

BATA

Bay Area Transportation Authority

Local Advisory Council

October 2024



BATA

Bay Area Transportation Authority

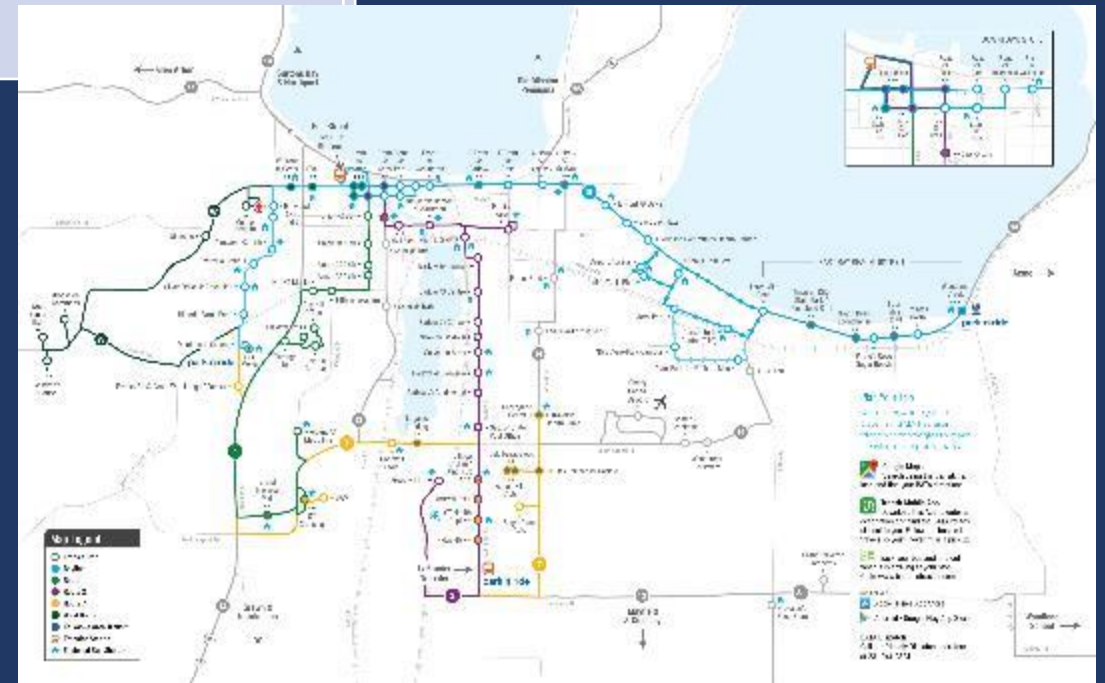
RIDERSHIP

2024 Fiscal Year Ridership Report

2024 Fiscal Year Fixed Route Ridership Report



Year	Ridership	change
FY 2024	258,773	115% of 2023 Ridership
FY 2023	224,837	



2024: 258,773

2023: 224,837

Q2 2024 Ridership: Link

Year	Ridership	change
FY 2024	111,187	97% of 2023 Ridership
FY 2023	115,171	



2024: 111,187 *no more Village Link

2023: 115,171 * Village Link + Link On-Demand

2024 Ridership: Total Ridership

Year	Fixed Ridership	Link Ridership	Agency Ridership	Total Ridership	change
FY 2024	258,773	111,187	39,257	409,217	110% of 2023 Ridership
FY 2023	224,837	115,171	33,019	373,027	

2024: 409,217

2023: 373,027

110% of Fiscal Year 2023 Ridership

Recent highlights:



