

March 1972  
LANTA created by Lehigh  
and Northampton Counties

**LANTA**  
LEHIGH AND NORTHAMPTON TRANSPORTATION AUTHORITY

# 40 Years of Transit Service to Lehigh and Northampton Counties!

**40<sup>th</sup>**  
LANta 1972-2012



**September 1972**  
Service expands by 62%;  
Complete fleet replacement!

**July 1973**  
PA Lottery's Free  
Fare for Seniors



**October 1975**  
Half-fare program for  
people with disabilities



**May 1975**  
Fares  
lowered 22%

**June 1977**  
Dedication of Easton  
office and garage



**October 1977**  
LANTA expands service  
to people with disabilities

**1980**  
Ridership reaches  
5-million amidst  
fuel crisis

**May 1990**  
Dedication of renovated  
Allentown facilities



**Fall 1989**  
20 new Orion  
buses in service



**1988**  
MetroPlus established



**1985**  
Introduction of  
Metro System



**March 1991**  
Lehigh Valley  
Coalition for  
*TransitNow*  
formed for  
government  
funding



**December 1991**  
*TransitNow* succeeds.  
Washington passed  
six-year funding  
plan (ISTEA)

**January 1993**  
Strategic Plan  
through 2003  
adopted



**Summer 1993**  
*Musikfest* shuttle  
introduced  
*Starlight* evening service  
inaugurated



**December 1993**  
*Starlight* service added  
on weekends and during  
holiday season

**March 1994**  
Hellertown  
Park & Ride  
opens

**November 1994**  
Whirly Bird service at five  
major malls in Whitehall  
New shuttle service  
introduced in Phase I of  
Strategic Plan



**October 2001**  
Sunday service begins



**Summer 2003**  
Bike racks installed  
on all vehicles

**April 1997**  
LANTA assumes management  
of Carbon County Transit



**June 1995**  
Ten accessible Orion II buses purchased...  
fleet fully accessible in 2003



**January 1999**  
Low floor bus debut



**September 2003**  
Fare swipe card  
payment introduced



**2005**  
MetroPlus operations consolidated  
with Easton Coach Company



**Fall 2003**  
"Silverline"  
demonstration project



**March 2005**  
Easton Garage Expansion

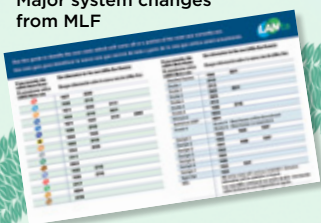


**January 2007**  
LANTA/Trans-Bridge Lines  
cooperation on cross-valley service



**August 2007**  
Job Access Reverse  
Commute/NEW  
FREEDOMS INITIATIVE  
PROPOSALS SOUGHT  
WITH LEHIGH VALLEY  
Planning Commission  
TO FILL "GAPS" IN  
service for people with  
disabilities

**July 2011**  
Major system changes  
from MLF



**Summer 2011**  
Expanded Service to Bethlehem's  
South Side Development



**Spring 2011**  
New corporate image  
program introduced



**September 2007**  
Allentown Transit  
Center (ATC)



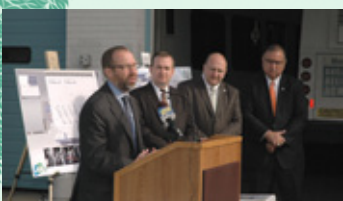
**February 2010**  
2010 MLF findings  
adopted



**June 2009**  
Hybrid buses added to fleet



**October 2011**  
FTA Administrator  
Peter Rogoff presents  
\$14.4 million grant for  
new Allentown  
Maintenance Facility



**March 2012**  
New Bus Signs  
Posted



**April 2012**  
Bus Rapid Transit  
(BRT) study begins



**July 2012**  
Advanced Transportation Management System (ATMS)  
provides 'real-time' management



**2012**  
Easton Intermodal  
Transportation  
Center plan unveiled



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Over four decades, **LANTA** has been an important part of the growth and development of the Lehigh Valley. Change has been the hallmark of this period in the Valley as traditional commuting patterns reversed from millions of morning trips ending in the downtowns to beginning there (as well as passing through). **LANTA** has met the challenge with reliable, safe and affordable public transportation. We look forward to decades more of continued growth in service and service amenities that make using **LANTA** the smart choice!