



BATA Regular Meeting Agenda
Hall Street Transfer Center 115 Hall St, Traverse City, MI
October 23, 2025 @ 1:00pm

1. Call to Order
2. Pledge of Allegiance and Moment of Silence
3. Roll Call
4. First Public Comment*
5. Approval of Agenda/Declaration of Conflict of Interest
6. Consideration of Approving the Regular Board Meeting Minutes of September 25, 2025
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.
8. Chairperson's Report
 1. Recognitions
 2. Announcements
9. Finance Reports – Justin Weston
 - FY25 Q4 Finance Reports
 - a. Operating Reserve Fund
 - b. Capital Reserve Fund
 - c. New Facility Reserve Fund
10. Old Business
No old business at this time.

11. New Business
 - a. Resolution to Approve a Contract Between MDOT and BATA.
 - b. FY25 Capital Improvements Recap – Bus Stop Amenities – Eric Lingaur and Bill Clark
 - c. 2026 Strategic Communications and Marketing Plan & 2025 Results – Eric Lingaur
 - d. Fare Structure Update – Eric Lingaur
 - e. FY25 Capital Plan Closeout – Justin Weston
 - f. FY26 Capital Plan Request – Justin Weston
 - g. Strategic Advance – Jeff Miles Meilbeck
12. Executive Director’s Report and Proposed December Agenda – Jeff Miles Meilbeck
13. Directors’ Comments and Announcement/Open Floor
14. Adjournment

*Next meeting date is **December 11, 2025** @ Hall St. Transfer. No meeting for November! *

*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: Hall St. Transfer Station, 115 Hall St. Traverse City, MI

Date/Time: 1:00PM, Thursday, September 25, 2025

1. Call to Order

The meeting was called to order by Co-Chairperson Joe Underwood at 1:00 PM.

2. Pledge of Allegiance and Moment of Silence

3. Roll Call

- John Sommavilla - PRESENT
- Lance Boehmer – PRESENT
- Gwenne Allgaier – PRESENT
- Joe Underwood – PRESENT
- Fern Spence - PRESENT
- Wayne Schmidt – ABSENT

4. Oath of Office

Sarah Bye took her official oath of office, as a new BATA Board member.

5. First Public Comment*

No public comment was made at this time.

6. Approval of Agenda/Declaration of Conflict of Interest

Moved by Fern Spence and supported by Lance Boehmer to approve the Agenda/Declaration of Conflict of Interest as presented.

- **Ayes: 6**
- **Nays: 0**
- **Motion Carries: 6-0**

7. 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 August 14, 2025

Consideration of Accepting the Following Reports

- b. August Income Statement
- c. Correspondence – Staff Compliments
- d. BATA Board Tracker

Moved by Lance Boehmer and supported by Fern Spence to approve the September 25, 2025, Consent Calendar as presented.

- **Ayes:6**
- **Nays: 0**
- **Motion Carries: 6-0**

8. Any items removed from the consent calendar.

No items were removed from the Consent Calendar.

9. Executive Director's Report – Chris Davis

Chris Davis reported that the recent BATA blood drive was a success. BATA participated in a friendly competition with other local transit agencies and had the highest number of volunteer donors.

She shared that BATA leadership recently met with the local Teamsters for contract negotiations. Agreements were successfully reached for the mechanics, drivers, and dispatchers.

Chris and Justin met with representatives from HUB International to discuss general liability insurance; an update will be provided to the Board soon.

BATA will continue using Priority Health for employee health insurance coverage this year.

Several BATA employees participated in local school open houses to assist with transportation-related questions, sell bus passes, and connect with parents.

Chris, along with Eric and Kurt, attended the MPTA Conference, where BATA received two awards.

Finally, Chris noted that she and members of BATA staff attended the ribbon-cutting ceremony for the new TC Housing development, located adjacent to the LaFranier Transfer Station.

10. Chairperson's Report

No report was given at this time.

11. Old Business

a. Early AM Airport Shuttle

BATA's early airport shuttle pilot was launched in March and ran through September 2025. The pilot ran Monday through Friday, from 4:00-7:00AM. The pilot performed 35 completed trips, which comes out to about 1 ride a week. With the added cost to run the pilot program and only averaging 1 ride per week, it was recommended to not move forward with the airport shuttle at this time.

b. Neo Ride Membership Resolution

Key Points Include:

- No RFP needed. Neo Ride has already completed the work.
- Annual cost to join is \$4000 and BATA would be a member of the Co Op.
- Also uses current technology systems that BATA uses.

Moved by Lance Boehmer and supported by Fern Spence to approve joining Neo Ride as presented.

- **Ayes: 6**
- **Nays: 0**
- **Motion Carries: 6-0**

c. Fare System Replacement Project

Key Points include:

- BATA's current fare system is no longer supported by the vendor.
- EZfare (Masabi) is the vendor that BATA would like to use.
- Cheaper than purchasing from Masabi directly.
- 3 year agreement
- Purchase of ticket/kiosk to help streamline ticket purchase
- Potential kiosk locations, Meijer, Hall St, and LaFranier transfer.

Moved by Lance Boehmer and supported by Fern Spence to proceed with the procurement of a New Fare System, EZFare not to exceed a cost of \$600,000 without additional Board approval and that staff will bring the agreement to the Board once finalized.

Roll Call Vote:

- **Ayes:** Lance Boehmer, Fern Spence, John Somnavilla, Gwenne Allgaier, Sarah Bye, and Joe Underwood.
- **Nays: 0**
- **Motion Carries: 6-0**

12. New Business

a. BATA/Teamsters Local 214 Bus Drivers and Mechanics Unit Tentative Agreement

Key Points Include:

- 3-year contract
- Increase to 3% instead of 2.5%, still based on revenue and expenses. The highest it can go is 3%
- Uniform allowance increased to \$200/year
- Language definition of what a CAT 1 and CAT 2 driver is.
- Meet three times a year to look at shifts/schedules for discussions.
- Insurance discussions once a year, for reevaluation.
- Bereavement leave increases to 5 days for the loss of spouse or children.
- If revenue and expenses are better than expected at the time of the tentative agreement, an off schedule stipend of say \$500 would be given in December or January.

Moved by Lance Boehmer and supported by John Somnavilla to approve the Agreement between BATA and Teamsters Local 214 Driver/Mechanics Unit as presented.

Roll Call Vote:

- **Ayes:** Lance Boehmer, Fern Spence, John Somnavilla, Gwenne Allgaier, Sarah Bye, and Joe Underwood.
- **Nays: 0**
- **Motion Carries: 6-0**

b. BATA/ Teamsters Local 214 Dispatcher Unit Tentative Agreement

Key Points Include:

- 3-year contract
- Increase to 3% instead of 2.5%, still based on revenue and expenses. The highest it can go is 3%
- Uniform allowance increased to \$200/year
- Meet three times a year to look at shifts/schedules for discussions.
- Insurance discussions once a year, for reevaluation.
- Bereavement leave increases to 5 days for the loss of spouse or children.
- If revenue and expenses are better than expected at the time of the tentative agreement, an off schedule stipend of say \$500 would be given in December or January.

Moved by Lance Boehmer and supported by Fern Spence to approve the Agreement between BATA and the Teamsters Local 214 Dispatcher Unit as presented.

Roll Call Vote:

- **Ayes:** Lance Boehmer, Fern Spence, John Somnavilla, Gwenne Allgaier, Sarah Bye, and Joe Underwood.
- **Nays: 0**

- **Motion Carries: 6-0**

13. Second Public Comment

No public comment was made.

14. Director's Comments and Announcements/ Open Floor

Director Joe Underwood inquired about the frequency of BATA's situational awareness and personal safety training. Chris Davis responded that an active assailant training is in development, which will cover scenarios on buses, at the Hammond location, and at the Hall Street Transfer Center.

