



BATA

Bay Area Transportation Authority

Local Advisory Council
September 12, 2022

Millage Request – November 8, 2022

What is the millage proposal request?

- On November 8, 2022, Grand Traverse and Leelanau County residents will vote on a ballot proposal to levy 0.4788 mill to continue BATA operations for bus service starting January 2023 and lasting until December 2027.
- More info: www.bata.net/millage

Is the 0.4788 mill millage rate request a renewal or an increase?

- It is a renewal. This is a continuation of the current property millage at a lower tax rate than the previous voter approved 2017 amount of 0.5 mills.
- **NOTE: Average Michigan transit millage rate is .6 mill**



Milestones Since Last Millage Request

- Launched Link On-Demand (a new Uber-like service) allowing riders to request transportation in real-time within 30 minutes or less. Link On-Demand continues to set record ridership milestones.
- Expanded BATA's green bus fleet powered by clean domestic propane.
- Added Wi-Fi on buses and improved bus stops with more than 60+ enhancements to shelters, benches, and accessibility.

Barlow & Carver : Route 2



Tom's East Bay Plaza : Bayline



Grand Traverse Commons : Bayline



8th & Rose : Route 2 & 14



Milestones Since Last Millage Request

- Connected the region with the launch of the fare-free, high-frequency Bayline route.
- Secured federal and state funding for a new operations headquarters facility to ensure capacity for future growth.
- Reached record ridership with more than 591,000 rides in 2019, and more than 2 million rides given since 2017.
- Planning for the future with the launch of BATA Next Wave. It will map out services and a vision for the next 5-10 years in conjunction with adapting to the changing needs of residents in Grand Traverse and Leelanau Counties.





What does BATA plan to provide if the millage is approved?

- Fund the ability to continue to deliver safe, high-quality, efficient, and reliable transportation services in our region.
- Provide essential transportation for seniors, students, and persons with disabilities linking people and communities to health, wellness, and education opportunities.
- Connect people to jobs that support and grow our local economy including healthcare, the service industry, retail, manufacturing and more.

Transit Master Plan



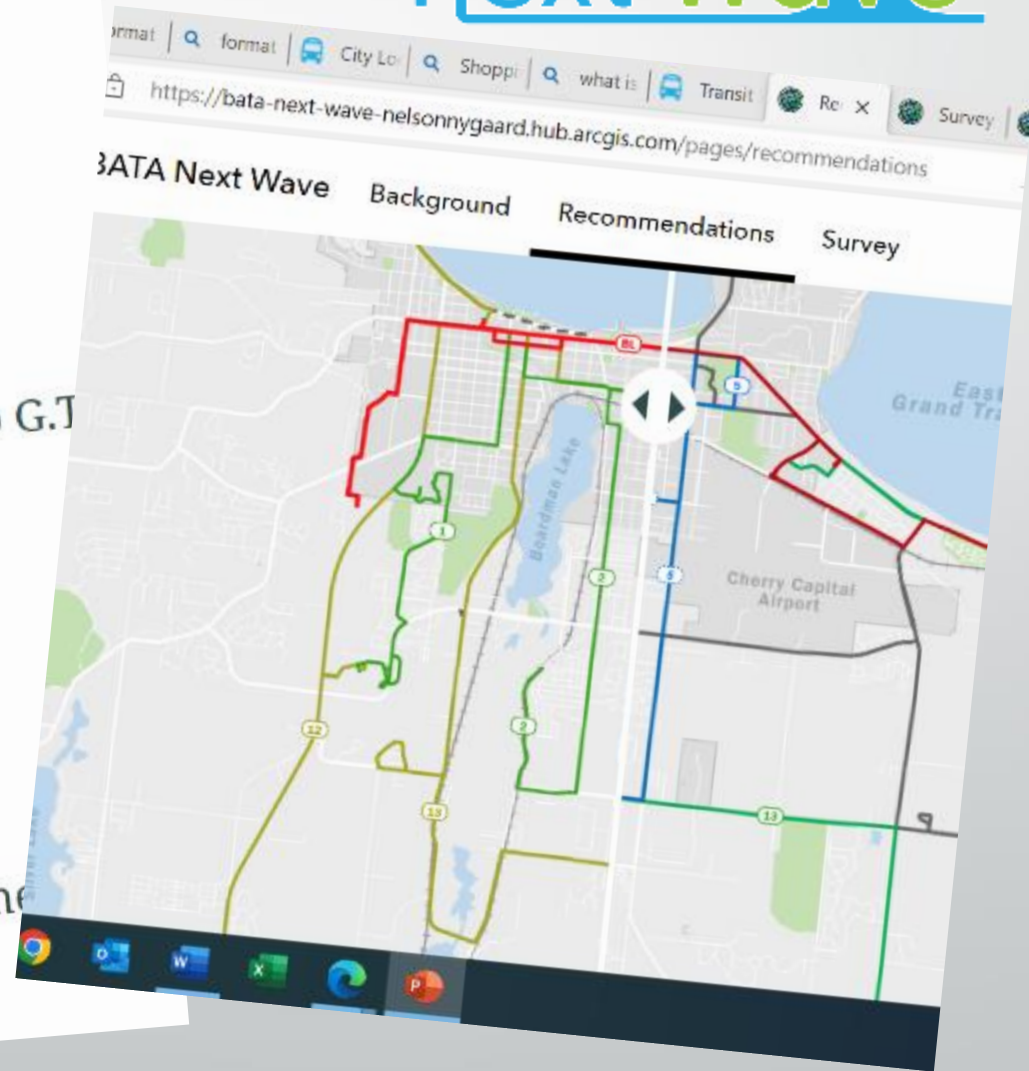
5-Year Recommendations for the City Routes

