

Mission Statement

To create a sustainable transportation system to be used by all residents of the Macatawa area with linkages to other transit systems.

Vision Statement

Enhanced mobility and community access that offer efficient and attractive transportation options for the citizens of the Macatawa area.

Our Key Values

Integrity
Competence
Trust
Knowledge
Community
Accountability

Authority Board Members

Polly Diehl, Chairperson, City of Holland
Joe Baumann, Secretary/Treasurer, Holland Charter Township
Steve Bulthuis, Member, Macatawa Area Coordinating Council
Al Dannenberg, Ex-officio member, City of Zeeland
Victor Orozco, Member, City of Holland
Dave Fackler, Member, Holland Charter Township
Russ TeSlaa, Vice Chairperson, Holland Charter Township
Mike Trethewey, Member, City of Holland
Charlie Kolean, Youth Representative

Local Advisory Council

Leigh Bartels, Chairperson, City of Holland
Ron Martin, Vice Chairperson, City of Holland
Eric Heiberg, Member, City of Holland
Debra Keesy, Member, City of Holland
Elizabeth Schultz, Member, Holland Charter Township
Gert Vos, Member, City of Zeeland



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From the Top

It's hard to believe how far we've come in such a short time. Last January, we celebrated our three millionth ride since the year 2000 with a week of community events, and ridership continues to grow. In Fiscal Year 2012, we provided nearly 452,000 rides, an eight percent increase over last year.

This strong ridership growth required us to revise some routes in order to keep buses running on schedule. Routes 1, 2, and 4 were shortened to prevent delays in their arrival at the transfer center, and we added some bus stops to new locations, such as the recently built Spectrum Health facility.

In response to passenger requests, this fall we finally were able to introduce a new evening deviated fixed route service called the Twilight Service that operates until 10 p.m. This new route provides much needed evening transportation for residents for work, shopping, errands and leisure.

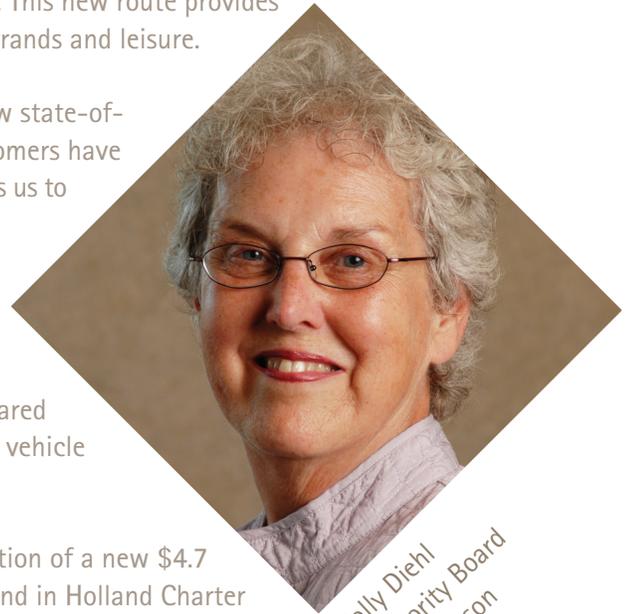
To further enhance operations and customer service, we purchased a new state-of-the-art Voice Over Internet Protocol (VoIP) phone system to ensure customers have quick and easy access to our Call Center. The new phone system also allows us to monitor performance in real time.

The Authority also invested in a new financial software system with the City of Holland to replace obsolete software, allowing us to better manage revenue, expenses and human resources data. Another joint purchase with the city included the replacement of equipment at our shared fueling station that integrates technology for tracking fuel purchases by vehicle for more efficient fleet management.

Finally, after many years of planning, we're now ready to begin construction of a new \$4.7 million, 31,000 sq. ft. transportation center on an eight-acre parcel of land in Holland Charter Township. Funded with federal capital grants, this new facility will provide space for our current operations staff and fleet and allow for future expansion. We hope to be moving into the new facility by Fall 2013.

