



BATA Board of Directors Meeting Agenda

Thursday, October 26, 2023 @ 8:30am

115 Hall St Traverse City Michigan

1. Call to Order - Chairperson
2. Pledge of Allegiance and Moment of Silence
3. Roll Call
4. First Public Comment*
5. Approval of Agenda
 - a. BATA Board of Directors Regular Meeting Agenda
6. Consent Calendar

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with in one Board motion without discussion. Any member of the Board, staff or the public may ask that any item on the consent calendar be removed and placed elsewhere on the agenda for full discussion. Such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted on the agenda is approved by a single Board action adopting the consent calendar.

Consideration of Approving the following Minutes

 - a. *Regular Board of Directors Meeting Minutes of September 28, 2023*

Consideration of Accepting the following Reports

 - b. *FY23 Q4 Ridership Report*
 - c. *FY23 Q4 Turnover Report*
 - d. *Local Advisory Council Minutes of October 5, 2023*
 - e. *Board Request Tracker – no open items*
 - f. *Correspondence*
7. Any items removed from the Consent Calendar
8. Executive Director's Report – Kelly Dunham
 - a. HQ Facility/Owner's Report
Jerry Tomczak, Program Manager, Cunningham-Limp
 - b. Hiring Report – Chris Davis
 - c. Fall Service Updates – Bill Clark
9. Chairperson's Report – Richard Cochrun
10. Committee Reports
 - a. Governance Committee – John Sommavilla
11. Old Business

12. New Business
 - a. 2023 Customer Survey Results – Eric Lingaur
13. Board Discussion Item
14. Second Public Comment*
15. Directors Comments/Open Floor
16. Adjournment

*Next Board Meeting: **Thursday, December 7, 2023** at the Hall St Transfer Station*

Public Comment:

Any interested party or person may address the board on any matter of BATA concern during public comment. Comments will be limited to 5 minutes and a one-minute warning will be given when needed. Any public comment that becomes disruptive, unduly repetitive, or impedes the orderly progress of the meeting may be terminated by the presiding officer. Once you have completed your public comment the board may ask any clarifying questions. If needed, you will be assigned a member of BATA's staff to follow up directly on any open concerns.



BATA Board of Directors Meeting Minutes

Thursday, September 28, 2023 @ 1:00pm

115 Hall St, Traverse City, MI

1. Call to Order – Chairperson Cochrun called the meeting to order at 1:01 pm.
2. Pledge of Allegiance and Moment of Silence
The Pledge of Allegiance was recited, and a Moment of Silence was observed.
3. Roll Call

Richard Cochrun	PRESENT
John Sommavilla	TARDY (Arrived at 1:04 pm)
Jamie Kramer	PRESENT
Joe Underwood	PRESENT
Heather Harris-Brady	PRESENT
Robert Fudge	PRESENT
Brad Jewett	PRESENT

Staff present: Kelly Dunham, Chris Davis, Eric Lingaur, Phil Masserant, Kurt Braun, Paul Clausen, and Britny Schwartz.

4. First Public Comment

Linda Joppich: Stated the dispatchers and drivers are wonderful. Jim and Kathleen in dispatch are very helpful.

Jamie Kramer: Would like to thank everyone for getting things back on track for Leelanau Montessori. Parents are thankful.

5. Approval of Agenda/Declaration of Conflict of Interest

On a motion made by Robert Fudge and seconded by Joe Underwood, the BATA Board of Directors approved the Agenda for the September 28, 2023, Regular Board of Directors Meeting as presented.

MOTION CARRIED 7-0

6. Consent Calendar
The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with in one Board motion without discussion. Any member of the Board, staff or the public may ask that any item on the consent calendar be removed and placed elsewhere on the agenda for full discussion. Such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted on the agenda is approved by a single Board action adopting the consent calendar.

Consideration of Approving the following Minutes

- a. *Regular Board of Directors Meeting Minutes of August 10, 2023*

- b. *Special Board of Directors Meeting Minutes of August 24, 2023*
- c. *Closed Session Meeting Minutes of August 24, 2023, to be distributed at the September Board Meeting*

Consideration of Accepting the following Minutes and Reports

- d. *Finance Oversight Team Notes of September 18, 2023*
- e. *Governance Committee Minutes of September 18, 2023*
- f. *August Income Statement*
- g. *Title VI Policy*
- h. *Board Request Tracker [No new items]*
- i. *Correspondence*

On a motion made by Jamie Kramer and seconded by Brad Jewett, the BATA Board of Directors moved to approve the September 28, 2023, Consent Calendar as presented.

MOTION CARRIED: 7-0

- 7. Any items removed from the Consent Calendar
No items were removed from the Consent Calendar.
- 8. Executive Director's Report – Kelly Dunham
Kelly requested feedback on her new report format. Positive feedback was received, the bullet points are helpful but there was a request to add sub headers. The location for the Strategic Planning meeting in October will be held at The Park Place. The regular Board of Director meeting will take place at Hall St.
Eric Lingaur shared the plan for shuttle service for Leelanau Uncaged.
Kelly also stated that the Image360 partnership for nonprofits will continue, Image360 covers the cost and design, BATA donates the advertising space for 1 featured nonprofit annually.
City Loop 7 ridership is continuing to grow.
MPO has met and has another meeting on October 19th for project selection, technical committee who makes a recommendation to the full board for MPO funding.
 - a. HQ Facility/Owner's Representative Report
Jerry Tomczak, Program Manager, Cunningham-Limp
Jerry was not in attendance; Kurt Braun gave an update on the construction progress.
The parking garage concrete has been completed; the shop will be completed next. Also working on the roof.
 - b. Hiring Report – Chris Davis
Chris provided an update on the current staffing levels.
 - c. Employee Engagement Survey – Chris Davis
Chris shared the results of the Employee Engagement Survey that was conducted in June 2023. A Board recommendation was provided to look at combining employee groups of small departments so employees don't feel like they can be identified and to review the wording of question 17.
- 9. Chairperson's Report – Richard Cochrun
Richard stated that he is impressed with the work being done on the new Headquarters building.
- 10. Committee Reports
 - a. Finance Oversight Team – Kelly Dunham
Kelly gave a report on the conversation that was had in the latest FOT meeting.
 - b. Governance Committee – John Sommavilla
John provided a report on recommendations made by the Governance Committee.

A potential conflict on 2 act 51 agencies was brought up during the GT County discussion in the spring, will have additional information after the legal opinion is received.

11. Old Business
No old business was discussed.

12. New Business
a. FY24 Capital Projects – Kelly Dunham
Phil explained the proposed FY24 Capital Projects budget as well as the FY25 forecast. A full cost analysis will be completed before requesting approval on any of the items in the FY25 Forecast.

Kurt Braun shared a presentation to support his request of Hall St Snowmelt repairs listed on the FY24 Capital Projects budget.

On a motion made Brad Jewett and seconded by John Sommavilla, the BATA Board of Directors moved to approve the FY24 Capital Projects Budget as presented.

MOTION CARRIED 7-0

- b. Support letter of Reappointment of John Sommavilla and Robert Fudge

On a motion made by Jamie Kramer and seconded by Heather Harris-Brady, the BATA Board of Directors authorized the Secretary to address the Leelanau County Board of Commissioners and the Grand Traverse County Board of Commissioners, respectfully requesting that John Sommavilla and Robert Fudge be reappointed to the BATA Board of Directors for another 3-year term.

Discussion was had,
Robert requested clarification on if he should be the only one signing his letter of support to the Board of Commissioners for his reappointment, Kelly clarified that we will also have Richard Cochrun, Chairperson, sign his letter of support,

Joe Underwood stated that he does not feel comfortable suggesting to another board who should be reappointed, Brad Jewett also stated that he has not seen any other board. Heather Harris-Brady stated that it is typical practice for this Board to send a letter of support to County Boards requesting reappointments.

MOTION CARRIED 5-2

- c. Bylaws Approval

On a motion made by Robert Fudge and seconded by Jamie Kramer, the BATA Board of Directors moved to approve the revision to the BATA Bylaws as presented.

