

30 October 2009 Issue

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Editor's Note:

Welcome to our second issue of The TRANSFER, our new e-newsletter! With the H1N1 virus on everyone's mind, we'll share what MAX is doing to prevent the spread of the virus to staff and passengers, and steps that you can take to protect yourself. You'll also learn about a new "transportation clearinghouse" website that can help you find a ride anywhere in Ottawa, Kent and Muskegon Counties, and much more.

Thanks for subscribing to The TRANSFER. We'd appreciate it if you would forward this newsletter on to colleagues, friends and family who might be interested.

Stuff the Bus kicks off Nov. 9

Help us kick off our 5th Annual Stuff the Bus Food Drive by donating your items at JQ99 Radio on Monday, Nov. 9. Drop off your items from 11 am-2 pm and bring the kids! We'll have cider, donuts, and hot cocoa, free giveaways, and a special visit from MAX the kangaroo mascot! You can also donate items instead of paying the cash bus fare on the fixed routes Nov. 9-20. All donations go toward restocking the food pantry at Community Action House.



H1N1 and flu precautions

To help stop the spread of the H1N1 virus and flu, MAX's utility crews are cleaning all hard surfaces on vehicles nightly with disinfectant. Bus operators also are using disinfecting saniwipes to periodically clean "high touch" spots on the bus, such as hand rails and fare boxes.

The Centers for Disease Control recommends taking these precautions to protect yourself from getting and spreading the flu:



BUY A PASS



Join Our Mailing List!

We're Going Green

Our 2009 Annual Report will be distributed electronically via email this year. If you receive this newsletter, you will automatically receive an e-mailed copy.

- Get vaccinated, especially if you're in a high risk group
- Cover your mouth and nose with tissue when you cough and sneeze, then discard the tissue
- Get enough rest and liquids to increase your immune system
- Wash hands frequently and use alcohol-based hand sanitizers
- Avoid touching your eyes, nose or mouth, which can introduce germs into your body
- If you are sick, stay home from work or school and limit contact with others

Reserve-A-MAX gets high marks

A recent survey of passengers who use the Reserve-A-MAX service found:

- Appointments, work and medical visits were the top destinations for their trips
- 70%+ rated their phone reservation experience as excellent or good
- 90%+ rated driver helpfulness and courtesy as excellent or good
- 70% of passengers ride because of a disability and 30% ride because they are not within 1/2 mile of a fixed route bus stop.

For more survey details, visit www.catchamax.org.



2009 Ridership Up 7.8%

Ridership increased 7.8% in 2009 over fiscal year 2008 with MAX providing 316,578 rides. More people also are now using the fixed routes (70%) versus reserved ride service (30%).

Go to www.catchamax.org to view the complete data sets and tables for fiscal year 2009.

FREE Rides on Election Day Nov. 3

Exercise your right to vote Nov. 3 and ride MAX's fixed bus routes to the voting polls for free!

The MAX Authority Board approved free fixed route rides on all four election days in Michigan.



LakeshoreRIDELink.org coming soon

Residents of Ottawa, Muskegon and Kent Counties will soon be able to search a website to find transportation that meets their specific needs. Developed by a tri-county transit coalition, the new website -- LakeshoreRIDELink.org -- will serve as a clearinghouse for transportation providers. The website is in its final stages of development, and will be active soon.

New Suspension Policy

MAX has adopted a new Suspension Policy for persons who violate transit system rules or fail to abide by the Passenger Courtesy Guidelines while riding the bus or on MAX property. Persons who violate these rules may be suspended from using MAX, and may be subject to arrest and prosecution. For a copy of the policy, contact MAX at (616) 355-1010.

DVR Security Cameras to be installed on buses

Buses will soon be equipped with cameras that record continuously and save data to a DVR system to provide increased safety and security.

A Request for Proposals was released in October with competitive bids due Dec. 16. The project is expected to cost up to \$60,000 and will be funded by grants.

Around Your Town

Around Your Town highlights some of the more interesting things to see and do in our community by riding MAX's convenient fixed routes:

FREE FALL MATINEES - HOLLAND 7 THEATER

(Route 6)

500 S. Waverly Rd.

Free matinees for all ages. Kids snack specials, and 15 minute intermission with every show.

Saturday, Oct. 31, 10am & 11am.

Featured movie: "Coraline"

Saturday, Nov. 7, 10am & 11am.

Featured movie: "The Tale of Despereaux"

CHILI COOK-OFF & COSTUME PARTY

(Route 3 or 5)

96 W. 15th St.

Saturday, Oct. 31, 12pm-4pm.

Open to everyone, costumes are encouraged. This is a fundraiser for the Holland Young Professionals and Jubilee Ministries. Raffle for hot prizes. Visit www.behyp.org for more details.

FALL ARTS & CRAFT SHOWS:

HOLIDAY COMMUNITY EVENT SHOW - WESTSHORE MALL

(Route 1)

US-31 & James St.

Saturday, Nov. 7, 10am-3pm.

FIRST UNITED METHODIST CHURCH - CRAFT BAZAAR

(Route 3 or 5)

57 W. 10th St.

Thursday, Nov. 12, 9am-6:30pm.

EVERGREEN COMMONS GIFT GALLERY

(Route 5)

480 State St.

Thursday, Nov. 12, 9am-7pm.

Friday, Nov. 13, 9am-12pm.

FREEDOM VILLAGE CRAFT SHOW

(Routes 1, 2, 3 or 5)

145 Columbia Ave.

Friday, Nov. 13, 9am-4pm.

Saturday, Nov. 14, 9am-12pm.

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