

# **MAX** Macatawa Area Express

## **Reserve-A-Max Service**

Effective June 1, 2020



**616-355-1010**

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## Reserve-A-MAX Service

MAX operates within a service area (indicated by the green and yellow shaded area on the map) that is defined by the jurisdictions represented by the MAX Transportation Authority. Our service area includes the City of Holland, Holland Charter Township, Park Township (Green shaded area Reserve-A-MAX only), the City of Zeeland, and the following three addresses in Zeeland Township:

Family Fare

9479 Riley St, Zeeland, MI 49464

Spectrum Health Zeeland

8333 Felch St, Zeeland, MI 49464

Holland Hospital Urgent Care

8300 Westpark Way, Zeeland, MI 49464

We do not operate outside our service area without authorization from the local jurisdiction and the Authority Board. Residents outside our service area are advised to contact their local township or city officials if they wish to request bus service for their jurisdiction.

MAX Transit provides reasonable modifications to individuals with disabilities by making changes to policies, practices, and procedures if needed, as long as the modification would not cause a direct threat to the health or safety of others, or result in fundamental alterations of service.

Examples of reasonable modifications are, but not limited to, the bus operator slightly adjusts a boarding location so a person using a wheelchair may safely board from an accessible location. Another example may be if a passenger requests to take medication while aboard the vehicle.

Transit staff may not provide medical assistance as this would be a fundamental alteration of their function.

For further information regarding a reasonable modification, please contact our ADA Coordinator at (616) 928-2479.

Trip reservations are grouped by shared origins and destinations to maximize our efficiency, so you may not be the only passenger on the bus. The driver may pick up or drop off other passengers along the way.

Ride requests are scheduled on a first-come, first-served basis. Drivers can provide door-to-door assistance to Reserve-A-MAX passengers who make the request at the time of reservation. In order to operate effeciently, we are unable to take same-day ride requests.

## Passenger Eligibility

Transit systems are required by the Federal Transit Administration (FTA) to provide paratransit services to persons with disabilities under the Americans with Disabilities Act (ADA) and may not deny rides to ADA eligible passengers.

FTA regulations do not require us to offer paratransit services to able bodied persons. MAX is one of few transit systems to offer this premium service to persons without disabilities because we realize it helps meet the transportation needs of the community.

To be eligible for Reserve-A-MAX services, passengers must meet one or more of the following conditions:

- Age requirement: Age 70 years or older
- Person with a disability: Has a cognitive or physical disability that prevents access to the fixed bus routes and possess an ADA photo ID card issued by MAX. A free ADA assessment is required to obtain the photo ID card for ADA status on MAX.
- Distance greater than 1/2-mile: Persons whose origin and/or destination are farther than 1/2-mile from a bus stop.

Persons with disabilities who believe they may qualify for ADA status must first complete an application to determine their eligibility.

Please call (616) 355-1010 to request an application.



## **ADA Paratransit Certification**

Persons with disabilities that prevent them from boarding, deboarding or accessing fixed bus route because of physical or cognitive impairments are eligible to apply for an ADA certification. ADA eligibility must be granted to receive rights and privileges for paratransit services.

The ADA paratransit application must be completed and is required for ADA eligibility. Applications are free of charge and can be requested by calling MAX customer service at (616) 355-1010. Once the application is completed, our ADA Coordinator will contact you with the determination and will schedule a time to take a photo if needed.

MAX will temporarily honor ADA certifications from other transit systems, but may require certification through MAX after 21 days of service have been provided. Trips will also be allowed for individuals who have submitted an application but have not yet received their eligibility determination after 21 days.

## **ADA Identification Cards**

Upon receiving ADA certification, a MAX employee will send the ADA Identification Card (ADA ID) through the mail to the passenger. This card will contain the passenger's photo, name and other specifications related to their ADA status.

To receive discounted ADA fare service, you must show your ADA ID issued by MAX or another public transit system upon boarding. Please do not be offended if drivers ask for your ADA ID as they are simply verifying your certifications.

