




Statewide Ticket To Ride: Reengineering Rural Transportation Service

19th Annual TRB Rural & Intercity Bus Meeting
October 25, 2010
Burlington, VT

Timetable

- 
- Background
 - Rural service needs
 - Next steps
 - Primer on Charlie
 - Other recovery strategies
 - Elephants in the room

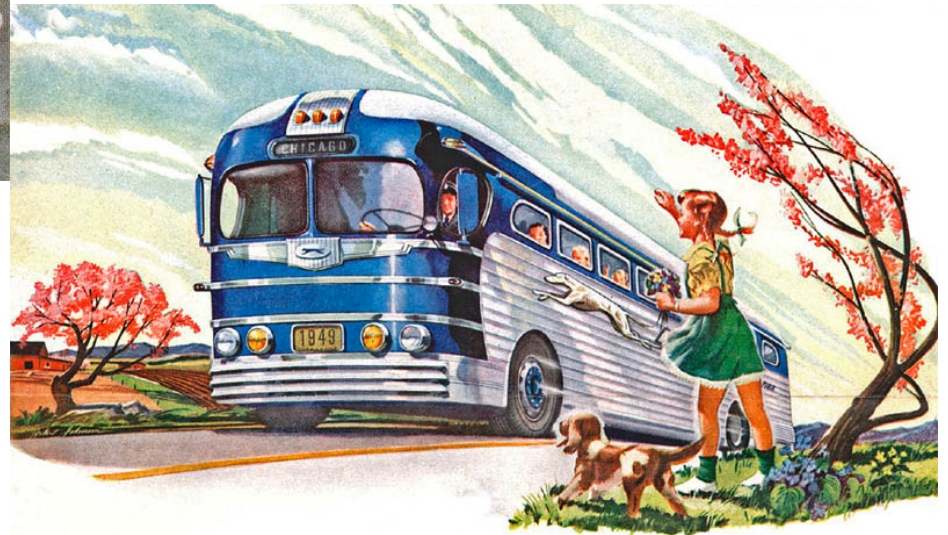
My Humble Beginnings



Rural Bus Service



Historic Links



In fewest words, that's the Greyhound Story!

Center of the Universe



Center of the Universe



Primary Massachusetts Carriers



Intercity Market Explosion



Intrastate Market Contraction

BOSTON-NATICK-SPRINGFIELD-NORTHAMPTON-AMHERST

SCHEDULE Nos. →	ESH	101 Dly	Dly	Dly	103 ESH	105 Dly	107 Dly	109 Dly	111 Dly	113 Dly	115 Dly	117 Dly	119 Dly	801 EssH	121 Dly	123 Dly	125 Dly	127 Dly	129 Dly	131 Dly	133 Dly	135 Dly	READ DOWN
*BOSTON (Trailways)... PPB Lv		5 00			8 15	9 15	10 00	10 30	12 01	1 15	2 15	3 15	3 15	4 15	4 15	5 30	5 30	6 45	7 45	8 45	9 45	11 59	
Copley Square.....Lv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Brookline.....Lv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Chestnut Hill-Rte. 9...Lv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Newton Highlands-Rte. 9...Lv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
tWellesley Hills -Rte. 9...Lv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Wellesley-Rte. 9...Lv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
*NATICK-Speen St. Term. Lv		5 25			8 40	9 40	10 25	11 00	12 25	1 25	2 40	3 40	3 45	4 15	4 15	5 30	5 30	6 45	7 45	8 45	9 45	11 59	
Natick-Rte. 9...Lv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
tFramingham CenterLv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Westboro.....Lv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Shrewsbury-Rte. 20...Lv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Worcester-Rte. 20...Lv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Millbury-Rte. 20...Lv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
*WorcesterLv		6 00			9 40	10 40	11 30	12 00	1 22	2 40	3 50	4 41	5 05	5 37	6 15	7 05	8 20	9 00	9 05	10 15	11 15	1 00	
Auburn.....Lv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Charlton.....Lv		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Southbridge.....Ar		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
tSturbridgeAr		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Old Sturbridge Village...Ar		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Fiskdale.....Ar		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
tBrimfieldAr		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Palmer M.T. #8.....Ar		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
*PALMERAr		6 25			9 50	10 50	11 55	1 15	2 05	2 50	4 05	5 10	6 00	6 40	7 15	8 30	9 15	9 25	10 20	11 25	1 45	1 53	
tNorth WilbrahamAr		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Boston Rd., Stony Hill...Ar		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Ludlow M.T. #7.....Ar		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Boston Rd.-Parker St. Ar		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
tWinchester SquareAr		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
Springfield M.T. #6...Ar		↓			↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	
tRodeway InnAr		6 50			9 42	10 42	11 45	1 15	2 55	4 40	5 50	6 41	7 30	8 10	9 00	10 15	11 00	11 15	12 25	1 45	2 00	2 08	
*SPRINGFIELD, MASS. Ar		7 00			9 50	10 50	11 55	1 15	2 05	2 50	4 05	5 10	6 00	6 40	7 15	8 30	9 15	9 25	10 20	11 25	1 45	2 08	
SCHEDULE Nos. →		201	203	205	207	209	211	213	215	217	219	221	223	225	227	229	231	233	235				
*SPRINGFIELD, MASS. Lv		5 00	7 30	8 15	9 15	10 10	11 10	12 20	1 30	2 15	3 15	4 15	5 15	6 15	7 05	8 05	9 00	10 00	11 00	12 25	1 45	2 08	
Holyoke.....Ar		↓	7 45	8 30	9 30	10 25	11 25	12 35	1 45	2 30	3 30	4 30	5 30	6 30	7 20	8 20	9 15	10 15	11 15	12 40	2 00	2 08	
Easthampton.....Ar		↓	7 52	8 37	9 37	10 32	11 32	12 40	1 50	2 45	3 45	4 45	5 45	6 45	7 35	8 35	9 30	10 30	11 30	12 55	2 15	2 08	
*NorthamptonAr		5 25	8 00	8 45	9 45	10 40	11 40	12 50	2 00	2 45	3 45	4 45	5 45	6 45	7 35	8 35	9 30	10 30	11 30	12 55	2 15	2 08	
Hadley (Middle St.).....Ar		↓	8 10	8 55	9 55	10 50	11 50	1 00	2 10	3 05	4 05	5 05	6 05	7 05	7 55	8 55	9 50	10 50	11 50	1 25	2 00	2 08	
tHampshire CollegeAr		↓	8 20	9 05	10 05	11 00	12 00	1 10	2 20	3 15	4 15	5 15	6 15	7 15	8 05	9 05	10 05	11 05	12 30	1 45	2 00	2 08	
*Amherst CenterAr		↓	8 20	9 05	10 05	11 00	12 00	1 10	2 20	3 15	4 15	5 15	6 15	7 15	8 05	9 05	10 05	11 05	12 30	1 45	2 00	2 08	
UNIVERSITY OF MASS. Ar		↓	8 25	9 10	10 10	11 05	12 05	1 15	2 25	3 20	4 20	5 20	6 20	7 20	8 10	9 10	10 10	11 10	12 35	1 50	2 05	2 08	

