



2020 ANNUAL REPORT



PRESENTED BY

The Bay Area Transportation Authority

BATA

Bay Area Transportation Authority

A LETTER FROM OUR EXECUTIVE DIRECTOR

Hello Neighbors,

Thank you for taking the time to read BATA's 2020 Annual Report. This past year was certainly one that affected us all with challenges through the constantly evolving COVID-19 situation. Nevertheless, public transit has once again shown its ability to adapt to a changing landscape and the essential service it provides to its community.

BATA was one of the first transit agencies in the state to install several protective measures for both bus operators and for the riding public. Through screening tools, hand-sanitizers on the buses, protective barriers, and the latest robust cleaning technology, a safe environment was provided for all.

2020 included some items worth celebrating. The vision for a housing and public transit partnership continued to take shape and is currently in the process of coming to fruition. Developing workforce housing and public transportation in tandem, allowing residents to have immediate access to transportation, so they can live with fewer expenses has a real opportunity to make an impactful difference in our community.

Because of this, BATA was awarded a \$13.3 million dollar competitive grant through the Federal Transit Administration for its new headquarters facility, to be built as part of the housing/transit development project. This historic rural agency grant award puts BATA and its region on the national map as a community development model to follow.

We hope 2021 looks even better than 2020, as we continue to build upon safety and success for a sustainable future.

Onward!



Kelly Dunham



New Transit Facility

BATA Lands \$13.3 Million In Federal Funding For New Transit Facility

The Ticker

By Beth Milligan | Aug. 13 2020

“BATA has landed \$13.3 million in funding from the Federal Transit Administration (FTA) to construct a new transit facility.”