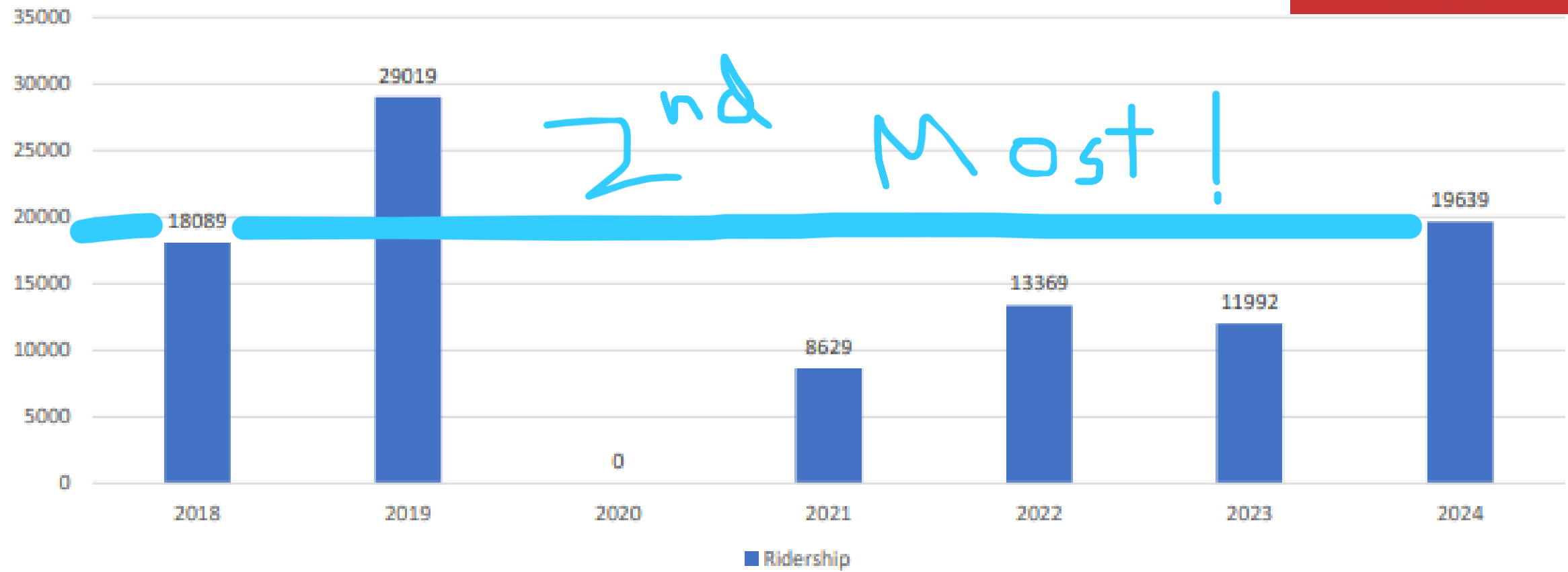
1,100 riders chose to ride the Bayline pre-dawn for the Bayshore Marathon

BATA

Festival Totals (2018 – 2024) ~~3~~ 4



Festival Ridership



NOTE: Totals include Bayline, Open Ramp and Orchard Tour ridership combined.



CEDAR POLKA FEST

Festival Dates August 22nd - 25th, 2024

209 in 2024,
157 in 2023

1 Day Event!



93 in 2024,
87 in 2023



5.9.24	Michigan Career Quest, Civic Center		2000
5.10.24	NMC Spring Orientation		60
5.23.24	Spring Service Public Info Sessions		30
5.29.24	Senior Palooza		50
06.05.24	Smart Commute Week Try Transit Day Breakfast		200
06.05.24	NMC - Orientation		40
6.11.24	Bay Ridge Staff Info Meeting		10
06.18.24	Leelanau County Senior Expo		300
06.19.24	NMC - Orientation		40
06.19.24	NMC - Orientation	<p>Choose your way.</p>	40
07.17.24	NMC - Orientation		40
7.20.24	Traverse Hills Morning Coffee - BATA WEST info		12
8.2.24	Friday Night Live		200
8.9.24	NMC Orientation		50
8.9.24	Friday Night Live		150
8.19.24	TC CHS Orientation		20
8.19.24	TC EMS Orientation		15
8.19.24	TC WSH Freshman Orientation		30
8.20.24	TCHS Orientation		20
8.21.24	NMC Student Orientation		20
8.21.24	TC WSH registration		30
8.21.24	TC WMS Orientation		20
8.21.24	Independence Village BATA 101		25
8.26.24	NMC - Eric		30
8.28.24	GTA Student Orientation		50
8.29.24	Old Mission Peninsula Student Orientation		50
8.29.24	Woodland School Student Orientation		50



BATA

Let's go
CES!

Michelle Mathison

Begins Tues, Sept 3rd

Bayline

bayline

B

MONDAY-SATURDAY

SUNDAY

First Bus

6:30 am

Eastbound to Woodland Creek

9 am

Buses you can set your watch to:

