



Administrative Staff Memorandum

BATA Regular Meeting Agenda

Hall Street Transfer Center 115 Hall St, Traverse City, MI

September 25, 2025 @ 1:00pm

1. Call to Order
2. Pledge of Allegiance and Moment of Silence
3. Roll Call
4. Oath of Office for New Board Members
 - a. Sarah Bye
5. First Public Comment*
6. Approval of Agenda/Declaration of Conflict of Interest
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 August 14, 2025

Consideration of Accepting the following Reports

- b. August Income Statement
- c. Correspondence – Staff Compliments
- d. 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. Early AM Airport Shuttle Pilot Update. – Adam BeVeir
 - b. NeoRide Membership Resolution – Eric Lingaur
 - c. Fare System Replacement Project / EZfare Procurement – Eric Lingaur
12. New Business
 - a. BATA/Teamsters Local 214 Bus Drivers and Mechanics Unit Tentative Agreement
 - b. BATA/Teamsters Local 214 Dispatcher Unit Tentative Agreement
13. Second Public Comment*
14. Directors' Comments and Announcement/Open Floor
15. Adjournment

*Next meeting date is October 23, 2025 @ Hall St. Transfer

*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.

Oath of Office

I, _____, do solemnly swear that I will faithfully, truly, impartially and honestly, to the best of my judgement, skill and ability, execute and perform the duties required of me as a member of the Bay Area Transportation Authority Board of Directors.

BATA Regular Board of Directors Meeting Minutes

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

Date/Time: 1:00PM, Thursday, August 14, 2025

1. Call to Order

The meeting was called to order by Chairperson Wayne Schmidt at 1:00 PM.

2. Pledge of Allegiance and Moment of Silence

3. Roll Call

- John Sommavilla - PRESENT
- Lance Boehmer – PRESENT
- Gwenne Allgaier – ABSENT
- Joe Underwood – TARDY ARRIVED @ 1:35
- Fern Spence - ABSENT
- Wayne Schmidt - PRESENT

4. First Public Comment*

Justin Reed commented on how much he likes the new BATA shelters that have been installed. The shelters are coming in handy for people who do not own a vehicle. Justin wanted to meet the new Executive Director, Jeff Meilbeck. Jeff Meilbeck was in attendance for the meeting but will not be starting officially until October 1, 2025.

5. Approval of Agenda/Declaration of Conflict of Interest

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

- **Ayes: 4**
- **Nays: 0**
- **Motion Carries: 4-0**

6. 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 June 16, 2025
- b. Special Meeting Minutes of July 10, 2025
- c. Special Meeting Minutes of July 21, 2025

Consideration of Accepting the Following Reports

- d. FY25 Q3 Ridership Report
- e. FY25 Q3 Turnover Report
- f. FY25 Q3 Strategic Plan Update
- g. Correspondence – Staff Compliments
- h. BATA Board Tracker

Moved by Lance Boehmer and supported by John Somnavilla to approve the August 14, 2025, Consent Calendar as presented.

- **Ayes:4**
- **Nays: 0**
- **Motion Carries: 4-0**

7. Any items removed from the consent calendar.

No items were removed from the Consent Calendar.

8. Executive Director's Report – Chris Davis

Chris informed the Board that Justin Weston, Adam BeVier, Brittany Burley and herself met with Teamsters for contract negotiations. Chris told the Board that Wayne Stevens has advertising on almost every single BATA bus! New benches and shelters have been installed. Chris presented to the Garfield Township Board, to get the speed limit on LaFranier Rd reduced. They were unanimously supportive to start the process. BATA participated in two Friday night live events. BATA participated in the Leelanau County Senior Expo and spoke with more than 100 seniors. Promotion for the airport shuttle service has been ramped up.

9. Chairperson's Report

No report given at this time.

10. Finance Reports

- a. Net Position

Key Points Include:

- Interest earned averaging 4.3706%

- State reimburses based on revised budget. Adjusted to state share of eligible operating expenses. Positive represents amount due from MDOT.

b. Income Statement

Key Points Include:

- Increased Revenue due to additional GTI Contract, contract rates increased for FY25.
- Advertising is higher than expected.
- Interest revenue from investments, still averaging 4.3706%

11. Old Business

No old business at this time.

12. New Business

a. FY2026 Budget Revision

Moved by Joe Underwood and supported by Lance Boehmer to approve the FY2026 revised budget as presented.

