

Bus & Motorcoach NEWS

WHAT'S GOING ON IN THE BUS INDUSTRY

IRP registration a bit unpleasant — but it's necessary

ARLINGTON, Va. — Signing up for the International Registration Plan, for motorcoach operators new to the process, will be like a trip to the dentist — a bit unpleasant but necessary.

Changing to IRP also will affect operators differently depending on where they are located and where their coaches travel the most miles.

“Going to the DMV is like a root canal. You’ve got to do it. It wasn’t a big problem,” said Jim Pitstick of Tri-City Charter in

Longview, Texas.

Brian Scott of Escot Bus Lines in Largo, Fla., said switching to IRP “has not been a game-changer for us, it has just been a different process. It takes some getting used to as it is more administratively burdensome, especially the first time you go through the process.”

As the IRP’s “full-reciprocity” rule among the states and provinces takes effect, motorcoach registration fees may change, Scott warned.

“Depending on the fees in the

state where you travel the most miles, your fees could go up or down,” he said.

Motorcoach operators already are experiencing those differences, some of them for the better, some not so much.

“The cost for our company was just shy of \$100 over our previous registration cost per bus,” said Michelle Petelicki of Panorama Tours in Clifton, N.J. “Some of my colleagues have paid over \$500 more per bus. I do not see the benefit to my additional expense.”

The biggest benefits seem to accrue to operators who frequently travel into the District of Columbia.

“I was able to justify the cost — along with most operators in the Northeast — by the number of trips we do to D.C.,” said Godfrey Lebron of Paradise Tours in Amityville, N.Y. “Each trip required a \$50 trip permit, which goes away when you have an IRP.”

IRP was created through a reciprocity agreement between the 48 continental U.S. states, 10 Canadian provinces and the District of

Columbia. The plan issues apportionable registration credentials for commercial vehicles based on the mileage traveled in each jurisdiction.

For 40 years charter buses were exempt from IRP because operators often did not know what states they would be traveling through in the coming year and IRP had no way to handle the situation equitably. Individuals and companies registering charter buses were allowed to apportion

CONTINUED ON PAGE 14 ►



New York Wheel. Construction has started on the New York Wheel on Staten Island. The \$500 million wheel, which will take two years to complete, will be

80 feet taller than the High Roller in Las Vegas, which at 550 feet bills itself as the world's largest observation wheel. See story on Page 12.

FMCSA proposes CSA fixes as criticism grows louder

WASHINGTON — The drumbeat of criticism over the Federal Motor Carrier Safety Administration’s enforcement practices continues to get louder, and the regulatory agency appears to be getting the message.

There are proposals in Congress to reform the FMCSA, and an independent review team has concluded in a report that the agency’s Compliance, Safety, Accountability (CSA) program needs to be better aligned with the safety risks that cause crashes.

The report, written by a team appointed by Transportation Secretary

Anthony Foxx, was completed in July 2014 but released last month. The team was created in response to an investigation by the National Transportation Safety Board that found the FMCSA had failed to identify significant safety issues during prior audits of the motor carriers involved in four serious commercial vehicle crashes.

The report concluded that the FMCSA’s compliance review process does not consistently generate the intended results and that its investigations “do not consistently result in cited violations that target

CONTINUED ON PAGE 14 ►

Is it a bus or a truck? Good luck figuring that one out

Fish or fowl? Truck or bus?

For interstate bus operators, the latter question is not a matter of existential contemplation but of divining varying laws regarding motorcoach travel.

“When going through several states it is very confusing. Am I a truck or am I a bus? Which laws apply to me?” asked Jim Pitstick, who is based in the Longview,

Texas, terminal of Tri-City Charter.

The states have leeway to enact their own laws regarding speed limits, weigh station rules and left-lane restrictions. Signage generally declares rules for trucks without reference to buses and motorcoaches.

While federal and state laws generally define trucks as any ve-

hicles over a certain weight threshold in applying speed limits, most or many states exempt buses and motorcoaches from stopping at weigh stations when the signs say “Trucks Must Stop.”

So, when a motorcoach operator approaches the scales, he or she may “be a bus.” Except in certain states, where the operator needs to think like a truck. But the

signs may not be specific.

“In Texas buses can run in the left lane around Dallas and Houston. You can even run in the HOV lane. If you go to Atlanta, you can’t run in the left-hand lane. Now you are a truck. I wish we could get some consistency,” Pitstick said. “If they want us to do something, just put it on the sign. We can read and we will know

what they want.”

The intricacies of state laws even trip up recent Tennessee Highway Patrol recruits, said Deborah Neese, executive director of the Tennessee Motor Coach Association.

“This is always a problem in Tennessee,” she said. “We are told when it comes to speed limits we

CONTINUED ON PAGE 16 ►



Get a closer look at an MCI pre-owned

Certified ++
Select +
Deal

Visit mcicoach.com/preowned



ABC Companies' Featured Pre-Owned Equipment



2009 Prevest H3-45

- VIN 11327
 - Mileage: 362,004
 - Engine: Volvo
 - Transmission: Allison B500
 - Location: CA
- \$284,800**



2008 Prevest H3-45

- VIN 11135
 - Mileage 388,737
 - Engine: Detroit series 60
 - Transmission: ZF
 - Braun Wheelchair Lift
 - Location: MN
- \$259,900**



2009 Van Hool TD925

- VIN 42414
 - Mileage: 913,763
 - Engine: Cummins
 - Transmission: ZF
 - Location: CA
- \$329,700**