MOTION CARRIED: 7-0

- d. Diamond Dr Facility
Kelly shared that the FOT discussed the staff recommendation to wait on completing the sale of the Diamond Dr facility until after we have moved to the new HQ and have

assessed the need of additional space for storage. The Diamond Dr facility is the only locally owned property. The holding cost is approximately \$8,700 per year for the property.

Discussion continued regarding the ability to sell now and build a new storage building on the new HQ site. The market is good right now to sell, but there is also a backlog in construction that could make building a new storage facility hard to accomplish and currently we don't have approval by the township to build one on the site.

The funding plan for the new facility changed when we received higher than the asking price for Cass Road which negated the need for immediate sale of Diamond.

On a motion made by Jamie Kramer and seconded by John Sommovilla, the BATA Board of Directors rescind the listing of 2470 Diamond Drive effective immediately as recommended by the Finance Oversight Team.

MOTION CARRIED: 6-1

Discussion was had with consensus that the aforementioned motion is contingent on Kelly exploring the cost and feasibility of building a pole barn on the new site and report back to the Board of Directors.

On a motion made by Brad Jewett and seconded by John Sommovilla, the BATA Board of Directors approved the request for the executive director to discuss with the township on building a new storage facility on site and explore cost.

MOTION CARRIED: 7-0

14. Board Discussion Item

Brad Jewett requested that page numbers are double checked for correctness on the next agenda.

Chris provided an update on the Executive Director's Evaluation Process.

Chris will be sending out a summary of accomplishments achieved throughout the year for their use in completing the evaluation.

15. Second Public Comment
No public comment was made.

16. Directors Comments/Open Floor

17. Adjournment

On a motion made by Jamie Kramer, the BATA Board of directors moved to adjourn the September 18, 2023 Regular Meeting of the BATA Board of Directors at 2:35 pm.



Bay Area Transportation Authority

RIDERSHIP

Q4 2023 Ridership Report (July – Sept.)

Q4 2023 Ridership: Fixed Route

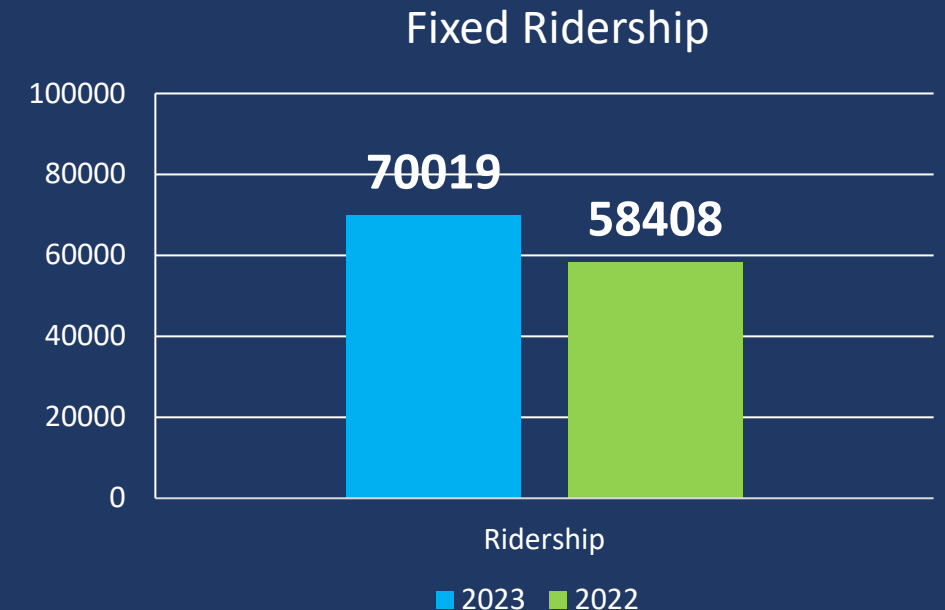
Year / Quarter	Ridership	% Increase / Decrease	
FY 2023 Q4	70,019	21% Increase in Ridership	FY 2023 Q3 Ridership: 51,585
FY 2022 Q4	58,408		



2023: 70,910

2022: 58,408

**21%
Increase
in Ridership**

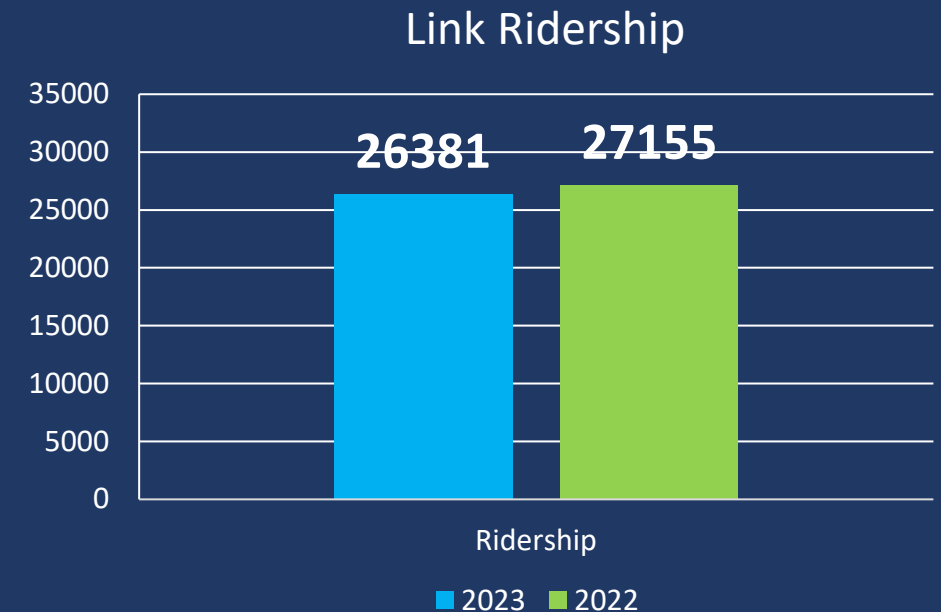


Q4 2023 Ridership: Link



Year / Quarter	Ridership	% Increase / Decrease	
FY 2023 Q4	26,381	3% Decrease in Ridership	FY 2023 Q3 Ridership: 29,897
FY 2022 Q4	27,155		

2023 Q4: 26,381
2022 Q4: 27,155



Q4 2023 Ridership: Total Ridership

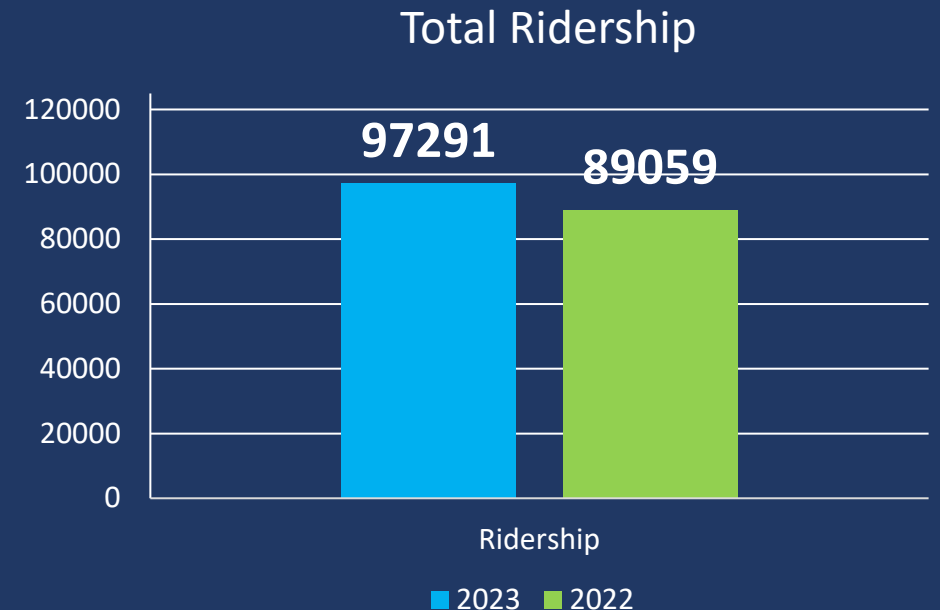
Year / Quarter	Fixed Ridership	Link Ridership	Total Ridership	% Increase / Decrease
FY 2023 Q4	70,019	26,381	97,291	9% Increase in Total Ridership
FY 2022 Q4	58,408	27,155	89,059	