- **Ayes: 4**
- **Nays: 0**
- **Motion Carries: 4-0**

b. MERS Contribution

BATA is requesting approval for a one-time contribution to bring funding to 100%.

Moved by Lance Boehmer and supported by Joe Underwood to approve the lump sum payment of \$27,525.00 to the MERS admin defined benefit plan division as presented.

- **Ayes: 4**
- **Nays: 0**
- **Motion Carries: 4-0**

c. Fare Box System Presentation

Key Points include:

- Original budgeted amount for new fare system was \$1.35 million. With the combination of grants and capital improvement funding, the current estimates are around \$500k-\$600k.
- EZ Fare (Masabi – contracted vendor) is who BATA would like to join. BATA would need to join Neo Ride.
- No RFP needed. Neo Ride already conducted the work needed.
- Annual cost to join \$4,000 and BATA would be a member of the CoOp/membership
- A new fare structure will need to be discussed.

- Cash vs cashless. Will need to determine if the new system will go cashless. The cashless option is less costly. Riders can still buy tickets at Hall St Transfer using cash. Vending machine type machines are also an option and an additional cost.

13. Closed Session

a. Collective Bargaining Negotiation

Moved by Lance Boehmer and supported by John Sommovilla for the BATA Board of Directors to go into closed session at **1:52pm** for the purpose allowable under Section 8 (c) of the Open Meetings Act, for strategy and negotiation of collective bargaining agreements.

Roll Call Vote:

- **Ayes:** John Sommovilla, Lance Boehmer, Joe Underwood, and Wayne Schmidt
- **Nays:** 0
- **Motion Carries:** 4-0

Moved by Lance Boehmer and supported by Joe Underwood to adjourn Closed Session and reopen the Regular Board Meeting at **2:10pm**.

- **Ayes:** 4
- **Nays:** 0
- **Motion Carries:** 4-0

14. Second Public Comment

No public comment was made.

15. Director's Comments and Announcements/ Open Floor

No comments were made at this time.

16. Adjournment

Moved by John Sommovilla to adjourn the August 14, 2025, Regular Meeting of the BATA Board of Directors at 2:12 PM.

Meeting Minutes Submitted by: _____

Meeting Minutes Approved on: _____

Lance Boehmer, Secretary: _____

BATA Income Statement August 2025

	August 2025		\$ Over (Under)	August 2024
	Actual	Budget	Budget	Actual
Income				
Fare Box Revenue	\$ 588,733	\$ 517,917	\$ 70,816	\$ 565,212
Local Service Contracts	485,300 <u>1</u>	313,859	171,441	319,804
Auxiliary Trans Revenue	164,327 <u>2</u>	137,500	26,827	223,743
Non-Trans Revenue	167,976 <u>3</u>	688	167,288	1,945,081
Local Revenue	2,923,890	3,535,597	(611,707)	2,868,375
State Formula & Contracts	4,269,967 <u>4</u>	4,502,330	(232,363)	4,541,137
Federal Operating Grants	2,141,807 <u>5</u>	2,035,541	106,266	2,121,793
Other Revenue	696,437 <u>6</u>	183,333	513,103	898,859
Refunds and Credits	233,363 <u>7</u>	91,667	141,697	184,101
Total Income	\$ 11,671,799	\$ 11,318,432	\$ 353,367	\$ 13,668,105
Expense				
Salaries & Wages	\$ 6,510,337	\$ 6,240,417	\$ 269,919	\$ 5,975,378
Paid Leave	472,901	472,889	12	478,940
Fringe Benefits	2,003,284	1,839,098	164,186	1,893,455
Services	801,767	881,576	(79,809)	640,073
Fuel & Lubricants	547,698	652,767	(105,069)	652,067
Materials & Supplies	402,725	405,356	(2,632)	365,074
Utilities	299,409 <u>8</u>	189,083	110,327	123,562
Insurance	748,780 <u>9</u>	587,326	161,454	645,563
Misc Expense	197,858 <u>10</u>	48,499	149,359	53,888
Operating Leases & Rentals	2,984	6,106	(3,122)	14,559
Total Expense	\$ 11,987,742	\$ 11,323,117	\$ 664,625	\$ 10,842,559
Net Income before Depreciation	\$ (315,943)	\$ (4,685)	\$ (311,258)	\$ 2,825,546
Depreciation	1,062,883	1,029,101	33,782	1,095,501
Net Income (Loss)	\$ (1,378,826)	\$ (1,033,786)	\$ (345,040)	\$ 1,730,045

