

2022 CATA COMMUNITY REPORT



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MAKING THE
'ONE-SEAT RIDE'
ACROSS COUNTIES A REALITY

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MILESTONE ANNIVERSARY:
50 YEARS IN THE MAKING

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CATA AND LPD COLLABORATE
TO **COMBAT HUMAN**
TRAFFICKING



CATA continues to systematically increase the number of shelters in its service area including the one located at the Allen Neighborhood Center.



ON THE COVER:

Two 40-foot buses feature CATA's 50-year anniversary campaign wraps, including testimonials from riders and community leaders about the value CATA brings to the region.

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

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CATA's Mission:
To meet the mobility needs of our region by providing innovative solutions in partnership with the communities we serve.

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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 City Resident:

January 2022 marked the Capital Area Transportation Authority's 50-year anniversary. We quietly celebrated our service to the region over the span of five decades. Needless to say, it has been an honor to deliver our much-needed transportation services to our community of riders.

We are grateful for our many partners – service agencies, contractors and colleagues. Without doubt, their trust in the Authority and its dedicated employees has contributed to our success story.

At the conclusion of 1972 – our first year in service – we recorded 732,609 trips on seven established routes, compared to 11.4 million trips at the end of fiscal 2019 and 33 routes. Additionally, our operating fleet has grown in number, today in excess of 200 buses and minivans.

Since March 2020, however, as our industry adapted to evolving safety protocols and mandates related to the pandemic, transit ridership declined – not only within the Capital City region, but globally. Still, our riders – especially those who rely on CATA to get to work and to access other essential services – remind us every day of the critical role we play in driving jobs, economy, community and, of course, you.

In this, our 50th year, our work is only now beginning.

CATA honors its past and looks forward to continuing to do what we've always done best: driving mobility solutions throughout Ingham County and, thanks to a shared vision with neighboring counties, in greater portions of Eaton and Clinton counties.

Our partnership with community leaders and organizations, along with updates in technology, will allow CATA to improve onboard safety and security, and fleet electrification to enhance rider experience.

We are pleased to present CATA's 2022 Community Report in digital format. The stories inside the pages of this report reflect the Authority's commitment to regional mobility, customer experience excellence, organizational strength, community partnership and a dynamic workplace.

As we begin our journey into the next 50 years, we remain committed to stewarding public trust and striving to provide exceptional public transportation services.

Sincerely,

A handwritten signature in black ink that reads "Bradley T. Junkhouse". The signature is written in a cursive, flowing style.

MAKING THE 'ONE-SEAT RIDE' ACROSS COUNTIES A REALITY

By Andrew Brieschke, Deputy CEO

Imagine a world where everywhere you need or want to get to is only one seat away. In the tri-county region, that world is about to become a reality.

In recent weeks, CATA has been working on preliminary coordination plans with both EATRAN and Clinton Area Transit System. The three agencies have collaborated to provide cross-boundary trips under interlocal agreements. All three systems are now preparing to better meet the needs of their respective riders.

The goal is to break down barriers that historically made cross-county public transportation time-consuming and inconvenient for riders.

"The concept of a 'one-seat ride' will dramatically improve service efficiencies for us and convenience for our riders," said CATA Chief Executive Officer Bradley T. Funkhouser.

At its core, regional mobility is defined as the provision of seamless transit options for residents, regardless of economic or geographic boundaries. By using a multitude of services and resources, riders have more access to desired destinations, shorter trips and wait times, and fewer transfers to connecting buses or service types. For many who rely on public transit, these options can cut trip times in half and provide cost savings.

But the benefits of a regional mobility plan for the tri-county area don't end with public transportation. Now, CATA and its partners are a driving force for people to choose where they want to live, work and play.

A full regional mobility plan takes riders to workplaces, medical care and appointments, school, shopping, recreational and community activities. This means employers can fill open positions, family members can receive lifesaving health care and friends can visit one another.

Still, while progress toward regional mobility has been made in recent decades, 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.

Current and future businesses and residential developments are cropping up across the tri-county area, including General Motors' battery plant and industrial parks in Delta Township.

"I'm proud of what CATA has been able to do to expand services across our region so far, and I've seen firsthand just how devastating it can be to our riders to not have access to transportation to get to work or medical appointments. Regional mobility supports everyone – riders, employers, businesses and families. I look forward to seeing where we can take our community with the support of our leaders and partners," Funkhouser added.

