

Transportation Authority of Calhoun County
Meeting Agenda
April 8, 2026
Ride Calhoun Administrative Offices
49 South Cass St., Battle Creek, MI 49037

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Public Comments on Agenda Items
- V. Consent Agenda
 - a. March 25, 2026 Meeting Minutes
 - b. Finance and Budget Report
 - c. AP approval through April 3, 2026
- VI. Unfinished Business
- VII. New Business
 - a. Presentation of Marketing Report
 - b. Resolution 15-2026 – Adoption of Fare Structure
- VIII. Public Comments on Non-Agenda Items
- IX. Board and Executive Director Comments
 - a. Communications to the Board
 - b. Consultant Updates
 - c. Executive Director Comments
 - d. Board Member Comments
- X. Dates of Next Meetings
 - a. Board Meeting – May 13 , 2026 (5:30pm at Ride Calhoun Administrative Office)
- XI. Adjournment

Transportation Authority of Calhoun County
Meeting Minutes
March 25, 2026
Ride Calhoun Administrative Offices
49 South Cass St., Battle Creek, MI 49037

I. Call to Order

The meeting was called to order by Chairperson Erick Stewart at 5:35 p.m.

II. Roll Call

Members present: Erick Stewart, Tom Tarkiewicz, Vivian Davis, Maya Williams, Amy Evans, Jenasia Morris, and Dr. Paul Watson

Members absent: None

III. Approval of Agenda

It was motioned by Evans and supported by Morris to approve the Agenda.

Motion carried.

IV. Public Comment on Agenda Items

None.

V. Consent Agenda

It was motioned by Tarkiewicz and supported by Davis to approve the Consent Agenda.

Motion carried.

VI. Unfinished Business

None.

VII. New Business

- a) Presentation by Rehmann regarding TACC's audited financial statements for year ending September 30, 2025. It was motioned by Watson and supported by Morris to accept Fiscal Year Audit as presented.

Motion carried.

- b) It was motioned by Evans and supported by Davis to approve the Resolution 10-2026 – Contract Award for Employee Benefits Broker.

Motion carried.

- c) It was motioned by Tarkiewicz and supported by Evans to approve Resolution 11-2026 – Contract Award for Property & Casualty Broker.

Motion carried.

- d) It was motioned by Watson and supported by Morris to approve Resolution 12-2026 – Adoption of Bank Reconciliation Policy with the amendment of it reading 6 weeks instead of 30 days.

Motion carried.

- e) It was motioned by Morris and supported by Davis to approve Resolution 13-2026 – Adoption of Accounts Payable (AP) Policy with amendment of removing "payment method" as listed under section 5.0

Motion carried.

- f) It was motioned by Evans and supported by Williams to approve Resolution 14-2026 – Approval of Third Party Agreement with MPTA.

Motion carried.

VIII. Public Comments on Non-Agenda Items

None.

IX. Board and Executive Director Comments

- a) Communications to the Board - None

- b) Legislative Updates – Mallory Avis discussed a meeting she had with Senator Gary Peters regarding the proposed closure of the Federal Center and how it impacts downward and can affect our funding in addition to opportunities for appropriations since budgets are now being developed. She also gave an update on a measure that has passed at the state level regarding limiting all millages to only be on November ballots.
- c) Consultant Updates – Both Peter Varga and Clark Harden expressed pleasure in the audit results. Clark feels it would be worthwhile to do another board workshop and will work with Mallory to get some dates and topics.

X. Next Meetings

- a) Board Meeting – April 8, 2026 (5:30 p.m. at Ride Calhoun Administrative Office)

XI. Adjournment

6:24 p.m.

Respectfully Submitted,

Vivian Davis, Secretary

Transportation Authority of Calhoun County Statement of Net Position

As of March 31, 2026

	<u>Month Ending 03/31/2026</u>	<u>Month Ending 02/28/2026</u>
Assets		
Current Assets	10,306,127.06	8,730,669.48
Total Assets	<u>\$ 10,306,127.06</u>	<u>\$ 8,730,669.48</u>
Liabilities and Net Position		
Liabilities		
Current Liabilities	36,062.79	55,639.14
Total Liabilities	36,062.79	55,639.14
Net Position		
Unrestricted Net Position	8,675,030.34	7,667,140.85
Change in Net Position	1,595,033.93	1,007,889.49
Total Net Position	10,270,064.27	8,675,030.34
Total Liabilities and Net Position	<u>\$ 10,306,127.06</u>	<u>\$ 8,730,669.48</u>

Transportation Authority of Calhoun County Statement of Revenues, Expenses, and changes in Net Position