We look to this next year with great optimism. Property values are rebounding, fuel prices are stabilizing, and state transportation funding has been preserved, for which we are grateful to our state elected officials. In the coming year, the Authority will seek to further improve services to enhance our customers' riding experience and to lure more riders of choice to give MAX a try.

Polly Diehl, Authority Board Chairperson
Linda LeFebre, Transit Director



Polly Diehl
Authority Board
Chairperson



Linda LeFebre
Transit Director

Rearview Mirror

Reserve-A-MAX Fares Increase

Fares for Reserve-A-MAX service increased to \$2 for seniors, children, and ADA eligible passengers and \$5 for adults in October. The increases were necessary to balance the financial burden of this premium service, which is used by about 30% of passengers, but costs 52% of the budget to operate. A new \$15 ADA Punch Pass was introduced that gives eligible persons with disabilities a discount on each trip.

High Ratings in 2011 Passenger Survey

Passengers gave MAX high ratings (97% excellent/good) for overall satisfaction in the September 2011 survey. The survey also revealed more than 20% of the passengers report using MAX for the first time in the last six months. The percentage of passengers over 45 years old decreased from 71% in 2010 to 57% in 2011.

\$2 Million Federal Grant for New Bus Facility

MAX received a \$2 million US Dept. of Transportation grant to be used to complete all five phases of the new bus facility and garage. This grant can only be used for capital building or equipment purchases. MAX already had received federal funds for this capital project in 2006 and 2007, but the additional \$2 million allows MAX to complete the remaining phases of the planned bus facility.



MAX Receives 2011 Silver W3 Award

The International Academy of the Visual Arts awarded MAX a Silver Award for its online social media promotion, "Where's MAX?" The goal of the Facebook promotion was to provide greater awareness of the destinations served by the fixed routes.

Annual Stuff the Bus Food Drive

MAX partnered with Spartan Stores to collect items for the food pantry at Community Action House. Collection drives were held at area Spartan Stores on Saturdays during November. Passengers also were allowed to donate items in lieu of their fare, and donations were accepted at both MAX office locations.

**\$15 ADA
RESERVED
PASS**

Macatawa
Express



3,000,000th Ride Celebration

MAX marked its 3 millionth passenger since its inception in 2000 with a week of community events in January, including a kickoff celebration with local and state officials. Other events included public presentations with the Holland Board of Public Works and the Holland Police Department, "2 for 1" Rides Day, and a Facebook photo contest to select the symbolic 3 millionth passenger.

New Phone System Installed

A new phone system providing superior sound quality and high functioning call center capabilities was installed. This new Altigen MAX2000 system allows MAX to better serve passengers by reducing Call Center hold times. The new system also captures call data and creates analytics reports to better monitor Call Center performance.

Property Acquired for New Bus Facility

In February, the Authority closed on the purchase of an eight-acre parcel of property on Greenway Drive in Holland Charter Township, which will be the site of MAX's new operations facility and bus garage.

Bigger Bike Racks Installed

To better accommodate the ever increasing number of passengers combining biking with bus riding, MAX installed larger three-slot bike racks on three of its Gillig buses to replace the two-slot racks.

MAX Co-sponsors Green Commute Week

MAX joined the Macatawa Area Coordinating Council and area bike shops to coordinate the annual Green Commute Week, held May 14-19. The event included a leadership bike ride and incentives for employees of area businesses who pledged to carpool, walk or bike ride or use public transit during the week.

Victor Orozco Joins Authority Board

Former Holland City Councilman and longtime Holland resident Victor Orozco replaced Michael DeVries on the Authority Board. Orozco brings to the board a wealth of knowledge, diversity, and an understanding of the transit system as a regular MAX passenger.



Fueling Equipment Contract Awarded to RW Mercer

In May, RW Mercer was awarded a contract to replace aging equipment at the joint fueling station at the Holland Public Schools (HPS) facility that is shared by MAX, HPS, Holland City, and the Board of Public Works. The new system uses new "smart rings" on key fobs that track fuel use by vehicle.

