



600 E Front Street, Suite 104, PO Box 506  
Traverse City MI 49685-0506  
(231) 929-5000 • 1-800-692-7774 • FAX (231) 929-5012  
traversetransportation.org



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*The mission of the Traverse Transportation Coordinating Initiative (TTCI) is to provide coordinated leadership and direction for the development and conduct of the continuing, cooperative & comprehensive transportation planning process for the Traverse City urban area.*

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TTCI Board AGENDA Tuesday, January 17, 10:00am

## **Michigan Works! NWNW Conference Room**

1209 S. Garfield, Traverse City

### **Call Meeting to Order**

- A. Roll Call**
- B. Approval of the Agenda**
- C. Conflict of Interest**
- D. Public Comments**
- E. Consent Calendar** (The purpose of the Consent Calendar is to expedite *business* by grouping non-controversial items together to be dealt with by 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 any 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):
  - a. TTCI November Board Minutes (attached)
- F. FY 2017 Work Plan**
  - a. MDOT program
    - i. Model Data review
    - ii. TIP project monitoring
  - b. Local program
    - i. Access Management
    - ii. Regional Safety Plan
    - iii. Non-motorized grid network
- G. Old Business/Unfinished Business**
  - a. TTCI Event
- H. New Business**
  - a. Election of Officers
  - b. BATA presentation (attached)
- I. Transportation Implementing Agency Updates**
  - a. City of Traverse City
  - b. MDOT
  - c. BATA
  - d. Grand Traverse County Road Commission
  - e. Leelanau County Road Commission
- J. Board Members Comments / Discussion of future agenda**
- K. Public Comments**
- L. Adjourn**

Networks Northwest is an Equal Opportunity Employer/Program. Auxiliary aids and service are available upon request to individuals with disabilities. Michigan Relay Center callers use 711 or 1-800-649-3777.

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# Traverse Transportation Coordinating Initiative (TTCI)

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**Tuesday, November 15, 2016**

**Draft - MEETING MINUTES - Draft**

**Call to Order**

J. Carruthers, Chair TTCI, called the meeting to order at 10:00 a.m. on Tuesday, November 15, 2016, at the Northwest Michigan Works! conference room.

**Roll Call**

J. Carruthers said there was a quorum.

**Board Present:** Jim Carruthers (Traverse City); Kelly Dunham, (Bay Area Transit Authority); Jim Johnson (Grand Traverse Road Commission, alternate) Jack Kelly (Elmwood Township); Glen Lile (East Bay Township); Jeff Shaw (Elmwood Township); Jay Zollinger (Acme Township).

**Board Absent:** Jim Cook, (GT County Road Commission); Chuck Korn (Garfield Township); Alisa Kroupa (GT Co Board of Commissioners); Patty O'Donnell (MDOT); Dan Wagener (Leelanau Road Commission);

**Others present:** Mike Woods, Denise Culman, Tom Slater, Cathlyn Sommerfield.

**Agenda:**

J. Carruthers asked if there needed to be any changes to the agenda. After hearing none, J. Carruthers asked for a motion to accept the agenda as presented.

Motion by G. Lile, support by J. Zollinger to approve the agenda presented.  
Motion carried.

**Conflict of Interest**

No conflict indicated.

**Public Comment**

No public comment.

**Consent Calendar**

J. Carruthers asked if there were any questions on the Consent Calendar, or anything that needed to be removed. No comments were made, so he asked for approval of the Consent Calendar.

- a. TTCI September Board Minutes

Motion by G. Lile, support by K. Dunham to approve the Consent Calendar. Motion carried.

**Old Business/Unfinished Business**

- a. East/West Mobility Perception Survey (CS - Cathlyn Sommerfield)
  - CS presented a summary on the mobility perception survey. The full report is posted on [www.traversetransportation.org](http://www.traversetransportation.org)
  - Chair Carruthers wanted to know the proportion of vehicles that cut through neighborhoods in order to avoid traffic. CS mentioned that it was minimal and not statistically significant for all municipalities surveyed.
  - Motion by J. Zollinger, support by G. Lile to accept the Survey as presented
- b. Webpage update
  - Mr. Woods stated that he would like to include all transportation related projects on the TIP webpage and not just federal-aid eligible projects
- c. TIP update
  - New target allocations for federal aid dollars have yet to be determined, but are expected to be known by the end of November.

**New Business**

- a. Communication strategies
  - i. Product Milestones
    - Mr. Woods stated that a press release will be released before the end of the year regarding the East/West mobility perception survey.
    - Jim Johnson, GTCRC mentioned that they will be formulating a communication strategy for early 2017 which may include the Hartman-Hammond scoping updates
  - ii. 2017 TPCI Event
    - Mr. Woods will search for appropriate and available venues, including the public library, for the annual TPCI "project review and preview" event for the last week of February. The event will feature presentations from the City, Road Commissions and MDOT on 2016 projects and looking ahead to 2017 and beyond.
  - iii. Membership Presentations
    - Mr. Woods stated that he is scheduled to present TPCI activities to the Elmwood Twp Board and the Leelanau Road Commission Board in December.
- b. FY 2017 Local Work Plan
  - Mr. Woods suggested the following activities for the FY 2017 local work plan:
    - o Access Management as it pertains to municipal planning and zoning
    - o Regional Safety which includes analysis of crash data and potential
- c. Election of Officers process
  - Mr. Woods mentioned that according to the current bylaws, a Board member serving a minimum of one year may be eligible to serve on the Executive Committee. Only two candidates qualify under these rules, Jim Cook and Dan Wagner. The election of officers will take place at the January meeting.

