



2019 ANNUAL REPORT



PRESENTED BY

The Bay Area Transportation Authority



Bay Area Transportation Authority

A LETTER FROM OUR EXECUTIVE DIRECTOR

Hello Neighbors,

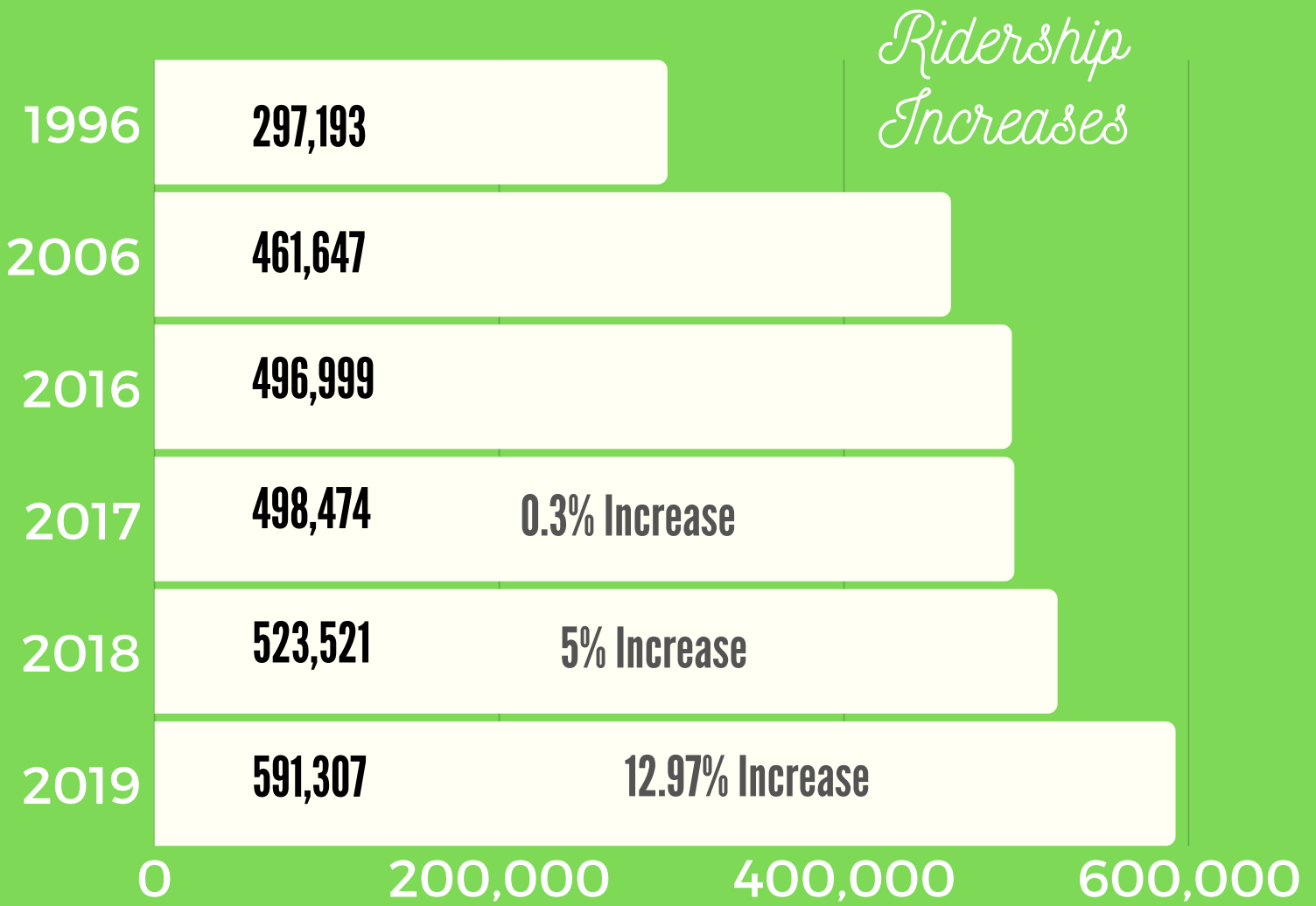
Thank you for taking the time to read BATA's 2019 Annual Report. I am pleased to share that it was a year of great success and strides to continue to be a leader in multi-modal transportation serving our region. Highlights from 2019 include record breaking ridership numbers, a new partnership with Lyft to expand service and access to our flagship route, the Bayline, and service expansions to Leelanau County.

Looking ahead, BATA is excited to bring about some much anticipated technology improvements, including real-time tracking of the buses, automated stop announcements, and route planning, making our system friendlier and more reliable. Additionally, BATA will launch an on-demand pilot service late spring 2020 that will explore the application of this service model in the public transportation arena, build out a 5-10 year transit master plan, and continue the planning and development of a new headquarters facility that will serve our region for decades to come.