Energy-saving Measures Implemented

New LED lights and motion detectors were installed at both the 24th Street bus garage and the Padnos Center. The LED sensors automatically turn off lights in the Padnos bathrooms and 24th Street exit signs, as well as the beverage vending machines when no one is present.

"Dump the Pump" Promotion

MAX partnered with LEED-certified CityFlats Hotel in Holland for a week-long promotion June 11-21 leading up to the annual "Dump the Pump Day." Residents were asked to take a pledge, calculate their savings from using the bus instead of their personal vehicle, and then post their story on MAX's Facebook page for entry to a drawing for a night's stay at the hotel.

Bus Passes Streamlined

The Half-Fare Monthly Pass, Summer Fun Pass and the \$50 Semester Pass were consolidated in July, and replaced with an economical \$30 Student Semester Pass. The \$10 Punch Pass also was replaced with a higher value \$20 Punch Pass for greater customer convenience and printing cost savings.

New Freedom Grant Received

MAX received a federal New Freedom Grant for \$260,000 to fund the purchase of two new buses to replace aging buses that have reached the end of their useful life. We now have a fairly new fleet of vehicles with the average age of 4.9 years.

Route Revisions Implemented in August

Routes 1, 2 and 4 were shortened to ensure these routes arrived back at the transfer center on time. Many of the modifications involved eliminating the bus entering small complexes. The revisions were necessary as heavy ridership and boardings were delaying the routes from arriving back to the transfer center on time. A new bus stop also was added to serve the newly opened Spectrum Health Center.



Twilight Route 9 to be Introduced

With creative planning and \$60,000 funding from a New Freedom Grant, MAX will introduce a new "Twilight Route 9" with an inaugural run on Oct. 1, 2012. The new deviated fixed route will provide residents with much needed evening transportation from 7-10 p.m. after regular routes cease operations.

To celebrate the introduction of the new 13.6 mile evening route, MAX has planned a community event that includes fresh cider and donuts and promotional "Twilight" tee shirts and glow sticks given to the first 100 passengers boarding for the inaugural run. When the Twilight route ends at 10 p.m., the bus will be used as a second demand-response vehicle until 12:15 a.m.



Passenger Profile

David Rutgers

David is a senior who has used MAX Transit's Reserve-A-MAX system for over 10 years. A disabled Vietnam veteran, David takes the bus mostly to meet with friends, but also to run errands around town. He says he's a big fan of MAX because of its convenience, friendly drivers, and great service, which he says has improved dramatically since he first started using Reserve-A-MAX. David says that many people at Brook Village Condos where he lives also use the bus, but if someone was new to the system, he would be very glad to explain how both the fixed route and the Reserve-A-MAX systems work.



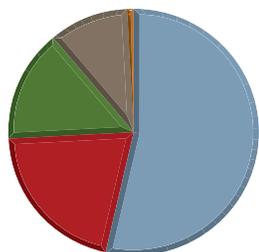
MAX Metrics

Ridership Figures for Fiscal Year 2012

Service	Fiscal Year 2012	Fiscal Year 2011	% Change*
Fixed Route Passengers	351,807	310,768	13.20%
Demand Response Passengers	97,772	104,597	- 6.52%
Night Owl Passengers	2,343	3,131	-25.17%
Total Ridership	451,922	418,496	8.0%
Fixed Route Vehicle Miles	417,810	428,478	-2.49%
Fixed Route Passengers/Mile	0.84	0.73	16.10%
Demand Response Vehicle Miles	382,220	418,511	-8.67%
Demand Response Passengers/Mile	0.26	0.25	2.35%
Night Owl Vehicle Miles	20,204	23,409	-13.69%
Night Owl Passengers/Mile	0.12	0.13	-13.3%
Fixed Route Vehicle Hours	33,710	33,878	-0.50%
Fixed Route Passengers/Hour	10.44	9.17	13.77%
Demand Response Vehicle Hours	35,993	38,186	-5.74%
Demand Response Passengers/Hour	2.72	2.74	-0.83%
Night Owl Vehicle Hours	1,910	1,855	3.01%
Night Owl Passengers/Hour	1.23	1.69	-27.35%