To Meijer and to East Bay/Aero Park

:00

:15

:30

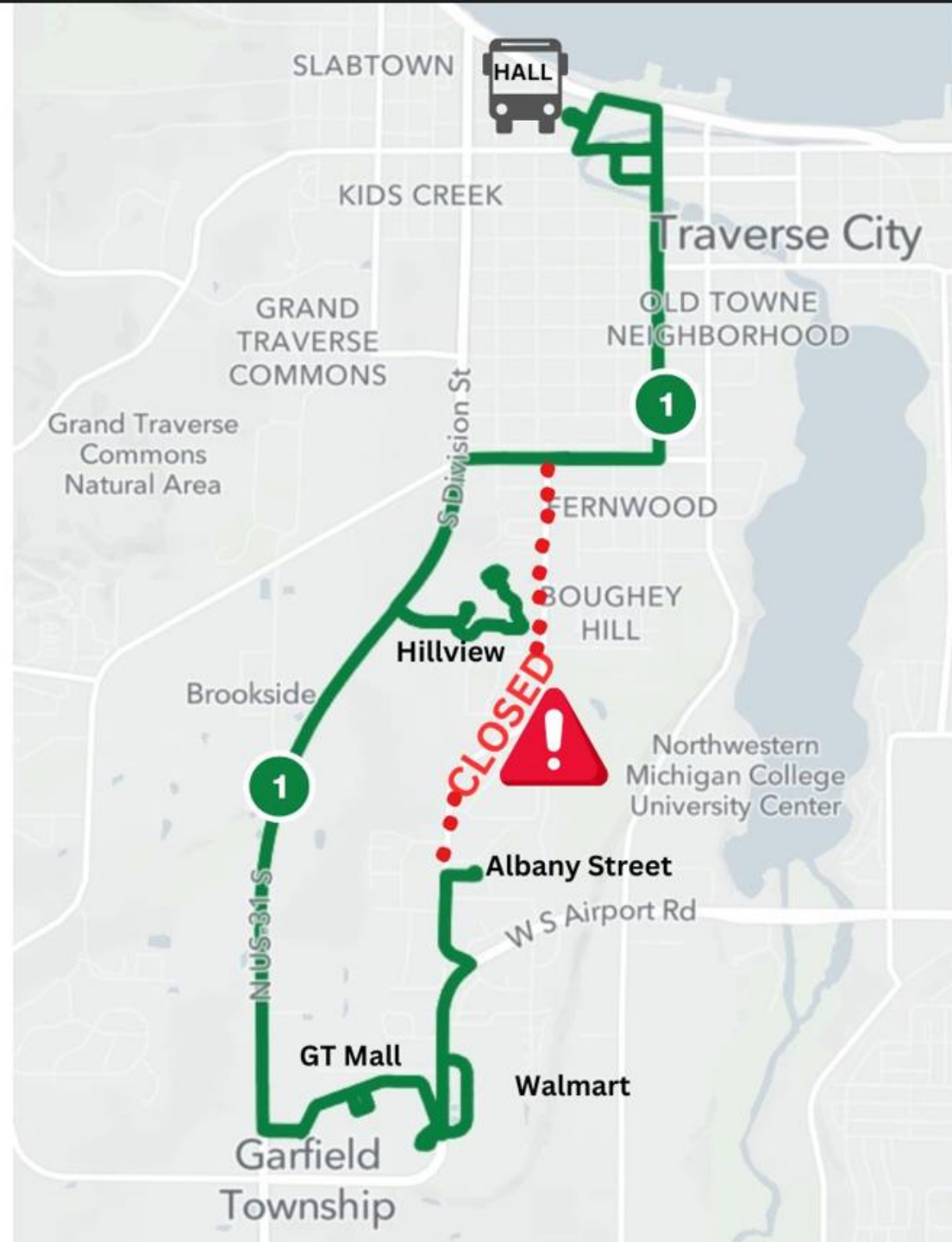
:45

Delays, route changes,
and schedule adjustments
will result from Veterans
Road closure. Check the
BATA Bus Tracker for live
updates.



batabustracker.com

July 22 - Mid Oct.



NEW!

BATA

Bay Area Transportation Authority

WEST

FLEX

meijer
to 



[www.bata.net/
villageloops](http://www.bata.net/villageloops)



WEST

Can you catch a sunset at Sleeping Bear Dunes
& still catch a bus back to TC? Yes you can!



11

Leelanau Flex
TC to Glen Arbor Summer Service

Arrive to TC by 7:15am!



Hourly service
ALL DAY M-F!

Now departs TC at 6:30pm!



NEW!

2 hours earlier
on Saturday
too!



yes!



To Kingsley - ALMOST EVERY HOUR!

begins Tuesday, Sept 3rd.

Route 13 Outbound to Kingsley

13

MONDAY-FRIDAY	
First Bus	6:00 am from LaFranier Transfer // 8:30 am from Hall St Transfer Station
Buses run about every	1-2 hours
Last Bus	5:30 pm from Hall St Transfer Station // 7:00 pm from LaFranier Transfer

New! Use City Loop Route 2 to connect to Kingsley almost every hour!

