



BATA Regular Meeting Agenda
115 Hall Street, Traverse City, MI 49684
Thursday, February 27, 2025 @ 1:00pm

1. Call to Order
2. Roll Call
3. First Public Comment*
4. Approval of Agenda/Declaration of Conflict of Interest
5. Jerry Tomczak, Program Manager, Cunningham Limp
6. Closed Session
 - a. Closed Session pursuant to MCL 15.268(e) To consult with attorney regarding trial and settlement strategy in connection with pending litigation.
7. Consent Calendar

The purpose of the consent calendar is to expedite business by grouping noncontroversial items together to be dealt with in one Board motion without discussion. Any member of the Board, staff or the public may ask that any item on the consent calendar be removed and placed elsewhere on the agenda for full discussion. Such requests will be automatically respected. If an item is not removed from the consent calendar, the action noted in the parentheses on the agenda is approved by a single Board action adopting the consent calendar.

Consideration of Approving the following Minutes

 - a. Regular Board Meeting Minutes of January 30, 2025
 - b. Organizational Board Meeting Minutes of January 30, 2025

Consideration of Accepting the following Reports

 - c. Monthly Income Statement
 - d. Q1 – Work Plan Update
 - e. Correspondence – Staff Compliments
 - f. BATA Board Tracker
8. Any items removed from the Consent Calendar

9. Executive Director's Report – Chris Davis
10. Chairperson's Report
11. Old Business
 - a. Update on Strategic Communications Plan – Eric Lingaur
12. New Business

No new business at this time.
13. Second Public Comment*
14. Directors' Comments and Announcement/Open Floor
15. Adjournment

* 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. Once you have completed your public comment 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.

BATA Regular Board of Directors Meeting Minutes

Location: BATA Transfer Station, 115 Hall St. Traverse City, MI

Date/Time: 1:00PM, Thursday, January 30, 2025

1. Call to Order

The meeting was called to order by Chairperson Wayne Schmidt at 2:00 PM.

2. Roll Call

- John Sommavilla - PRESENT
- Lance Boehmer – PRESENT
- Gwenne Allgaier – PRESENT
- Joe Underwood – PRESENT
- Scott Sieffert - PRESENT
- Brad Jewett - PRESENT
- Wayne Schmidt - PRESENT

3. First Public Comment*

Linda Joppich addressed the Board and stated that on Overheard In Traverse City, people were posting that they were having to wake up around 3:00am in order to book their rides on the VIA system. Chris Davis commented that BATA is aware of this and working on a solution. Linda also stated that there were plenty of positive comments as well.

4. Approval of Agenda/Declaration of Conflict of Interest

Wayne Schmidt requested moving the closed session item number up to item 6b, following the consent calendar.

Moved by Lance Boehmer and supported by Brad Jewett to approve the January 30, 2025, Regular Meeting Agenda as amended.

- **Ayes: 7**
- **Nays: 0**
- **Motion Carries: 7-0**

5. Consent Calendar

The purpose of the consent calendar is to expedite business by grouping non-controversial items together to be dealt with in one Board motion without discussion. Any member of the Board, staff, or the public may ask that any item on the consent calendar be removed and placed elsewhere on the agenda for full discussion. Such requests will be automatically respected. If an item is not removed from the consent

calendar, the action noted in parentheses on the agenda is approved by a single Board action adopting the consent calendar.

Consideration of Approving the Following

- a. Regular Board Meeting Minutes of December 12, 2024
- b. Ad HOC Meeting Minutes of December 12, 2024

Consideration of Accepting the Following Reports

- c. Local Advisory Council Minutes of January 21, 2025
- d. FY25 Q1 Ridership Report
- e. FY25 Q1 Turnover Report
- f. Correspondence - Staff Compliments
- g. BATA Board Tracker

Moved by Brad Jewett and supported by Joe Underwood to approve the January 30, 2025, Consent Calendar as amended.

- **Ayes:7**
- **Nays: 0**
- **Motion Carries: 7-0**

6. Any items removed from the consent calendar.

No items were removed from the consent calendar.

6b. Closed Session

Closed Session pursuant to MCL 15.268(e) To consult with attorney regarding trial and settlement strategy and in connection with pending litigation.

Moved by Brad Jewett and supported by Lance Boehmer to go into closed session at 2:10PM pursuant to MCL 15.268 (e) for BATA to consult with its attorney regarding trial and settlement strategy in connection with pending litigation.

Roll Call Vote:

- **Ayes: John Somnavilla, Gwenne Allgaier, Joe Underwood, Brad Jewett, Lance Boehmer, and Wayne Schmidt**
- **Nays:0**
- **Abstain: Scott Sieffert**
- **Motion Carries: 6-0**

Moved by Brad Jewett and supported by Lance Boehmer to adjourn Closed Session and reopen the Regular Meeting at 2:57PM.

- **Ayes: 6**
- **Nays: 0**

- **Motion Carries: 6-0**

Moved by Lance Boehmer and supported by Joe Underwood to direct attorney to move forward as discussed in closed session.