NOTE: Agency ridership for Q4: 9,000 rides

2023 Q4: 97,291

2022 Q4: 89,059

**9%
Increase
in Ridership**

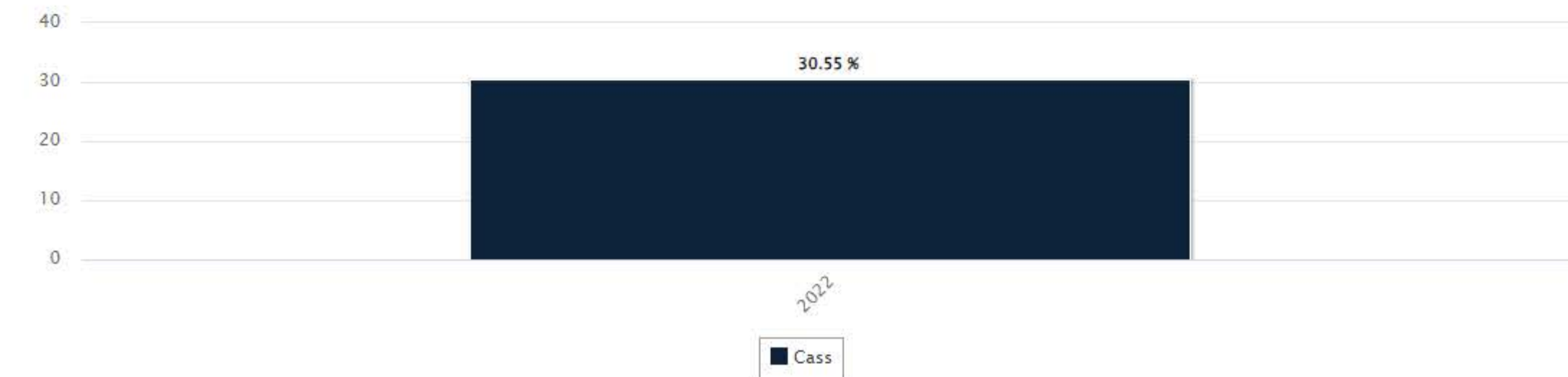




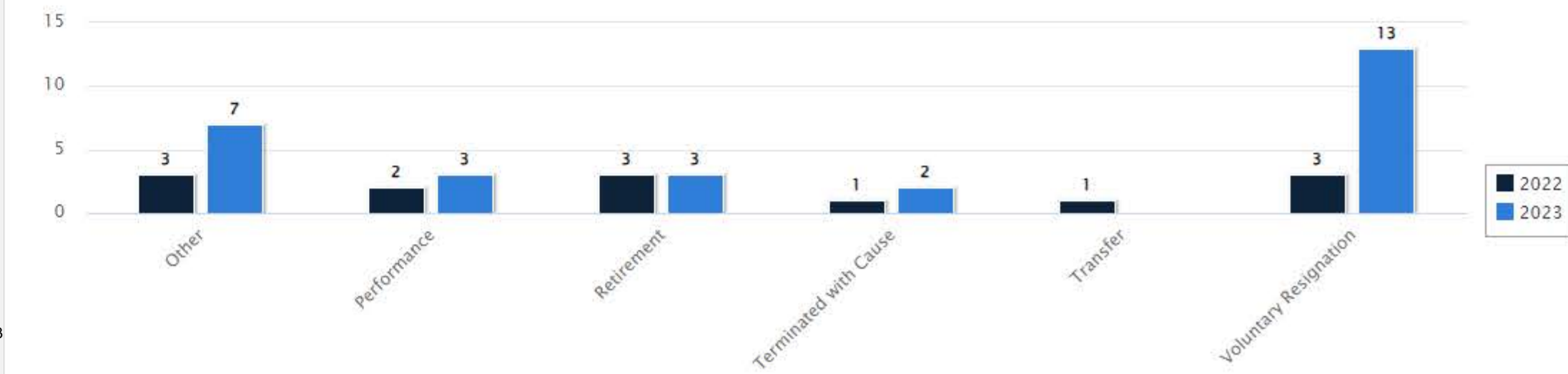
Company Attrition over Time



Attrition by Location - Last Year



Rolling 12 Month - Termination Counts by Reason



BATA – Local Advisory Council Minutes

Thursday, October 10, 2023, Noon – 1 p.m.

BATA Hall Street Transfer Station Conference Room

Bill Clark called the meeting to order at 12:01 pm

Discussed Leelanau Uncaged transportation support.

1. 2023 Customer Satisfaction Survey

- Bill Clark provided an update on the Customer Satisfaction survey, currently over 200 responses. The survey is open through tomorrow.
- Results will be discussed in the next meeting.

2. Board Updates

- Kelly Dunham provided an update on the resolution that was agreed to in August 2023 regarding the Board composition.
- The next Board meeting will be held at 8:30 am on Thursday, October 26th.

3. 2023 Service Improvements

- Summer Services Recap
 - Bayline added Sunday service back on 6/26.
 - City Loops now have ½ hour frequency
 - New Route 7: Ridership numbers were good.
 - Senior Day at the Fair: Still working on growing this day through BASA, can work on better promotion next year.
 - Susan Odgers asked if BATA was contacted to assist with transportation for the fireworks show. Bill stated that he is not aware of BATA being contacted to assist with transportation by TC Tourism.
 - She also inquired on the process of deciding what local events BATA can support.
 - Kelly stated that the goal is to always say yes if there is staff to support then we try to make it happen.
 - Patriot Game transportation assistance on 10/20: Patrons can park at Meijer and ride the bus to Thirlby field and back.
 - Village Loop – Continuing to look at ridership numbers for Village Loops.
 - Route 12 increased to every hour, deviations were looked at to make it easier for riders and the new GMV system. Ridership is still doing well.
 - Route 13/14: Staffing increase allowed the loop to return to every 2-hour ride.

- Route 10: Bike n Ride was successful. Last day for Bike n Ride is October 14th.
 - BATA Link Launch: Enhanced on demand transportation for entire service area, availability to book day of, gives riders the opportunity to add in a drop off time to ensure riders arrive to their destination on time.
 - New app does look at traffic patterns and recommends alternate routes if needed, it also recommends fixed routes if available.
 - Main feedback is not having enough buses on the road to keep up with demand.
 - Fall Service Updates: Continued support for local schools, every TCAPS school (and others) has fixed route stops.
 - New schedules will be available next week.
 - New MDOT Park n Ride stop will be added on Route 14.
4. Technology Enhancements:
- Bus Tracker: Allows riders to see exact locations of buses along with their arrival times.
 - Wi-Fi is available on all the buses.
 - Automated vehicle announcements calling audio on fixed loops.
5. Metropolitan Planning Organization Update
- Now considered a small urban area which can lead to additional funding.
 - Compromised of all jurisdictions in the urban area unless they chose not to join.
 - Approx. \$1.5 million in the area to use funds for transportation improvements.
 - MPO technical committee makes recommendations for projects, where the MPO policy committee makes the final vote on which project(s) to fund.
6. New Operations Center Update
- Construction Timetable: Completion in Fall 2024.
 - Traverse City Housing: Will break ground in Spring 2024.
7. Staffing Levels: Most drivers on staff in years.
- Feedback from LAC on service gaps:
 - Bayline North/South on 131 with current Bayline running to Tom's West Bay.
 - The new HQ will allow a North/South connection utilizing Route 2.
 - BATA and MDOT are working together with Grandview Parkway construction.
 - Susan recommends giving drivers training to assist riders getting on and off the bus. Kelly stated that drivers are trained on the expectation of level of customers service as needed on on-demand services, but fixed routes are trained to stay away from stopping in front of the door.
 - Any time increased access to medical facilities (Royal Drive, etc.) is available, it would be greatly appreciated through Senior Services.
 - Most people needing medical transportation would likely utilize on-demand services vs. fixed route.
 - Lana stated that she is working to provide funding for 'bus buddies' to assist riders as

needed.

