

BAY AREA
TRANSPORTATION AUTHORITY

REGIONAL

TRANSPORTATION



BATA

Bay Area Transportation Authority

13
Routes

More than
1/2 Million Rides

70 
Buses

2 Leelanau &
Grand Traverse
Counties

BATA
New Directions \leftrightarrow Better Connections



Fares



BATA
New Directions • Better Connections

bayline
FROM BATA

Bayline

City Loops

Village Loops

Links

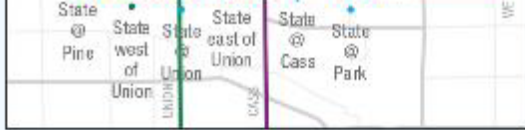
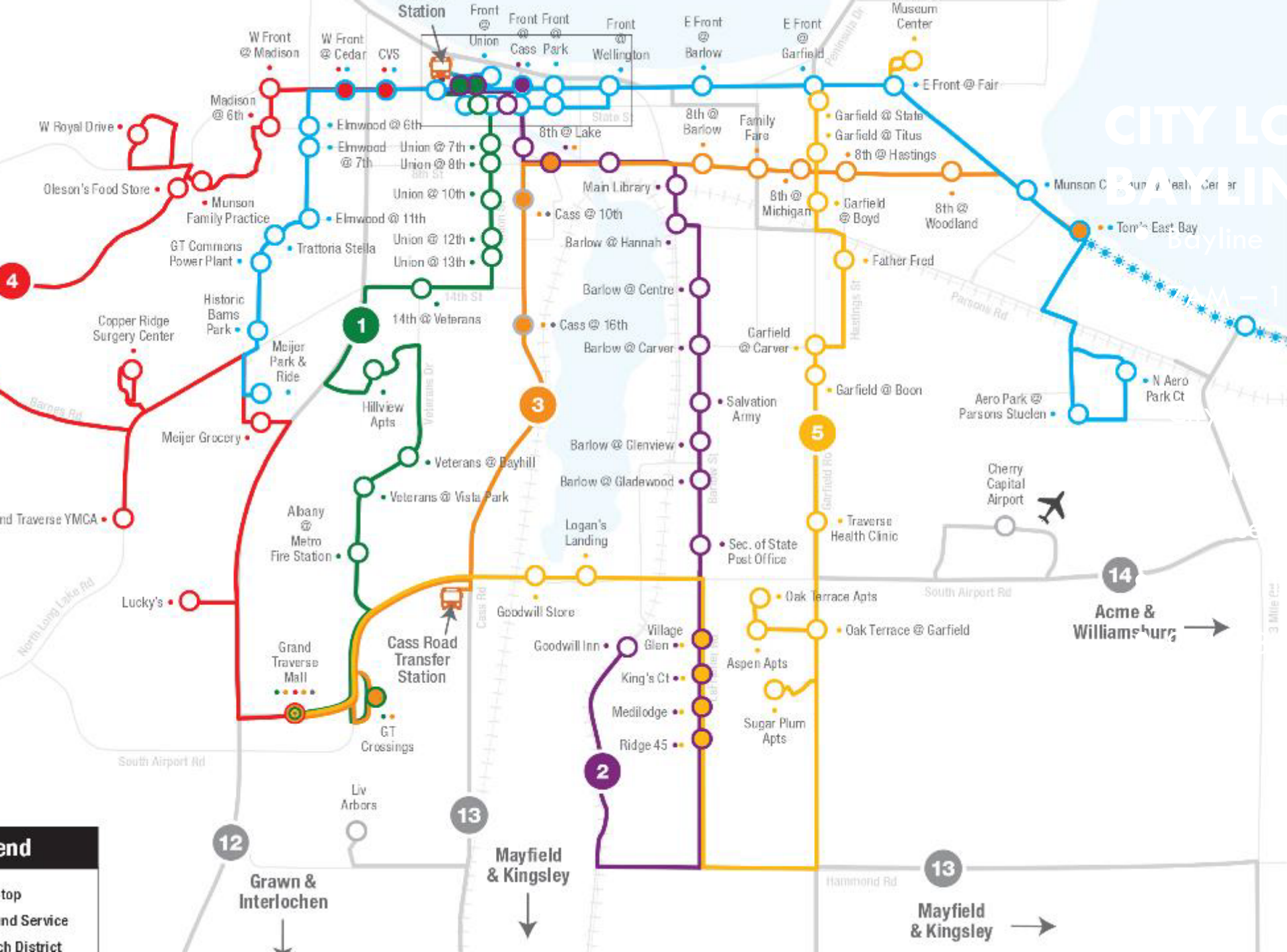
Free
Thanks to our
generous sponsors!

