



**MAX Transportation Authority Board Meeting Agenda
Monday, January 26, 2009
3:30 PM
Padnos Transportation Center/
MAX Administrative Offices Board Room
171 Lincoln Ave., Ste. 20
Holland, MI 49423**

- 1. Introductions**
- 2. Approval of the Board minutes: December 22, 2008 – Action**
- 3. Opportunity for Public Comment**
- 4. Marketing Committee**
- 5. Executive Committee:**
 - a) Contract with Midwest Telecommunications – Action**
 - b) Fiscal Year 2009 Federal Grant Application – Action**
 - c) Modifications to Fixed Routes – Action**
 - d) List of Economic Stimulus Projects – Action**
 - e) Resolution for FY 2010 and FY 2011 CMAQ funds – Action**
 - f) City of Zeeland Deviated Fixed Route – Action**
 - g) Report from Diesel Options Research Committee – Information to be Provided at Meeting – Action**
 - h) MAX Operations Facility – Action**
 - i) Financial Report – December, 2008– For Review Only**
 - j) Expenditure Report – December, 2008 – For Review Only**
 - k) Ridership Report – December, 2008 – For Review Only**
- 6. MAX Coordinator's Report**
- 7. Other Business**
- 8. Adjournment**

If you cannot attend the meeting, please contact Kathie VandenBand at (616) 928-2476.

Next meeting is February 23, 2009 at 3:30 pm at Padnos Transportation Center MAX Administrative Office Board Room.



**Macatawa Area Express Transportation
Authority Meeting Minutes
Monday, January 26, 2009**

The Macatawa Area Express Transportation Authority met at 3:30 pm at the Padnos Transportation Center Board Room.

Members Present: Chair Polly Diehl, Vice Chair Russ TeSlaa, Secretary/Treasurer Bob VandeVusse, Board Members Joe Baumann, Steve Bulthuis, Mike DeVries, Dave Fackler, Ex-Officio Al Dannenburg.

Members Absent: None

Staff Present: Linda LeFebre, Tim Vagle, Sherri Betz, Charlie Veldhoff and Kathie VandenBand

Others Present: Katie Driesenga, MV General Manager, Steve Bailey, MV Operations Manager, Dean Peterson, MDOT, Kathryn Gillen, Disability Network/Lakeshore, Jodi Syens, City of Holland Transportation, Mark VanderPloeg, City of Holland Planning, Andrea Goodell and Karie Luidens, The Holland Sentinel

09.01.1 **Introduction:**
The Board welcomed new Board member Dave Fackler and introduction were made.

09.01.2 **Minutes Approved:**
A motion was made by Bulthuis and supported by VandeVusse to approve the December 22, 2008 Board meeting minutes as written. Motion carried unanimously.

09.01.3 **Opportunity for Public Comment**
There was no public comment

09.01.4 **Marketing Committee:**
Diehl reported the Marketing Committee is working on several projects:

- The Catch-A-Max website is being reformatted for more simplicity of use.
- Once again, the Committee is working on partnerships to promote the Park-N-Ride program for Tulip Time.
- Development of an e-mail distribution list for e-mailing newsletters, annual reports, etc.
- The March launching of Spanish radio spots on WHTC on Sunday PM programming.
- The design and printing of an ADA Passenger Guideline Booklet.
- Design of four bus interior billboard signs to promote MAX.
- Updating the MAX bus schedules.

09.01.4a Betz reported the internet bus pass sales have increased as passengers become aware of this option to buy passes.

09.01.4b

March 14 – 20, 2009 is Energy Week and March 14 is St. Patrick's Day. The Marketing Committee recommended offering free rides on the fixed routes for Saturday, March 14, 2009.

A motion was made by TeSlaa and supported by Fackler to offer free rides on the fixed routes for the beginning of Energy Week, Saturday, March 14, 2009.

Motion carried unanimously.

09.01.5

09.01.5a

Executive Committee:

Contract with Midwest Telecommunications

Midwest Telecommunications agreed to install and maintain a pay phone for a period of five years at the Padnos Transportation Center. The contract provides MAX 20% of net receipts less operating expenses, tolls, line charges, taxes, fees and license charges. The MAX attorney reviewed the contract and listed several changes in an addendum to the local agreement.

A motion was made by TeSlaa and supported by VandeVusse to authorize the Board Chair and Secretary to sign the contract and addendum on behalf of the Board.

Motion carried unanimously.

09.01.5b

Fiscal Year 2009 Federal Grant Application

A motion was made by Baumann and supported by VandeVusse to submit a Section 5307 grant application to the Federal Transit Administration for Fiscal Year 2009 and to authorize the City of Holland's Finance Director to PIN the grant application once it has been awarded by the Federal Transit Administration in accordance to information presented to the Board.