For Complete Service See Tables 6-B and 7-B

Intrastate Market Contraction

Boston to:	1982	2010
Palmer	14	0
Springfield	36	16

Recent History

- Mixed and inconsistent history
- DOT still owns 20 intercity coaches and leases to seven private companies
- Interdistrict Program service dies 2008
- Not included in statewide transportation plans



Challenges

- MBTA rail service corridors
- Expansion of Regional Transit Authority services and districts
- Capacity constraints at Boston South Station – bus and rail



FTA Discretionary Funding

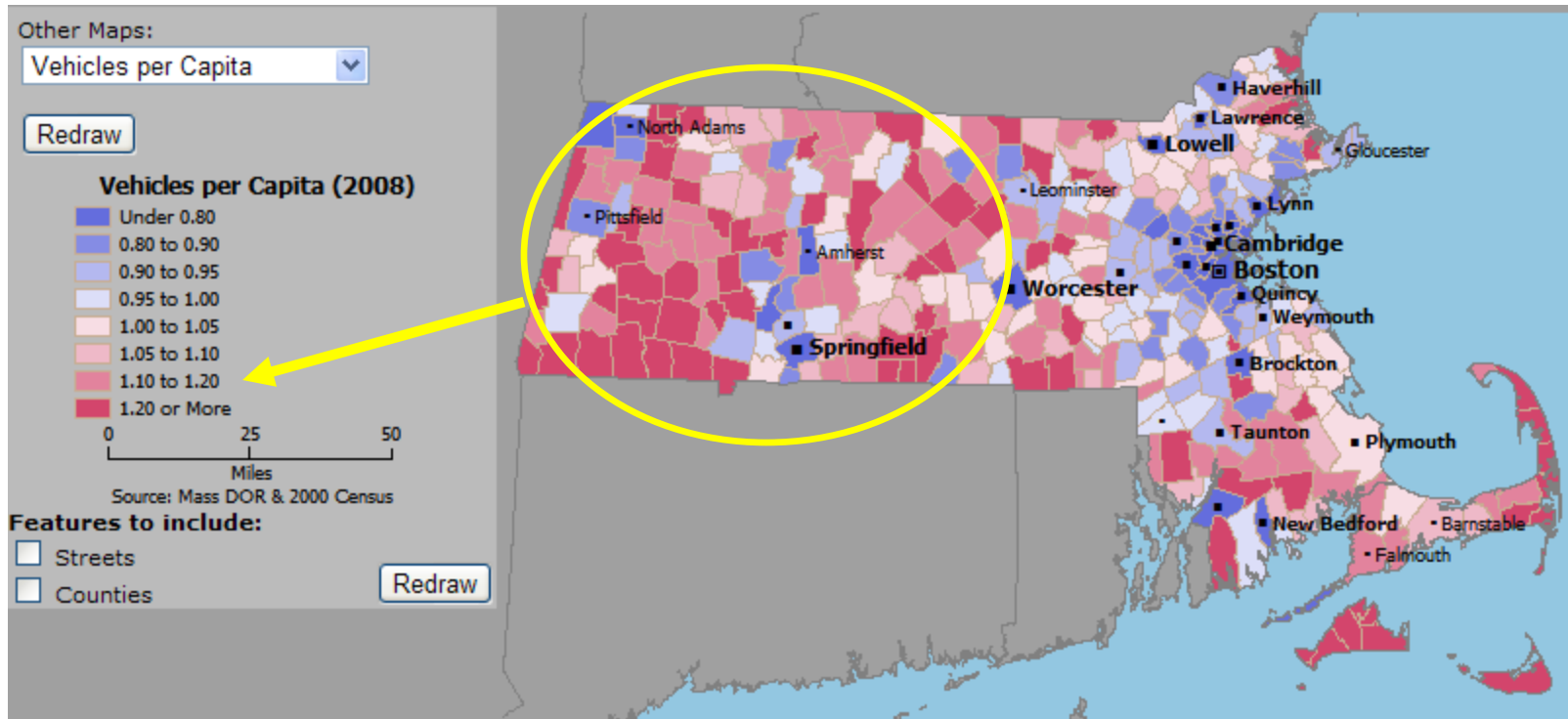
Federal Mobility Program Summary				
FTA	Serving	Federal	State	Total
5310	Seniors & Disabled	\$6,950,861	\$1,985,176	\$8,936,037
5311	Non-urban	\$2,441,947	\$2,441,947	\$4,883,894
5311	Rural (RTAP)	\$101,365	\$0	\$101,365
5311(f)	Intercity bus	\$523,274	\$0	\$523,274
5316	JARC/Job Access	\$516,811	\$516,811	\$1,033,622
5317	New Freedom	\$1,756,115	\$1,530,270	\$3,286,385
Total	All programs	\$12,290,373	\$6,474,204	\$18,764,577