- **Ayes: John Somnavilla, Gwenne Allgaier, Joe Underwood, Brad Jewett, Lance Boehmer, and Wayne Schmidt**
- **Nays:0**
- **Abstain: Scott Sieffert**
- **Motion Carries: 6-0**

7. Executive Director's Report – Chris Davis

Chris reported that the education department of MIOSHA was brought in on 1/9/2025 to tour the facility and offered feedback and suggestions on a few items to be addressed around the facility. The new rebid for the drivers will take place next week. This is the first bid on the new Remix technology. BATA is looking forward to better help the community with the upcoming bids. TransPro Consulting has reported that they have 6 applicants being screened for the new Executive Director position within BATA. Once they have finished their screening, the applicants will be given to the Ad HOC Committee for further screening. Chris thanked Jerry Tomczak and Kurt Braun for getting items on the punch list complete. Also, thank you to the drivers and dispatch for doing a wonderful job navigating the current weather conditions.

a. HQ Facility/Owner's Representative Report – Jerry Tomczak, Program Manager, Cunningham-Limp

Jerry updated the Board the general conditions and requirements with the project have been settled with Christman. The budget for the solar panels was slightly reduced as it is believed that there is enough funds from the grant to cover the project. The solar panel project should be started in a couple of months. The punch list of items around the facility has come down.

8. Chairperson's Report

No report was given at this time.

9. Finance Reports –

Justin provided the FY Q1 Finance Reports, which included the income statements, net position, new facility reserve fund, operating and capital reserve funds. Key updates include:

- NTD reporting is due on January 31, 2025
- Auxiliary Trans Revenue ahead of budget
- Sale of the Diamond property is reflected.
- Interest investments are doing well.
- No longer receive State funding to replenish our fleet. 6 vehicles a year is a good refresh rate.

Moved by Joe Underwood and supported by Brad Jewett to accept the FY25 Q1 Finance Reports as presented.

- **Ayes:7**
- **Nays:0**
- **Motion Carries:7-0**

10. Old Business

No old business at this time.

11. New Business

a. FY26 Preliminary Budget and Resolution of Intent

Key Points Include:

- State funding down 10% since 2024.
- Ridership increase expected for FY2026.
- Advertising is going well. On target to reach budget.
- Local contract service is now with GTI. Added services and hours increased.
- Will be reporting FTA directly.
- Insurance has increased due to increasing the size of our fleet.

Moved by Scott Sieffert and supported by Lance Boehmer to approve the FY26 Preliminary Budget and Resolution of Intent as presented.

- **Ayes:7**
- **Nays:0**
- **Motion Carries:7-0**

b. FY26 Vehicle Accessibility Plan

Key Points include:

- The Vehicle plan was shared with the LAC last week.
- Almost the entire fleet has been equipped to service our Link service.

Moved by Joe Underwood and supported by Brad Jewett to approve the FY26 Vehicle Accessibility Plan as presented.

- **Ayes:7**
- **Nays:0**
- **Motion Carries:7-0**

12. Second Public Comment

Bruce Moore addressed the Board that when the closed session was moved to before second public comment and after first public comment, it could have been announced to give opportunity to let the public speak again.

Regarding the litigation Grand Traverse County objecting to potential change in the structure of the BATA Board, where one member was appointed by the BATA Board. The NRAA has a similar structure in that the out of county representative is appointed by the board. Believes that should be looked into. Mr. Moore expressed his dislike for how people were assigned to the board and believes that the Grand Traverse County commissioners made a bad faith effort in selecting BATA Board Members. Would also like to see board assignments made.

13. Director's Comments/Open Floor

No comments were made.

16. Adjournment

Moved by Brad Jewett to adjourn the January 30, 2025, Regular Meeting of the BATA Board of Directors at 3:40 PM.

Meeting Minutes Submitted by: _____

Meeting Minutes Approved on: _____

Lance Boehmer, Secretary: _____

BATA Organizational Board of Directors Meeting Minutes

Location: BATA Transfer Station, 115 Hall St. Traverse City, MI

Date/Time: 1:00PM, Thursday, January 30, 2025

1. Call to Order

The meeting was called to order by Vice Chairperson John Sommavilla at 1:01 PM.

2. Pledge of Allegiance and Moment of Silence

3. Roll Call

- John Sommavilla - PRESENT
- Wayne Schmidt – PRESENT
- Gwenne Allgaier - PRESENT
- Joe Underwood – ARRIVED @ 1:02
- Scott Sieffert - PRESENT
- Brad Jewett - PRESENT
- Lance Boehmer - PRESENT

4. Oath of Office for New Members

Lance Boehmer took his Oath of Office.

5. Approval of Agenda

Moved by Brad Jewett and supported by Gwenne Allgaier to approve the January 30, 2025, Annual Organizational Meeting as presented.

- Ayes: 7
- Nays: 0
- Motion Carries: 7-0

6. 2025 Election of Officers

John Sommavilla nominated Wayne Schmidt for Chairperson, seconded by Gwenne Allgaier. No other nominations were offered.

- Ayes: 7
- Nays: 0

- Motion Carries: 7-0

Brad Jewett nominated Joe Underwood for Vice Chairperson.

- Ayes: 5 – Lance Boehmer, Brad Jewett, Scott Sieffert, Joe Underwood, and Wayne Schmidt.
- Nays: 2 -John Som mavilla and Gwenne Allgaier
- Motion Carries: 5-2

Gwenne Allgaier nominated John Som mavilla for Vice Chairperson.

- No vote taken.

Lance Boehmer nominated John Som mavilla for Secretary. John Som mavilla declined.