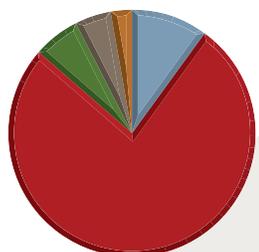
* Fiscal Year numbers have been rounded; Percent Change figures are based on non-rounded numbers

Fixed Route Passenger Breakdown



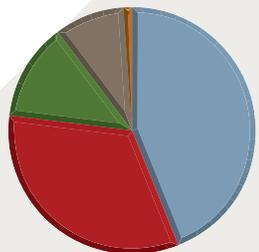
Rider Type	2012	2011
Regular	189,306 (53.8%)	180,332 (58.0%)
Disabled	72,349 (20.6%)	70,075 (22.5%)
Youth	51,529 (14.6%)	45,013 (14.5%)
Senior	36,476 (10.4%)	13,380 (4.3%)
Senior Disabled	2,147 (0.6%)	1,968 (0.6%)

Reserve-A-MAX Passenger Breakdown



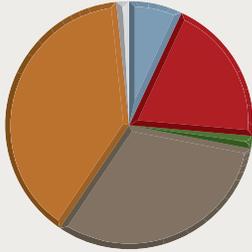
Rider Type	2012	2011
Regular	10,218 (10.2%)	13,145 (12.2%)
Disabled	76,463 (76.4%)	75,924 (70.5%)
Youth	6,115 (6.1%)	8,318 (7.7%)
Senior	4,599 (4.6%)	6,413 (6.0%)
Senior Disabled	2,720 (2.7%)	3,928 (3.6%)

Overall Passenger Breakdown

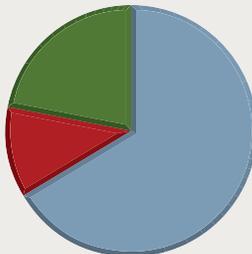


Rider Type	2012	2011
Regular	199,524 (44.2%)	193,477 (46.2%)
Disabled	148,812 (32.9%)	145,999 (34.9%)
Youth	57,644 (12.8%)	53,331 (12.7%)
Senior	41,075 (9.1%)	19,793 (4.7%)
Senior Disabled	4,867 (1.1%)	5,896 (1.4%)

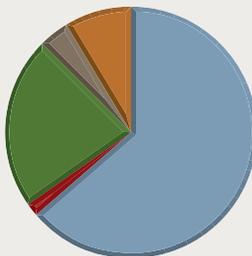
Financials for Fiscal Year 2012



Revenue	2012	2011	%Change
◆ Passenger Fares	\$ 306,610 (7.1)	\$ 256,400	19.6%
◆ Tax Levy	828,003 (19.3%)	719,406	15.1%
◆ Local Operating Assistance	76,160 (1.8%)	76,977	-1.1%
◆ State Assistance			
Operating & Planning	1,248,403 (29.1%)	1,295,624	-3.6%
Capital Grants	99,668 (2.3%)	7,941	1155.1%
◆ Federal Assistance			
Operating & Planning	1,190,291 (27.7%)	1,197,370	-0.6%
Capital Grants	481,333 (11.2%)	265,291	81.4%
◆ Interest & Other Reserves	64,328 (1.5%)	65,772	-2.2%
Total	\$4,294,796	\$3,884,780	10.6%