BATA Income Statement Notes
August 2025

	<u>Account(s)</u>	<u>Explanation</u>
	Revenue	Revenue
<u>1</u>	Local Service Contracts	Increased Revenue due to additional GTI Contract, contract rate increase and an additional bus for FY25
<u>2</u>	Auxiliary Trans Revenue	Above expected Revenue - Advertising
<u>3</u>	Non-Trans Revenue	Net Proceeds/Sale of Diamond Property & Buses sold
<u>4</u>	State Formula & Contracts	Includes \$203,292 from FY2024
<u>5</u>	Federal Operating	Based on current year expenses, requesting fund from FTA quarterly, includes 5311 & 5307 (Q3 Reimbursement requested in Sept \$575,545)
<u>6</u>	Other Revenue	Interest Revenue from investments, still averaging 4.3518%
<u>7</u>	Refunds & Credits	\$132k from Alternative Fuel Credit based on Propane Gallons used
	Expenses	Expenses
<u>8</u>	Utilities	New Headquarters heating and gas bills during winter were higher than projected in budget
<u>9</u>	Insurance	Fleet and Building coverage increased, fleet increased just due to industry and recent natural disasters
<u>10</u>	Misc Expense	Loss on Disposal of 3 buses (\$4,687), membership dues, TAPTCO training, FY21 (\$99,068) and FY24 (\$49,789) LBO Audited payback to the State of Michigan

Date Received	Employee	Route #	Comment
08/16/25	Dan Goff	Link	A passenger called to say that she got really reversed on her BATA pick up and the return ride home and BATA went out of their way to get her home. The rider said that Dan and dispatch were fantastic. She was very appreciative that Dan rescued her!
08/17/25	Raul Rubio-Aponte	Bayline	A lady called in to compliment Raul, saying that he is kind and considerate, he's always smiling, and a great driver. He drives very smoothly, and I am very appreciative.
08/18/25	Andy Hayden, Eli Bunek	Dispatch	Sandy Miller called in and wanted to leave a compliment and gratitude for Andy and Eli and the drivers. She wanted to thank everyone for taking her to the grocery store, doctor's office and getting her through lonely seniorness. BATA always helps me get around town.
8/28/25	Eric Lingaur, Tracy Melville, Erik Falcon, Trix Landers, Bill Clark, Paul Clausen, Todd McCall, Mark Ewing, and Stacey Wyler	Admin	The following admin and drivers assisted the week before school started with all of the school visits every night after work, many working a full day to ensure that school year started off successfully.

Date Received	Employee	Route #	Comment
9/3/25	Chris Gorence, Margaret Kotowicz, Doris Morgan	Loop/Link	A passenger called to say that Chris, Margaret, and Doris have all been exceptionally wonderful throughout her personal experiences that she's been going through. She said that they have all made a difference in her life and BATA is a foundation for her to get back on her feet. She said that she is going through cancer, and everyone treated her so well.
	Mariah Guernsey, Doug Hill	Dispatch/Loop	A UC Berkeley Alumnus wrote to say he spent 11 days this summer in Traverse City and rode his new favorite bus system. He said he would never have been able to get to the Cherry Festival from Interlochen if it wasn't for Mariah and Doug. Mariah helped him on the phone and when he got on Route 12, Doug remembered the passenger's name from last summer. The passenger was amazed and very impressed.
	Curtis Rideout	Loop	A passenger wrote to put in a good word for Curtis. He always makes sure all of his passengers are safe, recommends wearing your seatbelt, and he is fast and efficient. He is a great person!
	Drivers	All	A passenger wrote on social media to say what great drivers BATA has. The comment has been seen by many people!

Date Received	Employee	Route #	Comment
	Jim Dyke, Andy Hayden	Link/Dispatch	Another driver wrote to compliment Jim's attention to detail when he had the foresight to identify a potential problem for a frequent passenger, and for Andy assisting with a change in the plans. The passenger said that Jim has had her back on several occasions. Thanks to our driver for sharing our passengers' comments.
9/15/25	Zach Mills	Agency	Deb Kuhn's son rides the agency bus, and he has been riding for a very long time and his driver Zach is an excellent driver. He is consistent, kind, and he communicates. We are very pleased with Zach as the driver.