Director Lance Boehmer reported on a meeting with Hannah from Jubilee House regarding transportation needs within the homeless community. He noted that the new crisis center does not currently have a bus stop nearby and asked if there were ways to supplement bus passes. Chris Davis stated that the BATA Administrative Team can reach out to Jubilee House to discuss options.

Director Gwenne Allgaier suggested reaching out to the local Rotary Club for potential grant funding. Chris Davis, a member of Rotary, noted that she would explore how to get this item placed on the agenda.

15. Adjournment

Moved by Gwenne Allgaier to adjourn the September 25, 2025, Regular Meeting of the BATA Board of Directors at 2:01 PM.

Meeting Minutes Submitted by: _____

Meeting Minutes Approved on: _____

Lance Boehmer, Secretary: _____

**BATA Operating Reserve Fund
September 2025 YTD**

	Michigan Class	Adjustments	Reserve Fund Total
Balance at September 30, 2024	\$ 3,266,446	\$ -	\$ 3,266,446
Increases:			
Interest Income	150,261		150,261
Total Increases	\$ 150,261	\$ -	\$ 150,261
Cash Transfers	\$ -		-
Balance at September 30, 2025	\$ 3,416,707	\$ -	\$ 3,416,707

FY26 Budgeted Eligible Expenses	\$	13,438,903
		25.4%
*Maximum Balance = 30%	\$	4,031,671

**BATA Capital Reserve Fund
September 2025 YTD**

	Michigan Class	Adjustments	Reserve Fund Total
Balance at September 30, 2024	\$ 7,352,310	\$ (69,658)	\$ 7,282,652
Increases:			
Interest Income	346,537		346,537
Investment Income			-
FY2025 Funding Oct/Apr 326,872.50:	653,745	-	653,745
Total Increases	\$ 1,000,282	\$ -	\$ 1,000,282
Decreases:			
25A - Motors \$75,000	-	-	-
25B - Shelters \$75,000	(41,325.68)	-	(41,326)
25C - General IT \$10,000	-	-	-
24 C/O - FY24 Vehicle Technologies \$8,223	-	-	-
25D - Vehicle Technologies \$65,000	(13,430.34)	-	(13,430)
25E - 3 Used School Buses \$90,000	(21,216.00)	-	(21,216)
25F - John Deere Gator \$18,000	(18,300.00)	-	(18,300)
25G - Grounds Mower \$7,500	-	-	-
25H - Snow Maintenance Tractor \$45,000	(43,995.00)	-	(43,995)
25I - Welder \$8,000	(7,826.31)	-	(7,826)
FY25 Contingency \$40,172	-	-	-
Total Decreases	\$ (146,093)	\$ -	\$ (146,093)
Cash Transfers			
Prior Year Transfers Completed	(69,658)		
FY25 Pending Transfers		(27,447)	(27,447)
Michigan Class Balance			8,067,183
			-
Balance at September 30, 2025	\$ 8,067,183	\$ -	\$ 8,039,736

BATA New Facility Reserve Fund September 2025 YTD			
	Michigan Class Adjustments		Reserve Fund Total
FY2025 Funding Oct/Apr 326,872.50:	\$ 6,587,707	\$ 841	\$ 6,588,547
Increases:			
Interest Income	158,277		158,277
Sale of Diamond Property	376,855		376,855
Total Increases	\$ 535,132	\$ -	\$ 535,132
Decreases:			
American Hoist		(61,010)	(61,010)
Ferrell Gas		(281,789)	(281,789)
Amazon		(1,366)	(1,366)
Actron Steel		(679)	(679)
Cunningham Limp		(85,421)	(85,421)
Image360		(31,565)	(31,565)
Valeo		(1,138)	(1,138)
Olive Group Furniture		(9,565)	(9,565)
Windemueeller		(33,394)	(33,394)
Buster Blinds		(1,650)	(1,650)
Voltage Electric		(10,654)	(10,654)
The Christman Group		(2,434,579)	(2,434,579)
Give Em A Brake		(400)	(400)
Integrity Business		(1,528)	(1,528)
Nordic Movers/Two Men		(1,108)	(1,108)
Northern Michigan Glass		(1,790)	(1,790)
Ubisense		(1,995)	(1,995)
Interphase		(5,319)	(5,319)
Ritsema		(650)	(650)
City of Traverse City		(287)	(287)
Shoreline Power Services		(19,621)	(19,621)
		(1,550)	(1,550)
FY24 Expense Reconciliation		(1,988,287)	(1,988,287)
Total Decreases	\$ -	\$ (4,975,344)	\$ (4,975,344)
Cash Transfers	(4,975,344)	4,975,344	-
Michigan Class Balance	2,147,495		2,147,495
<i>Hall Street Project FY2025/2026 Balance</i>			\$ (147,621)
<i>LaFrainer Park & Ride EV Charging Project</i>			\$ (15,931)
Projected New Facility Reserve Fund Balance			\$ 1,983,943

BAY AREA TRANSPORTATION AUTHORITY (BATA)

STAFF REPORT

Meeting Date: 10/23/2025

Date Prepared: 10/17/2025

To: BATA Board of Directors

From: Jeff “Miles” Meilbeck

Subject: MDOT Contract

1. Recommendation

Staff recommends the Board of Directors approve a contract with the Michigan Department of Transportation (MDOT) authorizing Jeff Meilbeck to execute contracts on behalf of BATA

2. Background

MDOT contract execution authority is not automatically provided when there is a change in the Executive Director. In order to authorize the new Executive Director to execute contracts between BATA and MDOT, the board needs to pass a resolution formally appointing Jeff Meilbeck as the designee.

3. Alternatives

- 1) Approve the resolution (recommended). This is a procedural step for MDOT, has no other impact, and is required for the new Executive Director to execute contracts with MDOT on BATA’s behalf
- 2) Do not approve the resolution (not recommended). This alternative would keep contract execution authority with the former Executive Director.

4. Fiscal Impact

There is no direct fiscal impact as a result of this item. The executive director will continue to request Board approval for any contract execution items that require Board approval.



Bay Area Transportation Authority Blanket Signature Resolution for #2022-0015

MASTER AGREEMENT RESOLUTION:02/2025

Whereas, the *Bay Area Transportation Authority* has the authority to contract with the Michigan Department of Transportation for State and/or Federal funds for passenger transportation related services; and,

Whereas, the *Bay Area Transportation Authority* does hereby approve Master Agreement No. 2022-0015,

Now, Therefore, be it resolved that the *Executive Director, Jeff Meilbeck* of the *Bay Area Transportation Authority*, be authorized and directed to execute said agreement #2022-0015 for and on behalf of the *Bay Area Transportation Authority*, effective October 24, 2025:

PROJECT AUTHORIZATION RESOLUTION

Whereas, this resolution shall also approve execution of Project Authorizations for any programs designated by the *Bay Area Transportation Authority* and/or Project Authorizations for any amount determined by the *Bay Area Transportation Authority* with the Michigan Department of Transportation which are issued under Master Agreement Number 2022-0015,

Now, Therefore, be it resolved that the *Executive Director, Jeff Meilbeck* of the *Bay Area Transportation Authority* are authorized to enter into and execute on behalf of the *Bay Area Transportation Authority* all such project Authorizations with the Michigan Department of Transportation for passenger transportation related services for the Agreement period.

CERTIFICATE

The undersigned duly qualified Board Secretary of the *Bay Area Transportation Authority* certifies the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the *Bay Area Transportation Authority* held on October 23, 2025.

Signature

Printed Name

Title

Date

BAY AREA TRANSPORTATION AUTHORITY (BATA)

STAFF REPORT

Meeting Date: 10/23/2025

Date Prepared: 10/17/2025

To: BATA Board of Directors

From: Eric Lingaur / Bill Clark

Subject: Fiscal Year 2025 Capital Improvements Recap – Bus Stop Amenities

1. Recommendation

Informational – No action required.

