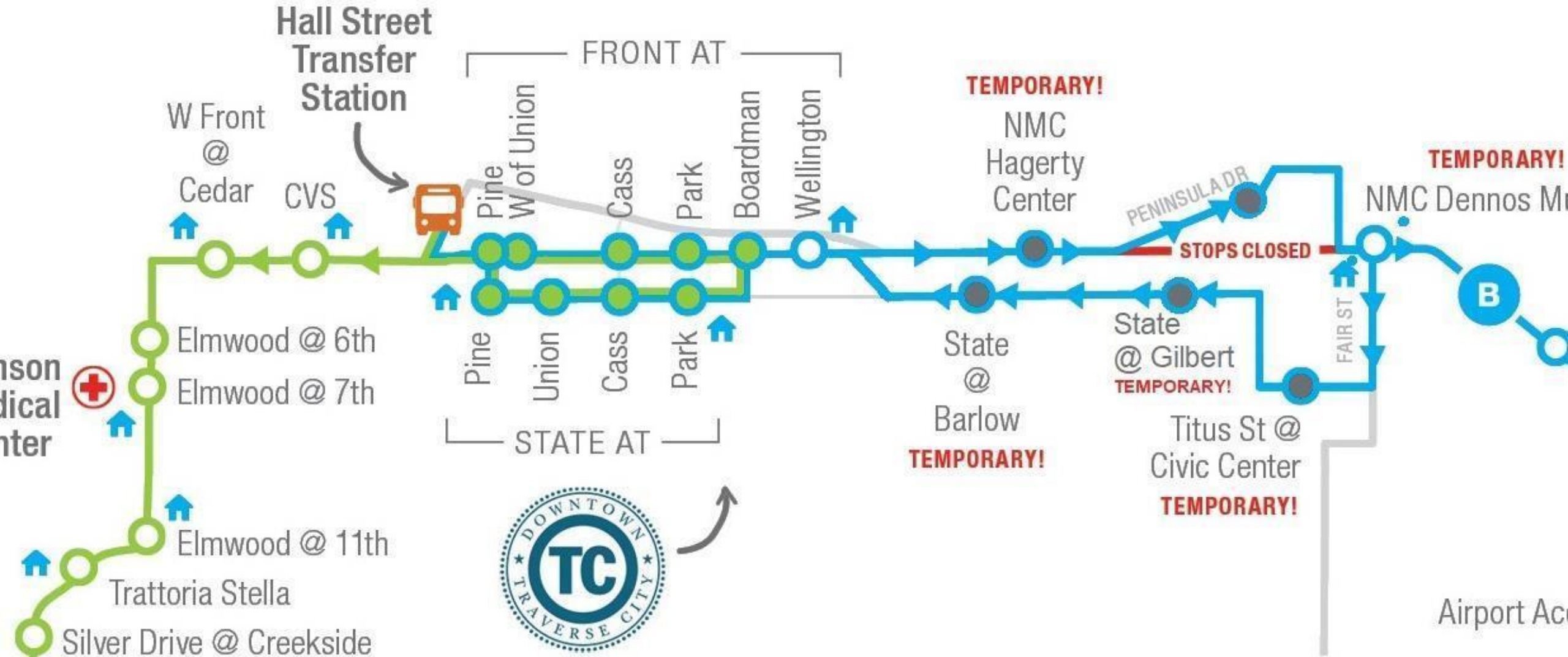


Local Advisory Council

April 2024





Bay Area Transportation Authority

RIDERSHIP

Q2 2024 Ridership Report (Jan. – Mar.)

Q2 2024 Ridership: Fixed Route

| Year / Quarter | Ridership | % Increase / Decrease YOY | Last Quarter |
|----------------|-----------|---------------------------|---------------------------------|
| FY 2024 Q2 | 59,022 | 1% Increase in Ridership | FY 2024 Q1 Ridership: 55,434 |
| FY 2023 Q2 | 58,337 | | |



Q2

2024: 59,022

2023: 58,337

Q2 2024 Ridership: Link

| Year / Quarter | Ridership | % Increase / Decrease YOY | |
|----------------|-----------|---------------------------|------------------------------|
| FY 2024 Q2 | 28,809 | 3% Decrease in Ridership | FY 2024 Q1 Ridership: 25,875 |
| FY 2023 Q2 | 29,613 | | |



2024 Q2: 28,809 * Link, no more Village Link

2023 Q2: 29,613 * Village Link + Link On-Demand

Q2 2024 Ridership: Total Ridership

| Year / Quarter | Fixed Ridership | Link Ridership | Agency Ridership | Total Ridership | % Increase / Decrease YOY |
|-------------------|-----------------|----------------|------------------|-----------------|---------------------------------|
| FY 2024 Q2 | 59,022 | 28,809 | 9,000 | 96,831 | 1% Increase in Ridership |
| FY 2023 Q2 | 58,337 | 29,613 | 8,343 | 96,293 | |

2024 Q2: 96,831

2023 Q2: 96,293

**1%
Increase
in total Ridership**

BATA

Bay Area Transportation Authority

HQ







It's Electric!

<https://www.youtube.com/watch?v=r6Cw4nx3A1c>



Spring 2024 Service Improvements



- **Bayline:** Starting service earlier (6:30 a.m.) to meet rider need and increase Village Loop Route 14 – Acme connections

1

- **City Loop Route 1:** Adding a new stop along the existing route path at 14th Street and Maple (7-11 and Common Good Bakery)

2

- **City Loop Route 2:** New stop at Deering's Market outbound – closer to Salvation Army than existing outbound stops.