## Personal Care Attendants

Persons who need assistance may travel with a Personal Care Attendant (PCA) when it is required. PCAs may be necessary to assist persons with cognitive or physical disabilities that prevent them from traveling alone.

PCAs travel with their passenger for free on the Reserve-A-MAX, but must have the same origin and destination as the passenger.

## Service Animals

Service animals are allowed on MAX vehicles without being caged, provided they are properly constrained and do not pose a threat to others. There is no fare for service animals.

Passengers who have a small animal that is not a service animal may board the MAX as long as the animal is in a carrier. MAX drivers may ask the following questions to determine if your animal is a service animal:

1. Is this animal a service animal?
2. What work or task has the animal been trained to perform?

For safety reasons, drivers are not allowed to carry cages or handle service animals.





## Medical Conditions

For the safety of all passengers, MAX cannot accommodate passengers who need medical attention, have open wounds, or need medication dispensed. Our drivers are not trained to be medical first responders, and cannot assist with care. Passengers who are too weak to travel alone or present a biohazard condition to others may be denied boarding or asked to exit the bus. Persons who use the public transit system must be able to travel independently, or with someone to assist them.

## Language Assistance

Language assistance is available free of charge. Please call (616) 355-1010 or visit MAX at Padnos Transportation Center at 171 Lincoln Ave., Holland, MI 49423.

## Your Title VI Rights

MAX operates without regard to race, color or national origin. To request additional information on MAX's Title VI obligations, please contact the Title VI staff officer at (616) 928-2494.

A Title VI complaint form can be obtained at the MAX website, [www.catchamax.org](http://www.catchamax.org), by calling (616) 928-2494, or by mailing:

MAX Transit  
171 Lincoln Ave.  
Holland, MI 49423

## MAX ADA Complaint Procedure

Any citizen who feels that their Americans with Disabilities Act (ADA) rights have been violated alleging any action prohibited by 49 CFR Parts 27, 37, 38 and 39 may file a complaint with the Macatawa Area Express (MAX) by mail, phone or email:

ADA Coordinator  
616-928-2479  
171 Lincoln Ave., Suite 20  
Holland, MI 49423  
[ADAComplaints@catchamax.org](mailto:ADAComplaints@catchamax.org)

Visit [www.catchamax.org](http://www.catchamax.org) to review the full complaint procedure.

## Service Hours

Monday - Friday	6 a.m. - 7 p.m.
Saturday	8 a.m. - 7 p.m.

NOTE: MAX does not offer service on Sundays, New Year's, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas.

## Reserve-A-MAX Fares

Adults 18 - 69	\$5
70 years and older	\$2
5-17 years old	\$2
Under 5 years old	FREE with paid adult
ADA Cardholder	\$2
	(Cash Fares)
	\$1.50
	(ADA Punch Pass)

*(Photo ID may be requested to verify identity)*

Medicare Cardholder	\$5
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## Bus Passes

Bus passes are economical and convenient for frequent passengers. MAX sells several types of passes:

Daily Pass (gold)	\$2
<i>(Unlimited rides on the fixed routes for one day)</i>	

Monthly Fixed Route Pass (gray)	\$30
Adults 18-64	
<i>(Unlimited rides on the fixed routes from the first of the month to the end of the month)</i>	

Punch Pass (green)	\$20
<i>(Good for \$22 worth of rides on either fixed routes or reserved rides)</i>	

Student Pass (red)	\$30
<i>(Unlimited fixed route rides per semester for youth &amp; adult students. Valid student ID required)</i>	

ADA Punch Pass (purple)	\$15
<i>(ADA passengers ONLY. Good for ten Reserve-A-MAX rides)</i>	

## Where to Purchase Bus Passes

Passes may be purchased online at [www.catchamax.org](http://www.catchamax.org), by phone with a credit card, or at these locations:

- Padnos Transportation Center 171 Lincoln Ave., Holland
- Holland City Hall, 270 S. River Ave., Holland
- Holland Charter Township Office, 353 120th Ave., Holland
- Zeeland City Hall, 21 S. Elm St., Zeeland