Stop	Location		MONDAY-FRIDAY										
	Hall St Transfer Station		----	6:30	8:30	9:30	10:30	11:30	12:30	1:30	3:30	5:30	6:30
1302	Cass St at Lake St	2	----		8:35						3:35	5:35	
1308	Cass St at 10th St		----		8:36						3:36	5:36	
1312	Cass St at 16th St		----	2	8:38	2	2	2	2	2	3:38	5:38	2
1320	South Airport at Raquet Club Dr	7	----		8:43						3:43	5:43	
1324	LaFranier Rd at King's Court	2 7	----		8:46						3:46	5:46	
P	LaFranier Transfer park n ride	2 7	6:00	7:00	8:48	10:00	11:00	12:00	1:00	2:00	3:48	5:48	7:00
1330	Three Mile Rd at Oleson's East		6:07	7:07	8:55	10:07	11:07	12:07	1:07	2:07	3:55	5:55	7:07
1340	Green Acres		----	----	9:01	----	----	----	----	----	4:01	6:01	----
1350	Garfield Rd at Mayfield Post Office		6:17	7:17	9:09	10:17	11:17	12:17	1:17	2:17	4:09	6:09	7:17
1355	Kingsley Library		6:23	7:23	9:15	10:23	11:23	12:23	1:23	2:23	4:15	6:15	7:23
1360	M 113 E at Northland Foods		6:25	7:25	9:17	10:25	11:25	12:25	1:25	2:25	4:17	6:17	7:25

Earlier. Later. Mid-Day Run.

Route 14 Outbound to Acme Meijer

14

MONDAY-FRIDAY	
First Bus	6:10 am from LaFranier Transfer // 8:30 am from Hall St Transfer Station
Buses run about every	2 hours – NEW! Earlier and later connections and a mid-day city trip!
Last Bus	5:30 pm from Hall Street Transfer Station // 7:00 pm from Woodland Creek Park-n-Ride

New! Use the Bayline to connect to Acme buses!

Stop	Location		MONDAY-FRIDAY									
	Hall St Transfer Station		----	6:30	8:30	10:30	12:30	1:30	3:30	5:30	6:30	
1496	E Front at Barlow St	B	----		8:33	10:33	12:33	1:33	3:33	5:33		
1492	E Front at Fair St	B	----		8:36	10:36	12:36	1:36	3:36	5:36		
1427	Hastings St at Father Fred		----		8:39	10:39	12:39	1:39	3:39	5:39		
1484	Carver St at Save-a-Lot		----		8:40	10:40	12:40	1:40	3:40	5:40		
1495	Cherryland Center at TC Curling Club		----		8:42	10:42	12:42	1:42	3:42	5:42		
P	LaFranier Transfer park n ride	2 7 13	6:00		----	----	12:48	----	----	----		
1421	Oak Terrace at Garfield Rd	7	----		8:44	10:44	----	1:44	3:44	5:44		
1422	Oak Terrace Apartments	7	----		8:44	10:44	----	1:44	3:44	5:44		
1423	Aspen Hills Apartments	7	----		8:45	10:45	----	1:45	3:45	5:45		
1429	Cherry Capital Airport	request only			8:50	10:50	----	1:50	3:50	5:50		
1434	S Airport Rd at Brookside Village Apartments		6:09		8:53	10:53	----	1:53	3:53	5:53		
1439	S Airport Rd at Woodcreek Blvd		6:10		8:53	10:53	----	1:53	3:53	5:53		
1405	Traverse City High School (Sept-June)	request only			----	----	----	----	----	----		
1410	US-31 at Traverse City State Park	B	6:15		8:58	10:58	----	1:58	3:58	5:58		
1415	US-31 at Economy Inn	B	6:16		8:59	10:59	----	1:59	3:59	5:59		
1420	US-31 at Four Mile Rd	B	6:18		9:01	11:01	----	2:01	4:01	6:01		
P	1425 Woodland Creek park n ride	B K	----	7:00	9:02	11:02	----	2:02	4:02	6:02	7:00	
1440	Grand Traverse Resort		----	7:09	9:11	11:11	----	2:11	4:11	6:11	7:09	
1442	Village Dr at Lautner Rd		----	7:12	9:14	11:14	----	2:14	4:14	6:14	7:12	
P	1480 MDOT Park-n-Ride at Acme Meijer park n ride	K	6:29	7:15	9:17	11:17	----	2:17	4:17	6:17	7:15	

The NEW
Route 14
begins
Tues.
Sept 3rd.

K = Kalkaska Area Transit



Marketing and Board Update

Community Value: Working with marketing and communications agency Brand Tonic to build and highlight BATA's value to the community.

BATA Board Update: The mediation on July 8, 2024 with the Grand Traverse County Board of Commissioners in an effort to resolve its pending lawsuit did not result in an agreement.

Are you in the loop?

Discussion?

BATA

Bay Area Transportation Authority