



# Changing Lives

## One Ride at a Time





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

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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
- Polly Diehl**  
Secretary/Treasurer, City of Holland
- 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
- Max DeLeau**  
Student Advisor  
Black River Public 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

# Looking Ahead

**B**efore looking ahead, we at Macatawa Area Express feel that it is important for us to take a look back at where we've been. Since the time that the Authority was formed in 2000, MAX has provided the Holland/Zeeland community with 4,760,051 rides. At our present growth rate and increasing ridership, we anticipate reaching the 5 millionth ride in the spring of 2016. It is amazing to think that just four years ago in 2012 we celebrated our 3 millionth ride.

Looking back to 2012, MAX recognized an increasing demand for night service, so the Twilight Route was introduced. This is one of two evening services which MAX offers to get the community to work, home and entertainment after the fixed-routes have finished for the day. Since its debut almost 4 years ago, ridership on our Twilight Route, as well as our Night Owl service, has continued to increase helping us to identify where our resources are most needed.

In August of 2014, the Authority purchased four new low-floor Gillig buses which are due to arrive this coming spring. These buses were purchased to replace four existing buses which have reached the end of their useful life.

Looking ahead to 2016, the Authority is hopeful to see more sustainable funding on a Federal, State and Local level which would allow MAX to expand night services as those funds become available. The Michigan transportation funding bill, which has now passed legislation and signed into law, may provide MAX with some new revenue beginning in October of 2017. On a Federal level, despite efforts by transportation agencies across the country to motivate congress to implement a more long-term federal transportation bill, congress has passed a short-term bill which will continue to provide us with Federal funds until a long-term funding bill has been passed.

Locally, the Authority will ask voters from the City of Holland and Holland Charter Township, on the May 2016 ballot, for a renewal of the existing millage of .40 mils to fund transit operations which is due to expire in December 2016. The Authority's first millage request in 2006 was overwhelmingly approved by more than 70 percent of the voters. This millage will not bring in new revenue, but will ensure that local funds continue to be a sustainable funding source.

Research tells us that public transportation remains a vital resource for communities such as ours, and demand for our services is certain to increase. Not only is this growth in ridership due to a large portion of the aging population not able to drive, but economic trends, increased urbanization, changing consumer preferences and increased health and environmental concerns are changing the demographics of our riders. MAX Transit understands and anticipates this demographic shift, therefore we are always looking ahead to prepare for the future.

## **Russ TeSlaa**

Chairman, Board of Directors

## **Linda LeFebre**

Executive Director



*Above:*  
Russ TeSlaa  
Chairman

*Below:*  
Linda LeFebre  
Executive Director

# MAX Facts

Total Ridership

459,777

Average on-time Performance

96.5%

Vehicles in Fleet

28

Total Vehicle Miles

856,892

Total Fuel in Gallons

140,583



# Looking Back

## October 2014

### *Passengers rate service, MAX receives 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 90% of those participating in the survey rated MAX's service as excellent/good. Driver courtesy and safety received top marks, with 99% of their passengers rating these as excellent/good. Nearly all passengers said that they would recommend using the bus service to others.

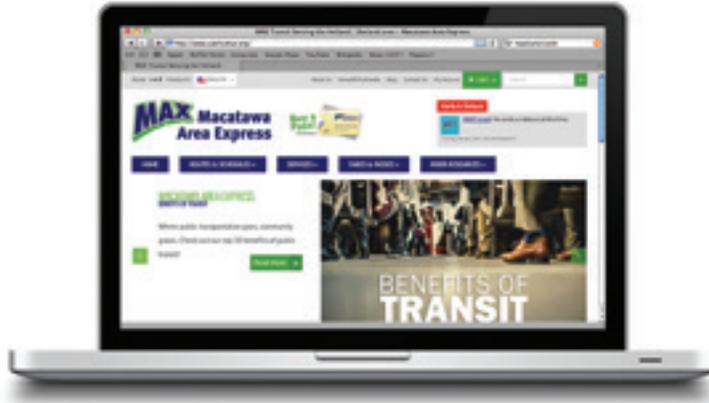
Available in English and Spanish, the surveys were distributed to passengers on the bus September 8–22, and were also available on MAX's website. A total of 322 surveys were completed for the fixed routes, and 82 surveys were completed by passengers using the reserved ride service.