Federal Funds



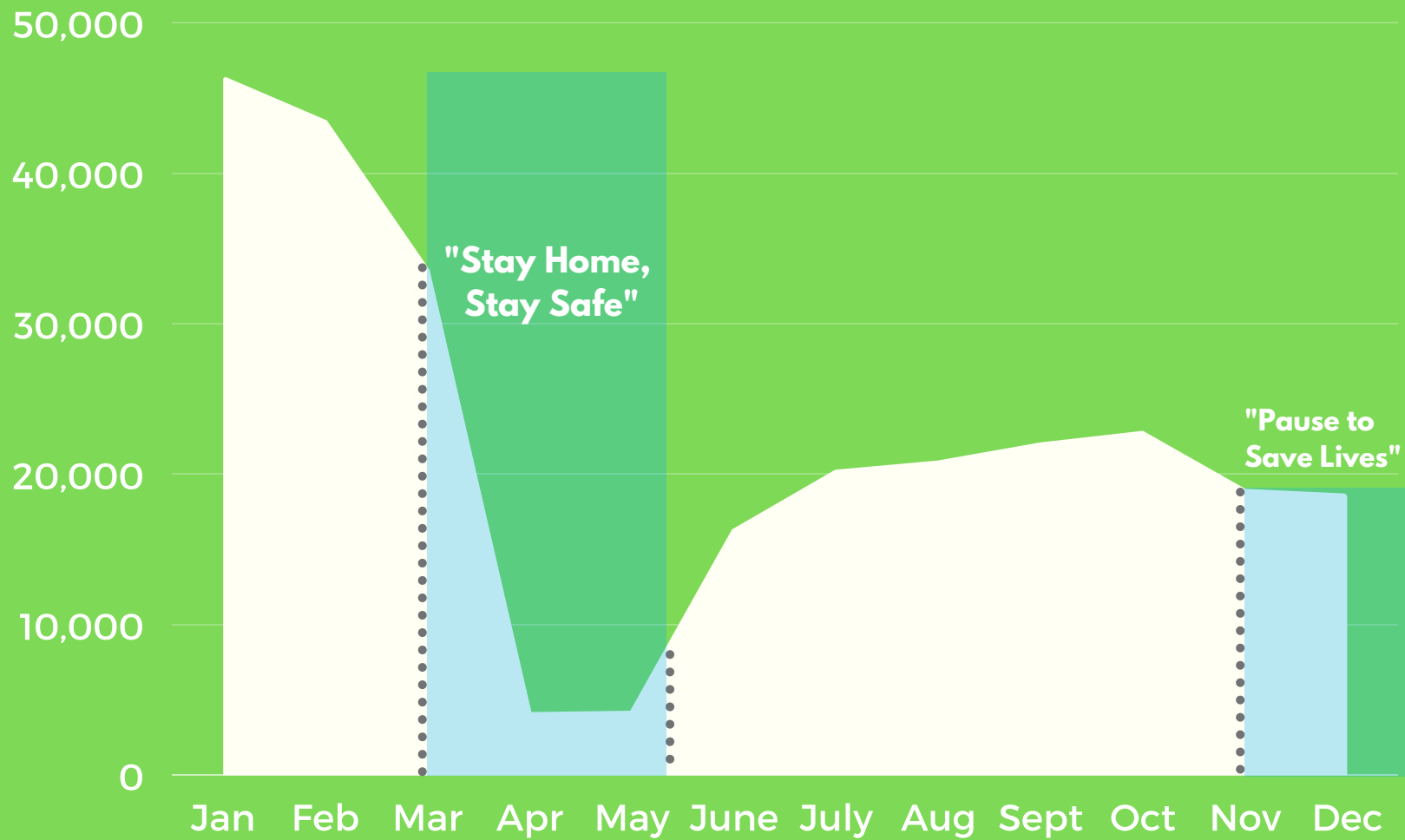
Local Projects



“Receiving these funds will allow BATA to accommodate plans for future growth and continue to serve the needs of its region with essential transportation services.”

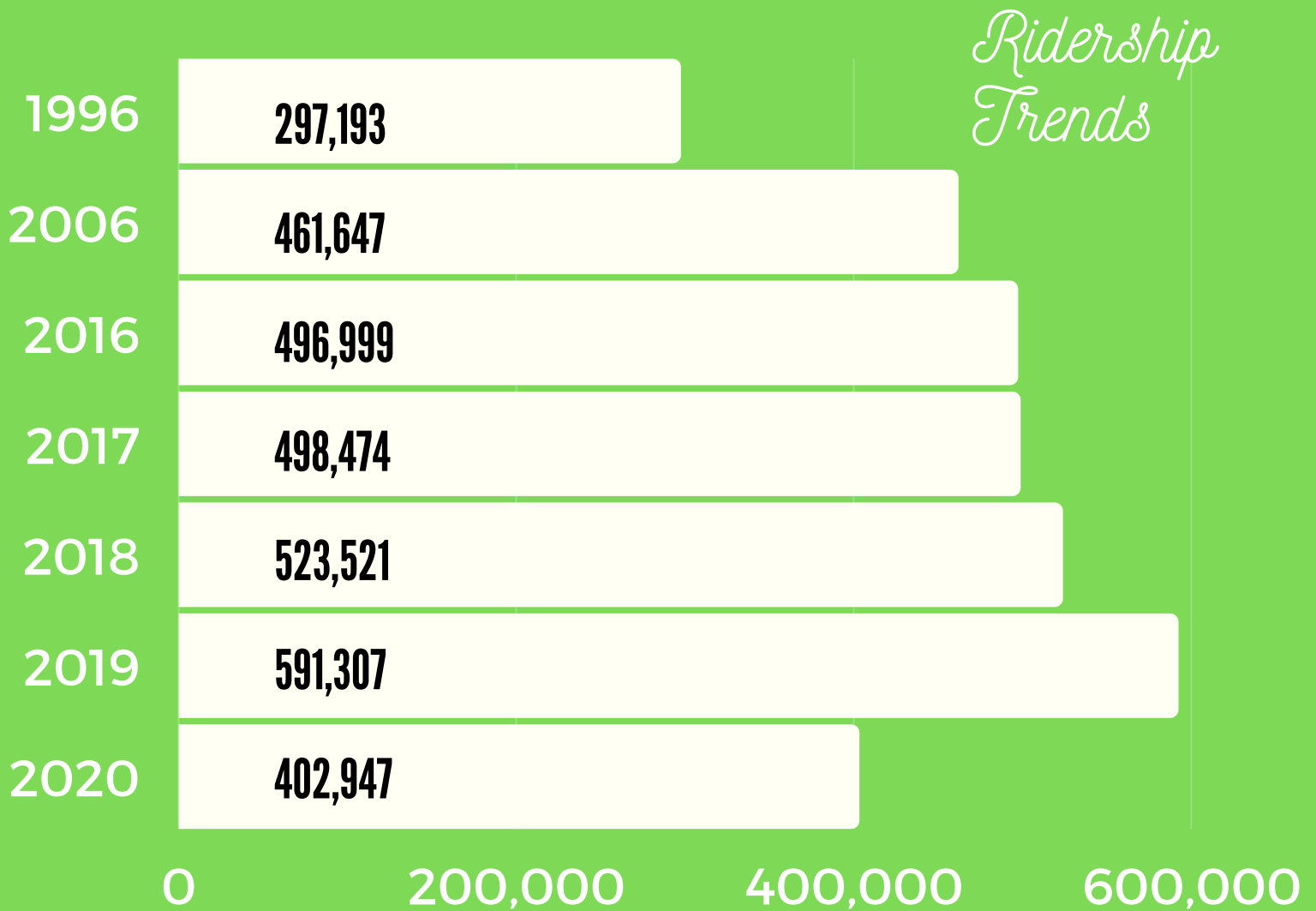
“BATA and the Traverse City Housing Commission (TCHC) are working on a joint development that would combine workforce housing and public transit.”