## **Scheduling A Ride**

Reservations for rides can be made up to two weeks in advance, but must be made by 4 p.m. the day before. Reservations for Monday travel are strongly encouraged to be made on Saturday. MAX is unable to guarantee a scheduled ride for passengers who call after 4 p.m., regardless of whether they are ADA eligible. Passengers are strongly advised to schedule a ride with MAX as far in advance as possible - several days or even two weeks ahead - to help ensure we can accommodate your request on the specific day and time you prefer. We are unable to accommodate passenger requests for a particular driver or type of vehicle as this severely limits our scheduling options. Reservation changes will be accepted until 4 p.m. one (1) day before the scheduled ride. Same-day changes to the schedule will not be allowed. Drivers are prohibited from deviating from the daily passenger manifest and must follow the schedule.

## **Pick-Up Windows**

Reserve-A-MAX passengers should be ready at their scheduled time. MAX strives to provide on-time performance, however day-to-day conditions such as trains delays, road construction and accidents may delay service. For this reason, the pick-up window is the time of the scheduled trip and up to thirty (30) minutes after.

## **Negotiated Reservation Times**

Trip negotiations are permissible under ADA laws if the requested pick-up time is unavailable. An ADA passenger may be offered a trip up to one (1) hour before the requested pick-up time and up to one (1) hour after the requested time. Passengers have the right to refuse the offered trip, and may accept alternative trips that are offered more than one (1) hour from the requested time.

## **Standing/Subscription Rides**

Some passengers may need rides on a daily or regular basis to get to and from school, work or appointments. These are called “standing” or subscription rides. Passengers can reserve standing rides with MAX up to two weeks in advance and until further notice that the rides are no longer needed. All rides can be scheduled at one time for your convenience, however standing rides must be requested and approved.

## **Reserve Rides to Zeeland**

Persons using Reserve-A-MAX to travel to or from Zeeland may need to transfer to another bus at the Padnos Transportation Center and ride Route 8. This route operates on a deviated fixed route, which means the bus travels a regular fixed route, but makes one deviation off route per hour to pick up passengers and then returns to the regular fixed route. Reserve-A-MAX passengers who are picked up from a deviation on Route 8 pay the higher reserved ride fare and not the fixed route fare.

## **Reserve Rides to Park Township**

MAX provides only the Reserve-A-MAX service to the Park Township Service area. We are excited to service this area, Monday - Friday 6 a.m. - 7 p.m. and Saturday 8 a.m. - 7 p.m. Park Township does not have the Night Owl Service. When scheduling to the beach, MAX will drop off passengers at the US Coast Guard Station, located at 2388 Ottawa Beach Rd.

## **Travel Training**

Free Travel Training classes can be requested by calling (616) 355-1010. These are offered to individuals interested in learning how to read bus schedules, plan trips, pay fares and use the bus system with confidence. A Bus Buddy may also be requested to help learn about the fixed routes one-on-one and to assist the new rider on their first ride on MAX.

## Night Owl Service

A special “Night Owl” reserved ride service is available to all passengers from 7 p.m. until midnight, Monday through Saturday. This service is designed primarily to provide transportation for evening employment.

Partially funded by a grant, the Night Owl service covers costs for one driver and one vehicle nightly. Even though we realize there is a high demand for evening transportation, expansion of this service is not possible with current budget constraints.

To operate as efficiently as possible, we use sophisticated scheduling software that helps us cluster trips with similar origins and destinations into the same time hour, but this is not always possible with MAX’s large service area and passenger’s varying schedules.

Passengers who need evening transportation on the Night Owl service are strongly advised to call as far in advance as possible. Up to two weeks before a ride is needed.

## Wheelchairs & Scooters

Passengers unable to step up into the vehicle may use the ramp to board. We may be unable to accommodate oversized wheelchairs or mobility devices that exceed our buses dimensional and weight limits. MAX drivers are also unable to lift passengers and their wheelchairs into the securement location. Wheelchairs and their occupants are secured at all times for passenger safety.

