

BATA Millage Renewal

November 8, 2022



Delivering Value to the Community

- Servicing 900 square miles of Grand Traverse and Leelanau Counties.
- Provides nearly 1,000 rides a day with 2 million plus rides since 2017.
- 124% increase in Link-On-Demand ridership in the past year.
- More than 170,000 rides annually are provided to seniors or disabled riders.





46%



- **BATA is increasingly a green, clean and domestic fuel fleet; powered by Propane!**
- **On-site fueling station**
- **Quieter vehicles than diesel and gasoline power**
- **Continuing to right-size our fleet**
- **More than 80 vehicles in our total fleet**



**DID
YOU
KNOW?**

BATA hopes to create a greener fleet each year. We are looking to pilot electric buses in the near future too!

bayline loop bike n ride link on-demand

BATA SERVICE TYPES	Bayline Free, frequent bus service operating in the busiest parts of Traverse City. 	City Loop Local bus service operating in and around Traverse City. 	Village Loop Regional bus service connecting to villages and townships in Grand Traverse and Leelanau counties. 	Seasonal Special seasonal and festival services like Ski n Ride, Bike n Ride, Cherry Festival Shuttle, etc. 	Link On-Demand On-demand, app-based ridehailing service like Uber or Lyft that operates within Traverse City. 	Village Link Demand response service operating in Grand Traverse and Leelanau counties outside of Traverse City. 
FREQUENCY	15-20 min	30 minutes	60+ minutes <small>*Routes 16 and 31 operate at peak period only</small>	Varies	On-Demand <small>Up to one day in advance</small>	Dial-a-Ride <small>Up to one week in advance</small>
HOW TO RIDE			 OR 	 OR 	 .:))	 .:))
WHERE TO RIDE	Traverse City	Traverse City	Within 3/4mi of fixed route	Within 3/4mi of fixed route	Grand Traverse & Leelanau counties	Grand Traverse & Leelanau counties

Millage Request – November 8, 2022

What is the millage proposal request?

- On November 8, 2022, Grand Traverse and Leelanau County residents will vote on a ballot proposal to levy 0.4788 mill to continue BATA operations for bus service starting January 2023 and lasting until December 2027.
- More info: www.bata.net/millage

Is the 0.4788 mill millage rate request a renewal or an increase?

- It is a renewal. This is a continuation of the current property millage at a lower tax rate than the previous voter approved 2017 amount of 0.5 mills.



The average
Michigan transit
millage rate is
0.6 mill



Milestones Since Last Millage Request

- Launched Link On-Demand (a new Uber-like service) allowing riders to request transportation in real-time within 30 minutes or less. Link On-Demand continues to set record ridership milestones.
- Expanded BATA's green bus fleet powered by clean domestic propane.
- Added Wi-Fi on all busses and improved bus stops with more than 60+ enhancements to shelters, benches, and accessibility.

Shelters at bus stops



Bus stops with bus shelter waiting facilities
An increase of 15 new shelters since 2016

42



Bus stops with added benches since 2019

**DID
YOU
KNOW?**

You can request bus stop improvements at your usual bus stop by emailing us a request!
info@bata.net

Milestones Since Last Millage Request

- Connected the region with the launch of the fare-free, high-frequency Bayline route.
- Secured federal and state funding for a new operations headquarters facility to ensure capacity for future growth.
- Reached record ridership with more than 591,000 rides in 2019, and more than 2 million rides given since 2017.
- Planning for the future with the launch of BATA Next Wave. It will map out services and a vision for the next 5-10 years in conjunction with adapting to the changing needs of residents in Grand Traverse and Leelanau Counties.



