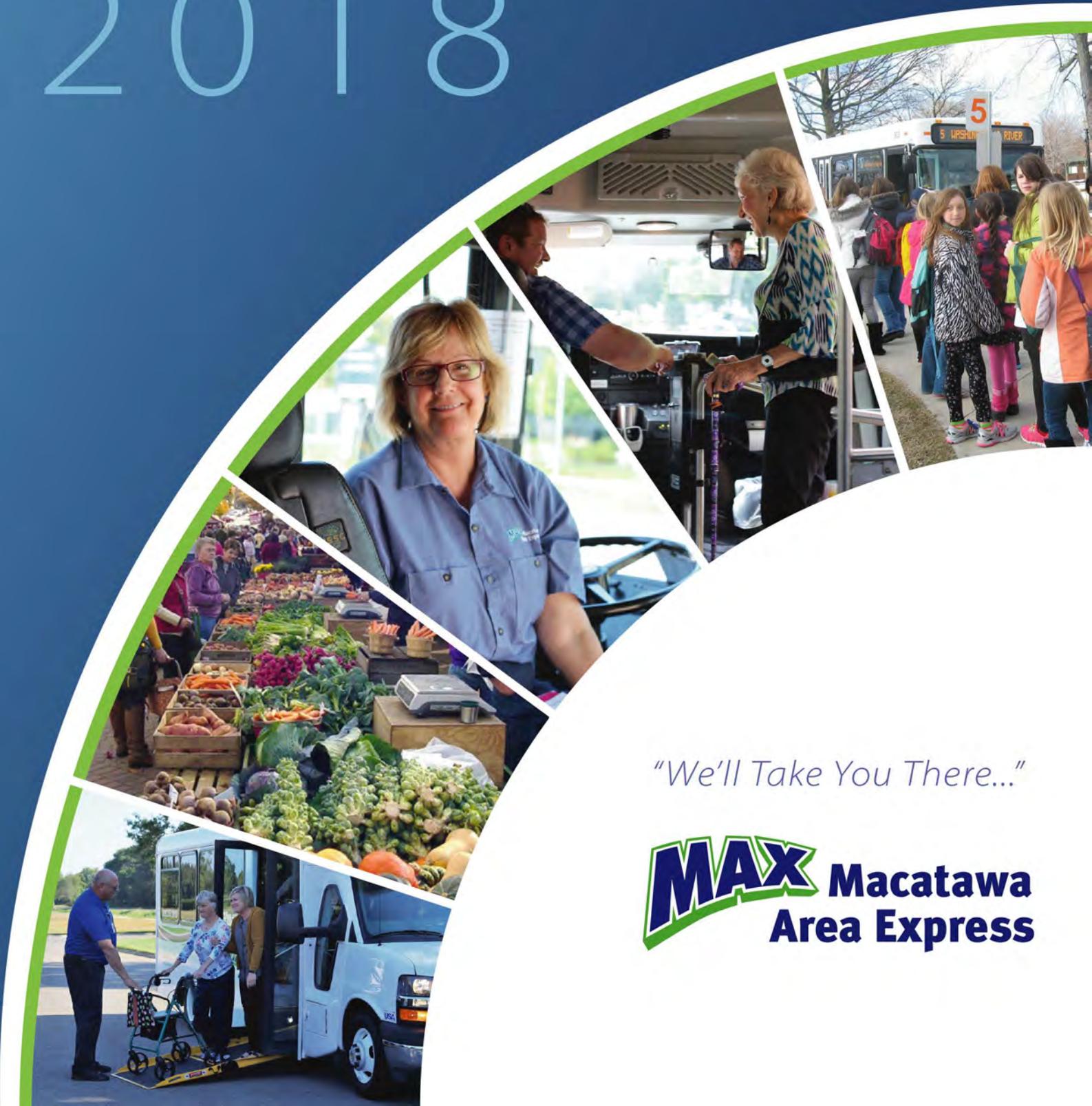


ANNUAL REPORT 2018



"We'll Take You There..."