Scott Sieffert nominated Lance Boehmer for Secretary. No other nominations were offered.

- Ayes: 7
- Nays: 0
- Motion Carries: 7-0

7. First Public Comment

Richard Cochrun wished the Board well and encouraged the removal of politics from BATA. He urged Grand Traverse County to adhere to the agreement of one commissioner per county and put the lawsuit aside. He expressed gratitude for his time serving on the Board.

8. Regular Board Meeting Calendar for January 2025 – January 2026

Moved by Lance Boehmer and supported by Gwenne Allgaier to approve the Regular Board Meeting Calendar for January 2025 to January 2026 as presented.

- Ayes: 7
- Nays: 0
- Motion Carries: 7-0

9. Collection of Annually Signed Documents – Board Member Rules & Responsibilities and Conflict of Interest.

Board Members submitted signed Rules & Responsibilities and Conflict of Interest forms.

10. Second Public Comment

Bruce Moore congratulated the Board on 48 days without a court appearance by a Board member.

11. Directors Comments/Open Floor

Gwenne Allgaier stated that Leelanau County trusts Grand Traverse County to send one commissioner. She expressed concern over the cost of the lawsuit and emphasized leaving politics out of BATA.

Lance Boehmer introduced himself, noting his background in transit and excitement about serving on the Board.

Chris Davis thanked the Board for trusting her as Interim Executive Director and welcomed the opportunity.

12. Adjournment

Moved by Brad Jewett to adjourn the January 30, 2025, Annual Organizational Meeting of the BATA Board of Directors at 1:28 PM.

Meeting Minutes Submitted by: _____

Meeting Minutes Approved on: _____

Lance Boehmer, Secretary: _____

Bay Area Transportation Authority

Profit and Loss

October 2024 - January 2025

	TOTAL
Income	
Auxiliary Trans Revenue	
40610 Concessions	496.08
40615 Advertising Revenue	64,780.25
40620 Intercity Bus Commission	10,800.00
40699 Other Aux Trans Revenues	
40699-1 GT Regional Community Found.	5,000.00
Total 40699 Other Aux Trans Revenues	5,000.00
Total Auxiliary Trans Revenue	81,076.33
Fare Box Revenues	
40100 Cash Fares for Transportation	192,044.39
Total Fare Box Revenues	192,044.39
Federal Operating Grants	
41202 JARC	26,856.64
41300 Federal Operating Assistance	1,159,270.60
41314 Other Cap Contract Reimb-Fed	26,489.66
Total Federal Operating Grants	1,212,616.90
Local Revenues	
40800 Property Taxes	517,087.65
Total Local Revenues	517,087.65
Non-Trans Revenue	
40700 Other Non-Transportation Revenue	510.00
40760 Gains from Sale of Cap Assets	152,228.62
Total Non-Trans Revenue	152,738.62
Other Revenues	
41400 Interest Inc	283,100.28
Total Other Revenues	283,100.28
Specialized Services	
40200 CMH Contract Fares	173,020.00
Total Specialized Services	173,020.00
State Formula & Contracts	
41100 State Operating Assistance	1,809,534.37
41114 Other Cap Contract Reimb-State	6,622.42
Total State Formula & Contracts	1,816,156.79
Total Income	\$4,427,840.96
GROSS PROFIT	\$4,427,840.96

Bay Area Transportation Authority

Profit and Loss

October 2024 - January 2025

	TOTAL
Expenses	
Depreciation	
Ineligible Depreciation	
55007-1 Depreciation Exp - Inelig. - O	230,809.19
55007-2 Depreciation Exp - Inelig. - M	3,123.39
55007-3 Depreciation Exp - Inelig. - GA	17,925.90
Total Ineligible Depreciation	251,858.48
Local Depreciation	
51350-1 Depreciation Exp - Local - O	30,458.01
51350-2 Depreciation Exp - Local - M	1,625.79
51350-3 Depreciation Exp - Local - GA	6,344.48
Total Local Depreciation	38,428.28
Total Depreciation	290,286.76
Fringe Benefits	
50200-1 MERS DC Plan Contributions - O	22,049.83
50200-2 MERS DC Plan Contributions - M	510.66
50200-3 MERS DC Plan Contributions - GA	3,624.71
50201-1 Medicare Expense - O	27,123.97
50201-2 Medicare Expense - M	2,757.69
50201-3 Medicare Expense - GA	6,214.61
50203-1 Health Insurance - O	265,375.78
50203-2 Health Insurance - M	29,190.36
50203-3 Health Insurance - GA	43,202.49
50208-1 Workers' Compensation - O	42,361.00
50213-1 Uniform Expense - O	6,876.87
50213-2 Uniform Expense - M	2,262.25
50216-1 MERS DB Plan Contributions - O	156,355.88
50216-2 MERS DB Plan Contributions - M	17,827.14
50216-3 MERS DB Plan Contributions - GA	66,451.36
50220-1 Wellness Program-O	1,925.16
50220-2 Wellness Program-M	-92.64
50220-3 Wellness Program-GA	22.23
50998-1 Other Misc./Physicals - O	3,999.00
Total Fringe Benefits	698,038.35
Fuel & Lubricants	
50401-1 Fuel & Lubricants - O	194,321.96
Total Fuel & Lubricants	194,321.96

