

COMMUNITY IN MOTION



4,300,274 Rides and Growing

2014 Annual Report

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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 Board Members, from left to right: Russ TeSlaa, Polly Diehl, Steve Bulthuis, David Fackler, Kevin Klynstra, Joe Baumann, Mike Trethewey, Victor Orozco, and Raymond Surya

MAX Transportation Authority Board Members

Russ TeSlaa

Chairman, Holland Township

Joe Baumann

Vice Chairman, Holland Township

Polly Diehl

Secretary/Treasurer, City of Holland

David Fackler

Member, Holland Township

Victor Orozco

Member, City of Holland

Mike Trethewey

Member, City of Holland

Steve Bulthuis

Macatawa Area Coordinating Council
Metropolitan Planning Organization

Kevin Klynstra

Mayor, City of Zeeland

Raymond Surya

Student Advisor, City of Holland

Local Advisory Council Members

Leigh Bartels

Council Chair, Resident, City of Holland

Ron Martin

Vice Council Chair, Resident, City of Holland

Elizabeth Schultz

Resident, Holland Charter Township

Dan Van Ommen

Resident, City of Zeeland

Gert Vos

Resident, City of Zeeland

FROM THE TOP

This has been a productive year for the Authority. We upgraded our facilities, revised our routes for efficiency, and improved amenities for passengers, which all support future growth. Of course, the year began with the completion and grand opening of our new Greenway Operations Center. Staff has settled in, and operations are running very smoothly.

Overall, ridership continued to grow at a healthy rate. Ridership totaled 488,697 rides, which represents a 3.8 percent increase over last year. Demand response Night Owl ridership, in particular, increased 15.6 percent over FY2013. We also saw a significant 15 percent growth in youth passengers, which indicates our marketing efforts to reach younger riders have been successful.

The fixed routes also saw considerable growth among young passengers with a 42 percent increase on the Twilight Route. Since 2000, MAX has provided 4,300,274 rides, and we expect that number to grow steadily as more aged adults and “Millennials” choose transit.

As ridership increased, it was necessary in August to revise several routes in order to maintain on-time performance and timely arrivals at the transfer center. Ridership on the Zeeland route alone grew by 32 percent! As part of these revisions and in response to last year’s harsh winter that resulted in delays and a one day closure, we also developed new “snow routes” that will be implemented in the event portions of the routes are impassible due to heavy snow or ice. Our new Emergency Weather Plan and procedures will alert staff, passengers, and the agencies we service when snow routes are in effect so that they can plan accordingly.

Several noteworthy improvements were made to our facilities this year as well. We totally enclosed the open bus port at the Greenway Operations Center to ensure all vehicles are parked inside and our investments are protected. We also completely renovated the heating/cooling system and controls at the 23-year old Padnos Transportation Center.

In an effort to make our system more inviting for passengers, this year we added five additional shelters at key, high use bus stop locations. Two of these new shelters were funded and donated by outside organizations – Gentex Corp. and Central Wesleyan Church – for which we are very grateful. We now have a total of 23 shelters throughout the service area.

(Continued on page 4.)

Looking forward, we are excited about our future participation in the newly-formed Michigan Transit Connection (MTC), a non-profit statewide brokerage organization that will coordinate non-emergency medical transportation for passengers with existing transit providers. New monies available through the new Affordable Health Care Act will fund these reimbursements. MAX already provides many of these rides, but is not reimbursed at the higher Medicaid-allowed rate. This will ensure we are compensated fairly for the transportation we provide.



*Russ TeSlaa
Chairman*



*Linda LeFebre
Executive Director*

Future improvements slated for FY2015-2016 include a major upgrade of our scheduling software, and the purchase of four new low-floor buses to update our fleet.

Because adequate federal, state and local funding remain a concern, we need to better tell our story about the social, economic and environmental benefits of public transit to the community. This spring, we will be planning a series of presentations to business and community groups to raise their awareness and support for public transit.

We look forward to the coming year and invite all residents to become more involved with your transit system by volunteering, serving on our LAC, attending our board meetings, and offering your suggestions and ideas. This is your transit system! On behalf of the Board of Directors, we'd like to thank the community and our passengers for their ongoing advocacy and support.