MAX Macatawa
Area Express



MAX Board Members
 Left to right: Mike Trethewey, Jim Gerard, Russ TeSlaa, Kristen Myers, Kevin Klynstra, Joe Baumann, Heather Lu, and Tim Burkman

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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 area with linkages to other transit systems.

MAX Transportation Authority Board Members

Russ TeSlaa
 Chairman, Holland Township

Joe Baumann
 Vice Chairman, Holland Township

Mike Trethewey
 Secretary/Treasure, Holland

David Fackler
 Member, Holland Township

Tim Burkman
 Member, Holland

Kristin Myers
 Member, Holland

Kevin Klynstra
 Ex-Officio, City of Zeeland

Jim Gerard
 Ex-Officio, Park Township

Heather Lu
 Student Advisor
 Zeeland East High School

Local Advisory Council Members

Elizabeth Schultz
 Council Chair, Resident
 Holland Charter Township

Ken Deur
 Resident, Holland

Tom Herringa
 Resident, Park Twp.

Yew-Meng Koh
 Resident, Holland

From the Top

Our mission at MAX is to create a sustainable transportation system to be used by all residents of the Macatawa Area, with linkages to other transit systems. That was our mission statement in 2006 as we began our journey as an Authority, and continues to be our focus today.

Keeping our mission in mind, in 2017 MAX began collaborating with Zeeland Township and the city of Zeeland to create Route 11, a connector route that would provide passengers with a quicker way of travel between the north side of Holland to Zeeland and making the transfer from route 4 to route 8 without the need to transfer at the depot. In August of 2018, the new route launched, adding desirable locations along the route such as; Spectrum Health of Zeeland, Holland Hospital Urgent Care in Zeeland Township, Bethany Christian Services and many others.

In May of 2018, we also partnered with Saugatuck's Interurban Transit Authority to link our two systems every Tuesday, continuing to offer passengers transportation to other areas.

In addition to expanding our service, FY2018 proved to be a successful year showing an overall increase in ridership of 2.9%, while ending the year with an on-time performance of 98.8%. Demand Response ridership increased by 14.7%, due in part by our expansion of service into Park Township in July of 2017, which has been growing at a steady pace.

Year 2018 also brought with it some changes. Steve Bulthuis, who has served as Secretary/Treasurer on the MAX Board since 2009, resigned in March to pursue a new opportunity as the Holland Charter Twp. Supervisor. We thank him for all he had accomplished while serving on the board, and wish him all the best.

With the departure of the MAX Executive Director during the 3rd quarter, the search began for a strong leader, whose vision aligns with that of the organization.

The Board is thankful for the commitment of all the staff to keep the buses on the road, ensuring passengers a safe and timely ride during the seven month period without a director.

After many interviews and thoughtful review, the board selected Elisa Hoekwater as the new Executive Director.

Elisa comes to MAX with a master's degree in Land Use Planning and graduate certificate in Transportation from the University of Michigan.

More recently, Elisa has been employed for the past 5 years as the Transportation Program Manager at Macatawa Area Coordinating Council (MACC), the metropolitan planning organization in Holland, after beginning with the MACC in 2008.

We welcome Elisa, and are confident that she will be a visionary and effective leader for MAX.

"I am delighted to be working with such an excellent team at MAX." said Elisa. "It is rewarding to see the impact MAX has on the community; providing connections to jobs and access to important services."

"MAX Staff demonstrates daily dedication to riders of fixed routes and demand response service. It is an honor to work alongside them as we accomplish this regional mission."

Looking ahead to 2019, we will continue to focus on our mission to expand service as funding becomes available, providing area residents with more travel options. Route 12, also a connector route, is on the horizon and there will be more about the new addition in the months ahead.

These milestones would not be possible without the overwhelming support of Federal, State and local leaders, as well as our loyal passengers, who we thank for their ongoing support of public transportation and MAX Transit.