REGIONAL MOBILITY



Video testimonial:
cata.org/patricia

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FROM HUMBLE BEGINNINGS TO VIP

"I was pretty much able to use the service however I wanted to, and we didn't just use it for me attending law school. We used the bus to go to the grocery store, to go get my daughter's school things out in Okemos. I really don't know how I would have made it around if I didn't have CATA."

- Patricia Dalton, Principal Attorney, The Dalton Law Firm, P.C.

SCHOOL DISTRICT PARTNERSHIP ENSURES



Ask any K-12 official about the secret to student success, and they're sure to mention attendance at the top of the list. Throughout the ages, school attendance has relied on various modes of transportation, particularly walking, riding a bicycle, carpooling, driving or riding a school bus.

Two weeks prior to the start of the 2021-'22 academic year, Ben Shuldiner had only just started his career as Lansing School District's superintendent. One of his first tasks was to address the global driver shortage – brought about by the COVID-19 pandemic – that would potentially leave students without bus transportation to and from school.

Shuldiner, who hailed from New York City, wondered whether public transportation was the answer.

"The moment we realized that we were going to have a bus shortage, we reached out to our partners, and we are so lucky that we were able to partner with CATA," said Shuldiner. "It's how everyone gets around in New York City."

Little did Shuldiner know at the time that community partnership and regional mobility solutions were among CATA's strategic goals and, therefore, at the heart of the Authority's decision-making. To that end, when Shuldiner approached CATA with a request for transportation assistance, CATA was eager to lend a hand.

The partnership included the provision of 200 first- and second-semester bus passes – paid for and distributed by the school district at no cost to students or their families.

Recognizing that riding a city bus might intimidate students who had never ridden before, CATA extended its CATAguides program at Michigan State University to include Lansing School District. Volunteer guides – all administrative employees from various departments at CATA – converged on campuses to provide resources, rules and general information to help students self-sufficiently and confidently navigate the system. CATA's Customer Experience Representatives were also available by phone to assist with trip planning throughout the school year. For non-English-speaking riders,



FROM SCHOOL TO PUBLIC TRANSIT

"The moment we realized that we were going to have a bus shortage, we reached out. We are so lucky that we were able to partner with CATA. Any child in the Lansing School District who wants a free CATA card will get one."



Video testimonial:
cata.org/ben

- Ben Shuldiner,
Superintendent,
Lansing School District

STUDENT SUCCESS

By Andrew Brieschke, Deputy CEO

translations were provided in predominantly used languages, including Spanish, Arabic, Mandarin, Korean and, to accommodate a large population of Afghani refugees who would resettle in the area, Farsi.

Additionally, CATA and school district personnel worked together to notate and distribute frequently asked questions and a customized system map with routing details and school locations. These tools allowed both students and parents to easily navigate CATA's service.

For Shuldiner, not only is the partnership between CATA and Lansing School District a much-needed solution for Lansing students, but it also promises greater things to come for student riders.

"It's more than just getting to and from school. What about getting to a job? What about getting to a place to do an internship? Or just going to a park to enjoy the city?" Shuldiner asked.

Providing public transportation services to students and families allow them the freedom to explore everything Lansing has to offer. It encourages participation in athletic programming and after-school activities, and connects them to jobs, local venues and destinations that they might otherwise not have the opportunity to experience.

CATA looks forward to serving new generations of riders during the 2022-'23 academic year and beyond, thanks to its ongoing partnership with the Lansing School District.

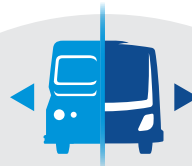


FROM DEPENDENT TO FREEDOM

"I'm able to freely roam where I need to without having to deal with, 'Will I have a ride? How long is it going to take to walk there?' It is a nice way to get around when it comes to just general independency at such a young age."

Video testimonial:
cata.org/pesino

- Eric Pesino (right)
with twin brother Deric,
Class of '22,
Eastern High School



THEN & NOW

REGULAR FARE:

1972	35¢
1974	25¢
1981	50¢
1992	85¢
1994	\$1
2008–NOW	\$1.25

➤ For details about high school service, visit cata.org/lansingschooldistrict. Volunteer to be an AmbUSsador to help guide Lansing School District students on riding the bus to and from school at cata.org/ambussador.

COMMUNITY PARTNERSHIP



YEARS IN THE MAKING

For the past 50 years, the Capital Area Transportation Authority has been driving mobility solutions that meet the public transit needs of the Capital City region.



CATA's first facility on Mill Street, 1972-1978



CATA bus, circa 1973

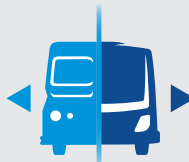
BRAD ON THE BUS

Brad on the Bus comics highlight the many adventures of CATA CEO Brad Funkhouser. Illustrated by Lora Root.