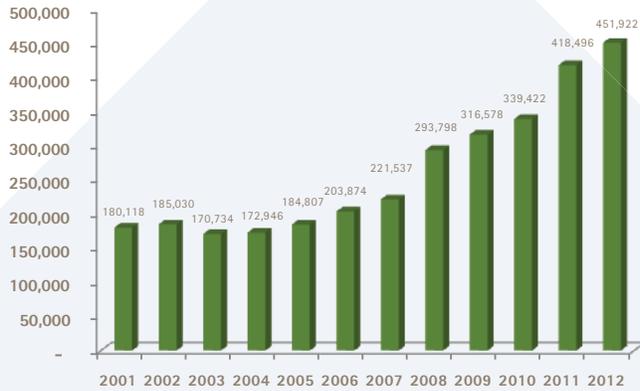


Operating Expenses	2012	2011	%Change
◆ Operations	\$2,399,724	\$2,167,317	10.7%
◆ Maintenance	422,201	349,849	20.7%
◆ General Administration	780,653	961,592	-18.8%
Total	\$3,602,578	\$3,478,759	3.6%



Breakdown of Expenses	2012	2011	%Change
◆ Wages/Salaries/Employee Costs	\$2,294,550	2,190,091	4.8%
◆ Utilities	62,754	51,548	21.7%
◆ Maintenance & Operations	795,102	794,969	0.0%
◆ Casualty & Liability Insurance	141,775	105,493	34.4%
◆ Other Operating Expenses	308,397	336,659	-8.4%
Total	\$3,602,578	\$3,478,759	3.6%

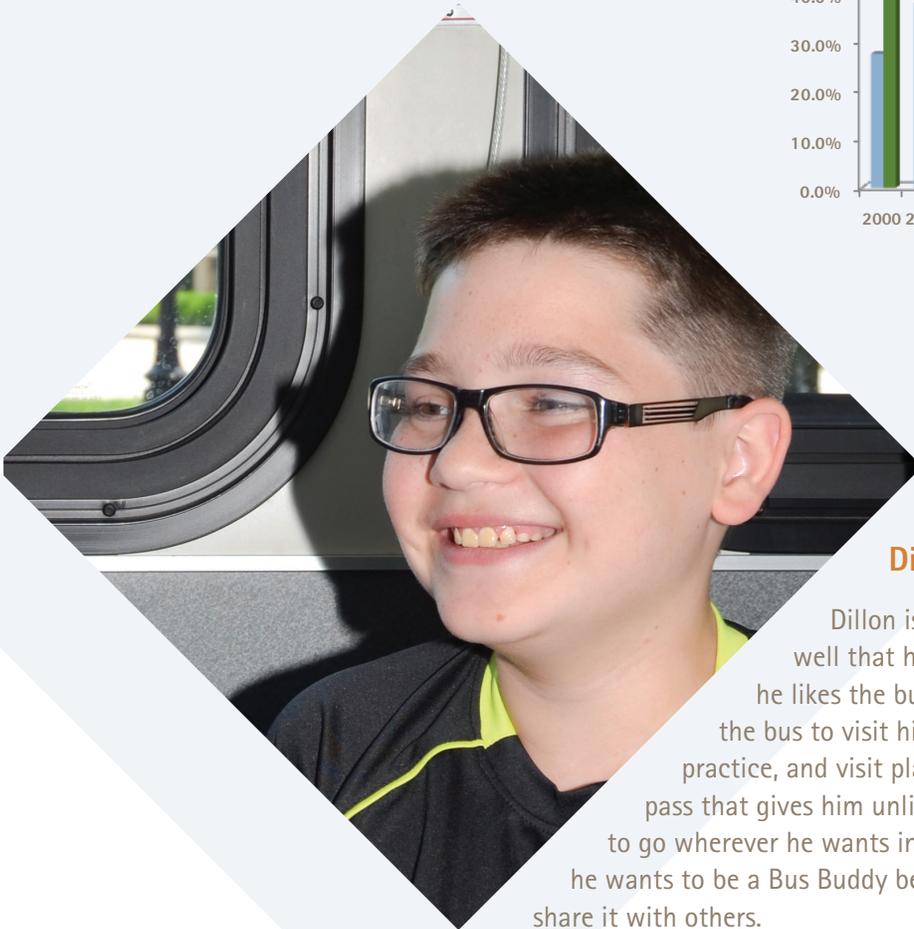
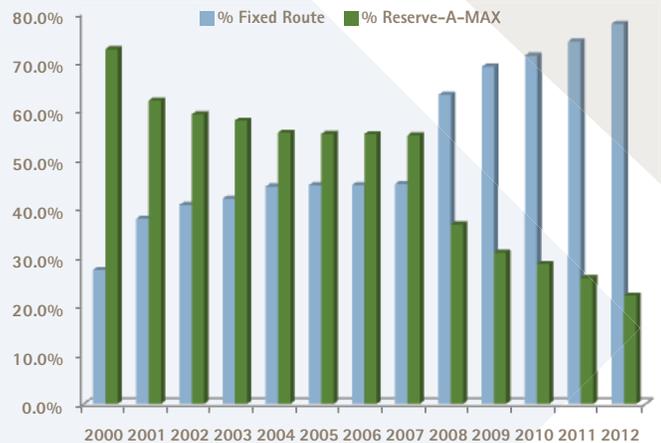
Macatawa Area Express Transportation Authority
Total Passenger Trips per Fiscal Year