\$1.50 one-way
\$0.75 Reduced Fare

\$3.00 one-way
\$1.50 one-way

\$3.00
\$1.50

Reduced Fare for persons with disabilities, students, veterans, active-military, medicare card holders & seniors 65+



CITY LOOP BAYLINE

Plan your Trip

Whether you're traveling from Suttons Bay to Kingsley or just making a short trip to the library, BATA has user-friendly technologies to make it easier to use public transit.



Google Transit Online

BATA's City and Village Loop routes and schedule information have been seamlessly integrated right into Google Maps. Plan your trip with Google Transit at google.com/transit or down the Google Maps App. Enter your "From" and "To" for bus routes, travel time and cost. It's that easy!



Transit Mobile App

Download the Transit mobile app to find the BATA routes closest to your location or pick a destination and step-by-step instructions for your trip are instantly provided. Features include: color coded route options, scheduled timing until the next bus arrives, step-by-step navigation, total travel time and access to other public transit info across the country.

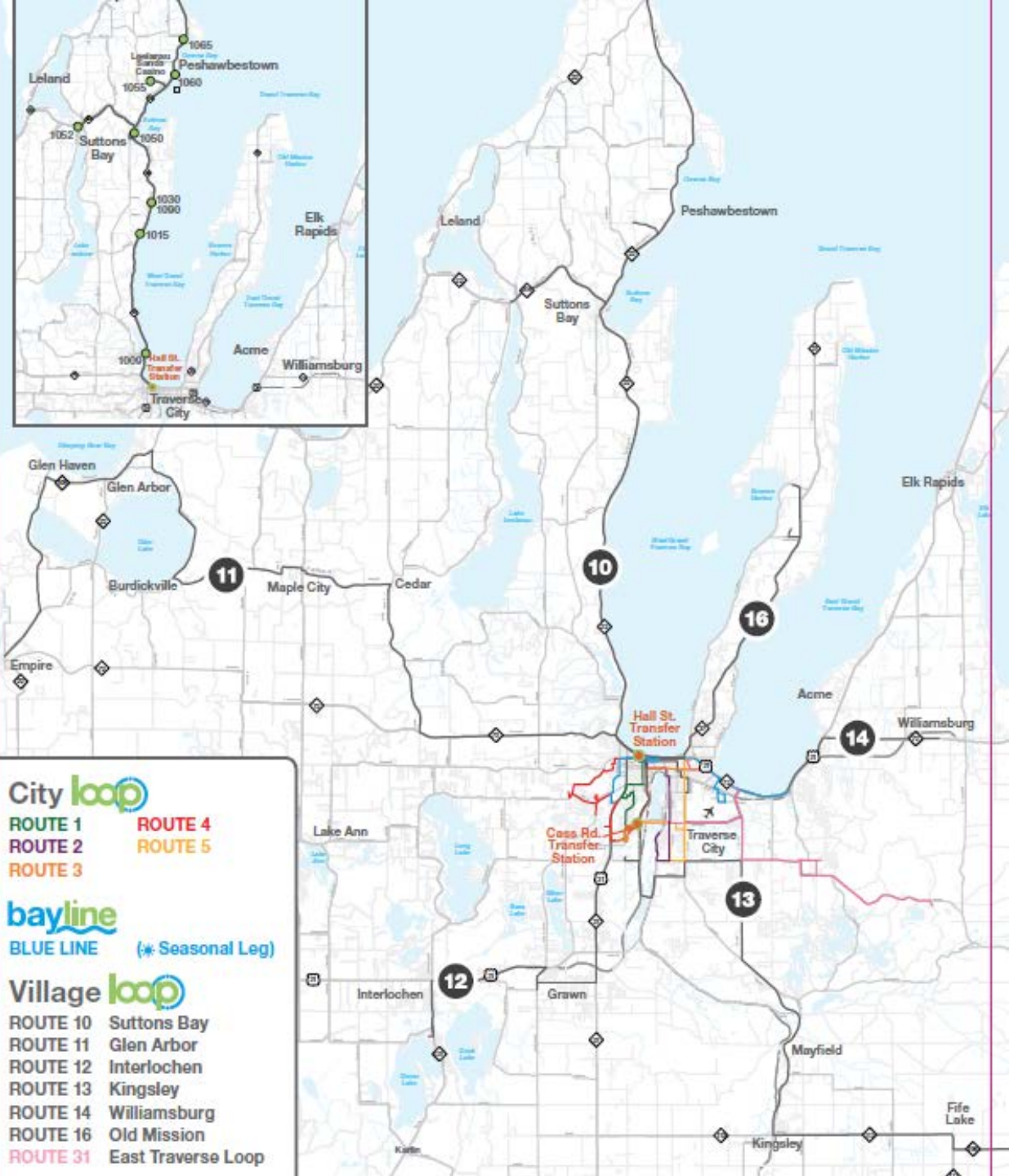
AVAILABLE AT



end
top
and Service
ch District

VILLAGE LOOPS

- Route 10 : Suttons Bay / Northport
- Route 11 : Glen Arbor / Sleeping Bear
- Route 12 : Interlochen / Grawn
- Route 13 : Kingsley / Fife Lake
- Route 14 : Acme / Williamsburg
- Route 16 : Old Mission Peninsula
- **Service every 1-2 hours Weekday**
- **Service 3x on the Weekend**
- **First departures at 5am**



2018 HIGHLIGHTS



bayline
FROM BATA



bayline
FROM BATA

**LAUNCHED
JUNE 2018**

**BUSES EVERY 12-15
MINUTES**

**7AM - 11PM DAILY
FARE-FREE TRANSIT**

bayline
FROM BATA

bayline
FROM BATA

bayline
FROM BATA

**EAST-WEST
CONNECTIONS**

**MEIJER, COMMONS,
MUNSON, DOWNTOWN
NMC, EAST BAY**

