



# CATA SERVICES IN FERGUSON TOWNSHIP



# AGENDA

- CATA Financial Update
- Current year updates
- CATAGO! Centre Area West Services
- Contracted Services Update
- Local Match Update and Formula
- Future Needs and Planning

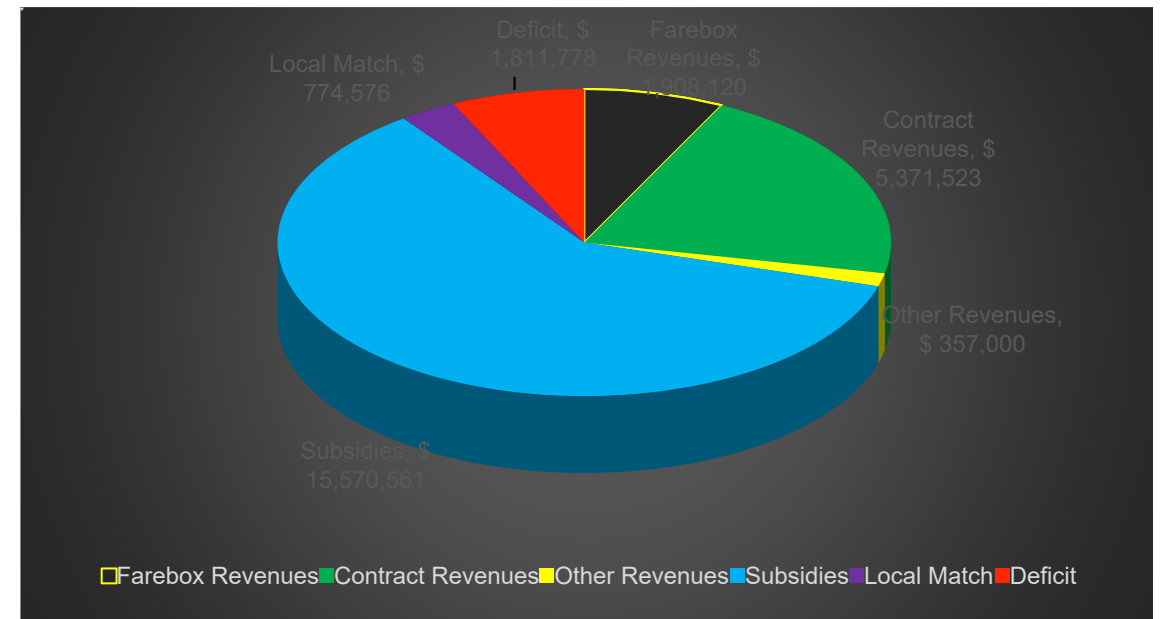
# CATA FY 23/24 APPROVED BUDGET

Expenses \$25,793,558

## CATA's Cost Per Revenue Hour

- CATABUS - \$117.98
- CATARIDE - \$76.81
- CATAGO - \$68.11
- CATACommuter- \$68.11

## Revenue Breakdown



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# SERVICE UPDATE

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- Mid-Year Service Realignment
    - Ongoing driver shortages since 2021 ~ 10-15%
    - Evaluated existing services for high cost/low ridership/non-core services
    - Package to save ~ 388 driver hours, displacing ~ 140 daily riders, all of whom can use GO
    - Ensure no interruption to scheduled service through June 2024
    - Implementation 1/8/23