Ridership Continues to Grow

Ridership, especially on MAX's fixed routes, continued its dramatic growth in 2012. The passenger survey conducted in September 2012 showed that more than a third of MAX's passengers have used the transit system less than 6 months. Changes in Routes 1, 2 and 4 were made to accommodate this passenger increase and help keep these routes on time.

Macatawa Area Express Transportation Authority
Proportion of Total Rides by Service per Fiscal Year
(Reserve-A-MAX includes Night Owl Passengers)



Passenger Profile

Dillon Palmer

Dillon is a 7th grader who knows the MAX system so well that he volunteered to be a MAX Bus Buddy! He says he likes the bus because it's safe and inexpensive. Dillon uses the bus to visit his Dad, go to activities such as after-school play practice, and visit places like downtown. Dillon's mom buys him a pass that gives him unlimited rides on the fixed routes, and he uses it to go wherever he wants in town (with his mom's knowledge!). Dillon says he wants to be a Bus Buddy because he thinks MAX is great and he wants to share it with others.

Moving Forward

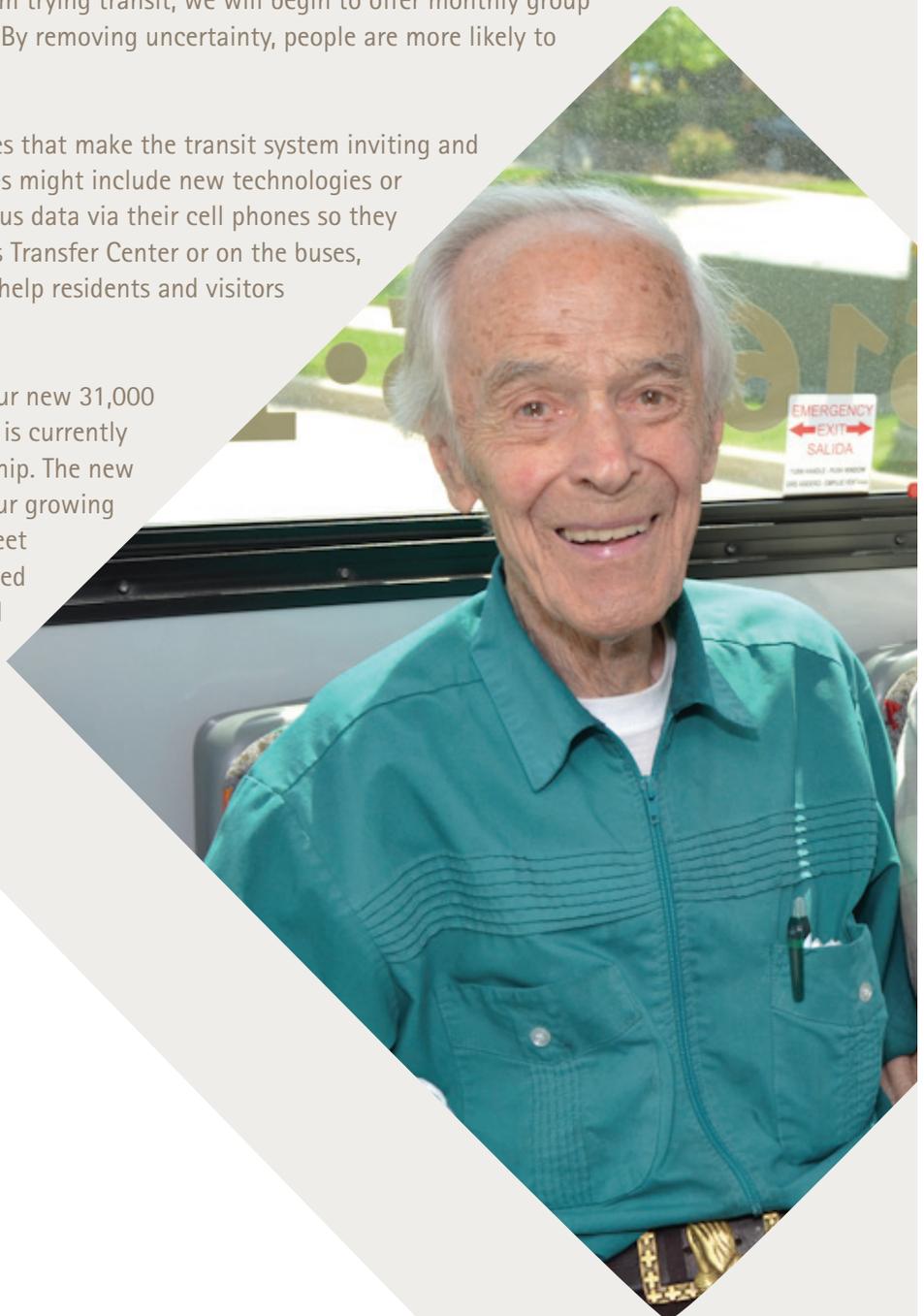
In the coming year, we will continue to build on the progress we've made in 2012. As overall ridership grows, we will monitor closely on-time performance and overall effectiveness of the routes and revise as needed. We will also closely watch ridership on the new evening Twilight Route beginning October 1, 2012, and look for ways to address unmet transportation needs in our community by exploring linkages with other transit systems and interest in bus service to neighboring jurisdictions.

