BATA

Bay Area Transportation Authority

Local Advisory Council October 2026



Bay Area Transportation Authority

Improving lives by linking people and communities.

Ridership Report

Q4 2026 (July – September)

FY 2026 (October 2025 – September 2026)

As presented to the BATA Board of Directors

October 19, 2026

Q4 2026 Ridership

Year / Quarter	Fixed Ridership	Link Ridership	Agency Ridership	Total Ridership	% Change
FY 2026 Q4	**106,688**	**27,825**	**8,383**	**142,896**	**2.9%**
FY 2025 Q4	101,974	28,056	8,783	138,813	29.0%
FY 2024 Q4	70,068	28,519	9,000*est.	107,587	12.6%
FY 2023 Q4	60,161	26,381	9,000*est.	95,542	7.3%

** Because Via wasn't accurately tracking Agency Ridership at the time in 2023 and 2024, we were basing Agency Ridership on the estimated number of passengers signed up per Agency route per year.*

BATA

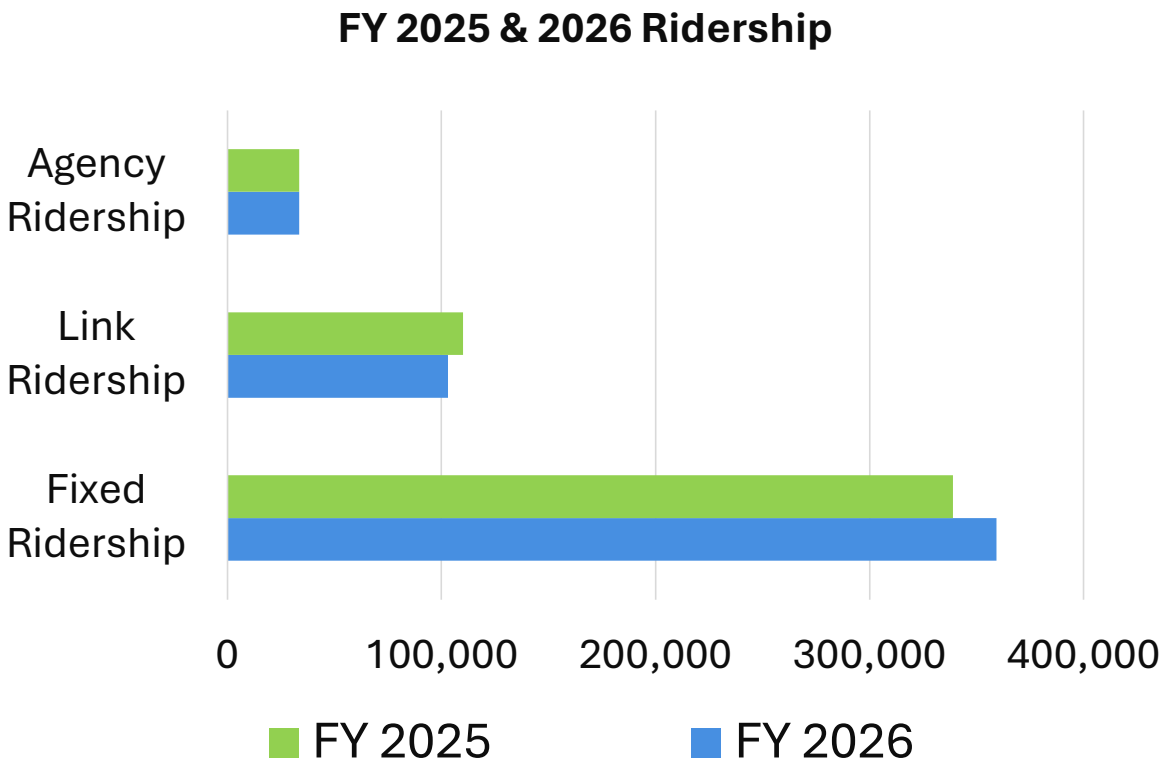
FY 2026 Total Ridership

Fiscal Year	Fixed Ridership	Link Ridership	Agency Ridership	Total Ridership	% Change
FY 2026	**359,265**	**103,071**	**33,602**	**495,938**	**2.8%**
FY 2025	338,909	110,032	33,567	482,508	18.5%
FY 2024	260,193	111,187	35,932* est.	407,312	