Frequency improvements

- Restore Bayline to 15-minute service frequencies and extend to G.T
- Restore Routes 1 and 2 to 30-minute weekday service
- Provide Saturday service on all City Loop routes
- Provide Sunday service on Bayline, Route 1, and Route 2

New Routes

- Implement new crosstown service (Route 5, two options defined)





ALERTS



SIGN UP FOR ALERTS



CAREERS

Survey open now at **bata.net!**



TRANSIT MASTER PLAN

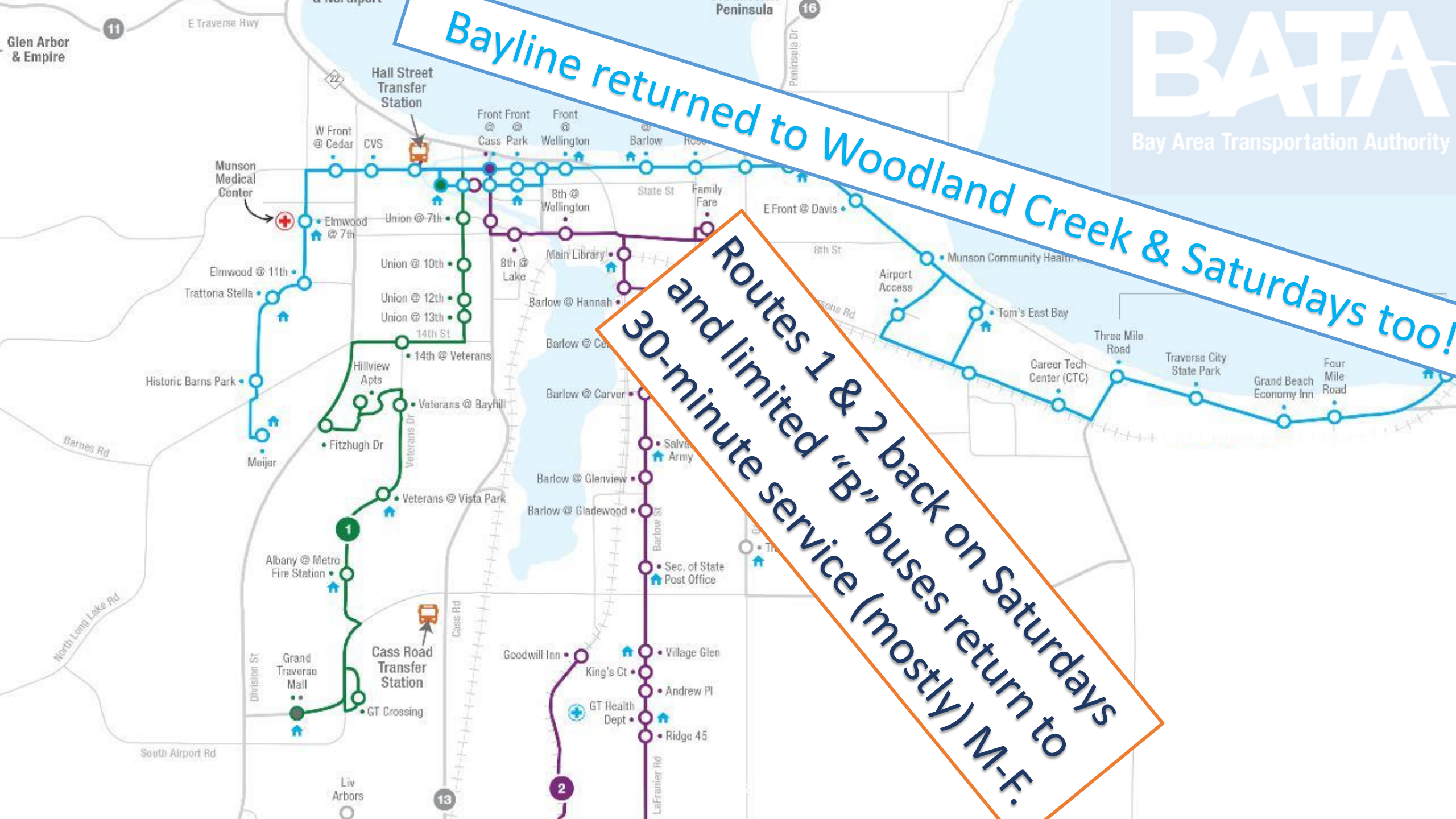
[Click Here for Survey](#)

