

E- Traverse Hwy

CHANGING TRAVEL IN OUR REGION

Bay Area Transportation Authority



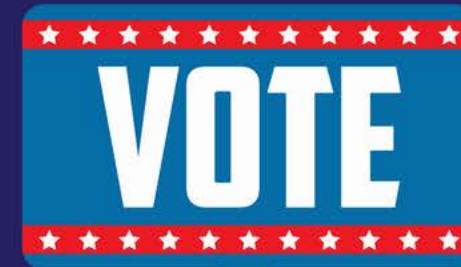
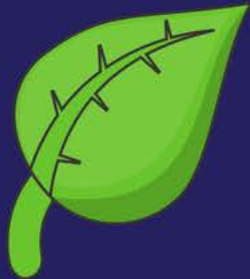
BATA

Bay Area Transportation Authority

WHY IS BATA LAUNCHING NEW SERVICES?

Meeting Needs from
Community Assessment

Successful Millage increase
May 2017 (0.3447 -> 0.5)



bayline

June 2018



**Buses every
12-15 minutes**



Service 6AM - 1AM



**East/West
Connections**

bayline

June 2018



Free on-board wi-fi

Hulu while commuting? *Yes, Please!*



Fare-Free?



How will this bolster economic efforts?



- Increased options for travel around our region
- Attraction & Retention of businesses
- Healthy Workforce
- Increased parking in our region's Downtown's
- Supporting a park-once concept (TDM Study)

June 2018

How will this affect existing routes?