### **Transportation Implementing Agency Updates**

- a. City of Traverse City
  - Recently completed a \$600k/\$700k purchase of a parcel for use of parking
- b. MDOT
  - Gave an update via email through TSC manager, Rick Liptak mentioned projects including bridge preservation and road repair/rebuilds that are currently on the five year project list available on the MDOT website.  
([http://www.michigan.gov/documents/mdot/MDOT\\_5YearPlan2017-2021\\_530121\\_7.pdf](http://www.michigan.gov/documents/mdot/MDOT_5YearPlan2017-2021_530121_7.pdf))
- c. BATA
  - Recently completed phase 2 of the Community Needs Assessment and will present findings at the January meeting along with the newly launched google transit platform
- d. Grand Traverse County Road Commission
  - Will be formulating a communication strategy on the upcoming FY 2017 construction season
- e. Leelanau County Road Commission
  - NA

### **Board Members Comments/Discussion of future agenda**

- Nomination of officers
- BATA presentation
- TTCI Event planning

### **Public Comments**

No public comment.

### **Adjourn**

No further business was brought forth. J. Carruthers adjourned the meeting at 11:53 a.m.

**NEXT SCHEDULED MEETING: Tuesday, January 17, 2017**

Respectfully submitted,

*Denise Culman*

Denise Culman

# Traverse Transportation Coordinating Initiative (TTCI)

#	Attendance ✓	First	Last	Sponsoring Agency	Roll Call Vote agenda #	Roll Call Vote agenda #	Roll Call Vote agenda #
1	✓	Jim	Carruthers	Traverse City			
2		Jim	Cook	GT County Road Commission			
3	✓	Kelly	Dunham	Interim for BATA			
4		Chuck	Korn	Garfield Township			
5		Alisa	Kroupa	GT County Board of Commissioners			
6	✓	Glen	Lile	East Bay Township			
7		Patty	O'Donnell	MDOT			
8	✓	Jeff	Shaw	Elmwood Township			
9		Dan	Wagner	Leelanau Road Commission			
10	✓	Jay	Zollinger	Acme Township			
	✓	Jack	Kelly	Elmwood Township			
				<b>Alternate</b>			
1		Richard	Lewis	Traverse City			
2	✓	Jim	Johnson	Grand Traverse Road Commission			
3		Rick	Liptak	MDOT			
4		Brian	Vandenbrand	Garfield Township			
				<b>Others</b>			
1	✓	Mike	Woods	Networks Northwest			
2	✓	Denise	Culman	Networks Northwest			
3	✓	Tom	Slater	Videographer			
4	✓	Cathlyn	Sommerfield	CS Consulting			
5							
6							
7							
8							
9							
10							

Date: November 15, 2016

# TRANSPORTATION NETWORK



**BATA**

New Directions ◀ Better Connections

**11**

**Routes!**

**5 New**

**Clean Energy**

**Propane Buses**

**Over  
1/2 Million**

*Riders Last Year!*

**66**

**Buses**

**BATA  
FAST-FACTS**

**~900 Miles  
Coverage**

**Roughly  
the Size of  
Rhode  
Island!**



**Over  
1.9 Million  
Miles Traveled to Date!**

**That's 4  
Roundtrips to  
the MOON!**



Village Link

**BATA  
FAST-FACTS**





2016

# SERVICES

**Grand Traverse &  
Leelanau Counties**

**5  
Village  
Loops**

**5  
City  
Loops**

**WHERE DO  
WE GO?**



**1 Flex Route**



Routes 1-5



Suttons Bay ◀▶ Traverse City

Routes 10 - 14



New Directions ◀▶ Better Connections

*Sleeping Bear National Lakeshore*

**CITY LOOP VS. VILLAGE LOOP MAPS**

**BATA**

New Directions → Better Connections

Downtown  
Traverse City

Glen  
Arbor



Daily Routes  
TC  GA

Take the Bus!

Avoid the Parking & Traffic Hassles

Route  
11

**BATA**

Bay Area Transportation Authority



[www.bata.net](http://www.bata.net)

Downtown  
Traverse City

Suttons  
Bay



Daily Routes  
TC  SB

Take the Bus!