(NEW 9.6.22! Tell us what you think of the recommendations with this survey.)

BATA Next Wave is a Transit Master Plan (TMP) that will provide a roadmap to guide the agency's priorities for the next five to ten years. This plan will help to identify how best to use the agency's resources to maximize the benefits that transit can bring to the community.

Bayline returned to Woodland Creek & Saturdays too!

Routes 1 & 2 back on Saturdays and limited "B" buses return to 30-minute service (mostly) M-F.





More than 8,000+ Car Trips were removed from area roadways via BATA's Bayline during the 2022 National Cherry Festival!



13,369 rides provided



That's equal to the distance of vehicles stretched from Traverse City to Suttons Bay of more than 22 miles.



Festival Totals (2015 - 2022)

Festival Ridership





Opening Day!



bayline
FROM BATA

Traverse City Film Festival

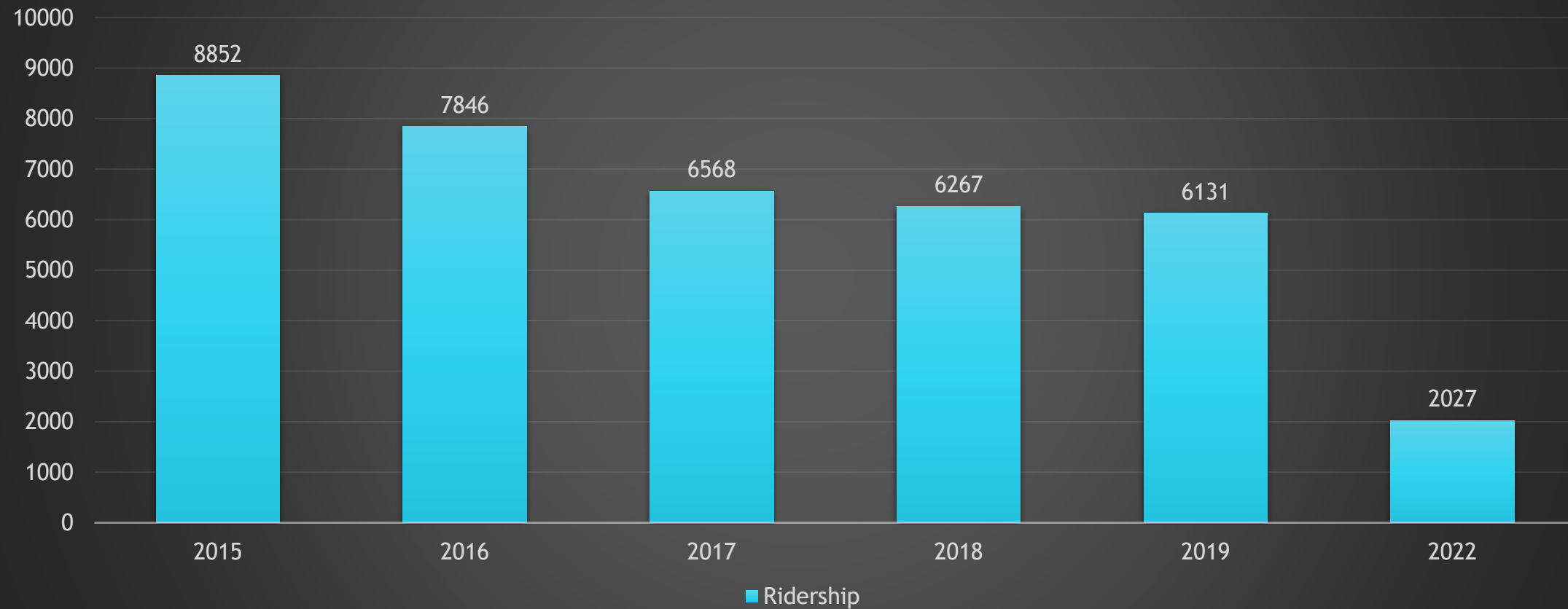


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TCFF Returns!