Rural Transportation

- Different needs and expectations
- We apply (expensive) urban service models to a different need
- Demographics & commuting needs are changing

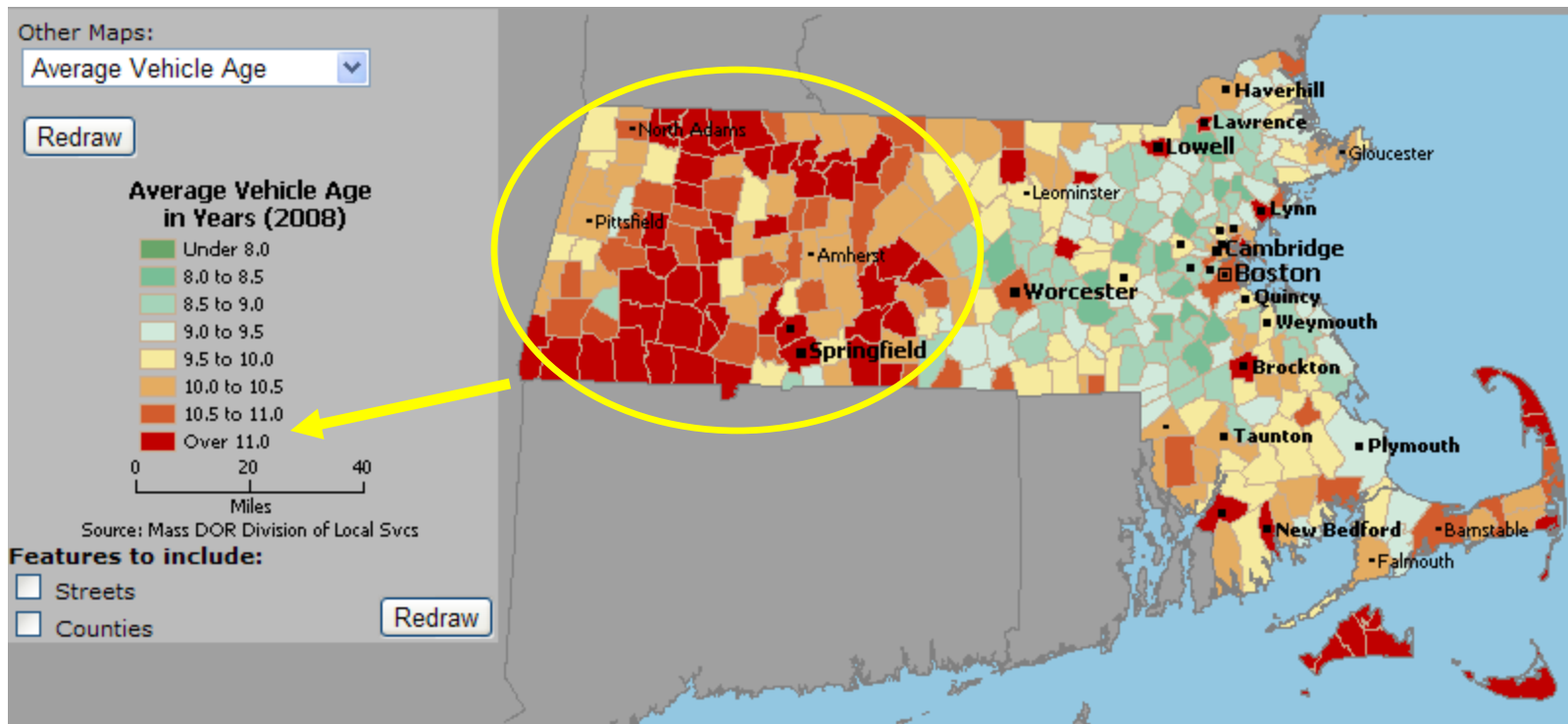
Rural Service Need

Vehicles Per Capita



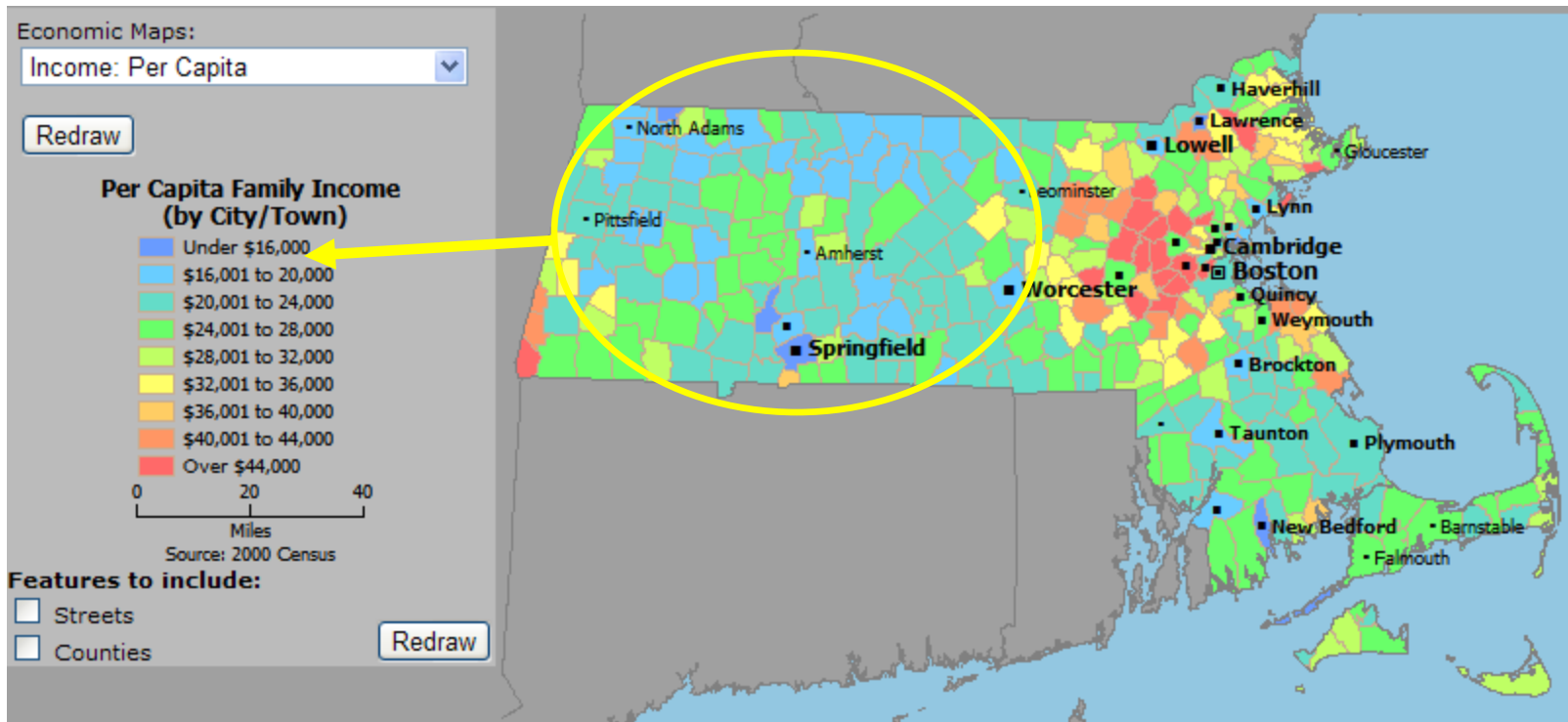
Rural Service Need

Average Vehicle Age




Rural Service Need

Per Capita Income



Why Should We Care?

\$20 Per Gallon



How the Inevitable Rise in the Price of Gasoline Will Change Our Lives for the Better

CHRISTOPHER STEINER



Let's Fix & Prepare



Let's Fix & Prepare

- Develop a rural & intercity plan
- Fare interoperability & reciprocity
- Share product improvements
- New corridors, frequencies & markets
- Legislative changes to charter rules
- Share of formula programs

What is Charlie?

