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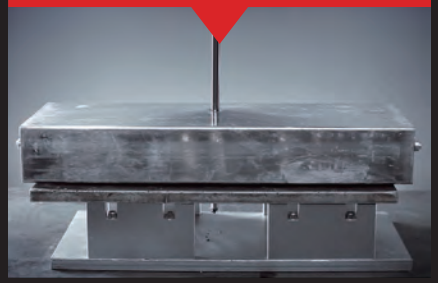

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ON THE COVER: In business since 1928, **Arrow Stage Lines** provides a variety of transportation services. Shown are Arrow Stage Lines **COO Jeffrey Howes**, left, and **President & CEO Luke Busskohl**. Story begins on page 8.

CALENDAR OF EVENTS

APRIL 2022
April 27-28
BUS2BUS
Berlin, Germany
Info: *bus2bus.berlin/en*

MAY 2022
May 1-4
APTA Mobility Conference
Columbus, OH
Info: 202-496-4800

May 10-14
Community Transportation Association Of America (CTAA) Expo 2022
Louisville, KY
Info: 800-891-0590

JULY 2022
July 25-28
National School Transportation Association Annual Meeting & Convention
Niagara Falls, NY
Info: 703-684-3200

July 31 - August 3
Association For Commuter Transportation (ACT) Annual International Conference
Chicago, IL
Info: 202-792-5801

OCTOBER 2022
October 9-12
APTA's TRANSform Conference
Seattle, WA
Info: 202-496-4800

JANUARY 2023
January 11-14
United Motorcoach Association (UMA) Motorcoach Expo
Orlando, FL
Info: 800-424-8262

FEBRUARY 2023
February 2-8
American Bus Association (ABA) Marketplace 2023
Detroit, MI
Info: 800-283-2877

February 4-6
Busworld North America
Detroit, MI
Info: *busworldnorthamerica.org*

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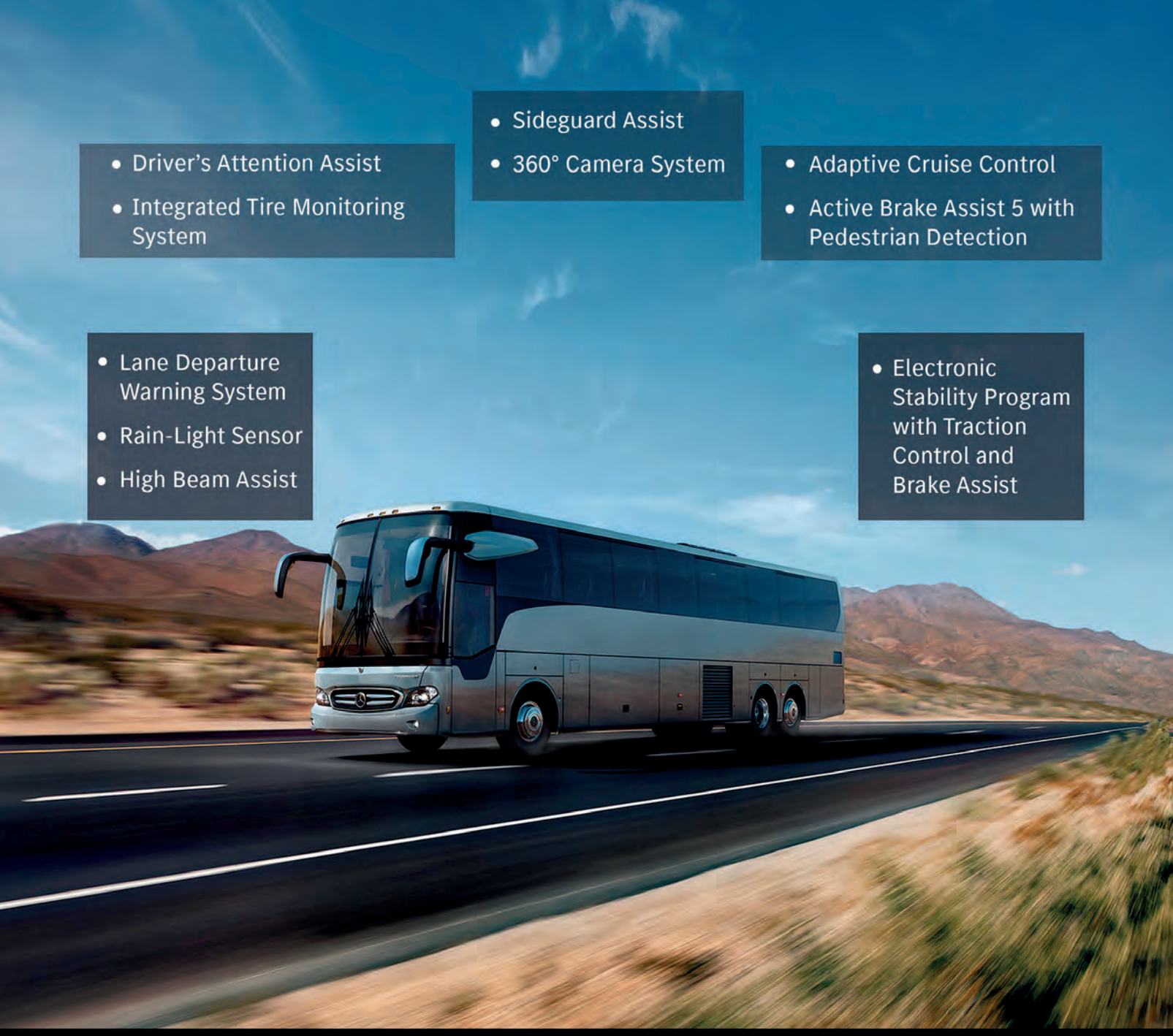

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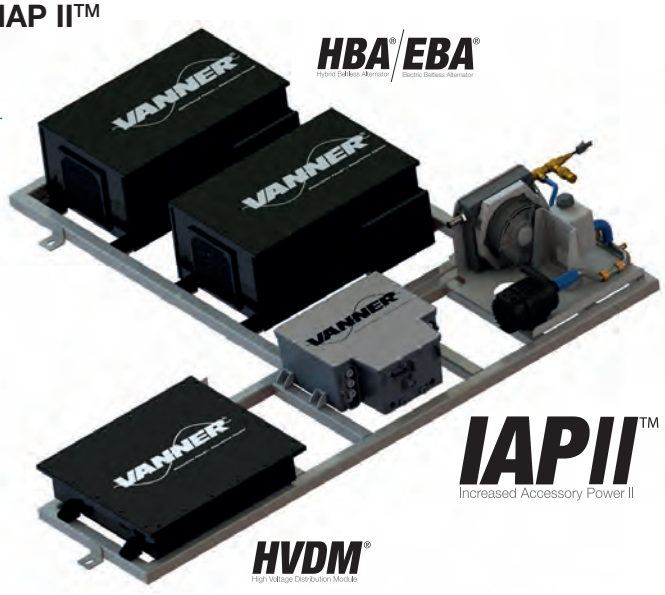

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Shown are President & CEO Luke Busskohl, left, and COO Jeffrey Howes.

Arrow Stage Lines Continues Growth Path After 90-Plus Years Of Transportation Service

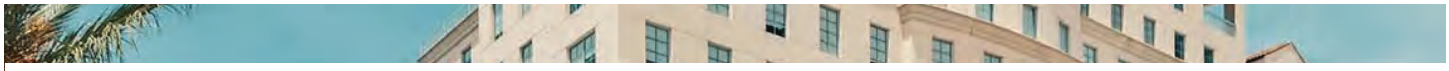
By Harrell Kerkhoff
***Busline Magazine* Editor**

Since 1928, the Busskohl family and **Arrow Stage Lines**, have provided various transportation services to different customer groups. Now under a fourth generation of Busskohl leadership, company officials are looking forward to brighter days ahead, as the bus/motorcoach industry and world anxiously embrace life beyond the COVID-19 pandemic.

"We are very excited about the future. The pandemic has obviously been difficult for everybody. As a company, however, we have learned a lot over the past two years, helping us become more efficient and building even greater relationships with customers," **Arrow Stage Lines President & CEO Luke Busskohl** said. "The good news is, we are seeing demand for transportation coming back. There is an increasing need for bus and motorcoach services.

"As a company, one of our key goals is continued growth. We want to be a company that is always growing, improving and getting better. That involves growth in all departments. We believe that if you are not growing, you are dying. We want to be a company that is always looking to get better and improve."

Arrow Stage Lines COO Jeffrey Howes added: "We are currently seeing demand outpacing supply. One challenge is finding enough drivers. It's an issue many companies in our industry share.



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"The good news is, business is coming back. People are ready to travel. We are seeing athletic, tour and convention work returning. It's now about how to get over the hurdle of finding more drivers to service those customers."

Today, Arrow Stage Lines, based in **Omaha, NE,** operates from 12 facilities in the Midwestern and Western sections of the United States. Many of those locations are equipped to service the company's fleet of 197 vehicles. Currently, the company also has 379 employees, the majority being drivers.

"We are primarily a charter motorcoach business. The bulk of our fleet consist of 54-passenger coaches," Busskohl said. "We also have entertainer coaches — designed for touring bands, campaigning tours, family trips and corporate events — along with mid-size coaches and 16-passenger vans."

Among the transportation services now provided by Arrow Stage Lines are: scheduled line runs, tours, athletics, conventions and meetings, corporate events, crisis management, entertainer and production, government and military, group charters, hotel/resort/casino transportation, school and church transportation, and weddings.

"Our main markets are based in Omaha, Kansas City, Denver, Las Vegas and Phoenix. We look for markets where there is demand for the type of services we provide and will support additional operations," Howes said. "For example, our Denver and Omaha markets support scheduled bus service, while other markets are focused more on the tour side of the business.

"One of the great advantages of our Midwestern and Western locations is their close proximity to many well-known national parks, such as the Grand Canyon, Yellowstone and Yosemite. We work with great tour partners who help sustain that side of our business."

Arrow Stage Lines, however, is more than just a

"As a family, we have always said, 'Yes, we are in the bus business, but really we are in the people business...' We continue to train our teams to 'be the guide in the story.' That means helping our customers become successful by understanding their pain points, and providing them with the best transportation options."

— Luke Busskohl

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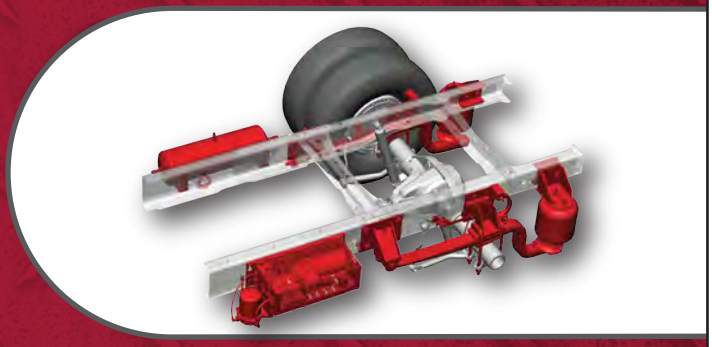

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transportation provider for the western half of the United States. In fact, its vehicles can be found in just about every corner of the country, as well as Canada, as demand dictates.

"In the fall, for example, we will be transporting passengers to the northeastern part of the country during foliage tours," Howes said. "We pretty much go anywhere our passengers want to visit."

Many trips involve the company's Prevost motorcoaches, a manufacturer that has enjoyed a long relationship with Arrow Stage Lines.

"Prevost has been a good partner. For us, it's not only about the purchase of the vehicle itself, and how it performs on the road, but also the quality of that vehicle's service capabilities. We found Prevost vehicles have done very well over the years, when it comes to a lack of defects and overall cost of ownership," Howes said. "As an organization, we spend a lot of time collecting data. We use that data to drive our decision-making processes. That includes tracking all of our service interruptions. We have found our Prevost fleet has fewer on-road failures, and when there are service interruptions, those vehicles spend less time off-road. That is key to what we do as a transportation provider."

Among the trips Arrow Stage Lines' Prevost coaches are used for are charters, tours, sports transportation and scheduled service.

FROM HUMBLE BEGINNINGS, A COMPANY HAS GROWN

Many successful family-owned bus/motorcoach operations have started by meeting a simple need. In the case of Arrow Stage Lines, that need was filling in for a day on a mail route.

"I am part of a fourth generation of family members working at our company," Busskohl said. "My great-grandfather, **Carl Busskohl**, started the business 93 years ago in Norfolk, NE. The story goes that he went to the post office one day to pick up his mail, and was asked to fill in for a driver who hadn't shown up for work. My great-grandfather agreed to fill in, and soon found himself delivering mail a few more times. As that was taking place, other people began asking him to deliver different goods. It eventually led to him transporting people and setting up a scheduled route between Norfolk and Sioux City, IA. In essence, that is how our company started."