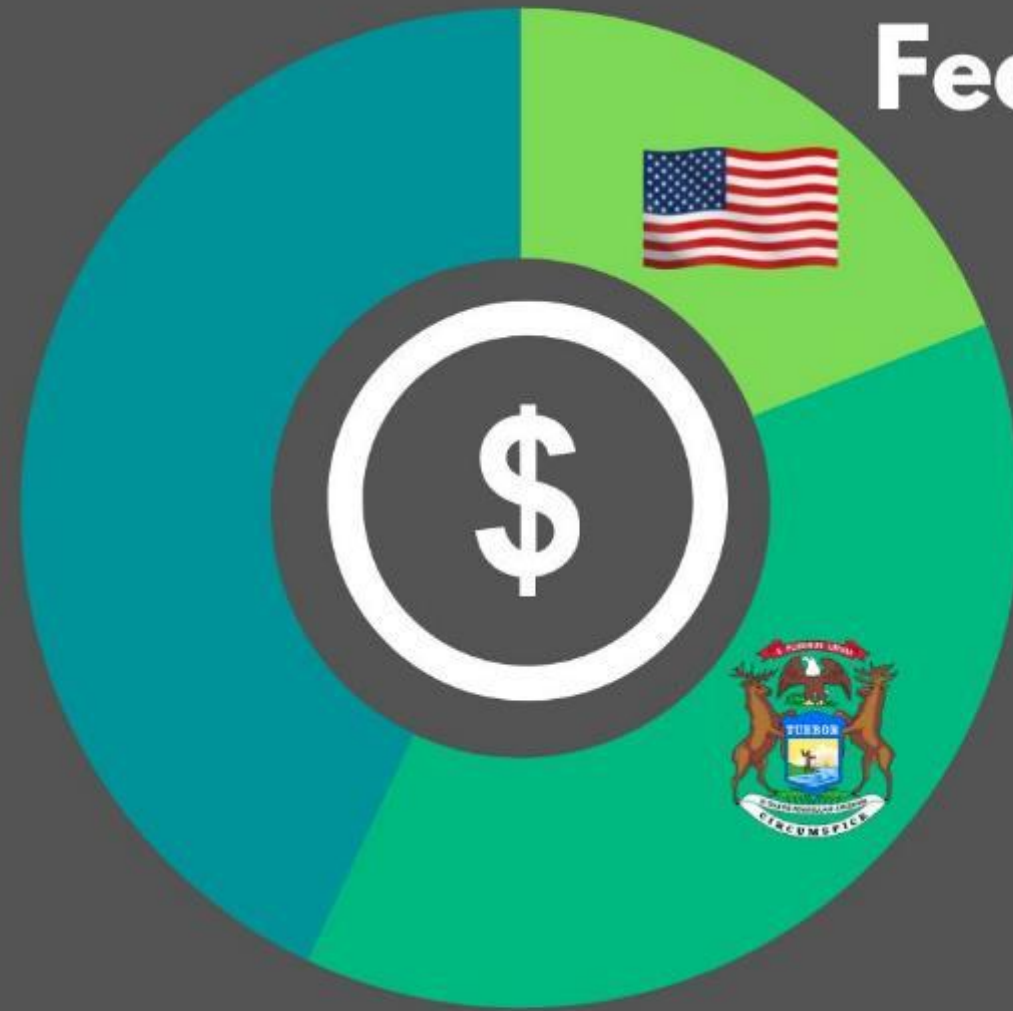


What does BATA plan to provide if the millage is approved?

- Fund the ability to continue to deliver safe, high-quality, efficient, and reliable transportation services in our region.
- Provide essential transportation for seniors, students, and persons with disabilities linking people and communities to health, wellness, and education opportunities.
- Connect people to jobs that support and grow our local economy including healthcare, the service industry, retail, manufacturing and more.

How are we funded?

43% Local:
Millage + Ads + Farebox



19%
Federal

38% State

34% of total funding comes from the Local Millage

Millage Education

www.bata.net/millage


**PEOPLE
DEPEND
ON US.**



BATA.
Bay Area Transportation Authority

NOVEMBER 8TH
LEARN MORE

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Housing & Transit Project

- BATA and TCHC are jointly developing 50 acres of vacant land addressing two of the top challenges facing our community: access to transportation and workforce housing
- Project includes BATA's new Operations Center, Flats at Carriage Commons housing development, Habitat for Humanity single-family homes, neighborhood childcare center, café, green space, and walking trails
- Timeline:
 - Summer 2022: Finalized land purchase
 - Fall 2022: Secure additional funding
 - 2023: Groundbreaking and construction start
 - 2024: Phase 1 project completion



RESIDENTIAL PHASE

TRANSIT PHASE

Project Description:

New BATA operations center and workforce housing project (The Flats at Carriage Commons and Habitat for Humanity).

- **BATA:** Administration, operations, maintenance/service and bus garage facility that will be approximately 87,000 sf in size, employ up to 130 people and park up to 100 vehicles indoors with room for future expansion.
- **Flats at Carriage Commons:** Five (5) multifamily buildings with more than 200 units. Rents are expected to fall between \$680 and \$820 per month (including all utilities).
- **Habitat for Humanity:** Fifteen (15) single family homes.
- **Childcare:** Neighborhood childcare facility.
- **Conservation:** Permanent preservation of 20 acres of wooded wetland protecting the headwaters of Mitchell Creek.



Funding

This project is leveraging significant funding resources from the Federal Government, State of Michigan and local sources.

- Transit:**
 Over \$17 million in funding granted from Federal and State Departments of Transportation and supplemented with additional grants being secured and authority capital funds.
- Housing:**
 This project will leverage funding from the U.S. Department of Treasury's Low-Income Housing Tax-Credit with other program funding from the Michigan State Housing Development Authority. At the end of June, the State of Michigan passed a budget bill that included a grant of \$6,000,000 toward the housing portion of the project.



Thank You!

Bay Area Transportation Authority Millage Proposal – Nov. 8, 2022 (ballot language)

Shall the Bay Area Transportation Authority, Grand Traverse and Leelanau Counties, State of Michigan, be authorized to levy annually an amount not to exceed .4788 mill (\$0.48 for each \$1,000 of taxable value), which is a renewal of the .5 mills rolled back to .4788 mills under the Headlee Amendment, against all taxable property within the Bay Area Transportation Authority limits (the jurisdictional limits of Grand Traverse County and Leelanau County) for a period of five (5) years, 2023 to 2027, inclusive, for the purpose of providing funds for all public transportation authority purposes permitted by law, including all capital and operating expenses and providing transportation services to seniors and persons with disabilities? The estimate of the revenue the Bay Area Transportation Authority will collect if the millage is approved and levied by the Bay Area Transportation Authority in the first year (2023) is approximately \$4,783,786.

By law, a portion of the Bay Area Transportation Authority millage raised will be distributed to other governmental entities which capture property taxes. These are the City of Traverse City Downtown Development Authority, Grand Traverse County Brownfield Redevelopment Authority, Village of Kingsley Downtown Development Authority, Village of Fife Lake Downtown Development Authority, Interlochen Downtown Development Authority, and Leelanau County Brownfield Redevelopment Authority.

- Yes
- No