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.
5/22/2025	Eric Lingaur Kurt Braun	Location of BATA bus stops.	Will revisit again at a later date. TBD.

AUGUST/SEPTEMBER INTERIM EXECUTIVE DIRECTOR UPDATE

INTERNAL:

- *Held blood drive and donated blood at Hall Street for staff and passengers as a part of a friendly competition with other transits. BATA took first place by collecting 22 units of blood.
- *Chris attended noon Rotary Club meetings.
- *Conducted Comms Meetings with all staff.
- *Met with four new drivers as well as conducted New Hire Orientation for the new drivers.
- *Negotiated with Teamsters Local 214 for Drivers/Mechanics and Dispatchers and reached a tentative agreement with both.
- *Met with Operations Team weekly.
- *Met with BATA's monthly Wellness Team.
- *Attended the Etiquette Committee meeting to review passengers' violations of the Code of Conduct.
- *Interviewed candidate for a Bus Driver vacancy.
- *Attended biweekly management team meetings.
- *Continuing to research and collect information for our recommendation to purchase a new fare system to replace BATA's old fare system.
- *Continuing to plan and work on communications for BATA's October 20 service improvements.
- *Third party contract expected week of 9/22 for EV chargers. Three weeks of work expected.
- *Searching for best refinish for floors at the Hall Street Transfer Station.
- *Working on two of the overhead doors at headquarters.

EXTERNAL:

*Met with HUB International regarding pre-renewal of Workers' Comp, fleet insurance, cybersecurity coverage, etc.

*Met with Priority Health regarding renewal for 2025/26 and reducing BATA's insurance rates.

*Attended Team Meeting on Masabi demo.

*Attended and presented at Traverse Area Human Resources Association (TAHRA) Board Meeting.

*Held virtual Teams meeting with Jeff Meilbeck.

*Met with East Bay Township officials in follow up to TIF discussion.

*Attended and promoted the official ribbon cutting for the opening of The Flats at Carriage Commons, TC Housing's new housing development as part of BATA's PUD.

*Presented to Garfield Township to get the speed limit reduced on LaFranier Road.

*Promoted and provided more than 130 rides to/from this year's Cedar Polka Fest.

*Created and conducted outreach to a number of schools letting them know of BATA options for student transportation. Attended a dozen open houses and orientations including Glen Lake, Woodland and TCAPS.

*Attended the MPTA Conference and submitted and won Innovative Transit Project of the Year for BATA's New HQ project and recognition of 40 years of service.

Chris

BATA Link – Early AM Airport Service Pilot Summary & Recommendation

Service Period: March 2025 – September 12, 2025

Service Hours: Monday – Friday from 4 – 7 a.m. only

Service Provided: BATA Link AM pilot service for airport trips within the Traverse City area

Key Metrics

- Service Hours Delivered: 300+ hours
- Service Days: 138
- Total Trips Completed: 35
- Unique Riders Served: 27 individuals
- Rides per day: .25 rides per day or about 1 ride per week
- Outcome: All riders successfully reached the airport on time – no missed flights

During this same period BATA's other services provided the following ridership to the airport:

- Regular Link Service (6 a.m. – 10:30 p.m. seven days a week):
 - Number of rides to/from the TVC Airport (securing data)
- Village Loop Route 14 – Acme (Airport Stop Monday – Friday only): 137 rides
 - 102 boardings from TVC
 - 35 alightings to TVC

Rider Feedback

- Riders who used the service provided positive comments about convenience and reliability.
- Every airport trip was completed successfully, showing operational dependability.

Hi BATA Commissioners - I wanted to let you know that I had a positive experience taking the BATA link from my house to the TVC airport on 7/15. The ride came within the 15 minute window I requested. Special shoutout to the driver who was a very friendly and a safe driver. Thanks again - Merek Roman

Community Feedback / Barriers to Use

- No Weekend Service – Service was limited to Monday through Friday.
- Limited Hours – No service after 10:30 p.m. to cover late-night arrivals.
- Technology – Early difficulties with requesting AM rides using the Link app discouraged some riders.
- Geographic – Service was only available in and around Traverse City and not BATA's full service area.