The **CharlieCard** is a contactless, stored value smart card used for electronic ticketing as part of the Automated Fare Collection (AFC) system installed by the Massachusetts Bay Transportation Authority (MBTA) at its stations and on its vehicles.



What is Charlie?

Commonwealth of Massachusetts



Transportation Access Pass

**Jane
Smith**



S - 11234567890

Expires: 05/01/2012

Do not punch holes in this card. Subject to applicable rules and conditions of use.



Why Charlie?

- Currency of New England
- Millions of users
- Advanced account management options
- Expanding to 11 RTAs and other operators
- Strong brand & ease of use



Canny Resemblance?

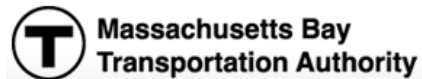


Why Charlie?

- Reconciliation
- Reporting
- Cash velocity
- Market presence
- Security & risk



What is Charlie?



→ Fares & Passes → Reload Your CharlieCard → Reload Your CharlieCard: Step 1 of 4

- Subway
- Bus
- Commuter Rail
- Boats
- THE RIDE
- Charlie: Card & Ticket Info
- Charlie: Buy it Online
- Reload Your CharlieCard
- MyCharlie Account Center
- Sales Locations
- Passes
- Reduced Fare Programs
- Purchase Programs

Reload Your CharlieCard: Step 1 of 4

This section will allow you to reload your existing CharlieCard by adding a pass and/or up to \$50 in stored value. If you don't have a CharlieCard you can [get one here](#).

* denotes required field.

YOUR CHARLIECARD INFORMATION

* CharlieCard Serial Number : [Need Help?](#)

* Re-Type CharlieCard Serial Number :

Need Help? Please call 1-888-844-0355 to speak to CharlieCard Support Services. Our hours are 7 a.m. - 11 p.m. Monday through Friday and 8 a.m. - 5 p.m. Saturday and Sunday. You may also e-mail us at custserv@charliecard.com

Send us your feedback! We're dedicated to providing you the highest level of customer service and are pleased to introduce NEW online CharlieCard services! If you have any suggestions on how we can improve this site please forward comments to custserv@charliecard.com. Thank you for riding the MBTA.



Got MyCharlie?

Upgrade your CharlieCard with a MyCharlie account and you'll be able to set up automatic monthly pass or stored value purchases, and breathe easy knowing your card is protected from damage, loss or theft.

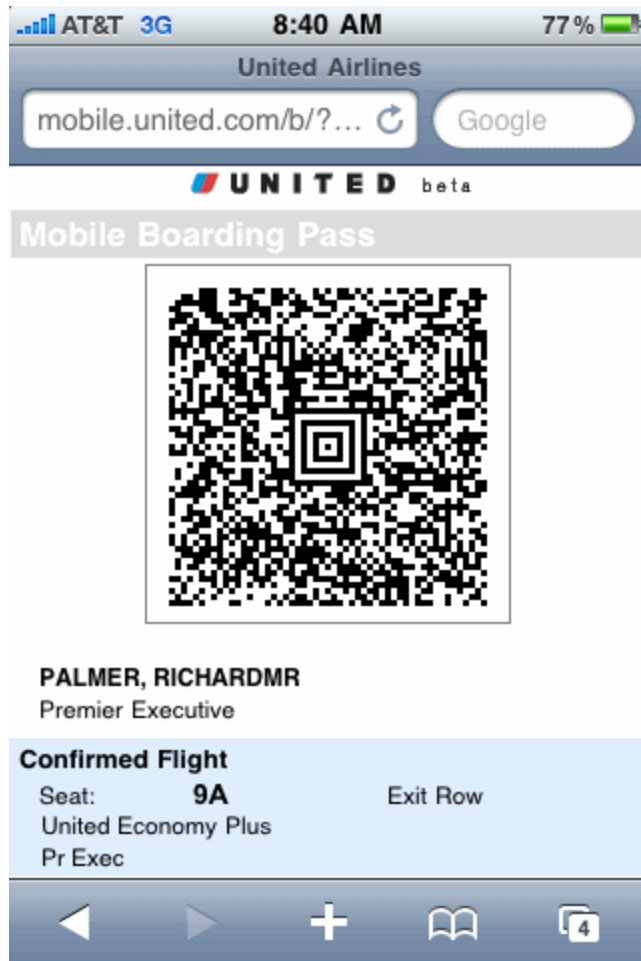
Where is Charlie?



Where is Charlie?



Other options?



Code Share

STAR ALLIANCE
THE WAY THE EARTH CONNECTS



Member Airlines

The member airlines of the Star Alliance network are among the most respected in the world. In order to become members, all airlines must comply with the highest industry standards of customer service, security and technical infrastructure.

Together, they offer convenient and comfortable travel to almost any destination in the world.