2. Background

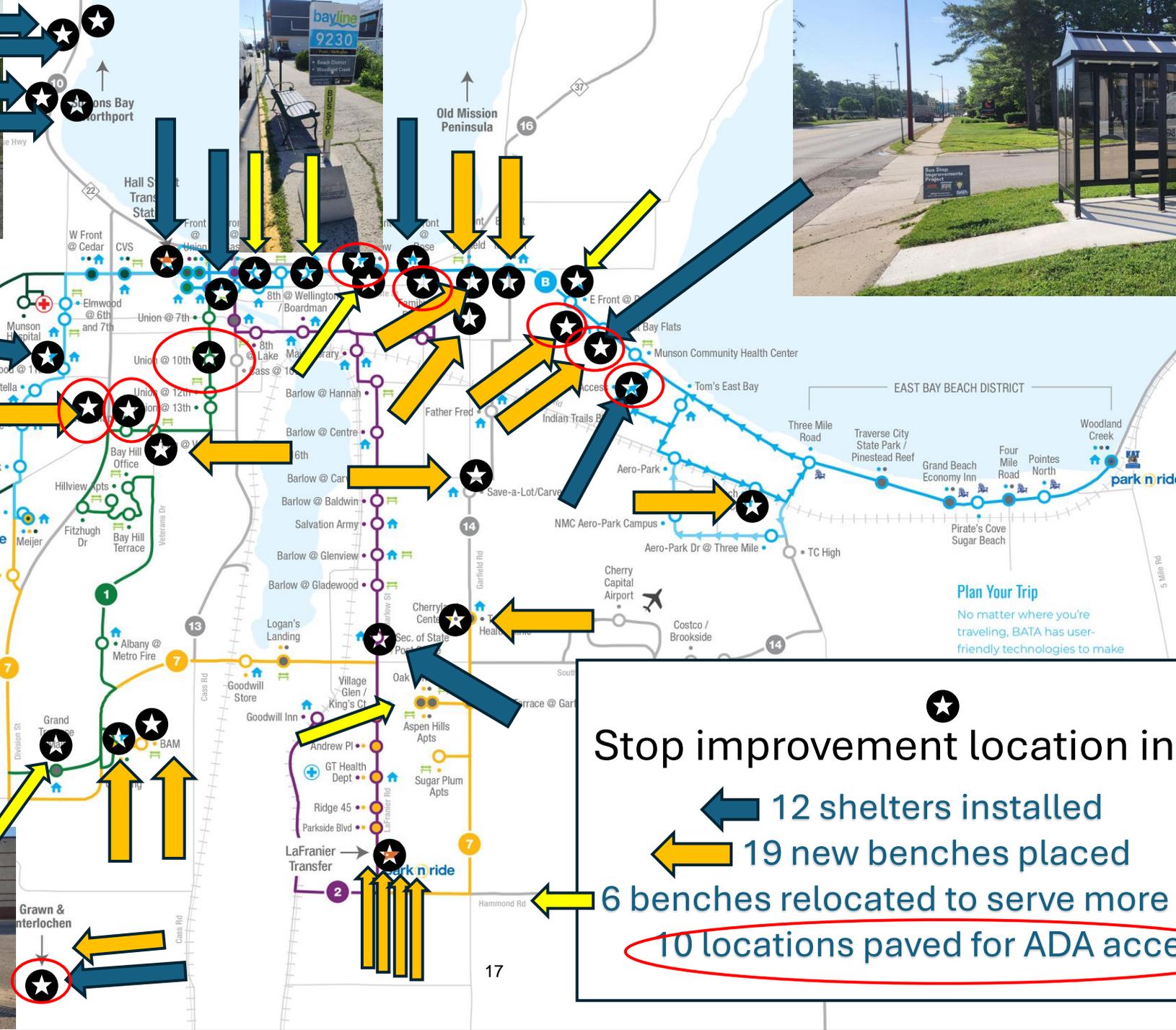
BATA made a significant investment improving bus stop amenities and accessibility as part of the FY25 Capital Improvement Plan. Staff will provide a summary of all the bus stop improvements (shelters, benches, bike racks, ADA accessibility) made during FY25 with capital improvement funds. Staff will highlight all the great work and planning that went into making impactful bus stop improvements across BATA's service area.

3. Alternatives

N/A

4. Fiscal Impact

\$75,000 in FY25 Capital Improvement funds were used for these updates.



☆ Stop improvement location in
 ← 12 shelters installed
 ← 19 new benches placed
 ← 6 benches relocated to serve more riders
 10 locations paved for ADA access

BAY AREA TRANSPORTATION AUTHORITY (BATA)

STAFF REPORT

Meeting Date: 10/23/2025

Date Prepared: 10/17/2025

To: BATA Board of Director

From: Eric Lingaur

Subject: Strategic Communications Plan Update / Recap

1. Recommendation

Informational – No action required.

2. Background

Staff will provide the BATA Board with an update on the 2024-2025 Strategic Communication Plan results and will also provide an outline of the 2026 plan.

BATA's Board asked the Marketing and Communications Team to develop a Strategic Communications Plan to provide education and awareness around BATA's services and the Community Value it provides. BATA selected the marketing and communications agency Brand Tonic to assist with this project. The initial fact finding started in the Spring of 2024 with the plan officially starting in Fall of 2024. BATA's had a full 12 months of activities and is outlining the continuation of the plan for 2026.

3. Alternatives

N/A

4. Fiscal Impact

\$120,000 has already been allocated for Marketing and Media buys as part of the approved FY2026 budget.



BATA: Marketing Review – 2024/2025

PREPARED BY BRAND TONIC
October 2025

BATA: Brand Refresh Campaign – 2024/2025

BATA

- FREE along with bays **bayline**
- In Traverse City **city loop**
- Out to neighboring villages **link**
- Schedule on demand **link**

Let's get a **MOVE** on.

1 PLAN your trip.
2 TRACK your bus.
3 PAY your fare.

You're ready to RIDE!

TRAIL HEAD

With BATA I take the scenic **ROUTE.**

HOME

Jackson, BATA rider

Connect our community.

connect

Come along for the **RIDE.**

BATA

With BATA I'm in the **LOOP.**

Whether work or play, BATA connects you to the community.

WORK

HOME

Norton, BATA rider

Brand Messaging & Theme
 Brand Visuals & Asset Creation
 Communication Plan
 Photo shoots
 Testimonial Database

BATA
 We connect you to the community.

With BATA I'm **GOING** places.

HOME

MEDICAL APPOINTMENT

Beth, BATA rider



BATA

Let's go **PLACES!**

- FREE along with bays **bayline**
- In Traverse City **city loop**
- Out to neighboring villages **link**
- Schedule on demand **link**

Come along for the **RIDE.**

BATA

Get in the **LOOP!**

tour stop signs

STOP 1
GET IN THE LOOP!
 Where do you want to go? **BATA**

STOP 2
HOW TO RIDE
 1 PLAN your trip
 2 TRACK your bus
 3 PAY your fare.
 You're ready to **RIDE!**
BATA

STOP 3
NOW HIRING
 DRIVERS
 DISPATCHERS
 MECHANICS
 It's your **MOVE!**
BATA

BATA: General Awareness Assets – 2024/2025

BATA
Bay Area Transportation Authority

FREE RIDES along the bays!

BATA's Bayline bus route offers free rides along the bays, connecting you to top local attractions in minutes—downtown, parks, beaches, trails, events, and more!

With 40 stops and buses running every 20 minutes, 7 days a week, exploring the Traverse City area just got easier!

Looking for other ride options?
Check out our fixed-route services in and around Traverse City. Route 14 goes to the airport.

For on-demand ride services, schedule a ride on BATA Link.

You're ready to GO!
Scan for more details.

BATA.NET 231-941-2324

BATA
Bay Area Transportation Authority

With BATA, You're GOING PLACES!

At BATA, we are more than just a transit system—we are the lifeline that keeps our community connected. Serving Grand Traverse and Leelanau Counties, we are the vital link for residents and visitors alike to access essential services, local businesses, outlying communities, and the natural beauty that defines our region.

