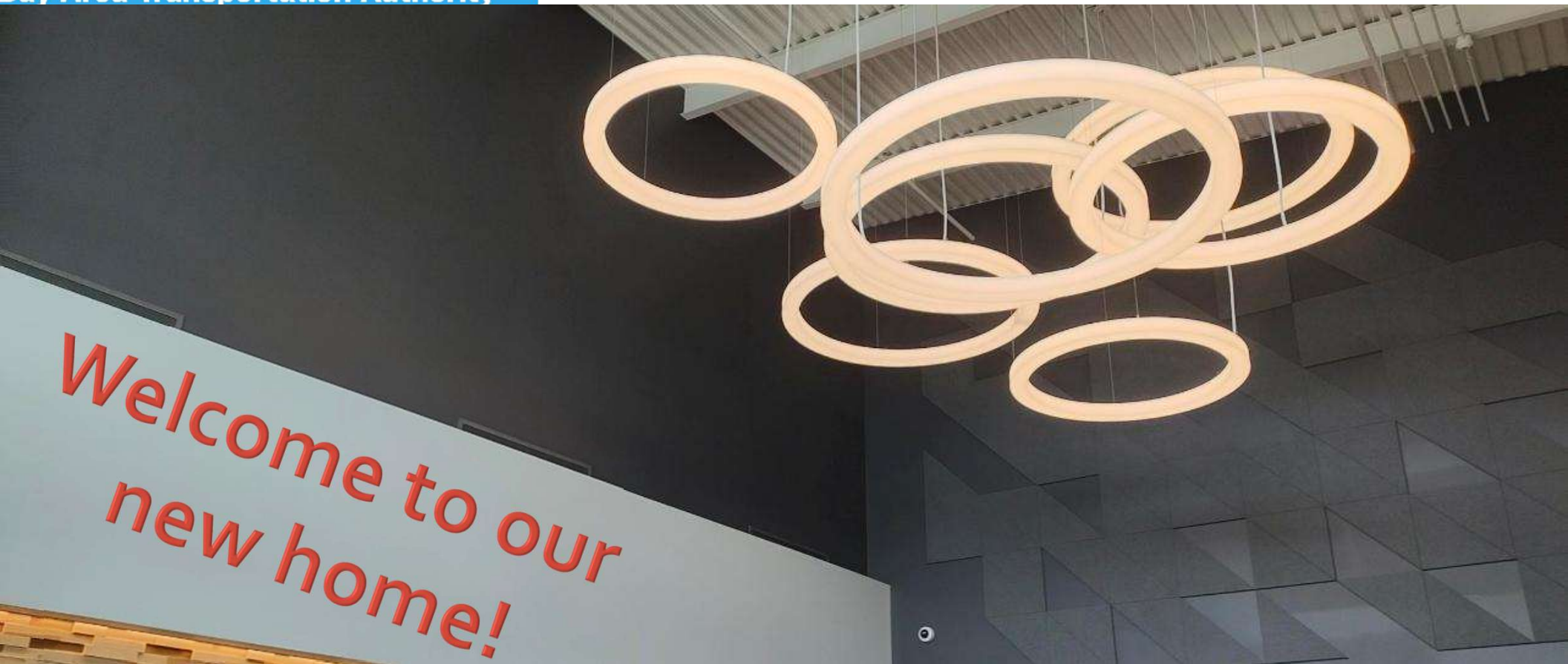




# **Local Advisory Council May 2025**





Bay Area Transportation Authority

# *RIDERSHIP*

*Q2 2025 Ridership Report (Jan. – Mar.)*

# Q2 2025 Ridership: Fixed Route

Year / Quarter	Ridership	% Increase / Decrease YOY	Last Quarter
FY 2025 Q2	75,242	27% increase	64,210
FY 2024 Q2	59,022	1% Increase in Ridership	
FY 2023 Q2	58,337		