Avoid the Parking & Traffic Hassles

Route  
10

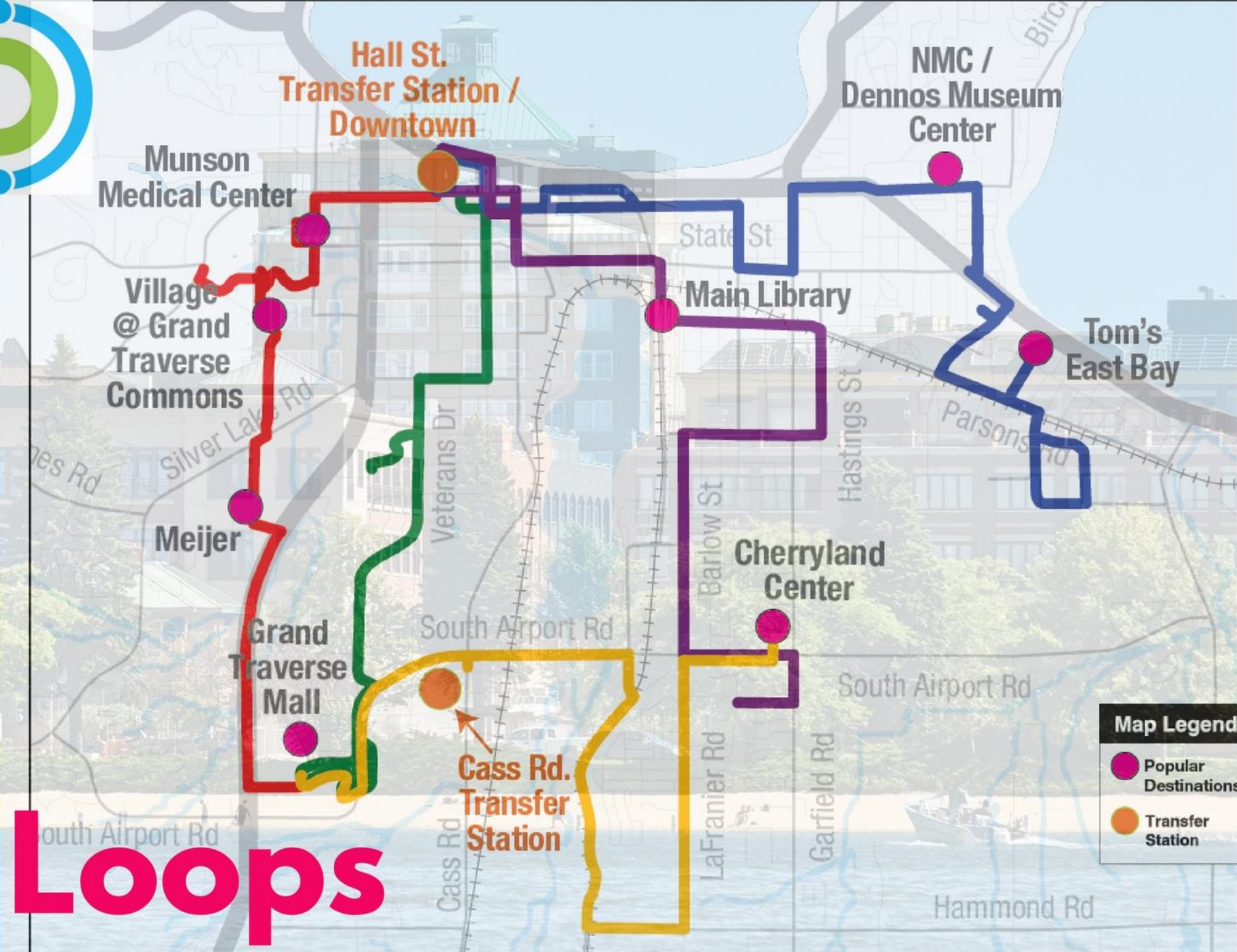
**BATA**

Bay Area Transportation Authority



[www.bata.net](http://www.bata.net)

**SURROUNDING VILLAGES**



# City Loops



**ROUTE 3**

**Inbound to Downtown Transfer Station**

**Outbound to Aero Park**

**Simply "Add" your desired departure & arrival times in the blank slot  
Example: 4pm**

Stop#	Bus A	Bus B		Stop#	Bus A	Bus B
333	:00	:30	Aero Park @ Parsons Stuelen	333	:57	:27
349	:05	:35	Tom's East Bay	349	:53	:23
331	:08	:38	550 Munson Ave / Rear Entrance	331	:49	:19
351	:11	:41	Wenonah St @ Chippewa St	329	:46	:16
355	:12	:41	Wenonah St @ E Front St	327	:45	:15
357	:13	:43	E Front St @ NMC Tamarack lot	325	:44	:14
361	:15	:45	Garfield Ave @ State St	321	:41	:11
363	:15	:45	Garfield Ave @Titus St	319	:41	:11
365	:16	:46	Rose St @ Walnut St	317	:39	:09
367	:18	:48	State St @ Rose St	315	:37	:07
369	:19	:49	State St @ Barlow St	313	:37	:07
371	:20	:50	State St @ Railroad Ave	311	:36	:06
373	:21	:51	Front St @ Wellington St	309	:34	:04
375	:22	:52	Front St @ Park St	N/A	----	----
377	:22	:52	Front St @ Cass St	N/A	----	----
381	:23	:53	W Front St @ Record Eagle	N/A	----	----
383	:23	:53	W Front St @ Pine St (J&S)	N/A	----	----
N/A	----	----	State St @ Park St	307	:34	:04
N/A	----	----	State St @ Cass St	305	:33	:03
N/A	----	----	State St east of Union	303	:33	:03
	:25	:55	Downtown Hall St Transfer Station		:30	:00