- Potential to request an assistant through the app?
- 8. Tidbits: library grant, upcoming corridor projects, new buses
 - Library: Commuters pass monthly for all area libraries.
 - Corridor Projects: Bus pullouts for upcoming construction projects where appropriate.
- 9. Roundtable: Please share what's happening at your organization and bring your insights as to how BATA can better support you as community members and agencies as well as each other.
 - Tom: TIF 97 – Currently researching as well as BATA receiving returned funds if TIF 97 is not reupped.
 - Susan:
 - Was BATA asked to provide transportation for the Porch Fest? No, but we can contact them for next year.
 - Stated that she has been more than 10 minutes late for an appointment and was turned away, so having buses arrive when they are supposed to will assist riders.
 - United Way Day of Caring: Allow volunteers to start on the Bus Buddies.
 - GT Pavilions: Wondering if there has been any service modification? Kelly stated that there have not been any changes to the service.
 - Wondering if any new COVID protocols are being looked into?
 - Kelly shared that she is planning on looking into any new advisories or suggestions from the Health Department. Currently continuing to encourage people to not ride the bus when symptomatic, provide masks and educate staff on these issues as well.
 - Disability Network is back to their building on 8th St.
 - Lena: The Board of Commissioners has approved a wellness plan that will be funded through ShareCare for wellness classes throughout the community.
 - Eric would like to connect with Leelanau County Senior Services for a BATA 101 opportunity.

Meeting adjourned at 1:28 pm.

Next meeting will take place in January, date TBD.

2023 Local Advisory Council Membership

- Matt Morritz, Chair: Community Representative - X
- Dan Buron: Goodwill Northern Michigan – X (Virtually)
- Lana Payne: Commission on Aging - X
- Mandy Joppich: Community Representative - X
- Linda Joppich: Community Representative - X
- Lena Vander Meulen: Leelanau County Senior Services - X

- Amanda Molski / Heidi Gustine: Area Agency on Aging
- Demarie Jones: Disability Network No. Michigan - X
- Susan Odgers – X (Virtually): Community Representative/Tom Mair - X
- Michelle Krumm: Senior Center Network
- Mitch Treadwell: Traverse City Commissioner – X (Virtually)
- Fern Spence: Community Representative - X

CC: Valerie Shultz/MDOT, Alex Simonetti/MDOT, Keir Rasmussen/BATA - X, Kelly Dunham/BATA - X, Eric Lingaur/BATA - X, Britny Schwartz/BATA - X, Bill Clark/BATA - X



BATA Governance Committee Minutes

Friday, October 20, 2023, 12:00p.m.

Cass Road Conference Room

3233 Cass Road

Traverse City, Michigan 49684

1. Call to Order by Chairperson
John Somnavilla called the meeting to order at 12:03 pm.
Members present: John Somnavilla (via phone), Robert Fudge and Heather Harris-Brady.
Others Present: Kelly Dunham, Britny Schwartz
2. First Public Comment
No public comment was made.
3. Old Business
No old business was presented.
4. New business:
 - a. Review legal opinion re incompatibility of office.
The governance committee discussed the legal opinion and determined the next step to be sharing it with the Grand Traverse County attorney. Kelly will reach out to Nate Alger regarding next steps.
 - b. Review memo regarding board practices for requesting reappointment of members.
The governance committee discussed the memo received from BATA's attorney pertaining to the practice of requesting reappointment of board members by the BATA Board. As the attorney copied the full Board of Directors on the memo, the memo will be included in the next board meeting packet as correspondence.
5. Second Public Comment
No second public comment was made.
6. Adjournment: John Somnavilla adjourned the meeting at 12:21 pm.

MEMO

FOSTER SWIFT
FOSTER SWIFT COLLINS & SMITH PC || ATTORNEYS

TO: Kelly Dunham
Executive Director
Bay Area Transportation Authority

FROM: Mark T. Koerner

DATE: October 19, 2023

RE: Recommendations By Governance Committee Regarding Appointment or Reappointment of Board Members

Question:

You inquired as to whether it was common for a board of a transportation authority formed under Act 196 of 1986, MCL 124.451 *et seq.* (“Act 196”) to make recommendations to the incorporating political subdivisions regarding appointments or reappointments to the transportation authority’s board.

Answer: Yes.

Many transportation authorities formed under Act 196 utilize a process whereby the authority’s board makes recommendations to the incorporating political subdivisions regarding appointment or re-appointment to the board, and also recommendations regarding removal of members of the board. For one authority, if there are vacancies on the board the executive director makes recommendations as to replacement. At another, the articles of incorporation indicate that the chairperson of the board of the authority may submit a written memo to the incorporating political subdivision recommending removal of a board member.

Specifically, with regard to Bay Area Transportation Authority (“BATA”), the most recent Amended Articles of Incorporation that were filed specifically state:

Prior to making any appointment to BATA, the appointing County shall solicit input from the BATA Board regarding the types of expertise and experience that would be most useful to the BATA Board giving its current composition, with reference to the factors described in the attached Exhibit B. The appointing County shall consider such input in making the appointment but shall not be constrained by it.

In addition, the recently executed Interlocal Agreement between Grand Travers County, Leelanau County and Bay Area Transportation Authority contains identical language concerning appointments to the BATA Board.

Conclusion:

It is not uncommon for the sitting board of an Act 196 Authority to make recommendations to the incorporating political subdivisions with respect to appointment, reappointment, or removal from the board of the authority. In this case, both the Amended Articles of Incorporation and the Interlocal Agreement contemplate participation and recommendation concerning board appointments. As a result, it makes sense that BATA's Board, or a committee thereof, would participate and make recommendations in that process.

Please contact me with any additional questions.

MTK:pmb

cc: Bay Area Transportation Authority Board of Directors

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Charter Township of Garfield

Grand Traverse County

3848 VETERANS DRIVE
TRAVERSE CITY, MICHIGAN 49684
PH: (231) 941-1620 • FAX: (231) 941-1588

October 10, 2023

Richard Cochrun, Chairperson
Bay Area Transportation Authority (BATA)
115 Hall St.
Traverse City, MI 49684

Heather Lockwood, President
Traverse City Housing Commission (TCHC)
150 Pine Street
Traverse City, MI 49684

RE: BATA/TCHC Transit-Oriented Mixed-Use Planned Unit Development

Dear Mr. Cochrun and Ms. Lockwood:

Garfield Township is happy to see the progress being made on the BATA/TCHC Transit-Oriented Mixed-Use Planned Unit Development. As the project moves forward, development in accordance with the Report and Decision Order is essential. Furthermore, with the recent sale of the existing BATA facility on Cass Road, the timing of the construction has become critical. We wanted to reiterate the conditions of approval for the PUD, specifically Section 3.b which states:

To ensure compliance with PUD eligibility requirements, after TCHC receives LIHTC Reservation Letter from MSHDA or equivalent grant award for workforce housing, BATA may begin construction of bus storage garage, bus maintenance garage, administration building, transfer station, and open space improvements in the Transit Phase. A copy of the LIHTC Reservation Letter from MSHDA or equivalent grant award shall be provided to the Township Board upon receipt by TCHC. TCHC must commence housing construction before BATA may make a request for Certificate of Occupancy. BATA must complete the transfer station and open space improvements in the Transit Phase at the same time or before completion of the bus storage garage, bus maintenance garage, and administration building.

We believe this project will work to meet important needs of the residents of Garfield Township. We look forward to the continued partnership of BATA and TCHC for this project to reach its successful completion.

Respectfully submitted,

Chuck Korn
Township Supervisor

cc: Kelly Dunham, BATA
Karl Fulmer, TCHC
Bay Area Transportation Authority (BATA)
Charter Township of Garfield Board of Trustees
Traverse City Housing Commission (TCHC)

October 2023 Executive Director's Report

The Highlight Reel:

Internal

- We went “live” with the new HRIS and Payroll system successfully.
- Onboarded a new human resources coordinator.
- Onboarded 5 new drivers.
- Prepared for upcoming open enrollment, plan selections, etc.
- Shared the employee satisfaction survey results with staff.

