

Connecting the National Intercity Bus Passenger Network

NATIONAL BUS TRAFFIC
◆ ASSOCIATION INC. ◆

19th National Conference on Rural
Public & Intercity Bus
Transportation Meeting

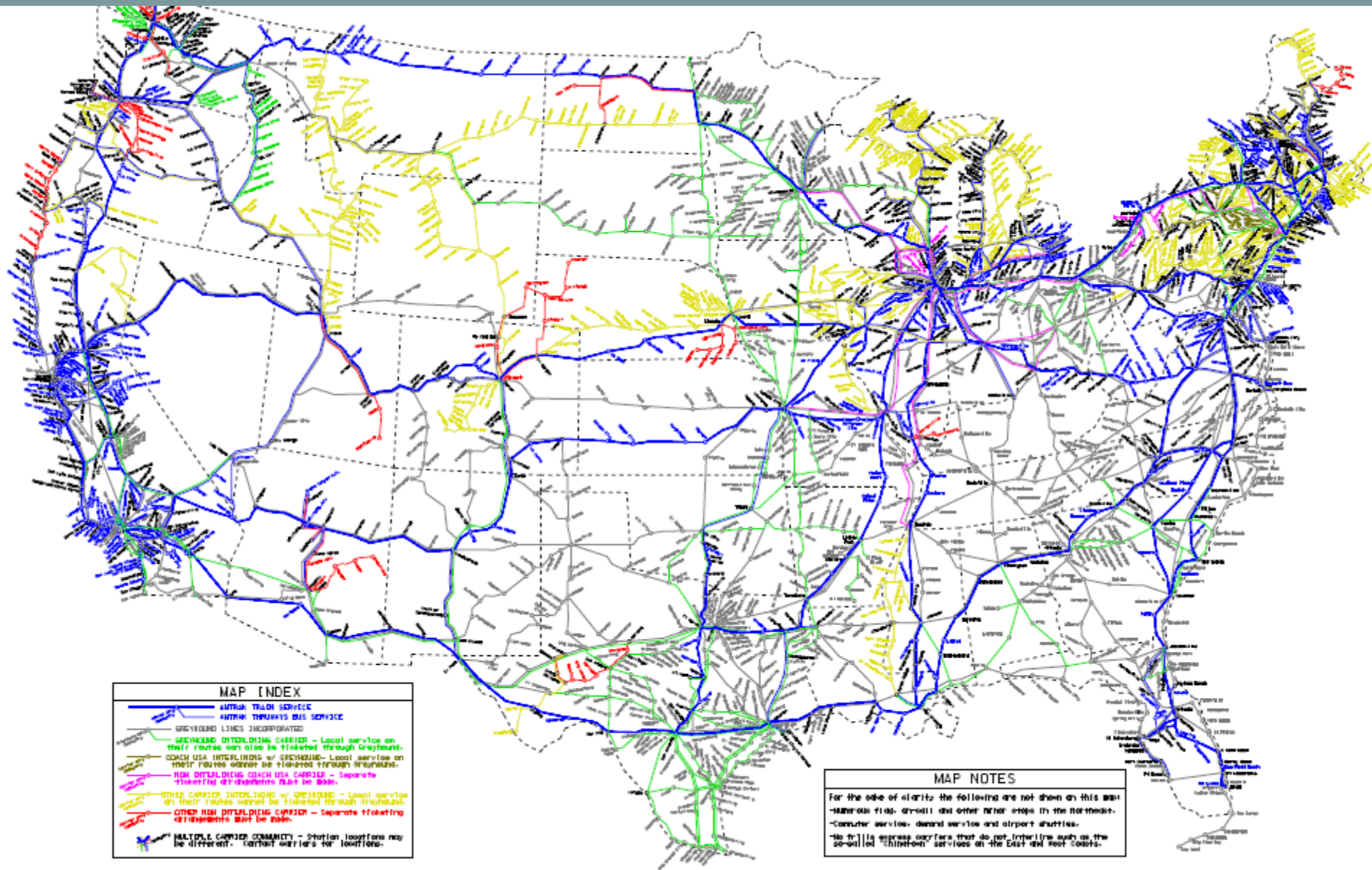
The National Bus Traffic Association is:

- A non-profit membership association headquartered in Washington, DC
- Founded in 1933
- Home of the Interline Revenue Clearing House - IRCH
- A nexus point for 62 intercity scheduled service carriers located throughout North America.
- Legislative and regulatory service provider for the private motorcoach industry.
- Shared staff resources with the American Bus Association (900 bus operator members, 170 fixed route operators)
 - 1.5 employees

