OUR MISSION
To provide cost-effective, customer-responsive public transportation services that enhance mobility and community access for citizens of the Macatawa area.

FROM THE TOP
As we write this annual report, the Macatawa Area Express prepares to close one chapter of its history and begin a new, exciting one. This has been a year of intense preparation for and anticipation of our fixed route expansion, slated for September 2007. Much of our work has focused on making improvements to the Padnos Transportation Center so that it can serve as our new transfer hub. Administrative and customer service staff also will be relocated from the 24th Street offices to the Padnos Center to provide on-site customer service.

Hundreds of hours were spent carefully mapping and tweaking the new routes to ensure that they serve the largest geographic area possible in a 50-minute loop. Our goal was to provide fixed route service to most neighborhoods, schools, retail and business corridors, senior housing, medical facilities, and government and social service offices.

Another significant change is that the MAX Transportation Authority Board will officially assume oversight of the transit system from the City of Holland on July 1, 2007. The transition required many changes, including the transfer of assets and property from the City of Holland to the Authority. The Authority will contract with the City of Holland for administrative support services, such as maintenance, purchasing and payroll, until it can develop its own infrastructure to operate the transit system.

Among the highlights of this year were a successful transit millage vote to ensure local funding of the transit system, and continued strong ridership growth. More than 221,000 rides were provided this year, which represents a nine percent increase over last year’s figures. We fully expect that the larger geographic footprint of our fixed routes will make public transit far more accessible and convenient for passengers.

None of these achievements and milestones would be possible without the dedication of hundreds of businesses, organizations, and individuals who very vocally support MAX and its mission. Of course, we’re also grateful to our loyal passengers. They are the very reason we exist, as we strive to make each ride an enjoyable one.

Nancy Burkitt
Chairperson, MAX Transportation Authority Board

Linda LeFebre
MAX Coordinator, City of Holland

Car Vision
To provide safe and efficient public transportation services that enhance mobility and community access for citizens of the Macatawa area.

2007 MAX BOARD
MAX Transportation Authority Board members (above, left to right): Nancy Burkitt, Chairperson; Robert VandeVusse, Secretary/Treasurer; Polly Diehl, Vice Chairperson; Al Dannenberg, Ex-officio; Steve Bulthuis, Member; and Joe Baumann, Member.

Not pictured: Doug Bazuin, Member, and Russ TeSlaa, Member.

Macatawa Area Express
Padnos Transportation Center
171 Lincoln Ave., Ste #20
Holland, MI 49423
Tel: (616) 355-1010
Web: www.catchamax.org
General Email: www.max@cityofholland.com

10.07  1 .5M
A late night fire at bus garage in July 2006 benefited the public transit system. MAX purchased a new ultra low floor bus to replace an older model. In support of the public transit system, ridership grew by 16% for the same month. Ridership continued its trend of overwhelming approval through the winter of 2006/2007.

MAX officials approved a one-year agreement to offer demand response bus service to Zeeland Township. The agreement will start in September 2007, and will serve as a transfer hub from Holland to Zeeland. The Authority is also exploring an agreement to offer demand response services outside the MAX service area.

MAX and Holland Charter Township entered into a one-year agreement to offer demand response bus service to Zeeland Township. The agreement will start in September 2007, and will serve as a transfer hub from Holland to Zeeland. The Authority is also exploring an agreement to offer demand response services outside the MAX service area.

MAX and Zeeland Charter Township entered into a one-year agreement to offer demand response bus service to Zeeland Township. The agreement will start in September 2007, and will serve as a transfer hub from Holland to Zeeland. The Authority is also exploring an agreement to offer demand response services outside the MAX service area.

MAX offered free rides on its April 2007 Earth Day service. The free rides were offered as part of Earth Day celebrations across the country. The free rides were also offered as a way to promote cleaner air and reduce fuel consumption. The Authority is committed to reducing the environmental impact of the transit system, and offers free public workshops to educate residents on how to reduce their carbon footprint.

MAX officials approved a contract with the City of Holland for the development and hosting of a new web site for the transit system. With the establishment of an independent Authority, MAX will need to establish its own web site for the transit system. With the new web site, MAX will be able to offer direct access to information about the transit system, including routes, schedules, and fare information. The Authority is also exploring the possibility of developing a mobile application for the new web site.

MAX officials will be required to mediate any disputes that arise between the Authority and the City of Holland. The Authority will also be responsible for maintaining the fleet of buses and the infrastructure of the transit system. The Authority will be able to use its own resources to provide service, including the purchase of new vehicles.

MAX and Holland Charter Township entered into a one-year agreement to offer demand response bus service to Zeeland Township. The agreement will start in September 2007, and will serve as a transfer hub from Holland to Zeeland. The Authority is also exploring an agreement to offer demand response services outside the MAX service area.

MAX and Zeeland Charter Township entered into a one-year agreement to offer demand response bus service to Zeeland Township. The agreement will start in September 2007, and will serve as a transfer hub from Holland to Zeeland. The Authority is also exploring an agreement to offer demand response services outside the MAX service area.

MAX and Zeeland Charter Township entered into a one-year agreement to offer demand response bus service to Zeeland Township. The agreement will start in September 2007, and will serve as a transfer hub from Holland to Zeeland. The Authority is also exploring an agreement to offer demand response services outside the MAX service area.

MAX and Zeeland Charter Township entered into a one-year agreement to offer demand response bus service to Zeeland Township. The agreement will start in September 2007, and will serve as a transfer hub from Holland to Zeeland. The Authority is also exploring an agreement to offer demand response services outside the MAX service area.

MAX and Zeeland Charter Township entered into a one-year agreement to offer demand response bus service to Zeeland Township. The agreement will start in September 2007, and will serve as a transfer hub from Holland to Zeeland. The Authority is also exploring an agreement to offer demand response services outside the MAX service area.

MAX and Zeeland Charter Township entered into a one-year agreement to offer demand response bus service to Zeeland Township. The agreement will start in September 2007, and will serve as a transfer hub from Holland to Zeeland. The Authority is also exploring an agreement to offer demand response services outside the MAX service area.

MAX and Zeeland Charter Township entered into a one-year agreement to offer demand response bus service to Zeeland Township. The agreement will start in September 2007, and will serve as a transfer hub from Holland to Zeeland. The Authority is also exploring an agreement to offer demand response services outside the MAX service area.

MAX and Zeeland Charter Township entered into a one-year agreement to offer demand response bus service to Zeeland Township. The agreement will start in September 2007, and will serve as a transfer hub from Holland to Zeeland. The Authority is also exploring an agreement to offer demand response services outside the MAX service area.

MAX and Zeeland Charter Township entered into a one-year agreement to offer demand response bus service to Zeeland Township. The agreement will start in September 2007, and will serve as a transfer hub from Holland to Zeeland. The Authority is also exploring an agreement to offer demand response services outside the MAX service area.

MAX and Zeeland Charter Township entered into a one-year agreement to offer demand response bus service to Zeeland Township. The agreement will start in September 2007, and will serve as a transfer hub from Holland to Zeeland. The Authority is also exploring an agreement to offer demand response services outside the MAX service area.