TCFF Yearly Ridership

Ridership by Year

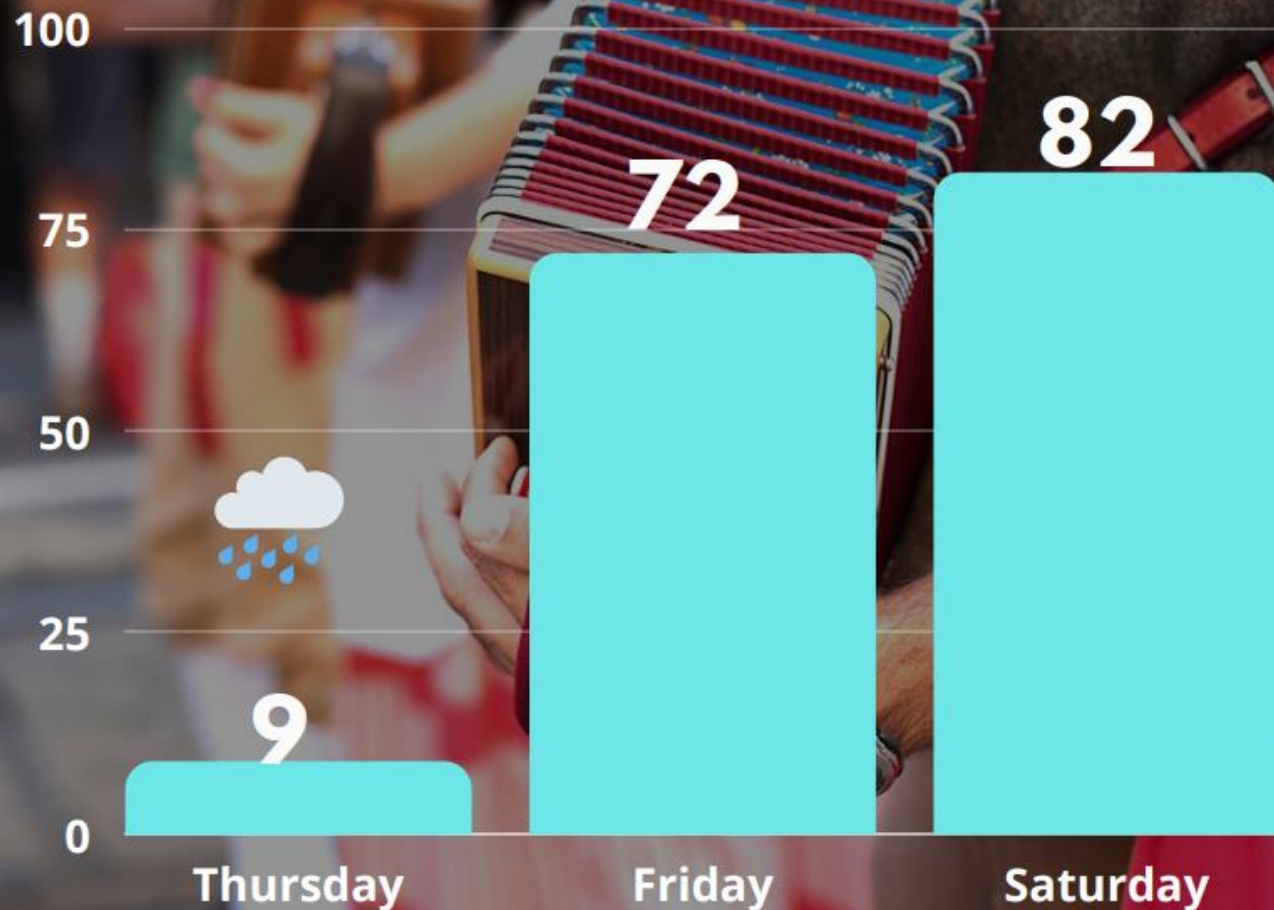




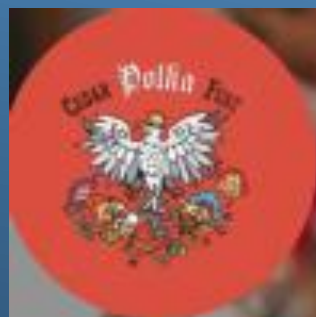
**CEDAR
POLKA
FEST!
2022**

**THUR.
FRI.