Map of US NBTA Members



A More Detailed Look at Connectivity



Interline Revenue Clearing House

- Simplified monthly settlement of credit and debit accounts electronically for all participating carriers.
- Carriers submit billing invoices to other carriers online
- Ticket revenues are reclaimed through apportioned miles
 1. Passenger travels 500 miles for \$60.00.
 2. Company A carried them 180 miles (36%), Company B carried them 250 miles (50%), Company C carried them 70 miles (14%).
 3. *Company A receives \$21.60, Company B receives \$30.00, Company C receives \$8.40 from the \$60.00 full fare.*
- Net payments from all transactions are deposited and credited to accounts.

Interline Revenue Clearing House

- Net transactions total about **\$170 million per year!**

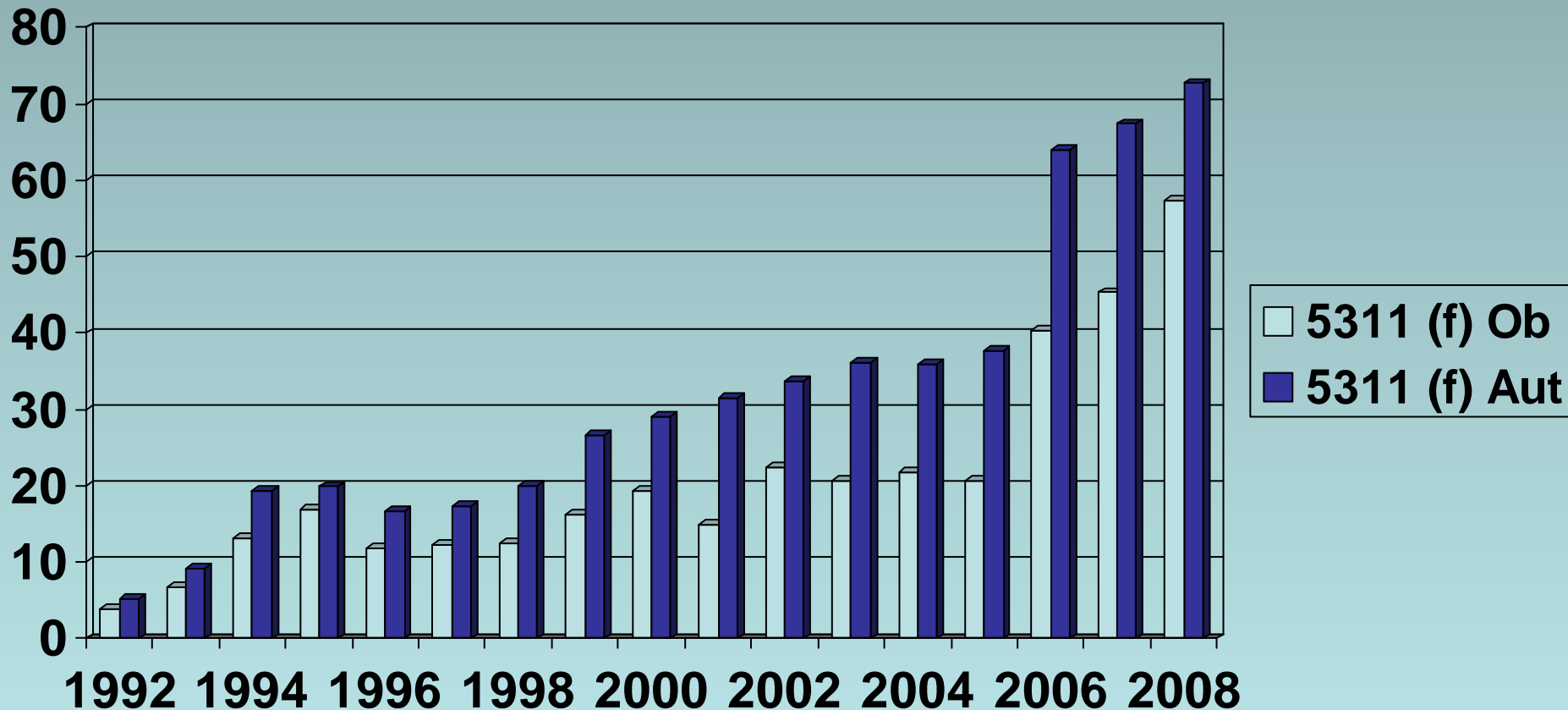
- Participation and transaction costs include:
 - Tickets
 - Freight
 - Bus Washing/Maintenance
 - Fuel
 - Driver Pools
 - Charters
 - Rent

NBTA Goals

- Staff and Industry Led Outreach
 - Increase Awareness & Accessibility
 - Increase Networking & Partnership Opportunities
 - Improve Channels of Communication

Opportunities for Intercity Service

- Opportunities have never been greater due to federal funds!
- There is much room for improvement, 66% usage rate of \$.