Clearly, we are headed in the right direction. One hundred percent of Reserve-A-MAX passengers and 97 percent of fixed route riders say they would recommend using the MAX, and more than half think service has improved in the past year, according to results from the 2012 passenger survey. The survey also indicated an increase in first-time young adult and middle-income riders, which may indicate we are attracting more "passengers of choice."

To reduce barriers that prevent new users from trying transit, we will begin to offer monthly group travel training classes for the general public. By removing uncertainty, people are more likely to hop on and ride and become a regular rider.

Another future focus is to introduce amenities that make the transit system inviting and fun for new and veteran customers. Amenities might include new technologies or applications that give passengers real-time bus data via their cell phones so they don't miss a bus, offering Wi-Fi at the Padnos Transfer Center or on the buses, and beginning a pilot bike rental program to help residents and visitors explore the lakeshore area.

Finally, we eagerly await the completion of our new 31,000 sq. ft. operations facility and bus garage that is currently under construction in Holland Charter Township. The new facility will provide much needed space for our growing operations staff and indoor storage for our fleet with room for future expansion. We are pleased at the progress we've made, and look forward to another eventful year making our transit system one of the very best.



Keeping in Touch

MAX keeps the community updated with a monthly newsletter and via Facebook and Twitter.



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Fiscal Year 2012 Facts at a Glance*

*Includes service vehicles and bus rentals

