

# MAX Macatawa Area Express



## Annual Report 2016



MAX Board Members, from left to right:  
 Caleb Ackerman, Kevin Klynstra, Michael Hovinga, Steve Bulthuis, Russ TeSlaa, Mike Trethewey, Joe Baumann, and David Fackler

**Table of Contents**

2 Vision and Mission Statements

MAX Transportation Authority Board Members

Local Advisory Council Members

3 From The Top

4 MAX Facts

5 Rearview Mirror

10 MAX Metrics

11 Financials

**Vision Statement**

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

**Mission Statement**

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

**MAX Transportation Authority Board Members**

- Russ TeSlaa**  
 Chairman, Holland Township
- Joe Baumann**  
 Vice Chairman, Holland Township
- David Fackler**  
 Member, Holland Township
- Michael Hovinga**  
 Member, AT&T
- Mike Trethewey**  
 Member, City of Holland
- Steve Bulthuis**  
 Macatawa Area Coordinating Council Metropolitan Planning Organization
- Kevin Klynstra**  
 Mayor, City of Zeeland
- Caleb Ackerman**  
 Student Advisor  
 Zeeland East High School

**Local Advisory Council Members**

- Elizabeth Schultz**  
 Council Chair, Resident  
 Holland Charter Township
- Gert Vos**  
 Resident, City of Zeeland
- Steve Schaap**  
 Resident, Zeeland
- Lauretta Barry**  
 Resident, Holland
- Katie Barry**  
 Resident, Holland
- Yew-Meng Koh**  
 Resident, Holland

## From the Top

**W**e at MAX Transit believe that our quality of service is more than just driving our passengers to their destination – it is a commitment throughout our entire organization to provide a clean, safe and friendly environment. Our service provides hope for our passengers, hope for a better way to meet their economic challenges, and a better community in which to live.

From our customer service team, to the operations staff to our bus operators, each member of the MAX team understands that not all passengers' needs are the same, so we work together to ensure that everyone is treated with the respect that they deserve. This philosophy has held true from our first ride provided in 2001, to the 5th million ride we celebrated in April.

FY2016 was a busy and exciting year for MAX! We celebrated 5 million rides, and in March we introduced our newest evening service, Route 10 - Twilight North. Through the 2015 passenger survey, along with community discussions, we saw a need for an additional night service, which would help support area residents get to and from work, shopping and entertainment.

In May, we asked the Holland community to support a .04 millage renewal, which was overwhelmingly passed by 82% of the voters. This was exciting news for MAX! Not only in terms of the sustainability of local funding, but it also told us that 82% of the voters in Holland feel that public transportation, MAX Transit, is a vital resource to our community.

In June, we said farewell to a long time MAX Transit board member and good friend Polly Diehl. Polly is highly revered for her active role in the community, her years working at the City of Holland, and for the many contributions made while serving on the Authority Board. We thank Polly for her years of service and wish her and her husband all of the best.

Also in 2016, MAX Transits Executive Director Linda LeFebre, was nominated and voted in as Vice President of the Michigan Public Transportation Association (MPTA) board. The MPTA is a non-profit statewide association, first organized in 1974, and its main objective is to advocate for their members, which consist of public transit systems across Michigan. Much of their advocacy involves working closely with Michigan's Executive and Legislative branches and the Michigan Department of Transportation. By serving on the board, Linda will advocate for improved public transportation statewide.

Looking ahead to 2017, we expect great things! In the first quarter, MAX will receive ten new Arboc buses to replace those that have reached their useful life. We will continue to explore the possibility of service expansion in Park Township, focus on community outreach to increase ridership and stimulate our local economy, and look to improve services not only here in Holland, but public transportation across Michigan.

The Authority Board and the employees of MAX would like to give a special thanks to the Holland and Zeeland community for their continued support. Those that depend on public transportation for work, healthcare, shopping and more, could not accomplish all of what they do without you.

