



NEWS RELEASE

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BATA Introduces New Bicycle Transportation Program, *Bike-n-Ride*

Bike-n-Ride bus shadows TART's Leelanau Trail to offer riders a bike-there, bus-back option

TRAVERSE CITY, Mich. — This summer, BATA is introducing a new bike transportation program, servicing the Traverse City-Suttons Bay Loop route. The new service, named *Bike-n-Ride*, will enable riders to pedal the trail north to Suttons Bay one way, enjoy the local attractions, then return by bus with their bikes on board. *Bike-n-Ride* was modeled after a successful program in Aspen, Colorado, and is one of very few such programs in the U.S.

The *Bike-n-Ride* program, which allows for 11 bikes to be transported, begins July 1 and runs through September 1 (no Labor Day service on September 2). Riders will be charged a \$3.00 per-person fare. Bikes will be transported at no cost.

BATA will provide every-other-hour expanded capacity bike service on weekdays (beginning at 5:30 a.m. and ending at 9:20 p.m.), and three expanded capacity bike service trips on Saturday and Sunday. The weekend service pick-ups are as follows:

- From Traverse City: 9:30 a.m., 1:30 p.m., and 5:30 p.m.
- From Suttons Bay: 10:30 a.m., 2:30 p.m., and 6:30 p.m.

Bike-n-Ride is not an express service; the bus will make regular Loop stops.

"We believe there is a pent-up demand for this service, so we expect it to run near-capacity this summer" said Carrie Thompson, Business Development Director for BATA. "It will be especially convenient and fun for both tourists and casual cyclists, but avid cyclists might occasionally find it useful as well."

The bus will be retrofitted to hold the 11 bikes (of various styles) and child trailers inside the bus. Once a *Bike-n-Ride* bus is at bike capacity, additional cyclists can catch the next regularly scheduled bus with a standard three-bike capacity or wait for the next *Bike-n-Ride* bus. This is a first-come, first-serve program, so arriving early for pick-up is advised.

BATA partnered with TART Trails during creation of this program, with additional assistance from the Michigan Land Use Institute (MLUI).

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“After paving the Leelanau Trail in 2012, we saw an explosion of cyclists and pedestrians taking advantage of the trail system,” states Julie Clark, TART Executive Director. “We know from the growing use of our trail system that the need to accommodate these groups of people is there.”

Adds Thompson, “The 17-mile stretch from Traverse City to Suttons Bay can be taxing to bike or walk both ways. *Bike-n-Ride* presents a new, comfortable way for both tourists and locals to explore these beautiful, bayside spaces.”

To view a map of the *Bike-n-Ride* route or to review schedules, visit bata.net/bikenride or call 231.941.2324.

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.

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Logo (JPEG) Attached

Map (JPEG) Attached