

## Rider tools

### Mobile Ticketing

CAT's Token Transit app allows CAT customers to purchase bus passes with their smartphones, which can then be used as electronic tickets to board buses. To ride, the customer simply shows the bus operator the ticket displayed on the smartphone instead of sticking a pass or cash into the farebox.

Anyone on the internet can purchase and send a Token Transit pass to anyone else in a text message. This has proved helpful for social services agencies, tourism services, parents, etc., allowing them to purchase and send passes to others without sharing payment information or mailing paper passes.

### Text notifications

Customers have the ability to get CAT-related news sent directly to their cell phones, by subscribing to our text notification

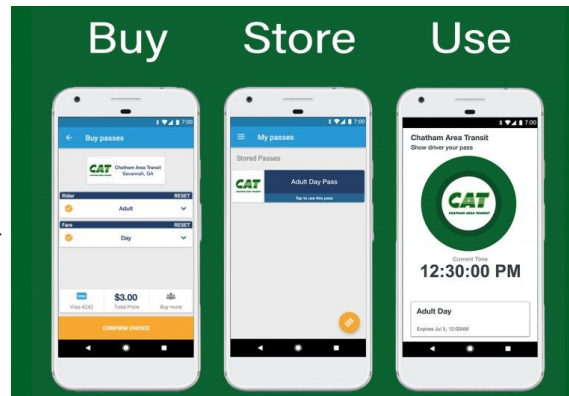
service.

The texts include notifications of major service alerts that impact services for a day or longer, including schedule adjustments, bus stop closures and route changes. In addition, subscribers will be notified of upcoming public meetings and events. To sign up for the service, simply text **RIDECAT** to **41411**.

### Coming soon

CAT is in the process of having a new Intelligent Transportation System installed throughout its computer networks, facilities and vehicles. Among many other service enhancements, the

new system will introduce a new and improved CAT smartphone app that will allow riders to receive real-time notifications showing the locations of buses, as well as notifications of service changes of a shorter duration.



## Keeping up with CAT



**GET CAT NEWS SENT  
DIRECTLY TO YOUR PHONE!**

**Text to phone# 41411  
Msg: RIDECAT**

Message frequency may vary. Message and data rates may apply.  
Text STOP to cancel. Terms and privacy policy: [smstc.us/privacy-tm](http://smstc.us/privacy-tm).

# CAT *Outbound*

CHATHAM AREA TRANSIT Community Newsletter

## Special Edition

### CAT deploying first electric vehicles for public service



Chatham Area Transit will be deploying the agency's first electric vehicles on Saturday, April 23, following a celebration of the emissions-free vehicles' launch on Friday in conjunction with Earth Day celebrations.

The GILLIG battery-powered vehicles will be put into service Saturday morning along the 14 Abercorn and 28 Waters routes, two of CAT's most popular service routes.

It is imperative that public transit providers such as CAT publi-

cally embrace their role in fostering a healthier environment in the community and worldwide, said CEO Faye DiMassimo.

"As we celebrate the launch of our emissions-free vehicles on Earth Day, it is important to note that environmental stewardship should not be a one-day affair," DiMassimo said. "We remain committed to investing in a green future in the years and decades ahead."

CAT currently has six electric buses in its fleet, with plans to increase that number as diesel vehicles are aged out of service.

The buses are being deployed in a phased manner to determine the most efficient and best use of the vehicles. During the initial phase, only two vehicles will be in service at any time to ensure backups are available for use if needed.

The emissions-free vehicles take about 2.5 hours to charge and can run for about 220 miles between charges. While upfront costs are higher, the buses are expected to cost less than diesel vehicles over time due to reduced operating and maintenance expenses.

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### An introduction to CAT's new CEO and her priorities



Faye DiMassimo was hired as Chatham Area Transit's new executive director after the CAT Board unanimously selected her for the position on Jan. 25.

DiMassimo brings more than 40 years of experience with federal, regional, and local public entities as well as the private sector in the development, management, and delivery of multi-modal transportation programs. She previously worked as the Senior Advisor for Transportation and Infrastructure to Metro Nashville Mayor John Cooper and has served as the Interim Director of the Metro Nashville Department of Transportation and Multimodal Infrastructure (NDOT).

Prior to Metro Nashville, DiMassimo served with Deloitte Consulting and as the City of Atlanta Renew Atlanta/TSPLOST General Manager and the Director of the Cobb County Department of Transportation.

Notably, she has been involved in public transportation for

**Story continued on page 2**



## Electric bus deployment (continued from page 1)

Charging stations have been installed at CAT’s bus lot on East Gwinnett Street to power the vehicles. In addition, CAT acquired a mobile charging trailer so that the electric buses can be charged in remote locations during hurricane evacuations and other emergencies. The buses are also equipped with roof-mounted charging rails, which will eventually allow for overhead charging at equipped stops along bus routes.

Consulting firm, HDR, is currently developing CAT’s long-term electric bus roll-out and implementation plan to document the performance and operating costs of the battery-powered vehicles and ensure efficient deployment. The plan will help CAT prepare for the expansion of the emissions-free fleet, which could also include alternative technologies such as hydrogen powered vehicles.