### **Russ TeSlaa**

Chairman, Board of Directors

### **Linda LeFebre**

Executive Director



**Russ TeSlaa**

Chairman, Board of Directors



**Linda LeFebre**

Executive Director



## MAX Facts

Total Ridership

**422,194**

Average on-time  
Performance

**96.5%**

Fixed Route & Demand Service

Vehicles in Fleet

**29**

Total Vehicle Miles

**828,998**

Total Fuel in Gallons

**138,239**

# Rearview Mirror

## October, 2015

### *Community gives MAX high marks!*

An annual survey of MAX's transportation services was conducted by The Frost Center for Research at Hope College, found that passengers are highly satisfied with the service they receive. More than 95% of those participating in the survey for the fixed-route rated MAX's service as excellent/good, and 100% of the Reserve-A-MAX riders surveyed rated their overall satisfaction with their riding experience as excellent/good.

When Reserve-a-MAX passengers were asked about their reservation experience, 96.7% of the passengers responded with excellent/good. Staff courtesy and friendliness also received high ratings with 100% of those surveyed responded with excellent/good.

## December, 2015

### *Technology helps MAX employee perform his job*

Gama Soto has been a MAX employee for the past 6 years, and because he is visually impaired, relies on a software program to perform his daily tasks as an Information Specialist.

The program known as Windows-Eyes helps Gama enter new passengers into the MAX system, and schedule bus rides for their Reserve-a-max demand response service.

Kevin Lee, a Multimedia Specialist at the City of Holland, had heard about the program Gama uses, and was eager to interview him for a video that he has placed on the City of Holland website, YouTube and has shared with Face Book visitors.





## January, 2016

### *County Sheriff Office calls on MAX to assist stranded drivers*

On January 12, whiteout conditions and slippery roads led to several crashes along I-196 near Holland, resulting in a section of the expressway to close.

Upon the request of the Ottawa County Sherriff's Office, MAX supplied a bus and driver to provide stranded drivers a safe, warm place on the bus.

Brian VanderHulst, a longtime employee of MAX, volunteered to assist and brought some of the stranded drivers back to safety.

## February, 2016

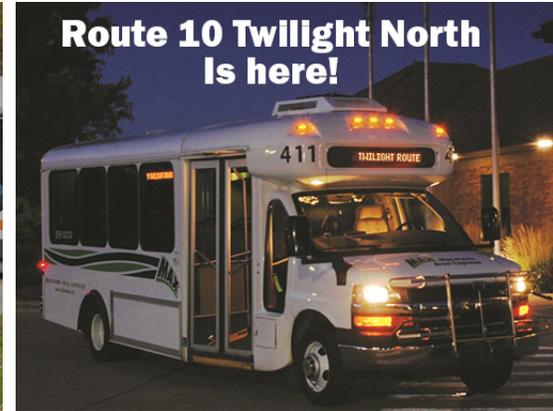
### *Max receives 4 new Gillig buses*

Throughout the month of February, MAX received four new Gillig buses using Federal and State grants to replace buses that have reached the end of their useful service life.

Currently MAX purchases their large buses from Gillig, a bus manufacturing company out of California. Established in 1890 as a carriage and wagon shop, Gilligs' business evolved into a manufacturer of school buses in the 50's and now they are a supplier of the low floor buses we purchase today. To read more on the history of Gillig, go to <https://www.gillig.com/history>

### *Passenger van added to fleet*

MAX acquired this new-to-us passenger van from Muskegon Area Transit. This 2013 passenger van is used on DR, and can transport four passengers comfortably without a wheelchair/scooter, and two passengers comfortably with a wheelchair/scooter. This has been a great addition to our fleet.



## March, 2016

### *Twilight North - Route 10 debuts*

In response to area resident's request for expanded Twilight bus service on the north side of Holland, on March 7 MAX introduces their new route 10 - Twilight North.

The addition of this service contributes directly to employment, providing a transportation option for workers and economic development in our community.

MAX has recognized a steady growth in ridership and we are confident that future needs for this service will increase.

This service, along with the Night Owl and Twilight route 9, are partially funded by The New Freedom Grant.

### *Hope Network & MAX Partner to provide rides for clients*

A MOU (memorandum of understanding) was entered into between MAX Transit and Hope Network, a private non-profit corporation who helps their clients with brain injuries, spinal cord injuries or other neurologic conditions.

The purpose of this agreement is to provide transportation to those attending Hope Network with development disabilities, providing them with transportation to work, school or recreation activities.

Each partner will be responsible for any, and all costs associated with their responsibilities under this MOU.

