



Northern Arizona Intergovernmental Public Transportation Authority

3773 N. Kaspar Drive • Flagstaff, AZ 86004 • 928-679-8900 • FAX 928-779-6868 • www.naipta.az.gov

NEWS RELEASE

CAT and NAIPTA Officially Join Forces—Cottonwood Transit Service Continues Seamlessly

It's official. As of January 1, 2011, Cottonwood Area Transit (CAT) will be merged with Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA). CAT service and operations will continue with no service interruption and no changes in the public's access to transit, as NAIPTA has been providing operations, facilities management, training, grant administration and fleet management services to Cottonwood for the past two years. The partnership between NAIPTA and Cottonwood has proven beneficial to Cottonwood citizens and transit riders in many different ways.

- The \$3.2 Million Verde Valley Transit Facility was opened last year at a cash cost of only \$64,000 to the City of Cottonwood. Cottonwood received this value because of federal grants, the ability to use land as match, and shared local costs with other NAIPTA member agencies.
- A new CAT service plan, which increased fixed route ridership, was implemented in July, 2009. Since then, CAT service has been on-time, customer satisfaction has been high, and there is capacity to increase ridership growth without additional cost.
- Verde Lynx, commuter service between Cottonwood and Sedona, was launched on November 9, 2009 providing eight daily trips. Verde Lynx is surpassing ridership targets and rider surveys show that 64% of Verde Lynx riders live in Cottonwood. As a benefit of the NAIPTA partnership, the City of Sedona currently pays for five of the eight daily Verde Lynx trips.

"The NAIPTA/CAT alliance is a win-win situation for everyone involved," says NAIPTA General Manager, Jeff Meilbeck. "Cottonwood will continue to receive more and better transportation service at a lower cost, and NAIPTA's other member agencies will benefit by having another partner to share overhead costs, improve coordinated planning, increase grant-writing strengths, and benefit from a broader source of transit expertise."

Shirley Scott, Verde Valley Program Manager, adds, "Our partnership with NAIPTA has always worked well—this can only make it better. CAT riders, many of whom have been riding CAT since it was just a dial-a-ride service, will benefit from the strong alliance of CAT and NAIPTA."

NAIPTA is the transit agency in Northern Arizona operating the Mountain Line and Mountain Lift systems in Flagstaff, Cottonwood Area Transit (CAT) in Cottonwood, the Sedona RoadRunner in Sedona, and the Verde Lynx between Cottonwood and Sedona. NAIPTA also coordinates services with Mountain Campus Transit at Northern Arizona University. Contact 928-779-6624 or www.naipta.az.gov for more information.