SAT.**

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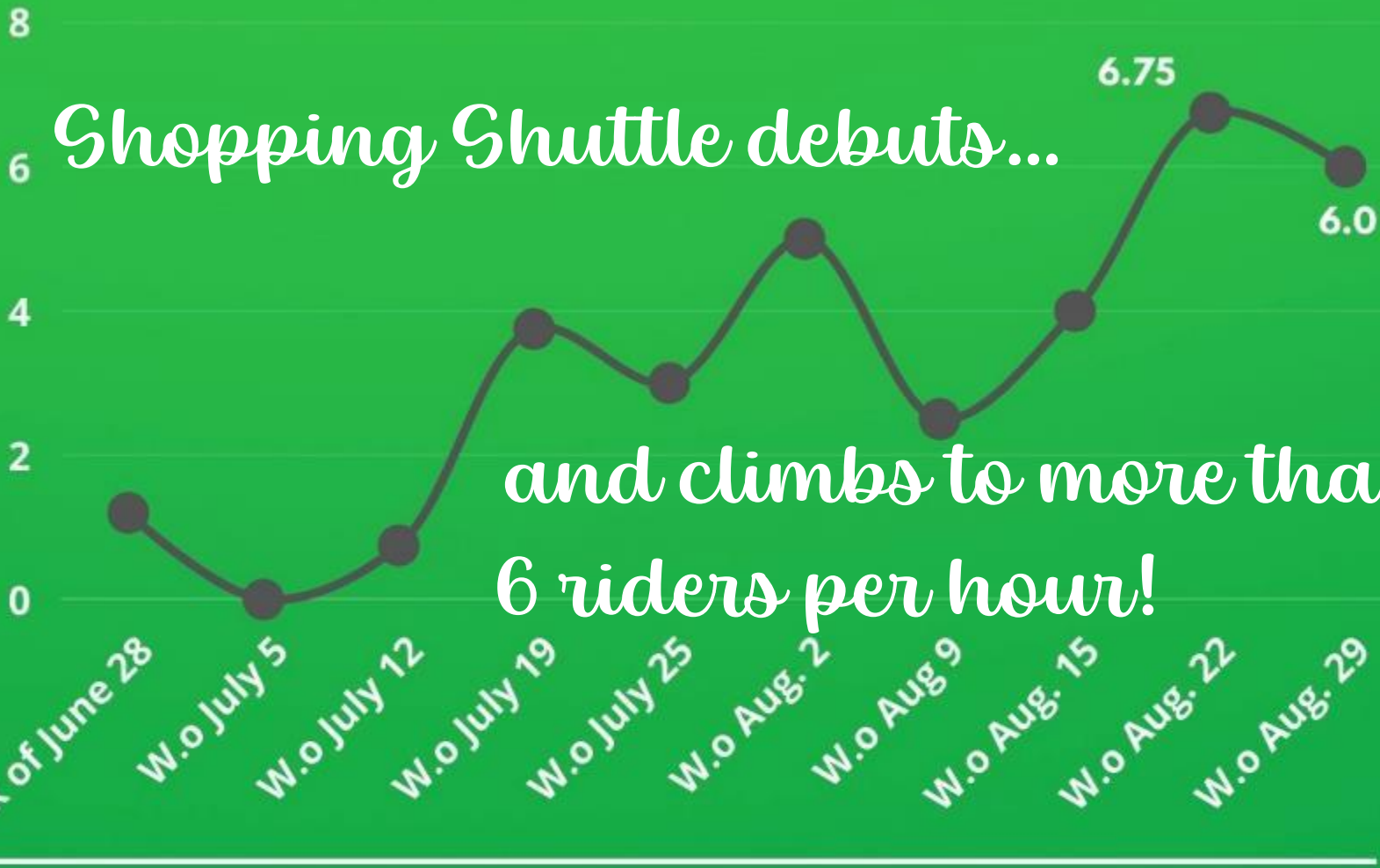
Polka Fest shuttle makes its return toward pre-pandemic ridership!