Russ TeSlaa
Chairman, Board of Directors



Elisa Hoekwater
Executive Director





MAX Facts

Total Ridership

430,239

Average on-time
Performance

98.8%

Fixed Route & Demand Service

Vehicles in Fleet

31

Total Vehicle Miles

961,789

Total Fuel in Gallons

159,777

Rearview Mirror

October, 2018

MAX Rolls Out "Safe With MAX" Program

In the U.S., nearly 20 people per minute are victims of domestic violence. The Holland and Zeeland communities are not immune to these statistics, and the staff at MAX Transit understands this. The "Safe with MAX" program enables bus operators to connect passengers that feel unsafe in their situation, with emergency services or local agencies that can provide safe harbor. MAX collaborated with such agencies as the Holland Police Dept, Center for Women in Transition, Good Samaritan Ministries and Barnabas Ministries who help spread the word.

Wallet size "Safe with MAX" cards are available on board for passengers, window cling decals were placed on select shelters and stickers can be found on the outside of each bus to remind the community that they can rely on MAX employees to help, and they are always Safe with MAX.

FREE Travel Training Class a Hit with Local Seniors

A few times a year, Marketing hosts a FREE Travel Training Class at the Commons of Evergreen, which has become quite a popular event with local seniors of 50+ years.

In the class, the instructor provides an overview of each of the fixed bus routes, and teaches the students how to read the bus schedules, plan trips and make transfers. The class also includes personal safety tips and transit system rules.

Training classes at other venues in the greater Holland/Zeeland area are held throughout the year, with the next scheduled at Freedom Village on February 11, 2019.

November, 2018

Way to Give MAX!

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 2018. Both containers were filled to the top with food and personal care items by mid-December.





2007 Authority Board



2011 Authority Board



2017 Authority Board

April, 2018

Long Time MAX Board Member Resigns

During his professional career, Steve Bulhuis has been a strong advocate of public transportation through his years of employment with Macatawa Area Coordinating Council (MACC), and eleven years as Secretary/Treasurer of the MAX Transit Authority Board.

Starting out at MACC as the Transit Planner, Steve was the person to work with groups such as the Transit Authority Exploration Team, who handled the non-lobbying work to form the Macatawa Area Express Transit Authority (MAX Transit), and chaired the Feasibility Working Group.

In 2007, after the MAX Authority Board was established, Steve was the first board member appointee from MACC. He was also instrumental in the startup of MAX, and expansion of the service since its inception.

"I have had a very fulfilling 22 years working on public transit in the MACC area. Helping the area develop a new system/governance structure for providing public transit service is a highlight of my time at the MACC." Steve said.

Steve resigned from the MAX Authority Board on April 8 to focus on his new position as Manager of Holland Charter Township. His dedication to transportation and the Holland/Zeeland community has made a huge difference in so many lives. We thank Steve for his commitment to MAX, and wish him all the best.

MAX Conducts Wage Study

A key component to any successful organization is hiring talented employees, and retaining a strong workforce. To ensure that MAX was offering a fair and competitive wage, an independent wage study was conducted of local businesses and transit systems of equal size across Michigan.

Michigan Public Transit Association (MPTA) conducted a similar study, and the data from both confirmed that wages in two areas of the organization were lacking. Pay grades were adjusted and presented to the Board for approval in the first quarter of FY2019.



May, 2018

Ridership for Downtown Holland Park & Ride Shuttle Reaches New High!

Tulips were right on schedule this year, as were the Downtown Holland Park & Ride Shuttle buses.

MAX sponsored Tulip Time this year by running four buses along two separate routes; bringing visitors to downtown hot spots and outlying Park & Ride lots.

As the number of festival goers continues to increase year-to-year, so does the ridership on the shuttles. This year rides totaled 5,366 up from the previous year of 3,177; an increase of 68.6%.

In 2019, Tulip Time will "Paint the Town Orange" in celebration of the festival's 90th anniversary. The week's activities are sure to awe the 500,000 plus tourists that are expected to visit next year.