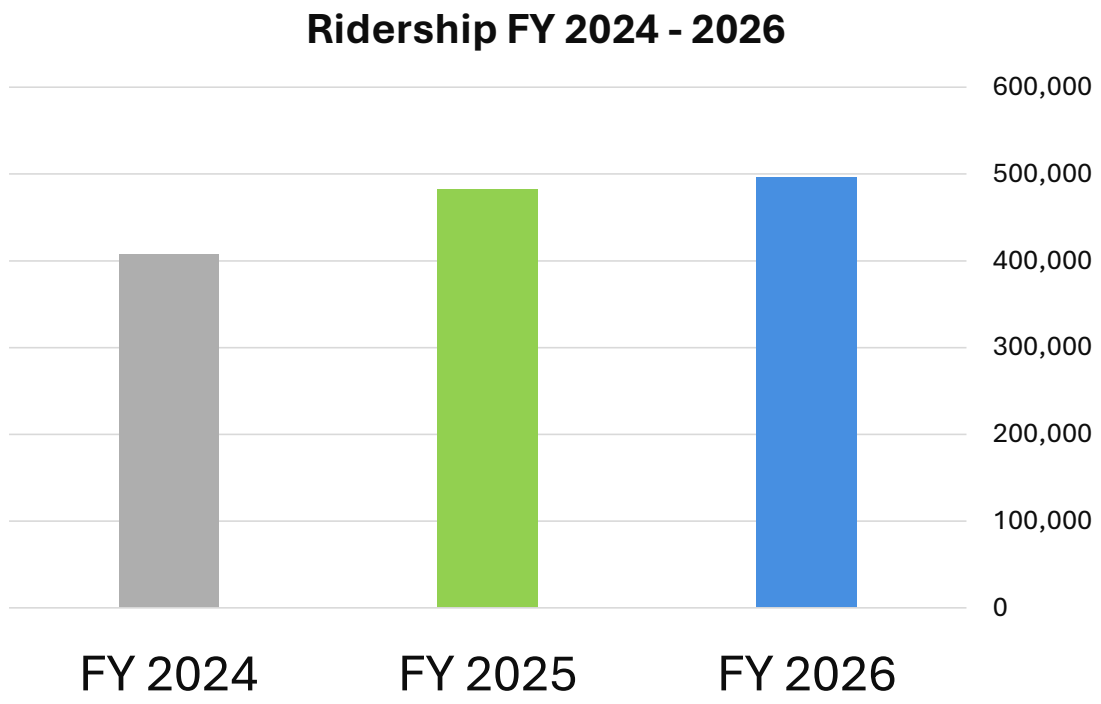
** Because Via wasn't accurately tracking Agency Ridership at the time in 2024, we were basing Agency Ridership on the estimated number of passengers signed up per Agency route per year.*

BATA

Service Comparisons 2025 & 2026



Year over Year Ridership 2024 - 2026





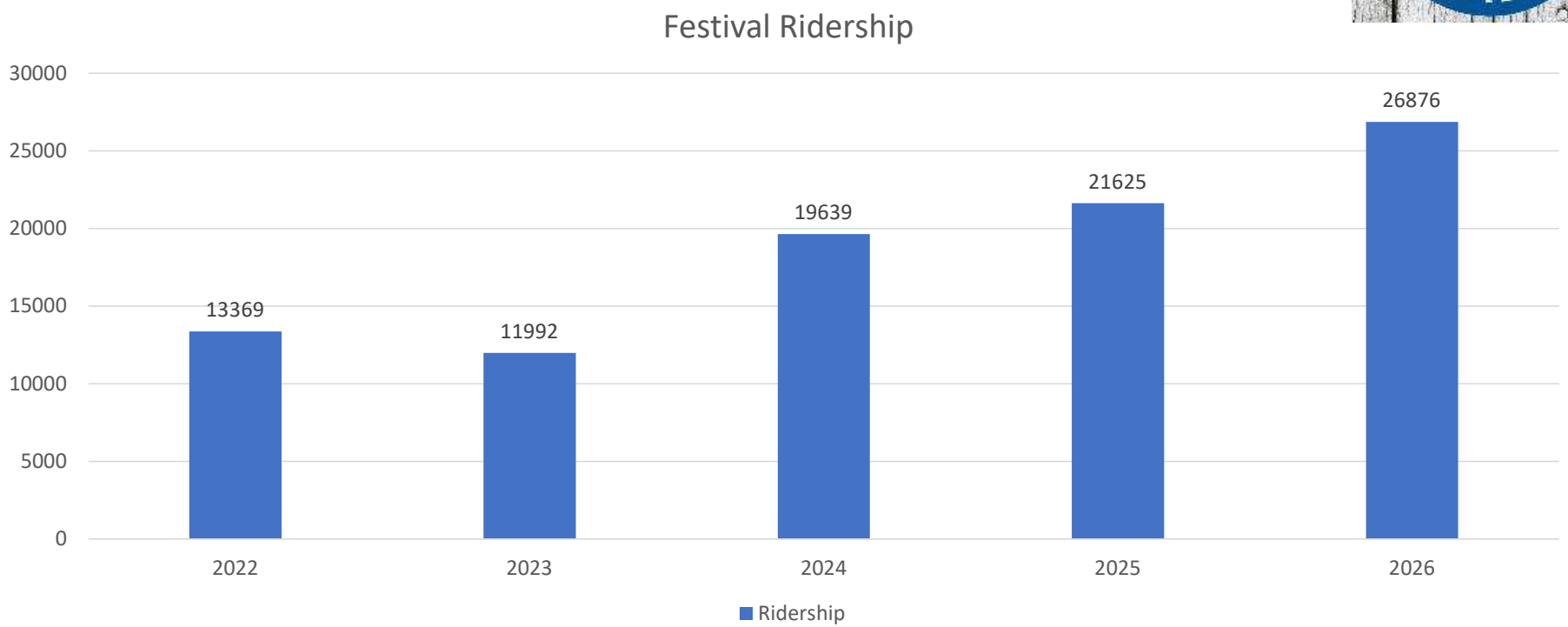




1,664 riders rode BATA for the 2026 Bayshore Marathon – up from 2025's 1,331 and 2024's 1,100 marathon riders.