Bay Area Transportation Authority

Profit and Loss

October 2024 - January 2025

	TOTAL
Insurance	
50603-1 Insurance - Fleet - O	156,427.77
50605-1 Insurance - Property/Liab - O	56,775.76
50606-3 Liability Insurance Fees - GA	46,917.58
Total Insurance	260,121.11
Materials & Supplies	
50402-1 Tires & Tubes - O	24,844.79
50496-2 Custodial Supplies - M	9,580.01
50497-3 Printed Materials - GA	5,086.25
50498-3 Postage & Shipping - GA	481.80
50499-1 Other Materials & Supplies - O	52,935.40
50499-2 Other Materials & Supplies - M	8,014.90
50499-3 Other Materials & Supplies - GA	70,795.79
Total Materials & Supplies	171,738.94
Operating Leases & Rentals	
51200-1 Leases & Rentals - O	600.00
51200-3 Leases & Rentals - GA	999.99
Total Operating Leases & Rentals	1,599.99
Other Expenses	
50901-3 Dues - GA	11,530.91
50902-1 Travel, Meetings & Training - O	8,761.86
50902-2 Travel, Meetings & Training - M	286.46
50902-3 Travel, Meetings & Trainin - GA	3,718.35
Total Other Expenses	24,297.58
Paid Leave	
50211-1 Paid Leave - O	171,964.00
Total Paid Leave	171,964.00
Salaries & Wages	
Administration	
50102-3 Other Salaries & Wages - GA	414,522.08
Total Administration	414,522.08
Bus Ops Management	
50102-1 Other Salaries & Wages - O	203,676.07
Total Bus Ops Management	203,676.07
Dispatch	
50103-1 Dispatchers' Wages - O	203,115.50
Total Dispatch	203,115.50
Drivers	
50101-1 Operators' Salaries & Wages - O	1,393,703.50
Total Drivers	1,393,703.50

Bay Area Transportation Authority

Profit and Loss

October 2024 - January 2025

	TOTAL
Maintenance	
50102-2 Other Salaries & Wages - M	180,281.63
Total Maintenance	180,281.63
Total Salaries & Wages	2,395,298.78
Services	
50302-3 Advertising Fees - GA	11,123.00
50303-3 Legal Services - GA	17,738.63
50306-2 Custodial Services - M	2,812.80
50307-3 Security System Expense - GA	957.99
50308-3 Marketing Expense - GA	38,784.45
50370-3 IT Support & Maintenance - GA	63,623.47
50392-3 Consulting Services - GA	11,812.50
50395-2 Building Maintenance - M	9,612.63
50396-2 Grounds Maintenance - M	4,513.66
50398-3 Accounting Services/Audit - GA	25,800.00
50399-1 Other Services - O	7,210.96
50399-2 Other Services - M	15,616.54
50399-3 Other Services - GA	9,347.05
Total Services	218,953.68
Utilities	
50501-3 Utilities - Electric - GA	38,165.26
50502-3 Utilities - Gas - GA	25,387.28
50503-3 Utilities - Telephone - GA	5,193.54
50504-3 Utilities - Internet/Cable - GA	16,719.29
50505-2 Utilities - Waste - M	1,770.92
50509-3 Utilities - Other - GA	3,534.13
Total Utilities	90,770.42
Total Expenses	\$4,517,391.57
NET OPERATING INCOME	\$ -89,550.61
NET INCOME	\$ -89,550.61



The Work Plan

In our pursuit of success and the fulfillment of our mission to improve lives by linking people and communities, we have prepared a series of important projects and programs over the coming year.

Each initiative is outlined on the following pages, including a dedicated team and owner to champion its key endeavors. Quarterly milestones have been devised to ensure the seamless execution of our plans.

Much like our success outcomes, the strategic initiatives detailed in the following pages of our work plan are harmoniously aligned with our six outcome areas:

Customer Experience

Employee Success

Community Value

Financial Health

Safety

Performance-Based Culture

2025 Customer Experience

WORK PLAN



Project Name

Customer Experience Survey

Project Owner

Eric

Project Description

Develop and conduct customer survey to gauge BATA's performance and help identify future service improvements.

FY 2025 Q1

- Explore and get estimates for an outside vendor to conduct BATA's Customer Experience survey. EL - Need to gather additional estimates, get pricing and determine next steps.

FY 2025 Q2

- Create survey, distribute, promote and gather results.

FY 2025 Q3

- Review findings and make any initial improvements as needed.

FY 2025 Q4

- Incorporate feedback into service improvements and implement changes as appropriate.



Project Name

Stop Improvements 2025

Project Owner

Bill/Kurt

Project Description

Increasing rider experience through stop amenity improvements.

FY 2025 Q1

- Order necessary components for improvements (shelter, benches, etc.)

FY 2025 Q2

- Prep locations with necessary infrastructure improvements (concrete)

FY 2025 Q3

- Install components on location

FY 2025 Q4

- Identify next years stop improvements within Capital Plan

2025 Employee Success

WORK PLAN



Project Name

**New Hire Orientation/Onboarding Process
(Completed)**

Project Owner

Chris/Brittany

Project Description

Ensure new employee orientation covers what employees need.

FY 2025 Q1

- Review current orientation/onboarding and identify areas in need of improvement

FY 2025 Q2

- Review current orientation/onboarding and identify areas in need of improvement



Project Name

Benefit Analysis

Project Owner

Chris

Project Description

Ensure employee benefits are competitive.