New Directions ↔ Better Connections

Simply  
"Add"

your desired departure & arrival times in the blank slot

Example: 4pm

# HOW TO READ A CITY-LOOP MAP

ROUTE 3						3
Inbound to Downtown Transfer Station			Outbound to Aero Park			
Stop#	Bus A	Bus B		Stop#	Bus A	Bus B
333	4:00	4:30	Aero Park @ Parsons Stuelen	333	4:57	5:27
349	:05	:35	Tom's East Bay	349	:53	:23
331	:08	:38	550 Munson Ave / Rear Entrance	331	↑:49	↑:19
351	:11	:41	Wenonah St @ Chippewa St	329	↑:46	↑:16
355	:12	:41	Wenonah St @ E Front St	327	↑:45	↑:15
357	:13	:43	E Front St @ NMC Tamarack lot	325	↑:44	↑:14
361	:15	:45	Garfield Ave @ State St	321	↑:41	↑:11
363	:15	:45	Garfield Ave @ Titus St	319	↑:41	↑:11
365	:16	:46	Rose St @ Walnut St	317	↑:39	↑:09
367	:18	:48	State St @ Rose St	315	↑:37	↑:07
369	:19	:49	State St @ Barlow St	313	↑:37	↑:07
371	:20	:50	State St @ Railroad Ave	311	↑:36	↑:06
373	:21	:51	Front St @ Wellington St	309	↑:34	↑:04
375	:22	:52	Front St @ Park St	N/A	---	---
377	:22	:52	Front St @ Cass St	N/A	---	---
381	:23	:53	W Front St @ Record Eagle	N/A	---	---
383	↓:23	↓:53	W Front St @ Pine St (J&S)	N/A	---	---
N/A	----	----	State St @ Park St	4	4	
N/A	----	----	State St @ Cass St	307	↑:34	↑:04
N/A	----	----	State St east of Union	305	↑:33	↑:03
	4:25	4:55	Downtown Hall St Transfer Station	303	↑:33	↑:03
					4:30	5:00

# Link Services

On-Demand (Dial-a-Ride)

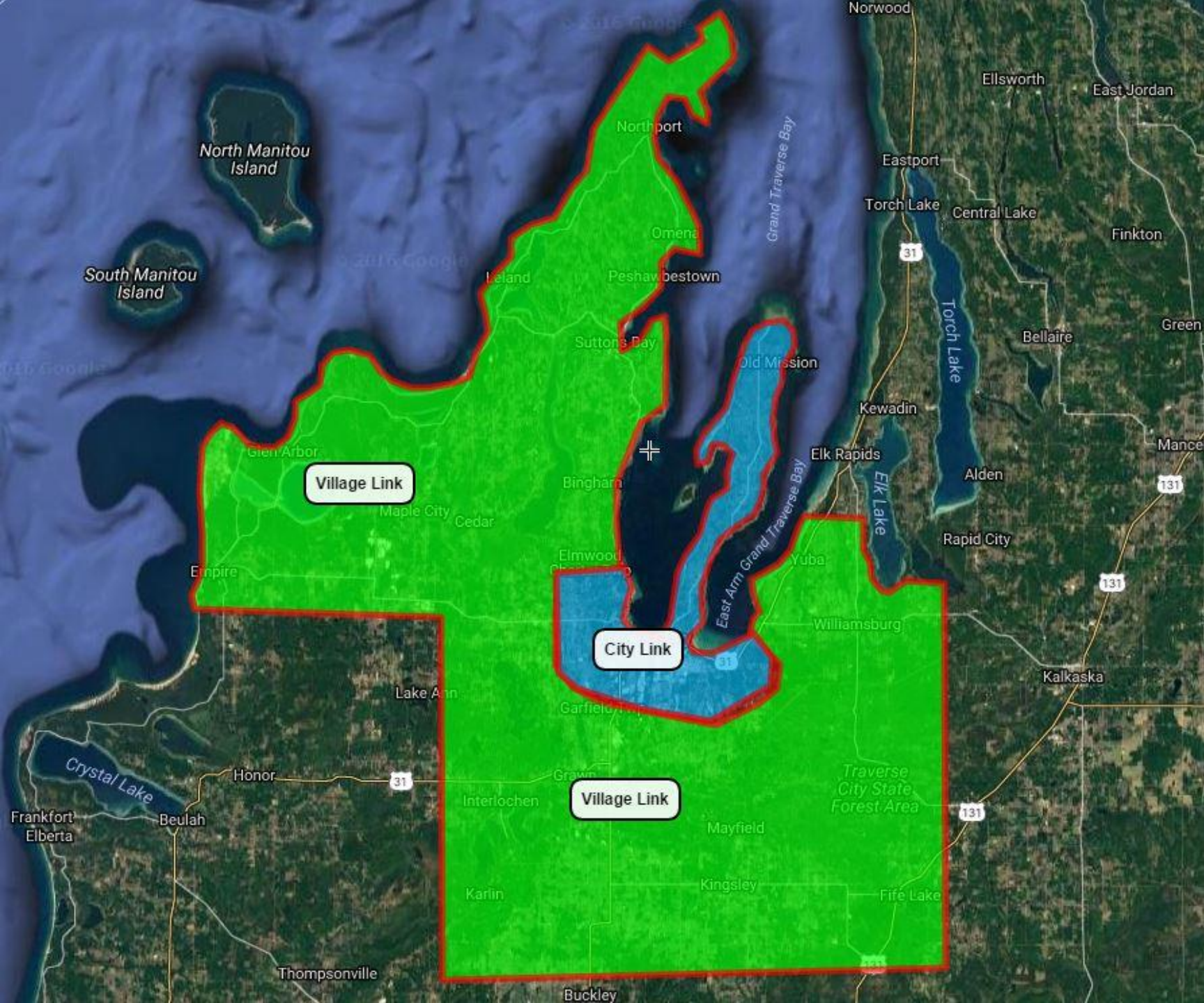
Reservations are required and can be made up to two weeks in advance

Village Link: \$3.00 one-way

City Link: \$1.50 one-way







# Link Service Areas

## City Link & Village Link



# City vs. Village links

Generally...

