



Bay Area Transportation Authority Board of Directors

Study Session Agenda

Wednesday, September 9, 2026

8:00 AM

Hall Street Transfer Station
115 Hall Street, Traverse City, MI 49684

- 1. Call to Order**
- 2. Pledge of Allegiance and Moment of Silence**
- 3. Roll Call**
- 4. Public Comment – Agenda Items***
- 5. Approval of Agenda / Conflict of Interest**
- 6. New Fare System: Demonstration and Project Update**
- 7. Public Comment – General Matters***
- 8. Next Meeting**
Thursday, September 24, 2026
1:00 p.m.
Suttons Bay Library
416 N. Front Street, Suttons Bay, MI 49682
- 9. Adjourn**

*** 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. After you have completed your comments, 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.

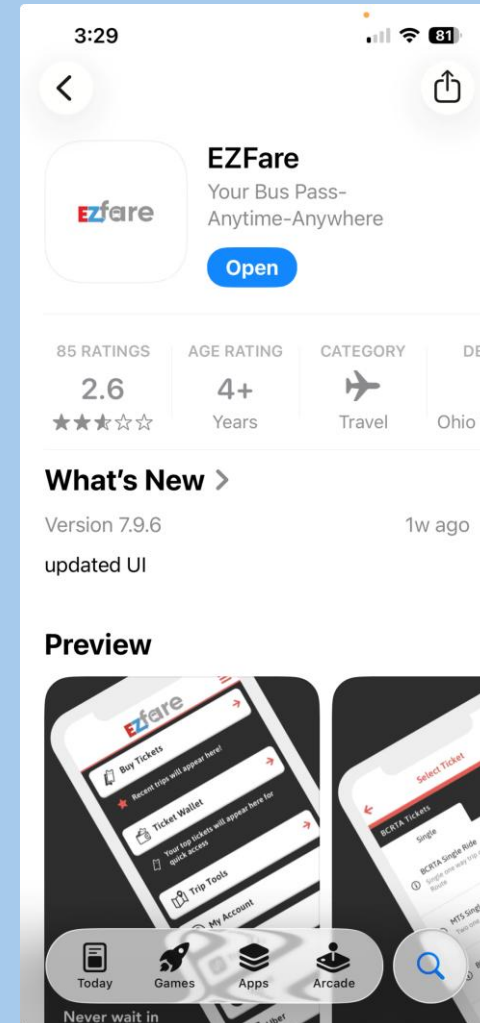


HELLO, TRAVERSE CITY

How to create an account?