• **Faster, More Frequent Routes**



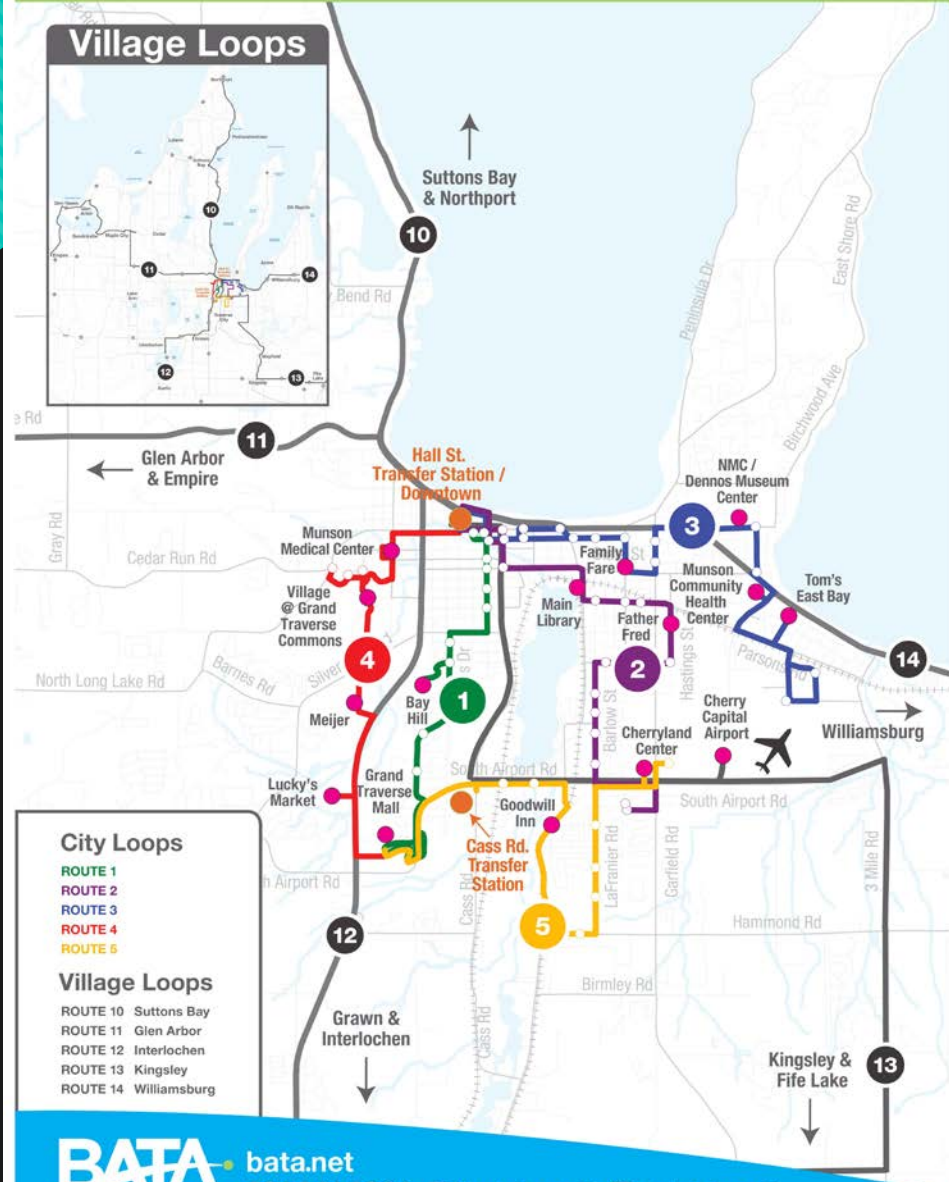
• **Westward expansion to Brookside**



• **Hello Cedar & Lake Leelanau!**

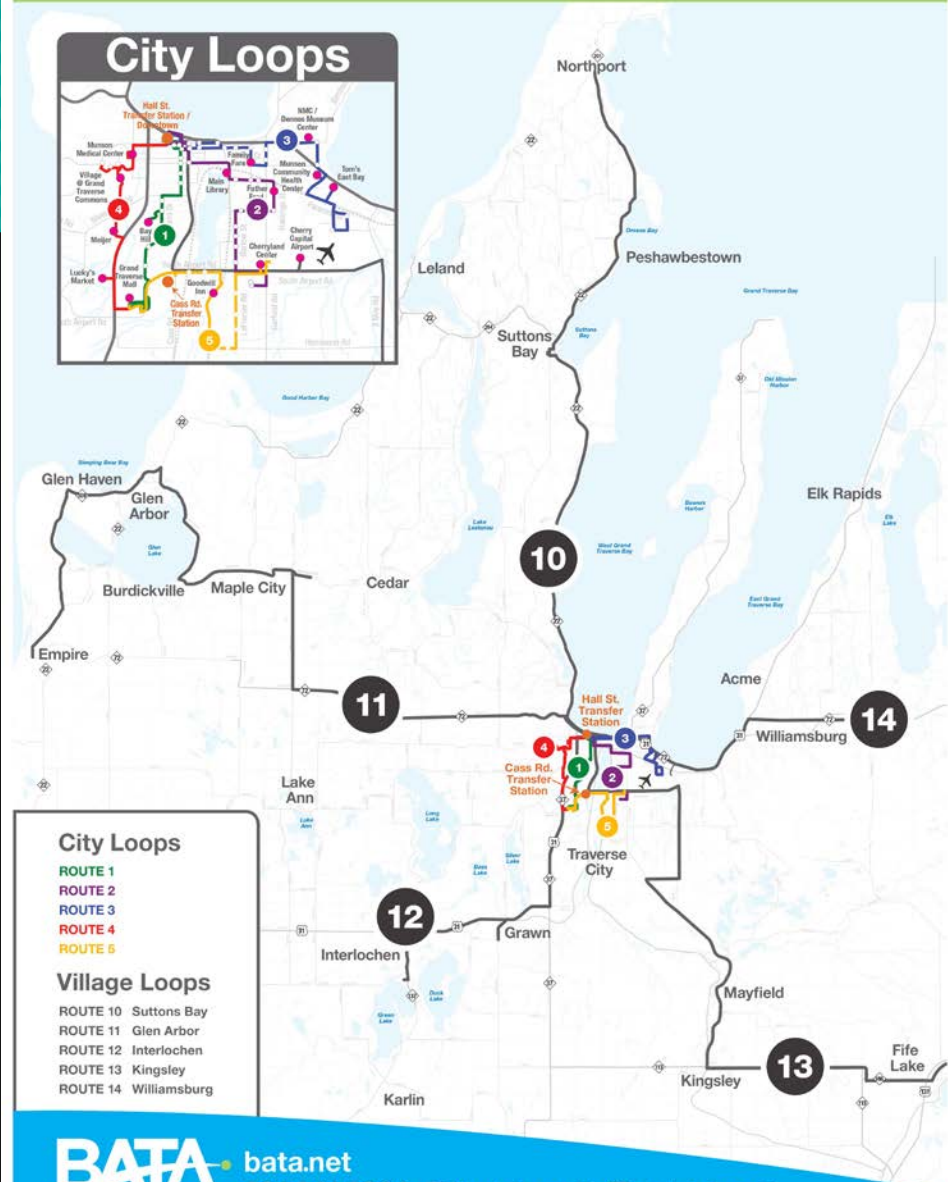
June 2018

Get Connected. Ride BATA:



- City Loops**
- ROUTE 1
 - ROUTE 2
 - ROUTE 3