Ramp Width: 34”      Weight Limit: 800lbs  
Restraint Area: Width 31”      Length 52”



## First Time Customers

If you have never used MAX's services before, one of our customer service representatives will ask you for some information prior to reserving your ride. This information is necessary to determine your eligibility to use Reserve-A-MAX, so that we can provide you with the best possible service. Please be patient while we gather this important information.

We will ask for the following information:

- Full name
- Address
- Date of birth
- Phone number
- Emergency contact
- Use of any mobility devices

Upon request we will mail you information about our service so that you can become familiar with MAX.



## Information to Have Ready When You Call

1. First and last name with spelling of the traveling passenger.
2. Complete street address for origin/pick-up location, including complex name, building/apartment/suite numbers.
3. Preferred day and time of travel.
4. Destination address (complete street address).
5. Time that is needed to arrive at the destination address.
6. Whether the traveling passenger has a mobility device or wheelchair.
7. Whether the traveling passenger needs door-to-door assistance.
8. Whether the traveling passenger has a Personal Care Attendant (PCA) who will be riding with them and if the PCA is using any mobility devices. PCAs must have the same origin and destination as the ADA eligible passenger.
9. Time of a return trip, if a round trip is needed.

If the traveling passenger needs a return trip, this trip needs to be reserved at the same time that the pick-up is scheduled. If you are unsure of the exact time of your return ride, tell your customer service representative.

For medical appointments only, we can make arrangements to have a bus on standby for your return trip if there are delays beyond your control.

## When the Bus Arrives

When you schedule a ride, you will be given a 30-minute pick-up window of time when you can expect the bus to arrive to pick you up. You need to be ready to meet the bus when it arrives during this window of time.

The bus will pull up to the curb, sound the horn once and wait up to five (5) minutes, so you must be ready to board. If you have requested door-to-door assistance, the driver will meet you at the doorway, but is prohibited from entering your home.

When you board the bus, pay your fare with cash or a bus pass, and have a seat. Do not be surprised if there are other passengers on board the bus or if you stop to pick up or drop off other passengers along the way.

If you are in a wheelchair or use a mobility device, the driver can help you, if needed, and will secure your wheelchair for your safety.





## **Cancelling Rides**

It is the responsibility of the passenger to contact MAX to cancel a ride 24 hours before the scheduled ride, but not less than one (1) hour before the pick-up time. Call MAX customer service at (616) 355-1010 to cancel. Those with standing rides must remember to call MAX to cancel these rides due to appointments, vacation, school breaks, holidays or other reasons.

For cancellations due to unforeseen weather related closures, you are encouraged to call MAX to verify if you need a ride even though the school or business has announced its closing. MAX will not monitor school or business closings. It is the passenger's responsibility to call to cancel or to confirm that they still need a ride.

Excessive cancellations and "no shows" can result in suspension of service, so it is important that you only schedule rides you need and that you cancel any unneeded rides in a timely fashion.

## **Americans With Disability Act (ADA) Policy on No-Shows and Cancels**

*There is a separate no-show and late cancel policy for those who do not qualify as ADA riders.*

### **Policy Statement**

The Macatawa Area Express Transportation Authority (MAX) understands that Reserve-A-MAX (complementary paratransit) requires trips to be scheduled in advance, though riders may sometimes miss scheduled rides or forget to cancel rides they no longer need. MAX also understands that riders may sometimes miss scheduled trips or be unable to cancel trips in a timely way for reasons that are beyond their control. However, repeatedly missing scheduled trips or failing to cancel rides in a timely way can lead to suspension of service. The following explains MAX's no-show and late cancel policy.

## **Definitions:**

### **No-Show, Pick-Up Window, and Late Cancellation**

#### **No-Show**

A no-show is when a rider fails to appear or refuses to board the vehicle for a scheduled trip. This presumes the vehicle arrives at the scheduled pickup location within the pickup window, the driver will only wait for five (5) minutes. A no-show is also defined as a cancellation made at the door, or a cancellation made less than thirty (30) minutes before the indicated pick-up time.

#### **Pick-Up Window**

The pickup window is defined as thirty (30) minutes after the scheduled pick up time. Riders must be ready to board the vehicle that arrives within the pickup window. The driver will only wait five (5) minutes within the pickup window for the rider to appear.