**Q2**

**2025: 75,242**

**2024: 59,022**

**2023: 58,337**

# Q2 2025 Ridership: Link

Year / Quarter	Ridership	% Increase / Decrease YOY	Last Quarter
<b>FY 2025 Q2</b>	<b>35,496</b>	<b>23% Increase</b>	<b>31,739</b>
<b>FY 2024 Q2</b>	<b>28,809</b>	<b>3% Decrease in Ridership</b>	
<b>FY 2023 Q2</b>	<b>29,613</b>		

**2025 Q2: 35,496 \* Link**

**2024 Q2: 28,809 \* Link, no more Village Link**

**2023 Q2: 29,613 \* Village Link + Link On-Demand**



# Q2 2025 Ridership: Total Ridership

Year / Quarter	Fixed Ridership	Link Ridership	Agency Ridership	Total Ridership	% Increase / Decrease
FY 2025	75,242	35,496	10,605	121,343	25% Increase
FY 2024 Q2	59,022	28,809	9,000	96,831	1% Increase in Ridership
FY 2023 Q2	58,337	29,613	8,343	96,293	

**2025 Q2: 121,353**

2024 Q2: 96,831

2023 Q2: 96,293

**25%  
Increase  
in Total Ridership**

# Spring 2025 Service Improvements



- **Bayline:** Returning to East Bay Beach District/Woodland Creek every 15 minutes by removing NMC Aero-Park Campus.

1

- **City Loop Route 1:** No new changes.

2

- **City Loop Route 2:** No new changes, potential fall change?

7

- **City Loop Route 7:** No new changes, potential fall change?

10

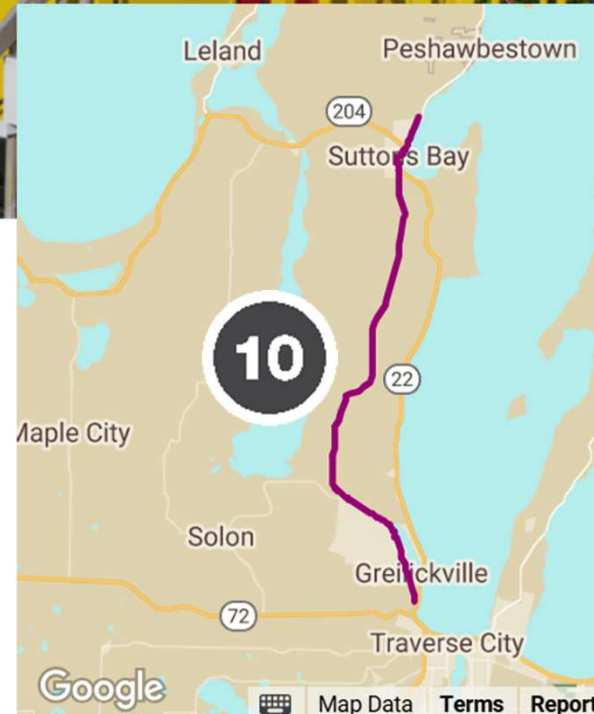
- **Village Loop Route 10 – Suttons Bay:** Bike-n-Ride begins May 24 with changes to the route, timetable, accessibility, and days of the week.







The weekend Bike-n-Ride will more closely follow the TART/Leelanau Trail with bus loading stops at Elmwood Township Hall/Cherry Bend Park, Fouch Rd Trailhead, and Shady Lane Trailhead.



Distance  
17 miles

bike  
n  
ride

# Spring 2024 Service Improvements

12

- **Village Loop Route 12 – Interlochen:** No new changes but may have an increase in seasonal ridership as BATA has expanded its program to reach out to employers.

WEST

- **WEST Flex:** School ends for WSH, summer school begins for TCH, and the public continue to ride 8:30 a.m. – 2:30 p.m. from Hall St, Munson, Oleson's, Brookside Commons, and Meijer.