Find your route today!

BATA.NET 231-941-2324

With BATA, I'm in the LOOP!

Find your route today.
BATA.NET

HOME GROceries MEDICAL APPOINTMENT

With BATA, I'm GOING PLACES!

Find your route today.
BATA.NET

HOME SHOPPING MEETING

With BATA, I'm in the LOOP!

Find your route today.
BATA.NET

HOME WORK AIRPORT

BATA
Bay Area Transportation Authority

With BATA, I'm in the LOOP!

Over 250 stops to get you where you're going.
Find your route today.

HOW TO RIDE

- 1 PLAN your trip.
- 2 TRACK your bus.
- 3 PAY your fare.

BATA.NET 231-941-2324

BATA
Bay Area Transportation Authority

With BATA, I'm in the LOOP!

Over 250 stops to get you where you're going.
Find your route today.

HOW TO RIDE

- 1 PLAN your trip.
- 2 TRACK your bus.
- 3 PAY your fare.

BATA.NET 231-941-2324

Rackcards: Hospitality/Bayline, General How To Ride

Shelter Ads

Bus Wraps

BATA
Bay Area Transportation Authority

Home Maps & Schedules Things to Know Fares About Us Join Our Team News & Projects Customer Service

With BATA, You're GOING PLACES!

HOME GROceries MEDICAL APPOINTMENT FAMILY MEETING

How to Ride

- Smart Commute Week
- Rider Policies
- Group Trip Request Form
- American Disabilities Act (ADA) & Accessibility

WHERE SUN MEETS SHORE

Connecting around Traverse City just got easier.
Ride to SHOPPING. WORK. EVENTS. APPOINTMENTS.

Social Media Weekly Posts

- Riders
- Staff Highlights
- Events

Website: How to Ride page, new page header images

Video: TV commercial and Radio spot

BATA: General Awareness Campaign – 2025

Digital Ads (Ticker, Google) / Social Paid Ads

GET CONNECTED

- 80+ BUSES
- 10+ ROUTES
- 250+ STOPS

Connecting the Community.

Let's GO!

BATA

Get in the Loop!

HOME

WORK

SCHOOL

SHOPPING

MEDICAL APPOINTMENT

GROCERIES

HOW TO RIDE

- 1 **PLAN** your trip.
- 2 **TRACK** your bus.
- 3 **PAY** your fare.

You're ready to GO!

BATA

Let's go PLACES!

- FREE along the bays **bayline**
- In Traverse City **city loop**
- Out to neighboring villages **village loop**
- Schedule on-demand **link**

Videos: Website, Social Media



BATA 101 (overview of services)
Know The Routes
How To Ride (mobile apps, fares)
Park-n-Ride LaFranier

BATA: General Awareness Campaign – 2025

Print & Digital Ads (Ticker, Google) / Social Paid Ads

**With BATA,
I'm in the LOOP!**

Over 250 stops
to get you where
you're going.

SHOPPING
WORK
EVENTS
APPOINTMENTS

BATA
Bay Area Transportation Authority

**With BATA,
we're in the LOOP!**

Over 250 stops
to get you where
you're going.

SHOPPING
WORK
EVENTS
APPOINTMENTS

BATA
Bay Area Transportation Authority

**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!

GROCERIES
HOME GRANDSON MEDICAL APPOINTMENT

BATA
Bay Area Transportation Authority

BATA.NET 231-941-2324

**With BATA,
you're GOING PLACES!**

Connecting around Traverse City just got easier.
Ride to **SHOPPING, DOWNTOWN, EVENTS and MORE.**

**With BATA,
you're GOING PLACES!**

Connecting around Traverse City just got easier.
Ride to **SHOPPING, MEDICAL APPOINTMENTS and MORE.**

Connecting around Traverse City just got easier.
Ride to **SHOPPING. WORK. EVENTS. APPOINTMENTS.**

BATA: Targeted Campaign – Feb to Sept 2025 Airport

Digital Ads (Ticker, Google) / Social Paid Ads

Need an early morning RIDE TO TVC?

New early service to TVC Monday – Friday, 4am – 7am
SCHEDULE YOUR RIDE WITH BATA LINK TODAY.

Target: General, Airport Services

Need transportation to the AIRPORT?

Check out **ROUTE 14** or schedule your ride with **BATA LINK.**

Target: General, Airport Services

Need transportation to the AIRPORT?

Check out **ROUTE 14** or schedule your ride with **BATA LINK.**

Need an early morning ride to the AIRPORT?

Check out BATA's new **Link** airport service in TC.
 Schedule your ride starting Feb 24.
 Available Mon-Fri, 4:00-7:00 am

BATA
 Bay Area Transportation Authority

BATA.NET 231-941-2324

BATA
 Bay Area Transportation Authority

Getting to the airport just got easier!

NOW OFFERING early morning rides to TVC
 Monday – Friday, 4am – 7am

link BATA Link provides on-demand rides in and around Traverse City, for day and evening travel.

Call 231-941-2324 or use the BATA Link app to schedule.

Need a ride another time?
 Check out Village Loop Route 14.

BATA.NET 231-941-2324

BATA
 Bay Area Transportation Authority

Need Airport Transportation?

BATA RIDE OPTIONS:

- **Village Loop Route 14** — Fixed route to & from the airport, Park-n-Ride lots, and hotels.
- **BATA Link** — On-demand rides to & from the airport. Call 231-941-2324 or use the BATA Link app to schedule a ride.

BATA.NET 231-941-2324

Airport Banners: On-site Advertising

BATA: Targeted Campaigns – Winter/Spring 2025 LaFranier, Kingsley

Digital Ads (Ticker, Google) / Social Paid Ads



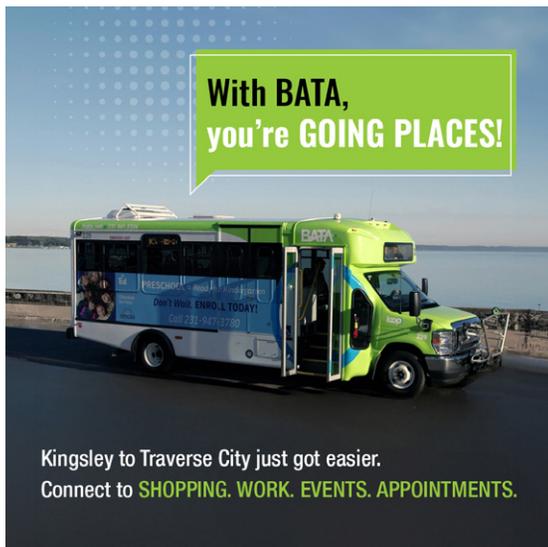
Target: General, LaFranier Neighborhoods



Target: LaFranier Neighborhoods, Older Adults



Target: LaFranier Neighborhoods, Working Adults



Target: Kingsley



Target: Kingsley



Target: Kingsley, Working Adults

BATA: Targeted Campaigns – Spring/Summer 2025 [Hiring](#)

Digital Ads (Ticker, Google) / Social Paid Ads, Social Media Posts



NOW HIRING

- 1 DRIVERS**
- 2 DISPATCHERS**
- 3 MECHANICS**

Competitive Wages
Benefits
Retirement Plan
APPLY HERE.

It's your MOVE!



**With BATA,
I'm driving access
to the region.**

NOW HIRING DRIVERS.
Competitive Wages. Benefits. Retirement Plan. **Apply Today.**



**With BATA,
I'm helping
my neighbors.**

NOW HIRING DRIVERS.
Competitive Wages. Benefits. Retirement Plan. **Apply Today.**



**With BATA,
I'm driving
the community.**

NOW HIRING DRIVERS.
Competitive Wages. Benefits. Retirement Plan. **Apply Today.**

BATA: Targeted Campaigns – Summer 2025 Bayline, Cherryfest, Bike-n-Ride

Digital Ads (Ticker, Google) / Social Paid Ads



FREE CHERRY FESTIVAL RIDES!