## *City Link* : Urban Core

Door to door service

Hours: 6AM – Midnight ( 7 Days a Week )

Weekend Availability

The logo for City Link features the word "link" in a bold, blue, lowercase sans-serif font. Above the letters "i", "n", and "k" are five green circles of varying sizes, arranged in a slight arc. Below the word "link" is the word "City" in a smaller, black, lowercase sans-serif font.

link  
City

# City vs. Village links

Generally...

*Village Link*: Non-Urban Core

Hours: Mon-Fri : 6am-10am, 2pm-7pm

Connects to nearest Loop route\*

No Weekend Service

The logo for 'link Village' features the word 'link' in a bold, blue, lowercase sans-serif font. Above the 'i' and 'n' are several green circles of varying sizes, arranged in a slight arc. Below 'link' is the word 'Village' in a blue, lowercase sans-serif font, with a capital 'V'. The background of the slide is a faded image of a street scene with buildings, trees, and a car.

link  
Village

# BATA Fare Structure

- Special rates for students, seniors and people with disabilities
- Zoom Cards, ZIP tickets and cash on the bus

## City Loop:

Full: \$1.50

Reduced \$.75

## Village Loop:

Full: \$3.00

Reduced \$1.50

## City and Village Link:

Full: \$3.00

Reduced \$1.50



Introducing BATA  
**FLASHFARE**  
system  
ZIP and ZOOM Everywhere

[Learn More](#)

Three BATA fare cards are displayed. From left to right: a blue ZIP Ticket, a green Zoom Card labeled "Rechargeable", and a grey Zoom Card labeled "Annual Student Pass". Each card has the BATA logo and "Nonrefundable" text at the bottom.

# TVC <> Downtown via BATA Transit



Route  
**13**

- Route 13: Kingsley
- Hourly pick-ups from TVC to Downtown Traverse City
- Connections to All BATA Routes

**RECORD  
RIDERSHIP**

**34% increase in Riders  
Year-over-Year!**

**bike n ride**







2016

# RIDERSHIP



# City Loop Ridership

## 8.1.2015 – 8.1.2016

Ridership

80000  
70000  
60000  
50000  
40000  
30000  
20000  
10000  
0

Route 1  
(Green)

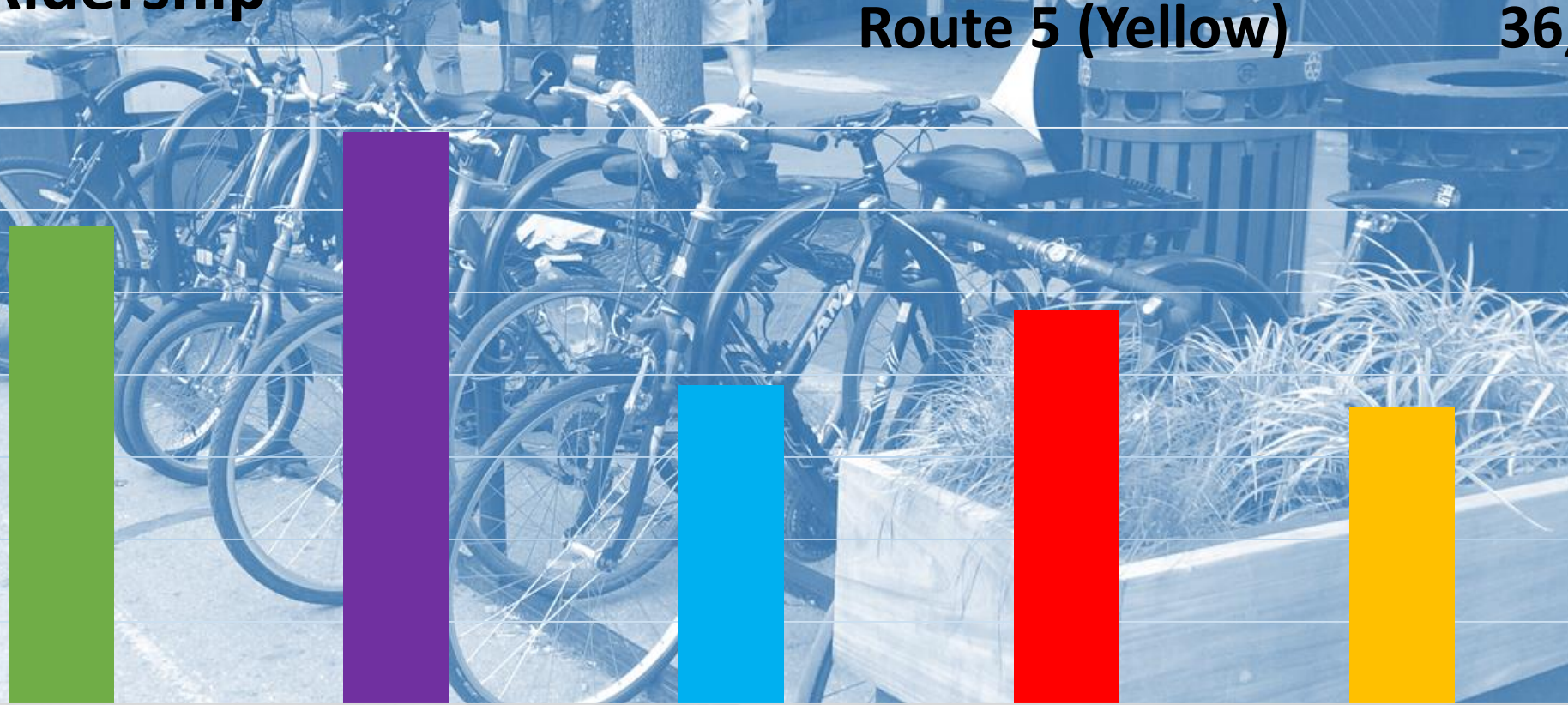
Route 2  
(Purple)