2026 Cherry Festival Ridership
BATA
Bay Area Transportation Authority
NATIONAL CHERRY FESTIVAL

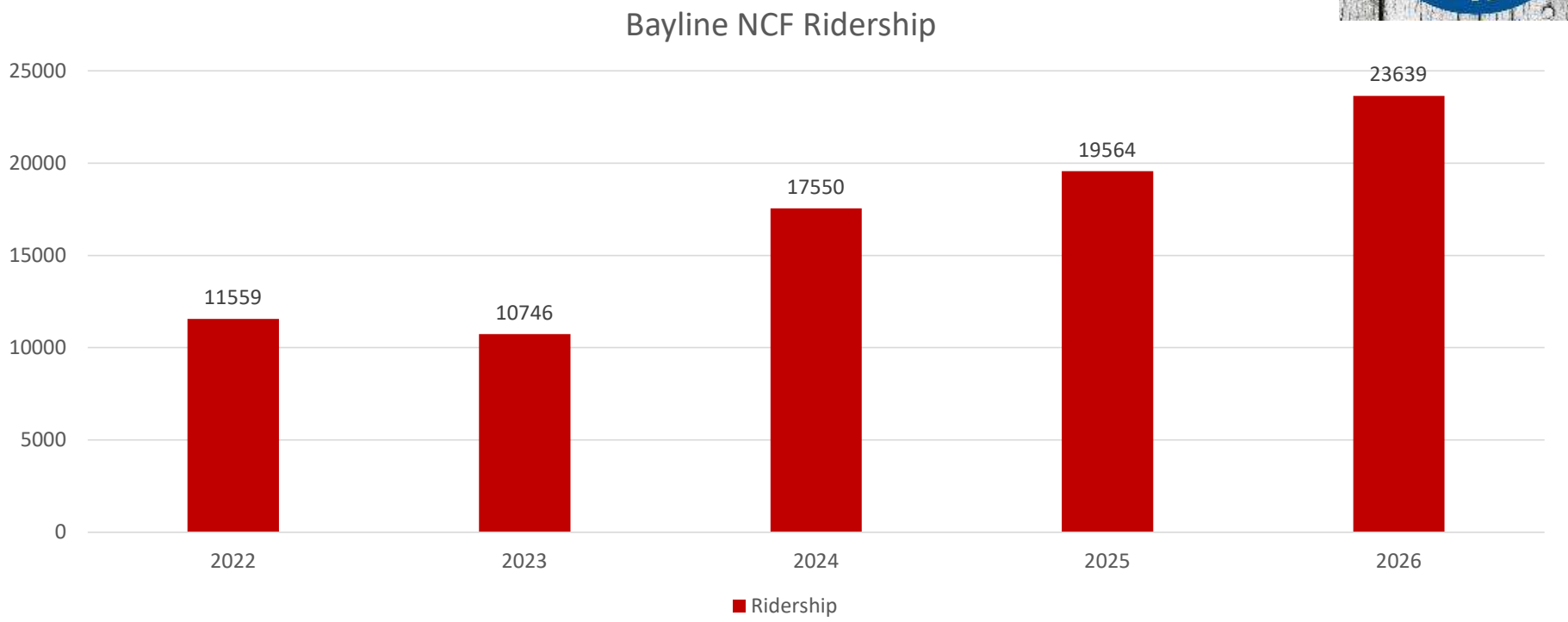
Festival Totals (2022 – 2026)



NOTE: Totals include Bayline, Open Ramp, Orchard Tour and City Loop Route 2 LaFranier Park-n-Ride ridership combined. **Total Cherry Festival Ridership Record: 2019 = 29,019**

Bayline NCF Ridership Only (2022 – 2026)