As of March 31, 2026

	Current Month 03/31/2026	Current FYTD 03/31/2026	Prior Month 02/28/2026	Prior FYTD 09/30/2025
Revenue				
Revenue - Sales				
4010001 - Farebox Revenue	0.00	5,637.17	0.00	0.00
Total Revenue - Sales	0.00	5,637.17	0.00	0.00
Revenue - Other				
4080001 - Property Tax Revenue - Calhoun County	101.49	(285.98)	0.00	421,313.98
4080002 - Property Tax Revenue - City of Albion	53,483.36	173,858.70	63,127.77	253,797.89
4080003 - Property Tax Revenue - City of Battle Creek	1,122,824.40	3,176,257.17	285,277.79	3,235,749.94
4080004 - Property Tax Revenue - City of Marshall	139,620.90	763,973.29	305,133.10	635,792.50
4080005 - Property Tax Revenue - City of Springfield	28,626.02	239,884.13	106,062.27	234,534.41
4110100 - State Operating Assistance	261,952.00	1,571,712.00	261,952.00	0.00
Total Revenue - Other	1,606,608.17	5,925,399.31	1,021,552.93	4,781,188.72
Total Revenue	1,606,608.17	5,931,036.48	1,021,552.93	4,781,188.72
Operating Expenses				
General and Administrative Expenses				
Due and Subscriptions				
5090300 - Dues & Subscriptions	0.00	20,282.55	1,924.00	924.00
Total Due and Subscriptions	0.00	20,282.55	1,924.00	924.00
Travel, Meals and Entertainment				
Travel Expenses				
5090201 - Travel & Meetings and Trainings - Travel	0.00	12.75	12.75	0.00
5090202 - Travel & Meetings and Trainings - Training	0.00	0.00	0.00	2,278.28
Total Travel Expenses	0.00	12.75	12.75	2,278.28
Total Travel, Meals and Entertainment	0.00	12.75	12.75	2,278.28
Total General and Administrative Expenses	0.00	20,295.30	1,936.75	3,202.28
Marketing and Advertising Expenses				
Advertising and Promotion				
5030200 - Advertising Fees	49.90	1,268.90	303.00	50.00
Total Advertising and Promotion	49.90	1,268.90	303.00	50.00
Total Marketing and Advertising Expenses	49.90	1,268.90	303.00	50.00
Payroll and Related Expenses				
Benefits				
5020000 - Fringe Benefits	0.00	2,180.96	0.00	0.00
Total Benefits	0.00	2,180.96	0.00	0.00
Salary and Wages				
5010100 - Operators Salaries & Wages	0.00	21,035.46	0.00	0.00
5010200 - Other Salaries & Wages	0.00	1,061.00	0.00	0.00
5010300 - Dispatchers' Salaries & Wages	0.00	6,413.09	0.00	0.00
Total Salary and Wages	0.00	28,509.55	0.00	0.00
Total Payroll and Related Expense	0.00	30,690.51	0.00	0.00
Utilities and Facilities				
Rent				

Transportation Authority of Calhoun County Statement of Revenues, Expenses, and changes in Net Position

As of March 31, 2026

	Current Month 03/31/2026	Current FYTD 03/31/2026	Prior Month 02/28/2026	Prior FYTD 09/30/2025
5120003 - Operating Leases and Rental - Other	0.00	6,218.10	0.00	275.00
5125001 - Lease/Rental Agreements > 12 months	8,466.00	35,403.00	0.00	0.00
Total Rent	8,466.00	41,621.10	0.00	275.00
Utilities				
5050001 - Utilities - Electricity	261.70	527.35	265.65	0.00
5050002 - Utilities - Gas	154.84	291.79	136.95	0.00
Total Utilities	416.54	819.14	402.60	0.00
Total Utilities and Facilities	8,882.54	42,440.24	402.60	275.00
Operating and Maintenance Expenses				
Miscellaneous Expense				
5099900 - Other Misc. Expense	0.00	0.00	0.00	764.71
Total Miscellaneous Expense	0.00	0.00	0.00	764.71
Professional Services				
5039901 - Accounting Services	8,276.50	92,588.00	15,953.50	63,022.50
5039902 - Legal Services	13,695.85	44,963.10	10,273.50	132,195.15
5039903 - IT Services	0.00	4,912.39	0.00	0.00
5039904 - All Other Professional and Technical Services	11,200.00	116,767.03	7,892.80	179,515.83
Total Professional Services	33,172.35	259,230.52	34,119.80	374,733.48
Total Operating and Maintenance Expenses	33,172.35	259,230.52	34,119.80	375,498.19
Taxes and Insurance				
Insurance				
5060301 - Liability Insurance	0.00	197,682.00	0.00	1,726.75
Total Insurance	0.00	197,682.00	0.00	1,726.75
Total Taxes and Insurance	0.00	197,682.00	0.00	1,726.75
Total Operating Expenses	42,104.79	551,607.47	36,762.15	380,752.22
Other Revenue (Expense)				
Other Revenue				
Interest Revenue				
4140000 - Interest	30,530.55	123,095.01	23,098.71	132,604.61
Total Interest Revenue	30,530.55	123,095.01	23,098.71	132,604.61
Total Other Revenue	30,530.55	123,095.01	23,098.71	132,604.61
Other Expense				
Other Expenses				
5040100 - Fuel & Lubricants	0.00	(3,164.77)	0.00	0.00
5049904 - Other Materials & Supplies - Equipment Maintenance	0.00	(315.42)	0.00	0.00
5049905 - Other Materials & Supplies - Office	0.00	(92.74)	0.00	0.00
5500900 - Ineligible Percent of Association Dues	0.00	(1,205.17)	0.00	0.00
Total Other Expenses	0.00	(4,778.10)	0.00	0.00
Total Other Expense	0.00	(4,778.10)	0.00	0.00
Total Other Revenue (Expense)	30,530.55	118,316.91	23,098.71	132,604.61
Change in Net Position	\$ 1,595,033.93	\$ 5,497,745.92	\$ 1,007,889.49	\$ 4,533,041.11