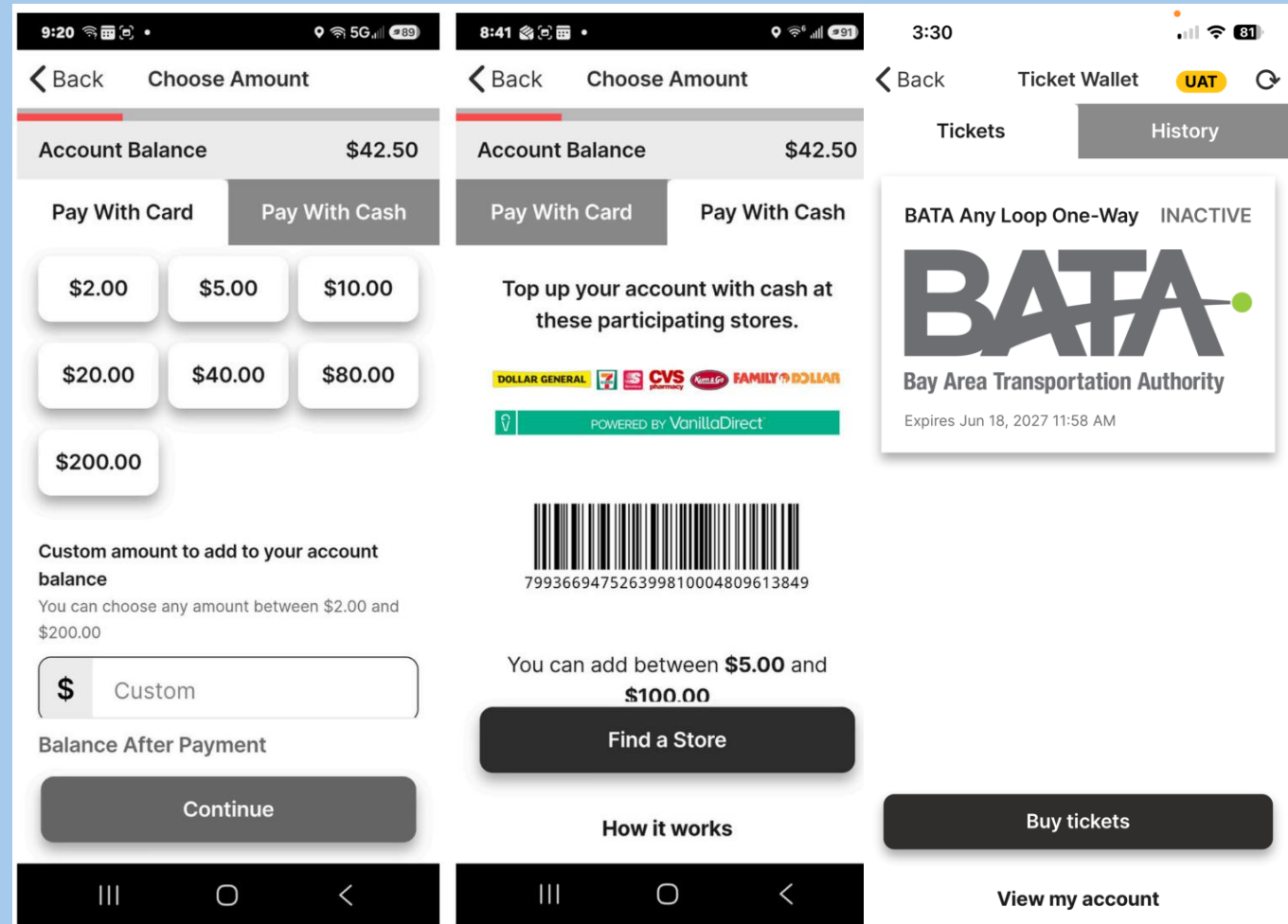
- **Mobile**
 - Download the EZfare app from the Apple or Google Play app stores
- **Follow setup instructions**
- **Only an e-mail address is needed**



Adding Funds or Mobile Tickets



- Add funds to your own account (to your mobile device or your Smart Card) with a credit card.
- Funds can be added via cash at BATA's Hall Street Transfer Station or at participating retailers with the bar code provided on EZfare app or on the back of your Smart Card.
- Mobile tickets can also be purchased through the app.



Adding Funds

The screenshot shows the VanillaDirect Pay website interface. At the top, there is a search bar with the ZIP code 49684 and a green 'Search' button. Below the search bar is a map of Traverse City, MI, with various locations marked by colored pins and labels. On the left side, there is a 'Retailers' list with checkboxes next to the following names: 7 Eleven, 7 Eleven Southwest, Bashas', CVS Pharmacy, Circle K Stores, Dollar General, Dollar Tree Stores Inc, Family Dollar, Go Mart Inc, Holiday Station Stores, and Independent Locations. On the right side, there is a list of 29 stores found, with the first four listed:

- 1 0.22 mile(s) [view on map](#)
Walgreens
1029 S M 37
TRAVERSE CITY, MI
231 943 3147
- 2 0.54 mile(s) [view on map](#)
Admiral
732 E Front St
Traverse City, MI
(231) 778-0024
- 3 0.79 mile(s) [view on map](#)
Speedway
1114 S UNION ST
Traverse City, MI
(231)941-3877
- 4 0.89 mile(s) [view on map](#)
CVS Pharmacy
626 WEST FRONT ST.
TRAVERSE CITY, MI

The map shows various locations including West Bayshore Retreat, Black Star Farms Old Mission, Leelanau Trail Cherry Bend Rd Trailhead, Rove Winery at the State, West End Beach, Clinch Park, Bryn Park, The Dennon, The Filling Station Microbrewery, Traverse City Country Club, Meijer, Great Wolf Lodge | Traverse City, Walmart Supercenter, Sam's Club, Pub & Grill, Silver Lake Rd, N Long Lake Rd, Cedar Run Rd, Boardman Lake, South Airport Rd, N Keystone Rd, LaFrantier Rd, W Hammond Rd, Oleson's Food Store, Centre Ice Arena, Keith J. Charters Traverse City State Park, and Cherry Capital Airport. The map also shows major roads like E Hoxie Rd, S Leaut, Cedar Run Rd, N Long Lake Rd, Silver Lake Rd, N Keystone Rd, LaFrantier Rd, W Hammond Rd, Oleson's Food Store, Centre Ice Arena, Keith J. Charters Traverse City State Park, and Cherry Capital Airport.

