



BATA - Local Advisory Council Minutes

Wednesday, April 12, 2023

12:00 – 1:42pm

Council Members in Attendance:

Matt Morritz, Chair: Community Representative
Mandy Joppich: Community Representative
Linda Joppich: Community Representative
April Missias: Leelanau County Senior Services
Heidi Gustine: Area Agency on Aging
Demarie Jones: Disability Network No. Michigan
Susan Odgers: Community Representative
*Tom Mair: Representing LAC Member Susan Odgers
Michelle Krumm: Senior Center Network
Mitch Treadwell: Traverse City Commissioner
Fern Spence: Community Representative

BATA Staff in Attendance:

Kelly Dunham / BATA
Bill Clark / BATA
Eric Lingaur / BATA
Britny Schwartz / BATA

- 1) Welcome to the 2023 Local Advisory Council Spring Meeting: Eric Lingaur called the meeting to order at 12:02 pm.
- 2) 2022 Annual Report Highlights
 - a) Ridership
 - i) Total Ridership is higher than 2020 and almost as high as 2021 when we had more fixed route service.
 - ii) Link on Demand and Village Link both saw big increases in ridership.
 - b) 2022 customer service survey
 - i) 86% satisfied with fixed routes and
 - ii) 68% satisfied with on demand (includes village link on demand).
 - c) Shelter improvements: Signs, benches, bike racks and concrete pads were added to our bus stops. (Shelters were ordered last Spring and will be installed at new stops. Looking at early summer for installation.)
 - d) Staffing: Reduced need from 26 to 14 additional drivers to operate at full-service level in 2022. (Based on current hiring trends we hope to be fully staffed by June and are hoping to be able to bring service routes back online.)
 - e) Early 2023 Notes:
 - i) Ski n Ride for middle school students saw 331 riders from January to March.
 - ii) TCAPS transportation support update: Will continue to partner with TCAPS with the focus being on utilizing existing routes. There were 1,033 total TCAPS rides provided in the afternoons from late January to Spring Break to assist TCAPS' driver shortage. Although they now have full afternoon

coverage again, TCAPS will continue to cover student ride costs for afternoon rides until the end of the school year.

- 3) Bill Clark and Eric Lingaur: Service Level Updates
 - a) Education and Marketing for Summer of 2023
 - i) Bayline and fixed route promotion as well as Bike n Ride/Park n Ride will be the focus. The goal is to educate riders on services available. Will also provide hotels with Bayline information for their guests.
 - ii) Link On-Demand and Village Link will become BATA Link.
 - iii) Real-time bus tracker: GPS Installation is happening now on buses. Will provide application access as well as the opportunity to have tracker screens installed throughout the community.
 - (1) Michelle invited BATA to present at their IT presentation as well as a lunch and learn at the Senior Network. The contact is Krissy Probate.
 - (2) Michelle also asked if BATA is interested in providing transportation for the Senior Day at the fair – Eric and Bill will explore further.
 - iv) Susan stated that ads need to include more leaders in the community (commissioners, etc.) as it will continue to model using the bus and would be a nice call to action from leaders.
- 4) BATA Crosstown proposed route: Route 5 (which served S. Airport and Garfield) was taken offline due to staffing in 2021 and there is a known gap in connecting riders to shopping hot spots. Bill shared tracking information with the group showing where the riders are coming from and where they are going. They are currently using link on demand, which is four times as expensive as a City Loop ride.
 - a) The goal is to have shorter routes (30-minute frequency) and connect riders to Bayline, Route 1, and Route 2 without having to go to the Hall St. Transfer Station. A draft of the proposed route was shown, but the LAC was asked to consider how to reduce its travel time to give dependable service.
 - i) Option 1: Loop through Park Drive, this will allow the bus to pick up more residents in Park and on Barlow. No GT Mall.
 - ii) Option 2: Add GT Mall and remove Park Drive/Barlow from the route.
 - b) Mitch Treadwell noted that it replicates route 2 on LaFrainer, Barlow and Hammond. He recommended changing route 2 if overlapping, also stated that connection times need to match route 1, 2 and Bayline to be effective.
 - c) Michelle Krumm stated that seniors do still use the mall for walking and recommended that it connects to the mall for at least the winter. The LAC was generally in favor of seasonal differences in this route due to summer traffic, winter weather, etc.
 - d) It was also noted that this could see ridership change on Route 2, which is OK as Route 2 ridership is very heavy.
 - e) Discussion was also had regarding utilizing Route 14's alignment on Garfield to be in partnership with this new route to support the areas once served by the old Route 5.
 - f) Tom Mair asked if there is any talk of adding another fare-free route.
 - i) Kelly presented that the Bayline was originally introduced as a 3-year model to help remove barriers for riders as well as connect the community. It was originally funded by fundraising, but those fundraising opportunities ended due to COVID but recommended making it a short-term introductory period. The LAC was generally favorable of a short-term introductory fare-free route.
 - ii) Michelle also recommended marketing to sponsors, potentially having participating businesses provide their employees with tokens for free rides as well as connecting with Cherry Festival on how they could support marketing and encouraging ridership.
 - iii) Eric will investigate marketing for the Bayline 5-year anniversary (July).

- 5) Update on BATA's Board of Directors.
 - a) Executive Director Kelly Dunham provided a brief overview of the 60-day pause agreement between BATA and the GTC Commissioners that began on March 15th. Kelly will be meeting with county administrators from both Grand Traverse and Leelanau to discuss and agreement on the board expansion and make up of additional seats.
 - b) Discussion regarding concerns was had within the group with a focus on how the LAC can support BATA as well as what the next steps are after the 60-day agreement ends.
- 6) Designate the LAC/BOD liaison for 2023 and adjourn.
 - a) Mitch Treadwell nominated Linda Joppich for the LAC/BOD liaison, Susan Odgers seconded the motion.
 - b) It was agreed that Linda Joppich, Matt Morritz (LAC Chairperson) and Fern Spence will rotate attending the Board of Director meetings to ensure there is a LAC liaison in attendance.
- 7) Eric Lingaur adjourned the meeting at 1:42 pm.

Thank you for your support and advocacy!

2023 Local Advisory Council Membership

- Matt Morritz, Chair: Community Representative
- Dan Buron: Goodwill Northern Michigan
- Lana Payne: Commission on Aging
- Mandy Joppich: Community Representative
- Linda Joppich: Community Representative
- April Missias: Leelanau County Senior Services
- Amanda Molski / Heidi Gustine: Area Agency on Aging
- Demarie Jones: Disability Network No. Michigan
- Susan Odgers: Community Representative
- Michelle Krumm: Senior Center Network
- Mitch Treadwell: Traverse City Commissioner
- Fern Spence: Community Representative

CC: Valerie Shultz/MDOT, Alex Simonetti/MDOT, Paul Clausen/BATA, Kelly Dunham/BATA, Eric Lingaur/BATA, Britny Schwartz/BATA, Bill Clark/BATA

Approved on _____

Matt Moritz, Chair