RIDERSHIP DURING COVID-19

- **Early 2020 ridership continued the multi-year growth trend in passenger volume**
- **Ridership about 50% of pre-pandemic levels**
- **Services were adjusted to meet demand and to maintain adequate social distancing measures on-board the bus**



BATA RIDERSHIP TRENDS

- **Fixed Route Ridership: 317,766 trips**
- **Demand-Response Ridership: 70,716 trips**
- **Most popular routes for ridership: The Bayline, Route 1 & Route 2**

Have a question about BATA? Visit us online at www.bata.net

COVID-19 Mitigation Measures

Keeping Passengers Safe



- Hand sanitizers added to every bus

- Social distancing on board the bus with seat markers

- Robust cleaning schedule with state-of-the-art sanitizing equipment



- UV filter upgrades in the HVAC system for clean and healthy air circulation

- Plastic barriers added to keep passengers and drivers safe

COVID-19 Mitigation Measures

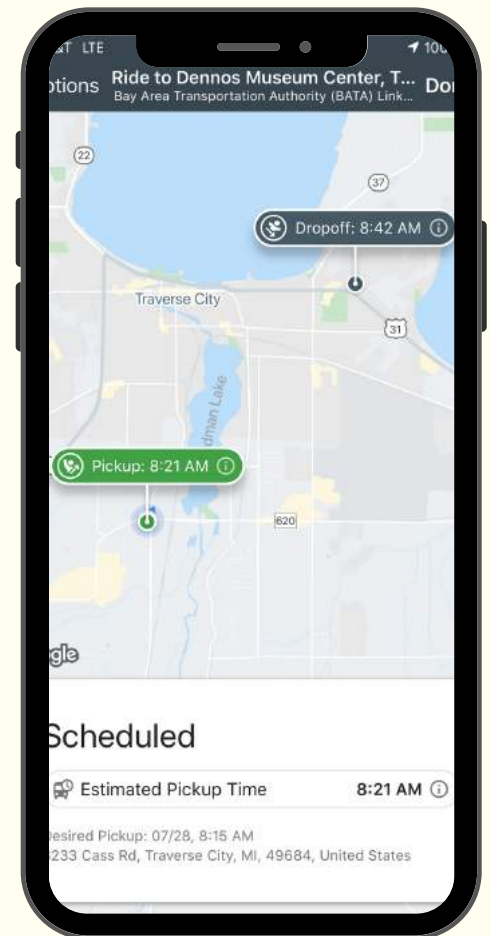
Keeping Staff Safe

- **Daily health screenings to ensure a safe & healthy workplace**
- **Social distancing measures in areas of congregation**
- **Following CDC & MDHHS and local guidelines**
- **Working Remote**





- The pilot launched in August 2020 through July 2021
- Mobile app. for requesting a Link ride and real-time tracking of the bus
- The average wait time for a requested ride is under 30 minutes
- Significantly reduced no-show rates, vastly improving productivity
- Link ridership levels returning to pre-pandemic levels