#### **Late Cancellation**

A late cancellation is defined as a cancellation made less than one (1) hour before the scheduled pick up time.

## **Definitions:**

### **No-Shows Due to Operator Error or to Circumstances Beyond a Rider's Control**

MAX does not count missed rides as no-shows or late cancellations if the missed trip is our error, such as:

- Trips placed on the schedule in error
- Pick-ups scheduled at the wrong pick-up location
- Drivers arriving and departing before the pick-up window begins
- Drivers arriving late (after the end of pick-up window)
- Drivers arriving within the pick-up window, but departing without waiting the required five (5) minutes

MAX does not count missed rides as no-shows or late cancellations if the situation is beyond a rider's control and prevents the rider from notifying us that the trip cannot be taken, such as:

- Medical emergency
- Family emergency
- Sudden illness or change in condition

- Appointment that runs unexpectedly late without sufficient notice

Riders should contact MAX at (616) 355-1010 when experiencing no-shows due to circumstances beyond their control.

### **Policy for Handling Subsequent Trips Following No-Shows**

When a rider is a no-show for one trip, all subsequent trips on that day remain on the schedule unless the rider specifically cancels the trip. To avoid multiple no-shows on the same day, riders are strongly encouraged to cancel any subsequent trips they no longer need that day.

### **Suspension Policies for a Pattern or Practice of Excessive No-Shows**

MAX reviews all recorded no-shows and late cancellations to ensure accuracy before recording them in a rider's account. Each verified no-show consistent with the above definitions count as one (1) penalty point. Riders will be subject to suspension after they meet all of the following conditions:

- Accumulate at least three (3) penalty points in a rolling thirty (30) day period
- Have booked at least six (6) trips in that month
- If the rider's no-shows exceed fifteen (15%) percent of the rider's total trips within a rolling thirty (30) day period

A rider will be subject to suspension only if both the minimum number of trips booked and the minimum number of penalty points are reached during the rolling thirty (30) day period. Each violation that is received will be given a subsequent call from MAX to notify the customer, as well as a letter explaining the policy and the penalty for the current violation.

All suspension notices include a copy of this policy, information on disputing no-shows or late cancellations and how to appeal suspensions.

Suspensions will begin on Mondays. The first violation will result in a warning letter, but no suspension. Subsequent violations result in the following suspensions:

- Second Violation: Two day (2) suspension
- Third Violation: Four day (4) suspension
- Fourth Violation: Fifteen day (15) suspension
- Fifth and Subsequent Violations: Thirty day (30) suspension

## **Suspension Policies for a Pattern or Practice of Excessive Late Cancellations**

MAX reviews all recorded no-shows and late cancellations to ensure accuracy before recording them in a rider's account. Each verified late cancellation will be recorded and monitored. Excessive late cancellations will be subject to disciplinary action. Please refer to the disciplinary sequence outlined below:

- Three (3) late cancellations within a rolling thirty (30) day period – 1st Written Warning
- Four (4) late cancellations within a rolling thirty (30) day period – 2nd Written Warning
- Five (5) late cancellations within a rolling thirty (30) day period – 2 Day Suspension
- Six (6) late cancellations within a rolling thirty (30) day period – 4 Day Suspension
- Seven (7) late cancellations within a rolling thirty (30) day period – 15 Day Suspension
- Eight (8) and subsequent late cancellations within a rolling thirty (30) day period – 30 Day Suspension

If a passenger is subject to suspension, they will be notified by phone and also by a mailed suspension notice. Suspensions start on Mondays. All suspension notices include a copy of this policy, information on disputing no shows or late cancellations and how to appeal suspensions.

## **Policy for Disputing Specific No-Shows or Late Cancellations**

Riders wishing to dispute specific no-shows or late cancellations must do so within ten (10) business days of receiving suspension letters. Riders should contact MAX at (616) 355-1010, Monday through Friday from 6 a.m. to 7 p.m. to explain the circumstance and request the removal of the no-show or late cancellation.

