

BATA Local Advisory Council Minutes
Tuesday, May 20, 2025
12:00-1:00pm
BATA Headquarters
In Person: 1340 Hammond Rd West, Traverse City, MI 49686
Virtual: VIA Teams

Bill Clark began the meeting at 12:05pm.

Council Members in Attendance:

Matt Moritz: Community Representative
Lana Payne: Commission on Aging
Linda Joppich: Community Representative
Mandy Joppich: Community Representative
Lena Vander Meulen: Leelanau County Senior Services (virtual)
Demarie Jones: Disability Network No. Michigan (virtual)
Mitch Treadwell: Traverse City Commissioner
Susan Odgers: Community Representative (virtual)
Dan Buron: Goodwill Northern Michigan
Alex Simonetti: Michigan Department of Transportation (virtual)

BATA Staff in Attendance:

Eric Lingaur
Bill Clark
Chris Davis
Tracy Melville
Keir Rasmussen

1. Bill Clark welcomed everyone to the new BATA headquarters.
2. Looking back – last quarter ridership.
 - Bill Clark reported on BATA's FY25 Q2 ridership. BATA's Fixed Route system has given 75,242 rides. This is a 27% year-over-year increase. BATA's Link service has

also seen an increase in ridership, with 35,496 rides. That is a 23% year over year increase from FY24 Q2. Total ridership across all of BATA's services has seen a 25% increase, which includes Fixed Routes, Link Service and Agency.

3. Looking Forward – BATA prepares for summer of 2025

- Spring and Summer Improvements – Bayline will return to East Bay/Woodland Creek every 15 minutes by removing the NMC Aero Park Campus. No changes to Route 1. Routes 2 and 7 will stay the same but looking into some possible changes for the upcoming fall season. Village Loop 10 will be starting the 2025 Bike n Ride season, beginning on May 24th. BATA will be implementing some changes this year to the BNR to help accommodate our ridership and navigating the construction taking place on M22. There will be more wheelchair accessibility buses available in the morning, and the afternoon buses will be the larger buses that hold 11 bikes. The weekend BNR will follow the TART Trail, adding stops at Elmwood Township Hall, Cherry Bend Park, Fouch Rd Trailhead, and Shady Lane. There are no changes to Village Loop 12 at this time, but it may have an increase in overall ridership from the seasonal ridership. The West Flex Route regular school will be ending and heading into summer school. Route 11 with services to Glen Arbor will be ending its school route for the summer and will be transitioning into helping the seasonal workers with transportation and connect summer visitors to the Sleeping Bear Dunes area. Finally the Route 14 Loop will be expecting an increase in ridership due to the seasonal workers.
- BATA Special Summer Services. Once again BATA will be helping out in the community with providing shuttle transportation for the participants in the Bayshore Marathon, which is held Memorial weekend. The Cherry Fest is fast approaching, and BATA will be there to help with extended Bayline hours, orchard tours, open ramp and more! Other summer activities include the Leelanau Senior Exp, Senior Palooza at the YMCA, and Polka Fest.
- Stop Improvements for 2025. There are many stop improvements that have already been made and there are still more to come. Concrete pads are being installed at certain stops to help with the ease of entering/exiting the bus. New shelters and benches have been placed. A Sol stop has been installed at a popular stop location at Munson and 8th Street. Almost every stop along the Bayline Route either has a shelter or a bench! There are still more stop improvements scheduled for this year.
- BATA Construction Update. BATA's headquarters recently had 610 solar panels installed on the roof! The final installation of the electrical components should be completed by the end of the month. BATA will also be installing six level 2 chargers and one level 3 chargers for the EV Vans. Hall St. Transfer Station is also receiving

an update. Some of these updates include sidewalk melt, fresh paint, new flooring, updated bathrooms, and updates to the layout for staff. UPDATE on the airport shuttle service: it is going well. With the summer around the corner and the upcoming holiday BATA is expecting the ridership to increase in the next few weeks.

- Strategic Communications Plan for Summer 2025. BATA has been working very closely with Brand Tonic and implementing new fresh ideas that include photos, informational videos, new banners for events, new bus wraps, digital advertising, and print advertising. BATA will also be including shelter ads, website enhancements, and rack cards.

4. Update on BATA's Executive Director Search

- Chris Davis gave an update on the executive director's search. The Ad Hoc Committee has already completed 3 interviews. The decision was not to move forward with the first 3 candidates and to continue the search. The next round of interviews will be held 5/23/25.

5. Discussions

- Susan Odgers asked if the Hagerty Center stop is the closest one to the Senior Center. Yes, it's the closest fixed route stop shelter, but if a ride is scheduled for the Link service, the passenger is taken up to the front doors of the Senior Center.
- Susan Odgers asked if the county is able to help with the snow removal from bus stops and shelters. Susan also gave kudos to the snow shoveling brigade for keeping the stops and shelters clear during the winter. Mitch Treadwell responded that currently there are only motorized vehicles and blowers but the discussion for a shovel component has been discussed, and this is on the radar.
- Susan Odgers asked if BATA will be helping out during the Food and Wine Festival this year. Yes, BATA will be partnering with Food and Wine for transportation.
- Susan Odgers asked if BATA has a connection with Benzie Bus. Yes, BATA's route 12 Interlochen bus meets the Benzie Bus at the Blue Vase Exchange bus stop and brings riders into Hall St.
- Susan Odgers asked how is BATA affected by the Federal cuts? Currently, BATA has not been affected by the cuts. BATA is keeping a close watch on the cuts and working closely with MDOT.
- Susan Odgers asked how BATA is doing with hiring people with disabilities. Chris Davis responded that we do not ask that question during interviews, not all disabilities are visible.

- Linda Joppich asked, when taking the Bayline from Meijer, where do riders get off downtown, if not at Hall St. Record Eagle would be the closet stop to downtown.
- Matt Morritz stated he has received great feedback on his picture that is on the bus.
- Linda Joppich stated that she has also received wonderful feedback about BATA and the new bus logos.

Meeting adjourned at 1:06PM

2025 Local Advisory Council Membership

Linda Joppich: Chair / Community Representative

Matt Morritz: Community Representative

Dan Buron: Goodwill Northern Michigan

Lana Payne: Commission on Aging

Mandy Joppich: Community Representative

Fern Spence: Community Representative

Lena Vander Meulen: Leelanau County Senior Services

Amanda Molski / Heidi Gustine: Area Agency on Aging

Demarie Jones: Disability Network No. Michigan

Susan Odgers: Community Representative

Lacey Edgecomb: Senior Center Network

Mitch Treadwell: Traverse City Commissioner

CC: Alex Simonetti/MDOT, Chris Davis/BATA, Eric Lingaur/BATA, Bill Clark/BATA

Approved on:_____

Linda Joppich Chair:_____