Arrow Stage Lines expanded over time, such as during World War II, when it started transporting servicemen. A strong scheduled service also developed. Eventually, charters and tours were added to the transportation provider's product mix.

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Throughout its growth, one part of business has stayed consistent, according to Busskohl — a strong focus on customer service.

"As a family, we have always said, 'Yes, we are in the bus business, but really we are in the people business.' Customer service has always been something valued at Arrow Stage Lines," Busskohl said. "We continue to train our teams to 'be the guide in the story.' That means helping our customers become successful by understanding their pain points, and providing them with the best transportation options.

"We equip our team members with key data, other information and training — allowing them to take proper care of our customer base."

The company's customer service capabilities and overall dedication to transportation have been particularly helpful during the pandemic — an event that has brought major changes to the entire bus/coach industry for the past two years.

Like many bus/coach company officials, Busskohl remembers very well when business demand stopped almost overnight.

"I will never forget March 2020, right as the NCAA Men's Basketball Tournament was set to begin, when our phones started ringing off the hooks with people canceling trips," Busskohl said. "Over 95 percent of our business was canceled. Obviously, we had to make a lot of adjustments, which included preserving as much cash as we could, since we had no idea when the pandemic would end.

"Unfortunately, that meant furloughing employees. We also restructured our business to make it as efficient as possible in order to come out of the pandemic healthy. Looking back, the pandemic has had a major impact on our company and entire industry. It's like nothing we have ever seen before."

Prior to business slowly gaining traction, it became evident there was going to be a great need to keep all vehicles in the Arrow Stage Lines' fleet properly disinfected. In response, the company created a disinfecting program called, "Ready To Ride." A sanitation-focused ELD (electronic logging device) was also added, ensuring each vehicle was on schedule to be disinfected at the end of each trip. Such steps continue today.

"(The ELD) provides data showing our customers not only that the vehicle they are about to board has been properly cleaned and disinfected, but how that was accomplished, when it was accomplished and who, from our team, did the work," Howes said. "We let our passengers and employees know the company's expectations, when it comes to cleaning a vehicle, and the steps taken to accomplish such a task."

Part of the cleaning regimen at Arrow Stage Lines also involves the use of a hydrogen peroxide fogger,

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which is operated for approximately three hours per vehicle.

"The device is designed to kill a wide variety of pathogens," Howes said. "The fogger is used anytime there is a possible exposure to COVID taking place in one of our vehicles.

"Our passengers are very appreciative of the many steps Arrow Stage Lines has taken to ensure a safe trip during the pandemic. That includes seeing our drivers, while wearing protective gloves, wiping down the interior of our vehicles during stops. It gives passengers the peace of mind that the vehicle they are using is really clean. Our full-time cleaning staff follows a checklist which specifically dictates how equipment should be maintained. It is followed during each cleaning."

Busskohl added: "Our motorcoaches include all of the latest amenities such as plug-ins for laptops, Wi-Fi, TV screens to watch movies and televisions, etc. We also use the most recent safety systems, including lane departure warning. Those are all very important for our customers. At the end of the day, however, it always goes back to, 'What are we doing to keep our vehicles clean?'"

For privately reserved trips, Arrow Stage Lines lets individual groups determine mask usage. As of mid-March, a federal mandate still requires face masks to be worn by passengers during the company's scheduled services.

Bill Hassett is one of many coach operators employed at Arrow Stage Lines.

ADDRESSING THE SHORTAGE OF DRIVERS

Driver shortages for bus/motorcoach, trucking and other transportation-related industries was a major concern prior to the COVID-19 pandemic. The problem has only worsened since the start of the pandemic.

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Like many in the industry, officials at Arrow Stage Lines have taken steps to not only find more qualified drivers, but further aid those people already operating the company's vehicles.

"A big focus at our company, as the pandemic started, was to become more efficient. It meant we had to do more things with fewer people. That led to our company developing paperless driver payroll," Howes said. "Today, when our drivers arrive at work, all they have to do is log onto an electronic system that serves as their timecard and integrates into the company's payroll. It has allowed us to eliminate steps that were taken to collect and audit envelopes as part of our old payroll process.

"Our drivers love the new system, freeing them from paperwork at the beginning and end of their workday."

Technology is also being used at Arrow Stage Lines to make the company's driver training process better and more efficient, through an online program.

"That program allows us to provide initial classroom training for drivers online, adding to our company's efficiency. Once drivers are screened and hired, they are given a log-in, where they start online training. New hires are able to complete classroom training before showing up in person," Howes said. "At that point, we have coordinators who begin the behind-the-wheel portion of training with the new drivers. That involves training focused on general maneuvering, along with city, highway and mountain driving.

"Providing proper training for drivers is critical. We take our driver program very serious."

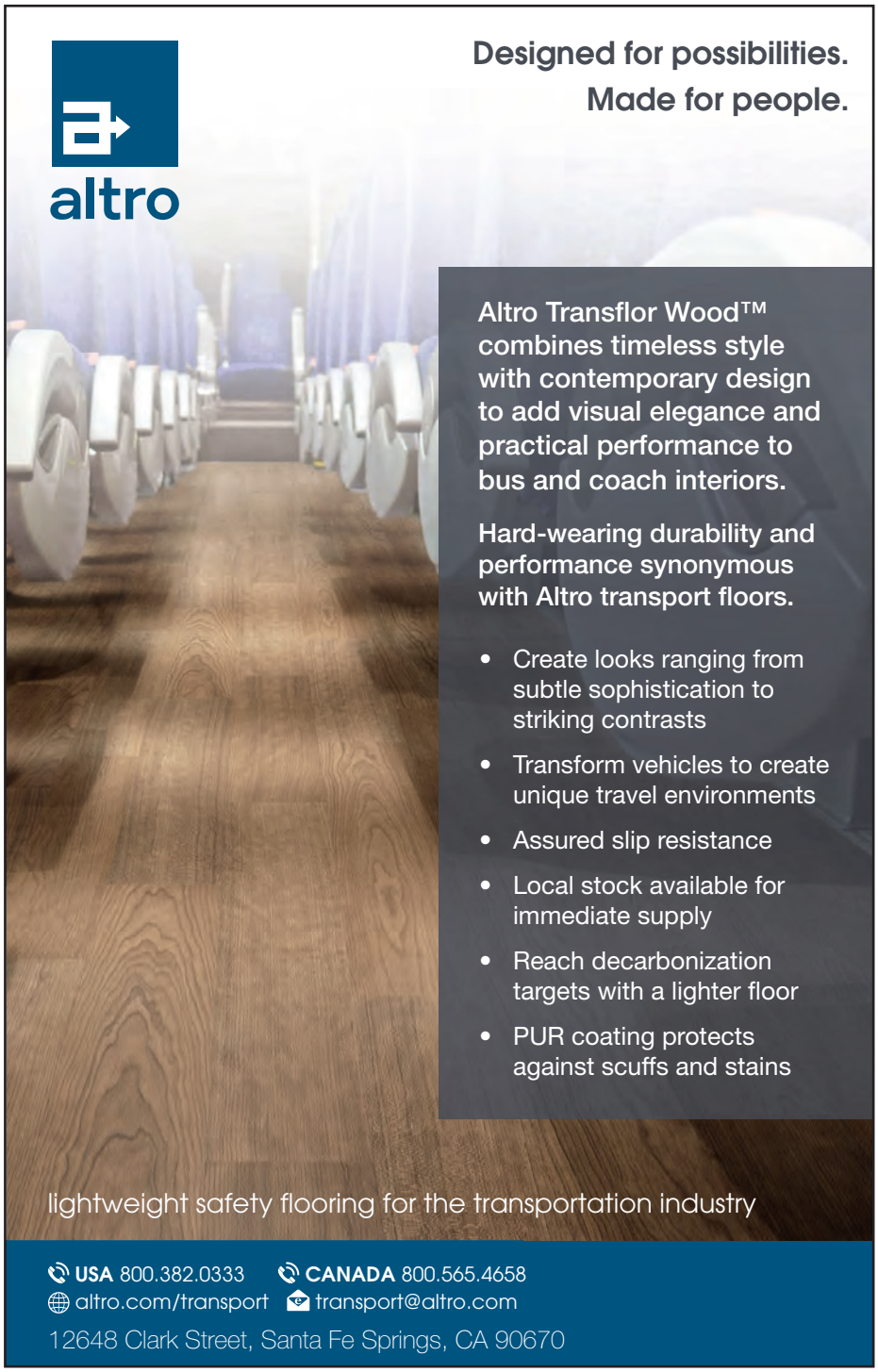
Howes shared key traits that officials from Arrow Stage Lines look for when it comes to new drivers and all employees. He categorized the traits in four areas: **humble, hungry, smart** and **safe.**

"**'Humble'** means (new hires) must be willing to accept coaching/training; **'hungry'** involves the drive and want to work; **'smart'** relates to their emotional intelligence, such as exhibiting interest in properly interacting with customers and co-workers; and above all else, they have to be **'safe.'** Safety is the No. 1 priority," Howes said.

Arrow Stage Lines employs a full-time driver recruiter who stays busy screening applicants, updating job postings and conducting interviews. Howes stressed the importance of speed, when it comes to contacting potential hires, given the current job market, where fewer received applications per posting has become the norm.

"People today expect to be contacted soon after they apply. In response, we contact them within 24 hours," Howes said. "We have experienced our biggest successes with quick follow-ups."

Officials at Arrow Stage Lines take a straight forward approach when it comes to marketing the business toward new



"Our vision is to grow as a world-class organization."

customers. That includes the use of an email marketing program, designed to reach people on a weekly basis.

"We also rely on a really strong social media aspect, involving Facebook, LinkedIn, Twitter and Instagram. And, we spend a lot of time on Search Engine Optimization, which helps direct traffic to our website," Busskohl said. "We have gained a lot of new customers through our website."

A more traditional way to reach new customers is simply having equipment visible on the road — as moving billboards. Motorcoaches operated by Arrow Stage Lines feature the company's signature logo. The vehicles themselves come in a variety of exterior colors.

A WORLD-CLASS FOCUS

With hopefully the worst of the COVID-19 pandemic in the rearview mirror, officials at Arrow Stage Lines are optimistic about what the future will bring to not only their company, but the entire industry. Busskohl addressed company objectives going forward.

"Our vision is to grow as a world-class organization. We define that in three ways: **1).** *We want to be on time;* **2).** *We want to have a defect-free product;* and, **3).** *We want to always provide service with a smile,"* Busskohl said. "We believe Arrow Stage Lines will remain a leader in the industry, and we will continue to service our customers well, by accomplishing those three goals on a daily basis."

Arrow Stage Lines will also continue to focus on two specific programs: one designed to enhance customer travel nationwide known as Arrow Nationwide Ground Logistics (ANGL); while the other (Hero Project) addresses the company's humanitarian focus.

In addition to the 12 Arrow Stage Lines' locations and numerous affiliations, the company's ANGL program delivers a nationwide ground transportation solution, involving partnerships with other motorcoach providers, according to Busskohl.

"ANGL provides one-stop solutions to those customers who have motorcoach transportation needs across the country," he said. "Arrow Stage Lines partners with companies that provide the same level of quality and service, as we do, in different regions. Those are companies we

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The Hero Project, meanwhile, focuses on two key issues: helping provide clean drinking water to people in developing countries; and working to eliminate human trafficking.

"As a company, we feel it's very important to give back. That includes providing a percentage of our profits to an organization that builds wells for clean drinking water," Busskohl said. "We are also involved with the human trafficking prevention program 'Busing On The Lookout.' Our team members have been trained on how to look for, recognize and report the possibility of human trafficking as we service different venues."

Looking ahead to the rest of 2022 and beyond, both Busskohl and Howes remain confident there will be new opportunities, despite stubborn challenges.

Among the trips Arrow Stage Lines' Prevost coaches are used for are charters, tours, sports transportation and scheduled service.

"I feel the biggest challenge right now is the need, as an industry, to recruit the next generation of employees," Howes said. "Many current drivers, for example, are nearing retirement age. It's important to highlight the positives to driving a bus/motorcoach, such as seeing the country and staying in some of the best hotels. It can be a fulfilling career.

Arrow Stage Lines operates from 12 Western and Midwest locations, and employs more than 370 people.

"Being a driver is also a great stepping stone to other positions within a transportation company. It's a career that has great advancement potential. That story needs to be told to younger generations."