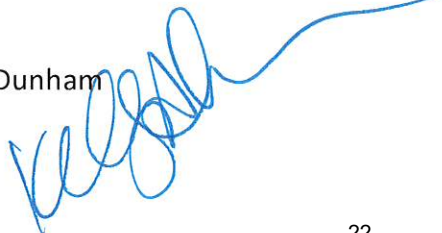
External

- Implemented fall service adjustments (minor changes, report will be provided to the Board at the October meeting).
- Completed the Customer satisfaction survey (results will be presented to the Board at the October meeting).
- Provided 87 rides on the shuttle service to Leelanau Uncaged.
- Worked with TCAPS to plan and execute the Patriot Game Shuttle.
- Met with the Local Advisory Council (LAC), providing an update on BATA's latest developments and hearing their feedback.
- The Image 360 advertising partnership received more than 60 nominations that were narrowed down to a top 10 that are being voted on via social media.
- Met with East Bay Township to discuss future improvements of the Bayline stops and alignment with their corridor work.
- Met with NMC to provide feedback and hear from them on how transit aligns with their campus master plan currently underway.
- I had the opportunity to attend the 2023 APTA Expo, interacting with transit peers and vendors from across the country. This conference is held every 3 years. The last one I attended was in 2014. I noticed that the sessions and topics of discussion were much more relevant to BATA today than where we were as an agency then. With everything we have going on, this was a very worthwhile conference, and I brought a lot of ideas back!

On the agenda:

- We have an abbreviated meeting this month to allow time for our strategic planning session.
- Bill Clark, BATA's Transportation Planner will provide you with an overview of our fall service adjustments.
- Eric Lingaur will present the results of the 2023 Customer Satisfaction Survey.

Submitted by: Kelly Dunham



STAFFING UPDATE – OCTOBER 18, 2023

BAY AREA TRANSPORTATION AUTHORITY

Driver staffing goal to meet the Transit Master Plan for full service – 81 FTE

Driver FTE goal to meet current service level – 73.5 FTE

CURRENT SERVICE LEVEL FTE NEEDED - 8.7 FTE

Chris Davis



Fall Service Improvements – Started Oct. 16, 2023

2023 Bike-n-Ride Season Ended – Saturday, Oct. 14
2,590 Route 10: Memorial Day Wknd– September 30
500+ bikes transported



bike n ride

BATA
Bay Area Transportation Authority

Timing Tweaks

Route 12 Outbound to Interlochen

	MONDAY-FRIDAY	SATURDAY
First Bus	6:30 am	9:30 am
Buses run about every	60 min 6:30 am - 11:18 am & 1:30 pm - 6:18 pm 2 hours 11:30 am - 1:30 pm	2 hours 9:30 am - 6:18 pm NO B BUS SERVICE
Last Bus	5:30 pm	5:30 pm

12

Stop	Location	MONDAY - FRIDAY										SATURDAY									
	Hall St Transfer Station	6:30	7:30	8:30	9:30	10:30	11:30	12:30	1:30	2:30	3:30	4:30	5:30	6:30	7:30	8:30	9:30	10:30	11:30	12:30	1:30
1205	Division St at Twelfth St	6:35	7:35	8:35	9:35	10:35	11:35	12:35	1:35	2:35	3:35	4:35	5:35	6:35	7:35	8:35	9:35	10:35	11:35	12:35	1:35
1215	TD West Middle School (Sept - June)	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
1220	BT Mall North Entrance	6:41	7:41	8:41	9:41	10:41	11:41	12:41	1:41	2:41	3:41	4:41	5:41	6:41	7:41	8:41	9:41	10:41	11:41	12:41	1:41
1225	Meadow Lane	6:48	7:48	8:48	9:48	10:48	11:48	12:48	1:48	2:48	3:48	4:48	5:48	6:48	7:48	8:48	9:48	10:48	11:48	12:48	1:48
1230	US 31 S at Menards	6:54	7:54	8:54	9:54	10:54	11:54	12:54	1:54	2:54	3:54	4:54	5:54	6:54	7:54	8:54	9:54	10:54	11:54	12:54	1:54
1235	Vance Rd and Sawyer Dr	6:58	7:58	8:58	9:58	10:58	11:58	12:58	1:58	2:58	3:58	4:58	5:58	6:58	7:58	8:58	9:58	10:58	11:58	12:58	1:58
1240	Blair Township Hall	7:01	8:01	9:01	10:01	11:01	12:01	1:01	2:01	3:01	4:01	5:01	6:01	7:01	8:01	9:01	10:01	11:01	12:01	1:01	2:01
1245	Silver Shores	7:05	8:05	9:05	10:05	11:05	12:05	1:05	2:05	3:05	4:05	5:05	6:05	7:05	8:05	9:05	10:05	11:05	12:05	1:05	2:05
1250	US 31 at M 137, Blue Vase Books	7:13	8:13	9:13	10:13	11:13	12:13	1:13	2:13	3:13	4:13	5:13	6:13	7:13	8:13	9:13	10:13	11:13	12:13	1:13	2:13
1255	J. Macky Play at Hwy Rd	7:15	8:15	9:15	10:15	11:15	12:15	1:15	2:15	3:15	4:15	5:15	6:15	7:15	8:15	9:15	10:15	11:15	12:15	1:15	2:15
1260	Interlochen Center for the Arts	7:19	8:19	9:19	10:19	11:19	12:19	1:19	2:19	3:19	4:19	5:19	6:19	7:19	8:19	9:19	10:19	11:19	12:19	1:19	2:19

BB - Bendis Bus Transfer

Route 12 Inbound to Traverse City Hall Street Transfer Station

	MONDAY-FRIDAY	SATURDAY
First Bus	7:25 am	10:25 am
Buses run about every	60 min 7:25 am - 12:10 pm & 2:25 pm - 7:10 pm 2 hours 12:25 pm - 2:25 pm	2 hours 10:25 am - 7:10 pm NO B BUS SERVICE
Last Bus	6:25 pm	6:25 pm

12

Stop	Location	MONDAY - FRIDAY										SATURDAY									
1260	Interlochen Center for the Arts	7:25	8:25	9:25	10:25	11:25	12:25	1:25	2:25	3:25	4:25	5:25	6:25	7:25	8:25	9:25	10:25	11:25	12:25	1:25	2:25
1255	Interlochen Public Library	7:28	8:28	9:28	10:28	11:28	12:28	1:28	2:28	3:28	4:28	5:28	6:28	7:28	8:28	9:28	10:28	11:28	12:28	1:28	2:28
1250	US 31 at M 137, Blue Vase Books	7:31	8:31	9:31	10:31	11:31	12:31	1:31	2:31	3:31	4:31	5:31	6:31	7:31	8:31	9:31	10:31	11:31	12:31	1:31	2:31
1245	Silver Shores	7:38	8:38	9:38	10:38	11:38	12:38	1:38	2:38	3:38	4:38	5:38	6:38	7:38	8:38	9:38	10:38	11:38	12:38	1:38	2:38
1240	Blair Township Hall	7:42	8:42	9:42	10:42	11:42	12:42	1:42	2:42	3:42	4:42	5:42	6:42	7:42	8:42	9:42	10:42	11:42	12:42	1:42	2:42
1235	Vance Rd and Sawyer Dr	7:44	8:44	9:44	10:44	11:44	12:44	1:44	2:44	3:44	4:44	5:44	6:44	7:44	8:44	9:44	10:44	11:44	12:44	1:44	2:44
1230	US 31 S at Menards	7:48	8:48	9:48	10:48	11:48	12:48	1:48	2:48	3:48	4:48	5:48	6:48	7:48	8:48	9:48	10:48	11:48	12:48	1:48	2:48
1225	Meadow Lane	7:54	8:54	9:54	10:54	11:54	12:54	1:54	2:54	3:54	4:54	5:54	6:54	7:54	8:54	9:54	10:54	11:54	12:54	1:54	2:54
1220	GT Mall North Entrance	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:00	5:00	6:00	7:00	8:00	9:00	10:00	11:00	12:00	1:00	2:00	3:00
1215	TD West Middle School	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
1207	Division St at Twelfth St	8:05	8:06	10:05	11:06	12:05	1:06	2:05	3:06	4:05	5:06	6:05	7:06	8:05	9:06	10:05	11:06	12:05	1:06	2:05	3:06
	Hall St Transfer Station	9:10	9:10	10:10	11:10	12:10	1:10	2:10	3:10	4:10	5:10	6:10	7:10	8:10	9:10	10:10	11:10	12:10	1:10	2:10	3:10