**Transportation Authority of Calhoun County
Board AP Bill Approval Report**

Vendor Name	Bill Number	Description	Bill Date	GL Date	Amount
Bright Light Real Estate, LLC	LEASE 05.2026	Lease Agreement - May 2026 Payment	03/27/2026	03/27/2026	4,233.00
King Media, Inc.	84472	FY26 April Billing - Annual Report, Website Edits	03/23/2026	03/23/2026	11,200.00
Sum Total					15,433.00



Ride Calhoun Marketing Update | April 8, 2026

TODAY'S ROADMAP

A look back at the brand and communications work completed over the past year

An overview of the Let's Ride integrated marketing campaign

Campaign performance highlights to date

What's next for Ride Calhoun communications and outreach



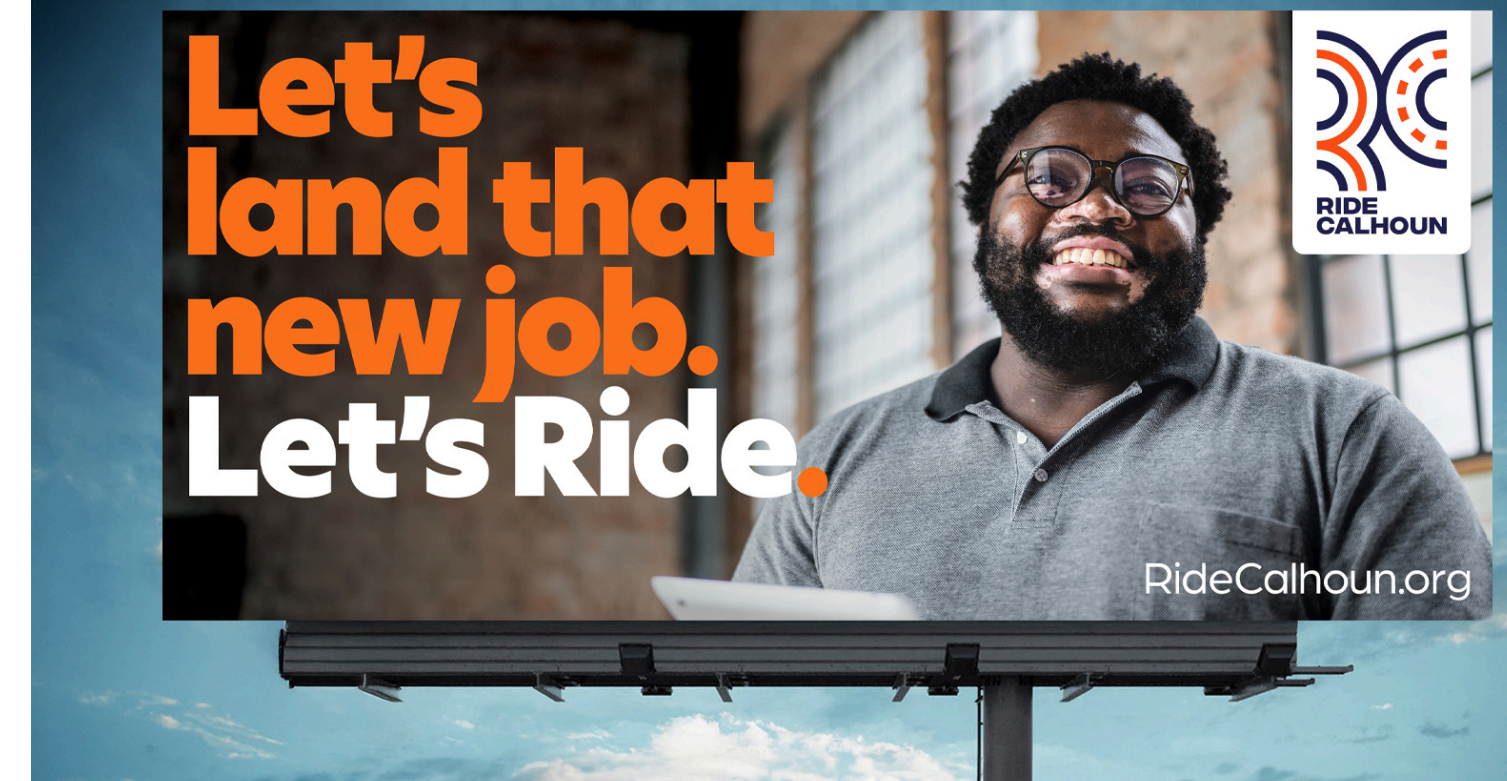
A L O O K B A C K



Bringing the Ride Calhoun Brand to Life

Over the past year, our team has worked closely with TACC to bring the Ride Calhoun brand to life and establish a clear, consistent identity across vehicles, communications, rider materials, digital assets and public engagement.