Route 3 (Blue)

Route 4 (Red)

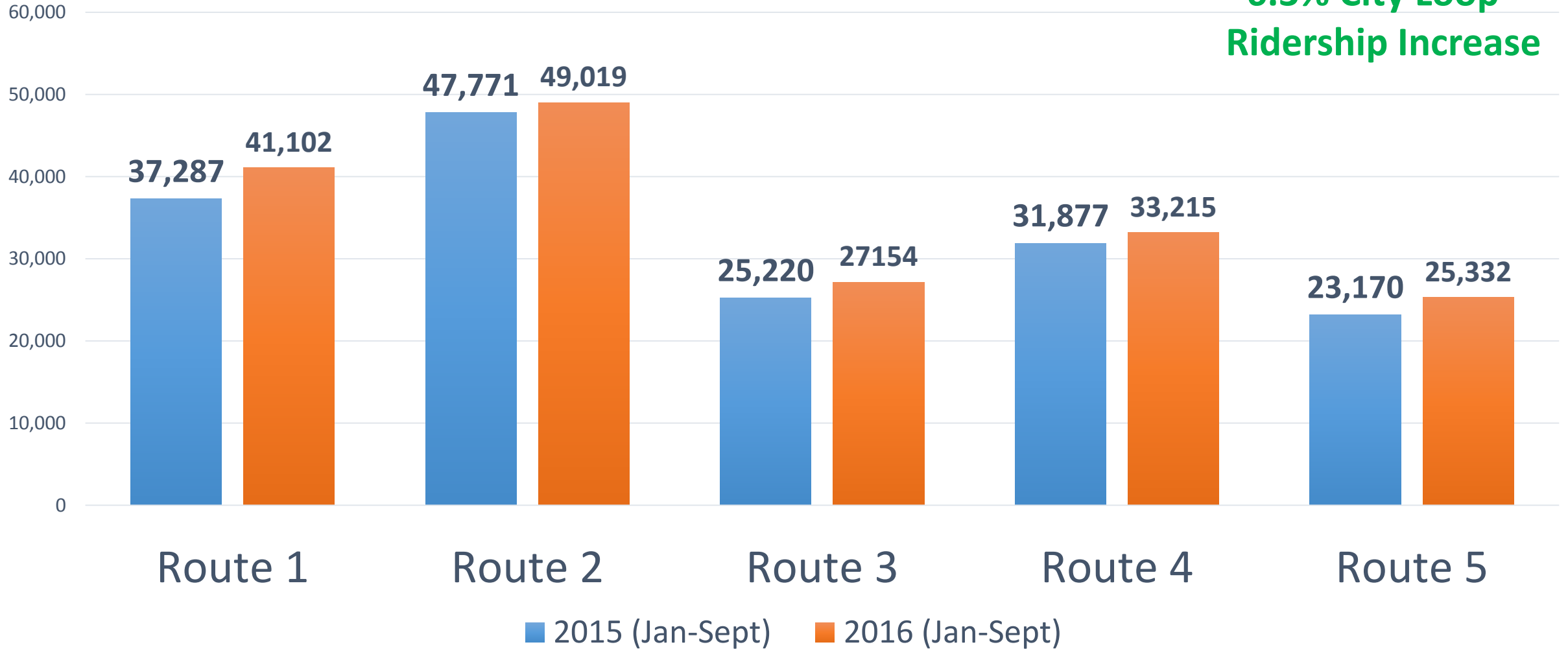
Route 5  
(Yellow)

Route 1 (Green) 57,926  
Route 2 (Purple) 69,439  
Route 3 (Blue) 38,720  
Route 4 (Red) 47,752  
Route 5 (Yellow) 36,043



# 2015 vs 2016 Ridership: January – September 1st

**~6.3% City Loop Ridership Increase**



*Please Note: Early April 2016, City Loops shifted to reduced midday service model*

- 1** 10.2% Increase
- 2** 2.6% Increase
- 3** 7.6% Increase
- 4** 4.2% Increase
- 5** 9.3% Increase