## **Policy for Appealing Proposed Suspensions**

Riders wishing to appeal suspensions under this policy have the right to file an appeal request which must be in writing by letter or via email. Riders must submit written appeal requests within ten (10) business days of receiving suspension letters. Riders who miss the appeal request deadline will be suspended from Reserve-A-MAX on the date listed in the suspension notice. All suspension appeals follow MAX's appeal policy.

Para solicitar una copia de este document en español, llama por favor (616) 355-1010.

## Eating/Drinking Policy

MAX maintains a policy that passengers cannot eat or drink on the bus. This keeps the vehicles as clean as possible and minimizes distractions for drivers.

- Passengers must leave the bus to eat or drink.
- Only sealed, packaged, and closed food and drink items are allowed on board MAX vehicles. Passengers are welcome to bring grocery items on board, but may not open and consume them while on the bus.
- Only beverages with screw-on tops or those in spill-proof containers are allowed on MAX vehicles. Travel cups or mugs with slide or latch lids are fine, but disposable coffee cups with snap lids as well as beverage cups with snap-on lids (with or without straws) ARE NOT spill-proof and are prohibited.
- Passengers with unapproved drink containers who try to get on the bus will be asked to dispose of the item.
- Passengers seen eating and/or drinking on the bus or carrying an unapproved container will be asked to dispose of it in the trash bin on the vehicle.




## Rules of the Road

We want to make riding the bus a good experience for all passengers, and so we ask that everyone abide by these courtesy rules. Failure to abide by these rules may result in being asked to disembark the bus and possible denial of future service.

1. MAX riders must pay exact bus fare, or use a pre-purchased bus pass. The driver cannot make change, and refunds for overpayment will not be made.
2. Each passenger is allowed the equivalent of two (2) packages OR two (2) bags of groceries OR what the passenger can carry in their arms. Packages cannot take up seats, so they must be stowed under the seat or at the passenger's feet.
3. Bags of returnable cans are not allowed on the bus. Leaking bags or containers of any size are also prohibited.
4. Pets are permitted on the bus in approved enclosed containers. Service animals assisting passengers with disabilities or those in training are also permitted.
5. Strollers/carts must yield to passengers with mobility devices in the securement area. Strollers/carts must be folded and stowed between the seats and out of aisles. Wagons are prohibited.
6. MAX Transit will make every effort to serve you during adverse weather conditions, however delays and cancellations are possible. Please check our website for updates [www.catchamax.org](http://www.catchamax.org)
7. Passengers who temporarily de-board the bus and return to the same bus will be charged another fare. Passengers who wish to transfer to another bus within the same hour of their trip may receive a transfer slip from the driver, allowing them a free ride on the second leg of their trip.
8. No continuous riding allowed. Passengers must have a destination and disembark at the end of the route.
9. No loitering/panhandling/soliciting.
10. No smoking on the bus, within 25 ft. of the bus or passenger shelter. Electronic cigarettes are also prohibited.
11. Use of aerosols or sprays is prohibited. Hazardous items such as flammables or explosives are never allowed on the bus.



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12. Radios, MP3 and CD players require headphones.
  13. Remain seated while the bus is in motion.
  14. Keep hands, arms and objects inside the bus.
  15. No eating or drinking on the bus, except when it is medically necessary due to a passenger's medical condition or treatment.
  16. Profanity, insulting language and gestures are prohibited.
  17. No yelling, roughhousing or throwing of objects. Do not distract the driver or interfere with the safe operation of any bus. Do not disturb the driver or passengers with loud, excessive talking (including on cell phones), or any other disruptive behavior.
  18. MAX Transit will not tolerate any type of violence, threats, intimidation, destruction of property, or insubordination. MAX Transit has the right to remove passengers when deemed necessary, and possible refusal of future services.
  19. MAX Transit demands that passengers conduct themselves in an acceptable and respectful manner at all times. Any type of lewd or indecent behavior is unacceptable. Failure to comply will result in immediate removal and possible refusal of future services.
  20. No weapons, illegal drugs, hazardous materials or other dangerous-deemed items will be permitted on the bus.
  21. Any and all illegal behavior will be reported to law enforcement and the passenger will be removed from the bus and possible refusal of future services.
  22. MAX Transit has the right to temporarily or permanently ban passengers from service when necessary.
  23. MAX Transit reserves the right to deny transport of packages/objects that are unsafe or unable to be properly stored.

