

**2 October 2009**

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[BUY A PASS](#)

[CONTACT US](#)

**In This Issue**

[PAY IT FORWARD](#)

[SURVEY SAYS](#)

[FACEBOOK / TWITTER](#)

[DESIGN REFRESH](#)

[BUY, RIDE, RECEIVE](#)

[HOMEGROWN BUSES](#)

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**Editor's Note:**

Welcome to MAX's new e-newsletter, The TRANSFER. Our e-newsletter allows you to be instantly informed of news and events in an environmentally-friendly way (Look Ma, no paper!)

We promise to keep items brief. If there's something special you'd like us to address in this newsletter, please send us an email. To see back issues, click on the "TRANSFER Newsletters" box on the bottom of our website's home page. We hope you enjoy being connected to what's happening at MAX Transit.

**Pay it Forward - "Stuff the Bus" in November**

We're gearing up for our annual food drive to help feed struggling families right here in our community. You can help by donating non-perishable food and personal items during our 5th Annual Stuff the Bus Food Drive, Nov. 9-Dec. 1. All donations go to Community Action House, whose food pantry provides more than 250,000 meals to lakeshore families each year.



The event kicks off Monday, Nov. 9 at JQ99 radio's studio from 11 a.m.-2 p.m. A MAX bus will be parked by the radio station to accept drop-off donations. Meet JQ's radio personalities and "MAX" the kangaroo mascot, get some cool prizes, and enjoy refreshments.

Donations also will be accepted at participating sponsors and locations:

- Padnos Transportation Center -171 Lincoln Ave.
- The Holland Sentinel - 54 W. 8th St.
- JQ99 Radio - 425 Centerstone Ct. Zeeland
- MacMedia - 162 E. 19th St.
- "Pay" your fixed route bus fare by donating items worth \$1 or more from Nov. 9-20

The food drive concludes at the Parade of Lights on Dec. 1 in downtown Holland. MAX's helper "elves" will be collecting donations

from parade-goers along the curbside of the parade route using lit and decorated shopping carts loaned by Evergreen Commons.

## Passenger Survey Says...

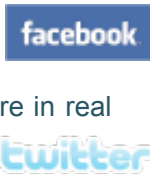
Results from MAX's September survey shows passengers overall are pretty happy with the transit system's fixed routes. Results from our Reserve-A-MAX survey will be presented at the Authority Board's October meeting. Results are used to measure customer satisfaction, rider habits, and demographics as well as identify areas for improvement. Highlights of the survey, tabulated by Frost Research Center, are:



- 9 out of 10 rate driver helpfulness, fares and comfort/cleanliness of buses as excellent or good
- 86% ride out of necessity (no car, don't drive, disability)
- 77% ride at least weekly
- Only 52% of passengers have website access
- 62% are women
- 63% are 30+ years old
- Top two routes for usage were Route 1 N. Mall Area (65%) and Route 5 River/S. Washington (38%)
- Most popular destinations were shopping (63%), appointments (49%), medical (44%) and work (39%)
- About 25% qualify for free rides (seniors or ADA eligible)

## Hello, FACEBOOK and TWITTER

Now you can catch MAX on Facebook and Twitter! Add us as a friend, and follow us to stay connected with daily updates about your transit system. Learn of route detours, transit grant projects, community events, and more in real time. It's also a great forum for you to talk to us about transit issues. [Facebook](#).



## Refreshed Website Design

Check out our updated website. We've refreshed the look with a cleaner layout and design, and easier to read news items. Some of the pages to check out include Google Transit for trip planning help, and About Us to view our video and TV spots.



## Buy, Ride, Get Rewarded

If you ride MAX regularly, your best bet is to buy a bus pass. They're economical because they cost less than paying the



cash fare each time. They're also convenient. No need to carry the exact cash fare. Just show your pass and board.

MAX offers the \$10 Punch Pass (\$11 worth of rides), the \$30 Adult Monthly Pass (unlimited rides on the fixed routes) and the \$50 Student Pass (unlimited rides for four months/semester).

Buy your passes online, and you can earn Reward Points that can be redeemed for some cool gear and merchandise - like t-shirts, umbrellas, travel coffee mugs, aluminum water bottles, glow Frisbees, and our newest reward item - a folding shopping cart that holds up to 100 lbs.! [Visit Buy A Pass for details.](#)



## Homegrown Buses

While MAX is eagerly awaiting the completion of our four new Gillig low floor buses that are now being built in California, we're happy to discover that many of the bus components are Michigan-made. Public transportation fuels not only the national economy, but Michigan's as well. Click on the following link and then roll your mouse over the orange dots on the bus diagram to see where each part is made. <http://www.publictransportation.org/takeusthere/bus.html>



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