These efforts focused on strengthening public awareness, improving rider experience, and creating a cohesive visual presence throughout Calhoun County.



Building the Brand, Piece by Piece

We implemented the Ride Calhoun brand across a wide range of materials and touchpoints, including:

- **Website refresh** and improved user experience
- **Business cards** and organizational stationery
- **Updated Rider's Guide** and rider-facing materials
- **Consistent brand application** across printed and digital assets

These updates created a unified and professional brand presence across all communications.



Taking the Brand to the Streets

A major focus was expanding the visual presence of Ride Calhoun throughout the community.

This included designing and implementing vehicle branding for:

- RC Max
- RC Flex
- RC Move

These vehicle graphics help reinforce brand recognition and increase visibility of transit services across Calhoun County.



Showing Up in the Community

To support Ride Calhoun's public-facing presence, we also developed:

- **Employee uniforms** reflecting the Ride Calhoun brand
- **Community engagement materials** including tablecloths and pull-up banners
- **Promotional giveaways** such as ponchos and tote bags
- **Event signage and materials**

These materials help create a consistent and recognizable presence at community events and outreach opportunities.



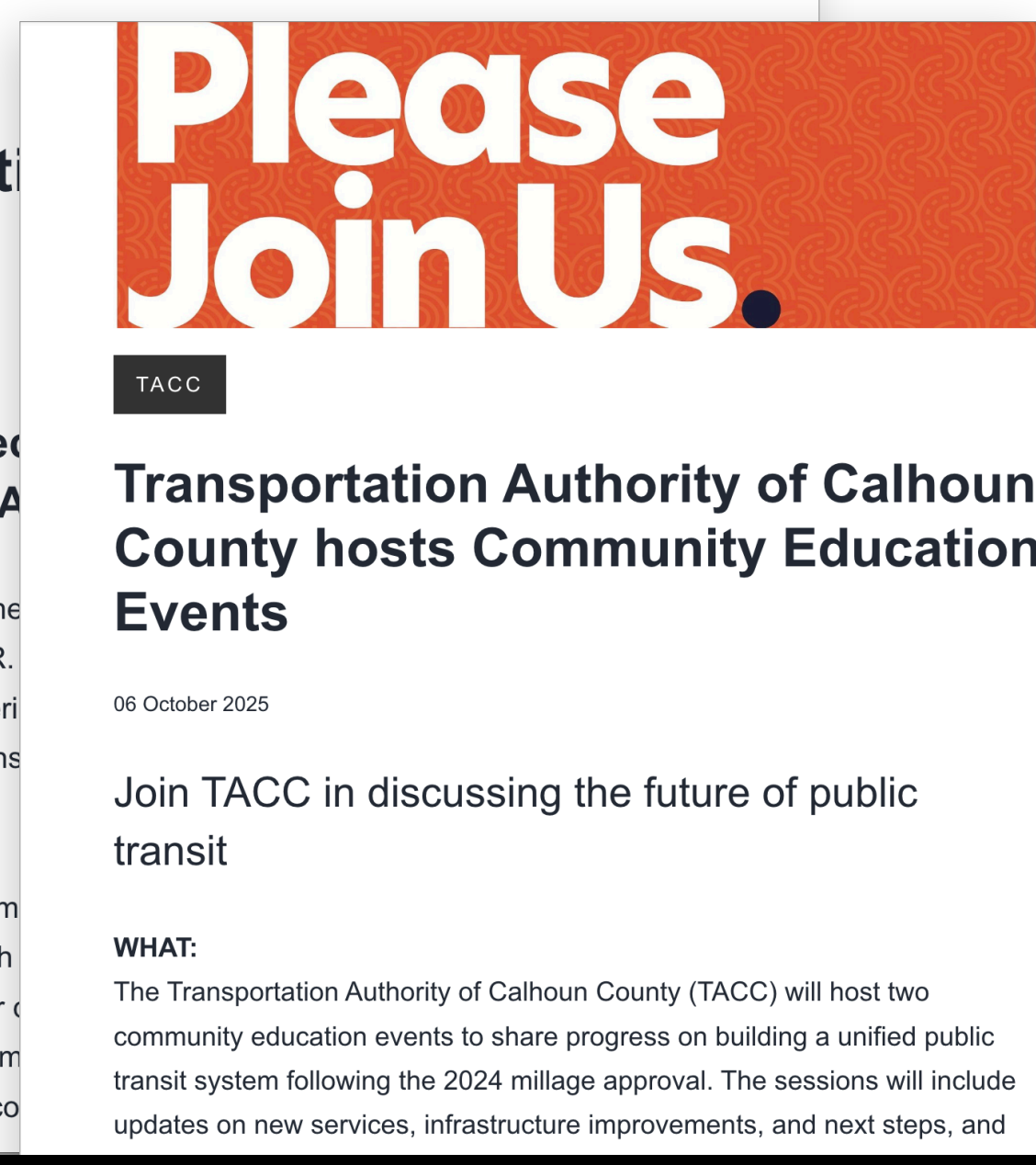
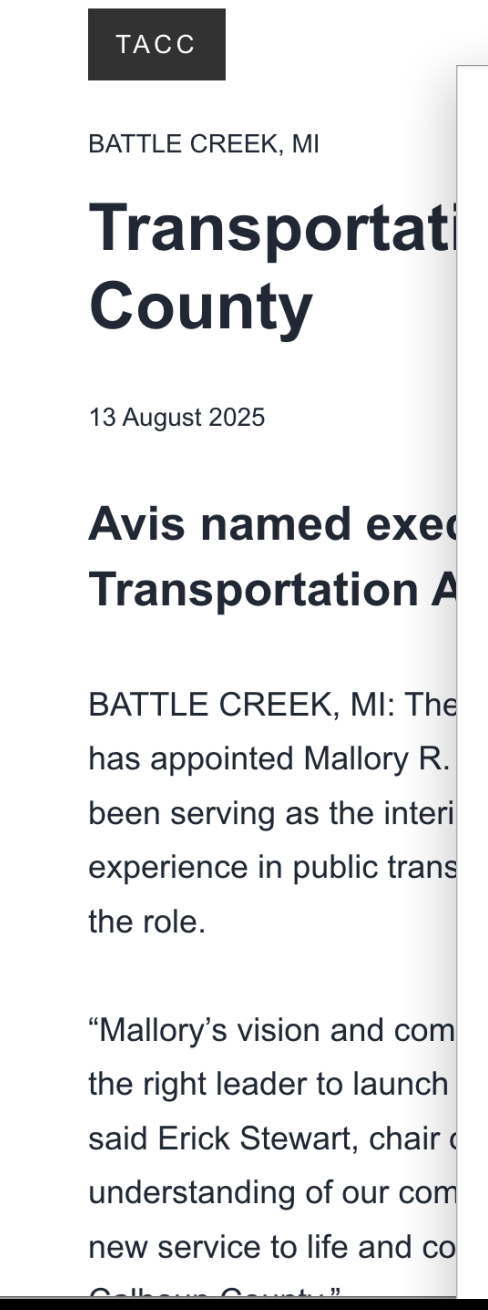
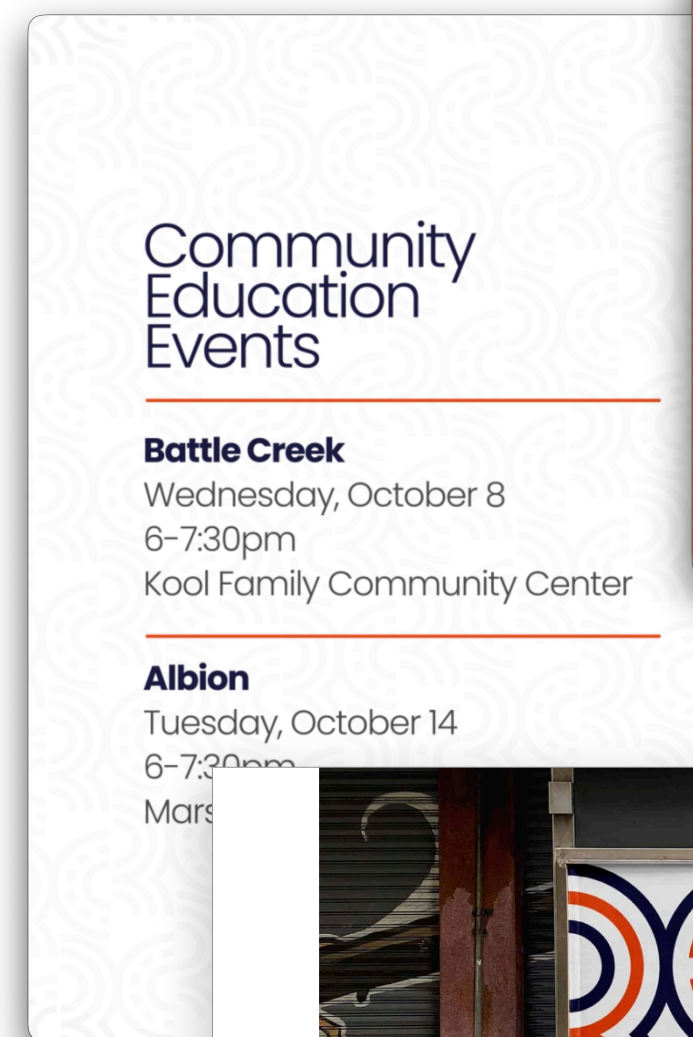
Strengthening the Ride Calhoun Voice

Public relations have also been an important part of the communications strategy.