2007-2008 MCI D4505

- 2007 VIN 57864
 - 2008 VINs 58437, 58465
 - Mileage: 363,000 – 455,000
 - Engine: Repowered Detroit S60 with Warranty
 - Transmission: Repowered Allison B500 with Warranty
 - Location: MN
- 2007 = \$229,900**
2008 = \$249,900



- See additional pre-owned unit photos and info at www.abc-companies.com/bus/pre-owned
- View ABC's complete pre-owned inventory at www.abc-companies.com & www.busbuys.com

Contact your ABC Account Manager for more info:

WESTERN REGION Costa Mesa, California
800.322.2877

MIDWEST REGION Faribault, Minnesota
800.222.2875



Exclusive U.S. **vanHool** Distributor

www.abc-companies.com

Find us on [f](#) [t](#) [YouTube](#) [in](#) [g+](#)

All pre-owned vehicles sold "As-is." Actual coach may vary from photo. Conditions may vary by location. No warranties expressed or implied. Financing and special lease rates available to qualified customers.

Rochester transit agency to continue busing students

ROCHESTER, N.Y. — It looks like Rochester's public transit authority will continue busing students for another school year.

The Rochester-Genesee Regional Transportation Authority had announced in May that it would not renew its contract with the Rochester City School District to bus students because of a series of student fights, one including a stabbing, at Rochester's Downtown Transit Center.

The cancellation ended a nine-year partnership between the transit agency and the school district that had been controversial from the start, with members of the private contract school transportation industry maintaining that the arrangement was illegal.

Leaders of the contract industry had hoped fallout from the unsuccessful arrangement would reverberate across the country and stop other federally funded transit

agencies from unfairly trying to take school bus business away from the private sector.

However, when the Rochester school board determined that it had no other options, it voted last month to extend that contract with the transit agency for another year.

The vote was an indication of the school board's discomfort with MV Transportation, a Dallas-based company that had promised it could step in quickly to bus the

city's high school students.

Ready to serve

An MV Transportation spokeswoman said in a statement that the company was "ready and willing to service (the school district) and can do so within the short time frame demanded by the circumstances."

But according to the *Rochester Democrat and Chronicle*, the company failed to submit a formal bid when the district solicited them in

the fall, and the terms of a potential offer were not made public.

The school board's attorney recommended that the district extend its contract with the transit agency because there wasn't time before the start of the new school year to rebid the bus contract.

The new contract calls for the transit agency to bus most Rochester high school students during the in 2015-16 school year, but only

CONTINUED ON PAGE 16 ►

DOE expects diesel, gas prices to remain low into 2016

WASHINGTON — The U.S. Energy Department has lowered its 2015 forecast for diesel prices by 2 cents to \$2.86 a gallon, but said it expects the price to reach \$3.03 in 2016.

Next year's projection compares with an average price of \$3.83 per gallon last year.

Diesel is expected to move slightly lower into the third quarter of this year, averaging \$2.81 per gallon, before hitting \$2.86 in the final quarter of 2015. It's projected to top out in the third quarter of 2016 at \$3.10.

The report also forecasts regular grade gasoline, which averaged \$3.36 per gallon in 2014, to average \$2.48 in 2015, 4 cents higher than in last month's report, and

\$2.55 in 2016, which is unchanged from the June projection.

U.S. gasoline demand is projected to climb 1.9 percent to 9.09 million barrels a day this year because

of rising employment and lower prices, according to the report.

The department also forecast Brent crude oil prices will average \$60 per barrel this year and \$67 in

2016, while West Texas Intermediate crude oil prices in both 2015 and 2016 are expected to average \$5 per barrel less than the Brent price. These estimates are the same as a month ago.

Part of the reason for the projected hike in crude prices is that U.S. oil production is expected to keep falling at least into early 2016. Fuel prices will be pushed up by increased crude costs and higher demand for diesel and gasoline, with the latter expected to ease slightly compared with this year but higher than 2014's level.

UMA members offered diesel discount

ALEXANDRIA, Va. — United Motorcoach Association members stand to save substantially on diesel fuel under a new partnership between UMA and the AMBEST network of travel centers and fuel stops.

Under the partnership, UMA members who use the exclusive

AMBEST fuel card to purchase diesel at an authorized AMBEST location could save an estimated 20 cents to 25 cents per gallon based on current prices.

The program offers wholesale cost as determined by the Oil Price Information Service, plus 8 cents, or the retail less 3 cents, whichever

is most beneficial at the time of purchase.

AMBEST, a Silver Sponsor of the 2016 UMA Motorcoach EXPO in Atlanta, is a member-owned, nationwide network of more than 200 independent travel centers and fuel stops with an additional 80-plus service centers.

CH BUS SALES *Summer Sale* on Pre-Owned Vehicles

 <p>2008 VanHool C2045 \$219,500</p> <ul style="list-style-type: none"> • 3-like models available, miles vary* *coach pictured has 515,000 miles • New paint & seat covers • Detroit/Allison Powertrain • Aluminum wheels • 57 passenger 	 <p>2009 VanHool C2045 \$189,000</p> <ul style="list-style-type: none"> • 4 video monitors • New paint • New brakes • New shocks • Ready to go 	 <p>2008 Prevost H345 \$229,500</p> <ul style="list-style-type: none"> • 243,533 miles • Detroit/ZF Powertrain • 5 video monitors • Great interior • Alcoa wheels
 <ul style="list-style-type: none"> • 110V plugs • 6 23" monitors 		

Call 877-723-4045 or contact your CH Bus Sales Account Executive for more information
www.chbussales.com/pre-owned-coaches

THE DOCKET

UMA opposes new rules for diabetic drivers – for now

WASHINGTON — The United Motorcoach Association is opposing a federal proposal that drivers with controlled diabetes be permitted to operate interstate commercial motor vehicles without obtaining a medical exemption.