Ways to Pay



- **Option 1 Mobile**

- Tap to pay using phones' QR code
- Purchase mobile tickets

- **Option 2 Card**

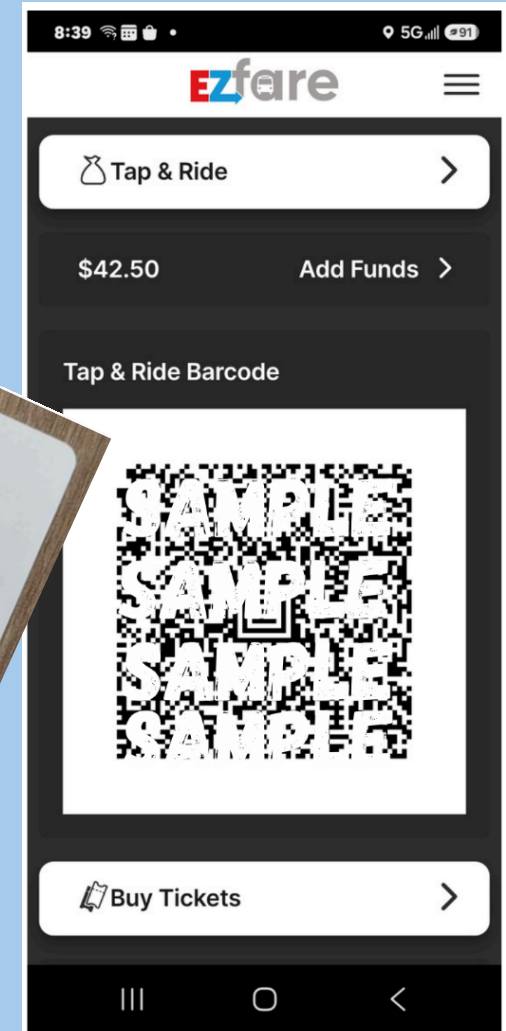
- Tap your EZfare card

- **Future (December 2026)**

- Tap your credit card or mobile wallet

- **Cash**

- Riders can still pay with cash on the bus using the old GenFare fare boxes



Fares



- **Transfers**

- Transfers are free, good for 90 minutes, and built into the system.
- Rider accounts get charged the difference when moving from a lower to a higher fare service.

Fares & Ticketing



Bayline	FREE
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BATA CITY Loop Only One-Way	\$1.50
BATA ANY Loop One-Way	\$3.00



Save money with fare capping!
Sign up for your EZ Fare account and pay no more than
*\$5 per day, \$20 per week, or \$40 per 4-weeks
to ride our City Loop and Village Loop routes.
*Fare capping does not include LINK or cash payments at boarding.
Download the EZ Fare App for more fare options!

 Apple iTunes App Store  Android / Google Play App Store



Link One-Way	\$6.00
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50% reduced fare for all seniors, disabled riders,
veterans, active military, and students with appropriate ID.
Children under 5 ride FREE with paying adult.

Contactless adult-fare credit card and
mobile payments accepted on all buses.



bata.net/fares



- **Fare Capping**

- Once riders reach the daily, weekly or monthly fare cap the rest of their rides are free. Reduced fare capping also applies.
1. Don't need to pay fare all at once for a monthly pass.
 2. No additional action from the rider perspective to benefit.
 3. Removes barriers and promotes higher ridership.