**CATARIDE  
RIDERSHIP  
FY 2022 –23**

**71 Registered CATARIDE patrons in Ferguson Township**

**7 Registered under ADA**

**64 Registered under Lottery**

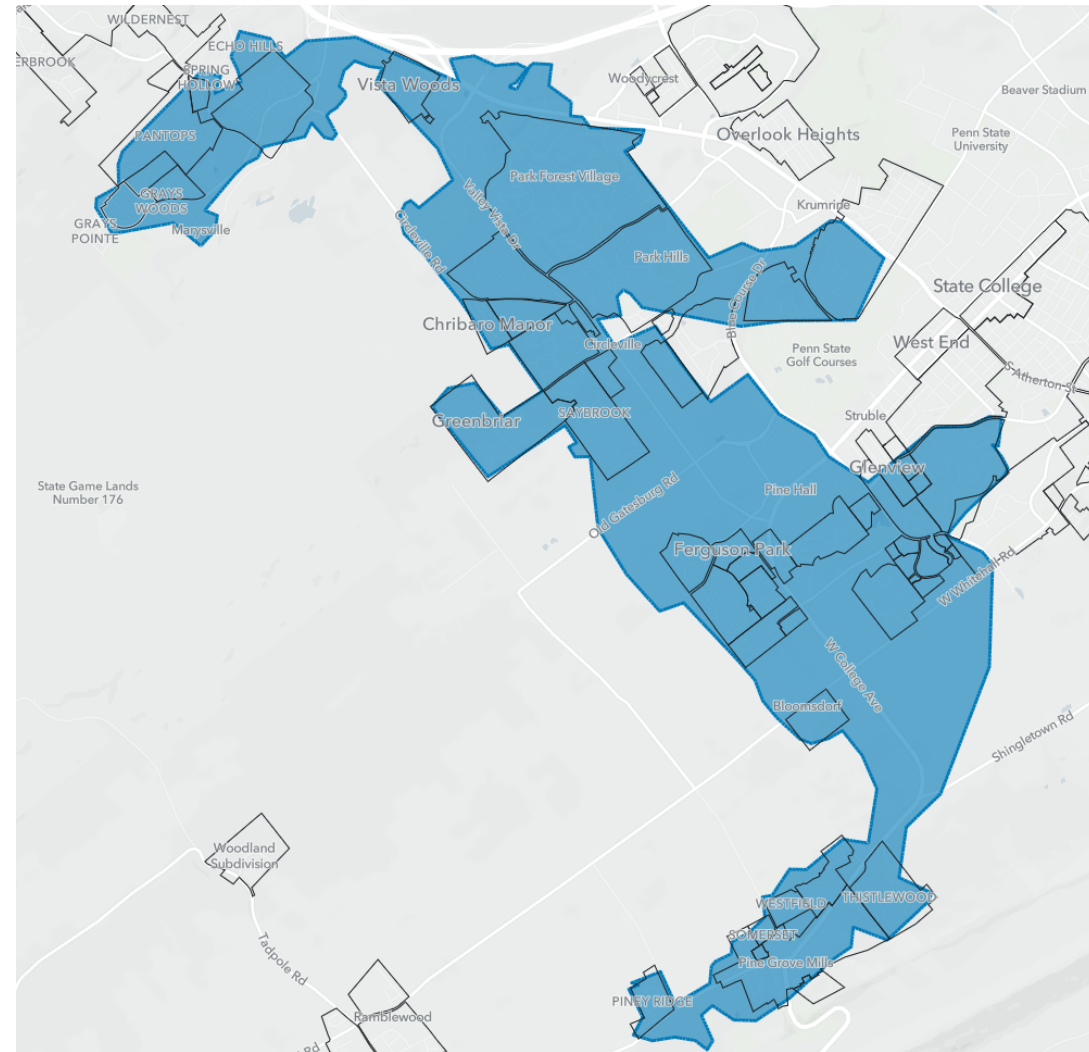
**3,506 total trips**

**41.4% of the trips are Medically related**

**58.6% of the trips are for Employment, Shopping, Education, and Personal purposes.**

**CATAGO!** service operates in the area within the zone Monday – Saturday from 6 a.m. – 8 p.m. Some of the more frequent destination points include:

- Colonnade Blvd at Wegmans (AC / N / H Stop)
- N. Atherton Walmart (AC / V Stop)
- Weis Store on Martin St
- Northland Center/Giant (N / W Stop)
- CVS S. Atherton St
- Giant Store S. Atherton
- Weis Store Rolling Ridge
- SunPointe Health
- Mt Nittany Eye Associates
- Mt Nittany Physicians Group Reconstructive & Cosmetic Surgery
- Geisinger Scenery Park
- Centre Oral & Facial Surgery
- Weis on Westerly Pkwy (R Stop)
- Centre Medical Sciences Building
- Mt Nittany Medical Center
- Centre Volunteers in Medicine (N/W/WE)



# CATAGO SERVICE

- Priced at **\$2.20 per ride**
  - Monday – Saturday from 6 a.m. – 8 p.m. (Saturday service began 1/13/2024 with 19 riders)
- CATAGO! reservations guaranteed, can be booked for arrival or departure
  - Arrive by appointment requests – The system will automatically calculate a 30-minute pick-up window that ensures riders get to their appointments on time or early.
- Via algorithms continuously optimize pick-ups, drop-offs, and routing while dynamically updating customers.
- CATAGO! can be booked via the App or by calling 814-237-1821 to make your reservation
- How to ride a CATAGO! video posted on website and social media
- All CATAGO! vehicles have a bike rack, service is ADA compliant
- GTFS will connect CATABUS to CATAGO! by August 2024