Kelly Dunham

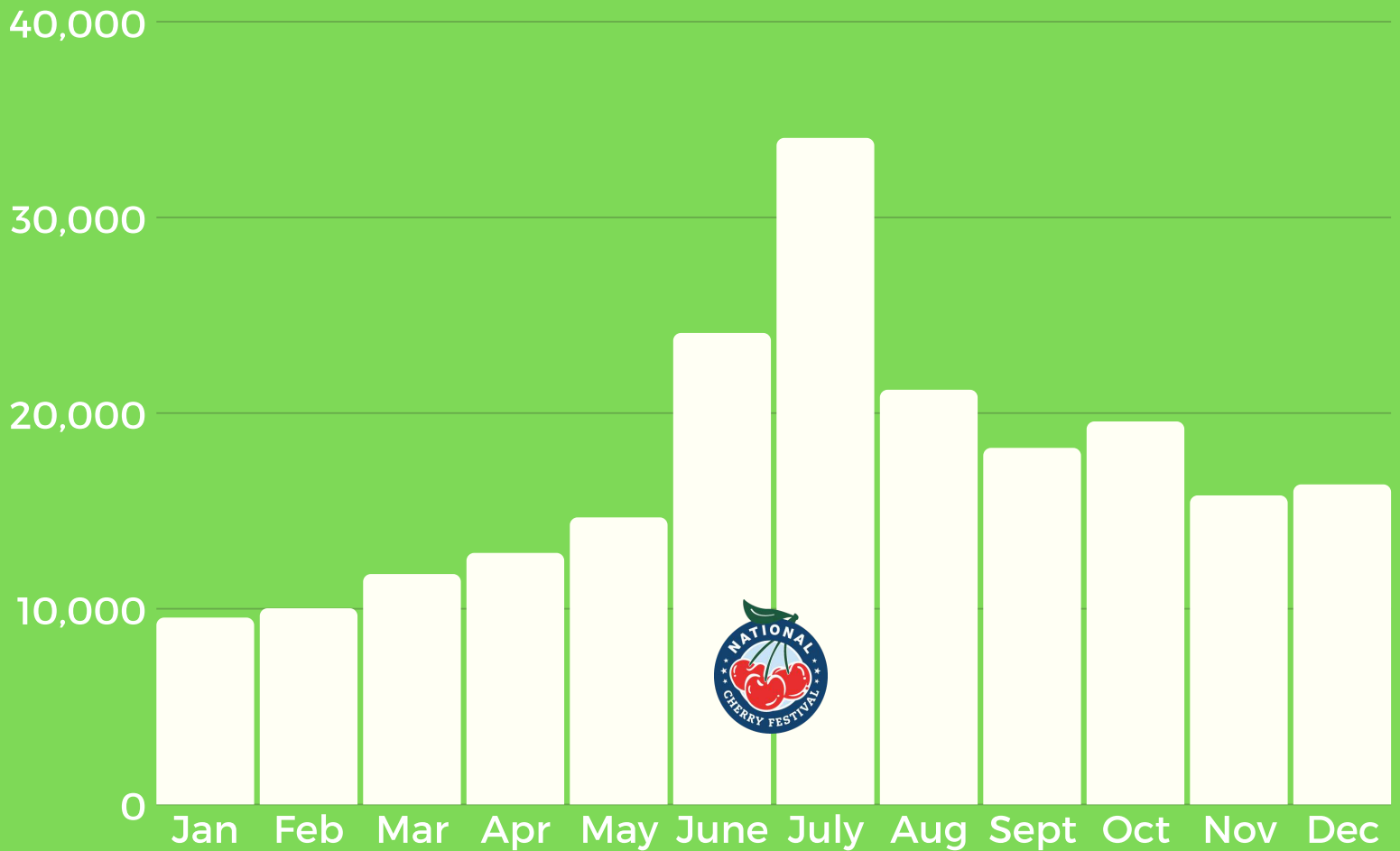


2019



BATA RIDERSHIP TRENDS

- Fixed Route Ridership : 484,333 trips
- Demand-Response Ridership : 106,974 trips
- Most popular routes for ridership : The Bayline, Route 1 & Route 2
- Average weekday ridership : ~2,000+ Passengers



RIDERSHIP OF THE BAYLINE

- Weekday average of 600-700 riders
- Year-over-year gains of more than 60% increase in monthly riders
- Busiest transit stops include, Meijer, Tom's East Bay Plaza, Hall Street Transfer Station, Northwestern Michigan College / Civic Center, Munson Hospital and Village at Grand Traverse Commons
- **Total Bayline ridership for 2019 was 205,740 rides!**

Fare-Free Thanks to our sponsors

FREE bayline
FROM BATA

Buses every 15 minutes - 7am until 11pm daily



MUNSON HEALTHCARE



Downtown Development Authority
Downtown Traverse City Association
East Bay Beach District
Northwestern Michigan College (Student Life)
Rare Bird Brew Pub
Suds & Snow