NATIONAL CHERRY FESTIVAL

BATA Bayline & Park-n-Ride.



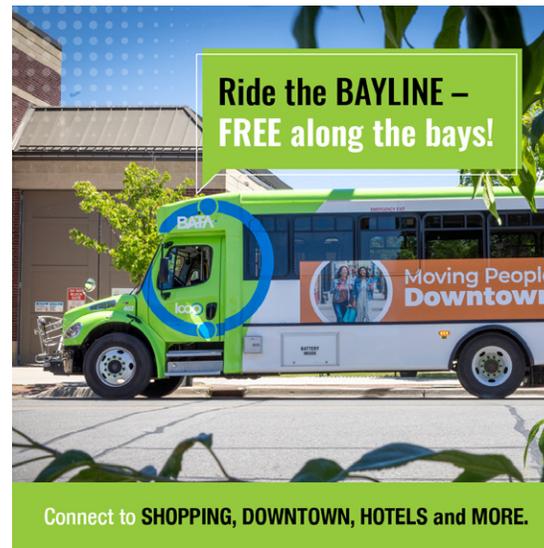
Ride the BAYLINE – FREE along the bays!

Connect to **SHOPPING, DOWNTOWN, HOTELS and MORE.**



Bike-n-Ride with BATA!

Traverse City to Suttons Bay: **BIKE one way. RIDE back.**



Ride the BAYLINE – FREE along the bays!

Connect to **SHOPPING, DOWNTOWN, HOTELS and MORE.**

Senior Center Network
GRAND TRAVERSE COUNTY



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- Quick View PG 17
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- Community Partners PG 23

Volunteer Opportunities
PG 15

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. XLI Issue 4 one cop. FREE
NORTH WESTERN MICHIGAN COLLEGE
WHITE PINE PRESS
We hew to the line; let the chips fall where they may.

1.3 Million Microplastic Particles Found in Local Water



TC Police Prepare To Evaluate the Pines pg.3

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

Traverse City
€ SURROUNDING AREAS

TRAVERSEcity.com OFFICIAL VISITOR GUIDE



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.

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

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

FREE

2024-2025 Results

- ▶ Successful Grand Opening Celebration and Open House launch for new HQ
- ▶ Ridership increases since campaign launched - 18.5% increase
 - ▶ 2024 Total Ridership: 407,312
 - ▶ 2025 Total Ridership: 482,508*
 - ▶ *Still finalizing numbers
- ▶ Increased engagement with social media posts
- ▶ Doubled BATA 101 presentations to, Community Organizations, Businesses and HR groups:
 - ▶ 2024 Activities: 53
 - ▶ 2025 Activities: 121



Ongoing Digital Advertising Assessment

2025 — General Awareness

	Fall	Winter	Spring	Summer*
Google - Display		146,000 impressions 1,880 clicks	106,229 impressions 1,132 clicks	22,958 impressions 1,010 clicks
Google - Search		N/A	N/A	7,793 impressions 1,108 clicks
Social Ads		<i>General</i> 143,153 views 42,208 reach 2,213 clicks	<i>General</i> 135,400 views 18,353 reach 1,198 clicks	<i>BayLine</i> 221,133 views 47,214 reach 3,562 clicks
Google - Display		<i>Kingley</i>	<i>Kingsley</i> 90,143 impressions 1,978 clicks	<i>Cherry Festival (Search)</i> 6,505 impressions 1,140 clicks
Social Ads		64,472 views 14,160 reach 1,023 clicks		132,809 views 53,736 reach 2,954 clicks
Google - Display	<i>LaFranier</i>	<i>LaFranier</i>	<i>LaFranier</i> 105,644 impressions 2,059 clicks	<i>Airport (Search)</i> 19,913 impressions 819 clicks
Social Ads	157,400 views 32,709 reach 183 clicks	164,549 views 29,960 reach 243 clicks		211,201 views 65,797 reach 2,649 clicks
Google - Search			<i>Hiring</i> 10,100 impressions 316 clicks	<i>Hiring</i> 13,351 impressions 449 clicks
Social Ads			121,112 views 22,599 reach 1,225 clicks	221,011 views 30,317 reach 2,953 clicks

SUMMER QTR — Con't

Fall

Winter

Spring*

Summer*

Social Ads

Bike-N-Ride Program

183,405K views

51,146 reach

3,129 clicks

*thru 9.30.2025

	Fall	Winter	Spring	Summer*
Website Data				
Active Users	18K	18K	23K	43K
New Users	18K	17K	22K	43K
Page Views				
Page: Home	11K views	8.7K views	9.7K views	18K views
Page: How to Ride	< top 10 (934)	3.4K views	9.4K views	5.2K views
Page: Airport & Hotels	< top 10 (503)	3.5K views	2.3K views	5.6K views
Page: Maps & Schedules	8.8K views	6.9K views	8.2K views	15K views
Page: Bayline				12K views
Page: Cherry Festival Shuttle				6K views
Page: Getting Around during the National Cherry Festival				4K views
Page: Join Our Team				4.5K views
Page: Bike-n-Ride				829 views
		thru 3.17	thru 6.9	*thru 9.30
Social Media Data				
Facebook Followers:		2.7K followers	2.7K followers	2.8K followers

**MARKETING / MEDIA SPEND (2025-2026)
PRESENTED BY BRAND TONIC AND ISEE COMMUNICATIONS**

2025-2026 BUDGET

MEDIA BUYS/ADVERTISING

Broadcast	\$13,800
<ul style="list-style-type: none"> • TV - Continue/Renew TV Contract — \$13,800 • Radio - Continue — Trade value 	
Digital	\$22,100
<ul style="list-style-type: none"> • TC and Leelanau Ticker Ad — \$3,200 • Boosted Posts and Targeted Ads — \$15,000 - \$20,000 	
Print Ads	
<ul style="list-style-type: none"> • TC Tourism annual guide • White Pine Press (NMC) 	<p>\$3,150</p> <p>\$1,100</p>
Signage	\$1,750
<ul style="list-style-type: none"> • Miscellaneous / Route Updates / Banners 	
BATA Properties	\$2,000
<ul style="list-style-type: none"> • BATA Shelters Ads (Production Cost) For New Fare System 	

PRINT MATERIALS

Outreach Materials	\$2,000
<ul style="list-style-type: none"> • Rack Card: Reorder General — \$600 • Rack Card: Reorder Hospitality — \$600 • Rack Card: New Bike-n-Ride — \$400 • Rack Card: New Fare System — \$400 	
Direct Mail	\$2,000
<ul style="list-style-type: none"> • Kingsley — \$2,000 	

NEW RIDER ENGAGEMENT EXPERIENCES

<ul style="list-style-type: none"> • Offer a variety of BATA experiences to engage new riders — \$15,000 - \$20,000 	\$15,000
--	-----------------

“BATA Day Out” offer free rides with planned excursions along a specific route and include treats/give aways. Focus on target demographics: older adults, low income households, Kingsley/Villages

Bring a Friend Day

Collaborations with BATA Ambassadors and local social media influencers

**MARKETING SPEND (2025-2026)
PRESENTED BY BRAND TONIC AND ISEE COMMUNICATIONS**

2025-2026 BUDGET

ADVERTISING FOCUS — Suggested

Winter 2026

- TV/Radio: Rotate general ad with hiring ad
- Google Search and Display ads; Paid Social Media Ads
 - General campaigns: How to Ride; Hiring
 - Targeted campaigns: Kingley/LaFranier Transfer Station

Spring 2026

- TV/Radio: Rotate general ad with hiring ad
- Google Search and Display ads; Paid Social Media Ads
 - General campaigns: Know the Routes; Hiring
 - Targeted campaigns: Bike-n-Ride Program/Rt 10; New Fare System (begin)

