

From: MAX Transportation Authority <newsletter@catchamax.org>
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The TRANSFER

A frequent e-newsletter of the Macatawa Area Express Transportation Authority

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17 December 2009 Issue

Editor's Note:

The holidays offer a great opportunity for all of us to give pause and think about what we've accomplished this past year, and what we can look forward to in the New Year. Many of us will make New Year's resolutions.

Included in this newsletter is a brief article that details the enormous cost-savings for families that make a point to ride the bus instead of driving their own vehicle. We challenge you to seriously think about making public transit a part of your lifestyle in 2010.

Next year will be an exciting one for MAX, and we invite you along for the ride. Our family here at MAX wishes you and your loved ones a safe and happy holiday season.

2009 'Stuff the Bus' Big Success

This year's "Stuff the Bus" resulted in a total of 119 full grocery bags of items being donated this year. All items were given to Community Action House, which immediately distributes the food and personal items to families in need in our local community.

Using an auditor-approved formula* for measuring the value for gifts-in-kind of food, the donations equate to 2,160 pounds of food worth \$4,570! Below are the total for each collection point. A very special thanks to our sponsors!





Join Our Mailing List!

2009 Annual Report

The 2009 Annual Report is available electronically. To view a copy, please visit the MAX website at www.catchamax.org.



Macatawa Area Express Passenger Counts

During fiscal year 2009, MAX provided 316,578 rides, an 83.1% increase from 5 years ago, when ridership totaled 172,946 in 2004.

Current ridership for this fiscal year, which began Oct. 1, is 54,639.

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

Free Travel Training is Available

MAX is pleased to provide free travel training for those with special needs. Training includes reading bus schedules, route planning, paying fares, and riding the bus with the trainer. Travel training can be scheduled for small groups or for individuals.

For more information or to schedule a travel training session, call MAX at (616) 928-2489.



Holiday Service Reminder

Just a reminder that MAX will not operate on:

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.

Boarding Inaccessible Bus Stops in Winter

Passenger safety is always our first concern. With winter moving in, we remind passengers to never attempt to climb up and stand on snow piles at bus stops. When snow and ice make bus stops inaccessible, MAX will pick up passengers at the closest driveway or lot. Passengers are asked to be waiting along the roadside at the nearest drive or lot waiting for the bus and to indicate to the driver that they wish to board with a simple wave as the bus approaches.

Using Public Transit Saves Riders \$9,190 Annually

Riding public transit can save you an average \$9,190 annually based on November 9, 2009 national average gas prices and the national unreserved monthly parking rate. If you rode the bus all year, you

would have saved an additional \$255 due to the 41 cent increase for a gallon of gas since November 2008.



The Transit Savings Report released monthly by the American Public Transportation Association (APTA) calculates the average annual and monthly savings for public transit users. The report examines how an individual in a two-person household can save money by taking public transportation and living with one less car.

Transit riders can save on average \$766 per month. The savings amount is based on the cost of the national averages for parking and driving, as well as the November 9 national average gas price of \$2.664 per gallon for self-serve regular gasoline as reported by AAA. Since last month the cost of a gallon of gasoline has increased by 19 cents--an increase in savings that equates to an additional \$21 per month.

Taking public transportation provides a safe and affordable way for individuals and families to cut costs. In addition, local public transit offers a travel option that has an immediate positive impact in reducing an individual's overall carbon footprint while helping reduce dependence on foreign oil.

To calculate your individual savings with or without car ownership, go to www.publictransportation.org.

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:

SHOPPING JAM (Routes 1, 2, 3, & 5)

8th Street / Downtown Holland
Saturday, Dec. 19, 7-

10 am

Get up early, wear what you wore to bed and join the fun. Downtown Holland is opening up three hours early and the stores are offering deals worth waking up for! **Admission: Free**

HOLIDAY TRAIN SHOW / ZEELAND (Route 8)

Howard Miller Community Center
14 S. Church Street,
Zeeland Saturday, Dec. 19, 9 am - 1pm

The Annual Holiday Train Show is presented by the Holland Modular Railroad club.

Admission: Free



ICE SCULPTING COMPETITION (Routes 1, 2, 3, & 5)

8th Street / Downtown Holland
Friday, Jan. 8 - Saturday, Jan. 9

You're invited to stroll through the streets of downtown Holland and watch in amazement as 300-pound blocks of ice are transformed into glistening works of art by culinary students from around the Midwest and beyond. This is one cool event you don't want to miss!

Admission: Free

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