Under a Federal Motor Carrier Safety Administration notice of proposed rulemaking issued in May, drivers with insulin-treated diabetes mellitus (ITDM) would be allowed to obtain a Medical Examiner's Certificate at least annually if their treating clinician provides documentation to the medical examiner that the condition is "stable and well-controlled."

Currently, drivers with ITDM must obtain an FMCSA exemp-

tion that has to be renewed every two years.

In comments filed last month with the FMCSA, UMA recommends retaining the current standards for commercial motor vehicle drivers seeking a commercial driver's license with a passenger endorsement.

UMA further recommends that the FMCSA monitor and study the crash rates of drivers obtaining a CDL with ITDM for at least five years before further considering allowing insulin-dependent drivers to obtain a passenger endorsement under a similar future proposed rule.

In its notice of proposed rulemaking, the FMCSA said the new

procedure would "adequately ensure that drivers with ITDM manage the condition so that it is stable and well-controlled, and that such a regulatory provision creates a clearer, equally effective and more consistent framework than a program based entirely on exemptions."

The agency added that its own evidence reports "indicate that drivers with ITDM are as safe as other drivers when their condition is well-controlled."

That view isn't fully supported by the American College of Occupational and Environmental Medicine, which also filed comments with the FMCSA expressing reservations about the rule.

The organization said it is con-

cerned that primary care providers and specialists asked to provide clearance for drivers to operate a commercial motor vehicle are "often unaware of the safety sensitive tasks and hazards of commercial operations" and of the lifestyle of drivers, including long hours, stress and irregular meals and rest breaks.

That could result in drivers not closely monitoring their blood-sugar levels and an increased risk of hypoglycemia, which has been linked to crashes, the group said.

UMA's comments also referenced the risk of hypoglycemia, and noted that scheduled-service and charter bus drivers who are insulin dependent are in constant

sight of passengers and may have limited opportunities to plan appropriate times to test blood-glucose levels, obtain a snack or meal, or administer insulin injections.

UMA outlined four major reservations it has with the proposed rule:

- The current system of vetting drivers appears effective. What we do not know is the number of drivers that currently begin the process to apply for an exemption but for medical reasons never complete the required submissions.

- The over-the-road bus operations environment may not be conducive to maintaining proper blood-glucose levels sufficient to

CONTINUED ON PAGE 10 ►

Thousands of veterans receive CDLs through waiver program

WASHINGTON — More than 10,000 veterans and active duty personnel have taken advantage of a federal program that waives the skills test portion of the commercial driver's license (CDL) application for bus and truck drivers.

In the first three years of the U.S. Department of Transportation's Federal Motor Carrier Safety Administration Military Skills Test Waiver Program, approxi-

mately 6,000 former military personnel obtained a civilian CDL.

In the past 12 months alone, another 4,000 individuals, including Reserves, National Guard, and U.S. Coast Guard service members, have taken advantage of the program.

"It is our duty to help returning veterans transition into civilian life, and I am proud that so many have used this program to secure careers

in the transportation sector," said U.S. Transportation Secretary Anthony Foxx. "Just as important, we want to put their valuable skills and experience to work driving the nation's economy."

The Military Skills Test Waiver Program, which began in 2011, grants state licensing agencies, including the District of Columbia, the authority to waive the skills test portion of the CDL application for

active duty or recently separated veterans who possess at least two years of safe driving experience operating a military truck or bus.

Waiving the skills test expedites the civilian CDL application process and reduces expenses for qualified individuals and operating costs to state licensing agencies.

"In the near future, the need for skilled (truck and bus) drivers is expected to grow dramatically,"

said FMCSA Chief Counsel Scott Darling. "Having skillful and experienced drivers operating on our roadways will lead to increased safety for every member of the motoring public."

The program has been conducted in close cooperation with the Department of Defense and the American Association of Motor Vehicle Administrators.

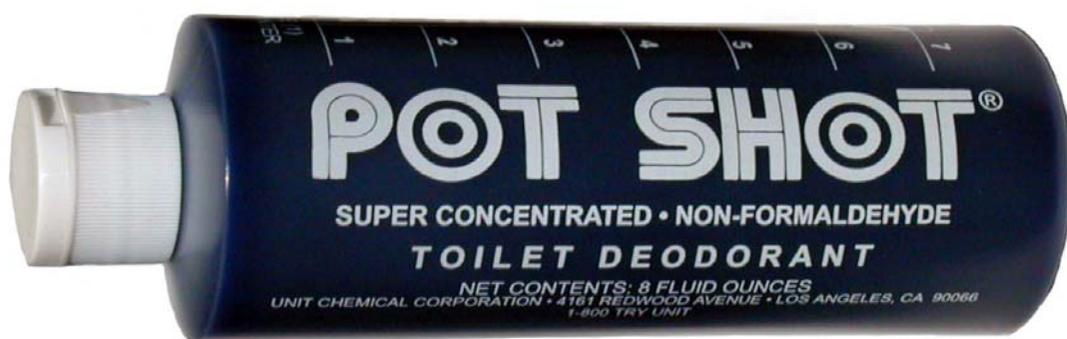
CDL renewals need proof of citizenship

WASHINGTON — Bus and motorcoach drivers renewing their commercial driver's licenses are now required to provide proof of citizenship.