INBOUND

12

Route 7

	MONDAY-FRIDAY	SATURDAY
First Bus (A)	6 am Eastbound 6 am Westbound	9 am Westbound
Buses run about every	30 min 6 am - 7 pm 60 min 7 pm - 9 pm	60 min 9 am - 6 pm NO A BUS SERVICE
Last Bus (A)	8:30 pm Westbound	5:30 pm Eastbound

Eastbound to Oak Terrace at Garfield Rd

Westbound to Meijer Park-n-Ride

Stop	A	B		A	B	Stop
700	:00	:30	Meijer Park-n-Ride	B :53	:23	700
710	:01	:31	Franke Rd at Great Wolf Lodge / Panera	:52	:22	711
720	:06	:36	GT Crossing	1 ---	---	720
718	:07	:37	GT Crossing Books-A-Million	:47	:17	718
720	---	---	GT Crossing	1 :46	:16	720
724	:11	:41	South Airport Rd at Goodwill Store	---	---	N/A
734	:11	:41	Raquet Club Dr / Logan's Landing	:42	:12	735
744	:13	:43	King's Court / Village Glen	2 :39	:09	745
754	:13	:43	Lafranier Rd at Andrew Pl	2 ---	---	N/A
764	:14	:44	Medilodge / GT Health Dept	2 :38	:08	765
			Ridge 45 Apts / Lafranier Woods	2 :38	:08	775
			Sugar Plum Apts	:34	:04	793
			Oak Terrace at Garfield Rd	14 :31	:01	N/A
			Oak Terrace Apts	14 :30	:00	785
			Aspen Hills Apts	14 :30	:00	790



Route 2

	MONDAY-FRIDAY	SATURDAY
Bus (A)	6 am Inbound 6:30 am Outbound	9 am Inbound 9:30 am Outbound
Buses run about every	30 min 6 am - 7 pm 60 min 7 pm - 9 pm	60 min 9 am - 6 pm NO B BUS SERVICE
Last Bus	8 pm Inbound 8:30 pm Outbound	5 pm Inbound 5:30 pm Outbound

2

Inbound to Downtown Transfer Station

Outbound to Goodwill Inn

Stop	A	B		A	B	Stop
238	:00	:30	Goodwill Inn	:51	:21	238
240	:05	:35	Ridge 45	:49	:19	236
239	:05	:35	Lafranier at Medilodge (GT Health Dept)	:48	:18	250
241	:06	:36	Village Glen Apts / King's Court	:48	:18	232
N/A	---	---	Andrew Place at Lafranier	:48	:18	237
251	:07	:37	Barlow St at Secretary of State/USPS	:47	:17	231
253	:08	:38	Barlow St at Gladewood Ln	:46	:16	229
255	:08	:38	Barlow St at Glenview Ln	:46	:16	227
257	:09	:39	Barlow St at Salvation Army	---	---	N/A
266	:10	:40	Barlow St at Carver St	:44	:14	214
268	:11	:41	Barlow St at Centre St	:44	:14	212
269	:11	:41	Barlow St at Hannah Ave	:43	:13	211
271	:12	:42	Traverse Area District Library	:42	:12	209
270	:15	:45	8th St at Rose St (Family Fare)	:40	:10	270
272	:19	:49	8th St at Wellington St / Boardman St	:37	:07	208
273	:20	:50	8th St at Lake Ave	:36	:06	207
275	:21	:51	Cass St at Lake Ave	:35	:05	205
277	:22	:52	Front St at Cass St	---	---	N/A
278	:23	:53	W Front St at Record-Eagle	---	---	N/A
290	:23	:58	W Front St at Pine St	---	---	N/A
N/A	---	---	State St at Union St	:33	:03	203
	:25	:55	Downtown Hall St Transfer Station	:30	:00	

One combined
Route 2 stop
on the Family
Fare side of
the street.



STOP

loop 1470

Route 14

Acme Township Hall

Inbound to:

- East Bay Hotels/State Park
- Airport/Garfield/Hastings
- NMC
- Traverse City

STOP

loop 1480

Route 14

Acme Meijer Park-n-Ride

Inbound to:

- Grand Traverse Resort
- East Bay Hotels/State Park
- S Airport/Garfield/Hastings
- NMC & Traverse City

loop bayline

STOP 190

STOP 290

9190

W Front St at Pine St

Route 1
Inbound to:
• Hall St Transfer Sta.

Route 2
Inbound to:
• Hall St Transfer Sta.

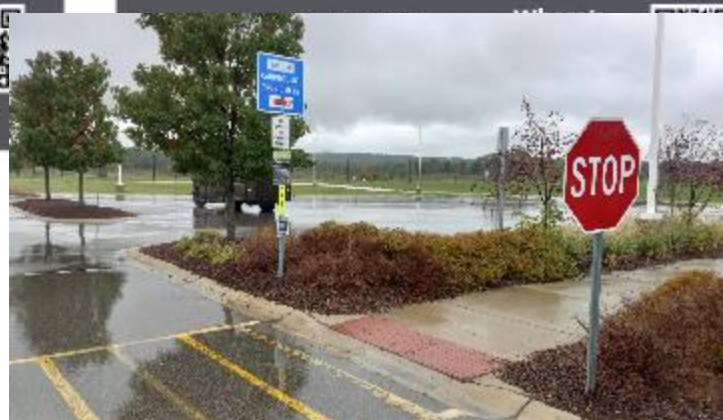
bayline
Westbound to:
• Hall St
• Munson
• GT Commons
• Meijer Park-n-Ride

Download the Transit app or visit www.BATA.net
231.941.2324

Where's My Bus?
www.batabustracker.com



Pause at
Aspen
Hills for
riders



New stop in loading zone at
Lake Michigan Credit Union:
Front and Pine Westbound





TRAVERSE AREA
DISTRICT
LIBRARY

Hours & Locations

How Do I?

My Account

Borrow

Events

Research

Catalog Website

bata

BATA bus pass



Summary: New BATA rider? Try transit! Check out the BATA Zoo Card for unlimited free rides on BATA's City Loop and Village Loop Days. *Not valid on BATA Link.

Format: three dimensional object

Publisher / Publication Date: Traverse Area District Library

Sorry, no copies available

Place a hold to request this item.



Route 13

Kingsley Branch Library

Inbound to:

- Mayfield
- Oleson's Food Store
- Traverse City

Outbound to:

