



2017 Annual Report

We'll Take You There...





MAX Board Members

Left to right: Steve Bulthuis, Caleb Ackerman, Kevin Klynstra, David Fackler, Abbey Klomparens, Joe Baumann, Russ TeSlaa, and Mike Trethewey

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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

Steve Bulthuis
Secretary/Treasure, Holland

David Fackler
Member, Zeeland

Mike Trethewey
Member, Holland

Abbey Klomparens
Member, Holland

Lucia Rios
Member, Holland

Kevin Klynstra
Ex-Officio, City of Zeeland

Jim Gerard
Ex-Officio, Park Township

Caleb Ackerman
Student Advisor
Zeeland East High School

Local Advisory Council Members

Elizabeth Schultz
Council Chair, Resident
Holland Charter Township

Steve Schaap
Resident, Zeeland

Lauretta Barry
Resident, Holland

Katie Barry
Resident, Holland

Yew-Meng Koh
Resident, Holland

Tom Herringa
Resident, Park Twp.

From the Top

2017 will be remembered as a successful year at MAX. One of the most memorable accomplishments was our expansion of service into Park Township. This was a life-changing event for many in that area, providing residents that have little or no transportation, a way to get to work or shopping, and live more independent and successful lives. Since the Reserve-A-MAX was introduced to Park Township in July, ridership has continued to grow, and may one day be added to the fixed routes.

Of course, a successful year would not be possible without the support of a strong team. MAX employees are the backbone of this organization, making a difference to hundreds of lives on a daily basis. We have been fortunate to hire and retain some great people.

In February of 2017, we received ten new Arboc buses to replace some in our fleet that had reached the end of their useful life, and a few of those have served to support the Park Township expansion. In addition to the new buses, passengers will also appreciate "Track My Ride", an exciting new mobile app which board members approved the purchase of in November, and implementation is expected in March of 2018.

"Track My Ride" will be a free download to any mobile device through iTunes and Google Play Store, and will allow passengers to locate their bus on any fixed route, at any time, from any location. They will also receive important information about stop closures or changes in service through text messaging, and the "Locate Me" feature locates the passenger, and informs them of the closest bus stop.

Looking ahead to 2018, we hope to introduce two new routes in Holland, which will connect riders with other routes, without coming into downtown Holland. Rather than transferring buses at the depot, passengers will be able to transfer mid-route, saving time and making their trip more convenient. We are in the beginning stages of the study, so once funding permits we will move forward with this project.

Funding is a constant struggle for MAX and transit systems like ours across Michigan. Without proper funding, expansion and maintaining our fleet is not possible. This coming year, we will continue to reach out to public officials and our constituents to discuss how public transportation is vital for the growth and well-being of our community.

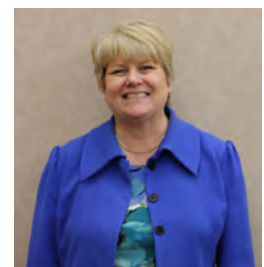
As always, the Authority Board and employees of MAX Transit extend our gratitude to the residents of the Holland and Zeeland community for providing us the support needed to continue to provide this wonderful service.

We look forward to another successful year in 2018.

Russ TeSlaa
Chairman, Board of Directors



Linda LeFebre
Executive Director



MAX Facts

Total Ridership

417,919

Average on-time
Performance

97.4%

Fixed Route & Demand Service

Vehicles in Fleet

28

Total Vehicle Miles

845,836

Total Fuel in Gallons

144,771

Rearview Mirror

December, 2016

Park Township Transit Study Open House

On December 8, residents of Park Township were invited to attend a transit study open house to speak with officials about what public transportation in their area would mean to them. The response to the proposed bus service was very positive, so at their June meeting the Park Township board made it official by signing a three (3) year agreement with MAX for demand response service, which would operate Monday - Friday from 6 a.m.- 7 p.m. and Saturday from 8 a.m. - 7 p.m.

Reaching for the TOP!

MAX teamed up with Community Action House again this year to help fill their food pantry for the holiday season. A large donation box was dropped off at the depot and one at the MAX Greenway facility in mid-November of 2016. Both containers were filled to the top with food and personal care items by mid-December. Way to give MAX!

February, 2017

MAX Receives Clean Financial Audit

Rehmann, independent financial auditors, conducted MAX's annual review of MAX Transits finances and business practices, and presented a report at the February MAX Transit board meeting stating that MAX received a clean audit for FY2016.

New Arboc Buses Arrive

MAX purchased ten new Arboc Buses to replace some of the vehicles in their fleet that had reached the end of their useful life. Once the new buses arrived, now known as the 700 series, our mechanics made sure everything was in good working order, installed the MAX logos and bus numbers, and the buses were ready to hit the open road.

So what happens to the old buses? Five of those buses were sold to private individuals living in Michigan, North Carolina, Ohio and one as far away as Mexico.