Customer Satisfaction



94%
OVERALL SATISFACTION
WITH BATA SERVICES

95%
SATISFACTION WITH
BATA DRIVERS

90%
SATISFACTION WITH
BATA'S CALL CENTER

113
CUSTOMER SURVEY
RESPONSES
FALL 2020

80%
SATISFACTION WITH
ROUTE COVERAGE &
HOURS OF OPERATION

85%
SATISFACTION WITH BUS
ON-TIME PERFORMANCE

Have a suggestion or question? Drop us a line at info@bata.net

New Projects : 2020

Bayline Expansion

- Delivering on the request from customer satisfaction surveys, BATA expanded the Bayline to include Franke Rd., Oryana West and Grand Traverse Mall in October 2020

Adopt-a-Stop

- Expanding upon 2019 successes with more than 41 bus stops adopted/winter snow removal

Bus Stop Improvements

- The percentage of riders boarding at an improved bus stop with an ADA pad and seating has grown from 50% in 2018 to surpass 81% for 2020 with recent improvements

New Services & Partnerships

Partner
Groundworks
Center

New Projects : 2020

17 New Benches



17 new benches were installed and placed at high-ridership locations throughout the Bayline, City Loop and Village Loop network

New Shelter Lighting & Heating



Partnering with Traverse City Light & Power, BATA was able to install lighting elements in 5 new shelters in 2020, to improve the riding experience in the evening hours. Additionally piloted a heating unit in one shelter.

New Bike Racks



Two new bike racks at bus stops to improve multi-modal connections in the neighborhoods to transit options

Improved 17 ADA boarding ramps



Improvements to the boarding area at 17 bus stops creating a user-friendly waiting area year round.

Bus Stop Improvements

Bus Stop Improvements

Barlow & Carver : Route 2



Tom's East Bay Plaza : Bayline



Grand Traverse Commons : Bayline



8th & Rose : Route 2 & 14

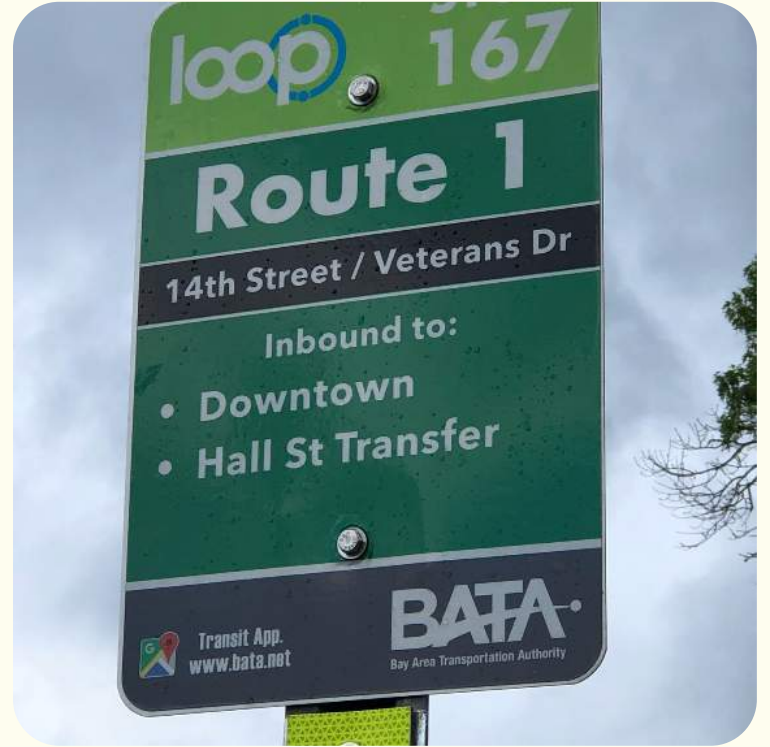


Grand Traverse Commons : Bayline



13th & Union : Route 1





On-Deck for 2021 & Beyond



New Technology

User-experience improvements including mobile technology enhancements

New Strategic Plan

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

park n ride Campaign

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

New Facility Progress

With the securement of funding, BATA will move into the permitting and design process on the new facility.

Thank You For Riding

2020 FAST FACTS



100,000+ Calls to
Customer Service



\$70,000+ in
Advertisement
Revenue



More than 2.1 Million
Miles Driven



90,000+ visits to
www.bata.net



**THANK YOU FOR
RIDING BATA**

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231.941.2324

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