



NEWS RELEASE

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BATA reporting successful implementation of Phase 1 of new service model

Phase 2 improvements to come

TRAVERSE CITY, Mich. — After an extensive study that included public meetings to solicit passenger input, the Bay Area Transportation Authority (BATA) board approved a three-year strategic plan in January 2012. Phase 1 was launched in May 2013 and introduced a new service model that included a variety of improvements. Since its launch, the new procedures and policies have been well received by passengers, many of whom voiced their opinions about the needed changes.

Included in some of those improvements suggested by the public:

- Improved fixed route structure to outlying areas (added Williamsburg and Interlochen to fixed route system—Village Loops—completing the framework, adding more runs to Traverse City, and creating more efficiency)
- Launch of Loop and Link brand allows for easy-to-navigate and intuitive model (new way finding signage, new bus graphics, print materials, etc.)
- More fare options and easier payment (led to the development of the new FlashFare payment system and installation of new electronic fare boxes)
- Expanded hours
- Easy-to-navigate, informative website
- Accessibility to dispatchers (new dispatch software was implemented to improve availability and convenience)
- Seasonal service additions
- More accessible bus stops

According to BATA Business Development Director Carrie Thompson, "Public input was extremely helpful. It played a big part in the positive outcomes we've seen in such a short time, and will be critical moving forward with the second phase of planning."

This spring, Phase 2 preparation begins with additional public meetings to gather feedback on remaining improvements BATA is slated to introduce in 2014. Phase 2 is a City Loop route revision project. BATA will be reviewing stop usage on all of the City Loop routes and will reach out to the public in general as well as the neighborhood associations that have vested interests in the plan.

"We're very much in the business of making good on our promises," said BATA Executive Director, Tom Menzel. "We know the issues, we've heard our riders loud and clear, and we plan to execute on their feedback."

Before deployment of Phase 2 this fall, BATA will consider additional recommendations and viewpoints gathered from the spring public meetings. Watch for upcoming notices regarding these public meetings.



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For more information on BATA's new service model, visit bata.net; contact a BATA customer service representative at 231-941-2324 (option 3); or email info@bata.net.

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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