The new requirement, which took effect last month, is a one-time requirement for license renewals.

Drivers must provide one of the following documents to meet the proof-of-citizenship requirement:

- Valid, unexpired U.S. passport or passport card
- Certified copy of birth certificate from any U.S. state
- Consular report of birth abroad issued by the U.S. Department of State
- Certificate of Naturalization or Certificate of Citizenship issued by U.S. Department of Homeland Security
- Valid unexpired Permanent Resident Card
- Unexpired employment authorization document issued by USCIS or an unexpired foreign passport accompanied by an approved I-94 form



WORKS THE BEST - COSTS LESS
FORMULATED RIGHT THE FIRST TIME!!!



WHILE OTHERS ARE CONTINUALLY CHANGING FORMULAS, SUPER STRENGTH POT SHOT'S QUALITY REMAINS UNSURPASSED. THERE'S SIMPLY NO BETTER ODOR CONTROL PRODUCT FOR THE RESTROOM. PLEASE CALL FOR COMPLETE INFORMATION AND YOUR **FREE** SAMPLE.

POT SHOT IS AVAILABLE IN 2 OZ, 8 OZ, GALLONS, PAILS AND DRUMS

(800) 879-8648 - (702) 564-6454 - www.unitchemical.com

60 Years Manufacturing Environmentally Safe Products

**POT SHOT
TRY IT
SPECIAL**

**128
PREMEASURED
SERVICES
\$37.95**

**DELIVERED
ANYWHERE
IN USA AND
TERRITORIES**

**29¢
PER SERVICE**

THE BEST

For All Occasions.



- SPRINTER
- F450 GM28
- F550 GM33
- FREIGHTLINER GM36
- FREIGHTLINER GM40
- FREIGHTLINER GM45

DonBrown
BUS SALES, INC.
WWW.DONBROWNBUS.COM
844.490.6454

GRECH
MOTORS
GRECHMOTORS.COM
855.99.GRECH (47324)

Millions would qualify for overtime under proposed rule

WASHINGTON — The Obama administration has proposed a rule change that would make more than 10 million salaried workers eligible for overtime pay by next year.

The proposal would more than double the salary threshold at which employees automatically qualify for overtime pay.

Under the current rule, employees are guaranteed time-and-a-half pay after working 40 hours a week if they earn less than \$23,660 a year, or \$455 a week. The Department of Labor is proposing to raise the salary amount to \$50,440, or \$970 a week, and automatically adjust it periodically.

"This proposed overtime rule goes to the heart of what it means

to be middle class in America," Labor Secretary Tom Perez said.

The proposal sets up a confrontation with business groups and Republicans in Congress, who say it would cost jobs and slow the economy.

Radical change

"It seems as if these proposed rules have the potential to radically change industry standards and negatively impact our workforce," the National Restaurant Association said in a statement. "We are deeply concerned with the outcome this process will have on the employer community and our employees."

Supporters of the change say the current amount is so low that even workers earning less than the

poverty level for a family of four could be excluded from receiving overtime pay.

It is estimated that the new rule would provide overtime coverage to more than 40 percent of workers, up from 8 percent today.

In the 1970s, the last time the rule was updated, more than 60 percent of salaried workers qualified for overtime.

The gap is the result of a so-called "white-collar exemption," which was intended to prevent executives and management from collecting overtime pay. Critics say employers have used the exemption to withhold overtime for many low-wage workers.

The rule does not change the test used to determine whether a

worker falls under the white-collar exemption. But Perez said his department would solicit ideas to revise the test.

The business community argues that the rule change would cost retailers and restaurants millions of dollars and negatively affect low- and mid-level management positions that middle-class workers depend on for career advancement.

Misclassified workers

Under the current rule, salaried employees who perform managerial duties and are classified as "exempt" are not eligible for overtime if they earn more than \$23,660. Supporters of the change contend that many employers misclassify workers as exempt to

avoid paying them overtime.

Under the new rule, both exempt and non-exempt workers would be eligible for overtime if they made less than \$50,440.

There has been speculation that some employers may try to get around paying overtime by insisting that workers put in no more than 40 hours a week. But White House officials said that could spur businesses to hire more workers to fill the lost hours.

"There will be new workers and new hours that have to be taken up to compensate for the fact that so many managers have essentially been working for free," Perez said.

The proposed rule will be subject to public comments for 60 days.

Senate group exploring VMT program to fund infrastructure

WASHINGTON — The deadline for implementing a long-term plan to pay for the federal Highway Trust Fund has passed — again — with several proposals languishing in committees awaiting action.

But that hasn't stopped lawmakers from proposing new ideas. One of the more recent proposals

calls on Congress to consider implementing a nationwide vehicle miles traveled, or VMT, pilot program to raise money for infrastructure projects.

A Senate Finance Committee working group released a report last month proposing that a program consisting of 5,000 volunteers would be a viable way to

keep the Highway Trust Fund sustainable because the VMT tax "can be calibrated closely to the costs that vehicles impose in terms of road damage and congestion."

A VMT program taxes drivers based on the miles they have traveled. Oregon is experimenting with a VMT program, which officials claim has been easy to use,

protects users' privacy and allows for multiple payment choices.