# DOWNLOAD THE APP & START RIDING TODAY!



Download on the App Store



Download on Google Play





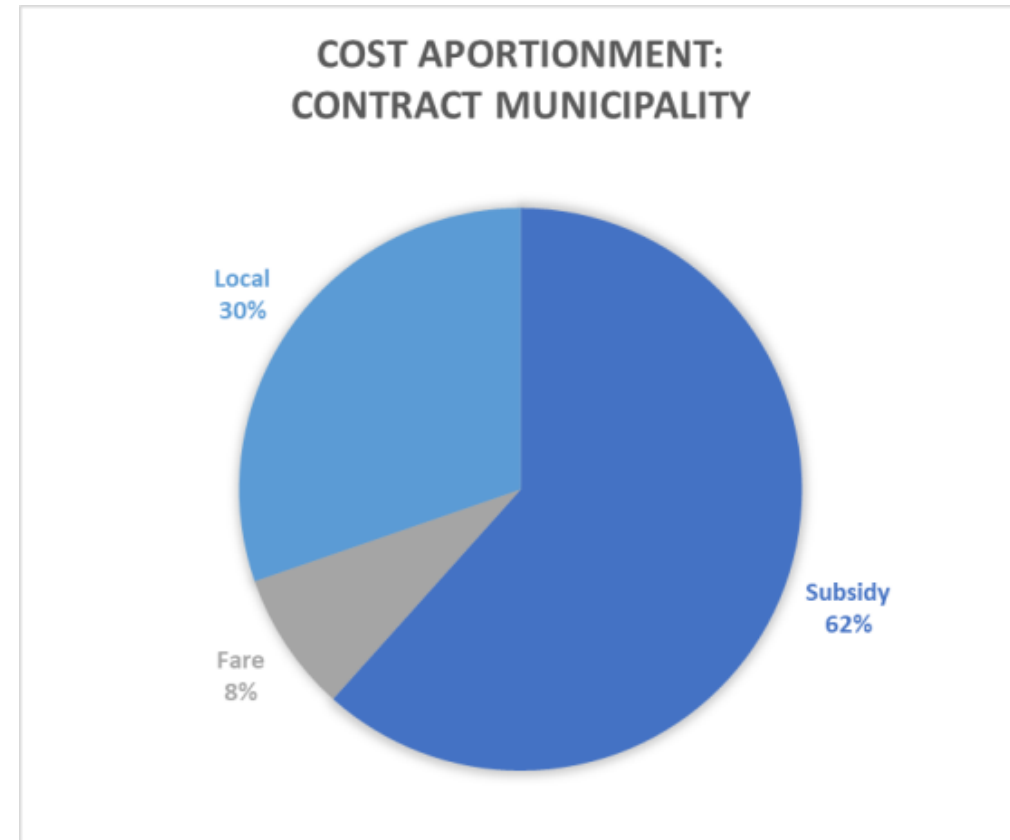
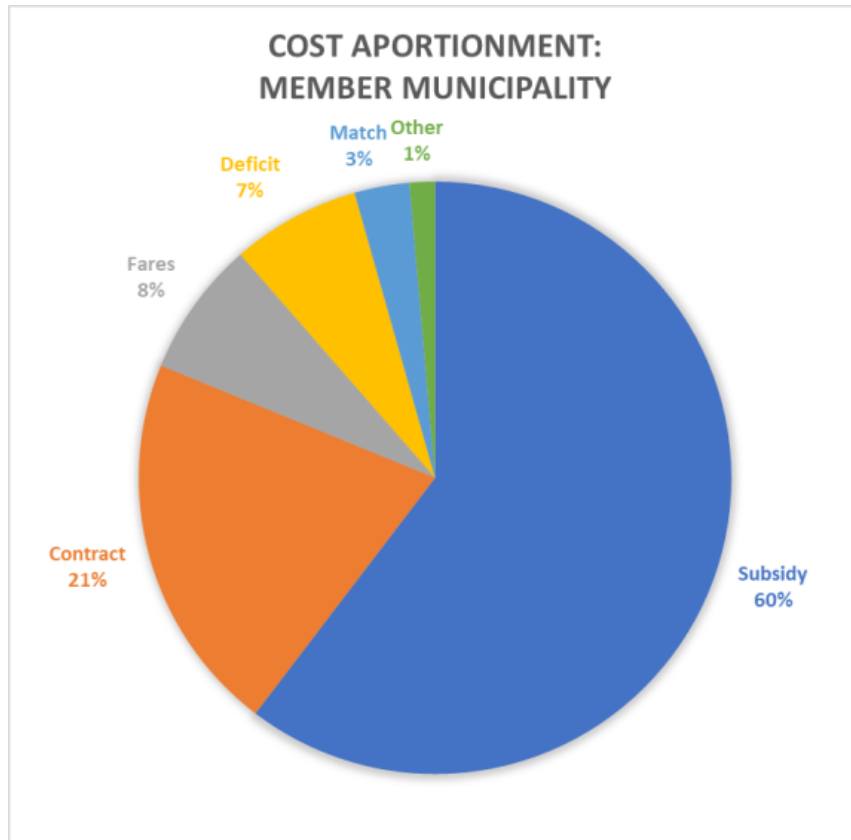


