

BATA expands Cherriot service during Festival

The Bay Area Transportation Authority (BATA), a sponsor of the 2002 National Cherry Festival, will provide expanded Cherriot fixed-route service during the Festival.

BATA will expand Cherriot service into the evening and add Sunday service during Festival week, July 6 - 13. The Cherriot's temporary downtown transfer point will move from State Street to Garland Street behind the Convention and Visitors Bureau, near the center of Festival activities, during the eight-day event.

During the Festival, four Cherriot routes will provide direct service to Garland Street:

- Inbound departures from Target, K-Mart, Tom's East Bay and Oleson's West
- Weekdays 10 minutes and 40 minutes after the hour from 6:10 a.m. to 5:40 p.m.
- Saturdays and Sunday 10 minutes after the hour from 8:10 a.m to 5:10 p.m. Evenings 40 minutes after the hour from 6:40 p.m. to 10:40 p.m.
- Outbound departures from Garland Street Transfer
- Weekdays 10 minutes and 40 minutes after the hour from 6:40 a.m to 6:10 p.m.
- Saturdays and Sunday 40 minutes after the hour from 8:40 a.m to 5:40 p.m.
- Evenings 10 minutes after the hour from 7:10 p.m. to 11:10 p.m.

Refer to the accompanying route map for stop locations and intermediate stop times. Maps will be available on Cherriots and locations around Traverse City.

The South Airport Route, which operates between Cherryland Center and Grand Traverse Mall, will also add service in the evenings and on Sunday, July 7. Direct connections to Festival events from the South Airport Route via the Grand Traverse Mall Route can be made at the Target stop with a free transfer.

BATA announced that segments of the Cherriot routes which follow or intersect parade routes will not be serviced during the three National Cherry Festival parades. Additionally, State Street stops east of Railroad Avenue on the Tom's East Bay route will not be serviced from three hours before parade times until parades are finished.

Fares for Cherriots are 50 cents for senior and disabled riders and children 12 and under when riding with an adult, and \$1 for adults, with free transfers. Special Cherriot tokens will be available during the Festival at \$1 for a packet of 10. Each token is good for one trip. Tokens will be available during the festival on Cherriots and at the Garland Street transfer point.

For more information on Cherriots and other BATA services call 941-2324.