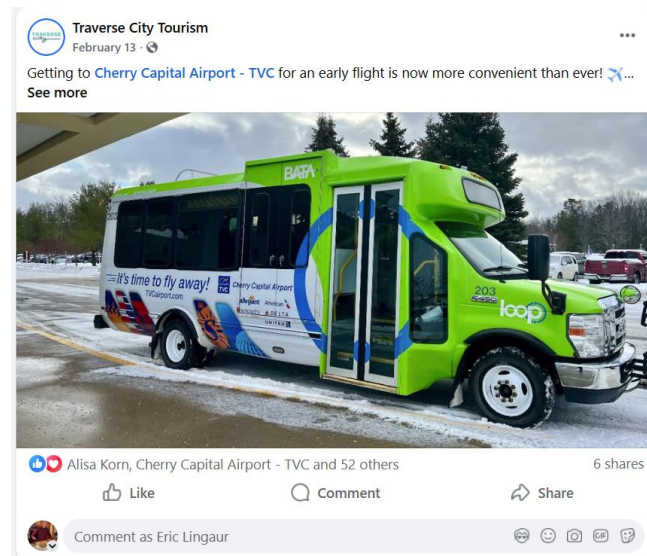
Communications and Marketing

The AM airport pilot had ongoing marketing and communication efforts including a press conference, airport lobby banners, digital ads, social media posts, website postings and partner promotions (TC Tourism, TVC, etc.). Here are a few examples:



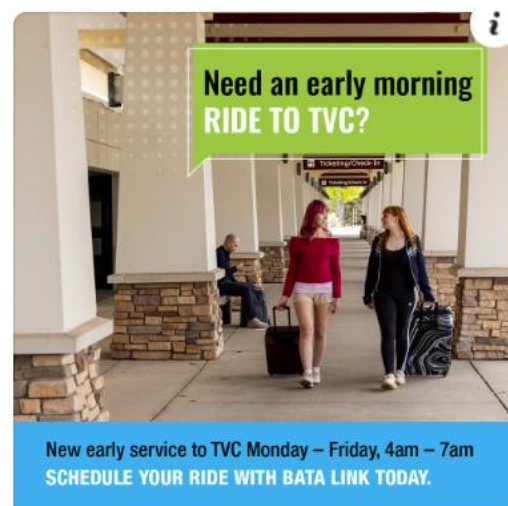
Need a ride to Cherry Capital Airport? BATA can help! Check-out our fixed route and on-demand ride options. Early morning rides available too!

Book now



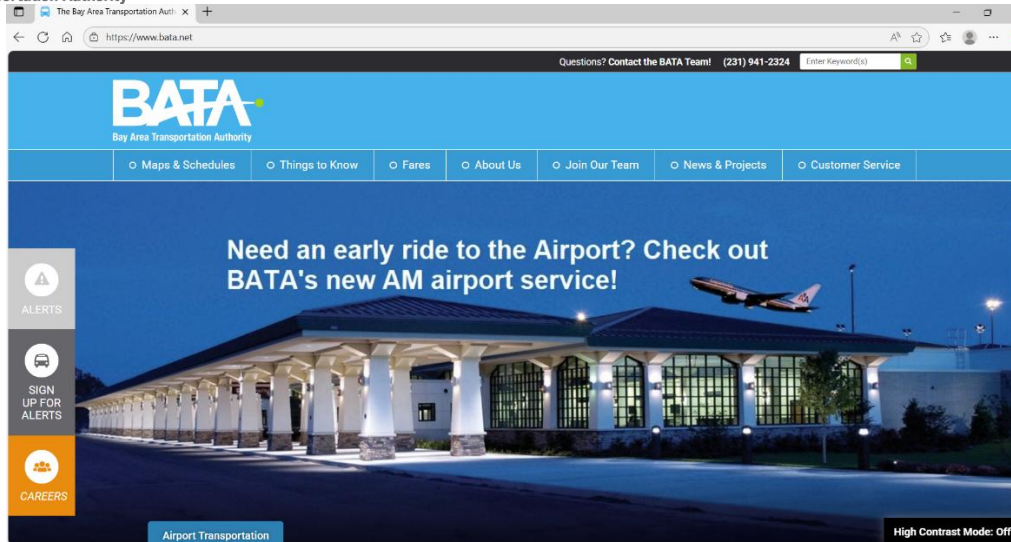
BATA - Airport Transit

Book now



BATA - Airport Transit

Book now



Lessons Learned

- Positive experience for actual riders, but ridership numbers were extremely low.
- Service design (coverage, hours, days) sharply limited adoption.
- The demand for this type of airport service is not strong enough to warrant ongoing resource investment.
- Operationally difficult to sustain long-term given staffing and scheduling constraints.
- Resources used for this pilot are expensive and would be better directed toward BATA's core services, which already face very high demand.