Russ TeSlaa
Chairman, Board of Directors

Linda LeFebre
Executive Director

REARVIEW MIRROR

November 2013

Successful Triennial Review

The Authority received a favorable Triennial Review by the Federal Transportation Administration in early November. Several minor deficiencies were found, one of which pertained to the Authority's purchasing policy and procedures. In response to the review findings, an updated Purchasing Policy & Manual was developed, adopted by the Board and submitted to the FTA for full compliance with all federal purchasing regulations.

January 2014

Board Awards Billboard Advertising Contract

The Authority Board approved a three-year professional services contract with Tailored Marketing & Sales for bus billboard sales and management. The firm, which was the current contractor, was the only firm to submit a proposal. Gross sales from billboard advertising average nearly \$50,000 annually, providing additional revenue for the Authority.

February 2014

New Emergency Weather Policy and Plan Developed

A new Emergency Weather Plan was developed that outlines operational policies and procedures for implementing bus service cancellations or delays in the event of inclement weather, and notifying employees, contracting agencies and passengers. The plan was developed in coordination with the development of new "snow routes" when heavy snow makes operating regular service impossible.

Lights, Camera, Transportation!

The Authority participated in a competition sponsored by Transportation of Michigan (Trans4M), where Trans4M staff videotaped public transit users' comments and suggestions concerning transportation challenges and suggestions for improvement. MAX's video, which was posted on YouTube drew the most views, and resulted in the Authority receiving \$1,000 award to be used for any transportation improvement project. MAX won an additional \$1,000 for having the greatest number of videos submitted for the competition.



HELP MAX WIN IT ALL!

View MAX's Lights, Camera, Transportation videos on YouTube. The transit system whose video has the most views wins \$1000 towards a community transportation project!

Click [here](#) to go to the YouTube link.





March 2014

Gentex Funds Zeeland Bus Shelter

A major area manufacturer, Gentex Corporation, best known for its automatic-dimming mirrors and fire protection products, purchased a bus shelter for the transit system. The new shelter was placed along Route 8 in Zeeland near Gentex's facilities.

The company observed many passengers waiting at the stop in rain and snow, and wished to provide shelter. Gentex will maintain the shelter, keeping it clean and clear of snow and ice in winter.

April 2014

New Brochure Promotes Bike and Bus Use

A free new resource guide was developed for lakeshore residents and visitors who wish to combine bicycling with using public transit to travel to their destination or visit area attractions.

The "Bike + Bus" Guide includes a fold-out map showing the public transit bus routes along with shared use paths. The guide also includes a list of area bike rental locations, bike racks locations in downtown Holland, notable points of interest and attractions along the bus routes, bike safety tips, and Michigan bicycle laws and rules of the road. The brochure is available at all bike rental shops, many retailers and area attractions.



May 2014

Frost Center Conducts Non-User Survey

An independent survey of non-transit users in the service area and surrounding areas by the Frost Center for Research at Hope College was conducted in May and June. The survey found that although most view public transit as an asset to the community, they see it as a service used by others rather than themselves. Adding Sunday and evening fixed route service, shuttles to outlying areas, and more frequent busses all elicited positive responses from non-users.

The survey also indicated that while there is solid support for the transit system at its current .4 millage funding level, residents will require persuasion to approve a higher millage rate. The study suggested promoting the economic, environmental and social to business, organizations and individuals to garner support for improved or expanded services. A non-user survey is conducted every three years to gauge support for public transit and interest in using the services.



June 2014

Church Donates Bus Shelter

Central Wesleyan Church of Holland, Mich., donated and installed a new bus shelter to better serve area residents living near Harbor Village Apartments on Holland's south side. The gesture was part of the church's outreach mission.

9th Annual 'Dump the Pump Day' Observed

The Authority again joined other transit systems nationwide in participating in the 9th annual "Dump the Pump Day" on June 19. Bus operators handed out promotional buttons, and a transit savings calculator was posted on the MAX website to help passengers calculate their savings from riding the bus instead of driving a car. The Authority also promoted the observance on social media.

July 2014

Thomas Lubben Wins Golden Wheel Award

Bus operator Thomas Lubben was selected by his co-workers, as MAX's 2014 'Golden Wheel' award winner. Thomas joined MAX in 2006 where he immediately made a good impression by being highly reliable and on-time every day. He has a positive outlook and is well-liked by managers, co-workers and customers.