A Greener Way to Travel

Once again, MAX collaborated with Macatawa Area Coordinating Council, local business representatives and community leaders for the 11th 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 community Bike Ride and Local Business Commute Challenge, a competition where organizations attempt to have their employees log the most Green Commute Miles. Last year in 2017, Green Commuters racked up just over 10,000 miles during the week. This year, the community raised the bar and recorded 13,418 miles! That is an average of about 25 miles per person.

MAX and Interurban Transit Work Together to Start Up "Two Way Tuesdays"

Early 2018, MAX marketing collaborated with the Interurban Transit Authority of Saugatuck/Douglas to offer passengers in their area and Holland/Zeeland residents "Two Way Tuesdays", providing more travel options by linking the two transportation systems.



MAX and Interurban Transit work together to start up "Two Way Tuesdays" - Continued

The new service launched on May 15, making a round trip to the Transportation Center in Holland at 9:40 a.m., returning to Saugatuck/Douglas at 10:10 a.m. It makes the same round trip again in the afternoon, arriving at the Transportation Center at 1:40 p.m., returning to Saugatuck/Douglas at 2:10 p.m.

MAX and the Interurban hope to expand this service in 2019 by adding a third round trip in the early evening for passengers who would like extend their day trip at either location.

July, 2018

Pure Michigan to The MAX!

MAX employees are the backbone of the organization, so to recognize the team for their hard work and commitment, the 4th annual Employee Appreciation Week event themed "Pure Michigan to the MAX!" was held from July 23 - 27.

The week-long event included a dunk (the manager) tank, which was a party favorite, and games, prizes and a "Tailgate Celebration Lunch" that was enjoyed by all.

2018 "Golden Wheel" Award Winner

MAX Scheduler Larry Horn, was chosen as this years winner of the 2018 Golden Wheel Award. Larry began his career at MAX 38 years ago in 1980, where he started out as a dispatcher and moved to the scheduling position.

Larry 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.

Larry has been a valued employee for many years, and we congratulate him for this prestigious award!

August, 2018

Connector Route 11 Makes Its Debut

On August 1, a ribbon cutting ceremony was held at Zeeland Spectrum Health to celebrate MAX Transits first connector route 11. The service runs through the City of Zeeland, Zeeland Charter Township to North Holland, allowing passengers to connect with route 4 and route 8 without making the transfer at the depot. The new route is funded in part by the City of Zeeland and Zeeland Charter Township through a two year agreement with the MAX Authority, along with Federal and State grant funding.



October, 2018

In March of 2018, MAX entered into a joint purchase agreement with Metro Region Transit Authority in Akron, OH for low floor transit buses.

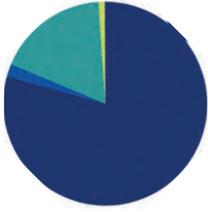
From that procurement, MAX will receive five, 29' medium duty, low floor vehicles replacing four of the existing Gillig buses that have reached the end of their useful life of 10 years, and one Gillig bus that will be added to the fleet to support existing routes and future service expansions.

The cost of each bus is \$404,787.00 and will be purchased using Federal, State and local funds. The MAX Authority Board approved the procurement at their meeting held October 22, 2018, and the delivery of these five buses is tentatively February of 2020.

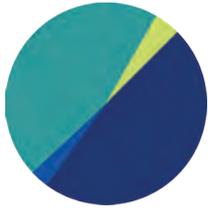
MAX Metrics

Ridership Figures for Fiscal Year 2018

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



Service	FY 2018	FY 2017	Change%
Fixed Route Passengers*	333,451	331,346	0.6%
Twilight Route	8,056	8,814	-8.6
Demand Response Passengers*	84,941	74,034	14.7
Night Owl Passengers	3,791	3,725	1.8
Total Ridership	430,239	417,919	2.9