FY 2025 Q1

- Review Traverse Connect Benefit Analysis and determine what areas are missing

FY 2025 Q2

- Compare BATA's current benefits with Traverse Connect's Benefits Analysis. Prepare analysis of costs of benefit changes, if any

FY 2025 Q3

- Determine changes in benefits recommended to be changed

FY 2025 Q4

- Communicate changes to employees, and revise policies needing to be changed



Project Name

New HQ Technology

Project Owner

Kurt

Project Description

Ubisense yard management integration.

FY 2025 Q1

- Continue to develop efficiencies in UBI. KB - Continue back end work in program logic, very close to going live with the full version.

FY 2025 Q2

- Analyze efficiency gains to determine new processes (Porters/Fluid checkers/Grounds team)

FY 2025 Q3

- Develop Capital replacement schedules for all new HQ assets



Project Name

Employee Handbook Update

Project Owner

Chris

Project Description

Ensure Employee Handbook is reflective of current practices.

FY 2025 Q1

- Review/revise pages 27-41 and 41-46

FY 2025 Q2

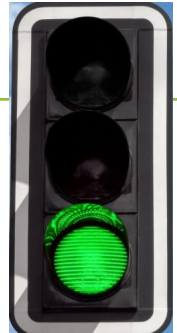
- Review/revise pages 47-61

FY 2025 Q3

- Share revisions with employees

FY 2025 Q4

- Publish revised Employee Handbook



Project Name

Succession Plan Development

Project Owner

Chris

Project Description

Have an action plan for key positions that become vacant.

FY 2025 Q1

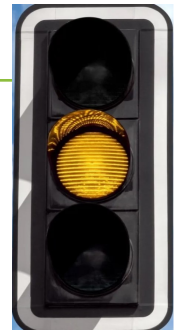
- Review example Succession Plans. .

FY 2025 Q2

- Draft Succession Plan and review with Executive Director

FY 2025 Q3

- Finalize Succession Plan and communicate where necessary



Project Name

Administrative Manual Creation

Project Owner

Tracy

Project Description

Have a central location for key administrative policies and procedures.

FY 2025 Q1

- Review current policies to determine if changes are needed, and revise where necessary

FY 2025 Q2

- Meet with appropriate stakeholders to develop procedures needing to be written

FY 2025 Q3

- Submit draft manual to managers/directors

FY 2025 Q4

- Publish Administrative Manual



Project Name

Employee Benefits Education

Project Owner

Chris/Jon

Project Description

Ensure that employees are aware of and utilize employee benefits to their potential.

FY 2025 Q1

- Identify benefits to educate staff on and determine who is best to provide the education

FY 2025 Q2

- Schedule education sessions



Project Name

Route To Excellence Training

Project Owner

Adam

Project Description

Staff will learn communication skills and techniques to improve customer interactions.

FY 2025 Q1

- Teach three classes with 5 to 8 staff members in each class

FY 2025 Q2

- Teach three classes with 5 to 8 staff members in each class

FY 2025 Q3


- Teach three classes with 5 to 8 staff members in each class

FY 2025 Q4

- Teach three classes with 5 to 8 staff members in each class




Project Name	All Computers on BATA's Domain Updated to Windows 11	
Project Owner	Paul	
Project Description	Upgrade to Windows 11 as Win 10 ends support Oct. 2025.	
FY 2025 Q1		
<ul style="list-style-type: none">• Address and determine all machines that require upgrades to meet requirements for Windows 11.		
FY 2025 Q2		
<ul style="list-style-type: none">•Finalize all update to Windows 11 on all domain PCs.		
FY 2025 Q3		
<ul style="list-style-type: none">• Complete		
FY 2025 Q4		
<ul style="list-style-type: none">•		





Project Name	New Software Setup & Performance	
Project Owner	Kurt	
Project Description	Retire RTA software and move to Fleetio.	
FY 2025 Q1		
<ul style="list-style-type: none">• Integrate all RTA records and inventory including adjusting to new Bin numbering system for completion of ongoing cycle counting. KB - Switched fully to Fleetio for CMMS.• Assess SOP tracking process. KB - Working with RTA/Fleetio side by side testing functionality.		
FY 2025 Q2		
<ul style="list-style-type: none">• Integrate all RTA records and inventory including adjusting to new Bin numbering system for completion of ongoing cycle counting• Assess SOP tracking process		
FY 2025 Q3		
<ul style="list-style-type: none">• Develop new impact metrics inside of Fleetio		
FY 2025 Q4		
<ul style="list-style-type: none">• Report on success of transition		





Project Name

Operator's Handbook and Policies Review and Update

Project Owner

Erik

Project Description

Perform a full handbook review and update to reflect BATA's current practices.

FY 2025 Q1

- OPS team review of current handbook and policies.
- Identify areas that need updating.
- Create a handbook and policy review team comprised of drivers, dispatchers, and admin that will meet regularly. EF - Just need to create review team.

FY 2025 Q2

- The handbook and policy review team will submit a draft updated Operator's Handbook to the management team.

FY 2025 Q3

- Distribute and educate staff on the updated Operator's Handbook and policies



Project Name

Mentorship Program

Project Owner

Meredith

Project Description

Create a mentorship program that fosters a culture of learning and collaboration to support an individual's growth and development at BATA.