Our work has included:

- Facilitating media training for the Ride Calhoun Board
- Drafting and distributing press releases on behalf of TACC
- Supporting public announcements and service updates

These efforts have helped strengthen Ride Calhoun's voice in the community.



THE LET'S RIDE CAMPAIGN





Introducing the “Let’s Ride” Campaign

The centerpiece of our marketing efforts has been the Let’s Ride integrated media campaign.

The campaign was designed to:

- Introduce Ride Calhoun to residents across the county
- Increase awareness of services
- Build familiarity with routes and programs
- Encourage residents to consider transit as a transportation option

Let’s Ride.

A Multi-Channel Approach

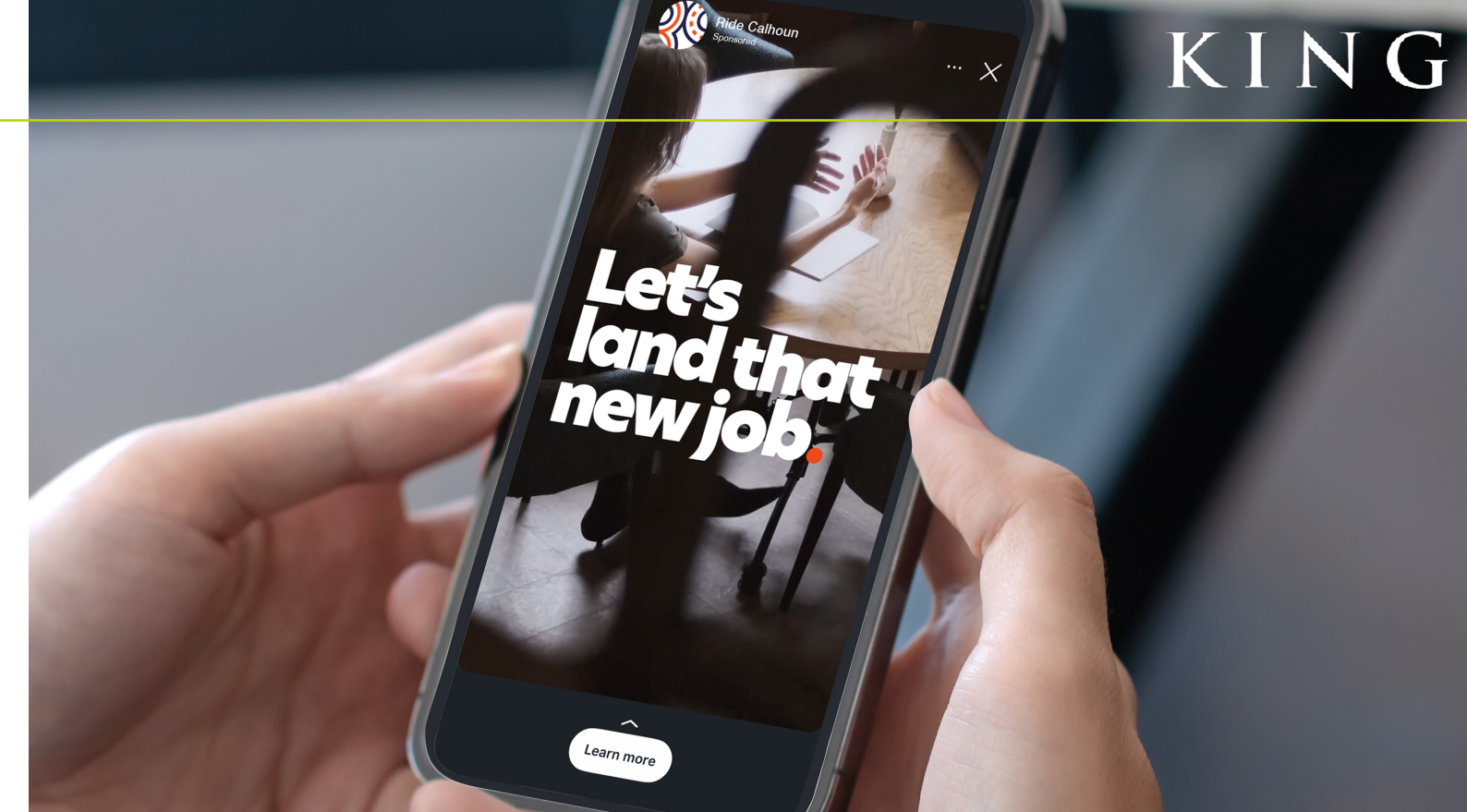
The campaign uses an integrated omni-channel marketing strategy, combining multiple platforms to reach residents both at home and on the go.

By using multiple channels simultaneously, the campaign reinforces messaging through repeated exposure and strengthens overall awareness.