Summer 2026

- TV/Radio: Rotate general ad with hiring ad
- Google Search and Display ads; Paid Social Media Ads
 - General campaigns: How to Ride; Airport Transportation
 - Targeted campaigns: Bayline; Cherry Festival; Bike-n-Ride Program

Fall 2026

- TV/Radio: Rotate general ad with hiring ad
- Google Search and Display ads; Paid Social Media Ads
 - General campaigns: Community Value; Hiring
 - Targeted campaigns: Bike-n-Ride Program; New Fare System

Other

- Mileage/Community Awareness & Value campaign (Aug 2026)
- 40th Anniversary Celebration campaign
- Website Refresh with Flight Path
- Traverse City Tourism Visitor's Guide and online listing
- BATA Ambassadors: Trevor Tkach, Julie Clark, Nick Nissley, Deb Jackson, Sakura Takano, Matthew Ross
- Social Media Influencers: Up North Kids (family blogger), Ellie Dulude (young professional/lifestyle digital creator)

NEW RIDER ENGAGEMENT EXPERIENCES — Examples

"BATA Day Out" experiences:

Bayline: Traverse City Senior Center > Horizon Books/GT Pie Company > Botanic Garden Tour

Rt 12: Hall Street > GT Mall > Interlochen Center for the Arts (Winterlochen)

Rt 13: Kings Court > Kingsley Library/park/ splashpad

Rt 13: Kingsley > Boardman Loop Trail > That's a Pizza

Rt 14: Acme > Dennon Museum > Woodland Creek (ice cream)

BAY AREA TRANSPORTATION AUTHORITY (BATA)

STAFF REPORT

Meeting Date: 10/23/2025

Date Prepared: 10/17/25

To: BATA Board of Director

From: Eric Lingaur

Subject: Fare Structure Update

1. Recommendation

Informational – No action required. Provide a quick update to the Board regarding the status of the Fare System Project which had its first kick-off meeting the week of Oct. 6. Staff are still working on data gathering and insights for the Fare Structure recommendation. A more in-depth Fare Structure recommendation and discussion will be held at the December 11, 2025, meeting.

2. Background

In addition to implementing a new fare system, BATA is also exploring modifications to its fare structure, which hasn't been updated in more than 14 years.

3. Alternatives

Don't make any modifications to BATA's current fare structure and roll it over to BATA's new fare system.

4. Fiscal Impact

BATA currently generates about \$600,000 in fare revenue.

BAY AREA TRANSPORTATION AUTHORITY (BATA)

STAFF REPORT

Meeting Date: 10/23/2025

Date Prepared: 10/15/2025

To: BATA Board of Directors

From: Justin Weston, Finance Director

Subject: FY25 Capital Budget Summary & Closeout

1. Recommendation

None – This item is for information only.

2. Background

The Board approved the FY25 Capital Plan Budget Request at the October 31, 2024, Board Meeting.

Each fiscal year, the Finance Director meets with appropriate staff to determine what large capital purchases will be necessary. A list of requests are compiled and presented to the Board for approval.

Per BATA policy, “*Capital purchases funded entirely (100%) with local funds can be procured using local preference or any other method provided. Any purchase exceeding \$25,000 requires approval by BATA’s Board of Directors*”.

Staff does extensive research to determine the best options to meet the needs of the organization, while being mindful of price versus benefit. Careful planning is an important step to accomplish procurement and fiscal management in current and future years.

3. Alternatives

No action is needed, so no alternatives are being provided.

4. Fiscal Impact

As for ongoing projects, of the approved \$323,223 budget, purchases totaled \$103,418 with pending invoices totaling \$28,847 at the end of FY25. After all items are paid, the total spent on FY25 ongoing capital projects is \$132,265 coming in under budget by \$190,958.

New capital projects, excluding the Hall Street construction, of the approved \$78,500 purchases totaled \$70,121, coming in under budget by \$8,379. No contingency funds were used in FY25

All unused funds totaling \$239,509 stay in the capital fund and will be reallocated to FY26 requested projects.

Finally, Hall Street infrastructure and building repairs are currently budgeted at \$500,987. This project was approved to be paid for from the Facility Funds left over from the Hammond Road Headquarters project. To date, we have paid \$353,366, with \$147,621 remaining as work wraps up in FY26.

5. Recommendation

None. This information is for information only.

**BATA Locally Funded Capital Projects Budget
FY2025**

<u>Project #</u>	<u>Project Description</u>	<u>FY25 Budget</u>	<u>Q1 Spend</u>	<u>Q2 Spend</u>	<u>Q3 Spend</u>	<u>Q4 Spend</u>	<u>Actual</u>	<u>U/O Budget</u>	<u>Notes</u>
Capital Projects Budget, Ongoing									
25A	Major Vehicle Repairs	\$ 75,000	\$ -	\$ -	\$ 5,099	\$ 22,348	\$ 27,447	\$ 47,553	
25B	Annual Shelter, Bench, Signage and Stop Placemaking	75,000	-	-	-	41,326	41,326	\$ 33,674	Pending \$1,400
25C	General IT	10,000	-	-	-	-	-	\$ 10,000	
24 C/O	Vehicle Technologies (Replacement, e.g. MDTs, Fareboxes, Radios)	8,223	-	-	-	-	-	\$ 8,223	
25D	Vehicle Technologies (Replacement, e.g. MDTs, Fareboxes, Radios)	65,000	3,390	4,680	-	5,360	13,430	\$ 51,570	
25E	Vehicle Purchases (3 Used Buses)	90,000	-	-	-	21,216	21,216	\$ 68,784	Pending \$27,447, TCAPS Auction Buses
Total		\$ 323,223	\$ 3,390	\$ 4,680	\$ 5,099	\$ 90,249	\$ 103,418	\$ 219,805	
Capital Projects Budget, New									
13303	Hall St Snowmelt Repairs/Upgrades/Repairs (New Facility Funds)	\$ 500,987	\$ -	\$ -	\$ 66,244	\$ 287,122	\$ 353,366	\$ 147,621	
25F	John Deere Gator	18,000	-	-	-	18,300	18,300	\$ (300)	
25G	Grounds Mower	7,500	-	-	-	-	-	\$ 7,500	
25H	Kubota Snow Maintenance Tractor	45,000	-	-	-	43,995	43,995	\$ 1,005	
25I	Welder	8,000	-	-	-	7,826	7,826	\$ 174	
Total		\$ 78,500	\$ -	\$ -	\$ -	\$ 70,121	\$ 70,121	\$ 8,379	
Capital Projects Budget, Contingency (10% of budget)		\$ 40,172	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40,172	
Total		\$ 441,895	\$ 3,390	\$ 4,680	\$ 5,099	\$ 160,371	\$ 173,540	\$ 268,356	

BAY AREA TRANSPORTATION AUTHORITY (BATA)

STAFF REPORT

Meeting Date: 10/23/2025

Date Prepared: 10/14/2025

To: BATA Board of Directors

From: Justin Weston, Finance Director

Subject: Capital Purchases for FY2026

1. Recommendation

Staff recommend to the Board of Directors to approve the presented FY2026 BATA locally funded capital projects as requested in the amount of \$2,474,087

2. Background

Each fiscal year, the Finance Director meets with appropriate staff to determine what large capital purchases will be necessary. A list of requests are compiled and presented to the Board for approval.

Per BATA policy, *“Capital purchases funded entirely (100%) with local funds can be procured using local preference or any other method provided. Any purchase exceeding \$25,000 requires approval by BATA’s Board of Directors”*.

It is possible throughout the year that new requests will be made. In the event those requests are found to be necessary, Staff will bring the request to the Board for approval if the amount exceeds the BATA capital policy threshold.

3. Alternatives

In the event staff modifies a project, a revised capital plan will be brought before the Board for review.

4. Fiscal Impact

As presented, the total amount requested for FY2026 is \$2,474,087 (Includes a contingency of 10%). BATA continues to earn over 4% on invested funds with Michigan Class. Funds will be monitored to determine best investment options as the market changes.