ADRIA

AEGEAN

AIR CANADA

AIR CHINA

AIR NEW ZEALAND

ANA

ASIANA AIRLINES

Austrian

Blue

bmi

brussels airlines

Continental
Airlines

CROATIA AIRLINES

EGYPTAIR

LOT POLISH AIRLINES

Lufthansa

SAS Scandinavian Airlines

SHANGHAI AIRLINES

SINGAPORE AIRLINES

SOUTH AFRICAN AIRWAYS

Spanair

SWISS

TAM

TAP TAP PORTUGAL

THAI

TURKISH AIRLINES

UNITED

U.S. AIRWAYS

Code Share

The screenshot shows the United Airlines website interface. At the top is the United logo. Below it are navigation tabs: "Planning & booking", "Reservations & check-in", and "Mileage P". A blue banner below the tabs says "Looking for Continental Airlines services? Visit continental.com".

The main content area is titled "Results based on schedule and price". It includes instructions: "Click the flight(s) you would like to select." and a note: "*Additional [baggage charges](#) may apply".

Below the instructions is a progress bar: "Search —> Review Purchase".

The flight results are displayed in a light blue box. On the left, it says "Lowest fare available" followed by the price "**128.00**" in blue, with "USD per adult" below it. To the right of the price is a "LOW FARE GUARANTEE" badge with a "DETAILS" link. Below the price, it says "Additional taxes & fees apply.".

The flight details are shown in a yellow box, which is circled in yellow in the image. It says "Depart Sun, Nov 07, 2010" and "Boston, MA (BOS) to Washington, DC (DCA)". Below this, it shows the flight time "8:00 AM BOS - 9:34 AM DCA", the flight number "United 2066", and "Operated by US Airways". There are links for "View seats" and "Flight details".

P&B Trip 203 = CCRTA Express 1

Code Share?



Code Share Benefits

- FTA Section 5307 reporting & revenues
- Cross-marketing & new branding
- Google Transit & travel information
- Revenue reciprocity and agreements
- Real Time Travel information



New Marketing

metro
MAGAZINE

April 7, 2010

Industry News

Greyhound, INDOT, Miller Trailways launch Hoosier Ride

A public-private partnership between Greyhound Lines Inc., the Indiana Department of Transportation (INDOT) and Miller Trailways officially launched the Hoosier Ride intercity bus service, on Tuesday, giving more than 30 Indiana communities a new public transportation option for connecting with other parts of the state, as well across the country.

"Hoosier Ride is an important service that allows customers the freedom to travel at their convenience," said Dave Leach, president/CEO of Greyhound.

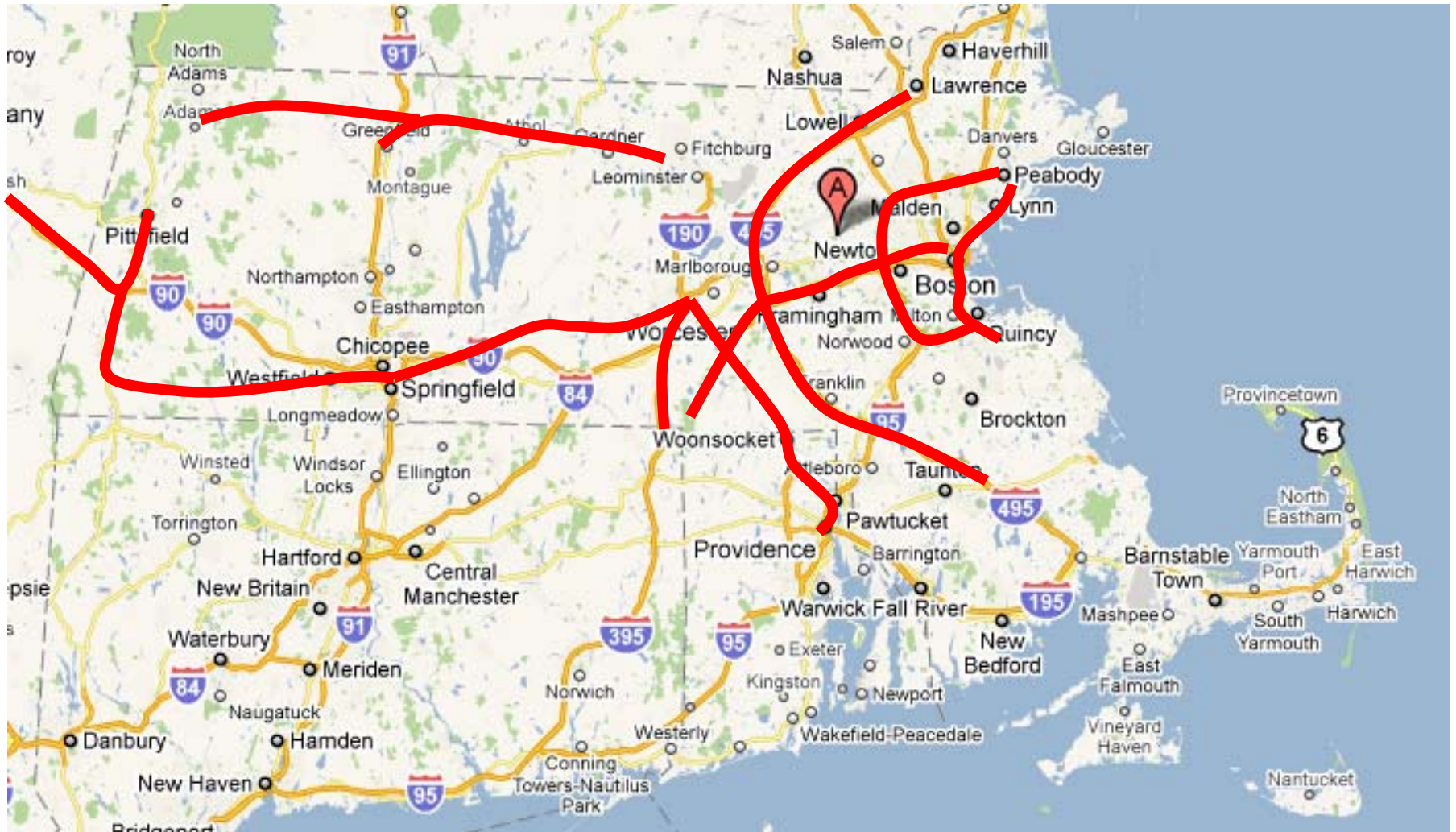
Since January, Hoosier Ride expanded into five regional fixed routes that are timed to connect with existing Greyhound national service in Evansville, Ind.; Indianapolis; Kalamazoo, Mich.; Louisville, Ky.; and South Bend, Ind. Hoosier Ride operates at least one trip daily in each direction using Miller Trailways' fleet of charter buses.