## May, 2016

### *Community passes MAX millage*

Holland residents showed overwhelming support of public transportation on May 3, when 82% of the voters approved a tax renewal of 0.4 mills for an additional five years. The tax applies to properties in the city of Holland and Holland Township, and costs the owner of a home with taxable value of \$100,000 about \$40 per year.

Revenue from the tax accounts for 22 percent of MAX's revenue, and is expected to raise approximately \$906,863 in 2017. The transit authority's total budget for 2016 was \$4.3 million.



## May, 2016 Continued

### *Shuttle numbers continue to grow*

The Authority once again offered their QuikTrip Shuttle services during the Tulip Time festival to transport visitors from Park-N-Ride stops to the downtown area. The number of passengers using this service has shown a steady increase since its start in 2012 and this year was no different. During the week of Tulip Time, 2,433 visitors road the QuikTrip Shuttle, an increase of 252 rides from last year and up by 1,675 rides from 2012.

In 2017, the QuikTrip shuttle will receive a new name. Visitors will now be riding the “Downtown Holland Park & Ride” due to a name infringement issue. QuikTrip Corporation out of Oklahoma has asked that we change the name of our shuttle, which the authority feels is the best course of action.

### *Green Commute week records more than 8,500 miles*

Holland workers recorded more than 8,500 “green” miles during this years’ Green Commute Week, organized by Macatawa Area Coordinating Council.

The annual event ran May 15 – 21 and challenged several dozen local businesses and a handful of schools to see which organizations log the most green commute miles to reduce their carbon footprints by using alternative methods of transportation such as walking, biking, ride sharing or using public transportation.

MAX Transit sponsored Green Commute Week by providing FREE bus rides to those who signed up to participate in the week long event.

## June, 2016

### *Keeping up with technology*

In FY2016 all of the older onboard computers were replaced with new Samsung Tab E tablets with added features to help our drivers function more efficiently. These tablets are equipped with enhanced tracking and GPS functions, updates to Google Maps, updated software for completing manifests, and a larger high definition screen.

MAX feels that it is important to provide the best, most up-to-date technology to its staff so they can receive the most accurate information possible.



## July, 2016

### ***Celebrating MAX employees***

To celebrate MAX employees across the organization, an Employee Appreciation Week Celebration was held from July 18 - 22.

Multiple events took place that week including breakfast on MAX, contests, prizes, gifts and a celebration lunch. Everyone enjoyed the event, and is looking forward to next year.

### ***Board member retires***

The authority board and MAX staff would like to thank Polly Diehl, who has served on the Macatawa Area Express Transportation Authority Board for 9 years.

She and her husband are now retired and have moved to Florida where they will begin the next chapter in their lives.

We are grateful to Polly for her service, and wish them both the very best!

### ***2016 Golden Wheel award winner***

Wanda Bailey, a bus operator at MAX, was nominated by her peers and chosen as this year's winner of the 2016 Golden Wheel Award.

Wanda joined MAX Transit in January of 2015 and has been a great addition to the team. She is always willing to help out in a pinch and is a very conscientious driver. Wanda exceeded the criteria in all 9 areas to be eligible for the Golden Wheel Award. Congratulations Wanda!

## September, 2016

### ***Park Township officials explore public transit options***

The Macatawa Area Coordinating Council will be taking the lead on a transit study, at the request of Park Township Officials, to explore the feasibility of providing public transit services to Park Township residents.

A Transit Study Open House has been scheduled for December 8, inviting all community residents, social service agencies and business owners to discuss future transportation needs with Park Township Officials.