Howes has been with Arrow Stage Lines for nine years, starting with the company as a maintenance manger in Las Vegas before moving up the ladder as an operations manager, regional director, manager of corporate operations, and currently, COO.

"One of the best things about working in this industry is that no two days seem alike. It never gets stale."

"One of the best aspects to being involved in the bus/motorcoach industry is the people. Many are great to work with and truly want to see their companies, and industry, grow," Howes said. "There is also a wonderful bond between companies, even if they are competitors. The camaraderie is special."

Busskohl has worked full-time at his family's business for 20 years, although, in reality, his tenure began much earlier.

"I started quite young by cleaning vehicles and answering phones in our Norfolk office. Eventually, I received my CDL and started driving for the company for a few years," Busskohl said. "After college, I worked at our Omaha location in sales and marketing, then moved to a regional director's role, and eventually became COO. I was recently named president and CEO at Arrow Stage Lines.

"One of the best things about working in this industry is that no two days seem alike. It never gets stale. There are always new opportunities, new ways to grow and to develop. I see a lot of positives ahead when to comes to pursuing a career in the bus/motorcoach industry."

ARROW STAGE LINES

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Pinellas County Agency Serving Prime Tourist Destination Makes Transit Fun

Trolley Buses Delight Visitors And Residents Alike

Chief Development Officer Cassandra Borchers, AICP

By Rick Mullen, *Busline Magazine* Associate Editor

Pinellas County is located on the west central coast of Florida, and is part of the Tampa/St. Petersburg/ Clearwater, Florida Metropolitan Statistical Area. It is also one of the most sought-after tourist destinations in the country.

"**The Pinellas Suncoast Transit Authority (PSTA)** serves **Pinellas County**, where the cities of St. Petersburg and Clearwater are located," said **Chief Development Officer Cassandra Borchers, AICP**, during a recent interview with ***Busline Magazine***. "The county is part of the Tampa Bay region. PSTA covers an area of about 600 square miles and serves about 1 million people in Pinellas County. There are 4 million people living in the Tampa Bay area.

"We are considered one of the most innovative mid-sized agencies in the country. We are willing to look differently at the services we provide, and what our customers truly need. We seek to break from the way traditional transit agencies normally operate, making sure we are doing the things that are technologically, as well as culturally, advanced."

In addition to traditional transit buses, PSTA operates 20 trolleys in its fleet. PSTA also partners with Jolley Trolley of Clearwater, which has 18 trolleys, and Looper, Inc., which operates five trolleys. In all, about 40 of the trolleys are Hometown Trolleys, manufactured by Hometown Manufacturing in Crandon, WI, Borchers said.

According to PSTA, "Downtown St. Petersburg is a cultural hub that is booming with artists, culinary experiences, shops, museums, and more. The best way to enjoy this hot spot, car-free, is to catch a ride on PSTA's downtown Looper.

"The Looper's 15-20 minute service runs around downtown St. Petersburg seven days a week and is free of charge."

"We have a tourist economy. As such, there are residents here who believe they are also tourists in their own town. The experience people have riding the trolleys is one of joy," Borchers said. "When people see a trolley, they just want to ride it. We really love our trolleys in Pinellas County.

"PSTA has a number of trolley routes across the county. One is our Central Avenue trolley, which connects downtown St. Petersburg to the beaches.

"We also have our Suncoast Beach Trolley, which runs up and down Gulf Boulevard from Clearwater Beach to St. Pete Beach, along the Intercoastal Waterway.

"Then, we have a whole trolley system in Clearwater Beach, operated by Jolley Trolley, as part of the PSTA system, that connects Clearwater Beach to downtown Clearwater and Tarpon Springs. From tip-to-tail in our county, we are covered with trolleys, and people just love them.

"We just recently replaced our buses that had trolley packages with Hometown Trolleys."

Tourists travel to Pinellas County to have fun, a fact that is not lost on PSTA.

"We always look to make it not just about getting to where you need to go, but also making it fun," Borchers said. "We like to say we are not just in the transportation business, but we are in the 'transportainment' business. The journey is just as important as the destination, so we try to make it a fun experience."

"We always look to make it not just about getting to where you need to go, but also making it fun. We like to say we are not just in the transportation business, but we are in the 'transportainment' business."

SUNRUNNER BRT ROUTE YEARS IN THE MAKING

If all goes as planned, PSTA will open the Tampa Bay area's first bus rapid transit (BRT) route this summer or early fall, called the SunRunner.

According to PSTA, the SunRunner will offer a modern, fast transportation service designed to get riders to the beach or "the 'Burg' (St. Petersburg) in a breeze."

"The SunRunner is one of our major projects. We have been working on it for years," Borchers said. "The Central Avenue corridor from downtown St. Petersburg to the beaches is the highest ridership corridor in the entire region.

"How we could get BRT in this corridor has been studied for years, and it is now close to opening.

"It will run a little more than 10 miles, connecting downtown St. Petersburg to South Pasadena and St. Pete Beach. The SunRunner project has created an opportunity to extend the growth in downtown St. Petersburg and connect the neighborhoods in the west end of the city and the beaches.

"I could spend an hour talking about the SunRunner — how we selected the buses, the inclusion of local art on the bus and the stations, and how we have been working with the community to look at the land use and opportunities for future development.

According to the FTA, transit-oriented development (TOD) seeks to create compact, mixed-use communities near transit, where people enjoy easy access to jobs and services.

"The city of St. Petersburg understands, not just how the infrastructure gets built, but also the effect the it has on the community, and the positive ways PSTA can influence the growth and contribute to things like affordable housing, as we invest in the community," Borchers said.

PSTA travels about 9 million miles a year, with a ridership, pre-COVID, of 12 million annual boardings, Borchers said.

"We have 42 fixed-routes. We also operate paratransit services, which we contract out," she said. "The fixed-route service includes those routes we operate through private operators. We also have partnerships with transportation network companies for some of our innovative programs, such as our first-mile, last-mile initiatives.

"We are in discussions with Forward Pinellas, which is the name of our MPO (Metropolitan Planning Organization), of potentially providing ferry service.

"PSTA has a number of programs in conjunction with transportation network companies. The first one that we launched in 2015 was the Direct Connect Program, and that was our first-mile, last-mile program, which has evolved over time."

For the Direct Connect Program, PSTA identified 26 locations across Pinellas County where it would pay the first $5 of someone's trip on Uber, Lyft or the local United Taxi company, to or from one of those locations.

"The 26 locations are all major stops for us. They are designed to be an affordable way to get people quickly and safely to the main line service that we provide," Borchers said. "We have a lot of area to cover in a very large county. We just can't put fixed-route service everywhere that people would like.

"Direct Connect also has evolved into other services specifically designed to meet customers' needs, including the Transportation Disadvantaged Late Shift program."

The Transportation Disadvantaged program gives lower-income riders discounted monthly passes. PSTA also found people were trying to find and keep jobs that either began or ended before or after its service.

"As a result, Late Shift allows for second- or third-shift workers in our Transportation Disadvantaged program to receive 25 free rides a month on Uber, Lyft or United Taxi to get to and from their jobs between the hours of 10 p.m. and 6 a.m," Borchers said.

Such programs highlight PSTA's commitment to the concepts of inclusivity, equality and sustainability.

"We adopted a new Sustainable Strategic Plan in March 2021. Part of the plan is an entire diversity, equity and inclusion vision. We are working hard with our employees to foster a culture that embraces inclusion," Borchers said. "That is one part of our Sustainable Strategic Plan. We really think of it as having a triple bottom line where we are looking at social, environmental, and economic issues. So, within those three pillars of the Sustainable Strategic Plan is where we operate and where we have our goals set. The Sustainable Strategic Plan can be viewed on our website, *psta.net*."

While the SunRunner BRT is one of PSTA's largest expansion projects, other initiatives are also in the planning stages.

"We would like to implement service from downtown St. Petersburg and Clearwater Beach to Tampa International Airport. PSTA is working with local communities to make those projects our next major investments," Borchers said. "In addition, we have been working closely with Pinellas County, looking at their housing and land usage to establish corridors across the county that could really benefit from increased transit service.

"The Pinellas County Commission is talking about transportation needs, not just for transit, but also for roadways, cyclists and pedestrians."

In keeping with its goal to continue doing things that are technologically, as well as culturally advanced, PSTA relies on partnerships with various entities.

"We really believe in partnerships, and that means partnering with the business community, organizations and our riders," Borchers said. "For example, we have a partnership with Transit App, which has developed trip planning software. We are working with that company to integrate our Direct Connect stops, so that people can use our first-mile, last-mile service in combination with the bus. We also recently launched our Flamingo Fares program, which is our new fare payment system."

Flamingo Fares, in partnership with HART (Hillsborough Area Regional Transit) of adjacent Hillsborough County, of which the city of Tampa is the county seat, offers riders in the entire Tampa Bay region access with one regional fare payment option.

Another important partnership is with First Transit, which is contracted for PSTA's ADA (Americans With Disabilities Act) paratransit service, called PSTA Access.

First Transit, Inc., with headquarters in Cincinnati, OH, is a leading provider of public transportation contracting and management services, according to the company.

"PSTA Access, operated by First Transit, is a next-day reservation service," Borchers said.

In addition to the Access next-day service, to further service ADA passengers, PSTA has partnered with other transportation network companies for a same-day service called Mobility on Demand.

"We take on-demand calls through our own call center, and then we dispatch Uber, Lyft and United Taxi to pick people up with same-day service," Borchers said. "We try to get a balance of different services that meet the needs of our paratransit community, making sure that we are, not only meeting our requirements under ADA, but also exceeding them."

PSTA's next large proposed project is building a new Clearwater Transit Center, for which it is seeking funding through a USDOT Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant.

"Our current terminal in downtown Clearwater is beyond its useful life," Borchers said. "It is too small, and has some other serious issues, so, the best thing we can do is build a new one. We look forward to our partnership with the city of Clearwater on a new facility, and hope it complements their vision of what downtown Clearwater can be.

"Achieving the opportunity to build a new terminal with the federal government's participation is critical for us moving forward. We have been working with our community, but we need the federal government's help, as well."

SAY 'HELLO' TO OUR LITTLE FRIEND — AVA

Again, in keeping with its goal to continue doing things that are technologically, as well as culturally advanced, PSTA currently has a partnership with a company called Beep, Inc., to explore autonomous vehicle usage.

"We had a very successful autonomous vehicle pilot program, which started in November 2020, in downtown St. Petersburg, which ran for about five months," Borchers said. "People just loved it. It involved a little shuttle we call AVA (autonomous vehicle advantage). Now running in Clearwater Beach, and also getting rave

reviews there, AVA is a gorgeous salmon color that you can't miss, and fits in with the overall Florida vibe.

"For the St. Petersburg pilot, AVA was on the waterfront downtown and people really enjoyed taking that driverless vehicle. I think we will get to the point where we have larger autonomous driverless vehicles, but I think there will always be a human element/comfort component of having someone on board to talk to riders and answer questions.

"We have also been working with the Uni-versity of South Florida on some research development to see how people are reacting to a driverless vehicle, and what that might mean for us in the future.

"I think we will get to the point where we are autonomous in the yard first, and then we will expand our services. Fully autonomous buses are still a few years away, but we are watching what is happening with autonomous vehicles and prepare to embrace them when we feel it is safe to do so."

"I think we will get to the point where we are autonomous in the yard first, and then we will expand our services. Fully autonomous buses are still a few years away, but we are watching what is happening with autonomous vehicles and prepare to embrace them when we feel it is safe to do so."

Meanwhile, PSTA is fully embracing electric vehicle technology.

"We have six electric buses in service and two on order," Borchers said. "Furthermore, our board recently approved the purchase of an additional 60 electric vehicles over the next five years. And to kick that off, we were just awarded $18.4 million from the Federal Transportation Administration (FTA) to purchase 12 electric buses and additional infrastructure to charge those vehicles. Our goal is to be fully electric by 2050.

"In addition, in February, our board approved an analysis of our facility for alternative fuel generation. So, we are working with Duke Energy to assess our facility to see how we could use it to generate solar energy that, not only would be used to power our buses, but also the entire facility.

"Going all electric is one of the top goals of our sustainable strategic plan, and I have no doubt we will get there."

SURVIVING COVID

When the COVID-19 pandemic hit in early spring 2020, the transportation industry found itself facing much uncertainty and a myriad of potentially serious issues to remain viable in the communities it served.

"At the very beginning of the pandemic, we made some very good decisions about making sure we balanced the safety of our employees and our riders with the need for people to take care of their daily lives," Borchers said. "Continuing our service was critical. We did that in conjunction with our operators. So, at the very beginning of the pandemic, we eliminated fares, and we instituted rear-door boarding, to help keep operators as safe as possible.