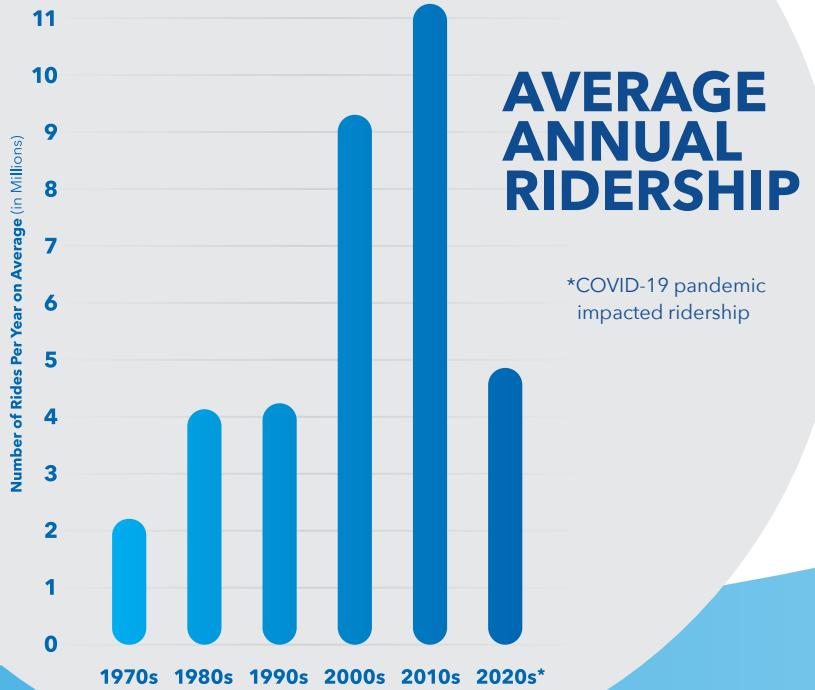
> See the series at cata.org/bradonthebus.



With age comes experience, and 50 years of experience has taught us something very important. The bus is faster than walking!



THEN & NOW



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FROM MOTHER TO DAUGHTER

"I've been riding the CATA bus pretty much since I was 16. I currently ride the bus today. My mom started working for the state of Michigan back in 1972 and used CATA every single day for 25 years."

- Denise Peek, Lansing Resident

Video testimonial:
cata.org/denise



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CATA is pursuing the opportunity to build a dynamic workplace by continuing to search for the perfect candidates for open positions.

> [Learn more and apply at **cata.org/drive**.](https://cata.org/drive)



ON THE ROAD TO ZERO-EMISSION BY 2035

By Dustin Hagfors, Director of Planning & Development

A cleaner future with a zero-emission fleet by 2035 was approved by CATA's Board of Directors on April 21, 2022. This initiative will significantly reduce harmful pollutants from being emitted into the environment and disturbing the climate.

"CATA is acutely aware that the transportation sector accounts for 32 percent of Michigan's greenhouse gas emissions, the second largest-emitting sector of our economy, and that these emissions are driving the climate crisis," said CATA Board Chair Nathan Triplett. "We recognize our responsibility to swiftly decarbonize our operations and replace CATA's current fleet with clean, zero-emission vehicles. This moment demands bold action, and CATA is ready to do our part and help lead our region and Michigan into a cleaner, healthier, more sustainable transportation future."

The zero-emission fleet plan includes large buses, small buses, minivans, support vehicles and related infrastructure.

"We are exploring next steps that will allow us to achieve a zero-emission fleet, starting with the addition of three electric buses and charging infrastructure this year. We will continue to assess environmental and cost benefits, craft a zero-emission transition plan and a procurement plan, and identify funding opportunities," said CATA Chief Executive Officer Bradley T. Funkhouser.

The Bipartisan Infrastructure Law was enacted by Congress in the Infrastructure Investment and Jobs Act in November 2021, providing new funding to rebuild our nation's roads, bridges and rails, with a focus on climate-change mitigation, resilience, equity and safety for all users.

Timothy Minotas, Legislative & Political Coordinator at Sierra Club said, "We applaud CATA's decision to fully transition its fleet by 2035. We encourage other transit agencies across the state to follow CATA's lead and make similar commitments and investments to a cleaner transportation future."

ORGANIZATIONAL STRENGTH



Video testimonial:
cata.org/cathleen

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FROM NETWORK TO GROWTH

"It's about the connections, the people and places. CATA really understands that and does it very efficiently with the human element that is so important, and clearly articulates and spells out the different routes and mobility options that they offer."