Motion carried unanimously.

09.01.5c

Modifications to Fixed Routes

Three options to modify the fixed routes were presented to the Board. Option A would leave the routes at 60 minute frequencies with modifications to the routes. Option B would provide 30 minute frequencies to routes 1, 2, 5 and 6, adding four additional buses to the fixed route. Option C would provide 30 minute frequencies to routes 1, 2, 5 and 7 and route 6 would run at 30 minute frequencies with route modifications. This option would also require four additional buses.

Also considered was the origin and destination distance required to reserve a ride. The current requirement is ¼ mile or less.

A motion was made by VandeVusse and supported by Baumann to implement Option A with consideration to some of the area schools closing and to increase the distance requirement to ½ mile to reserve a ride.

Motion carried unanimously.

09.01.5d

List of Economic Stimulus Projects

The Macatawa Area Coordinating Council requested various government entities to develop a list of projects for the Holland urbanized area. The projects MAX staff listed includes \$2,800,000 for five 30-foot Hybrid Buses, \$100,000 for replacement of fueling equipment, \$198,000 for Mobile Data Computers and \$200,000 for Automatic Vehicle Locaters.

A motion was made by TeSlaa and supported by Bulthuis to recommend these projects for economic stimulus funding if and when the funding becomes available.

Motion carried unanimously.

09.01.5e

Resolution for FY 2010 and FY 2011 CMAQ Funds

A motion was made by Baumann and supported by VandeVusse to have the Board Secretary sign a Resolution of Intent to apply for Federal CMAQ funds from the Macatawa Area Coordinating Council in the amount of \$300,000 for FY 2010 and \$150,000 for FY 2011 for replacement vehicles.

Motion carried unanimously.

09.01.5f

City of Zeeland Deviated Fixed Route

A deviated fixed route has been proposed to the City of Zeeland in an effort to offer dependable bus service and encourage more general public use of MAX services. The proposed route offers a fixed route through the City of Zeeland operating on an hourly schedule and connecting to MAX's existing seven routes. The route will offer flexibility to deviate from the fixed route within $\frac{3}{4}$ of a mile up to three times per hour with advance notice to schedule the deviation. The proposed route will run from 6 am to 7 pm Monday through Friday and 8 am to 7 pm on Saturdays with Zeeland paying the cost per hour. The service would begin on April 6, 2009 through September 30, 2010 with a clause to renew for an additional year if neither party terminates the agreement.

A motion was made by Baumann and supported by Bulthuis to approve the deviated fixed route and direct the MAX attorney to work with the City of Zeeland on a contract for MAX Board and Zeeland City Council approval.

Motion carried unanimously.

09.01.5g

Report from Diesel Options Research Committee

The Committee recommends the use of an above ground storage tank at the HPS/City joint fueling facility for a one year period using B20 in the summer and B10 in the winter and to allocate one to three vehicles from MAX to participate in the demonstration program. The above ground fuel tank would be out for bid to able and willing suppliers to install and provide fair market prices for the one year period and comply with Federal, State and Local regulations.

A motion was made by VandeVusse and supported by TeSlaa to accept the Committee's recommendation. Motion carried unanimously.

09.01.5h

MAX Operations Facility

DLZ, an architectural firm, submitted a proposal to review previous information and work with real estate representatives to recommend a site for a MAX Operations facility in the amount of \$5,000.

The Board felt that other (local) firms should be given an opportunity to bid on the feasibility study. The decision was made to issue an RFP to qualified bidders.

No action was taken at this time to move the \$47,330 in Federal and State funds for Architectural and Engineering work into the current year's budget.

09.01.5i

Financial Report – December, 2008

There was no discussion

09.01.5j

Expenditure Report – December, 2008

There was no discussion

09.01.5k

Ridership Report – December, 2008

There was no discussion

09.01.6

MAX Coordinator's Report:

09.01.6a

LeFebre reported Zeeland Township desires to renew their contract with MAX providing demand/response service to the hospital

09.01.7

Other Business:

09.01.7a

Bulthuis reported that Ozone Action Days will be replaced with Clean Air Action Days. With the addition of a new pollutant, particulate matter, this program will be year round. Ground-level ozone pollution occurs only in the summer, but particulate matter is a year-round pollutant. Officially launching January 26, 2009, the Clean Air Action Program includes a public education campaign and notifications when either pollutant is expected to reach levels that are unhealthy for sensitive groups (USG).

09.01.8

Adjournment:

A motion was made by Bulthuis and supported by TeSlaa to adjourn.

Motion carried unanimously.