The nationwide pilot program, as well as experiences in other states, could educate lawmakers about the practicality and challenges of adopting such a system, the report said.

A nationwide VMT program would take about a decade to fully

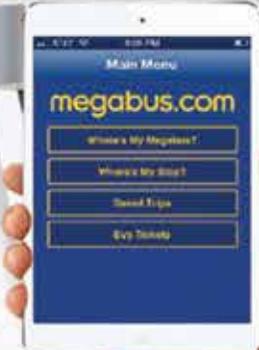
implement.

The Senate working group considers the VMT program to be a viable alternative to raising fuel taxes, the current funding source for the Highway Trust Fund. Its funding authority was set to expire on July 31 unless Congress agreed to a long-term funding plan or passed another short-term fix.



Mobile Tracking and Communications Made Simple






- GPS Vehicle Tracking
- Graphical Web-based Interface
- Onboard Video Surveillance and WiFi
- Customer Interfaces (web, Smartphones, etc.)
- Mapping and Communication
- Electronic Driver Logs
- Secure Sign On and Remote Shutdown
- Distinctive Systems Integration
- Vehicle Scheduling/Dispatch
- Engine Monitoring and Fuel Tracking
- Operational Reporting and Efficiency

And Much More...

SAUCON TDS

For more information, please contact:

Saucon Technologies, Inc.
 2455 Baglyos Circle • Bethlehem, PA 18020
 Tel: 888.872.8206
 Email: TDSinfo@saucontech.com
 Web: <http://www.saucontds.com>

TURTLETOP



From 1960's

From 1970's

From 1980's

From 1990's

From 2000's

From 2010's

To Today!



Turtle Top Strong.


www.TURTLETOP.com

67819 State Road 15, New Paris, IN 800-296-2105

State news: Colorado Supreme Court to review bridge tax

DENVER — The Colorado Supreme Court has agreed to review a lawsuit alleging that a fee charged by a state-authorized enterprise to finance, repair, reconstruct and replace Colorado bridges is an unconstitutional tax.

The vehicle weight-based fee of up to \$32 has been imposed by the Colorado Bridge Enterprise (CBE), a group authorized in 2009 by state legislation and the Colorado Transportation Commission as a way to keep the state's 3,500 bridges in good working order.

The fee is charged whether or not a vehicle passes over a bridge. It is a graduated fee based on the notion that the greater the weight, the greater the charge because heavier vehicles cause more significant impact and do more to shorten the lifespan of a bridge.

The group suing CBE, TABOR Foundation, says the group's bridge safety surcharge is in effect a tax levied without voter approval.

In 2013, a Denver district court judge ruled that the enterprise was constitutional, a decision upheld by the Colorado Court of Appeals last year.

Colorado's high court said it

will hear the case to decide whether an involuntary bridge surcharge levied on vehicle registration is a tax or taxpayer-exempt fee when the vehicle does not cross bridges funded by the surcharge.

The court also said it will focus its review on whether the bridge enterprise must be operated as a self-supporting business and the transactions between the enterprise and customers must be market exchanges taking place in a competitive, arms-length manner.

Evidence introduced during the 2012 trial showed that 168

bridges have so far been identified as eligible for CBE funding.

In 2011, CBE received revenue from the bridge safety surcharge, federal funding and property transfers from the Colorado Department of Transportation. CBE's total revenue for fiscal 2011 was \$78.5 million. Also in fiscal 2011, CDOT transferred 56 deteriorated bridges and associated design work to CBE, all of them in use at the time of transfer.

Washington raises fuel tax

OLYMPIA, Wash. — The

Washington Legislature passed a \$16.1 billion transportation funding plan that would raise the gas tax to fund key infrastructure projects.

The tax would increase by 7 cents per gallon Aug. 1. Then, on July 1, 2016, it would increase by another 4.9 cents. Most of the revenue would be used to fund big-ticket highway expansion projects, transit systems and local roadways.

Gov. Jay Inslee has expressed support for the measure because it would "provide important infra-

structure improvements for communities all across Washington, boosting our growing economy."

The state's aging infrastructure garnered national headlines in May 2013 when a bridge along Interstate 5 collapsed after it was struck by a truck. The bridge was reopened in September of that year after crews installed a new permanent span with help from a federal emergency grant of \$15.6 million.

According to the American Society of Civil Engineers, Washington's roadway system was built more than five decades ago, and it carries more traffic than it originally was designed to accommodate.

I-95 speed limit raised in Delaware

WILMINGTON, Del. — The Delaware Department of Transportation has raised the speed limit from 55 to 65 mph on Interstate 95 from the Maryland state line to just south of the I-495 split south of Wilmington.

The speed limit only changes when and where new signs are posted, DelDOT officials said.

The change was made after extensive DelDOT study of the highway and its safety.

"Crash frequency is not expected to change dramatically,"

DelDOT's Chief Traffic Engineer Mark Luszc said.

"Potentially," he added, "crash rates may decrease as our expectation is that the variance in traffic speeds will decrease with the speed limit posted at a more reasonable level. Freeways typically are the safest roadways in a roadway network."

Still, DelDOT plans follow-up studies of speed and crashes on the interstate, comparing to past data to determine the impact of the speed limit change.

But will the new speed limit change anything for drivers?

"Probably not," said Jim Lardear, spokesman for the AAA Mid-Atlantic motorists' group.

When speed limits are correctly set and enforced, he said, the combination improves motorists' mobility, safety and respect for the law.