- Northland Foods



2023 Customer Satisfaction Survey Results



Bay Area Transportation Authority

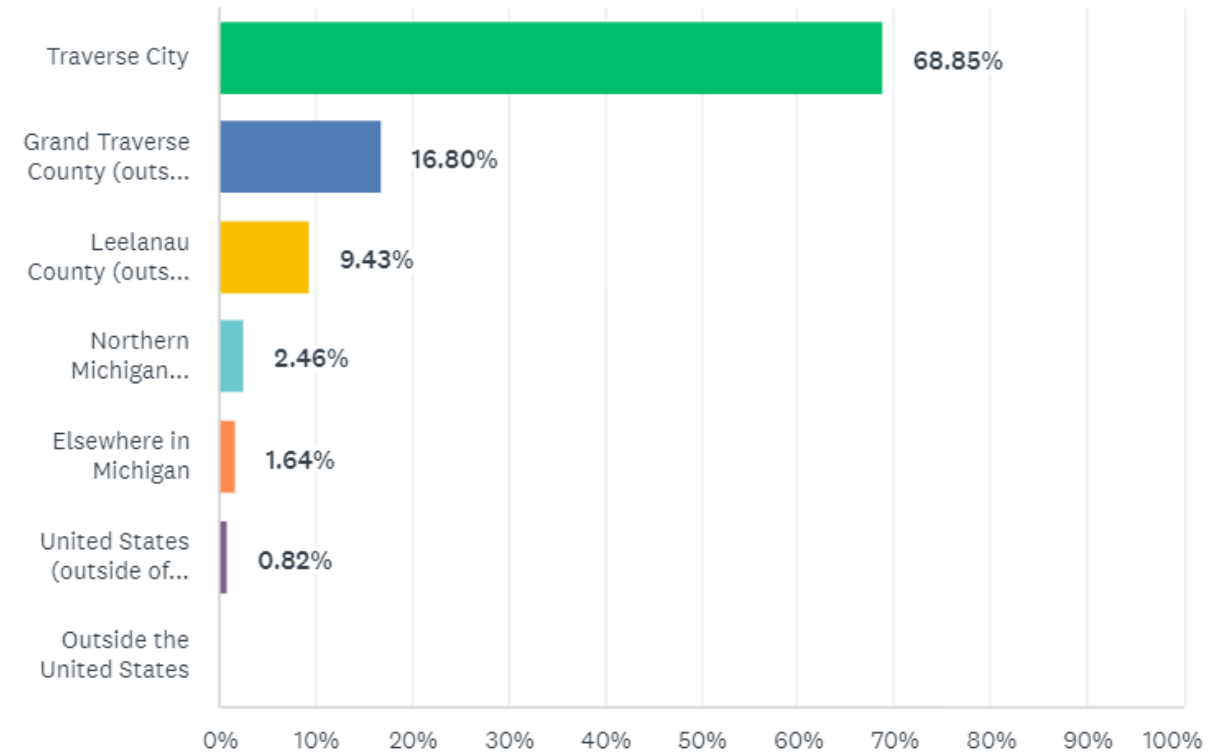
Record Participation - 244 responses

- Fixed: 110
- Link: 112
- N/a or Didn't Know: 22
 - Note: About 24% of BATA's daily ridership responded.
 - Customer satisfaction surveys and market research surveys have average response rates in the 10% - 30% range.

2022	2021
113	73

Where do you live?

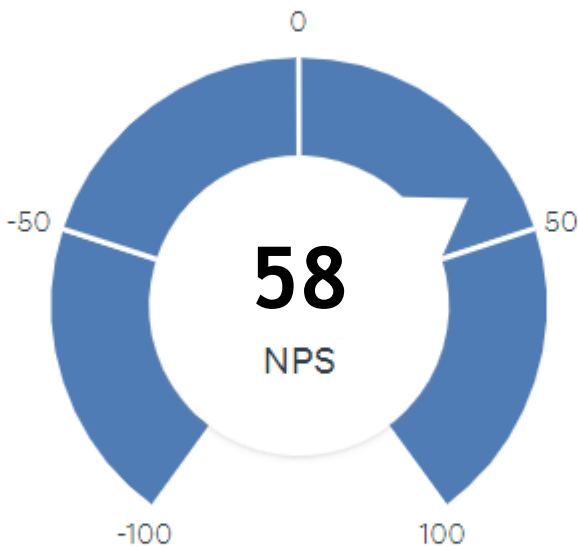
Answered: 244 Skipped: 0



Net Promoter Score

How likely is it that you would recommend BATA to a friend or colleague?

Answered: 244 Skipped: 0



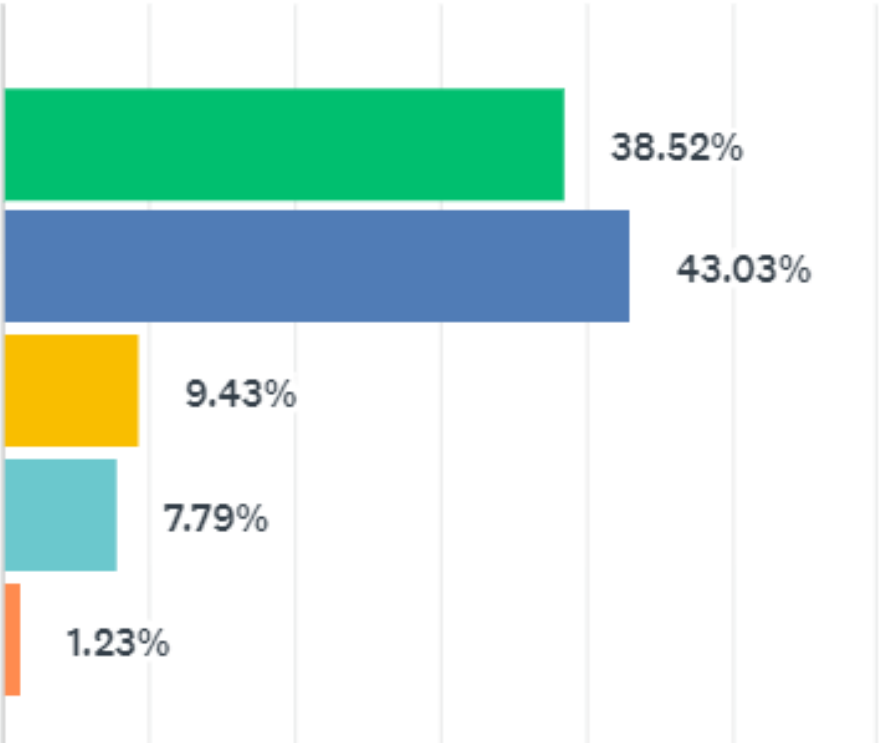
2022	2021
56	64

NOTE: The creators of the NPS metric, Bain & Company, say that although an NPS score above 0 is good, above 20 is great and above 50 is amazing. Anywhere above 80 is the top percentile.

DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
21% 51	18% 44	61% 149 32	58

How would you rate your satisfaction with the following BATA customer services?

- ▶ Overall Customer Satisfaction
- ▶ 82% Very Satisfied or Satisfied
 - ▶ Fixed: 85%
 - ▶ Link: 80%

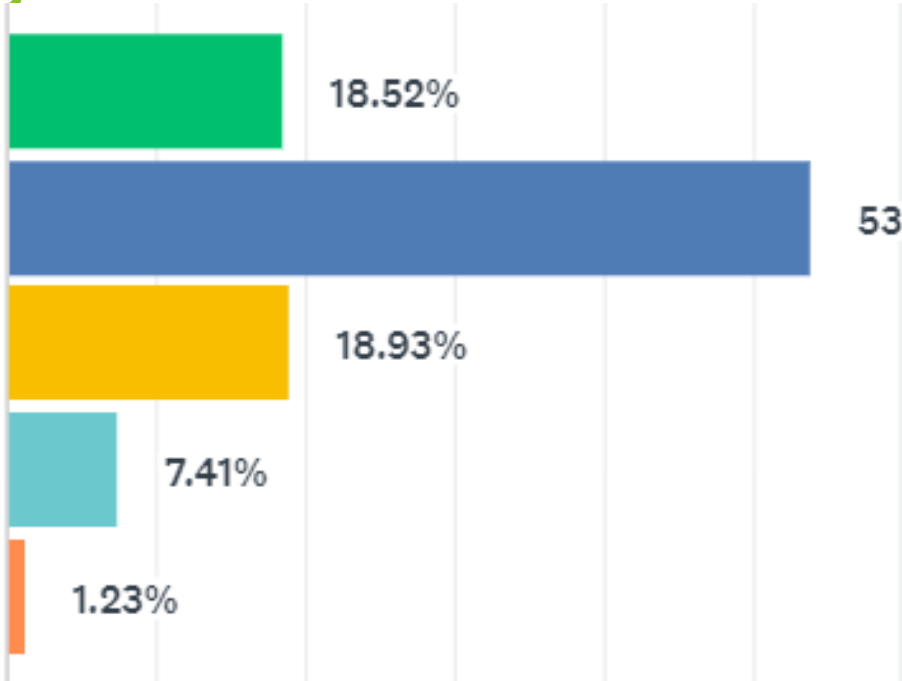


2022	2021
79%	84%

	VERY SATISFIED	SATISFIED	DISSATISFIED	VERY DISSATISFIED	UNSURE/DON'T KNOW	TOTAL
Overall Satisfaction of BATA's Services	38.52% 94	43.03% 105	9.43% 23	7.79% 19	1.23% 3	244

How much do you agree or disagree with the following statements?