 - ROUTE 4
 - ROUTE 5
- Village Loops**
- ROUTE 10 Suttons Bay
 - ROUTE 11 Glen Arbor
 - ROUTE 12 Interlochen
 - ROUTE 13 Kingsley
 - ROUTE 14 Williamsburg

Get Connected. Ride BATA:



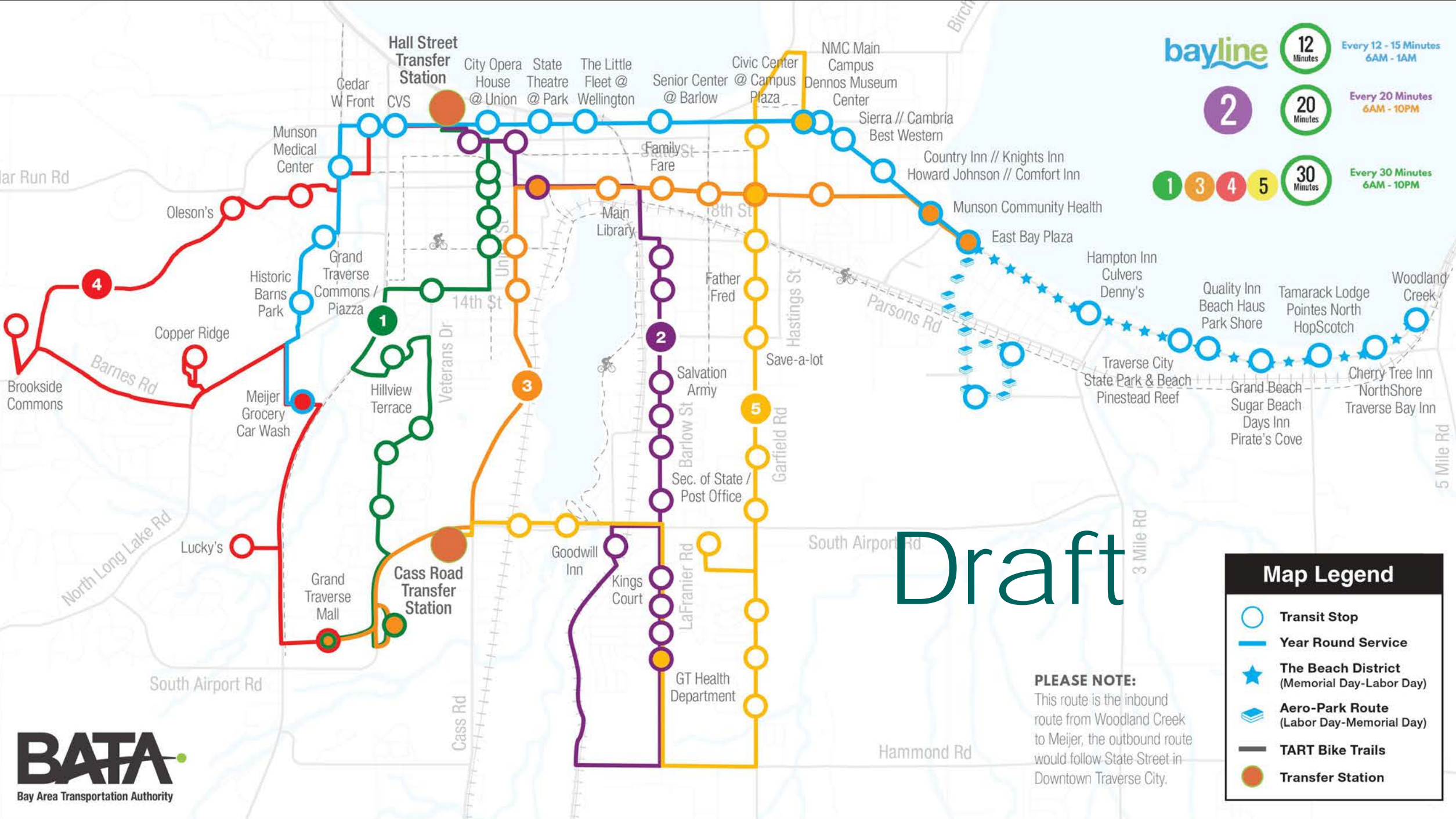
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Current Loops