Fixed Route Vehicle Miles	412,603	402,656	2.5
Fixed Route Passengers/Mile	0.81	0.82	-1.2
Twilight Route Vehicle Miles	25,472	25,015	1.8
Twilight Route Passengers/Mile	0.32	0.35	-8.6
Demand Response Vehicle Miles	487,243	382,751	27.2
Demand Response Passengers/Mile	0.17	0.19	-10.5
Night Owl Vehicle Miles	36,471	35,414	3.0
Night Owl Passengers/Mile	0.10	0.11	-9.1



Fixed Route Vehicle Hours	32,718	31,986	2.3
Fixed Route Passengers/Hour	10.19	10.36	-1.6
Twilight Route Vehicle Hours	1,929	1,928	0.1
Twilight Route Passengers/Hour	4.18	4.57	-8.5
Demand Response Vehicle Hours	34,804	29,108	19.6
Demand Response Passengers/Hour	2.44	2.54	-3.9
Night Owl Vehicle Hours	2,319	2,218	4.6
Night Owl Passengers/Hour	1.64	1.68	-2.4

Fixed Route Passenger Breakdown

**Includes Twilight Route 9 & 10 Passengers*



Rider Type	FY 2018	FY 2017	Change%
Regular	210,005	201,767	4.1%
Youth	32,569	34,329	-5.1
Senior	21,987	23,544	-6.6
ADA	76,946	80,520	-4.4

Demand Response Passenger Breakdown

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



Rider Type	FY 2018	FY 2017	Change%
Regular	8,927	7,150	24.9%
Youth	3,986	4,007	-.5
Senior	3,912	3,227	21.2
ADA	71,907	63,375	13.5

Overall Passenger Breakdown

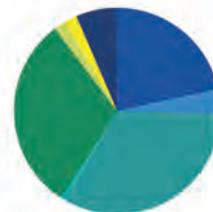


Rider Type	FY 2018	FY 2017	Change%
Regular	218,932	208,917	4.8%
Youth	36,555	38,336	-4.6
Senior	25,899	26,771	-3.3
ADA	148,853	143,895	3.5

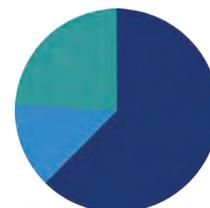
MAX Financials

Financials for Fiscal Year 2018

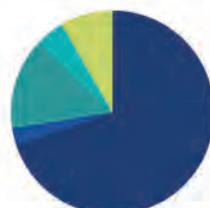
Revenue	FY 2018	FY 2017	Change%
● Passenger Fares	\$284,923	\$ 272,305	4.6%
● Tax Levy	985,368	1,079,618	-8.7
● Local Operating Assistance	166,936	103,525	61.3
State Assistance			
● Operating & Planning	1,496,554	1,519,781	-1.5
● Capital Grants	21,060	313,577	-93.3
Federal Assistance			
● Operating & Planning	1,394,214	1,387,358	0.5
● Capital Grants	84,239	966,114	-91.3
● Interest & Other Reserves	87,496	111,521	-21.5
TOTAL	\$ 4,520,790	\$ 5,753,799	-21.4%



Operating Expenses	FY 2018	FY 2017	Change%
● Operations	\$ 3,010,839	\$ 2,464,705	22.2%
● Maintenance	580,428	535,215	8.5
● General Administration	1,036,110	949,026	9.2
TOTAL	\$ 4,627,377	\$ 3,948,946	17.2%



Breakdown of Expenses	FY 2018	FY 2017	Change%
● Wages/Salaries/Employee Costs	\$ 3,095,050	\$ 2,754,587	12.4%
● Utilities	133,917	112,705	18.8
● Maintenance & Operations	779,128	672,171	15.9
● Casualty & Liability Insurance	244,582	81,640	199.6
● Other Operating Expenses	374,700	327,843	14.3
TOTAL	\$ 4,627,377	\$ 3,948,946	17.2%





Keeping in Touch

MAX keeps the community updated with text messaging, and through Facebook, Twitter, Instagram. 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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