

BATA Local Advisory Council Oct 7, 2024 Meeting Minutes

Attendance:

- Fern Spence, Chair: Community Representative
- Matt Morritz, Community Representative
- Mandy Joppich: Community Representative
- Linda Joppich: Community Representative
- Lena Vander Meulen: Leelanau County Senior Services
- Amanda Molski Area Agency on Aging
- Demarie Jones and Intern: Disability Network No. Michigan
- Susan Odgers (Tom Mair): Community Representative
- Mitch Treadwell: Traverse City Commissioner
- Keir Rasmussen/BATA
- Kelly Dunham/BATA
- Eric Lingaur/BATA
- Bill Clark/BATA

12:05 p.m. – Bill Clark kicked off the meeting and highlighted BATA’s recent new HQ being opened.

1. Fiscal Year 2024 ridership data. 115% change in fixed route ridership from last year, 97% of Link from last year, and total ridership is more than 409,000.
2. BATA highlights since our April meeting
 - Bayshore Marathon – 1,100 early morning riders plus regular Bayline service hours ridership to return from the race.
 - Cherry Fest – 2nd best ridership ever at 19,639
 - Cedar Polka Festival: 209 rides in 2024, 52 more than last year!
 - Leelanau Uncaged: 93 rides this year, 87 last year!
 - Public outreach and education – we talked about BATA’s services to more than 5,000 people during public outreach programs in 2024.
 - BATA’s new headquarters is open and we had two well-attended open houses.
 - New route improvements and changes since April include Bayline service additions, Route 1 detour, Route 2 and Route 13 cooperation for expanded Kingsley service, Cherryland addition, Route 14 service enhancements, new mid-day WEST service, additional 12 runs, Glen Arbor service additions, and the Bike-n-Ride.
3. Update on marketing and BATA’s Board of Directors: BATA is working with marketing and communications agency Brand Tonic to build and highlight BATA’s value to the community. **BATA Board Update:** The mediation on July 8, with the GT County Board of Commissioners to resolve its pending lawsuit did not result in an agreement.
4. Additionally:

- Fern Spence is running for County Commissioner. Art inside the buses and loves the Library Bus idea.
- Mitch Treadwell: Provided info regarding the fish ladder and encouraging riders to check it too. Mitch commented that the plans at Hall Street are really nice.
- Amanda: Area on agency on aging is doing a transit study and will share the results.
- Lena: Shared feedback regarding the comment the Leelanau County Commissioners received regarding Route 10 being empty and how to better utilize those resources. Lana asked if we could track ridership usage for those passes.
- Tom: Suggested having a better pick up and drop off location for Leelanau Uncaged that's better for wheelchair accessibility. BATA is following up internally for future improvements.
- Matt: Said the Veteran's Drive construction hasn't impacted his Route 1 travel too bad and has been appreciative of BATA's flexibility.

Meeting adjourned at 1:03 p.m.