7

- **City Loop Route 7:** Adding a stop at the Cherryland Center Curling Club and integration into the LaFranier Transfer Center

10

- **Village Loop Route 10 – Suttons Bay:** Bike-n-Ride begins May 18



Spring 2024 Service Improvements

12

- **Village Loop Route 12 – Interlochen:** Adding a 7:30 a.m. run on Saturdays to meet rider demand and exploring a better location for Route 12's Chums Corners stop (currently behind Menards)

WEST

- **WEST Flex:** Expanding West route between 8:30 a.m. – 2:30 p.m. to become a flexible route from Hall St, Munson, Oleson's, Brookside Commons, and Meijer (with key deviation points in-between) to help ease Link usage

11

- **Leelanau Flex:** Creating a limited seasonal summer service to help Glen Arbor businesses relying on seasonal workers and to connect summer visitors to the Sleeping Bear Dunes area.

14

- **Village Loop Route 14 – Acme:** Using Bayline connections to expand AM and PM service. Route 14 is also adding an outbound stop at the Cherryland Center Curling Club

Spring 2024 Service Improvements

2

City Loop Route 2

- The new BATA LaFranier Transfer Center and Park-n-Ride lot is slated to be ready for use starting end of May or early June providing an opportunity for increased connections between City Loop Route 2 and Village Loop Route 13 - Kingsley.
- Kingsley riders will have the ability to get into TC earlier with service starting at 6 a.m. and head back to Kingsley later with an additional outbound run at 6:30 p.m.
- Route 13 will also have express runs and increased frequency with hourly service between Kingsley and BATA's LaFranier Transfer Center throughout the day providing direct connections to downtown Traverse City.
- The LaFranier Transfer Center will also offer a 40+ spot daily Park-n-Ride lot with buses heading downtown every 30 minutes via Route 2.

Village Loop Route 13 - Kingsley

13

parknride



DAYS

60

HOURS

13

MIN

39

SEC

38

JUNE 29 - JULY 6, 2024

BATA
New Directions • Better Connections



Leelanau Senior Exp



**Senior Palooza –
event**

Wednesday, May 29th, 10 am-12 pm
(West Y)

Tuesday, June 18, 2024

10:00 AM – 2:00 PM

Suttons Bay Public High School
310 South Elm Street, Suttons Bay, MI,



In Summer!



Bus Stop Enhancements

- **Fall of 2023**
 - GT Crossing, added two shelter pads
 - Relocated 6' x 10' Acme Park-n-Ride shelter to GT Crossings Route 1 & 7 stop
 - Added a 12' shopping cart corral
 - Took the opportunity to create both pads at once while we had the chance and we are holding the other pad for when it is needed according to the Master Plan.



Bus Stop Enhancements



- **Fall of 2023**
 - Relocated a 6' x 10' shelter donated by Benzie Bus to the Meadowlane stop on Village Loop Route 12 - Interlochen

Bus Stop Enhancements

- **Fall/Winter of 2023**

- Relocated the 6' x 10' Maple City Lions bus shelter to the new cement pads for the Bayline stop at Career Tech Center stop on Parsons



Bus Stop Enhancements

- **Fall of 2023**
 - Worked with Meijer to relocate the Meijer Acme shelter to the new MDOT Park-n-Ride location at the other end of their parking lot.



Bus Stop Enhancements

- **Fall of 2023**
 - Paved a connector from sidewalk to the curb for the new TCAPS Montessori School Bayline stop – Meijer funded this project.



Bus Stop Enhancements

- **Summer/Fall/Winter/Spring of 2023/2024**
 - Identified unused/underused benches/shelters and relocated them to areas of high/temporary use. These benches were relocated to the Bayline detours during the Grandview Parkway construction.



Bus Stop Enhancements



- **Summer/Fall/Winter/Spring of 2023/2024**

- Replaced outdated or missing signage with directional signs with QR codes
- Update shelter kiosk information.



Bus Stop Enhancements

- **Spring of 2024**
 - Relocate the 4' x 8' Parson Stuelken shelter at the NMC Aero Park campus to the westbound Bayline stop at Airport Access Rd and Munson Community Health once the cement pad is in place.



Bus Stop Enhancements

- **Spring of 2024**
 - Add a 6' x 10' shelter (in storage) to the Family Fare location on City Loop Route 2 once the cement pad is in place.



Bus Stop Enhancements

- **Spring of 2024**
 - Pave pad and install a 6x10 shelter at Davis and Munson on Best Western Hotel property. We can eventually tap into the power grid to light it, as this is a dark location and drivers often have difficulty seeing riders in the trees.



Bus Stop Enhancements

- **Spring of 2024**
 - Pave a small pad for a Sol stop at the popular stop on Munson and 8th that is often dark.



Bus Stop Enhancements

- **Spring of 2024**
 - Pave a pad to allow for a shelter at Hall Street for Eastbound Bayline next to the entrance for Lot X.
 - (Pending TCLP approval)





Marketing and Board Update

Community Value: Working with marketing and communications agency Brand Tonic to build and highlight BATA's value to the community.

BATA Board Update: BATA accepted its new General Counsel's recommendation to enter mediation with the Grand Traverse County Board of Commissioners in an effort to resolve its pending lawsuit against Grand Traverse County. The lawsuit alleges that Grand Traverse County violated the terms of an Interlocal Agreement between the two organizations. The mediation session is scheduled to occur July 8, 2024