11

- **Leelanau Flex:** Glen Arbor Schools end, but seasonal staff return for an increase in frequency to help Glen Arbor businesses relying on seasonal workers and to connect summer visitors to the Sleeping Bear Dunes area.

14

- **Village Loop Route 14 – Acme:** No new changes but may have an increase in seasonal ridership as BATA has expanded its program to reach out to employers.



DAYS

38

HOURS

17

MIN

28

SEC

50

**JUNE 28 - JULY 5, 2025**

**BATA**  
New Directions • Better Connections



Leelanau Senior Exp

Tuesday, June 18, 2024

10:00 AM – 2:00 PM

Suttons Bay Public High School  
310 South Elm Street, Suttons Bay, MI,



**SENIOR PALOOZA**  
**WEDNESDAY, May 28**  
**10am – 12pm West Y**

**In Summer!**



# Bus Stop Enhancements

Done

- **Spring of 2024**

- Relocate the 4' x 8' Parson Stuelen shelter at the NMC Aero Park campus to the westbound Bayline stop at Airport Access Rd and Munson Community Health once the cement pad is in place.





# Bus Stop Enhancements

- **Spring of 2024**

- Pave a small pad for a Sol stop at the popular stop on Munson and 8<sup>th</sup> that is often dark.

complete



# Bus Stop Enhancements

Done

- S





# Bus Stop Enhancements

- **Spring of 2024**

- Pave a pad to allow for a shelter at Hall Street for Eastbound Bayline next to the entrance for Lot X.
- (Pending TCLP approval)

*In process*



# Bus Stop Enhancements

- **Spring of 2025**

- Pave pad and install a 6x10 shelter at Davis and Munson on Best Western Hotel property. We can eventually tap into the power grid to light it, as this is a dark location and drivers often have difficulty seeing riders in the trees.



































# Bus Stop Enhancements

Beginning the Spring of 2025 projects with a new Bayline/ Route 2 shelter at State and Union St.



	Stop	A	B	A	B		A	B	A	B	Stop	
		:00	:15	:30	:45	Hall Street Transfer Station / Lot X		:18	:33	:48	:03	
	9200	:03	:18	:33	:48	State St at Union St		---	---	---	---	N/A
	9210	:04	:19	:34	:49	State St at Cass St		---	---	---	---	N/A
	9220	:05	:20	:35	:50	State St at Park St		---	---	---	---	N/A
	N/A	---	---	---	---	W Front St at Pine St		:17	:32	:47	:02	9190
	N/A	---	---	---	---	W Front St at Union St		:17	:32	:47	:02	9177 
	N/A	---	---	---	---	E Front St at Cass St		:16	:31	:46	:01	9260 
	N/A	---	---	---	---	E Front St at Park St		:15	:30	:45	:00	9250 
	N/A	---	---	---	---	E Front St at Boardman Ave		:15	:30	:45	:00	9230 
	9230	:06	:21	:36	:51	E Front St at Wellington St		:14	:29	:44	:59	9240 
	9300	:08	:23	:38	:53	E Front St at Barlow St		:12	:27	:42	:57	9290 
	9305	:08	:23	:38	:53	E Front St at Rose St		:11	:26	:41	:56	9307 
	9310	:09	:24	:39	:54	E Front St at Garfield Ave		:09	:24	:39	:54	9320 
	9340	:09	:24	:39	:54	E Front St at Fair St / Milliken Dr		:09	:24	:39	:54	9330 
	9335	:10	:25	:40	:55	Munson Ave at Davis St		:08	:23	:38	:53	9337 
	9345	:11	:26	:41	:56	East Bay Flats		---	---	---	---	N/A
	9360	:11	:26	:41	:56	Munson Ave at 8th St (Munson CHC)		:08	:23	:38	:53	9350 
	N/A	---	---	---	---	Airport Access / Munson CHC		:07	:22	:37	:52	9372 

