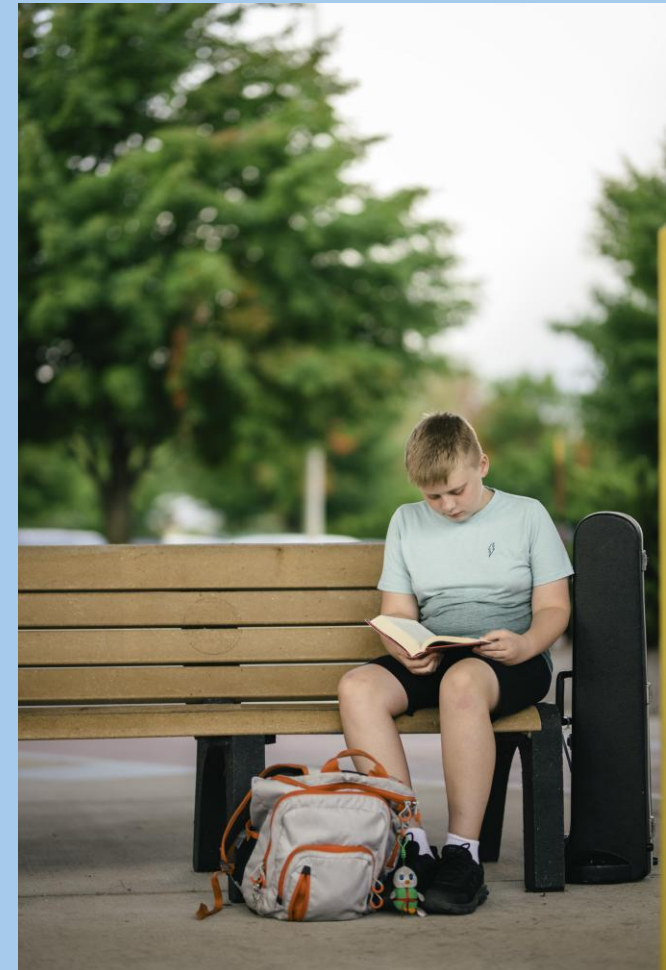
NOTE: Fare capping applies per device or token.

Fares



- **Reduced Fare**

- Riders can self select student, senior, or veteran reduced fare entitlements online or through the EZfare mobile app. Similar process today.
- Drivers can verify reduced fare qualification if needed after a visual and sound indicator on the validator.
- ***NOTE:*** Disability reduced fare still requires a qualification process.



Multiple Accounts

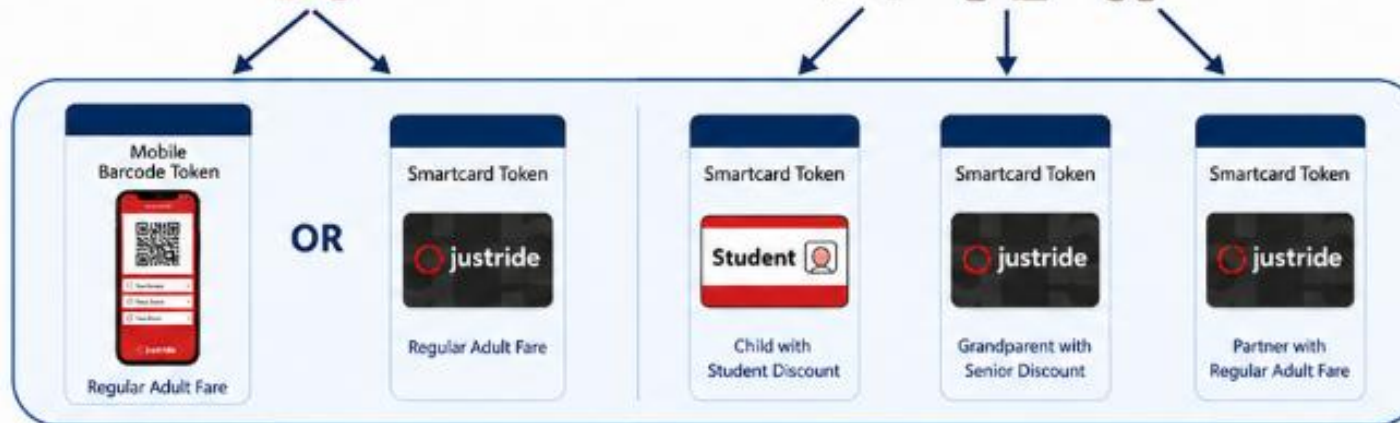
SVA Accounts: One Deduction, Multiple Options

ACCOUNT OWNER

Has multiple options
(Not to be used interchangeably)



FAMILY MEMBERS



All options are funded by one deduction from a single SVA.

