

TWIN CITY AREA TRANSPORTATION AUTHORITY
Special Board Meeting

February 3, 2026

I. Welcome and Opening:

Call to Order: The meeting of the Twin City Area Transportation Authority Board of Directors was held at the Benton Harbor City Hall Building, 200 E. Wall Street, Room: Commission Chambers, Benton Harbor, MI 49022, on Tuesday, February 3, 2026.

II. Roll call of Persons present:

Alex Little, Trustee Chair
Virgil Hatcher, Trustee

Dayrl Jackson, Trustee
Cora Robinson, Trustee Board Secretary

Persons Absent: Trustee Nesbitt.

Roll call: Trustee Little, Trustee Robinson, Trustee Hatcher, Trustee Jackson. A quorum was established, and Board Trustee Chair Little called the meeting to order at 5:33 p.m.

III. Proposed Resolution re: Name Change: Presented by Trustee Alex Little.

Trustee Little received email regarding executed contract with both signatures; spoken with Jack from Via on how they were proceeding on the name change. Trustee Little voiced concerns with regards to a mileage promotion soon for the voters to understand and recognize they will be voting on a new name, which Via is looking for, from Dial-a-Ride to “TCATA by Via”, which seems like the best choice for both sides. The present mileage expires November of 2027. Trustee Little recommends placing the name change on this year’s mileage to be voted on, which will allow a second chance in the 2027 mileage election if it doesn’t pass. Jack from Via expresses how the renaming will eventually be identified under the three services: fixed routes - using TCATA buses, TCATA Go - under Dial-a-Ride, and TCATA Access – under Paratransit.

Questions: Trustee Robinson asked, will all three services be displayed on the buses under the name TCATA by Via instead of Dial-a-Ride. Jack explained that his hopes are to change the mindset of riders by moving away from the Dial-a-Ride name to the specific services being utilized by the rider and identify them as, TCATA Bus, TCATA Go, and TCATA Access.

Trustee Little explained that the TCATA organization is the Board; the transit operation, the entire bus system, is under TCATA by Via, and the name Dial-a-ride does not actually exist as a formal name, but it just got called that. The only purpose of using the name would be during the promotion of getting our mileage approved; it would be the Dial-a-Ride name appearing underneath the TCATA name. The term Dia-a-Ride is now out of date.

Trustee Hatcher thinks the Dial-a-Ride name should be preserved as a logo on the bus. Trustee Little advised that the purpose of rebranding is to get away from the term Dial-a-Ride because it carries with it the memories of problems it’s had in the past.

Trustee Robinson supported the premise that the name would be placed on the mileage for recognition purposes.

Deputy Director Greschak advised that they're obligated to use the legal name on the mileage ballot, but the term Dial-a-Ride would possibly appear as "formally known as" or "also known as".

Trustee Robinson questioned what name was previously used on the mileage. Trustee Little advised he would have to look into that and get back to the Board.

Oliver Lindsey asked if the term Dial-a-Ride will be removed from the buses. Deputy Director Greschak advised that it would. Jack also advised that there would be a new service logo selected. They would create possible logos to be displayed on the vehicles and present them to the Board for final selection and approval.

Motion to approve name change by Trustee Robinson, seconded by Trustee Jackson. Roll call: Trustee Little, Trustee Robinson, Trustee Hatcher, Trustee Jackson. The Board unanimously accepts name change to TCATA by Via.

- IV. Public Comments:** Unidentified person comments on where to obtain information for closings due to snow. However, she previously talked to Nick Fort, who advised that the information can be heard on Channel 16; not Channel 22, where she had been looking. Deputy Greshak also advised the information is provided through email and text to all employees.
- V. Adjournment:** With no further action taken and no further business, Trustee Chair Little entertains Motion to adjourn. Trustee Hatcher made the motion to adjourn the meeting, seconded by Trustee Jackson. Roll call: Trustee Little, Trustee Robinson, Trustee Jackson, Trustee Hatcher. And the meeting was adjourned at 5:50 p.m.

Attested:

Trustee Alex Little
Chair

Trustee Cora Robinson
Board Secretary