February 2025







**7**

**Grand Traverse County Civic Center  
1125 WEST CIVIC CENTER DR  
South side of E. Front St, adjacent to Starbucks  
County Commission Approved  
Bench Pad, 5'6" x 4'**



**8**

**Grand Traverse County Civic Center  
1125 WEST CIVIC CENTER DR  
South side of E. Front St, at Fair St Shelter  
County Commission Approved  
Bench Pad, 6' x 9' subtract existing 4'x3'  
We will remove existing post before paving.**



# 2025 Construction updates

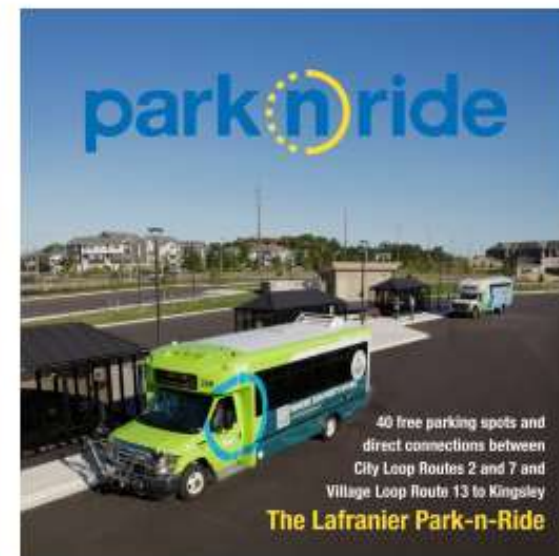
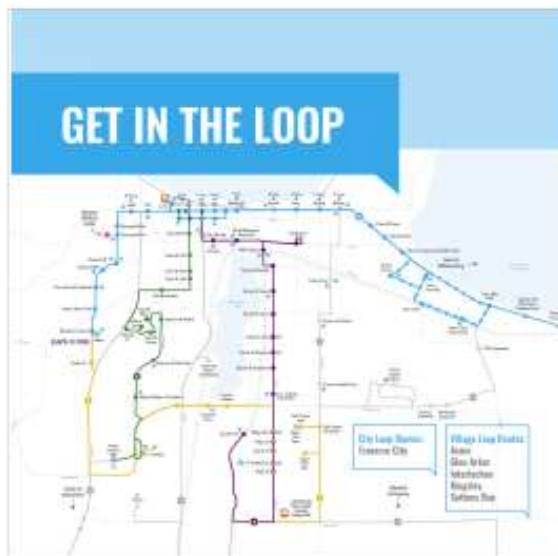
- Rooftop Solar installation
  - 610 Solar panels or 320kw
  - \$63,000 of annual savings
  - Completed by end of May
- EV Charger installations – Elec
  - Beginning 5-12-25 (2mo's to activate)
  - Six interior Level II chargers
  - One exterior Level III charger





- **Strategic Communications Plan for Summer of 2025 and Executive Director Search**





## BATA: General Awareness Campaign – Winter 2025

Digital Ads (Ticker, Google) / Social Paid Ads



Mini Video Clips: Routes, Apps, How to Pay

BATA: LaFranier Campaign – Winter 2025

Digital Ads (Ticker, Google) / Social Paid Ads



Target: General, LaFranier Neighborhoods



Target: LaFranier Neighborhoods, Older Adults



Target: LaFranier Neighborhoods, Working Adults





## BATA: Kingsley Campaign – Winter 2025

Digital Ads (Ticker, Google) / Social Paid Ads



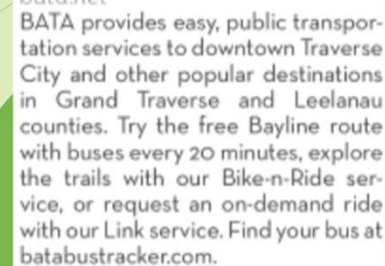
Target: Kingsley



Target: Kingsley



Target: Kingsley, Working Adults





# Current

## ► Current:

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

## ► Near Future:

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