FY 2025 Q1

- Conduct mentor training. Launch mentorship program. EF - Training completed and program created, just need to launch.

FY 2025 Q2

- Gather feedback from mentors and mentees
- Check and adjust as needed

2025 Community Value

WORK PLAN



Project Name

HQ Relocation

Project Owner

Kurt

Project Description

Assess current storage needs, help staff to reduce surplus, plan cadence of move, execute plan and vacate old facilities, including remediation.

FY 2025 Q1

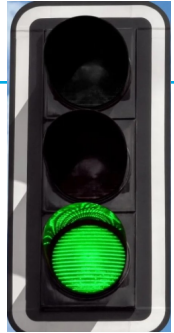
- Clean-up and remediate Cass & Diamond facilities for turnover to new owner - Complete

FY 2025 Q2

- Sell off used equipment still in possession (air compressor, tire machine, furniture)



Project Name	New HQ Public Events
Project Owner	Eric
Project Description	Showcase BATA's new HQ with stakeholder and public facing activities.
FY 2025 Q1	
<ul style="list-style-type: none">• Host BATA friends and family / public event if not already completed in FY24 Q4. EL - Hosted events in October 2024	
FY 2025 Q2	
<ul style="list-style-type: none">• Look for additional ways to bring in community groups and other transit systems to tour BATA's new facility	
FY 2025 Q3	
<ul style="list-style-type: none">• Look for additional ways to bring in community groups and other transit systems to tour BATA's new facility	
FY 2025 Q4	
<ul style="list-style-type: none">• Celebrate one-year anniversary of moving into BATA's new HQ focusing on efficiencies and service delivery improvements	



Project Name

Strategic Communications Plan

Project Owner

Eric

Project Description

Create and execute a Community Strategic Communications Plan that provides consistent and comprehensive outreach focusing on:

- 1) Education
- 2) Attraction, and
- 3) Information.

FY 2025 Q1

- Start rolling out long term plan elements

FY 2025 Q2

- Review performance of initial activities and make adjustments if needed

FY 2025 Q3


- Implement second phase of the strategic plan

FY 2025 Q4

- Conduct a 12 month review of activities and develop next 12 month plans as needed



Project Name	After-Hours Airport Service	
Project Owner	Adam	
Project Description	Public transportation options to/from Airport for first flight out and last flight in.	
FY 2025 Q1		
<ul style="list-style-type: none">• Identify additional service hours• Board approval		
FY 2025 Q2		
<ul style="list-style-type: none">•Launch service		
FY 2025 Q3		
<ul style="list-style-type: none">•Modify service as needed		



2025 Financial Health

WORK PLAN



Project Name

Financial Reporting by Mode

Project Owner

Justin/Shaughn

Project Description

Expand reporting of finance metrics to distinguish fixed route vs on-demand service costs and efficiencies, and increase transparency and create alignment with NTD reporting.

FY 2025 Q1

- Begin compiling reports for reporting on applicable NTD forms

FY 2025 Q2

- Refine reports and expense distribution



Project Name	Development of 5-Year Capital Plan
Project Owner	Kurt
Project Description	Develop GIS software tools to provide a comprehensive CP outlook while producing necessary information to keep the TAM plan and FCA up to date at all times.
FY 2025 Q1	
<ul style="list-style-type: none">• Organize all new facility compliance needs (services, repairs, useful life). KB - Continued with background data input from iAGis recognized need for re-imaging date TBD.	
FY 2025 Q2	
<ul style="list-style-type: none">• Organize all new facility compliance needs (services, repairs, useful life)	
FY 2025 Q3	
FY 2025 Q4	
<ul style="list-style-type: none">• Present results of 5-year Capital Plan	



Project Name

Maximize Federal Funding Opportunities

Project Owner

Justin/Shaugn

Project Description

Develop an understanding of how STIC credits work and the rural vs. urban funding impacts.

FY 2025 Q1

- Contact FTA or State of Michigan to determine agency statistics and ensure data accuracy

FY 2025 Q2

- Monitor quarterly data statistics and begin collecting/reporting to STIC metrics
- Determine BATA numbers and compare to prior year baselines/averages



Project Name

New Finance Software

Project Owner

Justin/Paul

Project Description

Secure new finance software.

FY 2025 Q1

- Switched to QuickBooks online

FY 2025 Q2

- Determine if Quickbooks online will be a better option while looking into other software options
- * Explore other options, determine what software may work before considering a bid, need a tool with built in budgeting



Project Name

Ensure Finance Policies are Current

Project Owner

Justin

Project Description

Review and update finance policies.

FY 2025 Q1

- Review BATA Investment Policy, Capital Fund Policy, Operating Reserve Fund Policy

FY 2025 Q2

- Submit any recommendations for existing policies for review by Admin

FY 2025 Q3

- Update with recommendations and present to the BoD for approval as applicable



Project Name

Fare System Review and Replacement

Project Owner

All

Project Description

Review and replace aging fare system, and review fare pricing approach.

FY 2025 Q1

- Start researching fare system options

FY 2025 Q2

- Develop and distribute RFP

FY 2025 Q3

- Choose vendor and begin implementation and rider education

FY 2025 Q4

- Finalize installation and begin utilization

2025 Safety

WORK PLAN



Project Name

Passenger Transportation Agency Safety Plan (PTASP) Creation

Project Owner

Erik

Project Description

Create and develop an agency safety plan and its components that meet FTA standards.