MiWorks Job Fair Recruits Operators

In an effort to recruit qualified candidates for open bus operator positions and maintain a stable work force, MAX was one of two employers to participate in an MiWorks! job fair. Candidates were able to submit an application on site and complete an initial screening interview. Participation in the job fair resulted in a good pool of new hires.





August 2014

Route Revisions and ‘Snow Routes’

Routes 3, 5, 7, and 8 were revised to reduce delays and improve time efficiencies. The most notable changes were on Route 8-Zeeland, where ridership has grown 32 percent in the last three years. Ridership increases, the route’s distance from the transfer center, and frequent deviations to pick up passengers off-route have made it difficult to maintain on-time performance.

After last year’s record-breaking snowfalls, MAX also introduced “snow routes” that will be implemented whenever sections of the routes become impassible due to heavy snow or ice. Snow routes are designed to allow buses to remain on primary streets, which are given higher-priority plowing.

Three New Shelters Added

A state grant funded the purchase and installation of three new shelters at heavily used bus stops by the OAR Office, the Ottawa County Building complex, and Providence Healthcare. The shelters were purchased from Brasco International, Inc., and installed for \$18,450. With the addition of the three new shelters, MAX now has shelters at 23 locations in its service area.



September 2014

HVAC System Renovated at Padnos Center

Renovation of the heating and cooling system and controls at the Padnos Transportation Center was completed. The \$90,071 project was completed by Correct Mechanical Services, Inc. of Grandville, which replaced the pumps, motors and the existing chiller and boilers with energy-efficient models, and cleaned and restored ductwork, piping and other components of the HVAC system.



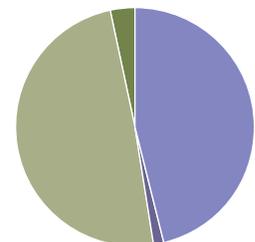
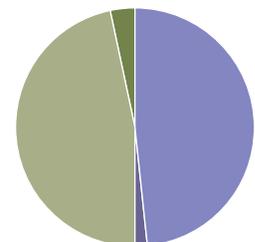
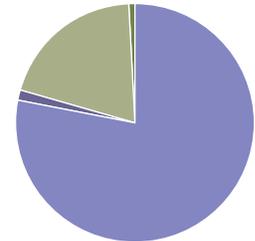
A separate \$22,100 contract was awarded to Trane, Inc. of Grand Rapids to repair and restore the building management system controls. The original HVAC system at the 23-year old facility owned by the City of Holland but leased by the Authority needed major renovations to function correctly.

MAX METRICS

Ridership Figures for Fiscal Year 2014

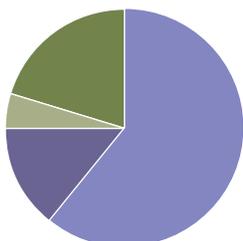
*Includes Auxiliary Ridership: Tulip Time Shuttle, Groovewalk, etc.

SERVICE	FY 2014	FY 2013	CHANGE %
● Fixed Route Passengers*	382,696	365,038	4.8 %
● Twilight Route	5,633	5,648	-0.3
● Demand Response Passengers*	96,702	96,924	-0.2
● Night Owl Passengers	3,666	3,171	15.6
Total Ridership	488,697	470,781	3.8 %
● Fixed Route Vehicle Miles	422,354	416,722	1.4 %
Fixed Route Passengers/Mile	0.91	0.88	3.4
● Twilight Route Vehicle Miles	14,559	13,238	9.9
Twilight Route Passengers/Mile	0.39	0.43	-9.3
● Demand Response Vehicle Miles	405,930	381,740	6.3
Demand Response Passenger/Mile	0.24	0.25	-4.0
● Night Owl Vehicle Miles	28,795	26,033	10.6
Night Owl Passenger/sMile	0.13	0.12	8.3
● Fixed Route Vehicle Hours	34,606	34,081	1.5 %
Fixed Route Passengers/Hour	11.06	10.71	3.3
● Twilight Route Vehicle Hours	1,064	1,010	5.3
Twilight Route Passengers/Hour	5.3	5.6	-5.4
● Demand Response Vehicle Hours	36,753	37,248	-1.3
Demand Response Passengers/Hour	2.63	2.60	1.2
● Night Owl Vehicle Hours	2,440	2,429	0.5
Night Owl Passengers/Hour	1.50	1.31	14.5



