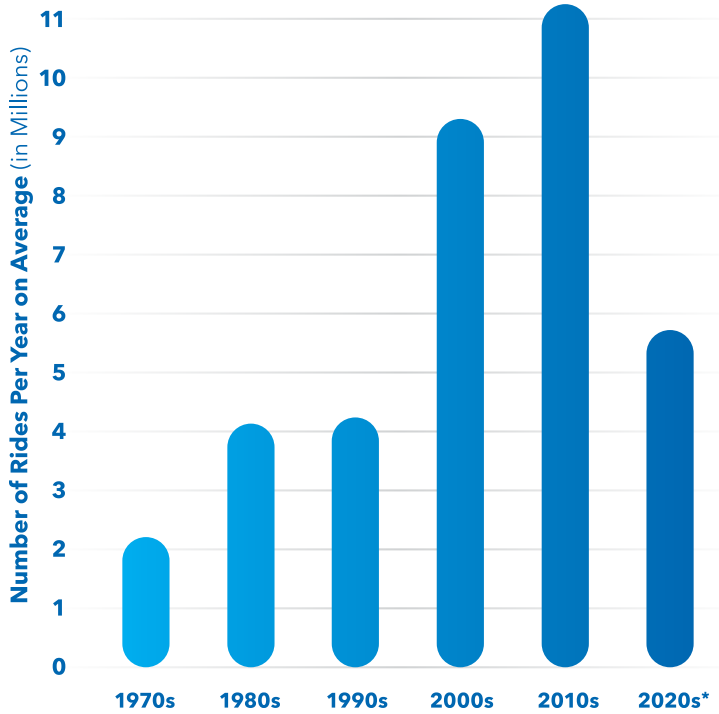
I've had the opportunity to see how much CATA really does to **support families**, not only just with transportation but with other support as well."

– **Debbie Petersmark**,  
Vice President/  
General Manager,  
WILX-TV 10 

ORGANIZATIONAL STRENGTH

# AVERAGE ANNUAL RIDERSHIP

\*COVID-19 pandemic impacted ridership. 2023 is projected as of April 2023.



I just see CATA as being an integral part within the city of what transportation should look like and how transportation can be something that **restores dignity to people.**"

- Jerry Norris, CEO and Founder, The Fledge



Parking on campus isn't always reliable or available. **CATA gets me to class on time and across campus.**"

- Abbey Sitek, Student, Michigan State University



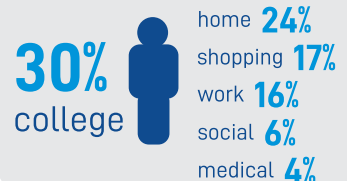
## LOOKING FOR MORE?



Full video testimonials and additional Community Report content can be found at [cata.org/CommunityReport](https://cata.org/CommunityReport). Want to be featured by CATA? Share your story by filling out the online form.

### FIXED-ROUTE PASSENGER PROFILE

#### DESTINATION



Source: Title VI Passenger Survey Report - October 2022

# CATA LEADERSHIP

## BOARD OF DIRECTORS



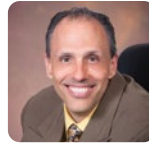
**Nathan Triplett**  
Chairperson  
City of Lansing



**Dusty Fancher**  
Vice Chairperson  
City of Lansing



**Shanna Draheim**  
Secretary/Treasurer  
City of East Lansing



**Douglas Lecato**  
Delhi Township



**Jack Schmitt**  
City of East Lansing



**Mark Grebner**  
Ingham County



**Jennie Gies**  
City of Lansing



**Derek Melot**  
City of Lansing



**Maggie Sanders**  
Lansing Township



**Phil Deschaine**  
Meridian Township



**Phyllis Vaughn**  
Meridian Township



**John Prush**  
Michigan State University



**Terrance Augustine\***  
EATRAN Representative  
*\*Non-voting member*

## EXECUTIVE STAFF



**Bradley T. Funkhouser, AICP**  
CEO/Executive Director



**Andrew Brieschke**  
Deputy CEO



**Lolo Robison**  
Director of Marketing,  
Customer Experience  
& Public Information



**James Frendt**  
Director of Finance



**Dan Goodemoot**  
Director of Information  
Technology  
Services



**Dan Hodges**  
Director of  
Maintenance



**Marshea Brown, SHRM-CP**  
Director of Human  
Resources



**Todd Brooks**  
Director of  
Operations



**Dustin Hagfors**  
Director of Planning &  
Development

## LOCAL ADVISORY COMMITTEE

**Deb Wiese**  
*Chairperson*

**Kellie Blackwell**  
*Vice Chairperson*

**George Hanley**  
*Parliamentarian*

**Douglas Lecato**  
*CATA Board of  
Directors  
Representative*

**Jeffrey Allshouse**  
**Ethan Devereaux**

**Darrin Fowler**

**Gloria Johnson  
Cannon**

**Leah March Pons**

**Diana Paiz**

**Erin Shannon**

**Geneva Smith**

## AMALGAMATED TRANSIT UNION LOCAL NO. 1039 — LANSING, MI

### OFFICERS

**Steven Soliz**  
*President*

**Steven Clem**  
*Vice President*

**Caitlyn Gardner**  
*Financial Secretary/  
Treasurer*

### COMMITTEE MEMBERS

#### OPERATIONS

**James M. Beech**  
**Greg Mayes**  
**Christopher Noble**

#### MAINTENANCE

**Donald Bean, Jr.**  
**Brian Gould**  
**Andrew Olsen**

CATA  
now

BUS STOP #  
1600

FOR YOUR NEXT BUS DEPARTURE TIME:  
TEXT bus stop # above to 76123 or  
EMAIL [catanov@cata.org](mailto:catanov@cata.org) and enter the  
bus stop #.

## HAVE YOU DOWNLOADED THE TRANSIT APP TO PLAN YOUR TRIP?

Transit App is the only mobile application in the Capital City region that allows riders to track their bus in real-time. The app empowers users to effortlessly plan their journeys, whether they're commuting to work, exploring the city's attractions or attending community events.

Visit [cata.org/transit](http://cata.org/transit)  
for details.

## OR TRY CATA NOW

Receive the next three departure times quickly and easily by **texting your stop number to 76123**.



CONNECT WITH US



@rideCATA