Officials say drivers can expect the new limit to be enforced more aggressively than the old one, with Delaware State Police having less tolerance for speeders over 65 mph as a matter of safety.

Big Brother is watching

DENVER — The Colorado Department of Transportation conducted a three-day evaluation of a helium-filled blimp to monitor traffic.

The demonstration was designed to evaluate the usefulness of higher-altitude camera views to obtain the "big picture" of traffic in the Denver area and help with incident management, according

CONTINUED ON PAGE 9 ►

Pick Your Strength

cpacex solutions

THE MOST POTENT PACKET AVAILABLE

ULTRA PowerPaks

CALL NOW!
1-800-974-7383
Ext. 114

- Rapid Effervescent Dispersion
- The Most Active Odor Control Formula Available
- Amazing Fragrance
- Blue Non-Staining Color
- Non Formaldehyde

Pick a performance level that meets your needs.

ULTRA-LITE
ULTRA-CLASSIC
ULTRA 2X
ULTRA 4X
ULTRA 6X
ULTRA BIO

800-974-7383
817-478-3221
817-561-1293 (FAX)

111-118 Industrial Dr.
Kennedale, TX 76060
cpacex.com

A 45-foot coach has never seemed so manageable.

Replacement Rear-view Mirror Observation System

Traditional rear-view mirrors can't give you adequate vision behind your coach.

- 7-inch TFT LCD screen
- Can support up to three cameras
- Attaches to existing rear-view mirror mount on multiple chassis
- Highly-reflective surface serves as a rear-view mirror when back-up camera system isn't active

Voyager
EXPAND your vision

For more information contact:
www.BusElectronics.com • Toll-free: 877.378.2267 • Tim@RVCams.com

NHTSA issues final rule to require ESC on buses, trucks

WASHINGTON — The National Highway Traffic Safety Administration has issued its long-awaited final rule to require electronic stability control (ESC) systems on heavy trucks and large buses.

The rule will take effect in 2017. Compliance will be achieved using a “J-turn” test that replicates a curved highway off-ramp.

“ESC is a remarkable safety success story, a technology innovation that is already saving lives in passenger cars and light trucks,” Secretary of Transportation Anthony Foxx said upon introducing the new rule. “Requiring ESC on heavy trucks and large buses will bring that safety innovation to the largest vehicles on our highways, increasing safety for drivers and passen-

gers of these vehicles and for all road users.”

The NHTSA said ESC works instantly and automatically to maintain directional control in situations where the driver’s own steering and braking cannot be accom-

plished quickly enough to prevent the crash.

Implementing ESC will prevent up to 56 percent of rollover crashes that are not caused by striking an obstacle or leaving the road, the agency said. It estimates the

rule will prevent as many as 1,759 crashes, 649 injuries and 49 fatalities annually.

“Reducing crashes through ESC in these trucks and buses will save lives — nearly 50 each year,” said NHTSA Administrator Mark

Rosekind. “It will move goods and people more efficiently and reduce the toll crashes take on our economy through traffic delays and property damage. It’s a win for the safety and convenience of the traveling public and for our economy.”

State news

CONTINUED FROM PAGE 8

to CDOT.

“Aerostats are becoming more routinely used in a myriad of applications by law enforcement and other agencies, especially during major events. They are safe, easy to deploy and manage cost-effectively,” CDOT said in a statement.

The test involved flying the blimp to about 400 feet and testing its interoperability with CDOT’s other cameras and fiber optic network. The agency partnered SkySentry for the test of the 1,600-cubic-foot blimp, known as a Tactically Expedient Aerostat that is part balloon, part kite.

“We call it the elegance of elevation — that being up there and looking over a wide area will help them to decide what is causing these kinds of traffic backups and pileups and so on and resolve them for the future,” SkySentry President Charlie Lambert told CBS4 during the initial test.

The agency said the blimp could save money by reducing the number of existing cameras CDOT uses to monitor traffic.

Taxpayer attorney fees

PHOENIX — A new law that took effect last month raises the limit on the awards of attorney’s fees available to a taxpayer who prevails against Arizona or one of its local governments in a tax dispute.

There are hoops for a taxpayer to jump through in order to get such an award, and some catches — such as that the government’s position in the dispute “was not substantially justified.”

But at least citizens have a shot at getting reimbursed by a state for the trouble it put them through.

DUE TO INCREASED SALES VOLUME AND STREAMLINED MANUFACTURING PROCESSES, COACH TRANSIT HAS REDUCED COST AND WE’RE PASSING THE SAVINGS ON TO YOU “OUR VALUED CUSTOMERS”