April, 2017

Tulip Time Shuttle receives new name!

With above normal temps and tulips popping up early, the question around town in March of 2017 was, will Tulip Time be a "Stem Fest" this year?

No matter when the tulips bloom the show must go on and MAX was ready, but with one little change...a new name.

In July of 2016, MAX had received a letter from QuikTrip Corporation out of Oklahoma, who said that MAX was infringing on their name. With direction from legal staff, MAX decided that it would be in our best interest to change the name to Downtown Holland Park & Ride.

Tulip Time visitors did not seem to mind the change, and ridership increased again this year ending with a total of 3,165 rides, up from 2016 at 2,433.

May, 2017

Green Commute Week another successful year!

Once again this year, MAX collaborated with Macatawa Area Coordinating Council, local business representatives and community leaders for the 10th annual Green Commute Week event.

This event encourages individuals and organizations to use other means of transportation besides single-occupant vehicles to get to their destinations.

Green Commute buttons are issued to challenge participants, giving them discounts from area businesses. MAX is a proud sponsor of this event, by providing free rides to participants on fixed routes during the week of the event, while other businesses in Holland & Zeeland provide discounts on goods.

Two activities associated with Green Commute Week are the Leadership Bike Ride and the Local Business Commute Challenge, a competition where organizations attempt to have their employees or members log the most green commute miles. This resulted in a savings of more than 10,000 miles that were recorded during the Employer Commute Challenge and reduced 8,335 pounds of CO₂.

Green Commute Week also held events planned for students, with a bike rodeo and a two-day School Challenge. This year 1,465 students from five area schools participated.



June, 2017

Golden Wheel Winner

Bus Operator, Roger Brower, was chosen as this year's winner of the 2017 Golden Wheel Award.

On July 21, during the 2nd annual Employee Appreciation Week luncheon, Operations Manager, Derek Broadbent presented Roger with the award along with a jacket and a monetary award for his employee excellence.

Roger was nominated by his co-workers and selected as the winner based on nine criteria: productivity; reliability; teamwork; adherence to policies and procedures; workplace safety; positive attitude; customer service; accident/incident free and integrity.

Congratulations to Roger for this prestigious award!

July, 2017

MAX debuts in Park Township!

On July 31, residents from Park Township came out to celebrate MAX bus service starting in their area.

Benjamin's Hope and My Brother's House, both non-profit organizations located in Park Township, expressed how excited they are to receive our service. State House Rep. Jim Lilly also joined the festivities in support of public transportation, as well as Amanda Price, District Director for Sen. Arlan Meekhoff's office.

The celebration concluded with a ribbon cutting and an inaugural ride, which brought big smiles and cheers from all who attended.

Picture Perfect Year

The red carpet was rolled out for MAX VIP members...the employees!

The 2nd Annual Employee Appreciation Week, which was themed "Picture Perfect Year", began on July 17 and ran through July 21.

During that week, employees enjoyed games, prizes, snacks and ended with a celebration luncheon which included Italian cuisine and a Picture Perfect cake.



July, 2017 - continued

Maranda's Park Party

On July 20, MAX joined in on the fun at Maranda's Park Party at Kollen Park in Holland. A booth was set up by marketing to hand out MAX bus tattoos and coloring sheets for the kids, and provided literature to parents who were interested in learning more about our services.

Benjamin's Hope Visits MAX

MAX was thrilled to have the residents of Benjamin's Hope visit our Greenway facility so we could show off our Operation. The MAX staff provided a tour of dispatch, explaining how we communicate with the bus operators, and walked them through the garage where the buses are cleaned and stored when not on the road.

August, 2017

Senior Travel Training Classes

In August, MAX marketing reached out to senior living facilities, community centers and agencies who serve the senior community in Holland and Zeeland, offering free travel training classes to their clients. The response was very positive, so classes were held at Commons of Evergreen, The Village of Appledorn, Royal Park, Warm Friend, Ottawa Pathways to Better Health and Good Samaritan Circles.

Attendees learned how to read maps, transfer buses and other important information about the fixed route service and how to schedule a ride for the Reserve-A-MAX door-to-door service.

September, 2017

Back-to-School Child Safety Card

New this year to the back-to-school campaign, was the MAX Child Safety Card. Parents may request this card, which will provide drivers route information to get young students to and from school.

If for any reason the parents would need to be contacted, the name and address of the child will be placed on the back of the card, and inserted into a clip on wallet; the child's personal information is not visible to the public while in the wallet.

Since rolling out this new program, many parents of young students have commented on how they appreciate this new safety measure.



September, 2017 - continued

Generous donor helps MAX passengers stay warm & dry

On a cold winter day, a local couple from Holland drove past a MAX bus stop where passengers waited in the snow for the bus and wondered what they could do to help the people stay warm while they wait. They decided to donate bus shelters, so they contacted MAX to find out how.