MAX reserves the right to deny service or remove passengers who violate these rules.



## How To Use This Map

MAX's Reserve-A-MAX service gives passengers access to areas in the City of Holland, Holland Charter Township, Park Township, the City of Zeeland, as well as a few areas in Zeeland Township.

The map to the left shows all of the bus routes. To plan your trip, find the bus stops closest to your origin and destination. You may need to transfer to another bus if your origin and destination are not on the same route.

Look to see if there is a bus stop shared by both routes where you can transfer. Otherwise, most routes meet at the Padnos Transportation Center at 0:50 each hour, allowing approximately 10 minutes to transfer to your next bus. Route 11 is the only route that does not reach the Padnos Transportation Center. Route 11 connects with Route 4 and is a connector route.

Transfers are free, but must be used within an hour of original boarding time and must be used to transfer to another route. Transfers may be delayed if buses are running late.

Always be at the bus stop five minutes before the scheduled stop time. Buses will not stop if no one is waiting at the stop. Note that all bus stop times are approximate.

For trip planning assistance, call MAX Transit at (616) 355-1010 or toll-free at (866) 355-1391.



## Our Journey to Sustainability

The Macatawa Area Express Transportation Authority has made environmental stewardship and sustainability a part of our mission. We are committed to taking steps throughout our organization to do what we can to minimize our carbon footprint on the environment.

Most people do not realize that a bus is twice as efficient as an automobile for every passenger mile traveled. The benefits of using public transit regularly far exceed those of many popular household energy-saving activities, such as adjusting thermostats or using energy-efficient bulbs or appliances. If Americans used public transit for just 10% of their trips, the US could reduce the dependency on foreign oil by 40%.