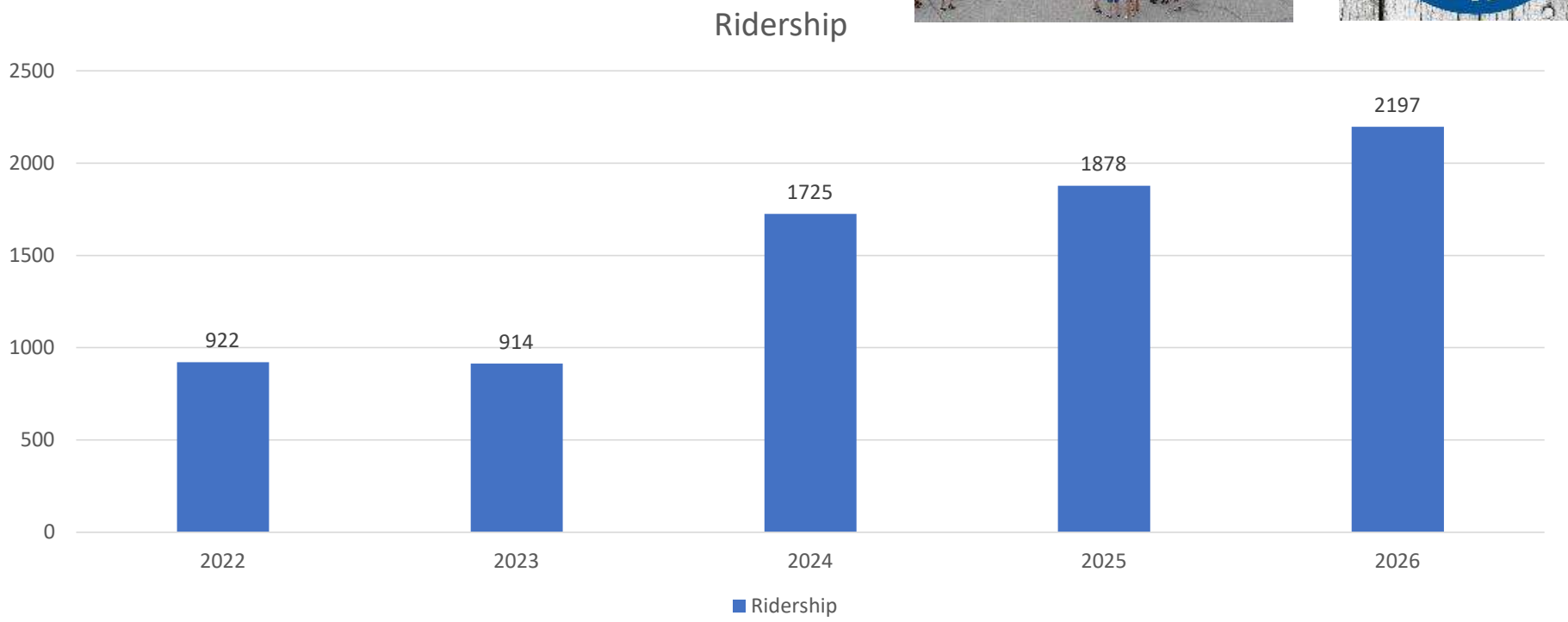


Cherry Festival Bayline Only Ridership Record: 27,269 (2019)

Open Ramp (2022-2026)

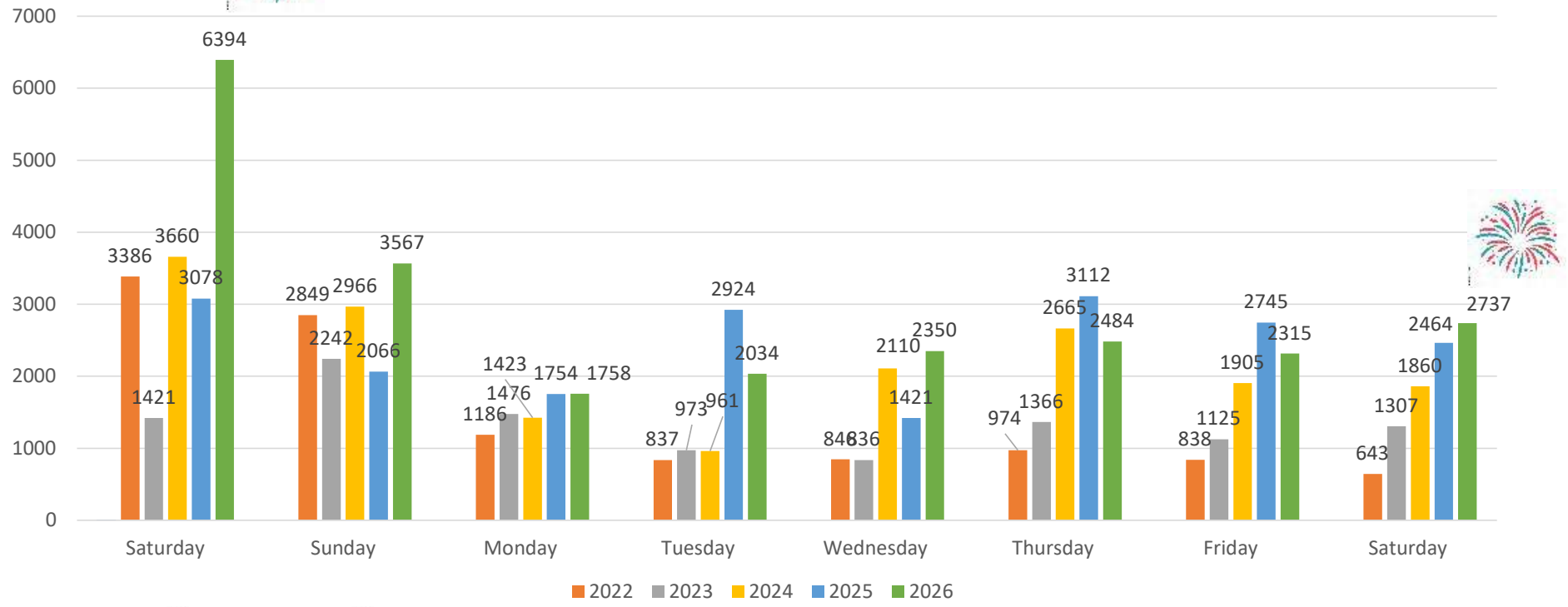






Cherry Festival Open Ramp Ridership Record: 2,197 (2026)

