



Bay Metropolitan Transportation Authority
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STARS

Letter of Affirmation
Sustainability Innovation and Leadership

To Whom It May Concern:

Bay Metropolitan Transportation Authority (BMTA) is the local public transit agency in Bay County, Michigan. Its primary funding sources are Federal and State operating assistance and Bay County taxpayer funds through the local millage. In the current economic environment, it is important for BMTA to secure alternate funding sources, continue to represent itself as a good steward of public funds, and seek innovative ways to provide services which are viewed as progressive and worthy of continued funding.

Progressive initiatives in transit are those that establish public-private partnerships and demonstrate regionalization. BMTA, along with other transit systems in the Great Lakes Bay Region, have partnered with Delta College, Saginaw Valley State University (SVSU), and Meijer, Inc. to determine the viability of a regional park-and-ride system for students, faculty, and staff. The first park-and-ride route, or the "Green Line", was established in September 2010. This leg, of which is intended to expand into a regional network of park-and-ride routes, connects a designated parking area in a Meijer lot in Bay City, Bay County to both Delta College and SVSU and operates every half-hour.

The success of this the initiative has depended greatly on Delta College's own sense of sustainability and its commitment to supporting the concept, both financially and with its considerable ability to market and promote the service to its stakeholders.

Sincerely,

Eric J. Sprague
Asst. GM, BMTA