CAT debuted one of the electric buses during this year’s St. Patrick’s Day parade.

## CEO priorities (continued from page 1)



DiMassimo meets with employees shortly after her arrival.

much of her career. In Nashville, she oversaw the development of a multi-modal transportation plan. In Atlanta, she worked with MARTA and other public and private partners to create the city’s first Smart Corridor. In Cobb County, among other things, she oversaw Cobb LINC (formerly Cobb County Community Transit).

DiMassimo has a bachelor’s degree in public administration, and master’s degrees in community planning and public administration from Auburn University. Additionally, she is a Fellow of the American Institute of Certified Planners (FAICP) and has participated in numerous leadership programs and community organizations over the years. Among her many awards and recognitions are Nashville Business Journal’s “10 People to Watch” and Engineering Georgia Magazine’s 2022 list of “100 Influential Women in Georgia Engineering.”

### CEO Priorities

DiMassimo’s priorities include the development of a master plan that will establish short-term and long-term goals for transit throughout Chatham County and Savannah.

“We need to figure out where people need to go and what the best level of service is to get them there,” DiMassimo said.

In addition, DiMassimo plans to boost communications efforts to better inform customers, improve community engagement, generate increased public interest in public transit, enhance CAT’s brand, and attract new riders. Under her leadership, CAT has also committed to APTA’s Racial Equity Action Plan to continually improve the agency’s diversity, equity, and inclusion practices.

DiMassimo is focused on addressing challenges such as operator vacancies, service disruptions, declining ridership and reduced revenue. CAT is implementing incentives to recruit and retain employees, modifying service schedules to improve reliability, taking advantage of federal funding opportunities, and restructuring the organization to cut costs and increase efficiency. Other key initiatives being planned include evaluating bus stops, shelters and other amenities to identify immediate needs; implementing internal CDL training, introducing rideshare options and fostering community partnerships.

“There is nothing more satisfying than being able to make a difference in the place where you live,” DiMasimo said. “I can’t wait to see what we are going to accomplish.”

## About CAT



With roots dating back to Savannah’s first electric streetcars in the late-19th century, Chatham Area Transit has a long history of helping residents and visitors get to their destinations. Today, CAT embraces that tradition by meeting the area’s public transportation needs with a modern fleet of accessible vehicles designed to serve all people.

Our fleet of fixed-route buses, CAT Mobility vehicles, and water ferries provide transportation throughout Savannah, unincorporated Chatham County and portions of Garden City.

Our transit system connects commuters to work, students to school and visitors to popular spots, shops, and restaurants. We serve residents and visitors, with routes to and from the train station, hotels, and healthcare facilities.

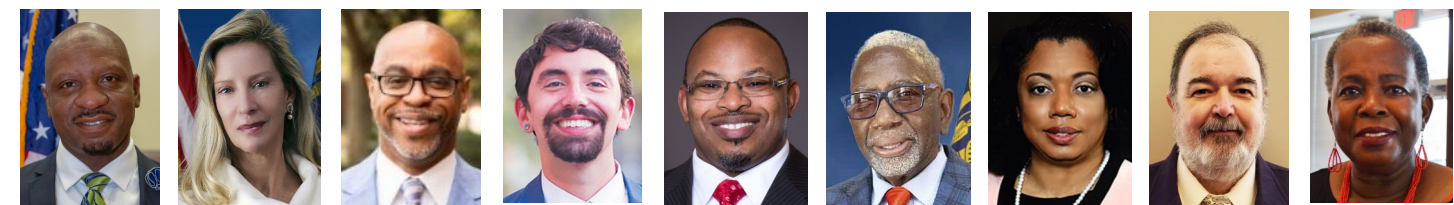
Catch a CAT bus at one of our 1,300 stops or at the Joe Murray Rivers, Jr. Intermodal Transit Center in the heart of downtown, where you can purchase tickets and passes for multiple trips.

### CAT Facts and Figures\*

- 2,961,707 Annual Passenger Trips
- 9,053,971 Annual Passenger Miles
- 331 Square Miles Service area
- 260,277 Service Area population (2010 Census)
- \$24,786,732 Operating budget
- 17 bus routes (This includes Downtown and Forsyth loops as separate routes.)
- 44 buses operating during peak hours
- 60 bus fleet
- 48 demand response (paratransit) fleet
- 4 ferries

\*Figures are based on 2021 fiscal year

## Meet the CAT Board



Cody Stone Adams Edminster Leggett Lockett Odell O’Halloran Robinson

Chatham Area Transit is governed by a nine-member board, the Chatham Area Transit Authority, which consists of Chairman Deidrick Cody, Vice-Chairwoman Helen Stone, Kenneth Adams, Clinton Edminster, Detric Leggett, Bobby Lockett, Tabitha Odell, Michael O’Halloran and Gertrude Robinson. The Board meets on the fourth Tuesday of the month.

Keep up to date on what is going on with Chatham Area Transit by scanning the code to view current and past editions of CAT’s print and electronic newsletters, the CAT Outbound and CAT Express.