"We also worked every step of the way to change service to match the need of keeping people safe and making sure we still had reliable service on the road. We did that in conjunction with our union, which was very important."

Borchers praised **PSTA Maintenance Director Henry Lukasik** for his critical decision making at the beginning of the pandemic.

"He (Lukasik) was monitoring the international news and saw what was coming. He stocked up on sanitation items and PPE (personal protective equipment) right from the very beginning," Borchers said. "By the time we hit mid-February, we had about eight months worth of supplies on hand to sanitize buses and keep operators safe."

As the pandemic progressed, PSTA leadership kept a close eye on how riders were using the transit system's service. In cases where service was reduced because of the pandemic, it became apparent some people did not have access to bus service to get to work. As a result, the Essential Workers Program was launched, which provided curb-to-curb rides so employees could commute to work on either Uber, Lyft or United Taxi.

"It was really important to us to make sure essential workers could continue to get to work," Borchers said. "We did build back our service slowly, over time. We remained fare-free much longer than other agencies across the country. We only started charging fares again in July 2021, so PSTA was fare-free for more than a year. We thought that was really important to keep our operators safe by not having people congregate around the fare box, and also to keep passengers safe."

Social distancing was accomplished by reducing the number of passengers on a bus. On busier routes, that meant adding buses.

"We had a policy max load of 15 passengers per bus," Borchers said. "We examined the areas that were reaching the max load limit, and that is where we put additional service."

Every day, during the pandemic, PSTA's operators risked their health, as a result of their commitment to come to work and do their jobs.

"Our operators are dedicated to their work and the people of Pinellas County. They did an exceptional job during the pandemic," Borchers said. "We tried to keep them as safe as possible, while also keeping them on the road. During the early days of the pandemic, operators worked somewhere between 24 and 30 hours a week, while getting paid for 40 hours.

"In addition, we knew some people were going to get sick, and others would have to work extra hours to take up the slack. We also made sure that operators had equal opportunity to get some rest, because it was very stressful out there.

"We gave additional vacation and extra sick time to people who had contracted COVID. I think we did a really good job of keeping people safe. The pandemic started in March, and we had our first internal COVID case in June.

"As an agency, we worked together to keep everybody safe. We also made sure we showed our appreciation for our operators during that time."

The pandemic and the courage and dedication of the system's current operator corps notwithstanding, PSTA, like many other transit agencies, has historically had challenges in finding and keeping good bus drivers.

"We have had driver shortages, but our human resources department is keeping pretty busy moving people through the hiring and training process," Borchers said.

"**PSTA Public Relations Coordinator Stephanie Rank** had a great promo with the local news media to have people drive our

new electric buses, which was a big hit," Borchers said. "We got about 50 applicants for fixed-route operator positions after that aired. That is quite a few for a bus company that has a total roster of 390 fixed-route operators."

PSTA boasts more than 900 employees, including privately provided services under the PSTA flag, Borchers said.

"Even before the pandemic, we raised our starting wage. Currently, PSTA bus operators are the highest paid in Florida," Borchers said. "We are trying to get some big wage increases established in the early years of a person's employment to entice them, not only to come work for us, but also to stay.

"We are holding steady, but we need to get up to 400 operators before we open SunRunner, and we are still about 30 shy. We will continue to work hard to get people in the door."

THE PANDEMIC WILL CHANGE US

Borchers predicted the pandemic will help underscore the importance of public transportation in the fabric of how people interact and how urban areas develop moving forward.

"We are going to see a lot more people working from home, if they can. That means they may not need a car every day. So, when people need transportation, they might be more likely to walk, bike or take public transit," Borchers said. "I think people do understand the value that public transportation provides, especially those services that are more visible like BRT and trolley.

"Public transit will also play an important role in how cities will be planned in the future. I think we are going to see a change in how cities are developed, both in terms of densities and outdoor activities."

"Going all electric is one of the top goals of our sustainable strategic plan, and I have no doubt we will get there."

Future urban planning will involve designing areas where people can live in close proximity to work, shopping and play opportunities, which will promote other means of travel, such as walking, biking and taking short bus or trolley trips, rather than driving a personal vehicle, Borchers said.

As for the future of PSTA, "We are definitely thinking about ways to be creative, while remaining very much customer focused," Borchers said.

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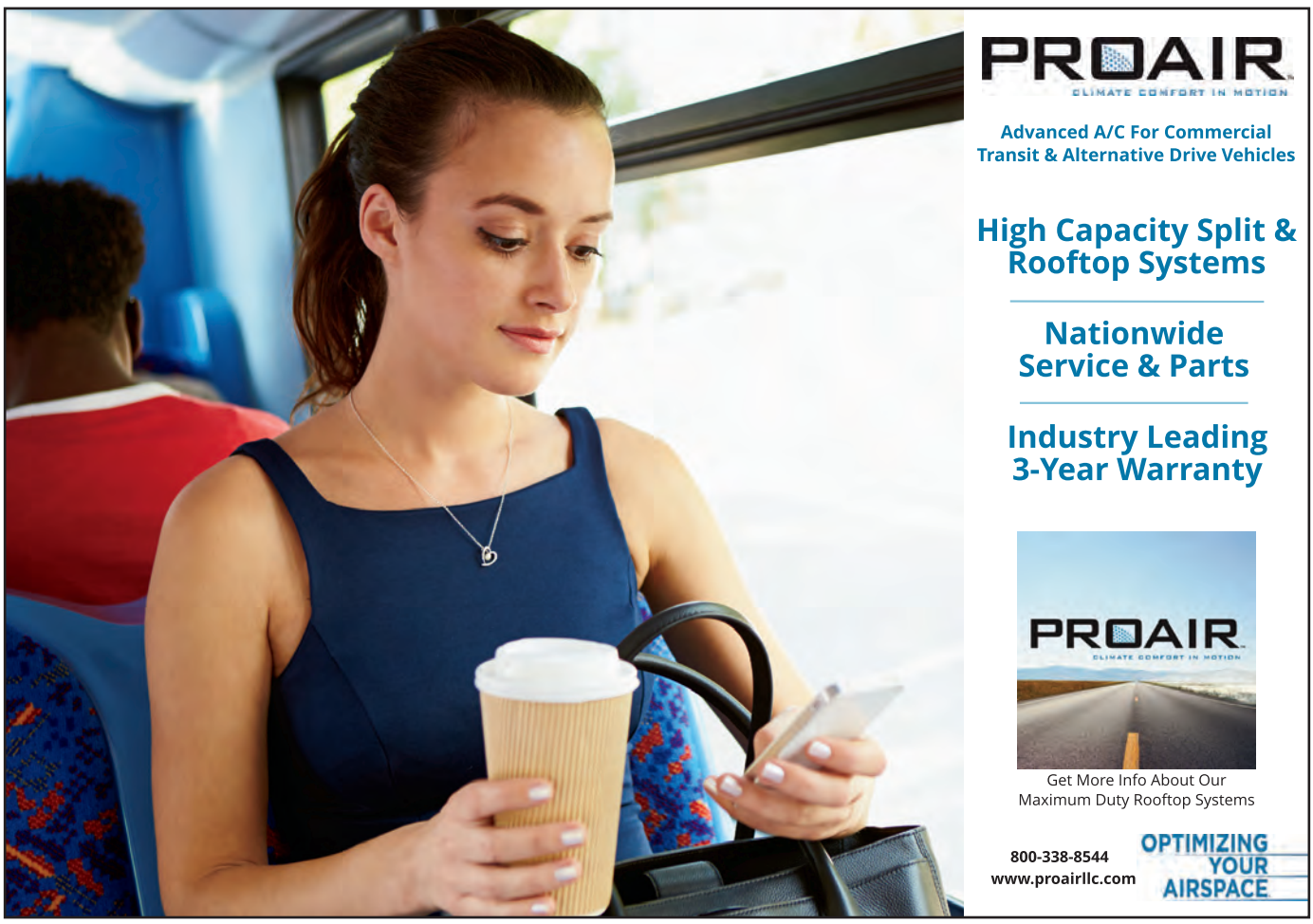

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SAFETY AND LOSS CONTROL –
NOW MORE IMPORTANT THAN EVER

As part of our consultative approach to loss control, National Interstate is committed to helping our insureds run the safest operation possible. As business ramps up for the post-COVID era, we know how crucial it is that our insureds are prepared to operate as safely as possible. That's why we go beyond just the policy to deliver actionable resources and turnkey solutions for our insureds' safety programs.

National Interstate's risk management website serves as a one-stop shop for many safety resources and is designed to help increase the efficiency and effectiveness of safety programs to reduce the likelihood of injuries and accidents. In collaboration with our affiliate, Safety, Claims & Litigations Services, LLC, our insureds have access to:

- **Pre-Packaged Safety Meetings:** Includes everything you need from the PowerPoint presentation to the final quiz. Available in an editable format that you can brand for your company.
- **One-Page Safety Brakes:** PDF bulletins, with topics including pre- and post-trip inspections, city driving, distracted driving, blind spots, inclement weather driving and stress management.
- **SAFR™ Defensive Driving Program:** National Interstate's proprietary defensive driving method, based on creating more time so you can respond to dangers.
- **Safety Guides:** Step-by-step safety management guides to assist with implementing positive and manageable changes to your safety program, including guidance on measuring effectiveness and documenting your process.
- **Training Videos Available to Stream:** Safety Snapshot video series accessible at a click of a button. Additional training videos for National Interstate insureds are available at a discounted rate through several vendors.

By putting these loss control assets into the hands of our insureds, National Interstate looks forward to assisting with the busy return to work in the upcoming travel season and the many safe journeys of insureds' employees and passengers alike.

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Service Insurance Agency:
During Difficult Times, The Relationship With Your Insurance Agent Is Even More Important

Words of wisdom are sometimes hard to come by, especially during difficult times. Currently, we are in one of the toughest times in recent history. The COVID-19 pandemic has devastated the Motorcoach Industry in the United States. The last 12 months have presented a variety of challenges for our customers, and the next 12 months will require even more patience and perseverance.

During these difficult times, your relationship with your insurance agent is even more important. Communication is critical, so that we can provide timely options to the ever-changing marketplace.

With almost 70 years of experience providing transportation insurance, **Service Insurance Agency** representatives have the knowledge, and dedication, to help motorcoach operators survive, and thrive, in today's business climate.

With a dedicated team of customer service representatives (CSR's) and producers, **Service Insurance Agency** provides the value-added benefits that are critical today.

The agency, with its headquarters in Richmond, VA, and a satellite office just outside of Atlanta, GA, can provide a variety of insurance products for the transportation industry. That includes: Auto Liability, Physical Damage, General Liability, Worker's Compensation, Garage and Garage Keeper's Legal Liability. The agency also provides additional help in such areas as driver selection, drug and alcohol testing, DOT compliance, and safety seminars.

"We are one of the largest insurance agencies in the Southeast, providing transportation insurance solutions to our 650 motorcoach clients," **Service Insurance Agency President Tim O'Bryan** said. "We have a staff of insurance professionals that is dedicated to the motorcoach industry. With our team's collective transportation insurance experience, we are able to provide our clients, as well as our potential clients, with valuable insight."

The producers include **Service Insurance Agency President Tim O'Bryan**, located in Richmond, VA, along with **Ann Phillips,** in Richmond, VA, and **Ed Richards**, in Dacula, GA.

"From an agency's standpoint, we help our insureds with various situations in the operation of their businesses, whether it's insurance related or not. Our clients will ask us questions that the non-transportation agent may not be aware of," Mr. O'Bryan said.

He added that a non-transportation agent, or agency, may not be aware of the unique challenges that face the motorcoach operator everyday.

"We are constantly discussing the various COVID-19 relief options with our clients, so that they can make the most informed decisions for their companies," Mr. O'Bryan said.

He explained that as operators strive to return to some sense of normalcy, they need to ask themselves the following questions:

- What can I do to make my company the safest company possible?;
- Am I doing the necessary things to ensure that I have the highest quality drivers?;
- Am I providing the highest level of training possible?; and,
- Are my vehicles maintained and serviced to a higher standard than those mandated by the local DOT?

"All of those questions are critical to ensure that each motorcoach operator is doing his/her part to be as safe as possible. And in doing so, will help to reduce insurance costs in the coming years," Mr. O'Bryan said.

"As an agency that specializes in the motorcoach industry, we welcome the opportunity to work with our clients in all of these areas. Service Insurance Agency lives and breathes this industry. We serve on various state association boards to provide insight and to help all members — whether or not they are a client — become the most informed motorcoach operators possible," Mr. O'Bryan added. "We are committed to strengthening our relationship with our clients, and the various state motorcoach associations, to guarantee the stability and future of the industry that support us.