Recommendation

The pilot proved that while trips could be provided reliably, the demand for a dedicated AM airport service is far too low to justify continuing or revisiting this model.

With only 35 trips delivered over 300+ service hours, the ridership was insufficient and did not meet even the most conservative benchmarks for efficiency or impact. Expanding the service parameters (weekends, late nights, wider area) would require significant additional cost without a clear return. In addition, the service is operationally difficult to sustain over the long term and diverts costly resources from BATA's core operations, which already face high demand and need more support. **Staff recommend ending the AM Airport Service pilot and not pursuing similar dedicated airport offerings at this time.**



Resolution Number 2025-1

RESOLUTION AUTHORIZING Bay Area Transportation Authority (BATA) EXECUTE THE MEMBERSHIP AGREEMENT AND BYLAWS TO BECOME A MEMBER OF NEORIDE A COUNCIL OF GOVERNMENTS.

WHEREAS, the Board of Trustees of BATA hereby finds and determines that all formal actions relative to the adoption of this resolution were taken in an open meeting of the Board of BATA Trustees, and that all deliberations of the Board of BATA Trustees, and of its committees, if any, which resulted in formal actions, were taken in meetings open to the public, in full compliance with applicable legal requirements, including Open Meetings Act (OMA) is 1976 PA 267, MCL 15.261 through 15.275, and

WHEREAS, Public Act 8 of 1967 in the Michigan Compiled Laws (MCL) as MCL 124.531 to 124.536 provides that a political subdivision may, pursuant to the extent that it considers necessary, join with other political subdivisions in establishing and maintaining a Council of Governments for the purpose of including, but not limited to promoting cooperative arrangements and coordinate actions among its members, and

WHEREAS, a need has been identified to plan, promote, future and enhance transportation options within and between the jurisdictions of the members by encouraging cooperative arrangements and coordinating action among the members, and between the members and other governmental agencies, private persons, corporations, or agencies, and

WHEREAS, BATA Board of Trustees has determined that it is in the best interest of BATA to become a member of NEORide to explore coordination options and join with other political subdivisions to benefit all involved.

NOW THEREFORE, BE IT RESOLVED, by the BATA Board of Trustees, in and for Grand Traverse and Leelanau Counties in Michigan that:

- Section 1. The BATA Board of Trustees authorizes the Executive Director, or their designee, to execute a membership agreement and bylaws of NEORide a Council of Governments to explore coordination options and join with other political subdivisions to benefit all involved.
- Section 2. The Jeff Meilbeck is appointed as the primary voting Director and Eric Lingaur is appointed as the alternate voting Director to represent BATA on the NEORide Counsel of Government Board.
- Section 3. This resolution is effective immediately upon its adoption.



Transit Technology Plan

Fare System Project



BATA Board Presentation
September 25, 2025

Ongoing 2020 – 2025 Technology Plan

- **Project F: Fare System (Farebox & Central Fare System Replacement) – 2025/2026**
 - BATA's current fare system has reached the end of its useful life and is no longer supported by the vendor.
 - The current fare software is old and difficult to navigate limiting reporting, functionality and accuracy.
 - Maintenance and repair of the mechanical fare box components is time consuming and disruptive to service delivery and is getting harder to find spare parts.
 - BATA staff spends 10-15 hours a week maintaining the fare system and counting/processing cash.
 - Projected cost originally budgeted at \$1.35 million (Combination of grant and capital improvement funding). Current estimates around \$500,000 - \$600,000.
 - Benefits:
 - Reduced required maintenance.
 - Better data reporting.
 - Automated farebox issue logging.
 - Self-serve reload web-portal for riders to purchase fare or renew fare passes.
 - Supporting all fare types on-board – credit card, passes, mobile wallets, etc.