FY 2025 Q1

FY 2025 Q2

- Refine current safety policies and add them to the ASP, such as the Safety Management System (SMS) and Employee Safety Reporting Program (ESRP)

FY 2025 Q3

- Submit updated ASP to BATA board for approval, then update TRAMS



Project Name	<h1>Emergency Operations Plan for Hammond HQ</h1>		
Project Owner	Erik		
Project Description	Create an Emergency Operations Plan (EOP) for BATA's new HQ and current operations based on the comprehensive template shared by MDOT.		
FY 2025 Q1			
FY 2025 Q2			
<ul style="list-style-type: none">• Work across departments and with partner agencies to document procedures and agreements			
FY 2025 Q3			
<ul style="list-style-type: none">• Submit a draft EOP for management team review• Refine and create final draft			
FY 2025 Q4			
<ul style="list-style-type: none">• Share final draft with local emergency response partners			



Project Name	MIOHSA Safety Requirements Compliance
Project Owner	Kurt
Project Description	Develop and implement MIOSHA Safe program including written programs, and safety assesments..

FY 2025 Q1

FY 2025 Q2

- Engage MIOSHA-CET Division onsite, tour building discuss deficiancies. 30 days to bring company to comliance. Developed written plans, performed safety assessments, developed & performed training for all employees. Installed numerous safety enhancements. Submitted corrections to MIOSHA. Awaiting response.

FY 2025 Q3

- Conduct any additional follow up needed.

FY 2025 Q4

- Complete

Date	Employee	Route #	Comment
1/27/25	Ken Nitzh	2B	Hi, my name is Guadalupe Santiago. I am on bus #233, route 2. My driver is Ken, and I just wanted to call and say thank you for having such a great driver. He's always been present and always comes through. He's always been kind to everyone here. We are very grateful to have him as one of our route drivers.
1/28/25	Terry Jones	Link 14	Hi, my name is Kathy Volk. This was my first time using the bus and I just wanted to call to say what a great driver we had. I also wanted to confirm that I am to be picked up at 2:00 at Twice Trendy Tots.
2/10/25	Dispatch and Drivers		Hi, this Judith Henderlight. I've been taking the bus since 2023. I tried it for a year before I gave up driving. I just want you to know that the schedulers and drivers have all been excellent, kind and gone out of their way whenever I have a problem. I have been so impressed that I just praise your service to everybody I talk to. I just think you guys at BATA are wonderful. Thank you so much. Bye.

BATA Board Request Tracker					
Topic	Board Meeting Date Discussed	Board/Staff Member	Status	Date Completed	Notes
BATA Link Service	6/27/2024	Adam BeVier	Will revisit again at the April 2025 meeting.		

February 2025 Interim Executive Director's Report

Internal:

- *Chris, Eric, Justin and Kurt met with all employees in monthly Comms meeting
- *Chris, Eric and Justin met with February's new hires
- *Chris met with the family of the BATA employee who passed away over the weekend and attended his service
- *Chris met with EAP counselors brought in response to BATA employee who passed away
- *Directors/Managers conducted a status update on BATA's scorecard metrics
- *Created and promoted airport morning pilot service. Held media event at Cherry Capital Airport and garnered positive media coverage
- *Eric Lingaur and Bill Clark participated in the annual TC West High School Mental Health summit and shared BATA information with more than 200 students
- *Getting route planning and rolling out communications in conjunction with the M-22/M-72 intersection project planning for this Spring/Summer
- *Implementing Ubisense and Fleetio fleet programs
- *Phased out all remaining Windows 10 PC's and upgraded them to Windows 11
- *Started vendor research and capabilities gathering with fare technology and options available in the market

External:

- *Chris and the rest of the Michigan Negotiators Association (MNA) Board hosted and presented to the MNA Conference in Mt. Pleasant
- *Chris attended the Traverse Area Human Resource Association (TAHRA) monthly session (topic was Appreciative Inquiry)
- *Chris met with and had lunch with Teamsters Business Agent Tony Pletscher
- *Chris talked with TransPro consultants regarding the Executive Director search
- *Chris attended the Leadership Lunch Club presentation by Kevin Klein

*Chris wrote additional letters to legislators in support of the Earned Sick Time Act (ESTA) proposed revisions

*Chris, Kurt and Justin met with Accident Fund representative regarding insurance renewal

*Chris attended the monthly Executive Committee luncheon meeting

*Chris and one of the Operations Managers met with the monthly Hub International representatives

*BATA issued a Request for Proposal to five Michigan-based vendors for a 320-kW system to install on its rooftop after being awarded the Renewable Energy and Electrification Infrastructure Enhancement and Development grant. No capital nor local funds involved. The award was given to Keen Energy, as their proposal for domestic panels was the most competitive, with the most desirable specifications, and shortest lead time, while being more than \$65,000 under budget.