The MAX team worked with their Local Advisory Council to determine the best locations, and in early October the shelters were raised at the following places in Holland.

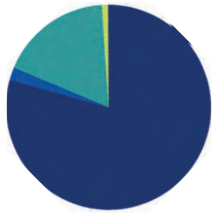
- BPW on Hastings – Serving Route 7
- Lincoln Estates – Serving Route 7
- Holland West Middle School – Serving Route 3

We cannot thank the donors enough for their generosity. The MAX staff were sad to learn that one of the donors had passed away before seeing the finished project.

MAX Metrics

Ridership Figures for Fiscal Year 2017

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



Service	FY 2017	FY 2016	Change%
Fixed Route Passengers*	331,346	338,577	-2.1%
Twilight Route	8,814	7,879	11.9
Demand Response Passengers*	74,034	71,975	2.9
Night Owl Passengers	3,725	3,763	-1.0
Total Ridership	417,919	422,194	-1.0



Fixed Route Vehicle Miles	402,656	412,238	-2.3
Fixed Route Passengers/Mile	0.82	0.82	---
Twilight Route Vehicle Miles	25,015	12,710	96.8
Twilight Route Passengers/Mile	0.35	0.62	-43.6
Demand Response Vehicle Miles	382,751	358,653	6.7
Demand Response Passengers/Mile	0.19	0.20	-5.0
Night Owl Vehicle Miles	35,414	31,615	12.0
Night Owl Passengers/Mile	0.11	0.12	8.3



Fixed Route Vehicle Hours	31,986	33,584	-1.8
Fixed Route Passengers/Hour	10.36	10.40	-.39
Twilight Route Vehicle Hours	1,928	985	95.7
Twilight Route Passengers/Hour	4.57	8.0	-42.9
Demand Response Vehicle Hours	29,108	31,700	-8.2
Demand Response Passengers/Hour	2.54	2.72	11.9
Night Owl Vehicle Hours	2,218	2,264	-2.0
Night Owl Passengers/Hour	1.68	1.66	1.21

Fixed Route Passenger Breakdown

**Includes Twilight Route 9 & 10 Passengers*



Rider Type	FY 2017	FY 2016	Change%
Regular	201,767	193,952	4.0%
Youth	34,329	43,428	-21.0
Senior	23,544	22,605	4.2
ADA	80,520	86,471	-6.9

Demand Response Passenger Breakdown

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



Rider Type	FY 2017	FY 2016	Change%
Regular	7,150	6,761	5.8%
Youth	4,007	4,489	-10.7
Senior	3,227	3,577	-9.8
ADA	63,375	60,911	4.0

Overall Passenger Breakdown



Rider Type	FY 2017	FY 2016	Change%
Regular	208,917	200,713	4.1%
Youth	38,336	47,917	-20.0
Senior	26,771	26,182	2.3
ADA	143,895	147,382	-2.4

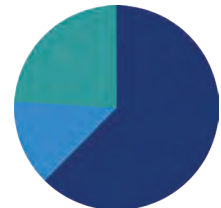
MAX Financials

Financials for Fiscal Year 2017

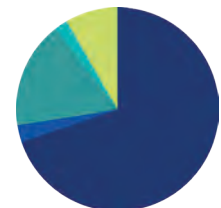
Revenue	FY 2017	FY 2016	Change%
● Passenger Fares	\$ 272,305	\$ 263,708	3.3%
● Tax Levy	1,079,618	1,004,539	7.5
● Local Operating Assistance	103,525	105,705	-2.1
State Assistance			
● Operating & Planning	1,519,781	1,466,956	3.6
● Capital Grants	313,577	243,527	28.8
Federal Assistance			
● Operating & Planning	1,387,358	1,351,299	2.7
● Capital Grants	966,114	1,258,788	-23.3
● Interest & Other Reserves	111,521	77,366	44.2
TOTAL	\$ 5,753,799	\$ 5,771,888	-0.3%



Operating Expenses	FY 2017	FY 2016	Change%
● Operations	\$ 2,464,705	\$ 2,244,605	9.8%
● Maintenance	535,215	572,168	-6.5
● General Administration	949,026	942,393	0.7
TOTAL	\$ 3,948,946	\$ 3,759,166	5.1%



Breakdown of Expenses	FY 2017	FY 2016	Change%
● Wages/Salaries/Employee Costs	\$ 2,754,587	\$ 2,461,252	11.9%
● Utilities	112,705	130,293	-13.5
● Maintenance & Operations	672,171	660,059	1.8
● Casualty & Liability Insurance	81,640	130,457	-37.4
● Other Operating Expenses	327,843	377,105	-13.1
TOTAL	\$ 3,948,946	\$ 3,759,166	5.1%





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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