"By providing transportation options to work, airports, schools, and other vital public and private services, Hoosier Ride improves the quality of life and promotes growth of our economy," said Reginald Addy, Miller Trailways' director of business development.

Hoosier Ride tickets and can be purchased individually, or as connections for national Greyhound service, through several different methods. In the future, Hoosier Ride hopes to open additional ticketing terminals along its routes and offer the ability to purchase tickets directly through Greyhound online or over the phone.

Hoosier Ride is partially funded with a \$2 million Federal Rural Transit grant administered by the INDOT. Greyhound tickets purchased in conjunction with the Hoosier Ride service helps finance the matching funds required under this Federal program.

New Services?



Right Sized Vehicles

village link



Our Role?



Blurring The Lines?

- 
- Revenue versus load factor goals
 - Public investment in private ventures
 - Marketing & competing brands
 - Legacy rights & competition
 - Modal investments
 - Risk & market volatility
 - FTA and program transparency

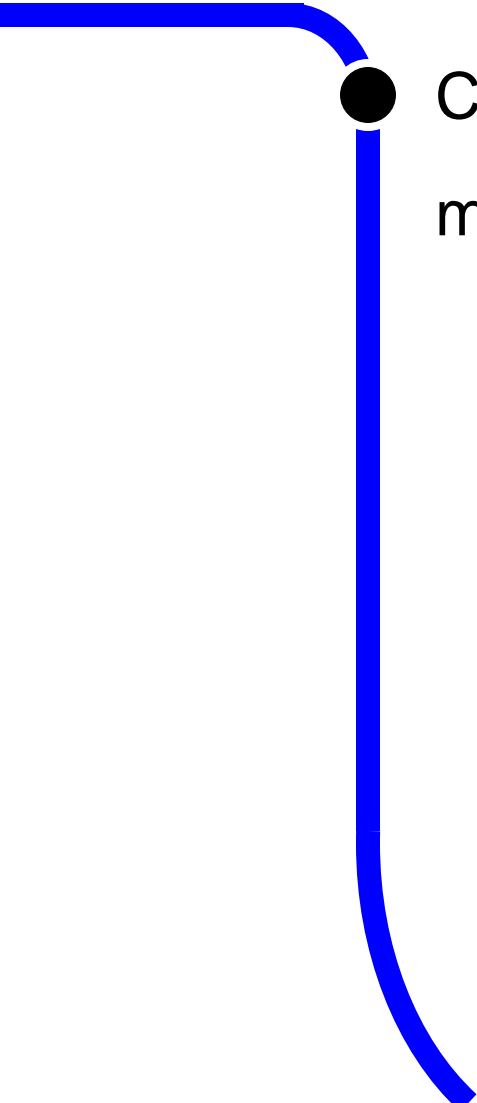
Policy & Market Issues

Route	Carrier	One Way Fare	Miles	Fare/Mile
Boston-Hyannis, MA	Plymouth & Brockton	\$ 33.00	71	\$ 0.46
Boston-Woods Hole, MA	Peter Pan	\$ 26.00	75	\$ 0.35
Boston-Portsmouth, NH	C&J	\$ 18.00	58	\$ 0.31
Boston-Greenfield, MA	Peter Pan	\$ 32.00	108	\$ 0.30
Cincinnati-Dayton, OH	Greyhound	\$ 14.00	50	\$ 0.28
