



NEWS RELEASE

For Immediate Release

DATE: March 24, 2014

CONTACT: Carrie Thompson thompsonc@bata.net 231-933-5534 or 231-709-1899
Tom Menzel menzelt@bata.net 231-933-5545 or 231-590-8992

BATA to hold public meetings on City Loop route revisions

Riders encouraged to share feedback

TRAVERSE CITY, Mich. — Having successfully implemented Phase 1 of their new service model in May 2013, BATA is moving forward with Phase 2 of their strategic plan. The focus of Phase 2 is to evaluate stop usage on all of the City Loop routes and then rebuild the stop locations. This process will ultimately make BATA service even more efficient and effective for riders.

BATA will again solicit community input at a pair of public meetings, designed to serve as “brainstorming” sessions. The goal of the public meetings is to determine where route stops should be added, relocated, or kept in place.

According to BATA Operations Director Kelly Yaroach, “The success of Phase 1 was due in large part to the feedback we received from the public. We believe these contributions will be equally important in Phase 2. We know people feel strongly about stop locations as well as the routes we take to get them there, and we’re looking forward to hearing what those thoughts are.”

The meetings will be held at BATA’s Hall Street Transfer Station Conference Room (115 Hall St. in Traverse City) on:

- Tuesday, April 22, 10:30-11:30 a.m.
- Monday, April 28, 5:00-6:00 p.m.

Based on suggestions and feedback gathered from the meetings, BATA will develop a final plan and present it to the public late this summer. The new routes will launch this October.

“When the public speaks, we listen,” said BATA Executive Director Tom Menzel. “Ensuring that our ridership is involved in the planning process as we go forward will result in better solutions for everyone.”

In addition to community meetings, BATA will host sessions with neighborhood organizations located on the City Loop routes, as well as affinity groups (such as TART Trails, Michigan Land Use Institute, and major employers) and city officials to gather their perspectives and recommendations.

About BATA

With over 120 employees, BATA provides more than half a million annual rides to residents and visitors in Leelanau and Grand Traverse counties. After an extensive study, the organization launched major service and route improvements in May 2013. These enhancements, including “Loop” (fixed routes) and “Link” (zone) services, were designed to better meet residents’ daily transportation needs. Visit bata.net or call 231.941.2324 for more information.

###