Bayline Festival Ridership By Day (2022-2026)



Cherry Festival Single Day Bayline Ridership Record: 6,394 (2026)

NEW: Route 2 LaFranier Park-n-Ride

- This year we added BATA's City Loop Route 2 and LaFranier Park-n-Ride to our Cherry Festival service.
- We had 586 additional rides on Route 2 during Cherry Festival above its average daily ridership.





KISS in 2026

*~100+ rides

Cedar Polka Fest

138 in 2025

209 in 2024

157 in 2023

Northport's Leelanau UnCaged

143 rides!

102 in 2025

93 in 2024,

87 in 2023



2026 Bike-n-Ride Season May – Oct: 792 bikes & 3,355 riders

BnR 2025: 811 recorded bikes and 4,566 riders

Bnr 2024: 737 recorded bikes and 4,775 riders



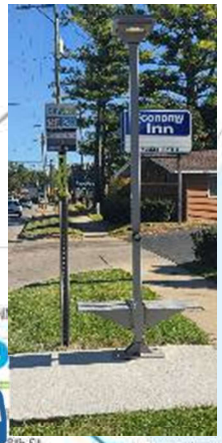
7-Jul	Cherry Festival Hotel Education	East Bay	12
8-Jul	East Bay Beach District Liasons	East Bay Township Office	8
13-Jul	Homeless Advocacy Work	GT County	4
14-Jul	Disability Network Presentation	Disability Network and Hall St	12
15-Jul	BASA	Michigan Works	60
15-Jul	NMC NOMIAC meeting	NMC Innovation Center	50
20-Jul	Disability Network Presentation	Disability Network and Hall St	12
20-Jul	VASA Ski Club Ski-n-Ride	GT Commons	4
23-Jul	Resilience - TCPD	TADL Library	40
23-Jul	TTCI - TIP	Michigan Works	30
27-Jul	BASA Coffee Connections	Seismo	5
28-Jul	Northern Lakes Community Health	NLCH	25
29-Jul	Resilience - Meet about fares	BATA Hammond	2
29-Jul	TCAPS - Meet about Fares	BATA Hammond	2
31-Jul	LANA COA	Teams	3
4-Aug	NMC Orientation	NMC Dennos Museum	40
5-Aug	Thrive	Thrive	1
6-Aug	Disability Network Presentation	Disability Network and Hall St	15
6-Aug	TTCI Technical Committee	Michigan Works	30
7-Aug	Friday Night Live	Eric - Downtown TC	100
13-Aug	NMC Orientation	Adam	50
18-Aug	Munson Dialysis Scheduling	Zoom	3
18-Aug	Jubilee House, Hanna	Hall Street	2
18-Aug	Meet and Greet Munson Nurses	Hall Street	3
19-Aug	BASA	Michigan Works	40
20-Aug	Independence Village BATA 101	Independence Village	20
21-Aug	NMC East Hall Student BATA 101	NMC East Hall	30
24-Aug	Ryan Hannah - homeless Mobility	Hall Street	2
24-Aug	Independent Living Students	Pete's Place	6
25-Aug	Pine Palooza	NMC	60
25-Aug	TC Central Orientation	TC Central HS	20
25-Aug	TADL - Christina, fares	TADL Library	1
25-Aug	WSH Orientation	Eric - at WSH	20
26-Aug	East Middle School Orientation	EMS	10
26-Aug	West Middle School Orientation	WMS - Eric	10
26-Aug	Traverse City High School Orientation	TCHS	15
26-Aug	CMH Cubhouse Fare Talk	CMH Clubhouse	30
26-Aug	Glen lake Schools Orientation	Stacie Glen Lake Schools	30
31-Aug	Tcaps Montessori 7, 8th	TCAPS Montessori	10
1-Sep	School Outreach/Mobility	Hall Street	4
1-Sep	Tcaps Montessori Elementary	TCAPS Montessori	30
1-Sep	CTC Northwest ED Open House	CTC	40
2-Sep	Interlochen AA Orientation	IAA	100
2-Sep	Grand Traverse Academy Open House	GTA	20
2-Sep	CTC Northwest ED Open House	CTC	20
2-Sep	School Outreach/Mobility	Hall Street	6
3-Sep	School Outreach/Mobility	Hall Street	6
3-Sep	Old Mission Peninsula Set up (Trix)	OMPS	30
8-Sep	School Outreach/Mobility	West Bus and Hall Street	30
9-Sep	School Outreach/Mobility	Hall Street	10
10-Sep	The Children's House Open House	TCH	30
11-Sep	Rotary Students BATA 101	TC Central HS, Bayline, Hall St	6
11-Sep	School Outreach/Mobility	Hall Street	6
14-Sep	NMC Student Government Open House	NMC Main Campus	10
15-Sep	NMC Student Government Open House	NMC Aero Park Campus	10
15-Sep	Extention Education Training Open Hous	NMC Aero Park Campus	6
16-Sep	BATA WEST Student Ed Intervention	Hall Street/Cedar St.	10
16-Sep	GT Commons Novello Health Fair	Kirkbride Hall	20
16-Sep	Resilience Night	Hull Park	50
17-Sep	TTCI TIP Review	Microsoft Teams	12
18-Sep	Senior Center Fall Festival	TC Senior Center	50
21-Sep	Nancy - Deaf Rider Mobility Assistance	Bayline, Hall Street, GT Mall	1
21-Sep	Rider Public Meet and Greet	Hall Street Transfer Station	50
23-Sep	Interlochen Student Club Fair	IAA	100
24-Sep	NMC Ready for Life Education	NMC	12
26-Sep	Leelanau Uncaged Public Education	Northport	100