Lead Sponsor : Munson Healthcare
Traverse City Tourism
National Cherry Festival
Traverse City Parking Services
Traverse City Film Festival
City of Traverse City

Customer Satisfaction



98%
OVERALL SATISFACTION
WITH BATA SERVICES

98%
SATISFACTION WITH
BATA DRIVERS

95%
SATISFACTION WITH
BATA'S CALL CENTER

98%
SATISFACTION WITH
TRANSFER STATION
ATTENDANTS

89%
SATISFACTION WITH
ROUTE COVERAGE

85%
SATISFACTION WITH BUS
ON-TIME PERFORMANCE

BATA Fun Fact

BATA invested nearly \$20,000 in training and development for staff



Leelanau Co. Improvements

- Feedback gathered through the Leelanau County Transit Alliance (LCTA) of more than 150 stakeholders
- Crafted improvements for Leelanau County Services



Leelanau Co. Improvements

Outcomes from LCTA process

- Increased frequency to Northport
- Improved Marketing, Branding & Communications
- Launched a Northern Leelanau County Loop
- Increased LINK service



Leelanau loop

- Launched July 2019
 - New fixed-route service to Leland
 - Inter-county Loop, including Northport, Leland, Lake Leelanau, Suttons Bay, Peshawbestown & Omena
 - 3 weekday trips, with connections to Traverse City



- BATA pilots with Lyft for service between
- 11pm - 1am for Bayline users.
- Targeted downtown employees who need a ride back to their park-n-ride or residence

8th Street

Successful partnership with the City of Traverse City for increased bus stop upgrades along the corridor, including two new bus pulloff bays, and a transit shelter purchased through City Parking Funds

Destination Downtown

The Downtown Development Authority reaffirmed their commitment to the Destination Downtown program, enabling a commuter-benefit program for downtown employees to travel by bus to work fare-free

New Projects : 2019

New Services & Partnerships

New Projects : 2019

4 Solar Stops



Installation of 4 new Solar Stops, with added seating elements and solar lighting. Created a user-friendly boarding experience. Located along the Civic Center and Barlow Corridor

14 New Benches



Successful award of a 2% Grant from the Grand Traverse Band of Ottawa & Chippewa Indians for benches at transit stops. 14 Benches were purchased and placed at high-ridership stops in 2019.

6 New Shelters



Partnered with the Downtown Development Authority and Traverse City Parking Fund on 6 new modern transit shelters for the downtown area

New Buses



Continued to right-size BATA's fleet and to continued to add enviromentally-friendly fueled vehicles to the fleet such as propane.

Bus Stop Improvements & Grants



CHERRY FESTIVAL RIDERSHIP

BATA Sees **60 Percent Cherry Fest Ridership Increase** Over 2018

By Beth Milligan | July 9, 2019

Bay Area Transportation Authority (BATA) saw a 60 percent increase in ridership during the 2019 National Cherry Festival over the same week last year - a boost the organization attributed in large part to the growing popularity of its new free Bayline route. BATA provided a total of 29,019 rides during this year's Cherry Festival, compared to 18,089 in 2018. The ridership represents a reduction in the number of car trips on area roadways by an estimated 18,843 trips, according to Department of Energy average vehicle occupancy numbers.

BATA data indicates the majority of the ridership increase resulted from the organization's Bayline route that allowed festivalgoers to park at designated locations on both the east and west sides of Traverse City and catch a free bus into downtown.

"We're extremely pleased that an increasing number of people are taking advantage of BATA's free Bayline route to spend more time enjoying the Cherry Festival and less time fighting traffic and searching for parking," says Kelly Dunham, BATA's executive director. "Every ride BATA provides to and from the Cherry Festival helps reduce the ever-increasing traffic and congestion our community experiences this time of year."

IN THE NEWS

On-Deck for 2020 & Beyond



New Technology

- Real-Time Tracking
- On-Board Voice Announcements
- On-demand transit pilot

New Strategic Plan

The BATA Board of Directors will develop a new strategic plan for BATA's continued growth of the transit system.

parknride Campaign

The Park-n-Ride campaign will include new signage & wayfinding, printed materials, marketing & communication and branding efforts.

New Facility Exploration

The BATA Board of Directors and staff continue to explore locations in the Traverse City area that are suitable for our continued growth.

Thank You For Riding

2019 FAST FACTS



More than 109,000 Calls to Customer Service



Close to \$100,000 in Advertisement Revenue



More than 2.3 Million Miles Driven



120,000+ visits to www.bata.net



THANK YOU FOR RIDING BATA

Ribbon-cutting of new downtown Traverse City bus shelters

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Bay Area Transportation Authority
www.bata.net
231.941.2324