# MAX Metrics

## Ridership Figures for Fiscal Year 2016

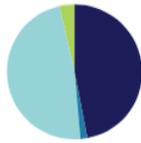
*\*Includes Auxiliary Ridership: Tulip Time Shuttle, etc*



SERVICE	FY 2016	FY 2015	CHANGE %
● Fixed Route Passengers*	338,577	360,693	-6.1%
● Twilight Route	7,879	6,473	21.7
● Demand Response Passengers*	71,975	88,859	-19.0
● Night Owl Passengers	3,763	3,752	.3
<b>Total Ridership</b>	<b>422,194</b>	<b>459,777</b>	<b>-8.2</b>



● Fixed Route Vehicle Miles	412,238	414,466	-.5
Fixed Route Passengers/Mile	0.82	0.87	-5.8
● Twilight Route Vehicle Miles	12,710	13,590	-6.5
Twilight Route Passengers/Mile	0.62	0.48	29.2
● Demand Response Vehicle Miles	358,653	400,095	-10.4
Demand Response Passenger/Mile	0.20	0.22	-9.1
● Night Owl Vehicle Miles	31,615	28,741	9.9
Night Owl Passenger/Mile	0.12	0.13	-7.7



● Fixed Route Vehicle Hours Fixed Route Passengers/Hour	32,584	34,671	-6.0
	10.40	10.40	--
● Twilight Route Vehicle Hours	985	1,075	-8.4
Twilight Route Passengers/Hour	8.0	6.02	32.9
● Demand Response Vehicle Hours	31,700	35,616	-11.0
Demand Response Passengers/hours	2.27	2.50	-9.2
● Night Owl Vehicle Hours	2,264	2,456	-7.8
Night Owl Passengers/Hour	1.66	1.53	8.5

## Fixed Route Passenger Breakdown

*Includes Twilight Route 9 & 10 Passengers*



RIDER TYPE	FY 2016	FY 2015	CHANGE %
● Regular	193,952	216,456	-10.4 %
● Youth	43,428	44,423	-2.2
● Senior	22,605	19,465	16.1
● ADA	86,471	86,822	-.4

## Demand-Response Passenger Breakdown

*Includes Auxiliary Ridership: Tulip Time Shuttle, etc*



RIDER TYPE	FY 2016	FY 2015	CHANGE %
● Regular	6,761	9,401	-28.1%
● Youth	4,489	6,168	-27.2
● Senior	3,577	3,844	-6.9
● ADA	60,911	73,198	-16.8

## Overall Passenger Breakdown

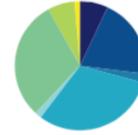


RIDER TYPE	FY 2016	FY 2015	CHANGE %
● Regular	200,713	225,857	-11.1%
● Youth	47,917	50,591	-5.3
● Senior	26,182	23,309	12.3
● ADA	147,382	160,020	-7.9

# MAX Financials

## Financials for Fiscal Year 2016

REVENUE	FY 2016	FY 2015	CHANGE %
● Passenger Fares	\$ 263,708	\$ 312,337	-15.6 %
● Tax Levy	1,004,539	900,333	11.6
● Local Operating Assistance	105,705	105,327	0.4
State Assistance			
● Operating & Planning	1,466,956	1,394,122	5.2
● Capital Grants	243,527	73,448	231.6
Federal Assistance			
● Operating & Planning	1,351,299	1,340,039	0.8
● Capital Grants	1,258,788	297,312	323.4
● Interest & Other Reserves	77,366	58,025	33.3
<b>Total</b>	<b>\$5,771,888</b>	<b>\$ 4,480,943</b>	<b>28.8 %</b>



OPERATING EXPENSES	FY 2016	FY 2015	CHANGE %
● Operations	\$ 2,244,605	\$ 2,302,039	-2.5 %
● Maintenance	572,168	613,613	-6.8
● General Administration	942,393	879,647	7.1
<b>Total</b>	<b>\$ 3,759,166</b>	<b>\$ 3,795,299</b>	<b>-1.0 %</b>



BREAKDOWN OF EXPENSES	FY 2016	FY 2015	CHANGE %
● Wages/Salaries/Employee Costs	\$ 2,461,252	\$ 2,402,520	2.4 %
● Utilities	130,293	151,735	-14.1
● Maintenance & Operations	660,059	801,953	-17.7
● Casualty & Liability Insurance	130,457	127,357	2.4
● Other Operating Expenses	377,105	311,734	21.0
<b>Total</b>	<b>\$ 3,759,166</b>	<b>\$ 3,795,299</b>	<b>-1.0 %</b>





## Keeping in Touch

MAX keeps the community updated with text messaging, and through Facebook, Twitter, Instagram and Pinterest. Simply search for “MAX Transit” and connect with us via those media.

To sign up for text messages, send the message “maxtransit” to phone number “313131.”



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