

## The Advanced Registration Policy

### *General Information*

In order to provide a higher level of service to our Demand Response customers, Bata will institute an Advanced Registration Policy.

This policy will enable Bata to monitor the Demand Response System and take a proactive approach when routes reach capacity.

It will allow routes to be structured and buses and drivers to be scheduled prior to the next day's operation thus eliminating waste caused by the inefficient duplication of services.

### How it Works

Customers wishing to schedule transportation will be required to call no later than 4:00 pm Monday-Friday and by 12:00pm Saturday the day prior for next business day transportation.

Customers are scheduled on a first come first serve basis.

### Call Center Hours

**Monday – Friday**  
**5:30am – 4:00pm**

**Saturday**  
**5:30am – 12:00pm**

**Sundays and Holidays**  
**CLOSED**

### “Will Calls”

“Will Calls” are generated when Bata riders request a same day trip from specified locations that have not previously been scheduled. Bata reserves the right to accommodate or deny “Will Calls” based on availability of services. BATA Dispatch will determine availability.

Bata also reserves the right to assess a charge for “Will Calls” based on the service requested.

**The rates for “Will Calls” services are as follows:**

**\$6.00 full fare**

**\$3.00 reduced fare**

**(see Reduced Fare Program)**

### Standing Reservations

If a customer makes repetitive trips on a daily/weekly basis he or she may be able to make a “Standing Reservation.” Your ride will then show up automatically, unless you call to cancel.

Standing reservations, like all other calls must be made by the deadlines listed above. Standing Reservations may be scheduled a maximum of seven (7) days in advance.

### Cancellations

If a customer needs to cancel a standing reservation (or any other reservation), please remember to:

- **Call at least 60 minutes (1 hour) before your scheduled ride**

- **Call 231-941-2324 and select option #2.**
- **Provide your name, address, phone number.**
- **The date and time(s) of your reservation.**

### Questions & Answers

- Q: **What is Advanced Registration?**  
A: Advanced Registration means calling at least the day prior to schedule your trip.
- Q: **Why is BATA implementing an Advanced Registration Policy?**  
A: BATA is implementing Advanced Registration to provide a higher level of customer service to our Demand Response Customers. This policy will enable BATA to monitor the Demand Response System and take a proactive approach when routes reach capacity.
- Q: **Who is affected by Advanced Registration?**  
A: Any passenger using a BATA Demand Response Service formerly known as Dial-A-Ride, Zone Service, or Flex Route Deviation.
- Q: **How will dispatch prioritize rides?**  
A: Advanced Registration will be based on a first come, first serve system and will be based on availability. Please call early to ensure availability.
- Q: **If I only ride a Fixed Route Service (Cherriot, Village Connector, or regular Flex Route) do I need to worry about Advanced Registration?**

A: No, only riders who use the Demand Response services need to schedule rides in advance.

Q: **What is the fare for an Advanced Registration Ride?**

A: BATA has the same low fares as before; full fare \$3.00 and reduced fare \$1.50.

Q: **When will Advanced Registration start?**

A: We encourage you to start using Advanced Registration services immediately but it is not required until August 1, 2011.

Q: **Where do I get more information?**

A: For more information you can contact BATA dispatch at 231-941-2324.

Q: **If I want to schedule a ride for tomorrow, how late can I call to set it up?**

A: No later than 4:00pm Monday-Friday or by Noon on Saturday, the day prior to your trip.

Q: **If I want a ride on Tuesday, when would I need to schedule the ride?**

A: You would need to call no later than Monday before 4pm and speak with a dispatcher.

Q: **What if I want transportation on Monday and BATA is closed on Sunday?**

A: You would need to call no later than Noon (12:00pm) on Saturday

Q: **What if I call the same day for a ride?**

A: You will be subject to a “Will Call” ride, which means BATA reserves the right to accommodate or deny your transportation based on availability.

Q: **What is a “Will Call” ride?**

A: “Will Calls” are generated when BATA riders request a same day trip from a specific location that has not previously been scheduled. “Will Calls” will be offered at a higher rate than Advanced Registration Service.

Q: **I travel everyday, do I need to call every time I need a ride?**

A: No, if you make repetitive trips on a daily or weekly basis you may want to schedule a Standing Reservation. For example: if you work Monday through Friday you may want to set up your rides for an entire week.

Q: **How far in advance can I schedule a ride?**

A: Rides can be scheduled seven days in advance.

Q: **Can I schedule rides more than seven days in advance?**

A: No, you cannot make reservations more than 7 days in advance of the travel date.

Q: **Will Advanced Registration allow me to get to my destination in a more timely fashion?**

A: Calling the day prior for your ride will allow dispatchers to more accurately assign departure and arrival times for each passenger. “Will Call” passengers will be the only additions to the schedule on the day of service and will be based on availability of service.

Q: **Does any other transit company use Advanced Registration?**

A: Yes, transit companies across the country use Advanced Registration scheduling and have had great success keeping routes on time.



# ADVANCED REGISTRATION GUIDELINES

**This brochure details the following:**

- **Advanced Registration Policy**
- **Will Calls**
- **Standing Reservations**
- **Cancellations**
- **New Office Hours**

**Advanced Registration Begins  
August 1, 2011**

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