Project 26G, Fare system replacement (Masabi/EZFare) amount shown for local funds needed, as \$232,445 of the total \$442,654 is grant funded.

If each project is fulfilled at the requested amounts (no contingency), \$691,323 from FY2026 will be transferred into the capital fund as stated in the BATA Capital Fund Policy, while the remaining \$1,557,847 funds will come from the capital fund balance.

With regular fiscal reviews and an audit performed annually, additional contribution requests to the capital fund may be brought to the Board when excess funds are available.

5. Recommendation

Staff recommends to the Board of Directors to approve the presented FY2026 BATA locally funded capital projects as requested in the amount of \$2,474,087.

**BATA Locally Funded Capital Projects Budget
FY2026**

<u>Project #</u>	<u>Project Description</u>	<u>Owner</u>	<u>Asset Category</u>	<u>Request Type</u>	<u>Priority</u>	<u>Useful Life</u>	<u>FY26 Budget</u>
Capital Projects Budget, Ongoing							
26A	Major Vehicle Repairs	Kurt	Vehicle Parts	Contingency	A	3	\$ 75,000
26B	Annual Shelter, Bench, Signage and Stop Placemaking	Kurt	Oper Equipmt	Project	A	10	75,000
25B C/O	Annual Shelter, Bench, Signage and Stop Placemaking (Outstanding Invoices From FY2025)	Kurt	Oper Equipmt	Project	A	10	1,400
26C	General IT	Paul	Technology	Contingency	A	6	10,000
26D	Vehicle Technologies (Replacement, e.g. MDTs, Fareboxes, Radios)	Shaughn/	Technology	Project	A	5-10	150,000
25E C/O	Vehicle Purchases (3 Used Buses) Outfitting C/O	Kurt	Vehicles	Project	A	8-14	22,561
26E	Vehicle Purchases (6 Buses)	Kurt	Vehicles	Project	A	8-14	1,500,000
Total							\$ 1,833,961
13303	Hall St Snowmelt Repairs/Upgrades/Repairs (Facility Funds)	Kurt	Land/Building	Project (ongoing)	A	20	\$ 147,621
Capital Projects Budget, New							
26G	Fare system replacement (Masabi/EZFare)	Eric	Technology	Project	A	10	210,209
	Ticketing Vending Machines (Kiosks)	Eric	Technology	Project	A	10	150,000
26H	Grounds Mower	Kurt	Equipment	Project	B	10	15,000
26I	Landscaping, Plant Replacement, Weed Control	Kurt	Land/Building	Project	A	3-5	30,000
26J	Propane Pump Hardware/Software	Kurt	Equipment	Project	B	10	10,000
Total							\$ 415,209
Capital Projects Budget, Contingency (10% of budget)				Contingency			\$ 224,917
Total	FY2026 Requests						\$ 2,474,087

BAY AREA TRANSPORTATION AUTHORITY STAFF REPORT

TO: BATA Board of Directors
FROM: Jeff “Miles” Meilbeck
DATE: 10-23-25
SUBJECT: Proposal for a Four-Hour Strategic Advance

RECOMMENDED ACTION

Staff recommends that the BATA Board of Directors approve scheduling and participation in a four-hour Strategic Advance to establish BATA’s key strategic priorities and measurable objectives for the next 12 to 18 months at nominal cost to BATA.

BACKGROUND

The Bay Area Transportation Authority (BATA) is positioned to build on the 2024 Strategic Workplan and make updates for the coming 12-to-18-month period.

BATA is experiencing a pivotal transition in its history. With the region’s designation of a Metropolitan Planning Organization (MPO) and the shift from rural to urban transit funding sources, BATA is entering a new era of opportunity and responsibility.

These changes coincide with steady community growth and evolving expectations for public mobility services. To effectively navigate this transition, it is important that the Board and leadership team dedicate focused time to aligning BATA’s mission, strategic priorities, and governance approach.

Staff recommend conducting a four-hour Strategic Advance — a half-day facilitated session designed to clarify BATA’s future direction, define measurable objectives, and reinforce a shared vision between the Board and staff.

DISCUSSION

Unlike a traditional “Board retreat,” a Strategic Advance emphasizes forward progress and tangible outcomes. The session will focus on:

- Reviewing BATA’s current position and key regional developments.
- Identifying three to five strategic priorities for the next one to two years.

- Developing ten to twelve measurable objectives that will guide performance and accountability.
- Clarifying roles, responsibilities, and expectations for Board and staff collaboration.

A facilitated format will ensure the discussion remains focused, inclusive, and results oriented. The outcomes will be used to guide annual work planning, resource allocation, and performance reporting.

FISCAL IMPACT

Minimal. Costs may include basic refreshments, work materials, and meeting space (if held off-site). Facilitation will be carried out by the Executive Director. Funds are available within the current administrative and training budgets.

ALTERNATIVES

1. Approve a four-hour Strategic Advance to establish BATA's key strategic priorities and measurable objectives for the next 12–18 months. **Recommended.** Staff recommend proceeding with the four-hour format to maintain momentum during this period of organizational transition.
2. Continue with standard monthly meetings and integrate strategic discussions into regular agendas. **(Not recommended).** Although each Board meeting will have some strategic emphasis, Board meetings largely deal with more routine and time-sensitive fiscal and policy responsibilities. Setting aside time for strategic thinking is recommended
3. Conduct a shorter session. The advance can be completed in under 4 hours if desired and likely will be.
4. Conduct a longer session. **(Not Recommended)** A longer meeting, such as a retreat, may be warranted in the future, but it is too soon for me to recommend such an investment of time and money.
5. Postpone the Strategic Advance until after the next fiscal or planning cycle. **(Not recommended).**

ATTACHMENT

- **Attachment A:** Proposal for a BATA Strategic Advance
-
-

Proposed Format

Duration: Four hours (half-day session)

Facilitator: BATA Executive Director

Location: TBD

Tentative Agenda:

| 0:00–0:15 | Welcome & Framing | Establish purpose and expectations |

| 0:15–1:00 | Current State Briefing | Review funding transitions, MPO coordination, community trends |

| 1:00–2:30 | Strategic Focus Discussion | Define 3–5 priorities and 10–12 measurable objectives |

| 2:30–3:30 | Governance & Alignment | Clarify Board/staff roles and decision-making structure |

| 3:30–4:00 | Next Steps & Commitments | Summarize outcomes and assign follow-up actions |

Expected Outcomes

The Strategic Advance will result in:

1. A shared understanding of BATA’s opportunities and challenges during the transition to an urban funding environment.
 2. A set of **three to five strategic priorities** supported by **ten to twelve measurable objectives**.
 3. A clear framework for accountability and progress reporting.
 4. Strengthened relationships and communication among Board members and senior staff.
-
-

Attendees (For discussion)

BATA Board, BATA Leadership Team, MPO Official, City and or County Administrators or their designees.

BAY AREA TRANSPORTATION AUTHORITY (BATA)

STAFF REPORT

Meeting Date: 10/23/2025

Date Prepared: 10/17/2025

To: BATA Board of Directors

From: Jeff “Miles” Meilbeck

Subject: Executive Director’s Report

This Executive Director’s report provides information to the Board and for the public record related to the operation of the BATA Transit system.

- 1) Ridership is up 29% from the Fourth Quarter of FY 2024
- 2) Department updates and highlights from:
 - a. Human Resources
 - b. Fleet and Facilities
- 3) We received 5 Staff compliments over the past month.
- 4) Staff turnover for the Fourth Quarter is tracking at a 5.6% annual rate.
- 5) Busline Cover Story
- 6) The BATA Board Tracker indicates items being tracked for follow-up



Bay Area Transportation Authority

RIDERSHIP

Q4 2025 Ridership Report (July – Sept.)