Ridership Trends



■ Riders Per Service Hour



Shopping Shuttle debuts...

and climbs to more than 6 riders per hour!



To Meijer/Walmart

- 9:00 AM Aspen Hills / Oak Terrace
- 9:20 AM Hillview Terrace
- 9:30 AM Meijer (Link Stop)
- 9:40 AM Walmart (Link Stop)

Return trip home

- 11:00 AM Meijer (Link Stop)
- 11:10 AM Walmart (Link Stop)
- 11:20 AM Hillview Terrace
- 11:40 AM Aspen Hills & Oak Terrace



“There are a lot of bikes!” Replied a driver at a recent staff meeting when the question was asked about the success of Bike-n-Ride this summer.



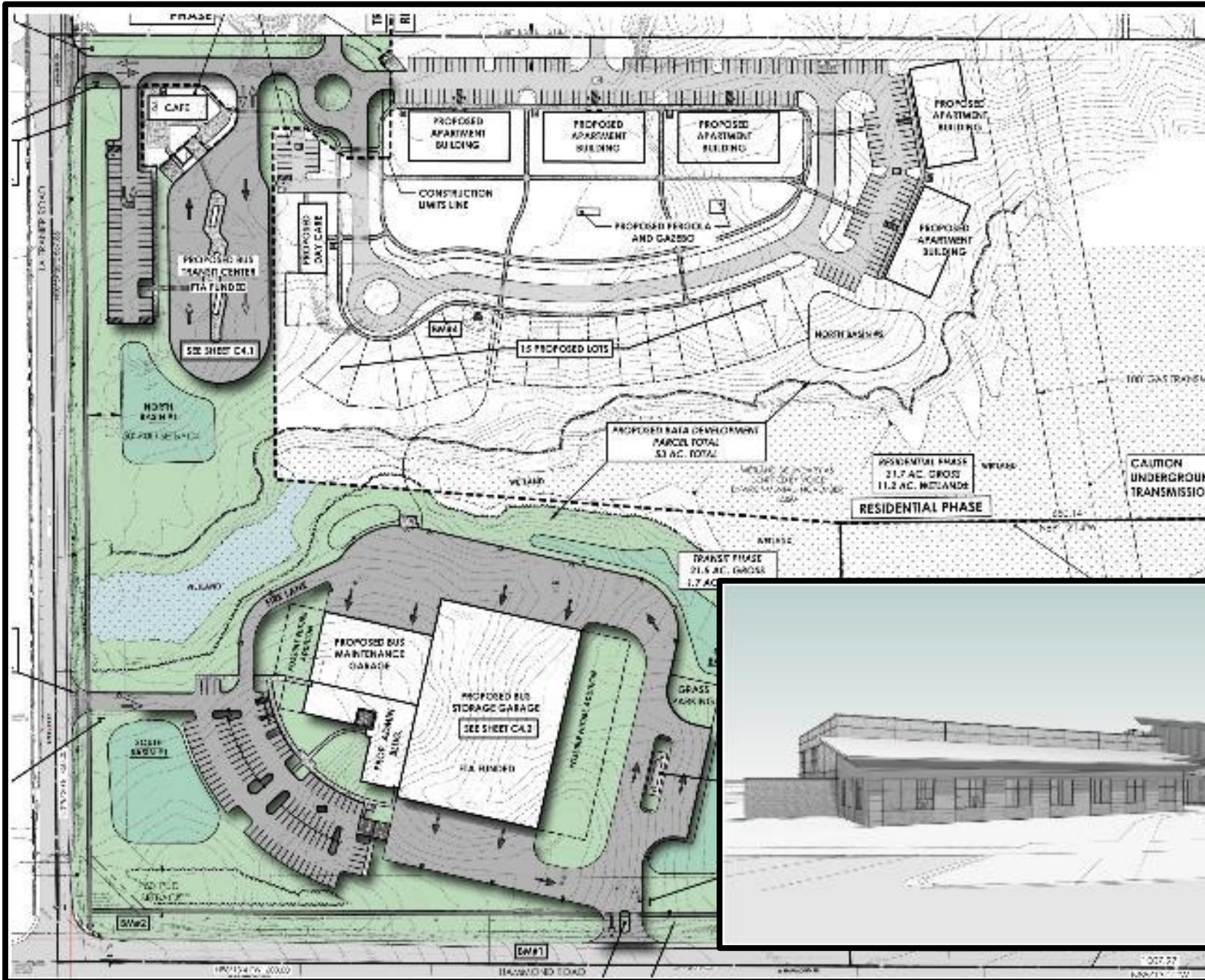
bike n ride

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School is back and BATA is helping students and parents with Routes 10, 12, 13, 16, 31, Village Links, the Bayline, Link-on-Demand, and more!