Partnership Potential to Expand

- Rural Transit Agencies
- Van Pools
- Cab Services
- Charter Bus Companies
- Tribal Transit Organizations

NBTA Sponsored Carrier Initiative

Steps to Becoming an NBTA Sponsored Transit Carrier Member:

- Identify an NBTA Regular Carrier that you would like to connect to your passengers
 - Ideally, a multi-state carrier with regional proximity to your service area
- Secure endorsement letter from identified sponsoring Regular Carrier Member
- Submit a Membership application with company contact information to NBTA offices
- Provide verification of insurance and FMCSA/FTA operating authority to NBTA offices
- Direct sponsoring Regular Carrier Member to convey a check for \$100 to NBTA offices

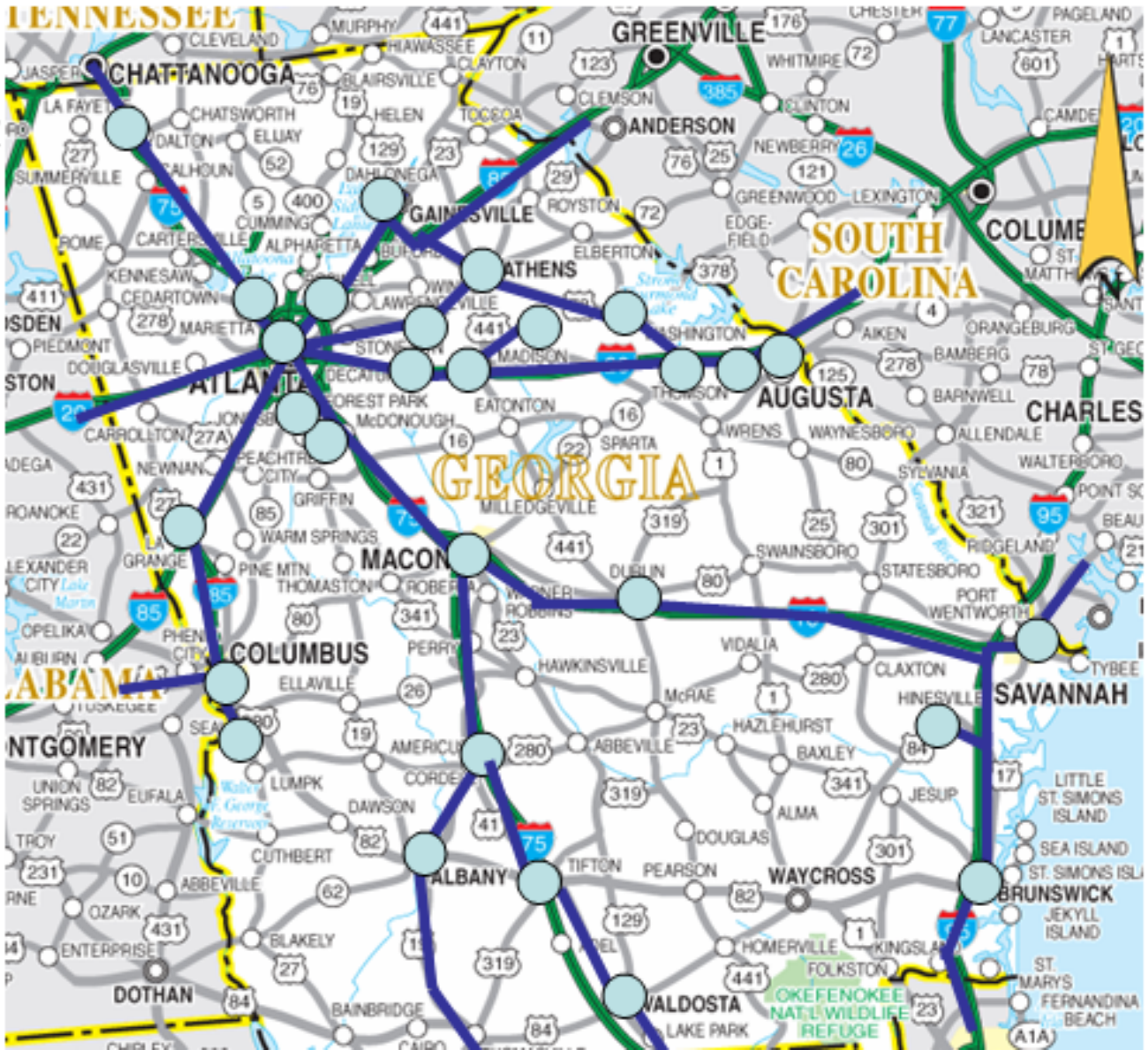
Reasons to Participate

- Short travel legs within your existing service area.
- Sales commissions on ticket sales.
- Increased ridership to/from your destination to/from points beyond your service area.
- Marketing exposure.
- Limited accounting/overhead expenditures.
- Create a truly intermodal facility in your region.
- Public-private partnership cache.

Increase Awareness & Accessibility

- Raise awareness of transportation planners to the services and resources provided by NBTA member carriers and the National Intercity Bus Transportation Network.
- Involve NBTA member carriers in planning process to introduce new or failed routes and/or develop terminal facilities.
- Improve the perception of the modern applications of fixed route service.
- Provide expanded access to federal, state and local transportation funding.
 - Legislative process
 - Operating subsidies
 - Capital subsidies
 - Marketing subsidies
 - Pilot programs/experimental routes

GEORGIA BUS SERVICE



25 Passenger Locations

- Cordele
- Thomasville
- Hapeville
- Gainesville
- Ft. Benning
