

2017 Report



BATA

New Directions ◀ Better Connections



Fast Facts

2017 Report

2 Counties
**Leelanau &
Grand Traverse**



**8 New
Propane
buses**



506,000 rides



Rider

Improvements

Fare-Enhancements

2017 Report



**1/2 price
for Veterans
& Active
Military**



**Children
5 & Under
Ride Free**



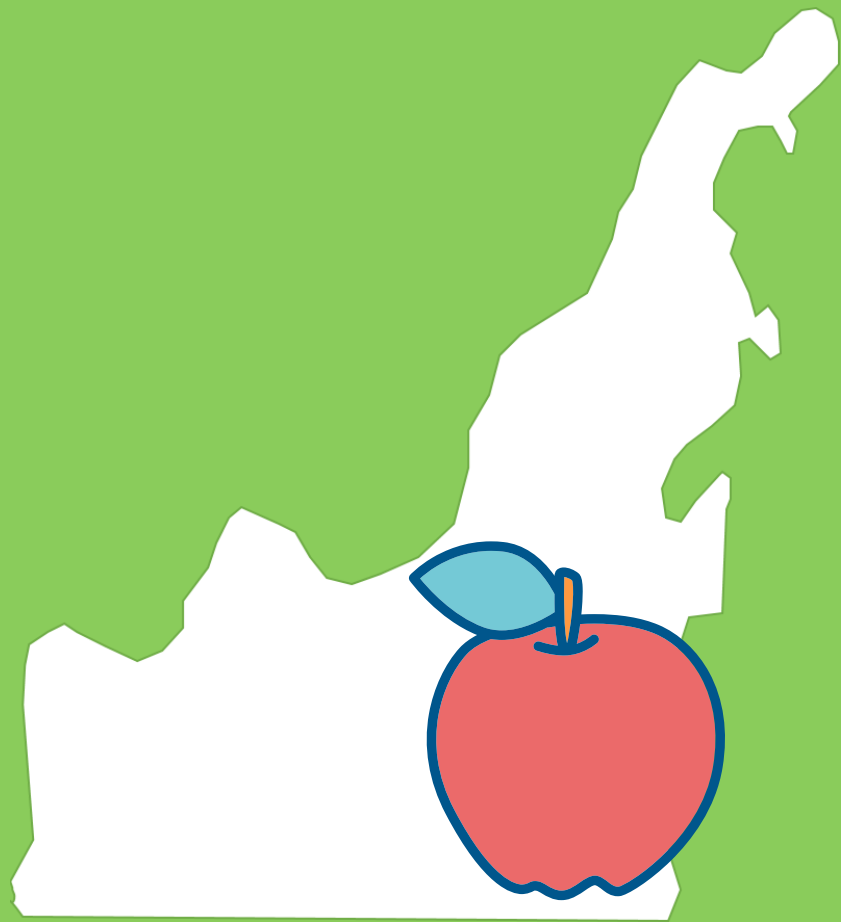
Rider Improvements

2017 Report

Senior Services (60+)

COAST
Commission on Aging Senior Transit

COAST Bus
Launched :
Oct. 2017



Leelanau Wellness
Launched :
Feb. 2017



Rider Improvements

2017 Report

User-Friendliness

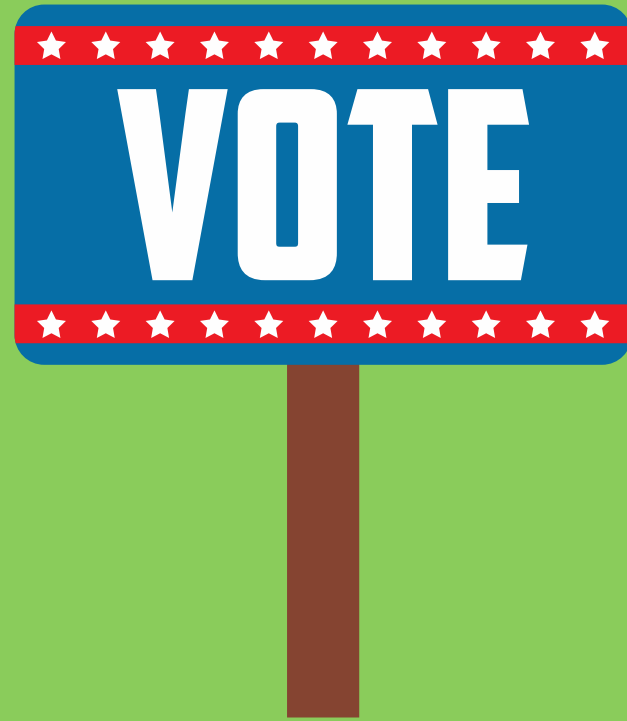


New 31-Day
Commuter Pass
Launched

Routes
integrated with
Google Maps



2017 Millage Recap



2017 Report

**More than
42 Presentations
Feb. -> April**

City, Villages, Townships, Open Houses &
League of Women Voters



57% Yes Vote

System Usage

2017 Report

Busiest Route?



Route 2 :

73,796 Rides in 2017

Serving Downtown, Library, Barlow, Traverse Health Clinic

Top 5 busiest transit stops?



Hall Street Transfer

Northwestern Mi College

Grand Traverse Mall

Meijer

Grand Traverse Crossings

What's next in 2018?

2017 Report



**More mobile
options
for route info
& ticketing**

bayline

FROM BATA

**New Route!
Buses 6AM - 11PM
East <-> West Connections**



10 new buses