03-21-1366	E/J MODEL FRONT BUMPER FOG LIGHT COVER PANEL.....	\$ 393.75
03-27-6056	E/J MODEL GLAZING, REAR TRANSOM LH (FIBERGLASS).....	\$ 168.90
03-27-6057	E/J MODEL LAVATORY WINDOW, J4500.....	\$ 168.90
03-29-1554	E/J MODEL DOOR ASSEMBLY, BAGGAGE LONG OLDER VERSION STILL AVAILABLE.....	\$2,068.04
03-29-1645	E/J MODEL DOOR ASSEMBLY, BAGGAGE SMALL OLDER VERSION STILL AVAILABLE.....	\$1,711.83
03-29-1898	E/J MODEL BAGGAGE DOOR NEW STYLE 08 AND NEWER MODELS.....	\$1,711.83
03-31-1986	E/J MODEL PANEL ASSEMBLY FRONT J BOX.....	\$1,206.46
03-31-2076	E/J MODEL RIGHT REAR SIDE SERVICE DOOR.....	\$ 855.54
03-31-2255	E/J MODEL DOOR ASSEMBLY, BATTERY.....	\$1,375.27
03-31-2291	E/J MODEL PANEL ASSEMBLY, FUEL COMPARTMENT, RH.....	\$ 961.89
03-31-2852	E/J MODEL RADIATOR DOOR ASSEMBLY.....	\$3,399.74
03-31-3377	E/J MODEL FUEL PANEL ASSEMBLY W/DEF DOOR.....	\$1,375.00
03-35-1601	E/J MODEL FENDER, L/H FRONT.....	\$1,164.51
03-35-1602	E/J MODEL FENDER, R/H FRONT.....	\$1,164.51
03-35-1599	E/J MODEL LH DRIVE AXLE FENDER 03-35-1605.....	\$1,529.26
03-35-1600	E/J MODEL FENDER, RH REAR 03-35-1606.....	\$1,529.26
03-35-1830	J MODEL PANEL, LH TAIL LAMP (ASSEMBLY).....	\$ 387.81
03-35-1831	J MODEL PANEL, RH TAIL LAMP (ASSEMBLY).....	\$ 387.81
03-21-1276	D4505 RUBRAIL, ENTRANCE DOOR.....	\$ 351.90
03-21-1332	D4505 BUMPER ASSEMBLY, FRONT.....	\$1,434.30
03-31-2432	D4505 RUBRAIL, FRONT SERVICE DOOR L/H.....	\$ 391.48
03-35-1919	D4505 R/H FENDER, REAR.....	\$ 924.69
03-35-1957	D4505 R/H FENDER, FRONT.....	\$ 648.39
03-35-1958	D4505 L/H FENDER, FRONT.....	\$ 648.39
03-35-2074	D4505 L/H FENDER, REAR.....	\$ 924.69
03-35-2433	D4505 PANEL ASSEMBLY TAIL LAMP R/H.....	\$ 930.42
03-35-2434	D4505 PANEL ASSEMBLY TAIL LAMP L/H.....	\$ 930.42

“A good product, a good price.”

PLEASE DARE TO COMPARE OUR PRICES

www.CoachTransitComponents.com

877-500-6999

Coach-Transit Components

Your Source for Aftermarket Solutions!

Marco Rubio is right — red-light cameras are a scam

By Richard Diamond

Marco Rubio's driving habits have been in the spotlight ever since *The New York Times* attacked him over a handful of minor traffic infractions.

The Florida senator downplayed his record behind the wheel by pointing out that red-light cameras are a "scam."

PolitiFact chided the Republican presidential candidate for failing to acknowledge that cameras are perfectly legal in his state — as if that matters. Rubio got it exactly right.

On June 18, the former chief executive of a leading red-light camera firm pleaded guilty in a political corruption scam that had politicians embrace photo enforcement in return for cash.

For nearly a decade Karen L. Finley was a leader at Redflex

Traffic Systems, an Australian company that operates cameras in about 200 communities throughout the United States and Canada.

By her own admission, Finley doled out company funds to government officials in Cincinnati and Columbus, Ohio, on the understanding that they'd dutifully say that automated ticketing machines are for "saving the children" and give official support to red-light contracts serviced by her firm.

Money laundered

To prevent the public from recognizing this fiscal motivation, the money was laundered through third parties, including the Ohio Democratic Party, according to federal investigators.

It wasn't an isolated incident. Finley has already notified a federal judge in Chicago of her intention to plead guilty to lavishing \$2

million on the Windy City official who handed Redflex a contract worth \$124 million.

Finley's top lieutenant says bribes were distributed across a dozen states from California to Florida. Such facts aren't likely to shake the faith of automated justice's most stubborn defenders.

They will cling to the notion that cameras can improve safety, regardless of the corrupt motivation of their operators. They'll even point to studies by the Insurance Institute for Highway Safety (IIHS) and government bodies claiming the devices work exactly as intended.

Here, too, we have new sleazy revelations. The city of Baltimore opened an investigation into the antics of speed camera operators after they were caught issuing thousands of bogus tickets to innocent motorists.

Most famously, Baltimore's cameras cited a parked truck for exceeding the speed limit. Investigators said the biggest apparent impropriety they uncovered was the city's hiring of former IIHS researcher Richard Retting to review the program "so it looks independent" despite the fact that they knew of his ties to the camera contractor.

Cashing in

Retting was the chief author of nearly every early IIHS study that claimed red-light cameras are effective and is now cashing in by working for the industry his dubious research helped create.

As for speed cameras, the most comprehensive research comes from Europe, where the technology remains popular among politicians. The British government used to credit photo radar with re-

ducing serious injury accidents by 30 percent, and it had the statistics to back up the claim.

The government dropped its boasts after the *British Medical Journal*, one of the world's premier research publications, found no reduction in the number of patients admitted to hospitals in road accidents after a comprehensive review of hospital admission records.

The statistics that bolster the use of photo ticketing are rigged. The "independent" experts who support the technology and the political bodies that approve their use are on the take.

Marco Rubio is right. In every conceivable way, red-light cameras and speed cameras are a money-making scam.

Richard Diamond is a senior director at the White House Writers Group. This article originally appeared in USA Today.

Federal judge tosses suit challenging Iowa speed cameras

CEDAR RAPIDS, Iowa — A class-action suit against Cedar Rapids and a speed-camera company won't be heard by a jury, a federal judge has ruled.