## December, 2014

### *MAX Board submits federal grant application*

The MAX Board submits a federal grant application to fund operations, bus replacement, shop equipment and computer hardware in the amount of \$1,724,000. These items will allow MAX to continue existing services, while replacing equipment which has reached the end of its useful life.





## January, 2015

### ***MAX receives favorable FY2014 financial audit***

Rehmann, an independent financial auditor, provided a brief presentation to the MAX Board of the FY2014 audit that they had performed. MAX had a solid financial year with revenues exceeding expenditures, and the overall gain in the Fund Balance for FY2014 was \$223,569.

### ***Board approves submittal of grant application***

The MAX Board approves the submittal of a grant application to the Michigan Department of Transportation to continue existing services.

## February, 2015

### ***Website gets a new look***

Working closely with the design team at Next I.T., the Authority launched their new website on February 27. Visitors find that the new site is more intuitive and requires less time searching for information. New features such as text enlargement capability and font size options have been added to assist those visitors that are visually impaired.

To better align themselves with improved technology, MAX's new website is now equipped with better mobile functionality, so passengers will have an easier time accessing and viewing the site through their mobile devices.

### ***Michigan road funding bill***

MAX met with Michigan Senate and House Representatives in Lansing, urging them to support a state road funding bill which would include transportation. They asked that the bill require all new revenue go through the full-funding formula from the top down, so that transit agencies like MAX would not lose out on new funds that would ensure their sustainability.

## April, 2015

### ***“Stand Up 4 Transportation”***

April 9 was National Transportation Infrastructure Day. Across the country transit agencies such as MAX, came together to voice their need for a long-term federal transportation bill to Congress. To show support of “Stand Up 4 Transportation Day,” MAX Marketing handed out t-shirts to their passengers on the fixed routes, and educated them on the importance of federal, state and local funding to their sustainability.



## May, 2015

### ***MAX partners with local businesses to promote greener travel***

The Authority once again partnered with Macatawa Area Coordinating Council (MACC), along other local businesses, to promote a more green way to travel. This years “Green Commute Week” event was held from May 11–16 urging individuals and organizations to use other means of transportation besides single-occupant vehicles to get to their destinations.

Two activities associated with “Green Commute Week” were the Leadership Bike Ride and the Local Business Commute Challenge, a competition where organizations attempted to have their employees or members log the most green commute miles, including bus, bike, scooters, or walking. Green Commute buttons were also handed out to participants, providing them discounts from area businesses and allowing them free rides on MAX during that week.

### ***Tulip Time visitors show up in record numbers***

Tulip Time witnessed a record number of visitors in 2015. Not surprising given the beautiful weather and tulips in full bloom. The Tulip Time Organizations Economic Impact Study estimated 500,000 overall attendance, which translated into \$12.9 million in local revenue.

The Authority once again offered their QuikTrip Shuttle services to help transport those visitors wanting to park in outlying areas of Holland, and shuttled to the downtown festivities. QuikTrip Shuttle numbers also reflected a record number of rides given during that week, bringing more than 2,100 tourists to the heart of the activities.



## June, 2015

### ***MAX welcomes two new buses***

The Authority received new Arboc buses to replace two buses that had reached the end of their useful life, bringing the total number of buses in the fleet to 29. The purchase of these new buses shows MAX's continued commitment to provide a fleet of low-floor buses with ramps to better meet the needs of the entire community.

## July, 2015

### ***Two winners of the 2015 "Golden Wheel Award"***

Nancy Fauser and John Grote who were both nominated by fellow employees and selected by the Management Team as the winners of the 2015 "Golden Wheel Award." Nominees must meet nine criteria that exemplifies the honor of being the Golden Wheel recipient. These are: productivity; initiative for improvements; dependable, team player; follows policies and procedures; practices workplace safety, positive attitude; customer oriented; trustworthy and works with integrity.