The Let's Ride campaign includes a mix of digital and traditional media channels including:

- Facebook and Instagram
- Streaming audio
- Print placements in the Battle Creek Shopper and Brass Band of Battle Creek
- Connected TV
- Outdoor billboard placements

This combination ensures strong reach across multiple audience segments.



and M.A. from Western Michigan University and has served in leadership roles at the state and national level, including work with the White House Initiative on Educational Excellence.
 • Tim Everett – Distinguished

lies in need.
 "These recipients exemplify the heart, passion and dedication that make Pennfield Schools such a special place," said Lemmer.
 – Ann Pulsipher

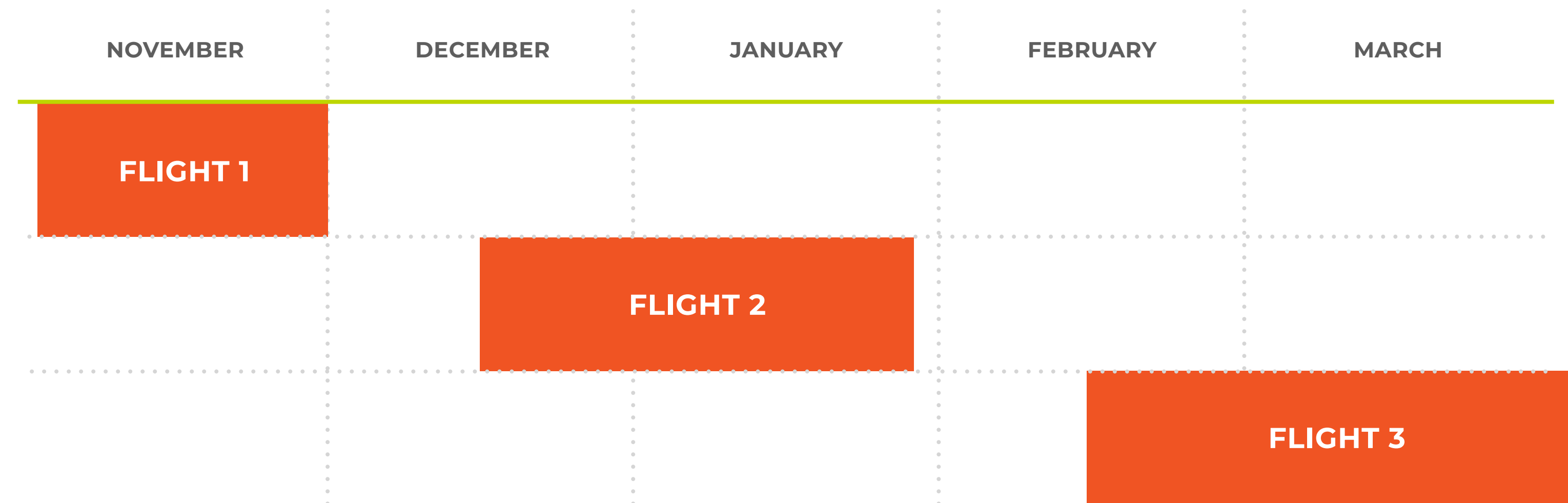
on a cherished holiday tradition with the donation of 2,600 turkeys to five regional food banks and The Kendall Street Pantry in Battle Creek.
 Now in its 16th year, the effort "reflects FireKeepers' commitment

region and ensuring more households can enjoy a traditional holiday meal together," according to a recent casino press release.
 The South Michigan Food Bank in Battle Creek received
 See **TURKEY** on 35



Campaign Timeline

The campaign launched in three strategic flights:



This flighted approach allows messaging to remain visible while maximizing campaign reach and efficiency.

Let's Ride in action

Albion, Battle Creek, Marshall & Springfield:
Let's Ride.
Learn More >>
BUS • PARATRANSIT • ON-DEMAND

Marshall:
Let's Ride.
ON-DEMAND RIDES • AFFORDABLE & RELIABLE
RideCalhoun.org

Let's laugh with friends.

Learn More >>
Let's Ride.
BUS • PARATRANSIT • ON-DEMAND

Let's be the early bird.
Let's Ride.
RideCalhoun.org

Ride Calhoun Sponsored
Let's grab dinner.
Learn more

Let's Ride.
RideCalhoun.org

Learn More >>
Let's Ride.
RIDE CALHOUN
BUS SERVICE, PARATRANSIT & ON-DEMAND RIDES

Let's Ride.
RIDE CALHOUN

Let's Ride.

Let's get that checkup.
Let's Ride.
RideCalhoun.org

Albion:
Let's Ride.
ON-DEMAND RIDES • AFFORDABLE & RELIABLE

C A M P A I G N P E R F O R M A N C E



Campaign Highlights (so far)

Social Media

.....
1,374,433
Impressions

4,866 Clicks

0.35%
Click-through Rate
(Engagement led by the
“Locations” creative,
generating a 0.37% CTR)

Reaching
417,205
of residents

Streaming Audio

.....
228,498
Impressions

209,089
Completed Listens

92.57%
Completion Rate
(Exceeding the 90%
industry benchmark)

Connected TV

.....
288,614
Impressions

281,678
Completed Views

100%
Completion Rate

Outdoor

.....
1,866,536
Impressions
across Battle
Creek corridors

Additional
272,707
Digital Billboard
Impressions
(Delivered as added
value at no charge
through King Media’s
longstanding
partnerships)



What We're Seeing

Through exceeding industry benchmarks, our results indicate:

- **Strong awareness** across Calhoun County
- **High engagement** across digital channels
- **Consistent visibility** across outdoor, print, and streaming platforms
- **Reinforcement of campaign messaging** through repeated exposure

These results support Ride Calhoun's goal of becoming a more visible and recognizable transportation option in the community.