# Village Loop Ridership

## 8.1.2015 – 8.1.2016

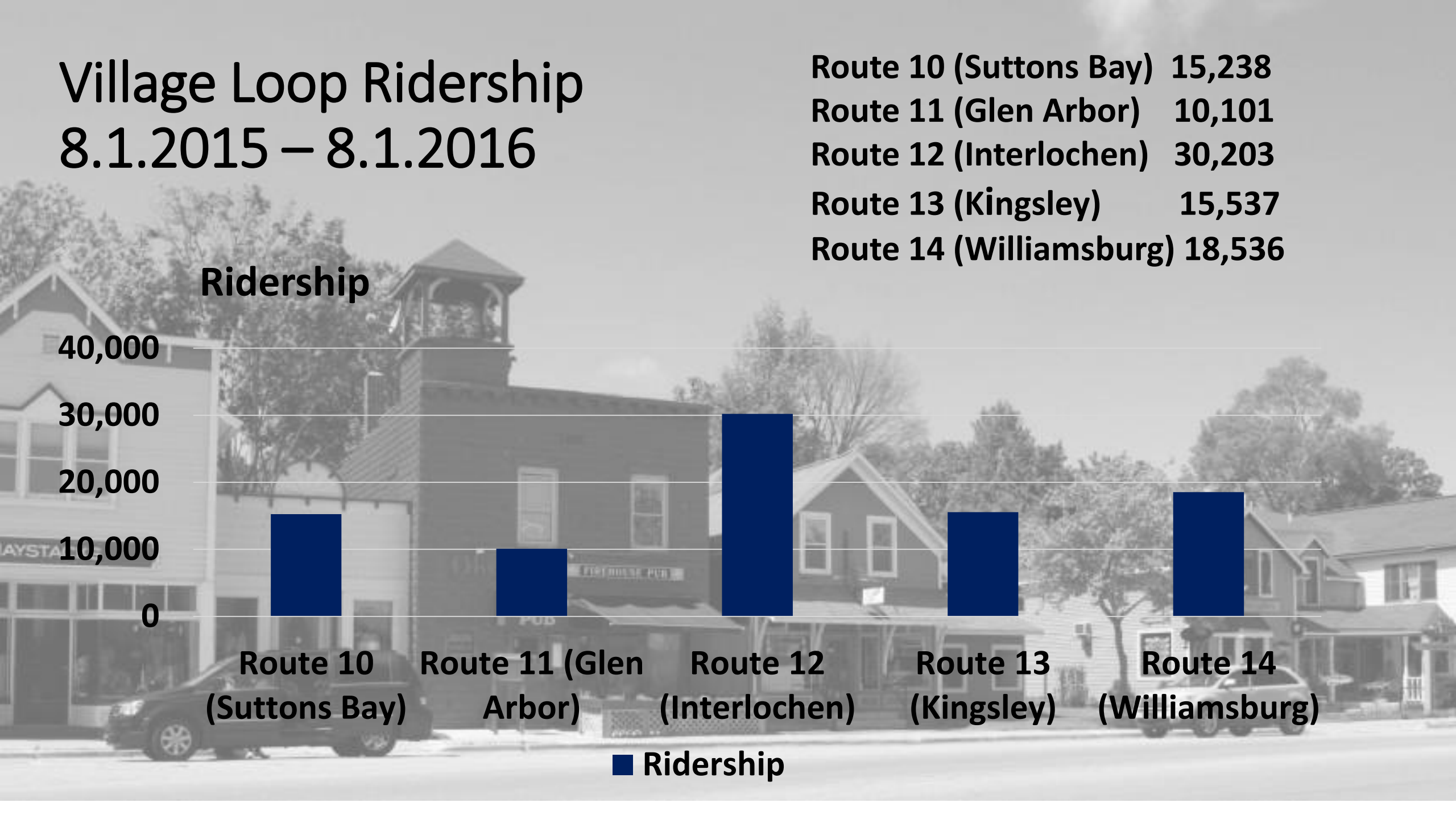
Route 10 (Suttons Bay)	15,238
Route 11 (Glen Arbor)	10,101
Route 12 (Interlochen)	30,203
Route 13 (Kingsley)	15,537
Route 14 (Williamsburg)	18,536

### Ridership

40,000  
30,000  
20,000  
10,000  
0

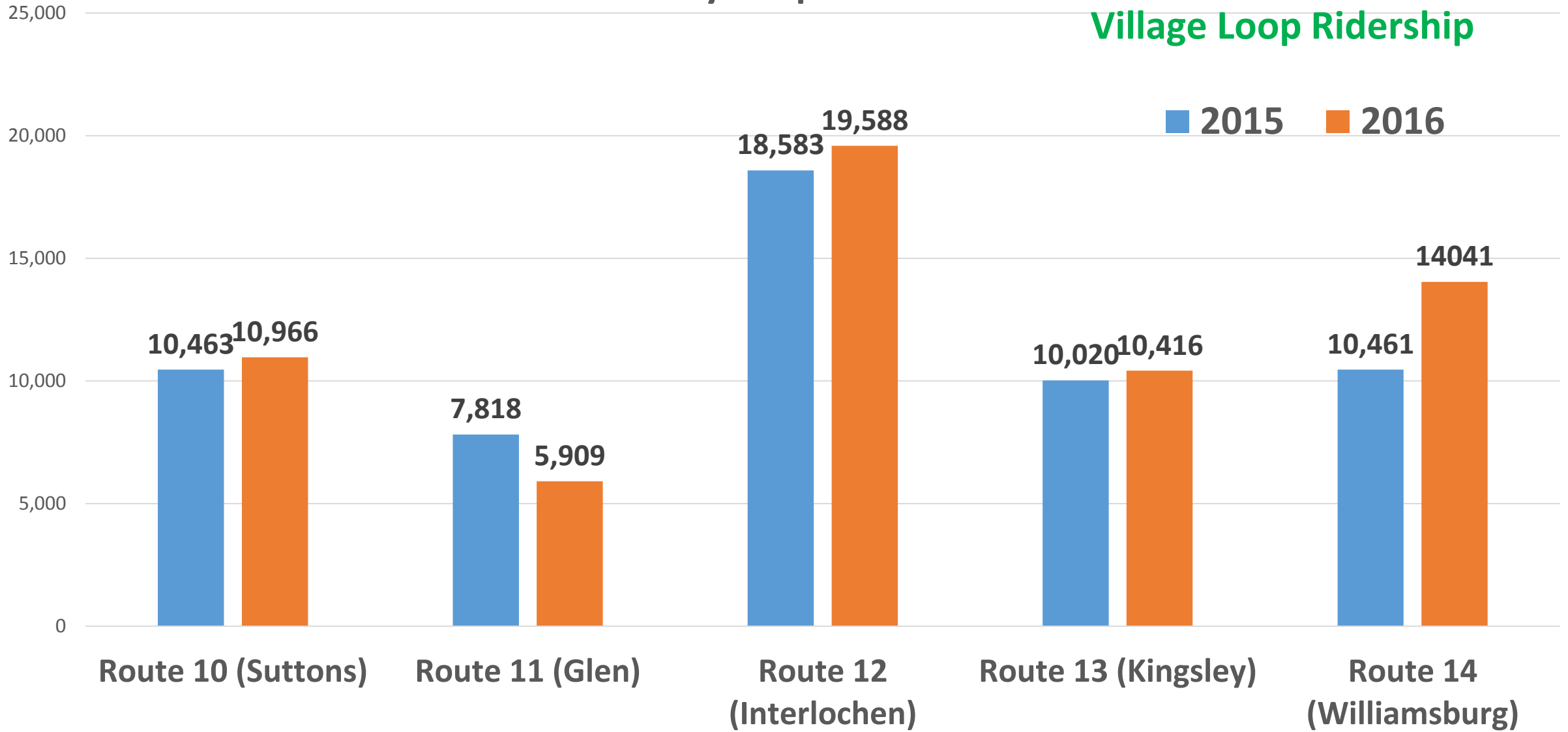
Route 10 (Suttons Bay)    Route 11 (Glen Arbor)    Route 12 (Interlochen)    Route 13 (Kingsley)    Route 14 (Williamsburg)