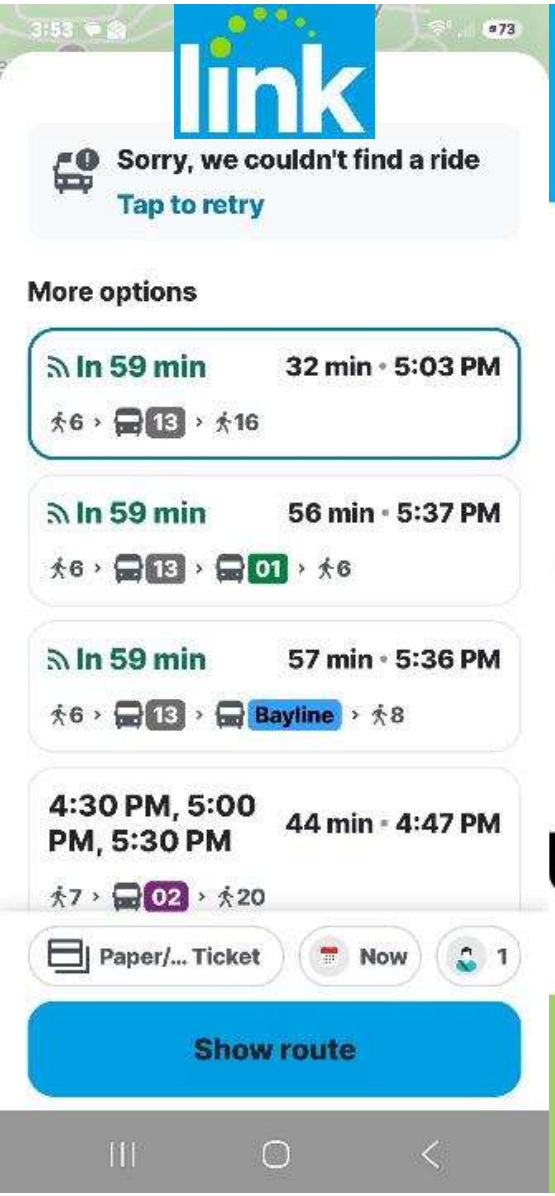






Stop improvements in 2026

- 18 new seating placed
- Three shelters installed
- 4 shelters with new light and heat
- 7 locations paved for ADA access
- 6 NEW bus stops



bayline

Temporary!