bayline

- 12 Minutes** Every 12 - 15 Minutes 6AM - 1AM
- 20 Minutes** Every 20 Minutes 6AM - 10PM
- 30 Minutes** Every 30 Minutes 6AM - 10PM

1 3 4 5



Draft

Map Legend

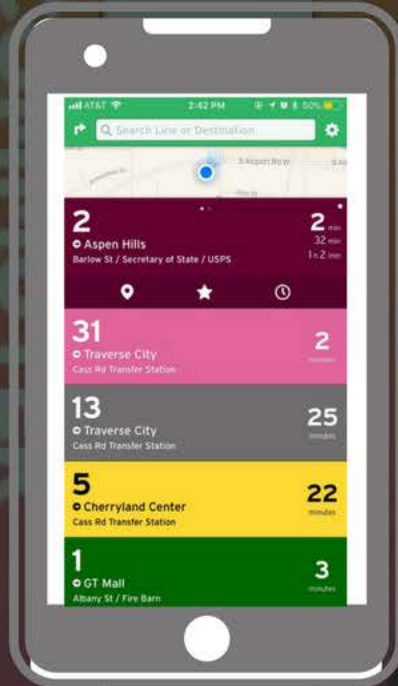
- Transit Stop
- Year Round Service
- The Beach District (Memorial Day-Labor Day)
- Aero-Park Route (Labor Day-Memorial Day)
- TART Bike Trails
- Transfer Station

PLEASE NOTE:
 This route is the inbound route from Woodland Creek to Meijer, the outbound route would follow State Street in Downtown Traverse City.

A User-Friendly System



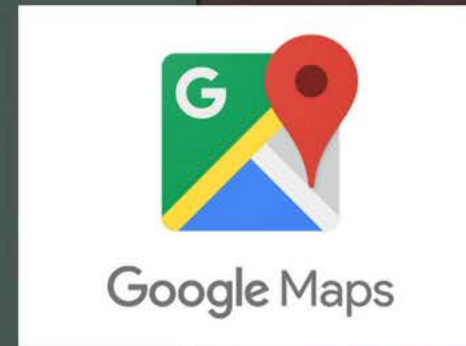
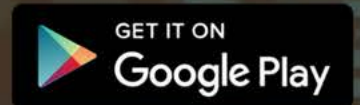
31-Day Commuter Pass



We're on
the Transit
App. &
Google Maps



transit.



2018 Projects On-Deck



- 10 new buses (2 Transit / 8 Cutaway)



- Mobile fare payment



- Increased amenities at transit stops



- Solar exploration for Cass Rd. Transfer



June 2018