"These are trying times. It's important that we all work together. Service Insurance Agency has been in this business since 1952, and we have guided our clients through a variety of business climates. Please contact any of our experienced insurance professional to discuss your needs."

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Ed Richards

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5Star Specialty Programs:
Safety Strategies To Improve Risk Management

RISK MANAGEMENT

An active and effective program is essential for any fleet looking to protect drivers, reputation and the bottom line. Safety strategies to improve risk management should include plans and programs that focus on people and developed processes. The key to this strategy is accountability and responsibility for management of risk. Moving from being purely a corporate function to being owned and managed by the divisional operations staff and employees is important. Efforts must include top-down support, communication from senior executives, engagement by operations managers, and feedback and participation by line employees.

OPERATIONAL & ACCOUNTABILITY
CLAIMS REPORTING

Operating managers must become engaged in the post-loss management of losses/claims. Training of proper documentation and reporting should be provided to the division manager level.

CLAIM & LOSS REPORTING

Each operating manager should receive monthly claim and loss reports to provide him/her with information regarding claim frequency and the dollar impact of the losses. The information should allow managers to identify key loss drivers and trends, and help them to begin prevention programs and efforts.

FINANCIAL REPORTING & ACCOUNTABILITY

Financial accountability will provide significant new focus and interest on cost control through both prevention and improved claims management.

SAFETY STRATEGY

It's important to assess operations, obtain information and feedback from managers and employees, and conduct a needs and gap analysis. This will allow for a greater focus on managers and employees in order to drive improvements in results.

SAFETY VISION

Developing a statement for the company as it relates to safety as a core value is critical. This statement should be communicated through multiple channels (company newsletters, posters, communication from managers/supervisors). Routine communication should also be used to present the message.

SAFETY METRICS

A process of identifying measuring performance against internal and external benchmarks to measure safety performance by division is necessary. External benchmarks include industry standards. Internal measurements should include:

1. Injuries — Total Recordable Injury Rate: Total number of OSHA injuries times 200.000 divided by the total work hours.

2. Vehicle Accidents — Vehicle Accident Recordable Rate: (VARR - total number of vehicle accidents divided by total number of hours driven).

POST-INCIDENT SAFE BEHAVIOR REVIEW

After identifying the top causes of injuries and accidents, managers and supervisors should conduct one-on-one coaching sessions with involved employees. The intent of these sessions is to formalize a process for managers to instruct employees, helping them understand what specific safe behaviors must be followed to prevent further incidents. In addition, these coaching sessions will clearly show the company provided remedial training/instruction, and can be used in the progressive disciplinary process, as necessary, if safe behaviors are not used by employees going forward.

COACHING PROGRAM

The following provides a standard approach for managers/supervisors to use when coaching an employee regarding safe and unsafe work behaviors. **Four Steps For Coaching Safe Behaviors**: Guiding employees toward success in new or challenging situations. **Six Steps In Coaching Unsafe Behaviors:** Guiding employees to improve unacceptable performance or work habits.

COACHING PROCESS

1. Identifying Needs: Observe performance & measure results.
2. Coaching: Day-to-day feedback to your employees, with both positive reinforcement of safe behaviors and strong remedial coaching for unsafe behaviors.
3. Provide Support: Encourage responsibility, provide resources and remove barriers.

SAFETY ADVISORY

Following specific incidents or a series of incidents that suggest a trend, management shall prepare and disseminate short documents with specific information and guidance for employees in regard to safe job performance under particular circumstances.

NEW HIRE ORIENTATION

One of the most important impacts on safety, and to ensure a great start for new employees, is to provide instruction, support and well-modeled safe behaviors from trainers and managers.

6 STEPS IN COACHING UNSAFE BEHAVIORS

1. State the unsafe behavior/act and why it is unsafe. Include what you observed and potential risk/outcome.
2. Seek the employee's opinion on what you observed. Listen carefully, watch body language and repeat back the reason you heard.
3. Ask the employee to come up with a solution to avoid the unsafe behavior/act.
4. Give them feedback on their ideas and add a few more if needed. Be open to new ideas. Explain why their ideas cannot be implemented, if applicable.
5. Summarize the conversation and note the needed safety action items. Get a commitment from the employee to encourage ownership.
6. Express confidence and support. Thank them for their ideas and cooperation.

4 STEPS FOR COACHING SAFE BEHAVIORS

1. State the safe behavior/act and why it was safe.
2. Seek the employee/crew opinion. Ask why they do it this way/get feedback.
3. Summarize the conversation. Recap what you talked about and any action items that need to be addressed.
4. Express confidence and support. Thank the employee/crew for their time.

ZERO UNSAFE BEHAVIOR IS THE GOAL.

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Shriver Transportation Insurance Agency:

No Two Operators Are The Same, And We Treat Each Risk As Such

Shriver Transportation Insurance Agency, a leading broker in motorcoach insurance and founded in 1963, has seen it all, and helped navigate treacherous insurance cycles over the years. Nothing can compare to the last two years and the devastation COVID has played on our companies. As we are entering the "new normal," what is changing in the insurance world? Some people may say nothing has changed, and some may say everything has changed. Both answers could be correct.

Each bus company is unique, and as such, each should feel its insurance transactions should be treated with respect. Your insurance partners should be treating you that way.

We value the partnership aspect of the broker and customer relationship aspect in working in correlation to facilitate the best solution for each customer's insurance needs. Your insurance coverage is tailored to your needs and contractual obligations. We know that no two operators are the same, and we treat each risk as such.

With our agency being a specialist in this field, we have strong relationships with virtually all insurance carriers in this marketplace. You should be working with a broker that is a specialist in passenger transportation, one who can help navigate the insurance landscape. We regularly receive calls from operators who were quoted coverages from a general agency, and then discovered they were missing crucial coverages or their carrier was unable to offer specific endorsements required for contracts. With our close and long-standing relationship with the carriers in this field, we can ensure a timely and smooth quoting and renewal process.

The best advice we can give is to start the insurance process around 90 days out from your expiration. More carriers are requiring a loss control visit or survey prior to quoting, and without proper lead time, you might be missing out on more competitive options. You should also be requesting loss runs frequently. This is your loss history, and you need to make sure there are not miss-labeled claims on your history, and that you can keep track of open claims.

The use of GPS tracking, camera systems and properly training your drivers also goes a long way in building a more attractive risk for insurance carriers.

We would welcome any opportunity to discuss your insurance needs at any time.

Contact: Shriver Transportation Insurance Agency,
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Website: shriverinsurance.com. Phone 630-833-0480.

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TIB Transportation Insurance Brokers:
Committed To The Transportation Industry, And Only This Industry

TIB Transportation Insurance Brokers is the largest agency in the country dedicated solely to the transportation industry. Headquartered in Glendale, CA, with offices in Minneapolis/St. Paul, Orlando, Baltimore, Chicago, Lometa, and New York, TIB serves more than 5,000 bus and limousine clients nationally. It's committed to the transportation industry, and only that industry. All of its clients have commercial auto exposures with the vast majority being certificated carriers.

At TIB, tough transportation insurance problems are handled every day. The company is staffed to provide clients with the finest service of any broker in the industry. TIB's goal is to work together as a team to take care of clients. It offers high quality services, trouble-free relationships and rapid response to a customer's needs through the strength of TIB's national network.

TIB's specialization and commitment to the transportation industry ensures that by focusing only on this marketplace, it can devote the energy and resources necessary to be at the leading edge of the transportation insurance field. All clients have their own personal account executive. In addition, they are provided with an assistant account executive to handle their standard requests such as certificates, endorsements, filings, etc., and an accounting representative who knows their exact premium status. Clients always have total access to TIB's corporate management team, who can provide assistance for a client's risk management needs.

The transportation industry has traditionally experienced problems securing programs which provide adequate coverage *and* competitive pricing. As brokers, TIB works for the clients, explaining the various plans and programs and helping them determine the insurance policies which best suit their needs. TIB is not captive to a single insurance company; therefore, it can offer options and alternatives, rather than providing a client with one — and only one — insurance program.

TIB is keenly aware of changes in the marketplace because the company is there, immersed in it everyday. Obviously, change is a part of the environment, and indeed, a dynamic force affecting all of us. TIB's goal is to always be on the cutting edge — to discern the good from the potentially damaging; to keep the concerns and goals of its clients foremost in its actions and reactions to the times.

All of TIB's accounts are important to the company, no matter what their size, starting with the largest customers right down to individual owner/operators. The success of each and every one of these customers is an integral part of TIB's success — this fact is always on the minds of TIB professionals as they serve the company's client base.

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Eberspaecher Climate Control Systems USA Inc.
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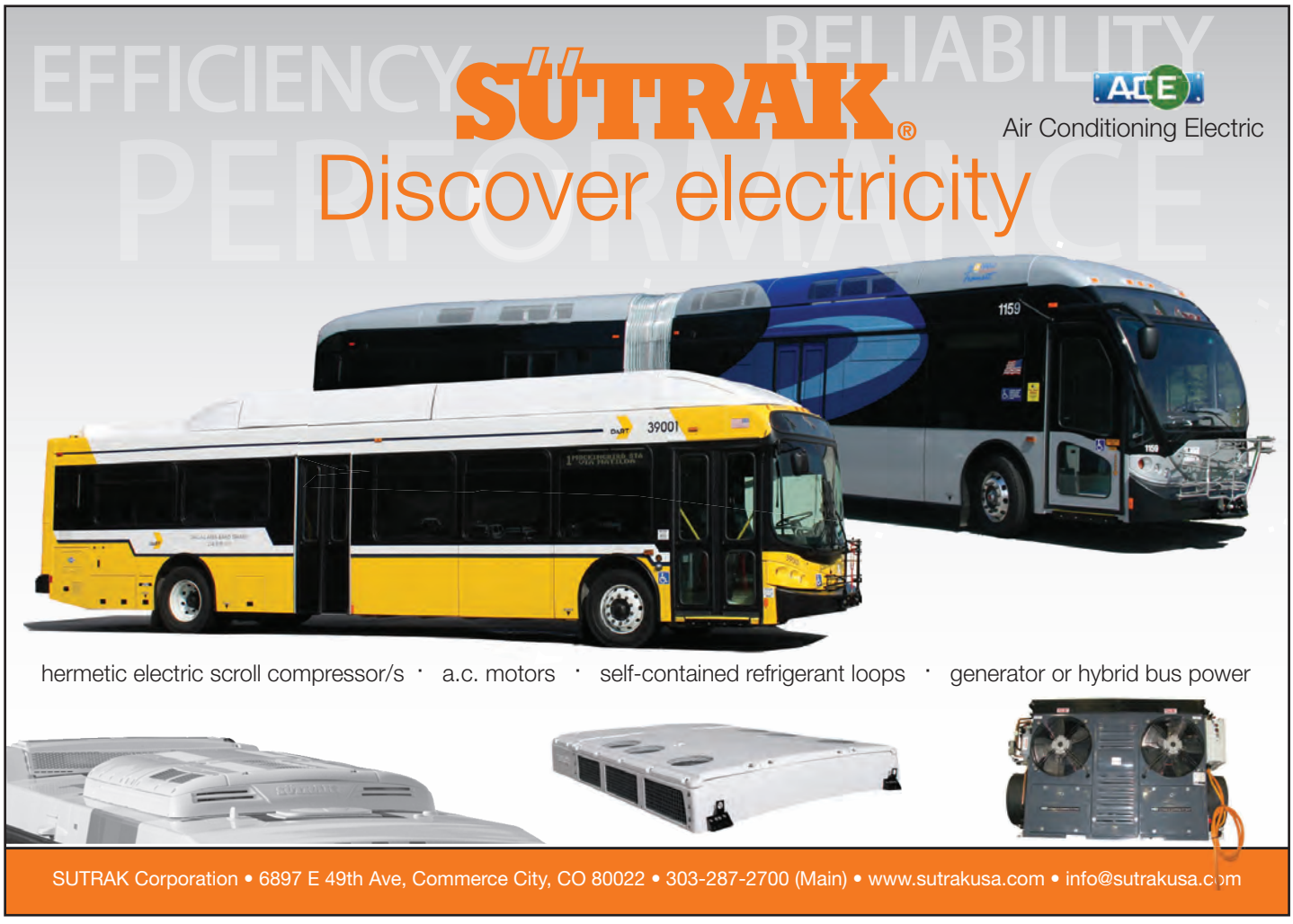
Email: info.bus-coach@eberspaecher.com
Website: www.eberspaecher.com
Company Officer: Attila Illes, Market Area Director North America
Products: As a global specialist for thermal management in buses and coaches, Eberspaecher Bus & Coach Business Unit develops customer-specific solutions for a wide range of requirements. Its clients benefit from quick coordination and short delivery routes. It offers consulting, support, after-sales services, local contacts, and product training to OEMs and body builders, as well as their customers. The company applies its expertise and experience to the benefit of clients, while drawing on a broad technology port-



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Website: www.mcc-hvac.com
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ProAir, LLC
See Ad on Page 25
715 Willow Springs Lane
York, PA 17406 USA
717-767-2775
Website: www.proairllc.com
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Proheat by Dometic
3831 No. 6 Rd.
Richmond, BC V6V 1P6 CANADA
604-270-6899
Website: www.proheat.com
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See Ad on Page 37

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Products: ISO 9001 certified. Heating, ventilating and air conditioning systems for light rail vehicles and people movers and buses, including school buses. 22

Trans/Air Manufacturing

See Ad To Right

480 E. Locust St.
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717-246-2627
Email: JSterner@transairmfg.com
Website: www.transairmfg.com
Products: Trans/Air Manufacturing is an ISO 9001 registered firm, manufacturing a full line of climate control systems for the school, commercial, and electric/hybrid vehicle markets. Units, parts, service, training, warranty, and new or aftermarket installations are available through factory-owned operations or a network of distributors throughout North America. Trans/Air is proud to introduce its new Safer/Aire product line. These products are focused on disinfecting and sanitizing the air and surfaces of any space, including inside a bus, installation facility or office space. 22

Valeo Thermal Commercial Vehicles North America, Inc.