■ Ridership



# 2015 vs. 2016 :: January - September

**6.23% Growth in Village Loop Ridership**



**10** : 4.8% Increase

**11** : 25.5% Decrease

**12** : 5.4% Increase

**13** : 4% Increase

**14** : 34.2% Increase



2017

# ON-DECK

# PARK HERE

For Transit Rides  
to Traverse City

# PARK & RIDE



*Maple City Lions Club*

# BATA

New Directions ◀ Better Connections

# WINTER COMMUTING

Leave the driving & commuting to us  
this Winter Season!



SMITH HAUGHEY  
RICE & ROEGGE ATTORNEYS AT LAW




# Commuter Pass

*Stay Tuned!*

**BATA**

Bay Area Transportation Authority








# Downtown Loop








Google  
Transit


Google Transit


# GOOGLE TRANSIT DEMO


2:11 PM - 2:53 PM (42 min)   



   

2:13 PM from GT Commons Plaza (Red & Grey Dr)  
\$1.50  2 min


 SCHEDULE EXPLORER

2:11 PM  **The Village at Grand Traverse Commons**  
830 Cottageview Drive, Traverse City, MI 49684

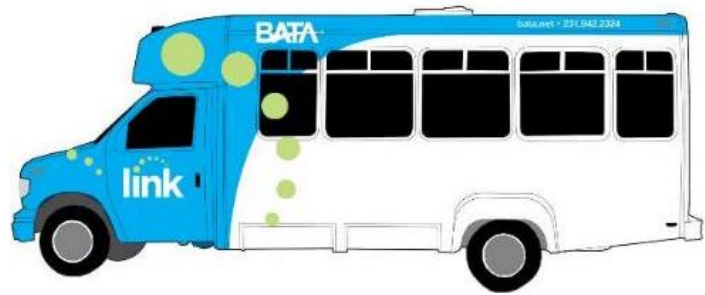
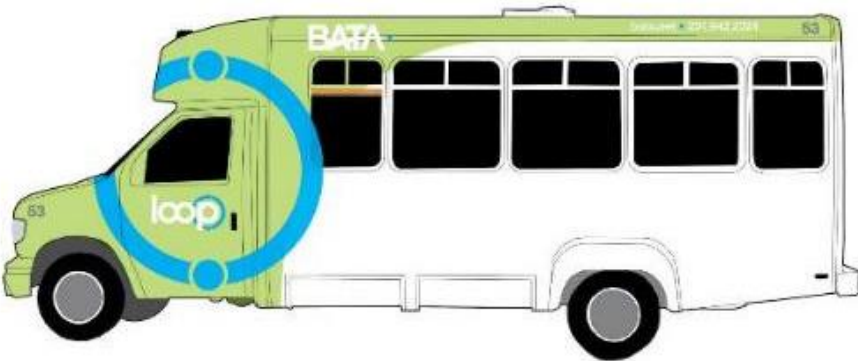
 Walk  
About 2 min, 417 ft

  42 min

Map labels: Bay Meadows Golf Course, Downtown Hall Street Transfer Station, Meckinaw, Water's Bakery, Tom's Food Markets, Grand Traverse Commons, Downtown Hall Street Transfer Station, Meckinaw, Water's Bakery, Tom's Food Markets, Grand Traverse Commons.



# Improving the Experience



# Adding Community Value

Secure collaborative partnerships

Bike-n-Ride (TART/Leelanau and Heritage Trail)

Ski-n-Ride

Festival partnerships (Cherry Festival, Film Festival, CherryT Ball Drop)

Traffic and parking issues alleviated

New riders exposed to BATA