Fixed Route Passenger Breakdown

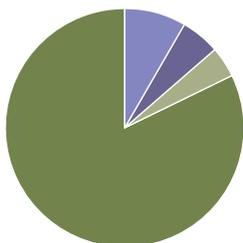
Includes Twilight Route 9 Passengers



RIDER TYPE	FY 2014	FY 2013	CHANGE%
Regular	236,620	227,064	4.2%
Youth	55,752	46,951	18.75
Senior	18,057	18,818	-0.4
ADA	77,900	77,853	0.006

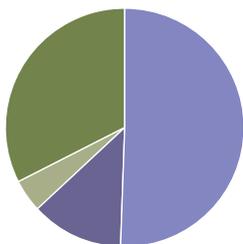
Demand-Response Passenger Breakdown

Includes Auxiliary Ridership: Tulip Time Shuttle, Groovewalk, etc.



RIDER TYPE	FY 2014	FY 2013	CHANGE%
Regular	8,119	8,779	-7.5%
Youth	5,147	5,949	18.75
Senior	3,971	3,848	-0.4
ADA	79,465	78,348	1.4

Overall Passenger Breakdown

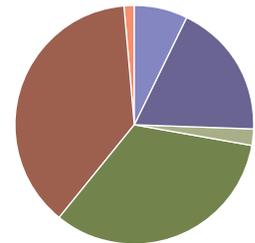


RIDER TYPE	FY 2014	FY 2013	CHANGE%
Regular	247,268	237,501	4.1%
Youth	60,922	52,910	15.1
Senior	22,035	22,687	-2.9
ADA	158,472	157,683	0.5

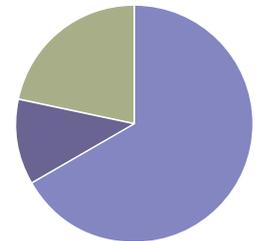
FINANCIALS

Financials for Fiscal Year 2014

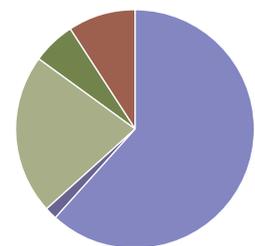
REVENUE	FY 2014	FY 2013	CHANGE %
● Passenger Fares	\$ 345,921	\$ 333,304	3.8 %
● Tax Levy	864,301	851,115	1.6
● Local Operating Assistance	100,780	84,818	18.8
● State Assistance			
Operating & Planning	1,456,778	1,469,203	-0.9
Capital Grants	103,287	970,011	-89.4
● Federal Assistance			
Operating & Planning	1,359,436	1,258,502	8.0
Capital Grants	413,172	3,880,037	-89.4
● Interest & Other Reserves	63,837	72,498	-12.0
Total	\$ 4,707,512	\$ 8,919,488	-47.2 %



OPERATING EXPENSES	FY 2014	FY 2013	CHANGE %
● Operations	\$ 2,608,431	\$ 2,443,805	6.7 %
● Maintenance	471,221	472,401	-0.3
● General Administration	870,714	793,437	9.7
Total	\$ 3,950,366	\$ 3,709,643	6.5 %



BREAKDOWN OF EXPENSES	FY 2014	FY 2013	CHANGE %
● Wages/Salaries/Employee Costs	\$ 2,436,369	\$ 2,359,071	3.3
● Utilities	70,091	58,903	19.0
● Maintenance & Operations	857,659	829,813	3.4
● Casualty & Liability Insurance	224,662	150,117	49.7
● Other Operating Expenses	361,585	311,739	16.0
Total	\$ 3,950,366	\$ 3,709,643	6.5 %





171 Lincoln Avenue
Holland, MI 49423

Keeping in Touch

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

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

Search for "MAX Transit" on Facebook and Twitter to connect via those media.



Facts at a Glance

- Total Ridership: 488,697
- Average on-time Performance: 97%
- Vehicles in Fleet: 28
- Total Vehicle Miles: 871,591
- Total Fuel in Gallons: 139,028