



Leelanau County BATA services



Leelanau



Effective: May 18, 2019

ROUTE 11

bike:n ride
Half the work
Twice the fun
2019

Route 10

- Suttons Bay
- Northport
- Omena
- Peshawbestown

Route 11

- Cedar
- Maple City
- Glen Arbor
- Sleeping Bear
- Empire



2020 Ridership



10

9,781 Rides

11

2,039 Rides

(Seasonal Service : May - October)



Leelanau

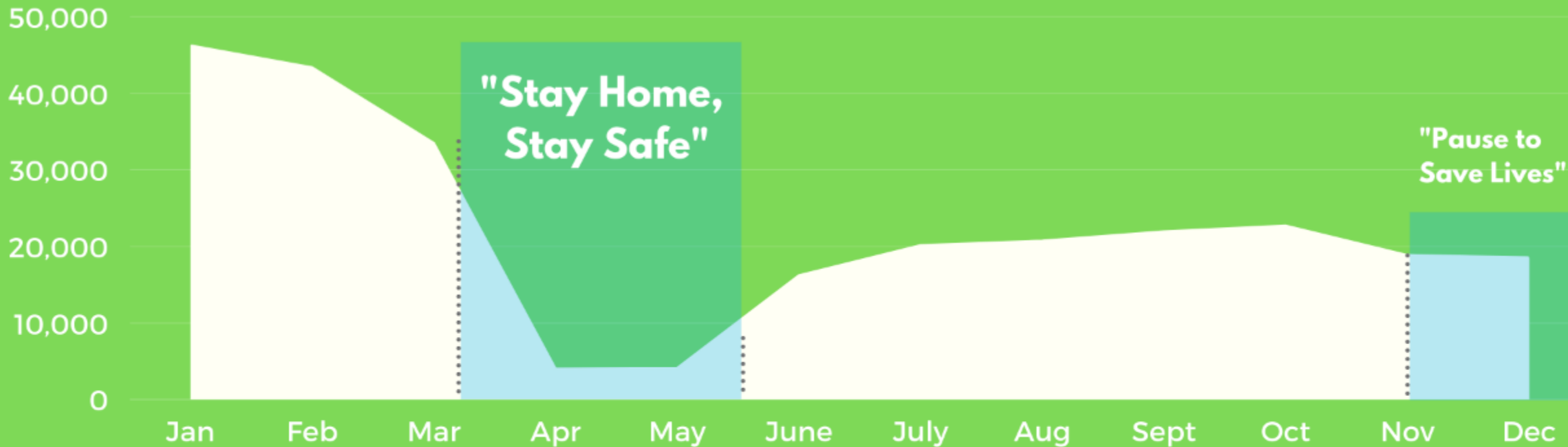


link

5,348 Rides

ROUTE 11

Half the world
Twice the joy
2019



RIDERSHIP DURING COVID-19

- Early 2020 ridership continued 39% growth trend in passenger volume
- Ridership about 50% of pre-pandemic levels
- Services were adjusted to meet demand and to maintain adequate social distancing measures on-board the bus
- 1,500+ Leelanau Co. essential trips during the first shutdown (Mid-March - Early June)
- Essential transportation services were available daily throughout the pandemic

Ridership Trends



BATA RIDERSHIP TRENDS

- Fixed Route Ridership: 317,766 trips
- Demand-Response Ridership: 70,716 trips
- Most popular routes for ridership: The Bayline, Route 1 & Route 2

COVID-19

Mitigation Measures

Keeping Passengers Safe



- Hand sanitizers added to every bus
- Social distancing on board the bus with seat markers
- Robust cleaning schedule with state-of-the-art sanitizing equipment
- UV filter upgrades in the HVAC system for clean and healthy air circulation
- Plastic barriers added to keep passengers and drivers safe

COVID-19

Mitigation Measures

Keeping Staff Safe

- **Daily health screenings to ensure a safe & healthy workplace**
- **Social distancing measures in areas of congregation**
- **Following CDC & MDHHS and local guidelines**
- **Working Remote**





2020 ANNUAL REPORT

PRESENTED BY

The Bay Area Transportation Authority





New Transit Facility

The Ticker
By Beth Milligan | Aug. 13 2020

BATA Lands \$13.3 Million In Federal Funding For New Transit Facility

“BATA has landed \$13.3 million in funding from the Federal Transit Administration (FTA) to construct a new transit facility.”