FY 2025 Ridership Report (Oct. 2024 – Sept. 2025)

Q4 2025 Ridership: Total Ridership

Year / Quarter	Fixed Ridership	Link Ridership	Agency Ridership	Total Ridership	% Increase / Decrease
FY 2025 Q4	101,974	28,056	8,783	138,813	129% of 2024 Q4
FY 2024 Q4	70,068	28,519	9000*est.	107,587	
FY 2023 Q4	60,161	26,381	9000*est.	95,542	

Fiscal Year	Fixed Ridership	Link Ridership	Agency Ridership	Total Ridership	% Increase / Decrease
FY 2025	338,909	110,032	33,567	482,508	118% of FY 2024
FY 2024	260,193	111,187	35,932 * est	407,312	

Human Resource Department Update:

INTERNAL:

- *Reviewed employee health insurance options for 2026.
- *Sent Annual Employee Engagement Survey to all staff for completion.
- *Conducted a Beneficiaries Audit for retirement and 457 accounts.
- *Working on Molestation and Abuse Prevention Policy.
- *Prepared for and met with monthly Safety Team.
- *Met with the three new bus drivers.
- *Attended and presented to all employees at the monthly Comms meetings.
- *Met weekly with Operations supervisors/managers.
- *Completed Technology training.

EXTERNAL:

- *Held and attended Michigan Negotiators Association (MNA) Conference at Shanty Creek Resort training approximately 160 human resource professionals.
- *Attended Traverse Area Human Resource Association (TAHRA) Board Meeting and presented Legislative update.
- *Attended Leadership Lunch Club event on "Reimagining Work".
- *Attended Municipal Employees Retirement System (MERS) Conference.
- *Met with HUB International staff in monthly meeting regarding Workers' Compensation and bus accidents.
- *Attended Traverse Connect New Executives Welcome.
- *Talked with Grand Traverse Industries (GTI) Director regarding 2026 contract.
- *Volunteered at the Whitetail Fundraiser.
- *Attended weekly noon Rotary meetings.

Oct '25 Dept update

EV chargers HQ & Hall St – Third party contract was received 10-8-25, (after being lost at the State for several weeks unfortunately). This will take a couple of weeks to get through signing and approvals. Once approved, it will only be about three weeks of work to complete the projects.

The new transformer work has been completed at Hall St.

EV Chargers LaFranier P&R – Completing the upgrading of the electrical service and adding underground conduit to Level II EV chargers for the P&R on LaFranier. This is expected to take approximately 3 more weeks to get the chargers installed and up and running.

Hall St Upgrades – Floors: We have shifted to a new solution that will utilize a quartz resin finish. This is the same finish that is outside of the north and south entries and outlines the bus parking spaces. Those stripes have been driven on for over 3 years now and still look new; therefore, this should hold up to foot traffic forever. Anticipating completion by 11-24-25.

Radiant heat tube repair done, new bathroom is back in use.

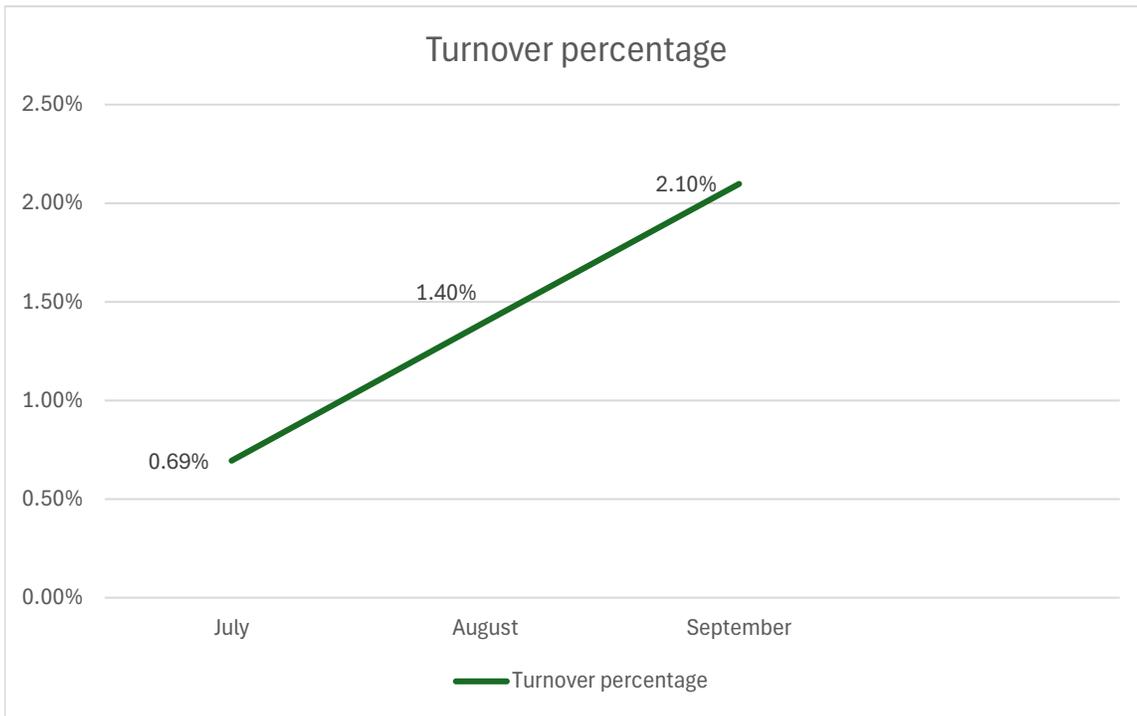
OH Doors – All doors had been fixed and operational for 2 weeks, we now have another acting up. However, we did have a visit from a Rytec rep. He inspected all doors and feels the bearings that were used in manufacturing are subpar. He is working on scheduling all bearings (4 on ea. door) to be replaced. He also thinks some of the light curtains are of lower quality and will replace them as they fail with no charge. He does not believe there is anything wrong with the installation of the doors themselves.

Shelters/ Benches –We had a record year of stop improvements as we worked to catch up from '24 (moving into HQ), a total of 8 shelters, 14 Benches and 6 bike racks were installed along with a multitude of concrete pads and approaches!

Two new TCAPS Buses – One has returned from Hoekstra from being painted and the second is done awaiting delivery.

Date Received	Employee	Route #	Comment
	Margaret Mullins Craig Petersen	Agency	A parent wrote in to say that Margaret is kind, patient, and does a wonderful job. She said that Craig subbed for Margaret and does an equally great job. She said mornings can be tough for parents and caregivers of people with disabilities. Margaret and craig make things a whole lot easier for them.
10/5/25	Eli Bunek	Dispatch	A rider called to say she had such success with BATA, but she wanted to send a special congratulations to Eli. Eli drove her and they had the most wonderful discussion. She said Eli is a sweet, caring, and thoughtful guy. He is kinder than you ever could meet, and she might marry him, but is too old for him!
10/1/25	Nathan Esper	Link	A passenger called to say that he slipped and fell going into church and Nathan jumped off the bus and picked him up and helped him get going again.
	Gabby Lee Raul Robio Aponte	Loop	A passenger called to say she received help from Gabby and Raul, and the help they gave her made it so she didn't have to call first responders for assistance. She was extremely grateful for the help.
	Beth Rideout	Loop	One of our employees shared that Beth is currently learning Ukrainian to communicate with a new passenger that does not speak English and has also been learning American Sign Language in order to communicate with one of her regular passengers at Green Acres.

2025 Q4 Attrition



Quarter Month	Number of terminated employees	Avg Number of employees	Turnover percentage
July	1	143	0.70%
August	2	142	1.41%
September	3	143	2.10%

Board Meeting Date Discussed	Board/Staff Member	Topic	Status
6/27/2024	Adam BeVier	Link Service	Will revisit again at a later date. TBD.
2/27/2025	Eric Lingaur Bill Clark	Year over year ridership report	Presented at the April 2025 meeting. COMPLETED
5/22/2025	Eric Lingaur Kurt Braun	Location of BATA bus stops.	Will revisit again at a later date. Discussion being held at the 10/23/25 meeting.