- Cathleen Edgerly, Executive Director, Downtown Lansing Inc.

ADVANCING TECHNOLOGY TO BETTER SERVE RIDERS AND COMMUNITY

By Dan Goodemoot,
Director of Information Technology Services

A half-century after its founding, CATA is leading the way with technological advances that improve customer experience and safety, while enhancing accessibility, reliability and efficiency. From CATA's initial trials with electric vehicles in 1973, to the modern hybrid buses that dominate the fleet today, CATA embraces innovation as a guiding principle.

Adopting new technologies that improve the transit experience for CATA riders is always a top priority.

TECH UPGRADES



MyRideCATA app
Launched February 2022



Cybersecurity
Fall 2022



Automatic vehicle location
Fall 2022



Contactless payment options
Summer 2023



Cameras on buses
Summer 2023

Together, these innovations will enhance the experience of CATA riders by improving both security and efficiencies.

Learn more at cata.org/communityreport.

LEVEL UP YOUR COMMUTE

CATA has you covered

If your application is not set to automatically update, download the latest version now in the Google Play or Apple App Stores to access all new custom features!

transit royale **CATA**

Upgrade for free

FROM FRIENDSHIP TO INDEPENDENCE

"The main reason why I moved [to Haslett] was CATA, because where I lived [before], transportation was limited as far as door-to-door. I'm glad to take Spec-Tran because I can just get up and go where I need to go. I'm just grateful for CATA, that they can take you to different places."

- Barbara Horton, Haslett Resident

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Video testimonial:
cata.org/barbara

COMMUNITY ADVOCACY PROGRAM Q&A

An interview with Community Advocacy Officer Aaron Abbott

By Sam Soliz, Marketing Manager



Community Advocacy Officer Aaron Abbott (left) with Shelter Manager Trayvon Speed

CATA recognizes the need to work collaboratively with the community to address the region's homeless epidemic. This effort aligns with CATA's mission, vision, values and strategic goals, which call for innovative solutions in partnership with the communities they serve and the re-imagining of regional mobility challenges.

Additionally, CATA is aware that homelessness is a challenge that the organization and community faces on a daily basis. And, while studies show that homelessness has decreased nationally and in Michigan in recent years, Ingham County's data tells a different story: Homelessness has not declined since 2014 - '15.

Together, CATA representatives, City of Lansing Director of Human Relations and Community Services Kim Coleman, and Executive Director of Advent House Ministries Susan Cancro discussed opportunities to work to better understand the needs of homeless citizens, available resources and how to administer assistance most effectively.

CATA contracted with Advent House Ministries to onboard a trained and experienced street outreach specialist to support its Community Advocacy Office at the downtown CTC. Aaron Abbott compassionately and empathetically focuses on the needs of individuals and families who are disconnected from shelter and housing, as well as those who frequent locations associated with CATA. Abbott works to build trust with those whose paths intersect with CATA's to accurately assess their needs and connect them with appropriate community resources.

Q What drew you to this position in particular?

A Being able to make a difference. When I was going to Lansing Community College, I used to visit the CTC all the time and catch the bus, so being able to come back and help make a change was a no brainer.

Q What does a day in the life of a community outreach coordinator look like?

A It changes day-to-day because you just never know what will happen each day. People come to me for conversation so they can talk and get some assistance or to be heard. Some days I see a lot more people who need bus passes. I've helped in a lot of different ways. There are people in a lot of different situations, so each day can be completely different. I can connect with them and work with a lot of different agencies, and a lot of agencies refer people to me.

Q What is the most difficult part of your position? The easiest part?

A The most difficult part is building trust with clients. Sometimes they will trust you and want to build a relationship and want help, but more times than not they don't actually want the help. They are going to tell you what you want to hear so they can get the services. The easiest part is knowing that I'm making a difference and helping others who can't help themselves.

Q Do you often work with area youth? If so, how and to what extent?

A Yes, when school was in session the students came to the CTC so I was able to bond with most of them by handing out snacks. I'm always able to check with them on their grades and make sure they are on the right path.

Q What do you want Lansing to know about the people you serve and/or the resources you have available through this program?

A Lansing should know that the population that we serve are humans and deserve the same respect we give each other. Their life circumstances may have led them to their current situation, but they are still like us. We all need food, water, shelter, warmth and care. We are successful at the Advent House because we do our best to provide these needs to our population.

➤ To read the full interview with Aaron, visit cata.org/blog.



