

LAC

May

2022

BATA

Transit 101



Service Levels and Adjustments

- **BATA continues to operate at about 30% below its previous year over year staffing and service levels**
- **May Changes:**
 - City Loop Routes 1 and 2 – Targeted B Bus Frequency increased M-F
 - Shopping Shuttle Pilot launched (had more than 10 riders the first week)
 - Link On-Demand Fare returned to original pricing: \$6 / \$3
 - Seasonal staff support for Glen Arbor businesses
- **2022 Summer Service Changes On Deck:**
 - Bayline route extension to Woodland Creek returning
 - Saturday Bayline and City Loop 1-2 fixed route service returning
 - Limited Bike-n-Ride service – Village Loop Route 10 – Suttons Bay only



BATA
Bay Area Transportation Authority

Shopping Shuttle!

To Meijer/Walmart
9:00 AM Goodwill Inn
9:10 AM Kings Court Clubhouse
9:20 AM Aspen Hills / Oak Terrace
9:30 AM Walmart (Link Stop)
9:40 AM Meijer (Link Stop)

Return trip home
11:00 AM Walmart (Link Stop)
11:10 AM Meijer (Link Stop)
11:20 AM Goodwill Inn
11:30 AM Kings Court Clubhouse
11:40 AM Aspen Hills & Oak Terrace

Tuesdays & Thursdays
\$1.50/\$0.75

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Transit Master Plan



- BATA has partnered with Nelson/Nygaard to guide BATA's new transit master plan called BATA Next Wave.
- The goal of the BATA Next Wave process will be to provide a roadmap for public transit in our region for the next 5-10 years based on community need, ridership demand, future growth opportunities and tangible staffing resources.
- **Timeline:** The transit master plan data collection process began in early 2022 and is expected to wrap up with final recommendations to BATA's Board of Directors in the fall of 2022.
- **Survey:** BATA is seeking community feedback regarding transit use and future ideas for public transportation in our region by participating in a public input survey. The survey will remain open until June 1, 2022. Participants can take the survey at: <https://www.bata.net/customer-service/customer-surveys.html>
- **Community Engagement:** The community can expect engagement opportunities this summer at various farmer's markets, community activities and events. Stay tuned for upcoming in-person and virtual engagement sessions around Grand Traverse and Leelanau Counties.

New ITS Technology

Top fixed route and on-demand vendors selected by BATA review committee – BATA Board final approval at May 2022 meeting:

- Real-time bus tracking
- Continue and expand micro-transit service (Link On-Demand)
- Better mobile technology integration
- Improved driver on-board interface
- Allows for integration and expansion of additional technologies (onboard vehicle announcements, passenger tracking, fare system upgrades, headway signage, etc.)

Transit Oriented Development – BATA’s New Headquarters Facility Update (finalize purchase in June – start moving dirt by Fall 2022)