John was selected by his co-workers for his dependability, honesty, positive attitude, and his willingness to help at any time. Nancy was selected for her problem solving abilities, always willing to help others, and going the extra mile.

## August, 2015

### ***MAX Moves to Electronic Fare Reporting in 2015***

Gone are the days of counting passengers with paper and pencil on the MAX buses! Samsung tablets were installed on every bus in 2015, and they function as onboard computers. The passenger counts used to be a time intensive process, with a tick mark made on a count sheet reflecting each person boarding the bus, and then later entered into the computer. Today, with just a few clicks in the scheduling and reporting software, we have a comprehensive passenger count that breaks down the passenger's information to easily compile data for ridership reporting. This has saved the Authority many man hours, and has also made MAX's passenger counting process more efficient.

### ***MAX Board approves FY2016 budget***

The MAX approved the fiscal year 2016 budget with expenses of \$4,313,500, an increase of less than 1% over the previous year. The MAX Board purchased the following services for the community: An estimated 515,000 rides; maintenance of 29 buses; and maintenance of facilities and 15 passenger shelters.



*(August continued)*

### ***MAXTracks...Now there's an app for that***

In the August issue of Hope College Alumni Magazine, Kurtis Cunningham, a MAX passenger, was featured in an article about a new app for his Android phone that helps him use the MAX bus system due to his disability. MAXTracks, as the app has been named, was developed by Dr. Michael Jipping and his team of Hope College Students, provides Kurtis with step-by-step instruction on how to get to the bus stop and then which stop he needs to exit the bus to reach his desired location. MAX Marketing was interviewed by the magazine regarding this exciting new app, which you can check out the full story online at [bit.ly/KCunninghamArticle](http://bit.ly/KCunninghamArticle).

## **September 2015**

### ***Safety a number one priority***

System Security & Emergency Preparedness Plan (SSEPP) training was held in September for all MAX employees. The purpose of this plan is to achieve a level of security performance and emergency readiness that ensures the safety of all passengers and employees under normal and emergency conditions.

This plan outlines the procedures to follow in case of, weather emergencies, bomb threats, vehicle fires, vehicle accidents, bodily fluid spills and much more. It is also in place to enhance the Authority's coordination with law enforcement, other transit agencies and MDOT's Multi Modal Bureau regarding security and emergency preparedness issues.

### ***Board approves advertising contract renewal***

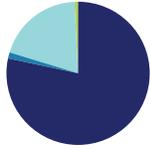
Charter-Spectrum Media has once again been awarded the TV and online advertising contract for the Authority. The cable advertising package will include 6,800 commercial spots to be aired on 10 different networks, 84 NFL game spots and 480 Tiger game spots. The digital online campaign to include the creation of 4 separate banner advertisements to be used for the 378,000 online ad impressions targeting the Holland/Zeeland area.

A VIP video package is also included in the contract. Two 30-second commercials and a 2-minute long-form video (for online use) will be created by Charter-Spectrum Reach. These new videos will replace a few which have become outdated and not in the HD format.

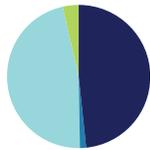
# MAX Metrics

## Ridership Figures for Fiscal Year 2015

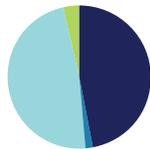
*\*Includes Auxiliary Ridership: Tulip Time Shuttle, Groovewalk, etc.*



SERVICE	FY 2015	FY 2014	CHANGE %
● Fixed Route Passengers*	360,693	382,696	-5.8 %
● Twilight Route	6,473	5,633	14.9
● Demand Response Passengers*	88,859	96,702	-8.1
● Night Owl Passengers	3,752	3,666	2.3
<b>Total Ridership</b>	<b>459,777</b>	<b>488,697</b>	<b>-5.9 %</b>