22150 Challenger Dr.
Elkhart, IN 46514 USA
574-264-2190
Email: catherine.derue@valeo.com
Website:
www.valeo-thermalbus.com/us_en/Home
Company Officers: Umit Kilic, Site General Manager; Rick Stephens, Site Sales Director
Products: Valeo Thermal Commercial Vehicles North America, Inc. is a leading designer, manufacturer and installer of mobile air conditioning and heating systems as well as roof hatches and intelligent control systems, supplying OEM and aftermarket customers. As a development partner, Valeo works together with automotive manufacturers all over the world to create individual air conditioning concepts for all bus types - from the school bus to the 5-star luxury coach.

In 2021, Valeo introduced the "Made in America" UV Purifier air sterilization system for bus and coach cabins: inactivates more than 95 percent of viruses including COVID-19 in a single airflow cycle. Installation is a simple “plug and play” retrofit. The Thermal Commercial Vehicles Product Group tackles the challenges of the bus and transport industry in two domains: smart and low carbon thermal management for electric buses, and comfort and safety for passengers while traveling. 22

PARATRANSIT/SHUTTLE BUSES & VANS

ARBOC Specialty Vehicles

Freedom

The Freedom, built on the General Motors 4500 or Ford E450 cutaway chassis, utilizes the standard OEM spring suspension to create a low-floor, ADA-compliant bus capable of a 1:5 ramp angle, all with an exceptionally low price point.

Utilizing the GM or Ford suspension provides reduced maintenance costs over the vehicle's life cycle, making it comparable to any standard floor cutaway. The spacious 39-inch entranceway and single plane floor inside the vehicle offer passengers the opportunity to experience fully-accessible, easy-to-navigate mobility.

All passengers can truly experience what Equal Access for Everyone™ means.

ARBOC Specialty Vehicles
51165 Greenfield Pkwy.,
Middlebury, IN 46540
574-825-1720
Website: www.ARBOCsv.com

Model	Freedom
Seating Capacity	Up to 21
Length	24', 27', 29'
Width	96" (GM) or 100" (Ford)
Height	115"
Engine	6.6L Gas (GM) / 7.3L Gas (Ford)
Type of Fuel	Gas
Chassis	GM4500, Ford E450
Wheelchair Lift Option	Braun ramp
Suspension	OEM spring suspension or optional Liquid Spring or MORryde

ARBOC Specialty Vehicles

Mobility

The ARBOC Mobility is built on the General Motors 4500 or Ford E450 cutaway chassis and utilizes a four-corner air-ride suspension with a beneficial kneeling feature. This allows for an entrance of less than 5-inches from the curb and a minimum 1:6 ramp angle.

The Mobility provides a single, non-discriminatory and accessible entranceway. Riders of all abilities no longer need to contend with steps and can easily navigate throughout the bus.

ARBOC Specialty Vehicles
51165 Greenfield Pkwy.,
Middlebury, IN 46540
574-825-1720
Website: www.ARBOCsv.com

Model	Mobility
Seating Capacity	Up to 21
Length	23', 26', 28'
Width	96" (GM) or 100" (Ford)
Height	115"
Engine	6.6L Gas (GM) / 7.3L Gas (Ford)
Type of Fuel	Gas
Chassis	GM4500, Ford E450
Wheelchair Lift Option	Braun ramp
Suspension	4-corner air suspension

PARATRANSIT/SHUTTLE BUSES & VANS

ARBOC Specialty Vehicles

Equess

ARBOC's Equess, a low-floor transit bus built on an ARBOC Specialty Vehicles chassis with monocoque design, can accommodate up to 33 seated passengers or 6 wheelchair passengers. This bus features a completely flat floor with no steps throughout the interior. ARBOC's advanced technology exceeds ADA guidelines with a 1:8 ramp slope and 39-inch door opening for passengers in need of superior accessibility. This 10-year bus utilizes heavy-duty ZF axles, which allow plenty of GVWR for extra standees.

The Equess CHARGE, the zero-emission battery-electric version of the Equess, is now available. The CHARGE utilizes the proven battery-electric technology from New Flyer, and the 30' model offers a range of approximately 230 miles on a single charge.

ARBOC Specialty Vehicles
51165 Greenfield Pkwy.,
Middlebury, IN 46540
574-825-1720
Website: www.ARBOCsv.com

Model	Equess
Seating Capacity	Up to 33 ambulatory or 6 wheelchairs
Length	27', 30', 35'
Width	100"
Height	102" (D/CNG)/120" (EV)
Engine	Cummins ISB 6.7L Diesel/6.7G CNG
Type of Fuel	Diesel/CNG/EV
Chassis	ARBOC Specialty Vehicles
Wheelchair Lift Option	Braun ramp
Suspension	4-corner air suspension with 6 air bags

ARBOC Specialty Vehicles

Independence

Built on the fuel-efficient Ford transit chassis, the Independence offers a low cost of ownership while maintaining the safety and dependability that is expected from ARBOC. The 96-inch wide body allows for easy maneuverability inside the vehicle.

With a GVWR of 11,000 pounds and an available passenger capacity of up to 14 ambulatory or 5 wheelchairs, the Ford Independence is ideal for transit agencies that are looking for smaller low-floor buses.

Backed by the reliable Ford dealer network, the Independence offers convenience and ease of serviceability.

ARBOC Specialty Vehicles
51165 Greenfield Pkwy.,
Middlebury, IN 46540
574-825-1720
Website: www.ARBOCsv.com

Model	Independence
Seating Capacity	Up to 14 ambulatory or 5 wheelchairs
Length	24' 6"
Width	96"
Height	103"
Engine	3.5L EcoBoost
Type of Fuel	Gas
Chassis	Ford Transit T350 Cutaway
Wheelchair Lift Option	Braun ramp
Suspension	OEM spring suspension

PARATRANSIT/SHUTTLE BUSES & VANS

Micro Bird Commercial

CT-Series

Offered in gas, recent tests demonstrate an impressive day-to-day fuel economy of up to 38 percent compared to other shuttle bus chassis. The transit chassis also offers an encased capless fuel filter and an improved engine compartment layout, in both 3.5L Ecoboost and 3.5L gas engines, that are proven worldwide.

In addition to many of the Micro Bird body benefits such as the reinforced structure and the superior insulation, the CT-Series wide center aisle creates more room for passengers enhancing the comfort. The design offers optimized driver ergonomics, and the overall look of this vehicle is contemporary and stylish.

Micro Bird Commercial
3000 Girardin Street
Drummondville, Quebec J2E 0A1
Fax: (819) 475-9633
Email: commercial@microbird.com
www.mbcbus.com
Sales Contact Person: James Mansell
819-473-3366 • james.mansell@microbird.com
Sales Contact Person: Christopher Shigley
402-889-1097 • Christopher.Shigley@microbird.com

Model	CT-Series
Seating Capacity	Up to 17 passengers
Length	273"
Width	86"
Height	106"
Engine	3.5L Gas | 3.5L EcoBoost
Transmission	10 speed AOD w/Selectshift
Chassis	Ford Transit T350
Air Conditioning	Up to 55K BTU
Steering	Tilt-Standard
Suspension	Leaf Spring
Wheelbase	156"

Micro Bird Commercial

CTS-Series

Micro Bird Commercial designs and manufactures a complete line of commercial buses built with superior durability. The CTS-Series delivers exceptional safety and stability, making this bus an excellent choice for special needs applications.

This bus is ready to be equipped with a variety of options to suit the needs of any passenger, disabled or not. The CTS-Series (CT-Series) offers more visibility and a more comfortable driver's area, with easy access to controls. The double-leaf wheelchair doors offer protection on both sides of the lift, thus adding to passenger safety, while offering superior weather seal and door strength.

Micro Bird Commercial
3000 Girardin Street
Drummondville, Quebec J2E 0A1
Fax: (819) 475-9633
Email: commercial@microbird.com
www.mbcbus.com
Sales Contact Person: James Mansell
819-473-3366 • james.mansell@microbird.com
Sales Contact Person: Christopher Shigley
402-889-1097 • Christopher.Shigley@microbird.com

Model	CTS-Series
Seating Capacity	Up to 11 passengers
Length	273"
Width	86"
Height	106"
Engine	3.5L Gas | 3.5L EcoBoost
Transmission	10 speed AOD w/Selectshift
Chassis	Ford Transit T350
Air Conditioning	Up to 55K BTU
Wheelchair lift	Standard
Steering	Tilt-Standard
Suspension	Leaf Spring
Wheelbase	156"

PARATRANSIT/SHUTTLE BUSES & VANS

Micro Bird Commercial

D-Series

The D-Series is a dual rear wheel bus, made with six longitudinal structural beams, combined with one-piece galvanized steel roof bows that enhance safety and rollover protection. This mid-size bus can be built to accommodate various floor plans and configurations, with seating up to 28 passengers.

Micro Bird buses are purpose built for tours, assisted living, public transit, shuttle markets and many more. Several options such as luxury seats, extra wide rearview window, flat screen TV, and panoramic windows, are offered to enhance a rider's experience. **Alternative fuel propane and electric systems are also available.**

Micro Bird Commercial
3000 Girardin Street
Drummondville, Quebec J2E 0A1
Fax: (819) 475-9633
Email: commercial@microbird.com
www.mbcbus.com
Sales Contact Person: James Mansell
819-473-3366 • james.mansell@microbird.com
Sales Contact Person: Christopher Shigley
402-889-1097 • Christopher.Shigley@microbird.com

Model	D-Series
Seating Capacity	Up to 28 passengers
Length	From 257" to 346"
Width	96"
Height	111" or 113"
Engine	Ford: 7.3L gas Economy or Premium or GM 6.0L gas
Transmission	Ford: 6-Speed AOD or GM: 8 or 6 Speed AOD
Chassis	Ford E350 & E450 or GM 3500 & 4500
Air Conditioning	Up to 82K BTU
Steering	Tilt-Standard
Suspension	Leaf Spring
Wheelbase	From 138" to 216"

Micro Bird Commercial

DS-Series

The DS-Series, a dual rear wheel special needs vehicle, delivers superior safety and a smoother ride because of the energy absorbing body mounting blocks, which greatly reduce road vibration and noise within the bus body. Micro Bird's recessed wheelchair tracks, Slide N'Click or floor pocket anchorages, offer safe and secure transportation for special needs passengers.