- Hinesville
- Brunswick
- Macon
- Marietta
- Dalton
- Columbus
- La Grange
- Dublin
- Tifton
- Valdosta

- Intercity Bus Carriers**
- Greyhound Lines
 - Southeastern
 - Capital Trailways

25 Passenger Locations

- Atlanta
- Albany
- Norcross
- Conyers
- Monroe
- Athens
- Washington
- Madison
- Greensboro
- Thomson
- Ft. Gordon
- Augusta
- Savannah

Increase Networking & Partnership Opportunities

- Help establish links among groups with shared interests and goals
 - Transit agencies
 - Non-profits
 - Van pools
 - Other motorcoach operators
- Increase public-private collaborations
- Pool limited resources
- Provide expanded access to funding
 - Encourage partnership to become a sub-recipient in federal programs:
 - 5307
 - 5310
 - JARC
 - New Freedom

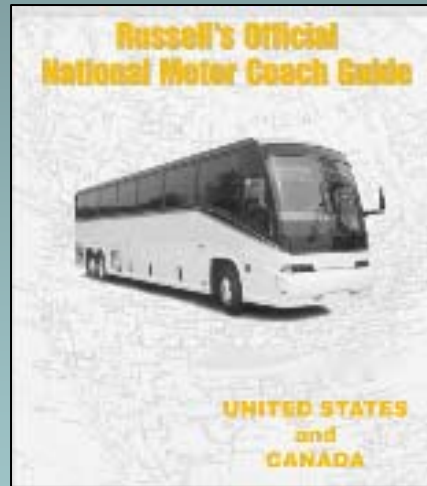
Improve Channels of Communication

- Provide a forum for traditional/non-traditional partners to meet and communicate.
 - Quarterly conference calls.
 - Committees and Task Forces
 - Technology
 - Barcoding, Internet ticketing
- Reduce barriers for efficiently implementing transportation plans and utilizing available funds.
 - Letting operators know when and where unused money is available.
- Facilitate information sharing and lessons learned
 - Bi-annual meeting: January 2012 in Dallas/Grapevine
- Include the public in those discussions.

Other Industry Resources

State Motorcoach Associations

- AL
- CA
- FL
- GA
- IL
- MA
- MD
- Midwest (IL, IN, OH)
- MN
- NC
- New England



- Northwest (WA, OR, ID)
- NJ
- NY
- PA
- SC
- South Central (LA, MS, AR, TX)
- TN
- TX
- VA
- WI

National Motorcoach Associations

- American Bus Association
- International Motorcoach Group
- United Motorcoach Association
- Trailways, Inc.

Let's Work Together!

National Bus Traffic Association

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