- ▶ On-Time Performance - perceived bus arrival
- ▶ 72% Very Satisfied or Satisfied
 - ▶ Fixed: 80%
 - ▶ Link: 67%



2022	2021
70%	77%

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	UNSURE/DON'T KNOW	TOTAL
▼ BATA buses arrive on time	18.52% 45	53.91% 131	18.93% 46	7.41% 18	1.23% 3	243

How would you rate your satisfaction with the following BATA customer services?

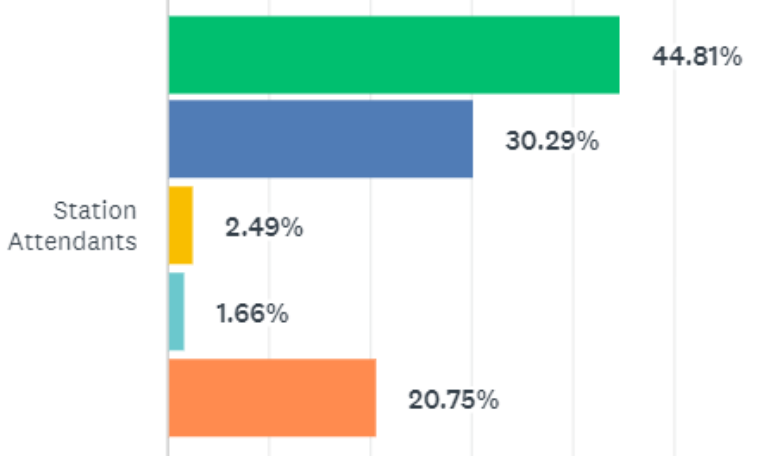
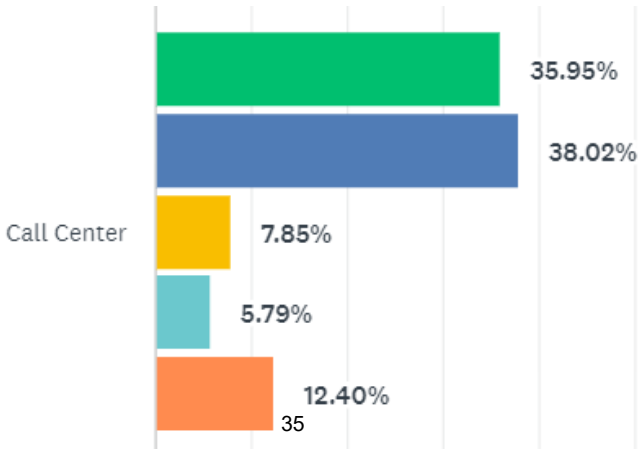
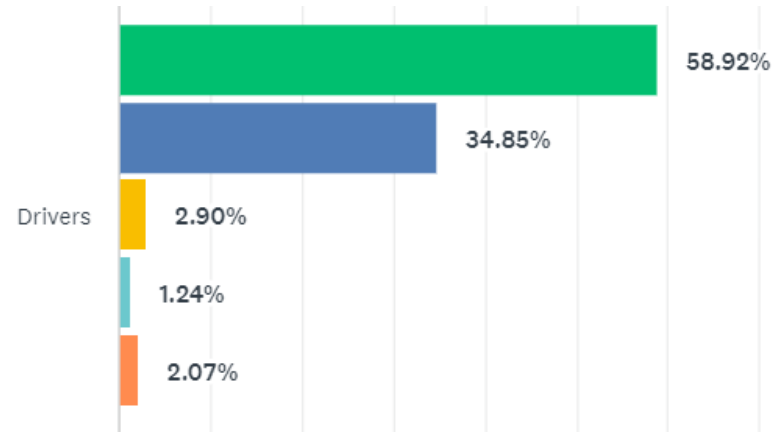
2022	2021
77%	93%

► Satisfaction with Staff (Drivers, Customer Service, Scheduling, Communication)

► 81% Very Satisfied or Satisfied

- Fixed: 84%
- Link: 76%
 - Drivers: 94%
 - Call Center: 74%
 - Station Attendants: 75%

	VERY SATISFIED	SATISFIED	DISSATISFIED	VERY DISSATISFIED	UNSURE/DON'T KNOW	TOTAL
▼ Drivers	58.92% 142	34.85% 84	2.90% 7	1.24% 3	2.07% 5	241
▼ Call Center	35.95% 87	38.02% 92	7.85% 19	5.79% 14	12.40% 30	242
▼ Station Attendants	44.81% 108	30.29% 73	2.49% 6	1.66% 4	20.75% 50	241

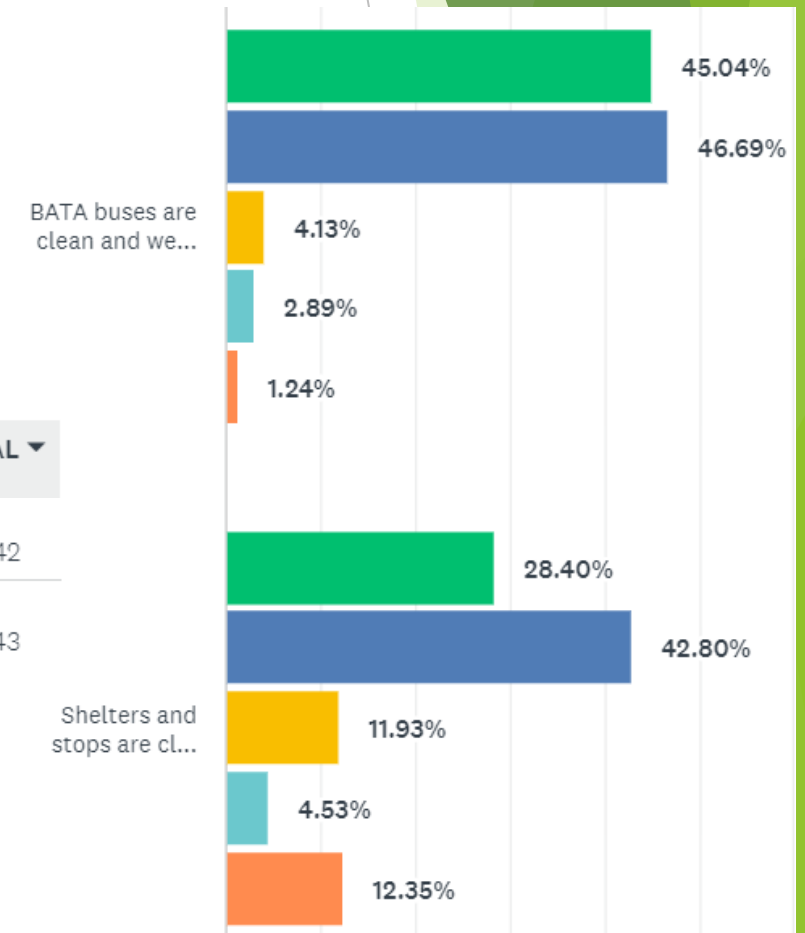


How much do you agree or disagree with the following statements?

- **Safety and Cleanliness: Buses, bus stops, shelters and facilities are clean and well maintained**
- **82% Very Satisfied or Satisfied**
 - Fixed: 79%
 - Link: 84%
 - Buses Clean: 92%
 - Stops, Shelters, Facilities Clean: 71%

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	UNSURE/DON'T KNOW	TOTAL
▼ BATA buses are clean and well maintained	45.04% 109	46.69% 113	4.13% 10	2.89% 7	1.24% 3	242
▼ Shelters and stops are clean and well maintained	28.40% 69	42.80% 104	11.93% 29	4.53% 11	12.35% 30	243

2022	2021
77%	91%



New Question - Level of Value

What level of value does BATA provide to the community?

Answered: 244 Skipped: 0

4.3★

average rating



	BATA PROVIDES LITTLE VALUE TO THE COMMUNITY.	(NO LABEL)	(NO LABEL)	(NO LABEL)	BATA PROVIDES A LOT OF VALUE WITH AN ESSENTIAL SERVICE TO THE COMMUNITY.	TOTAL	WEIGHTED AVERAGE
▼ ☆	10.66% 26	4.10% 10	4.10% 10	9.43% 23	71.72% 175	244	4.27

Please rank how you use BATA service the most? #1 Employment