The double-leaf wheelchair doors offer protection on both sides of the lift, thus adding to passenger safety, while offering superior weather seal and door strength. **Alternative fuel propane and electric systems are also available.**

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3000 Girardin Street
Drummondville, Quebec J2E 0A1
Fax: (819) 475-9633
Email: commercial@microbird.com
www.mbcbus.com
Sales Contact Person: James Mansell
819-473-3366 • james.mansell@microbird.com
Sales Contact Person: Christopher Shigley
402-889-1097 • Christopher.Shigley@microbird.com

Model	DS-Series
Seating Capacity	Up to 22 passengers
Length	From 283" to 315"
Width	96"
Height	118"
Engine	Ford: 7.3L gas Economy or Premium or GM 6.0L gas
Transmission	Ford: 6-Speed AOD or GM: 8 or 6 Speed AOD
Chassis	Ford E350 & E450 or GM 3500 & 4500
Air Conditioning	Up to 82K BTU
Wheelchair Lift	Standard
Steering	Tilt-Standard
Suspension	Leaf Spring
Wheelbase	From 158" to 216"

Grassroots Efforts Applauded At 2022 UMA Expo

By Harrell Kerkhoff, *Busline Magazine* Editor

Sincere gratitude was expressed to the many bus/motorcoach operators and other industry professionals who reached out to Congress for help during the throes of the COVID-19 pandemic. Recognition of those grassroots efforts took place during the Opening Session of the **United Motorcoach Association's (UMA) 2022 Motorcoach Expo,** in Long Beach, CA.

"**Kudos to our industry for really bearing down and communicating with Congress about the reality of our situation.** Over 145,000 letters have been sent to Congress since the pandemic started, not to mention a myriad of phone calls. That effort came from such people as bus/motorcoach company owners, their staff members and other people who work with operators on a regular basis, such as travel and tourism representatives," **UMA Vice President, Legislative & Regulatory Affairs & Industry Relations/ COO Ken Presley** said. "Such efforts have paid off. Our industry went from receiving no federal money to $2 billion. That is billion with a 'b,' a miracle in and of itself."

Shown, left to right, are UMA Vice President, Legislative & Regulatory Affairs & Industry Relations/ COO Ken Presley; UMA lobbyist Becky Weber, of the Prime Policy Group; and UMA Legislative & Regulatory Committee Chairman Alan Thrasher, of Thrasher Brothers Trailways.

The $2 billion is in reference to the money provided through the federal government's Coronavirus Economic Relief for Transportation Services (CERTS) Act. Recent efforts, however, to receive additional relief for motorcoach companies through a CERTS "refill" have fallen short in Congress.

Nevertheless, Presley (along with **UMA lobbyist Becky Weber, managing director** of the **Prime Policy Group;** and **UMA Legislative & Regulatory Committee Chairman Alan Thrasher,** of **Thrasher Brothers Trailways,** Birmingham, AL) praised the efforts of the bus/motorcoach fraternity for its hard work in contacting members of Congress. Such dedication, they explained, helped put the industry front and center in the national consciousness during unprecedented hardships brought about by the pandemic.

Presley, Weber and Thrasher all spoke during the **UMA Motorcoach Expo Opening Session, Active Member Meeting, Legislative & Regulatory Update.**

"Many people became involved in advocacy efforts with government officials, including those who never did so before the pandemic," Thrasher said. "As members of a struggling industry, we found ourselves in a position where we had no choice but to get involved. Congratulations to everyone on what we have done, as an industry. Today, many more representatives in Congress know our industry exists and that we have strong associations. They know we have grassroots level activity and families depending on our companies. In other words, they found out we are essential."

Efforts continue to gain approval in Congress for CERTS tax exemption. Weber said bus/motorcoach industry lobbying efforts have been active, since the passage of CERTS, in hopes that those funds are not counted as a company's gross revenues.

"We want to keep this a bipartisan effort, as the CERTS program has always been bipartisan. We feel that remains a critical factor when looking to include the tax exemption," Webber said.

She noted that a group of members in Congress — both Democrat and Republican — have signed letters of support for the CERTS tax exemption.

"It should be noted that other federal COVID-relief money, under the Paycheck Protection Program, is not treated as taxable income," Weber said. "I think our request (for CERTS tax exemption) has gained a lot of momentum."

Weber and Presley also discussed the $1.2 trillion bipartisan Infrastructure Investment and Jobs Act passage, approved by Congress and signed by President Biden, in November 2021. The package includes a new five-year surface transportation reauthorization.

"The (surface transportation reauthorization) is a very big bill that funds U.S. highways, transit, motor carriers, vehicle safety programs, etc.," Weber said. "In normal times, it's the biggest bill Congress considers that influences your entire operation, including drivers and vehicles."

She noted the bus/motorcoach industry was able to dodge several "bullets" from legislation that was, at one time, part of the Infrastructure Investment and Jobs Act, before eventually taken out.

Those "bullets" included measures that would increase minimum levels of insurance required from bus/motorcoach operators, a mandate involving driver sleep apnea screening, and efforts to

erode the charter service rule, which is designed to protect private bus/motorcoach companies from having to compete with publicly-funded transit authorities.

"When it comes to unfair regulations directed at our industry, there is always a feeling we are never really out of the woods. Fortunately, we were recently able to avoid some really harmful legislation," Weber said. "(Supporters of bus/motorcoach companies) kept telling members of Congress, 'You can't hit this industry with a whole bunch of new laws and regulations that don't really improve safety. The industry is barely surviving on its own right now, due to the COVID pandemic.'"

Besides action that Congress can take, Weber reminded opening session attendees regulations can directly come from federal agencies, such as the Federal Motor Carrier Safety Administration (FMCSA), the National Highway Traffic Safety Administration (NHTSA), and the Federal Transit Administration (FTA).

"Those agencies have authority to revise, and propose, regulations," Weber said. "Honestly, I have been a bit surprised that we have not seen the level of regulatory activity take place that some had expected during the first year of (the Biden) Administration."

That is not to say Weber and Presley do not see potential hurdles ahead on the regulatory front.

"One of the things that keeps me awake at night concerns technology. It seems many in Washington, D.C., are enamored with the idea of mandating new technology," Presley said. "The problem with that is, technology keeps advancing at a very rapid pace, and it's often hard to retrofit new technology into existing vehicles. That situation can create liability issues for (bus/motorcoach) carriers."

Both Presley and Weber also spoke on the importance of supporting the UMA Motorcoach Travel PAC (Political Action Committee).

"It's important to think of PAC as an essential tool in our industry's tool box. It involves an effective advocacy campaign for the future health of the industry," Weber said. "It's very important for members of UMA to support those members in Congress, as well as candidates, who are willing to support our industry and to be our torchbearers. It took a lot of leadership and effort in Congress to get CERTS enacted, and there are a number of people (in Congress) who are helping us achieve CERTS tax exemption."

Presley added: **"For the first time the motorcoach industry, particularly the charter and tour side, is on the radar of Congress. Those members know who we are now, but they can quickly forget. Each company (within the bus/motorcoach industry) has to decide what to do with that new found clout.**

"I would encourage company leaders to stay engaged with their U.S. representatives and senators. (Bus/motorcoach) operators provided the one thing that matters most in Washington, D.C. — they create jobs. Remind your members of Congress how many jobs you, as a company, provide, and the type of customers you service."

"As members of a struggling industry, we found ourselves in a position where we had no choice but to get involved. Congratulations to everyone on what we have done, as an industry. Today, many more representatives in Congress know our industry exists, and that we have strong associations."

— Alan Thrasher

NEW UMA PRESIDENT & CEO ADDRESSES MEMBERSHIP

Officially joining UMA in October 2021, the association's new **President & CEO, Scott Michael,** addressed membership at the start of the UMA Expo's Opening Session. Michael arrived at UMA after spending the past 26 years with the American Moving & Storage Association.

"Just as with UMA, a lot of companies involved with my past association were family-owned businesses. They included people who truly cared about their industry," Michael said. "I see a lot of commonality between the two associations. UMA members love the motorcoach industry, and I want to help grow that passion.

"Associations are designed to bring like-minded people together, in a way that makes sense. I have put together 'Eight Principles Of Association Leadership,' to help explain my beliefs of what needs to be accomplished as an association."

1). Represent All Members: "I see that as the most important part of my job — listening to, and understanding, the concerns of members," Michael said. "The idea is to identify core things that everybody can agree on, including shared beliefs and goals, to help move our association forward."

2). Be A Responsible Steward: When most people discuss resources of an association, they think about finances and being financially responsible, Michael said. However, it's also essential to think about "people resources," which includes staff.

"It's important that, as an association, we are responsible with how (staff members) are used, what we ask them to do, and to make sure they are given the right tools to succeed and accomplish great things," he said.

3). Seek Collective Action: Michael discussed the importance of an association accomplishing objectives more efficiently, as one organization, than what members can do on their own. That includes advocacy.

"It would be very ineffective if each of our members had to hire a lobbyist. It's much better that UMA is able to work with its members as a collective group, when it comes to advocating for our industry," Michael said. "Education is another area where we can accomplish a lot of great things together. That includes the annual Motorcoach Expo."

4). Using Data: Michael stressed the importance of data, adding he has been providing industry-specific data during recent UMA online town hall meetings.

"Data helps us analyze what is happening, and to then make informed decisions," he said.

As an example, Michael added, recent data shows the number of U.S. motorcoach carriers registered with the FMCSA has decreased from 2,955 in December 2019 to 1,484 in November 2021.

"That data shows our industry was cut in half because of the pandemic. The group of people in this room represent the survivors," he said. "I also think we are going to see new entrants join the industry as the economy picks up. UMA will be there to help such companies."

5). Build Community: Events, such as the Motorcoach Expo, are great for building community spirit and participation in common activities, according to Michael.

"It's important to pull together as members of an association, helping make sure we are all on the same page moving forward. That can lead to great things being accomplished," Michael said.

6). Ensure Diversity: Along with the importance of promoting ethnic diversity, Michael said it's also essential to have members from different geographic regions participate in association events and have their voices heard. The same is true for people who represent both large and small operations.

7). Engage Members: Although new to the association, Michael said his early interactions with people have made him realize that member engagement is one of UMA's greatest strengths.

"I have been impressed with how engaged the UMA board and overall membership are within the association," he said. "I want to help continue that tradition. I also want to encourage more people to sit on association committees. It's good to involve members with diverse backgrounds and levels of experience."

8). Honor The Past/Prepare For The Future: Noting that UMA's history dates 51 years, Michael said there is much to be gained, as an association, when celebrating the past while also focusing on the future. The latter involves seeking out a new generation of people willing to lead — both the association and the entire bus/motorcoach industry.

Michael also discussed his "Five Priorities For UMA" moving forward. They are: **1). Enhance UMA's Premier Industry Expo; 2). Continued Financial Growth; 3). Continued Membership Growth; 4). Added Communications; and, 5). Continued Strong Advocacy.**

On the latter two points, Michael added: "It's important that communication continues at a high level. Not only is it essential to communicate with members what their association is doing, but we also want to hear from them. Communication should always be a two-way street.

"I would say to our members, 'Tell us what you are doing. Let us know what is going on at your company. We want to share that news with the rest of the industry. Tells us the great things you are accomplishing, along with your challenges. This is your association, and we want to make sure you have a voice.'"

Regarding his final priority for UMA, Michael added: "We have an amazing advocacy team, and need to make sure that tradition continues. Along with the great people working for us in Washington, D.C., strong advocacy is built around our members as they continue to reach out to Congress on the grassroots level."

He added it's imperative UMA members continue to write letters and make phone calls to their congressional representatives, while also participating in the annual UMA Bus & Motorcoach Industry Legislative Fly-In.

ABC COMPANIES

An exclusive U.S. distributor of new Van Hool products, ABC Companies also specializes in collision repair, financial services, parts and used bus sales and has various service facilities in place.

BYD

BYD provides a variety of motorcoach and transit bus vehicle options. The company also supplies parts as well as customer service, financing and warranty support.

DAIMLER COACHES NORTH AMERICA

Daimler Coaches North America showcased the new Mercedes-Benz Tourrider at the UMA Expo.

Shown, left to right, are Dr. Thomas Rohde, president/CEO of Daimler Coaches North America; and Dr. Orhan Donmez, project management NCR/Coach USA.

TEMSA

Bus and motorcoach manufacturer TEMSA produces vehicles for the North American and global transportation markets. TEMSA North America serves as U.S. operations for TEMSA, based in Turkey.

Shown, left to right, are Tolga Kaan Doğancıoğlu, TEMSA CEO; and Randy Angell, TEMSA North America head of sales.

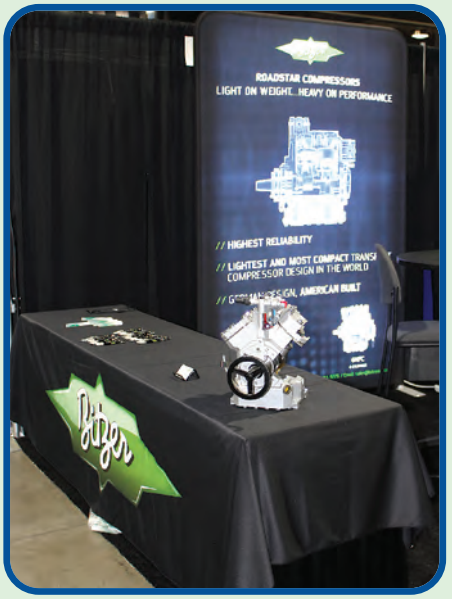
PREVOST

As a manufacturer, Prevost offers a product and service lineup that includes motorcoaches, conversion shells, parts and repair resources, as well as customer and warranty support.