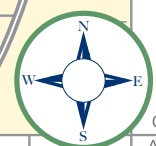
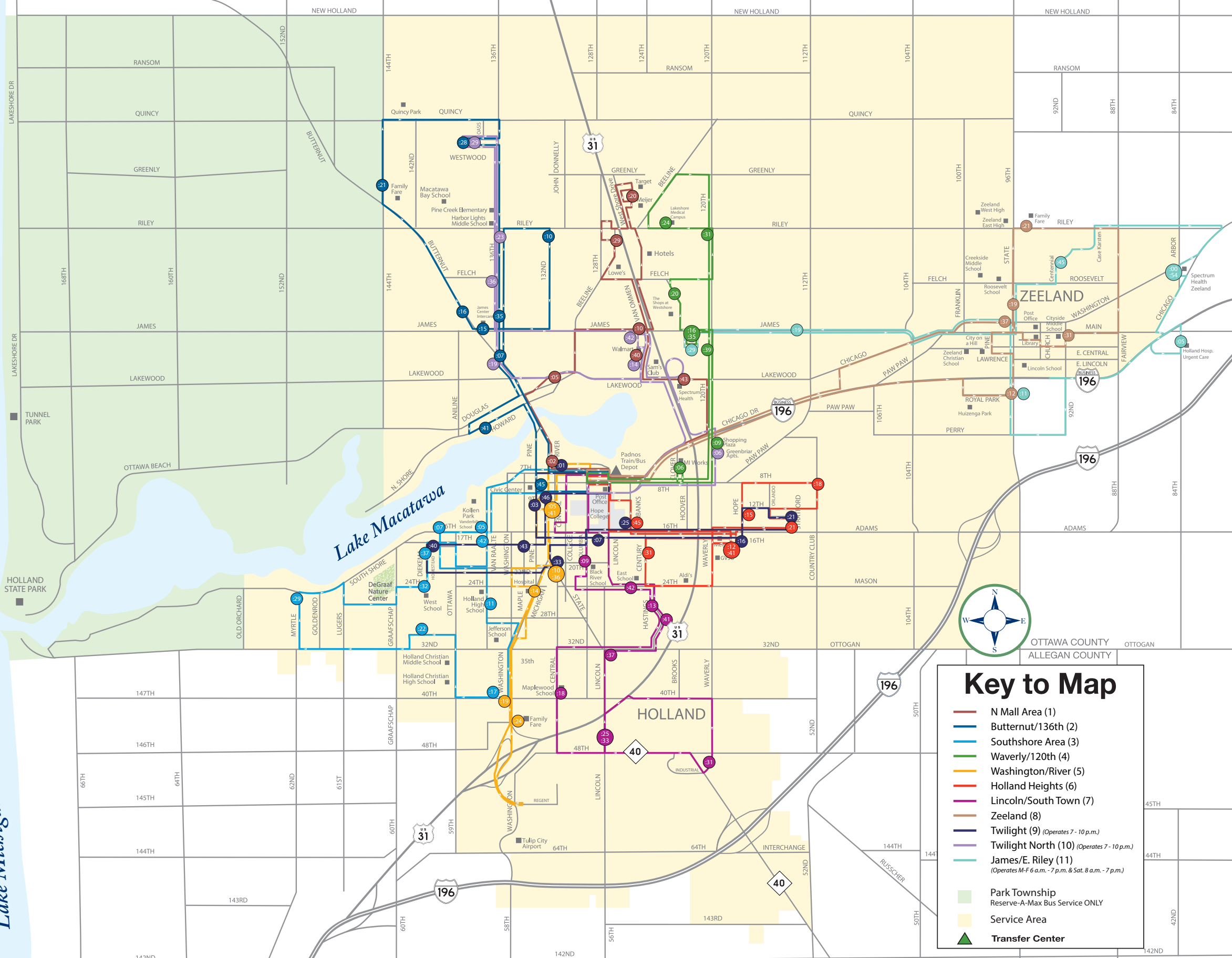
Public transit also preserves air quality. Fewer vehicles on the road reduces harmful emissions that create ground level ozone and particulate matter, both of which can create breathing difficulties. To encourage the use of public transit, MAX offers free rides on the fixed route bus system on designated Clean Air Action Days and Earth Day, as well as the four scheduled election days in Michigan. Riders are able to help clear the air and exercise their right to vote by riding the MAX.

Residents and tourists alike can do their part during the Tulip Time Festival by riding the bus and using our Park & Ride system. Park & Ride allows passengers to park their vehicle in a convenient public lot and hop on the bus to take it into Holland's bustling downtown. All MAX buses are equipped with bike racks, allowing passengers to both ride the MAX and bike to a final destination.

Buses use a lot of fuel to move riders, and the kind of fuel we use makes a difference. We are exploring the use of alternative fuels at shared fueling stations in partnership with other major fuel users - area schools, utilities and local governments. As funding becomes available, MAX hopes to transition most of its fleet to cleaner-burning vehicles and fuels.

Finally, **we are serious about recycling!** Each year MAX prints more than 60,000 bus schedules, some of which are used once and thrown away. All literature is now printed on recycled paper with a minimum of 30% post-consumer waste. All outdated schedules are collected and recycled. We have even done away with printing our annual report, which is available electronically as a PDF file on our website.

These may be small steps but we are making progress. More can be done, and you can help us on our journey to sustainability by continuing to choose public transit and reusing this bus schedule or leave it for someone else to use!



## Key to Map

- N Mall Area (1)
- Butternut/136th (2)
- Southshore Area (3)
- Waverly/120th (4)
- Washington/River (5)
- Holland Heights (6)
- Lincoln/South Town (7)
- Zeeland (8)
- Twilight (9) (Operates 7 - 10 p.m.)
- Twilight North (10) (Operates 7 - 10 p.m.)
- James/E. Riley (11) (Operates M-F 6 a.m. - 7 p.m. & Sat. 8 a.m. - 7 p.m.)
- Park Township Reserve-A-Max Bus Service ONLY
- Service Area
- Transfer Center

# **MAX** Macatawa Area Express

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