

OUR COMMUNITY DRIVES US.

Millage Election Details

On May 2, 2017 Grand Traverse and Leelanau County residents will vote on a ballot proposal to levy 0.5 mill to provide BATA local funding for five years.

The 0.5 mill request is an increase from BATA's current millage rate of 0.3447 mill.

BATA services 900 square miles and delivers nearly 500,000 rides annually to local seniors, people with disabilities, commuters and visitors to Grand Traverse and Leelanau Counties.

The millage will cost people who own a \$200,000 home (\$100,000 taxable value) about \$16 more annually than they currently pay or \$50 per year total.

VOTE MAY 2



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PEOPLE DEPEND ON US.



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VOTE MAY 2



Bay Area Transportation Authority

OUR COMMUNITY DRIVES US



What is the millage request?

On May 2, 2017 Grand Traverse and Leelanau County residents will vote on a ballot proposal to levy 0.5 mill to provide BATA local funding starting January 2018 and lasting until December 2022.

What will be the annual cost to the homeowner?

It will cost people who own a \$200,000 home (\$100,000 taxable value) about \$16 more annually than they currently pay or \$50 per year total. This increase equals the cost of about one large pizza per year.

Is the 0.5 mill millage rate request a renewal or an increase?

This is an increase from BATA's current millage rate of 0.3447 that expires on Dec. 31, 2017. BATA hasn't requested a millage increase in more than 14 years.

How much will the millage raise in the first year?

The millage will raise an additional \$1.1 million in revenue per year, which results in \$3.55 million in annual property tax revenue for BATA collected from Leelanau and Grand Traverse County residents. The local millage will provide approximately 35% of BATA's annual budget.

How many rides does BATA provide?

BATA provides nearly 1,500 rides per day and averages nearly 500,000 rides per year and climbing. BATA has seen a 6% increase in ridership in the past year on its City Loop fixed route services alone. More than 177,000 rides are provided to seniors or disabled riders each year.

What does BATA hope to provide if the millage is approved?

The goal of the millage is to allow BATA to sustain operations and grow its current level of service by providing funds to add services requested by the community, replace its aging fleet, maintain facilities, and make shelter and stop improvements. A recent Community Needs Assessment identified the following needs:

Rural Service Improvements: Improve rural service with more direct door to door connections to Traverse City especially for the region's disabled and aging populations

Downtown Loop: Create a downtown loop route with increased frequency, such as buses arriving every 15 minutes or less

Technology Enhancements: Increase rider-friendly technologies such as online scheduling and purchasing, mobile payment options and real-time bus tracking

Park-n-Ride: Support economic growth with visitor and commuter park-n-ride transportation options

Fleet and Facilities: Replace aging vehicles to create a leaner and greener fleet combined with bus stop improvements

BATA Milestones:

- Increased ridership from 380,000 in 2003 to an average 500,000 rides a year today, a 32% increase.
- Grown from a primarily on-demand dial-a-ride service model to more of a fixed route system that provides regular stops and better connections in Traverse City and the surrounding villages.
- Expanded fixed route service to Acme/Williamsburg and Interlochen (2012).
- Replaced 74% of the fleet with new buses (2010) and continues to make fleet improvements.
- Built one of the region's first LEED certified buildings to serve as a downtown transfer station on Hall Street (2006).
- Launched seasonal services such as Bike-n-Ride (2012) and Ski-n-Ride (2015) that offer additional value to the community by providing public transportation options for non-traditional riders. Both programs combined have given more than 6,000 rides.
- Updated the Cass Road Transfer Station (2012).
- Made technology upgrades including mobile data terminals, new website (2013), electronic fare boxes (2013), and Google Transit integration (2017).

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