WHAT'S NEXT?



What's Next for Ride Calhoun

Looking ahead, several initiatives are underway:

- **Production of the 2025 Ride Calhoun Annual Report**
- **Continued public relations and media outreach**
- **Ongoing optimization and continuation of the Let's Ride media campaign**

These efforts will continue building awareness and strengthening community connections.

*Thank you for the opportunity to support
Ride Calhoun and the Transportation Authority
of Calhoun County.*

*We look forward to continuing our partnership
and helping connect more residents to transit
services across the community.*

Thank You.



**TRANSPORTATION AUTHORITY OF CALHOUN COUNTY
BOARD OF DIRECTORS**

Resolution 15-2026

At the regular Board of Directors meeting of the Transportation Authority of Calhoun County (TACC), held at Ride Calhoun Administrative Offices, located at 49 South Cass St., Battle Creek, MI 49037, on Wednesday, April 8, 2026, with Board Vice Chair Tom Tarkiewicz presiding, the following action was taken:

Whereas, The Transportation Authority of Calhoun County (TACC), is committed to providing accessible, equitable, and efficient public transportation services to residents throughout Calhoun County; and

Whereas, the formation of Ride Calhoun has integrated multiple legacy transit services including Marshall Dial-A-Ride, Battle Creek Transit, BCGo, and the Albion-Marshall Connector, each of which historically operated under separate and differing fare structures; and

Whereas, maintaining multiple fare structures creates unnecessary complexity for riders, administrative inefficiencies, and potential inequities in service delivery; and

Whereas, TACC has evaluated its fare policies to develop a unified fare structure that is simple, transparent, equitable and affordable for all users across the service area; and

Whereas, TACC is required to maintain a minimum farebox recovery ratio of six percent (6%) and the proposed fare structure has been designed to support and achieve this requirement; and

Whereas, the adoption of a unified fare structure represents a critical step in the continued implementation and maturation of the Ride Calhoun system following the consolidation of services;

Now, Therefore, be it resolved, that this unified fare structure shall replace all previous fare structures associated with legacy services, including Marshall Dial-A-Ride, Battle Creek Transit, Tele-Transit, BCGo, and the Albion-Marshall Connector; and

Be it further resolved, that the unified fare structure shall become effective July 1, 2026 and that staff shall take all necessary steps to communicate the updated fare structure to the public and ensure a smooth transition for all riders.

CERTIFICATE

I, Vivian Davis, Secretary of the Transportation Authority of Calhoun County, having custody of the records and proceedings of the Transportation Authority of Calhoun County at the meeting of April 8, 2026, with the original minutes now on file and of record in the office that this resolution is true and correct.

Signature

Printed Name

Title

Date

RC MAX FARES – EFFECTIVE JULY 1, 2026	
Single Ride	\$1.75
Reduced Fare	\$0.85
Transfers	Free
Children 12 and under	Free
12 Ride Pass (General)	\$15.00
12 Ride Pass (Reduced)	\$8.00
48 Ride Pass (General)	\$56.00
48 Ride Pass (Reduced)	\$34.00
48 Ride Pass (Student)	\$45.00

Reduced Fare eligibility for RC MAX includes seniors 60 or older, persons with disabilities, and veterans. Passengers must complete a reduced fare eligibility application or provide proof of eligibility by presenting a valid ID, military ID, or Medicare card.

RC MOVE FARES – EFFECTIVE JULY 1, 2026	
Single Ride	\$3.00
Personal Care Attendant (PCA)	Free
Companion (limit one)	\$3.00

RC MOVE provides complementary paratransit for ADA eligible passengers within ¼ mile of all fixed route bus stops. Passengers must complete an ADA application to be eligible for the service.

RC FLEX FARES – EFFECTIVE JULY 1, 2026	
Single Ride – Within Zone	\$6.00
Single Ride – Within Zone (Reduced)	\$3.00
Single Ride – Zone-to-Zone	\$8.00
Single Ride – Zone-to-Zone (Reduced)	\$4.00
Single Ride – Zone-through-Zone	\$10.00
Single Ride – Zone-through-Zone (Reduced)	\$5.00
Children 12 and under	Free

Reduced Fare eligibility for RC FLEX includes seniors 60 or older, persons with disabilities, veterans, and residents of the TACC service area.

ORIGIN & DESTINATION	ALBION	BATTLE CREEK & SPRINGFIELD	MARSHALL
ALBION	\$3.00	\$5.00	\$4.00
BATTLE CREEK & SPRINGFIELD	\$5.00	\$3.00	\$4.00
MARSHALL	\$4.00	\$4.00	\$3.00