BITZER

BITZER supplies the bus and motorcoach industry with air conditioning parts and systems.

The company's products are designed to maintain the optimum temperature on buses, trains and in buildings.



MOTOR COACH INDUSTRIES (MCI)

Motorcoach manufacturer, Motor Coach Industries (MCI), also produces conversion shells and sells parts and pre-owned equipment, along with providing a network of service facilities.

NATIONAL INTERSTATE INSURANCE

National Interstate Insurance provides insurance-related products covering such transportation segments as passenger bus, school bus and paratransit. Shown, left to right, are company representatives Hayley Stuckman and Michelle Wiltgen.

SHRIVER TRANSPORTATION INSURANCE AGENCY, LLC

Shriver Transportation Insurance Agency, LLC, provides different types of insurance including bus and limo, physical damage and workers' compensation. Shown, left to right, are Chris Lang, account executive; and Michael McDaniels, vice president.

BITIMEC

Bitimec provides mobile washing machines for on-road vehicles and other industries, under its specialized Wash-Bots division. Shown is company representative Christian Murillo.

ANDERSON COACH & TRAVEL

Anderson Coach & Travel offers ActivePure air filtration devices. The ActivePure system has been proven to reduce and eliminate viruses, bacteria and allergens in the air and on every surface. It can be placed anywhere in a vehicle where there is a 110-volt outlet. Shown, left to right, are company representatives Drew Anderson and Evan Anderson.

IRIZAR USA LLC

Irizar motorcoach representative in the United States, Irizar USA LLC, provides parts, financing and warranty support. Shown, left to right, are Axier Etxezarreta, export area manager, Irizar Group; Aitor Martinez, factory engineer, Irizar Group; Daniel Scarpino, president/CEO, Irizar USA; Jason Rounsaville, vice president, sales & marketing, Irizar USA; Randy Wilcox, senior account executive, Irizar USA; Victor Cortez, mobile technician, Irizar USA; and Miguel Oliva, vice president, sales & service, Irizar USA.

Mercedes-Benz's Tourrider Premium — Luxury Motorcoach For The First-Class Segment

"At an official presentation during the UMA Expo, the new Mercedes-Benz motorcoach got off to a fantastic start impressing experts in the North American motorcoach industry.

Boston-based "A Yankee Line," was the first customer to commit to a major multi-year order.

Yankee Line management said, "We are looking forward to providing our passengers with enhanced and sophisticated comfort along with new technology safety equipment that truly raises the bar. The ability and opportunity to customize this completely new Mercedes-Benz product to our exacting standards allows us to continue our legacy of impressing every single passenger who boards one of our coaches."

All new Mercedes-Benz Tourrider coaches come equipped with new technology safety features including ABA 5, Sideguard Assist, Attention Assist, Lane Departure Warning, Adaptive Cruise control and more. Yankee Line is also including the new Mercedes-Benz exclusive wheelchair lift solution above the rear axle on each coach.

Industry Leading Safety Features

Designed specifically for the North American market, the 13.72-meter (45-foot) three-axle vehicles, with a chrome-plated central star set new standards for design, comfort, technology and individuality in the US and Canada. The motorcoaches are also top of the line in terms of efficiency. They feature an optimized aerodynamic shape and low fuel consumption.

The air-conditioning system from Eberspächer/Sütrak has an output of 35 kW. It cools the passenger area pleasantly at all times. Drivers can also keep a cool head with separate 9 kW air conditioning for the driver's cockpit.

Two Versions – Two Cockpits

The Tourrider Business offers the dynamic and functional Basic Plus cockpit. The Premium offers the functional Comfort Plus cockpit. Both cockpits are ergonomically designed and offer a wide range of practical and innovative functions.

Glass Roof And Ambient Lighting

The Tourrider Premium is available with a panoramic TopSky glass roof and ambient lighting for night trips. LED strips along the luggage racks and underneath the window sills create a pleasant atmosphere and offer greater safety for passengers. Passengers can also enjoy a spacious interior, which is six centimeters (2.36-inches) higher in the premium version than in the Tourrider Business. Both versions are also optionally available with two wheelchair spaces. The lift, installed above the drive axle, is easy to operate.

Advanced Emergency Braking System

It's the first motorcoach to be equipped with the standard Active Brake Assist 5 (ABA 5) system with pedestrian detection. As the world's first system for buses and coaches, it will brake automatically to a full stop if stationary or moving obstacles, including people, are detected. A radar-assisted adaptive cruise control system also maintains a safe distance at cruise speed.

An Eye On Pedestrians And Drivers

Safety features include the optional Sideguard Assist with pedestrian detection. This system warns the driver if, for example, pedestrians or cyclists appear in the surveillance zone on the curb side of the coach.

The optional Attention Assist (ATAS) keeps an eye on the driver at all times. It provides a visual and audible warning if it detects typical signs of fatigue or inattentiveness. As another safety feature, the Tourrider is to always stay in its lane. The lane departure warning system, a camera system behind the windshield, detects if the vehicle unintentionally strays from the marked lane and alerts the driver.

Crash Elements Protect Drivers

The Front Collision Guard (FCG) consists of a cross-profile that serves as an underride guard in the event of an accident. The structure behind it consists of crash elements that will absorb energy in a targeted way in the event of an impact. It is also equipped with integrated energy absorbing bumpers in the front and the rear.

Powerful Technology Package

From the Daimler Truck global engine family the Mercedes-Benz OM 471 in-line six-cylinder engine provides dynamic drive power. The engine delivers 336 kW (450 hp) from a displacement of 12.8 l and achieves a maximum torque of 1,550 ft lb (2,102 Nm). A powerful technology package consists of common-rail direct injection with flexible X-Pulse high-pressure injection, charge air cooling, exhaust gas recirculation and SCR technology. The Allison WTB 500R torque converter automatic transmission, which has proven itself in North America over many years, is responsible for power transmission.

Efficient Service Network

Across the whole of the U.S. and Canada, Daimler Coaches North America has an efficient and comprehensive service network. Operators can rely on more than 700 Detroit Diesel service locations and 18 full coach service centers.

Visit *mercedes-benz-bus.com*.

CCW Reconditioned Bus To Yamhill

"Complete Coach Works (CCW) has partnered with local governments in Oregon and Washington to enhance their transit operations. Utilizing Oregon and Washington's statewide contracts, transit agencies are able to add safe and affordable remanufactured buses to their fleets," according to a press release.

"Yamhill County Transit (YCT) was the first agency to purchase a bus through CCW's Oregon procurement contract. The McMinnville, OR, transit system's latest order for a remanufactured 2003 30-foot Gillig low-floor transit bus follows three, 30-foot and two, 35-foot remanufactured Gillig buses purchased through the Oregon statewide contract in 2020. YCT is adding this full-size, two-door Gillig transit bus for increased passenger capacity and easier, more convenient passenger boarding."

"YCT has spent the last five years making improvements to our fleet. The new Gillig buses are a great addition. It is our first experience with rehabbed buses, and we are pleased we made the decision to work with CCW. The bus procurement process went smoothly. The CCW staff were great to work with and their technicians resolved issues quickly. We look forward to a long working relationship with CCW," Cynthia Thompson, YCT's transit manager, said.

The bus selected by YCT will be remanufactured to the agency's specifications at CCW's headquarters and plant in Riverside, CA. The bus will include a new driver seat and flooring, interior and exterior LED lighting, and an ADA-compliant wheelchair ramp. CCW will also install a 2007 Cummins Recon clean-diesel ISL engine and rebuilt Allison B400R transmission, as well as providing YCT decal branding on the bus.

"CCW is honored to be an authorized vendor on both the Oregon and Washington statewide contracts and we are especially pleased to have Yamhill be among the first to mark this milestone with us," said Jim Paul, CCW's regional sales manager. "CCW takes pride in offering just-in-time deliveries, and statewide contracts that drastically shorten the solicitation bid process as agencies can order what they need in an expedited timeframe."

For more information, contact Brad Carson at (800) 287-7253 or e-mail *bradley@completecoach.com*.

The Temsa TS45E, Its Electric Bus Developed For The North American Market

TEMSA unveiled the first electric version of its TS45 model vehicle at the 2022 UMA Motorcoach EXPO held recently in California.

"The TS45E, the electric version of the TS45 family, that has been on U.S. and Canadian roads since 2014, and is among the most preferred products in the market in the motorcoach (travel bus) segment, has been testing in the Silicon Valley in California and different states, one of the world's technology hubs, for nearly two years," according to the company.

"It has successfully passed all the tests, and will be one of the pioneers of the transformation of the motorcoach segment, with its high-driving comfort, maximum passenger safety, advanced technology and zero emission features."

In the introductory launch, TEMSA CEO Tolga Kaan Doğancıoğlu said TEMSA is one of the leading manufacturers in the industry with its 54 years of experience, and TEMSA's branded vehicles, which have hit the roads in 66 countries around the world, have traveled 6 billion miles, which is equivalent to circumnavigating the world 240,000 times.

Doğancıoğlu said that the TS45E is the fouth electric vehicle in TEMSA's global product range that has put "smart mobility" solutions at the foundation of its growth strategy.

From Temsa, the first electric TS45E.

"We are very happy to add a fourth electric vehicle to our product range. North America is one of the strategically priority markets in TEMSA's growth plans. We have been a great success in this market for nearly 10 years, and have become one of the strongest players in this segment, especially with our market share reaching 10 percent in the motorcoach segment. Now, together with our electric TS45E model, and our revamped TS45 vehicle, we are bringing a whole new vibe to the market.

"One of our top priorities is to perfect the customer experience with our sustainability approach, passion for innovation and technological know-how. The first condition for this is to be close to the market and to your customer. That's why we've been operating in the market with our own company, TEMSA North America, since 2019. We coordinate our sales and after-sales services based in the USA. Despite all the challenging conditions of the pandemic, we are together with our customers and business partners. We are trying to convey TEMSA's new era vision to them. With the strong synergy created by our partners Sabancı Holding and Skoda Transportation, our goal in the North American market is to become the leading player in the electric vehicle market."

For more information, visit *temsa.com*.

Promotions At Trans/Air

Trans/Air has announced the following organizational changes:

Daryl Kyle, national sales manager

Austin Lehnert, Northeast field sales representative

David Harden, sales/management

Daryl Kyle has been promoted from his position as Northeast field sales representative to national sales manager.

"Kyle began his career with Trans/Air in production. He gained increasing levels of responsibility and product knowledge during that timeframe. Subsequently, he transitioned into sales and did an exemplary job," according to the company. His new responsibilities entail management of the field sales team.

Austin Lehnert has been promoted from his current position as marketing specialist to Northeast field sales representative.

"Lehnert started his career with Trans/Air as summer help during college. He circulated throughout the organization, from the assembly line to the customer service department, finally coming on board after graduation as marketing specialist. He expressed an interest and exhibits aptitudes in sales, and he has been working with Daryl learning the requirements of that position. He will fill in behind Daryl as Northeast sales representative."

David Harden transitioned from a full-time field sales representative position based in Utah.

"The intent was to be semi-retired, help with sales management duties, and cover his current state of residence Florida. His transition was postponed however, as David kindly offered his assistance in managing the general COVID-related challenges, as well as managing key electric vehicle business. Harden will manage Florida and selected key accounts in the Southeast, as well as other special projects."

Trans/Air Manufacturing Corp.

For more information, visit *transairmfg.com*.

175 Nearly 175 Service Providers

60 Mobile Service Trucks

Prevost Service Centers
Strategically placed throughout the US and Canada

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We service every bus brand

FLEXIBLE SUPPORT

Prevost Uptime®
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PREVOST
THE ULTIMATE EXPERIENCE

STRONG ENOUGH TO CARRY AN INDUSTRY.

WE GEARED UP THE NEW TS45!

With its redesigned, revamped, and reloaded construction,
we geared up the new TS45.
Experience the New TS45 with more standard offerings!

TEMSA NORTH AMERICA INC.
404 Zell Dr, Orlando FL 32824 (833)-628-3672
temsa.com

TEMSA

FOR MORE INFORMATION, PLEASE CONTACT YOUR TEMSA REGIONAL HEAD OF SALES

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