“Receiving these funds will allow BATA to accommodate plans for future growth and continue to serve the needs of its region with essential transportation services.”



“BATA and the Housing Commission are working on a joint development that would combine workforce housing and public transit.”

Federal Funds



Local Projects



Customer Satisfaction

94%

OVERALL SATISFACTION
WITH BATA SERVICES

90%

SATISFACTION WITH
BATA'S CALL CENTER

113

CUSTOMER SURVEY
RESPONSES
FALL 2020

95%

SATISFACTION WITH
BATA DRIVERS

80%

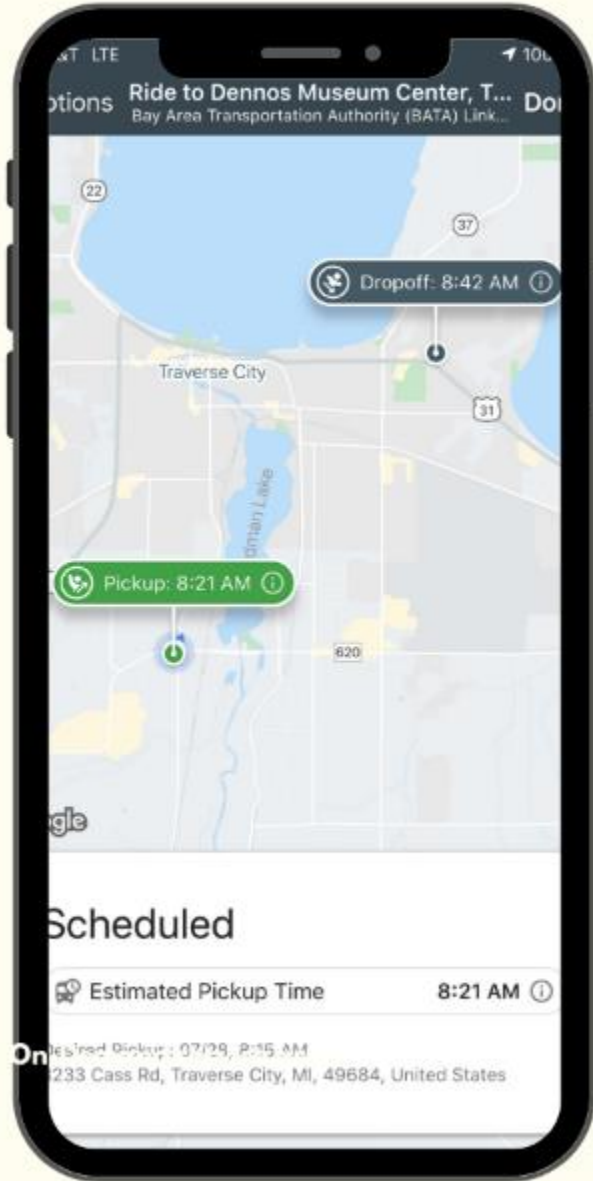
SATISFACTION WITH
ROUTE COVERAGE &
HOURS OF OPERATION

85%

SATISFACTION WITH BUS
ON-TIME PERFORMANCE

- **The pilot launched in August 2020 through July 2021**
- **Mobile app. for requesting a Link ride and real-time tracking of the bus**
- **The average wait time for a requested ride is under 30 minutes**
- **Significantly reduced no-show rates, vastly improving productivity**
- **Link ridership levels returning to pre-pandemic levels**





link
on-demand

New Projects : 2020

17 New Benches



New Shelter Lighting & Heating



New Bike Racks



Improved 17 ADA boarding ramps



Bus Stop Improvements

Bus Stop Improvements

BATA

Bay Area Transportation Authority



Bus Stop Improvements

BATA

Bay Area Transportation Authority



On-Deck for 2021 & Beyond

New Technology

User-experience improvements including mobile technology enhancements

New Strategic Plan

The BATA Board of Directors will develop a new strategic plan for BATA's continued growth of the transit system.



park n ride Campaign

The Park-n-Ride campaign will include new signage & wayfinding, printed materials, marketing & communication and branding efforts.

New Facility Progress

With the securement of funding, BATA will move into the permitting and design process on the new facility.