*The alternative fuel credit was submitted for a total rebate of \$132,425

*The 2026 Annual Application was submitted with approved budget details

Strategic Communications Plan Update

February 2025

Showcasing Community Value







BATA: General Awareness Campaign – Winter 2025

Digital Ads (Ticker, Google) / Social Paid Ads



Mini Video Clips: Routes, Apps, How to Pay

BATA: LaFranier Campaign – Winter 2025

Digital Ads (Ticker, Google) / Social Paid Ads



Target: General, LaFranier Neighborhoods



Target: LaFranier Neighborhoods, Older Adults



Target: LaFranier Neighborhoods, Working Adults

BATA: Kingsley Campaign – Winter 2025

Digital Ads (Ticker, Google) / Social Paid Ads



Target: Kingsley



Target: Kingsley



Target: Kingsley, Working Adults

MONTHLY
MARCH
2025

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Top: Ribbon Cutting Ceremony at the new Traverse City building.
Bottom: Pilates Class

Traverse City . Fife Lake . Interlochen . Kingsley . Acme

**With BATA
You're GOING places!**

Where do you want to go?
Whether shopping, appointments or the airport, **BATA** is here to make your journey hassle-free. Find your route or schedule a ride with our **LINK** service.
We connect you to the community!

BATA
Bay Area Transportation Authority

BATA.NET 231-941-2324

November 14, 2024 Vol. XLII Issue 4

NORTH WESTERN MICHIGAN COLLEGE

We hear to the line; let the chips fall where they may.

**1.3 Million Microplastic Particles
Found in Local Water**

Traverse City
& SURROUNDING AREAS

TRAVERSEcity.com OFFICIAL VISITOR GUIDE

**2025
SILVER SOURCE**
— SENIOR SERVICES DIRECTORY —
Covering Antrim, Benzie, Grand Traverse, Kalamazoo and Leelanau Counties

INSIDE:
Assisted Living
Continuum of Care
Governmental Services
Independent Living
Medical Services
Professional Services
Social and Support Groups
and more

FREE

**With BATA
You're GOING places!**

Where do you want to go?
Whether going to class, work or home, **BATA** is here to make your journey easy.
Ride for **FREE** on the **BAYLINE** from NMC to downtown. BATA also connects you to all four NMC campuses — Main, Great Lakes, Aero Park and University Center. Find your route or schedule a ride with our **LINK** service.
We connect you to the community!

BATA
Bay Area Transportation Authority

BATA.NET 231-941-2324

**BAY AREA TRANSPORTATION
AUTHORITY (BATA)**
231-941-2324
bata.net

BATA provides easy, public transportation services to downtown Traverse City and other popular destinations in Grand Traverse and Leelanau counties. Try the free Bayline route with buses every 20 minutes, explore the trails with our Bike-n-Ride service, or request an on-demand ride with our Link service. Find your bus at batabustracker.com.

Education and Awareness

► Current:

- BATA 101 Video
- Traditional and digital ad campaigns for both general audience and targeted audiences (LaFranier, Kingsley, and seniors and NMC)
- Photoshoots complete and photos in use
- Updated radio and TV spots
- Bus wraps
- Airport banners
- Promotional items were updated for the grand opening events: banners, table skirts, branded bags

► Near Future:

- Shelter ads
- Additional photoshoot(s) (more models of BATA for additional demographics)
- Website enhancements with updated brand visuals and a new landing page for digital ads
- Rack cards: general and hospitality-focused
- Quarterly meetings on the calendar to review marketing effectiveness and plan for next quarter with BATA team



Results so far

- ▶ Successful Grand Opening Celebration and Open House launch for new HQ
- ▶ Ridership increases since campaign launched
 - ▶ Sept. 2024: 33,803 (YOY 29,059)
 - ▶ Oct. 2024: 36,704 (YOY 30,960)
 - ▶ Nov. 2024: 34,514 (YOY 29,106)
 - ▶ Dec. 2024: 35,396 (YOY 28,627)
 - ▶ Jan. 2025: 41,522 (YOY 31,946)
- ▶ Increased engagement with social media posts
- ▶ BATA 101 presentations to Businesses and HR groups



Facebook Professional dashboard for BATA Transit Official.

Content

Post Content	Views	Reach	Interactions	Action
Even when the snow is coming down, BATA provides 1,000 rides a day to residents and visitors of the 900 square miles of Leelanau and Grand Traverse counties, including the city of Traverse City. Dec 12, 2024	7,221	5,353	101	Boost post
BATA Service Alert: Starting February 3, 2025, westbound M-72 at the M-22 intersection will be closed for about 3 weeks for utility work in preparation for the bigger M-72/M-22 roundabout... Thu, Jan 30	6,491	3,847	10	Boost post
Check out all those lights - more than 5,000. We had a great time in the Holiday Light Parade! Nov 23, 2024	3,651	2,663	85	Boost post
BATA provides hourly service to Kingsley, Monday through Friday. Service starts at 6:30 in the morning from Northland Foods. The last bus from Traverse City arrives at Northland Foods at 7:25 in... Tue, Feb 11	2,886	1,634	22	Boost post
BATA provides hourly service to Kingsley, Monday through Friday. Service starts at 6:30 in the morning from Northland Foods. The last bus from Traverse City arrives at Northland Foods at 7:25 in... Thu, Jan 30	2,193	1,282	30	Boost post
"When you take BATA, you can just sit back and relax and just get to know one another. You can't do that from inside your car. If you stay in your little bubble, then you don't get to meet and interact... Dec 17, 2024	1,075	681	36	Boost post