Travel Activity



Trips **17**

Products **12**

Stored Value Tokens **1**

Permit To Travel Tokens **0**

 Filters

Date ▾

Product ▾

Charge ▾

Card Number (ICN) ▾

Token ID ▾



Columns



Export

Wednesday Sep 2nd, 2026

Date	Route	Tap Location	Product	Charge	Status	Card Number (ICN)	Details
07:09 PM EDT	-	-	TCAPS Student Travel	\$0.00	Complete	-	
12:58 PM EDT	 12	-	TCAPS Student Travel	\$0.00	Complete	-	
09:29 AM EDT	 12	-	BATA Half-Fare City Loop One-Way	\$0.75	Complete	-	
07:47 AM EDT	 West	-	BATA Half-Fare City Loop One-Way	\$0.00	Complete	-	
07:35 AM EDT	-	-	BATA Half-Fare City Loop One-Way	\$0.75	Complete	-	

Hardware

- **JRV Validator**

- Validator will still function even when it loses connectivity.
- When it receives a signal again it will upload the stored data from the individual validator.



Timeline



September - October

Communication
and Education

November

Training

December

System goes live!

March

Last opportunity to use
GenFare passes

How to create an account?



- **Option 1 Mobile**

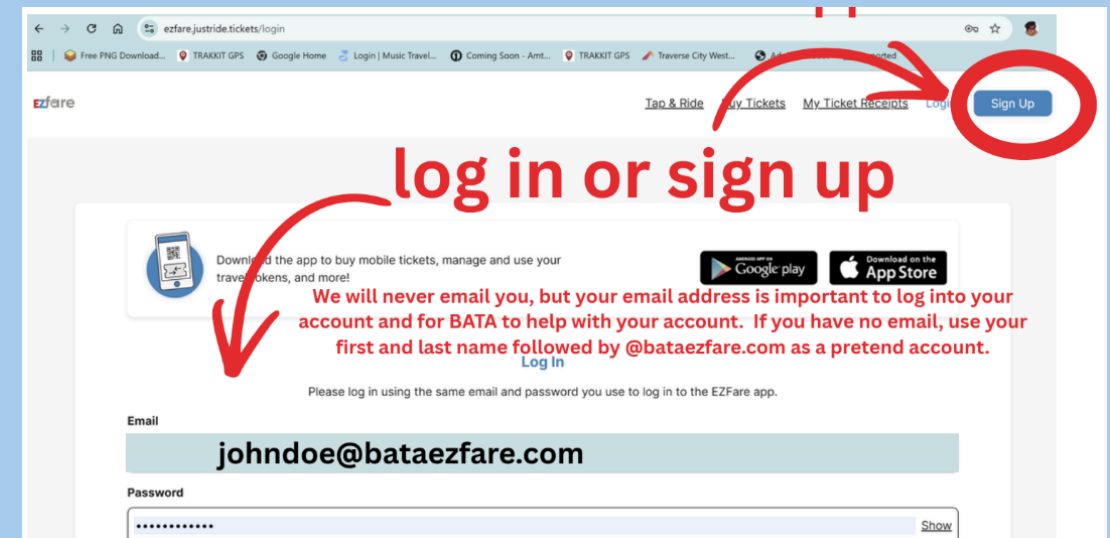
- Download the EZfare app from the Apple or Google Play app stores.

- **Option 2 Web**

- Go to <https://ezfare.justride.tickets/login> and click sign up.

- **Follow setup instructions.**

- **E-mail address is needed (only).**



Adding Funds



- **Online or at Hall Street**
 - Funds can also be added to an account online with a credit card or in person with cash at BATA's Hall Street Transfer Station or at participating vendors.
 - Tickets can also be purchased through the portal.

A screenshot of the BATA ezfare website interface. At the top, it says "ezfare Welcome johndoe@bataezfare.com". Below this, there's a navigation bar with "Add Funds" and "Account Balance: \$37.50". The main content area shows "Your Tap & Ride Balance" with a subtext "To travel around your city, keep your balance filled." and a large display of "\$37.50". Below the balance, there are links for "View Transaction History" and "Learn about Help and Refunds". A red arrow points from the bottom right of the balance section to a blue button labeled "+ Add Funds".

You can add funds with a credit card or with cash at BATA Hall Street or area vendors such as CVS, 7 Eleven, Speedway, Family Dollar, and more!