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**YOUR ADVERTISING
STARTS HERE,
BUT GOES ANYWHERE**



19 November 2009 Issue

Editor's Note:

Welcome to the third issue of The TRANSFER, our new e-newsletter. With the holidays upon us and so much need in our community, MAX encourages you to donate during our "Stuff the Bus" Food Drive. There are several opportunities to give now through Dec. 1 at the Parade of Lights, and we hope you will donate generously if you're able. All donations are given directly to Community Action House, which assists local families.

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.

Food or cash gets you a ride!

Help "Stuff the Bus" to fight hunger in our community! Friday, Nov. 20, is the last day that you can donate non-perishable food or personal care items worth at least \$1 instead of paying a cash fare on the fixed routes. But you'll still be able to drop off items at collection points until Dec. 1. Donations are taken at the Padnos Center, JQ99 Radio in Zeeland, the Holland Sentinel, and MacMedia. All donations go toward restocking the food pantry at Community Action House.



Macatawa Area Express Passenger Counts

During fiscal year 2009, MAX provided 316,578 ride, an **83.1% increase** from 5 years ago, when ridership totaled 172,946 in 2005.

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.

Current ridership for this fiscal year, which began Oct. 1, is 27,322.

That puts us on pace to provide more than 327,000 rides for 2010! For more details, visit www.catchamax.org.

'Night Owl' Service Marks its First Year

Our 'Night Owl' service provided 2,828 rides in the first year of its operation, averaging 236 rides a month. The call-ahead reserved ride service operates from 7 pm-midnight Mondays through Saturdays.

One way fares are \$3 for adults, and \$1 for seniors, children,



and ADA cardholders. The service is funded by a \$55,000 FTA New Freedom Grant with matching local contribution to pay for one driver with one vehicle nightly. A second year grant was awarded to MAX to continue offering the late night service in 2010. To reserve a 'Night Owl' ride, call MAX at 355-1010.

Holiday Service Reminder

Just a reminder that MAX will not operate on:

Thanksgiving Day - Thursday, November 26th, 2009

Christmas Day - Friday, December 25th, 2009

New Year's Day - Friday, January 1st, 2010

The fixed routes and demand response service will operate as usual on Christmas Eve and New Year's Eve until 7 p.m. No evening "Night Owl" service will operate on these days.

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.

Mind your manners, please

For the comfort and safety of all passengers, please remember to observe these common courtesy rules when riding the bus:

- Have the exact fare or bus pass ready before boarding.
- Each passenger is allowed two (2) packages.
- Remain seated while the bus is in motion.
- Keep hands, arms and other objects inside the bus.
- NO eating, drinking, or smoking on board the bus.
- NO use of profanity, insulting language or gestures.
- Stroller/carts must be collapsed and secured: NO wagons.



- NO yelling, roughhousing, or throwing of objects.
- Do NOT distract the driver or disturb passengers with excessive talking, yelling, or other disruptive behavior.
- NO loitering, panhandling, soliciting, or other prohibited acts.
- NO smoking on the bus or within 25 ft. of the bus doors.
- NO continuous riding allowed. Passengers must have a destination and disembark at the end of the route.
- Do NOT use/spray perfumes or aerosols on the bus.
- Radios and CD players require headphones.
- NO animals allowed unless they are caged or are guide/service animals.

MAX reserves the right to deny service or remove passengers from the bus who display poor behavior or violate these rules. Contact us for a copy of our Suspension Policy.



Study says Transit Users More Fit than Non-Transit Users

A new study by University of British Columbia researchers suggests taking public transit may help you keep fit. Published in the *Journal of Public Health Policy*, the March 2009 study found that people who use public transit are three times more likely than those who don't to meet the daily minimum requirements for physical activity.

The researchers conducted 4,156 travel surveys from people in metropolitan Atlanta, Georgia. Because transit trips by bus and train often involve walking to and from stops, the study found that users are more likely to meet the recommended 30 minutes of moderate physical activity a day, five days a week.

According to the study, people who drove the most were the least likely to meet the recommended level of physical activity. "The idea of needing to go to the gym to get your daily dose of exercise is a misperception," explained one of the researchers. "These short walks throughout our day are historically how we have gotten our activity. Unfortunately, we've engineered this activity out of our daily lives."

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:

HOLIDAY KERSTMARKT

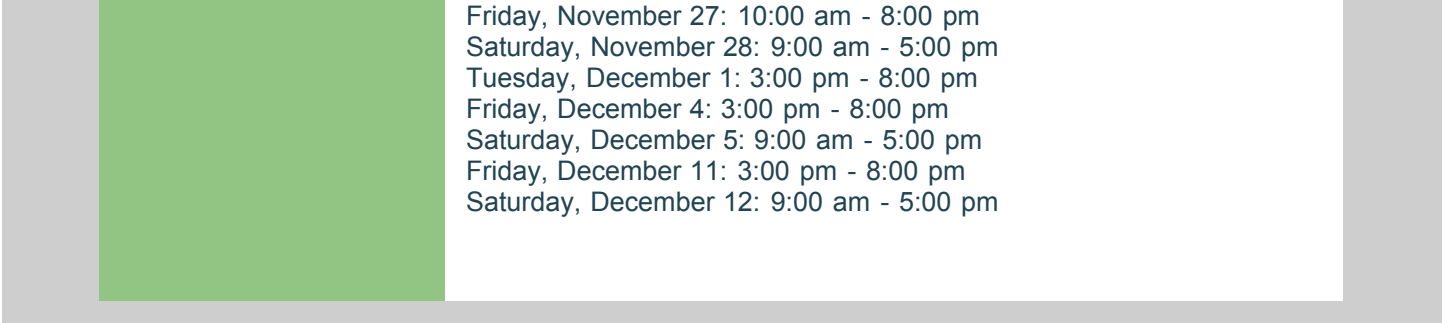
(Routes 2 & 3)

8th St. Market Place (Civic Center)

150 W. 8th St.

Friday, Nov. 27 - Saturday, Dec. 12.

Holiday Kerstmarkt Dates & Hours



Friday, November 27: 10:00 am - 8:00 pm
Saturday, November 28: 9:00 am - 5:00 pm
Tuesday, December 1: 3:00 pm - 8:00 pm
Friday, December 4: 3:00 pm - 8:00 pm
Saturday, December 5: 9:00 am - 5:00 pm
Friday, December 11: 3:00 pm - 8:00 pm
Saturday, December 12: 9:00 am - 5:00 pm