Boston-Pittsfield, MA	Peter Pan	\$ 35.00	136	\$ 0.26
Boston-Springfield, MA	Peter Pan	\$ 22.00	90	\$ 0.24
Buffalo-Syracuse, NY	Greyhound	\$ 33.00	150	\$ 0.22
Boston-Concord, NH	Concord Coach	\$ 15.00	69	\$ 0.22
Los Angeles-Barstow, CA	Greyhound	\$ 25.00	119	\$ 0.21
Boston-Burlington, VT	Greyhound	\$ 41.00	217	\$ 0.19
Dallas-Oklahoma City, OK	Greyhound	\$ 38.00	208	\$ 0.18
Boston-Hartford, CT	Peter Pan	\$ 18.00	101	\$ 0.18
Boston-Portland, ME	Greyhound	\$ 18.00	108	\$ 0.17
Cincinnati-Columbus, OH	Greyhound	\$ 17.00	106	\$ 0.16
Boston-Providence, RI	Peter Pan	\$ 8.00	50	\$ 0.16
Buffalo-Pittsburgh, PA	Greyhound	\$ 34.00	219	\$ 0.16
Dallas-Austin, TX	Greyhound	\$ 30.80	199	\$ 0.15
Cincinnati-Cleveland, OH	Greyhound	\$ 37.00	247	\$ 0.15
Buffalo-Erie, PA	Greyhound	\$ 14.00	98	\$ 0.14
Los Angeles-Bakersfield, CA	Greyhound	\$ 15.00	112	\$ 0.13

FTA Charter Rules

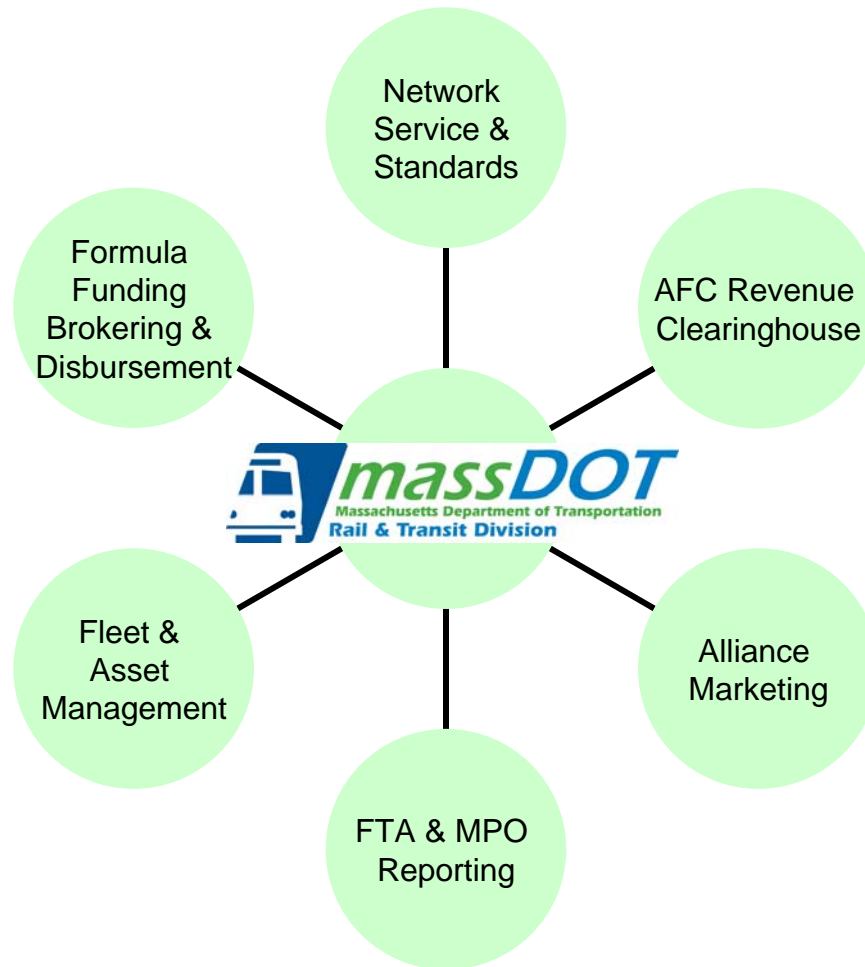
- Recognize charter as a mode and critical to the mobility needs of our communities and economies.
- Stop the rural “touch and go” game.
- Capital assets should be based on service delivery and schedule needs.
- So long as service is maintained, use of the capital assets should be allowed.
- Charter service would pay a per hour/mile asset fee back to the owner for direct cross-investment in rural service.

FTA Charter Rules



● Change helps solve a real capacity problem:
midday storage and crew utilization

Our role?



Working for Tomorrow



Working for Tomorrow