Facility Update:
Closure on
LaFreniere
Property in
August 2022.



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TC Housing received initial funding
for its portion of the project.

New ITS Technology



Dispatch



Riders



Operations



Smart solutions to improve
dispatch, passenger information,
and reporting



Keep your passengers updated with
reliable real-time information

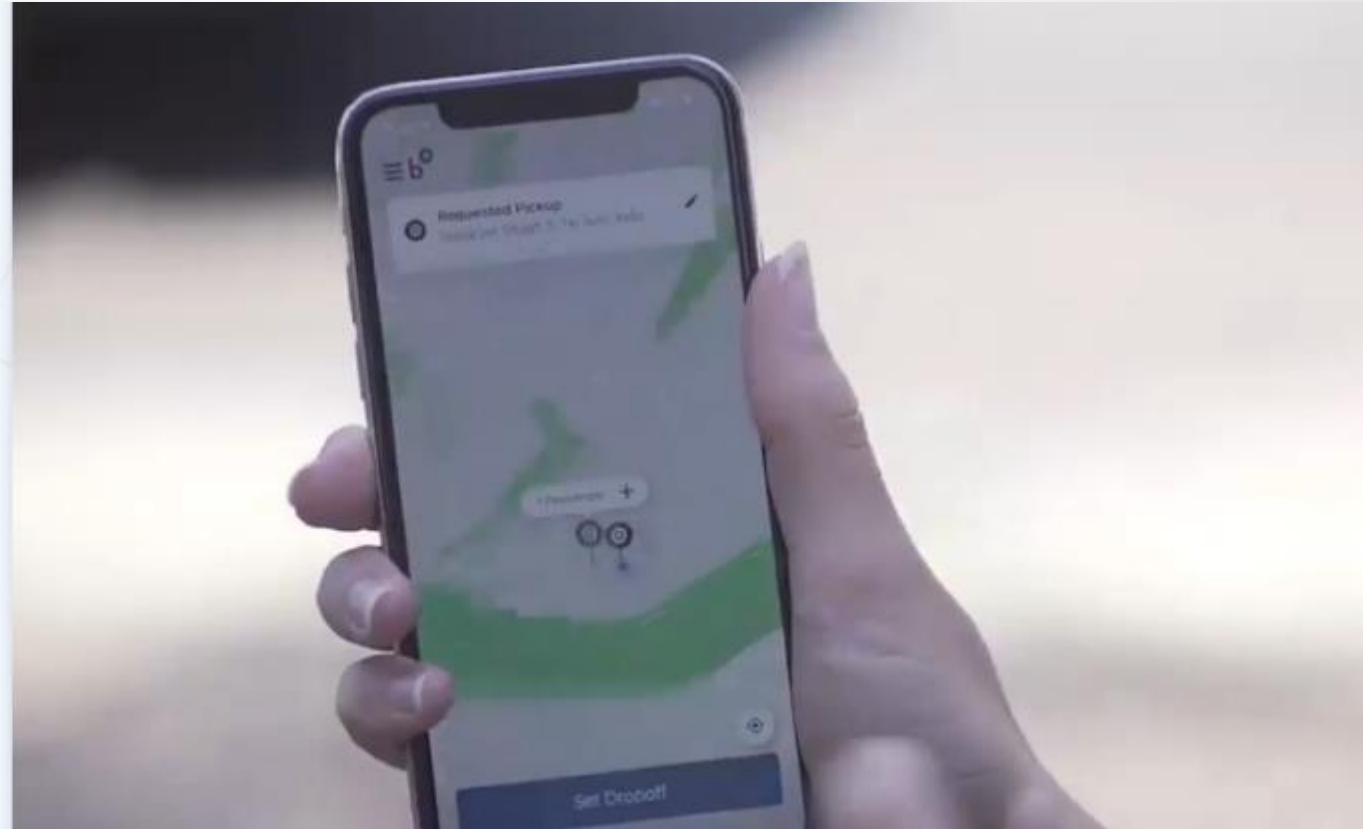
Understand key ridership and service
trends with dynamic reports