EZfare / Neo Ride Recommendation

- **EZfare = Masabi (contracted vendor)**
- **Access to entire Masabi suite - Has everything BATA wants**
- **Need to join Neo Ride**
- **No RFP Needed – NeoRide already did the work and conducted a competitively bid procurement for Fare Systems, and Masabi was awarded the EZfare contract**
- **Cheaper than purchasing from Masabi directly**



Cost Comparison and Funding

- Savings of purchasing EZ Fare (Masabi) through Neo Ride agreement vs. directly from Masabi = \$100k based on a three-year agreement.
- BATA already has \$232,445 in grant funding allocated for the procurement of a new fare system. \$210,209 in local funds would be needed.

Fare Collection System - Cost Comparison

	Year 1	Year 2	Year 3		Total
Standard Masabi	\$439,490.00	\$52,000.00	\$ 52,000.00		\$ 543,490.00
NeoRide <i>Including Annual Membership</i>	\$401,922.00	\$20,366.00	\$ 20,366.00		\$ 442,654.00
Delta	\$ 37,568.00	\$31,634.00	\$ 31,634.00		\$ 100,836.00

*** Standard Masabi and NeoRide both require the same 5% per transaction for Incomm Retail Network not included in this calculation*

Grant Funding for Fare Collection Systems

	STUL	RTF - GT	RTF - Leelanau		Total
Awarded and Ready to Use	\$ 57,750.00	\$17,793.00	\$ 4,567.00		\$ 80,110.00
Reserved - Fall 2025 Grant		\$92,625.00	\$ 59,710.00		\$ 152,335.00
					\$ 232,445.00
				Estimated Local Funds Needed	\$ 210,209.00

EZfare Procurement Costs

- **EZfare (Masabi) Purchase** **\$442,654**
 - 3-year agreement
 - Includes hardware and software
 - Includes NeoRide annual membership
- **Ticket Vending Machines (Flowbird)** **\$150,000**
 - Includes 3 kiosks
- **Total** **\$592,654**



Fare Structure Discussion

- Plan to host a separate Board discussion regarding this topic at the October Board meeting
- Implementing a new Fare System aligns with an opportunity to roll out a new Fare Structure at the same time
- BATA currently generates \$600,000 - \$700,000 in fares annually (FY2024 \$651,056.79)
- BATA's fare structure hasn't changed in 15 years
- Cash vs. Cashless on-board vehicle collection



Cash vs. Cashless

- What is the cost to BATA to continue to collect cash?
- Option A: **\$2.4 Million**
 - Replacement of the automated cash collecting fare boxes on all BATA's buses (70+ vehicles) will cost an estimated \$2.4 million (estimate provided by current fare vendor – Genfare)



Phase 1 Project - Fareboxes and APOS

Quantity	Description	Budget Amount
76	Total Linehaul Buses (Full Farebox)	
76	Total Buses Ethernet Cables and Installation	
1	Keys	
1	Shipping	
76	Installation	
1	J1708 Integration	
1	Spare parts (10%)	
1	Farebox for Training Centers	
1	Farebox test stand	
1	Vault	
1	CBID interface panel	
1	Probe interface panel	
2	Universal Probes	
1	Cabling and misc. parts & labor	
2	Administrative Point of Sale	
1	Assortment of passes	
Subtotal		\$ 2,100,000.00

Phase 2 - Software and Services

1	Operator & maintenance training
2	Operator & maintenance manuals
1	Systems Training
1	Cash Link
1	Open Link
1	Smart Link
1	Mobile Integration
1	Management Reserve
1	Data systems
1	Manuals
1	Portable Data System (PDU)
1	UAT System

Phase 2 Total \$ 350,000.00

Cash vs. Cashless

- **What is the cost to BATA to continue to collect cash?**
- **Option B: \$2,660**
 - Traditional cash lock box about \$25-\$35 a piece
- **Option C: \$190,000**
 - Heavy duty cash box about \$1,500-\$2,500 a piece.
- **Note: A new or modified process would have to be developed to collect and process cash using these new fare boxes.**



Cash vs. Cashless

- Riders can add cash to an EZfare account anywhere...
- There are currently 29 locations within BATA's service area that offer the Vanilla Direct/InComm cashless functionality to add funds via cash to rider accounts including: 7-11, CVS, Dollar General, Holiday Gas Stations, etc.
 - Note: Unfortunately, there are only 2 InComm locations in Leelanau County at this time, but cash can be added to any account through the EZfare Retail Sales Portal though third-party agreements: Tom's, Libraries, gas stations, etc.