30-minute frequency

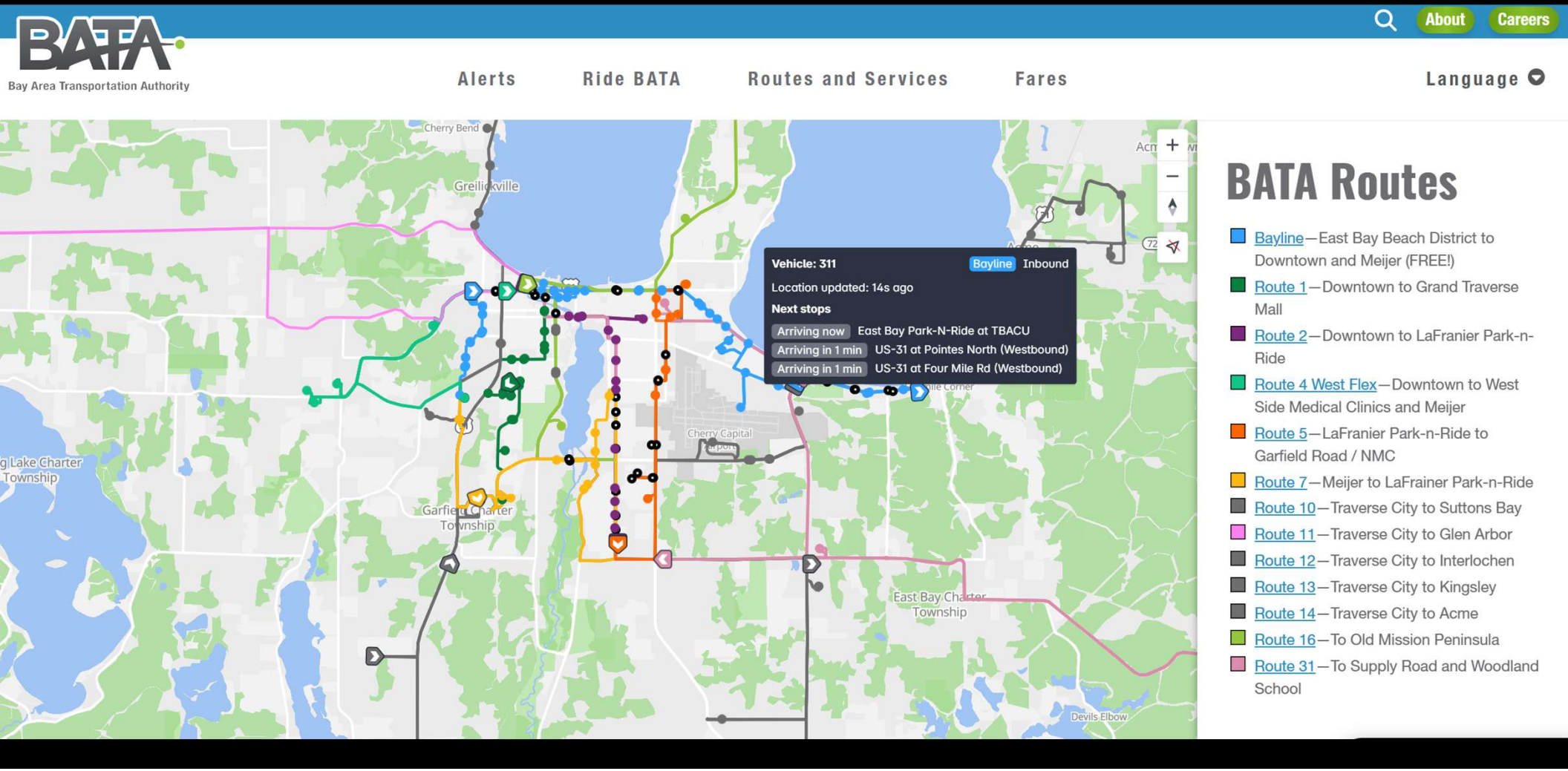
EVERY DAY

ue to staff shortage.

JOIN OUR TEAM

Driver shortages are real and BATA is working on a solution

New website design coming soon: www.bata.net



Vote November 3, 2026!



What is the millage proposal request?
On **November 3, 2026**, Grand Traverse and Leelanau County residents will vote on a ballot proposal to levy 0.4589 mill to continue BATA operations for bus service starting January 2028 and lasting until December 2034.

Is the 0.4589 mill millage rate request a renewal or an increase?
It is a renewal. This is a continuation of the current property millage at a lower rate than both the 2022 voter-approved millage (0.4788 mills) and lower than the average Michigan transit millage (0.60 mills).



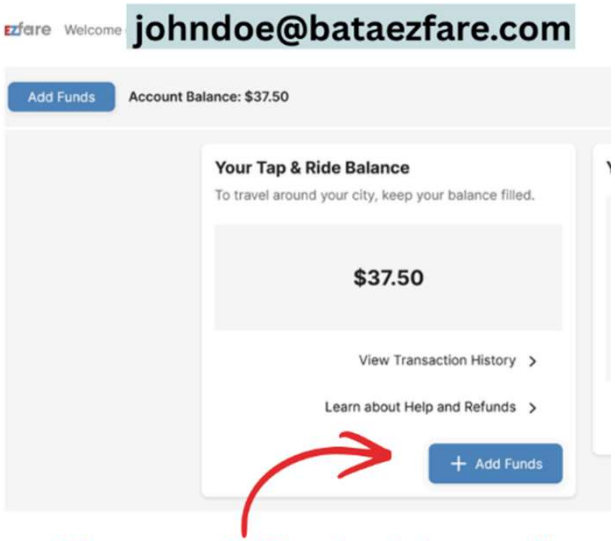
What does BATA plan to provide if the millage is approved?

- Safe, reliable, customer-focused transportation.
- Mobility for people with disabilities, seniors, veterans, and students.
- Access to jobs, healthcare, education, and shopping.
- Transportation that supports our regional economy.