# CONTRACTED MUNICIPALITIES

STATUS UPDATE



# MEMBER VS. CONTRACT COST SHARING



# CONTRACTED MUNICIPALITIES

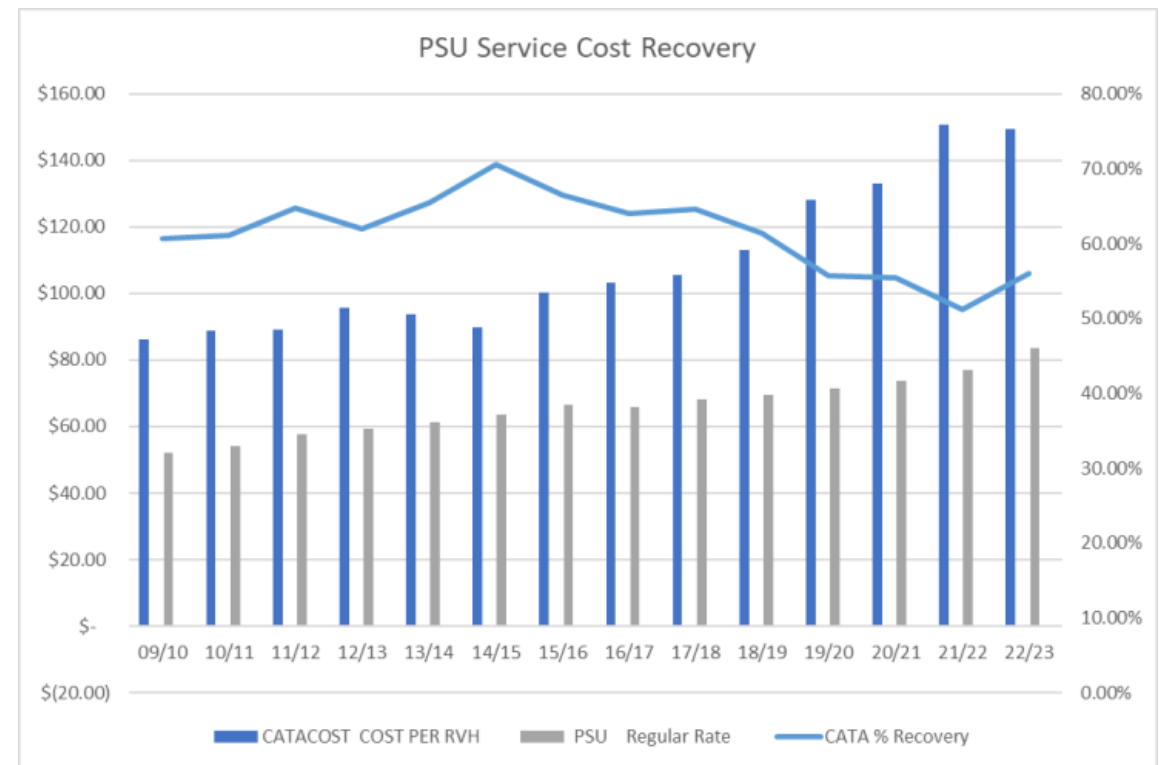
- Spring Township service will end June 30, 2024
  - Negotiating
- Notified Bellefonte and Benner Twp of similar changes
  - Could also end 6/30/24
- Considering new approaches to CATA GO/Ride

# CONTRACTED SERVICES UPDATE

- Apartment Pass Program
  - 10% increase for FY 24-25
  - Pilot expansion of apartment pass validity
    - Added Value
    - Service Flexibility/less dedicated apartment service
- Anticipate 10%+ annual increases in coming year
- Ask: Increase local requirements for passes as a condition of new construction

# CONTRACTED SERVICES

- Penn State
  - Negotiations Pending
  - Educate administration
  - Work back toward 70%+ cost recovery
  - Well below the cost of PSU direct operation



# CATA PRIORITIES FY '24 AND '25

- Expand planning outreach to Member municipalities
  - CATA value to the community messaging
- Further evaluate service network/schedules
  - Increase multi-modal operational integration
- Replace systemwide fare collection
- Explore Mobility as a Service (MAAS)
- Explore Transit Hub options (long term)
- Further develop apartment revenue opportunities
- Website Redesign