



NEWS RELEASE

For Immediate Release

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Expanded BATA service (Loop Extensions) to reach three area communities Rider feedback prompts revisions to several BATA Village Loop schedules

TRAVERSE CITY, Mich. — BATA has announced plans to add morning and evening bus service, Loop Extensions, to three outlying areas: Empire, Northport, and Fife Lake. The change comes after discussions between community members and BATA management revealed that residents desired to have extended BATA services reinstated.

After instituting BATA's new service model last May, some far-reaching stops with the lowest ridership were eliminated in order to create cost and time efficiencies. The new scheduling also allowed for night and weekend hours expansion.

"We very much are in the business of creating efficiencies where possible," states BATA Operations Director Kelly Yaroach, "but we also are responsible for ensuring customer satisfaction. And these groups had legitimate concerns that we addressed with the addition of morning and evening stops."

"I'm extremely pleased that BATA will provide regular service on our Loop. It will be a major benefit to our Fife Lake residents," says Fife Lake Township Supervisor Linda Forwerck, a key stakeholder in the Loop Extensions development. "BATA listened to us, they worked with us, and it has turned into a very positive thing for our community."

The new schedules affect the following Village Loops:

- Route 11 (Glen Arbor Village Loop)
- Route 10 (Suttons Bay Village Loop)
- Route 13 (Kingsley Village Loop)

Each route will now feature morning and evening Loop Extensions to Empire (Route 11's stop), Northport (Route 10's stop), and Fife Lake (Route 13's stop). The first outbound legs from the Hall Street Transfer Station will now depart at 5:00 a.m. instead of 5:30 a.m., ultimately reaching the outlying villages at 6:05 a.m. and departing at 6:10 a.m. (with current stops in between at revised times). Likewise, BATA added evening stops, still departing the Hall Street Transfer Station at 5:30 p.m. and arriving in each village at 6:35 p.m. with a 6:40 p.m. scheduled departure. All remaining stops throughout the day will continue to operate as before.

"We are still offering expanded evening service, but in order to add these three stops, resources were reallocated from evening runs with low ridership," says Carrie Thompson, BATA Business Development Director. "The 7:30 p.m. outbound and 8:30 p.m. inbound legs ultimately had less existing ridership to serve, so the change will have only a slight impact on our passengers as a whole."

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The weekend service schedules will not be affected.

Visit BATA.net or call 231.941.2324 for revised routes and schedules, including new stop times for the 5:00 a.m. outbound legs.

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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Attached:

PDF file of new Village Loop service schedules