New ITS Technology



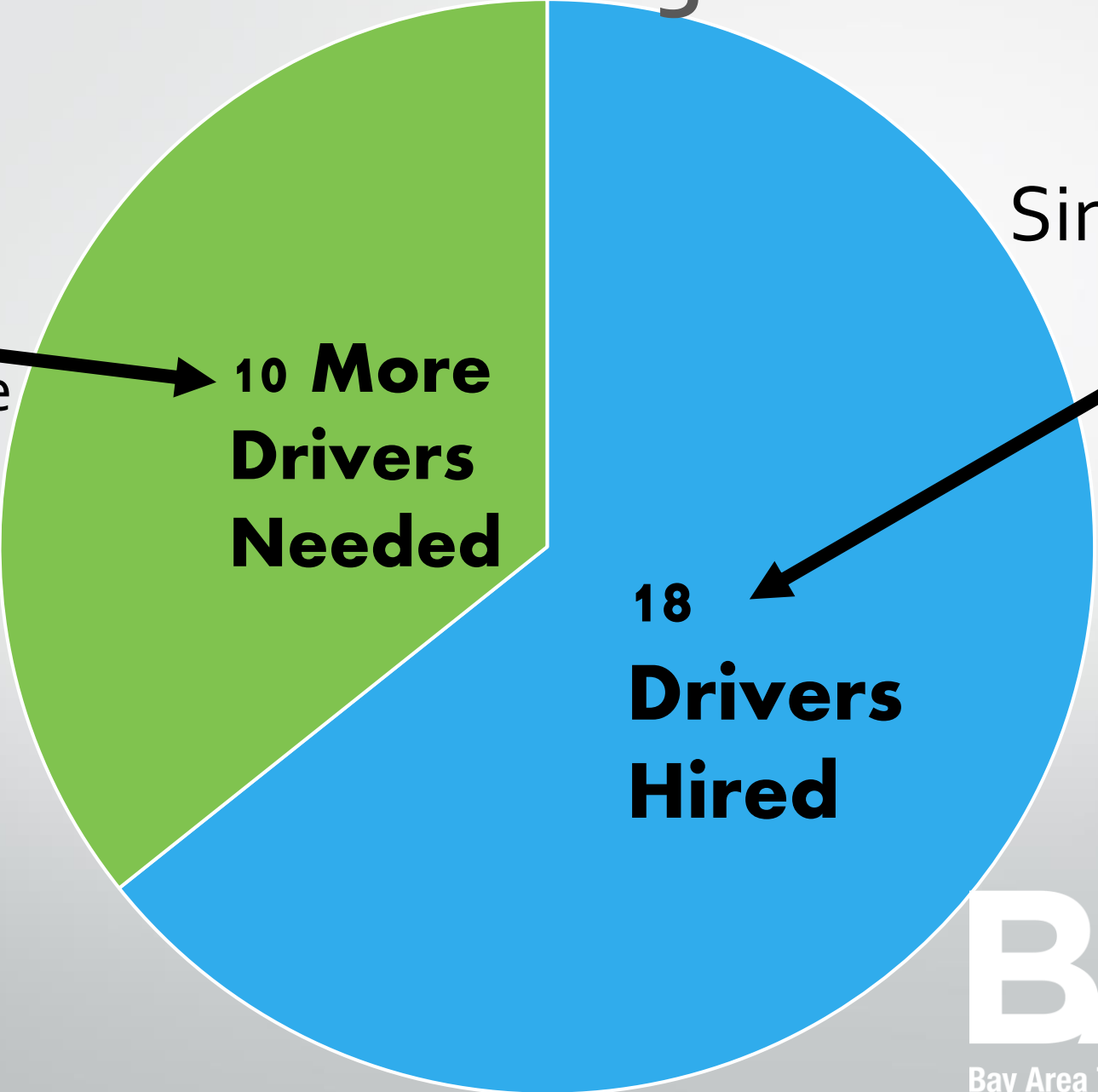
Reimagining how the world moves.

Via transforms transportation and logistics systems into highly efficient digital networks.



Driver Hiring Goals

To be where we want to be



10 More Drivers Needed

18 Drivers Hired

Since June 2022

Dispatcher Goals

To be where
we want to be



**4 More
Needed**

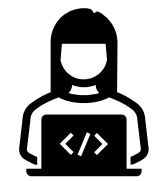
Looking for 2
Mechanics as
well.

**8 Currently
on Staff**



S	M	T	W	T	F	S	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31	TBD				

Next Meeting?



OR



?