THEN & NOW

FIXED ROUTES:

1972: **7** 2022: **33**

MILES DRIVEN ANNUALLY:

1972: **574,000**
2019: **4,480,000**

FROM FAMILY TO CONNECTION

"CATA has been such a support when it comes to our families and our kids. If a family doesn't have transportation, there is a bus stop right here. If we understand the family's needs, we contact CATA."

- Carmen Turner, President/CEO,
Boys & Girls Club of Lansing

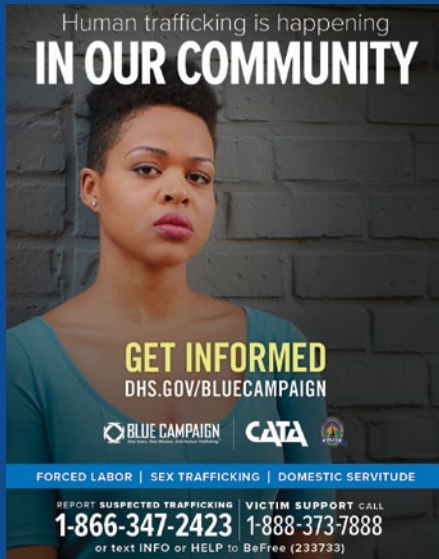


Video testimonial:
cata.org/carmen

CATA AND LPD COLLABORATE TO COMBAT HUMAN TRAFFICKING

By Ashten Tucker, Assistant Marketing Manager

Community safety has always been a priority for CATA. Now, thanks to a federal grant from the U.S. Department of Transportation, CATA has partnered with the Lansing Police Department to combat human trafficking. The goal of the campaign is to raise awareness about the growing prevalence of human trafficking in the region and to provide information that can help prevent it.



As part of its partnership with CATA, LPD will incorporate key lessons about human trafficking into its educational outreach programs in area schools through the GREAT (Gang Resistance Education and Training) program. Specially trained officers lead school assemblies that teach youth about the warning signs of human trafficking and how they can take action to prevent it from happening to them or a loved one. Additionally, CATA and LPD will work closely with Lansing's Refugee Development

Center to ensure that vulnerable individuals who may experience language or cultural barriers don't become human trafficking victims.

The U.S. Department of Homeland Security's Blue Campaign will also serve as a partner in the creation of informational and training documents. Blue Campaign is a national public-awareness initiative designed to educate the public, area law-enforcement agencies and industry partners.

Together, improving community safety and preventing the exploitation of the region's most vulnerable citizens is a critical goal for all program partners.

COMMUNITY PARTNERSHIP



Michigan Ranks in the **TOP 10** of all states for human trafficking.

- ▶ Nearly **300** cases reported in 2021
- ▶ National Human Trafficking Hotline number: **1-866-347-2423**

According to Captain Rodney Anderson, who oversees Lansing Police Department's human-trafficking mitigation efforts, the driving philosophy behind the CATA-LPD partnership to fight human trafficking is, "If you see something, say something."

To keep the most vulnerable members of the community safe, according to Anderson, it is everyone's responsibility to be observant and to report suspicious circumstances to the proper authorities.

FROM CULTURE TO COMMUNITY

"Lansing is a great community of diversity all over. Engagement of the community is the No. 1 priority for CATA. It is a No. 1 priority for Adelante too. We have the same mission to serve people. CATA is there serving the people who need them most. When we serve people and we elevate one, we elevate others."

- Dr. Saturnino Rodriguez,
Founder/Publisher, Adelante Forward Magazine



Video testimonial:
cata.org/saturnino

CATA LEADERSHIP

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Vice Chairperson
City of Lansing



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Phil Deschaine
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Mark Grebner
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Robin Lewis
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John Prush
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Maggie Sanders
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Douglas Lecato
*CATA Board of Directors
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Deputy CEO



Lolo Robison
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Maintenance



Todd Brooks
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Operations



Dustin Hagfors
Director of Planning &
Development

AMALGAMATED TRANSIT UNION LOCAL NO. 1039 – LANSING, MI

OFFICERS

Steve Soliz
President

Steve Clem
Vice President

Kate Gardner
*Financial Secretary/
Treasurer*

COMMITTEE MEMBERS

OPERATIONS
Michael Beech
Greg Mayes
Randy Steinhauer

MAINTENANCE
Donald Bean, Jr.
Brian Gould



THEN & NOW

EMPLOYEES:

1972: **58** 2022: **353**

BOARD MEMBERS:

1972: **8** 2022: **12**

WORD ON THE STREET

We asked community members how they utilize CATA's services and why they think public transit is a valuable resource to the community. Hear what they had to say at cata.org/wordonthestreet.