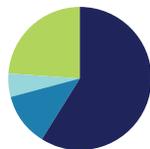
● Fixed Route Vehicle Miles	414,466	422,354	-1.9 %
Fixed Route Passengers/Mile	0.87	0.91	-4.4
● Twilight Route Vehicle Miles	13,590	14,559	-6.7
Twilight Route Passengers/Mile	0.48	0.39	23.1
● Demand Response Vehicle Miles	400,095	405,930	-1.4
Demand Response Passenger/Mile	0.22	0.24	-8.3
● Night Owl Vehicle Miles	28,741	28,795	-0.2
Night Owl Passenger/sMile	0.13	0.13	—



● Fixed Route Vehicle Hours	34,671	34,606	0.2 %
Fixed Route Passengers/Hour	10.40	11.06	-6.0
● Twilight Route Vehicle Hours	1,075	1,064	1.0
Twilight Route Passengers/Hour	6.02	5.30	13.6
● Demand Response Vehicle Hours	35,616	36,753	-3.1
Demand Response Passengers/Hour	2.50	2.63	-4.9
● Night Owl Vehicle Hours	2,456	2,440	0.7
Night Owl Passengers/Hour	1.53	1.50	2.0

## Fixed Route Passenger Breakdown

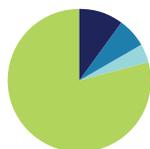
*Includes Twilight Route 9 Passengers*



RIDER TYPE	FY 2015	FY 2014	CHANGE %
● Regular	216,456	236,620	-8.5 %
● Youth	44,423	55,752	-20.3
● Senior	19,465	18,057	7.8
● ADA	86,822	77,900	11.5

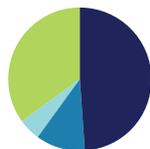
## Demand-Response Passenger Breakdown

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



RIDER TYPE	FY 2015	FY 2014	CHANGE %
● Regular	9,401	10,648	-11.7 %
● Youth	6,168	5,170	19.3
● Senior	3,844	3,978	-3.4
● ADA	73,198	80,572	-9.2

## Overall Passenger Breakdown

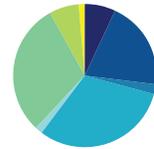


RIDER TYPE	FY 2015	FY 2014	CHANGE %
● Regular	225,857	247,268	-8.7 %
● Youth	50,591	60,922	-17.0
● Senior	23,309	22,035	5.8
● ADA	160,020	158,472	1.0

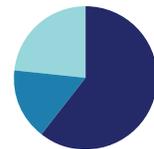
# MAX Financials

## Financials for Fiscal Year 2015

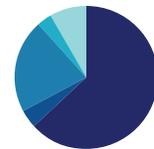
REVENUE	FY 2015	FY 2014	CHANGE %
● Passenger Fares	\$ 312,337	\$ 345,921	-9.7 %
● Tax Levy	900,333	864,301	4.2
● Local Operating Assistance	105,327	100,780	4.5
State Assistance			
● Operating & Planning	1,394,122	1,456,778	-4.3
● Capital Grants	73,448	103,287	-28.9
Federal Assistance			
● Operating & Planning	1,340,039	1,359,436	-1.4
● Capital Grants	297,312	413,172	-28.0
● Interest & Other Reserves	58,025	63,837	-9.1
<b>Total</b>	<b>\$4,480,943</b>	<b>\$ 4,707,512</b>	<b>-4.8 %</b>



OPERATING EXPENSES	FY 2015	FY 2014	CHANGE %
● Operations	\$ 2,302,039	\$ 2,608,431	-11.8 %
● Maintenance	613,613	471,221	30.2
● General Administration	879,647	870,714	1.0
<b>Total</b>	<b>\$ 3,795,299</b>	<b>\$ 3,950,366</b>	<b>-3.9 %</b>



BREAKDOWN OF EXPENSES	FY 2015	FY 2014	CHANGE %
● Wages/Salaries/Employee Costs	\$ 2,402,520	\$ 2,436,369	-1.4
● Utilities	151,735	70,091	116.5
● Maintenance & Operations	801,953	857,659	-6.5
● Casualty & Liability Insurance	127,357	224,662	-43.3
● Other Operating Expenses	311,734	361,585	-13.8
<b>Total</b>	<b>\$ 3,795,299</b>	<b>\$ 3,950,366</b>	<b>-3.9 %</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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