**MORE THAN
100,000 RIDES!**

bayline
FROM BATA

bayline
FROM BATA

bayline
FROM BATA

bayline
FROM BATA

bayline
FROM BATA

bayline
FROM BATA

**RAISED
\$100,000 IN
SPONSORSHIP'S
TO PAY FOR
FARE BOX REVENUE**

TRAVERSE
city TOURISM

 **MUNSON HEALTHCARE**



**Traverse City
Film Festival** 

City of Traverse City
Traverse City Downtown Development Authority
East Bay Beach District
Downtown Traverse City Association



**LAUNCHED MOBILE TICKETING
PAY-WITH-YOUR-PHONE TRANSIT TICKETS**



**2018 :
Easier Fare
Payment**

**LAUNCHED DESTINATION DOWNTOWN
COMMUTER-BENEFIT PROGRAM
IN PARTNERSHIP WITH DDA/PARKING SERVICES**



Ridership

600,000

400,000

200,000

0

**5.94% Increase
in Ridership!**

502,761

2016

506,026

2017

532,667

2018



BAY AREA TRANSPORTATION AUTHORITY



LEELANAU NEXT

a proposal of next steps from the
Leelanau County Transit Alliance (LCTA)

1. Service to Leland
2. Increased Northport Frequency
3. Late Night Busing
4. Additional Link Service
5. Marketing / Awareness



**LEELANAU
NEXT**

a proposal of next steps from the Leelanau County Transit Alliance (LCTA)

Seasonal Services



Bike-n-Ride : Leelanau Peninsula / 11 bikes

**Ski-n-Ride : Crystal Mt., Hickory Hills, Mt. Holiday,
The Homestead & Timber Ridge**





2019 Projects On Deck

- PARTNERSHIP ON SHELTERS IN THE DOWNTOWN AREA
- CAPITAL IMPROVEMENT PLAN FOR BENCHES, SHELTERS, BIKE-RACKS IN NEIGHBORHOODS
- NEW PROPANE BUSES TO REPLACE DIESEL BUSES : CONTINUING TO RIGHT-SIZE FLEET
- PARK-N-RIDE PROMOTIONAL CAMPAIGN

parkn**ride**



The background is a solid teal color. In the corners, there are decorative white line-art patterns resembling circuit boards or neural networks, with lines connecting to small circles.

THANK YOU!

- Eric Lingaur
- Communications & Development Director
- Lingaure@bata.net
- 231.933.5534