BATA
Bay Area Transportation Authority
HELLO,
TRAVERSE
CITY
Arriving
~ mid-December 2026
Add Funds
& Ride Barcode

Adding Funds

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

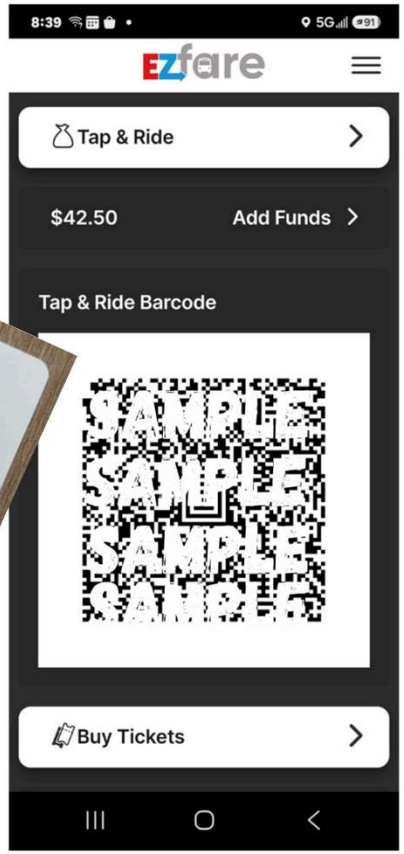


You can add funds with a credit card or with cash at BATA Hall Street or area vendors such as CVS, 7 Eleven, Speedway, Family Dollar, and more!

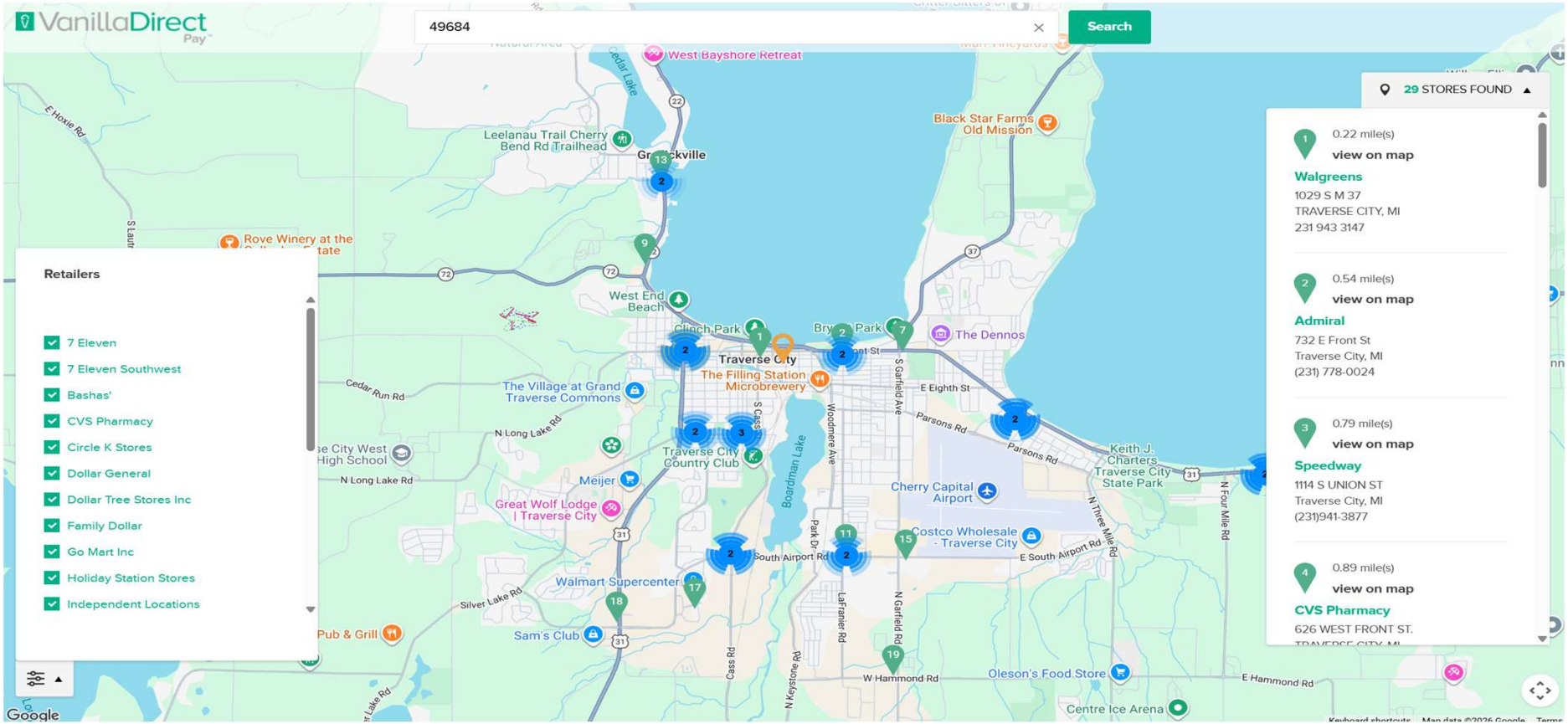
Ways to Pay

- **Option 1 Mobile**
  - Tap to pay using phones' QR code
  - Purchase mobile tickets
- **Option 2 Card**
  - Tap your new BATA smart card
- **Option 3 Contactless Payments**
  - Tap your credit card or mobile wallet
- **Cash**
  - Riders can still pay with cash on the bus using the old GenFare fare boxes





Adding Funds




Please vote by November 3!
Are you in the loop?
Discussion?
BATA
Bay Area Transportation Authority
ALL BATA Fixed Routes are FREE
that day to everyone! ☺