After hundreds of pages of legal briefs were filed over 10 months, U.S. District Judge Linda R. Reade dismissed the class-action case that motorists had filed in state court against the city and Gatso, the Dutch company that owns and operates the cameras.

The drivers, the judge argued, failed to meet the requirements needed to bring such a case.

The lead plaintiff in the case, Gary Hughes, did not actually receive a speed-camera ticket. Instead, he filed suit claiming a general harm to "his and every citizen's interest in proper application of the Constitution and laws."

The judge was not impressed.

"Such a claim does not state an Article III case or controversy," Reade ruled. "In addition, the court finds that Gary Hughes does not have standing to pursue his claims under an Iowa rule that allows Iowa courts to render declaratory judgments."

'Abstract question'

Iowa Supreme Court precedent forbids judges from considering an "abstract question" merely to resolve an interesting point of law.

Other participants in the lawsuit had received citations and paid them. David Mazgaj was behind the wheel of his wife's car when he received a speeding ticket, but he was not the right person to sign on to the lawsuit since the ticket was issued in his wife's name.

"Here, David Mazgaj fails to show that his wife has some hindrance that prevents her from protecting her own interests," Reade ruled. "If she believes that she has suffered a constitutional injury, nothing prevents her from suing on her own behalf."

Only the claim of Roger L. Lee and three fellow motorists met the requirements for standing, since Lee posted a \$125 bond and paid \$185 for the right to appeal his \$75 photo-radar citation.

Although that established the harm done to him, Reade found the case failed to meet the high bar of proving that there was no "rational basis" for the ticketing system in Cedar Rapids.

No travel obstacle

"The right to travel is a funda-

mental right recognized by the Supreme Court," Reade wrote. "Defendants' conduct has not imposed an obstacle to out-of-state residents' entry into Iowa and therefore the automated traffic enforcement system does not directly impair the exercise of the right to free interstate movement...The city could rationally conclude that the automated traffic enforcement system would reduce the number of people violating traffic laws while simultaneously raising money."

The judge was also unmoved by the failure of Cedar Rapids to abide by the speed-camera rules established by the Iowa Department of Transportation. Reade deemed due process satisfied because a case could be appealed through the state courts.

Diabetic drivers

CONTINUED FROM PAGE 4

avoid a crash. Considering a typical motorcoach can hold 57 passengers and, increasingly, up to 81, even one incident of hypoglycemia could have tragic results.

- The day-to-day over-the-road bus operations environment may not be in the best interest of the driver's health if monitoring blood-glucose levels, snacking/eating, and insulin ejections are delayed or missed. Will drivers test blood-glucose levels or use insulin considering the ever-present cellphone cameras?

- Passengers may have concerns or become alarmed when visually observing a driver using blood-glucose monitoring devices and injecting insulin. In charter service, groups chartering motorcoaches may demand another driver.

How to contact us

To submit or report news, Letters to the Editor, articles, news releases or to report corrections:

E-mail: hmatter@busandmotorcoachnews.com

Fax: (602) 559-4153

Mail: 2235 E. Lincoln Way
Phoenix, AZ 85020

Call: (602) 535-5952

To subscribe or inquire about your subscription:

E-mail: ebalm@busandmotorcoachnews.com

Fax: (405) 942-6201

Mail: 3108 NW 54th Street
Oklahoma City, OK 73112

Call: (866) 930-8421

To advertise: Interested in placing an ad, and new to Bus & Motorcoach News?

Call: Jamie Williams at (352) 333-3393

E-mail: JWilliams@naylor.com

Existing advertisers, or to submit advertising materials:

Call: Johnny Steger at (866) 930-8426

E-mail: jsteger@busandmotorcoachnews.com

Mail: 2200 N. Yarbrough, Suite B

Box No. 336, El Paso, TX 79925

To contact the United Motorcoach Association:

Call: (800) 424-8262

Online: www.uma.org

Bus & Motorcoach NEWS

A PUBLICATION OF THE UNITED MOTORCOACH ASSOCIATION

ISSUE NO. 289

Staff

Editor & Publisher: Victor Parra

Senior Editor: Hal Mattern

Sales Director: Johnny Steger

Industry Editor: Ken Presley

Associate Editor: Ellen Balm

Art Director: Mary E. McCarty

Editorial Assistant: Terri Tackett

Editorial Assistant: Maggie Vander Eems

Editorial Assistant: Greg Lange

Accountant: Ted Williford

Advisory Board

William Allen
Amador Trailways
Sacramento, Calif.

Brian Annett
Annett Bus Lines
Sebring, Fla.

James Brown Sr.
Magic Carpet Tours
Richmond, Va.

Dave Dickson
Elite Coach
Ephrata, Pa.

Gladys Gillis
Starline Luxury Coaches
Seattle

Bob Greene
Amaya-Astron Seating
Omaha, Neb.

Larry Hundt
Great Canadian Trailways
Kitchener, Ontario

Dale Krapf
Krapf Coaches
West Chester, Pa.

Joan Libby
Cavalier Coach Trailways
Boston, Mass.

Marcia Milton
First Priority Trailways
District Heights, Md.

David Moody
Holiday Tours
Randleman, N.C.

Michael Neustadt
Coach Tours
Brookfield, Conn.

Jeff Polzien
Red Carpet Charters
Oklahoma City

Tom Ready
Ready Bus Lines
LaCrescent, Minn.

Ron Sargoni
Gray Lines of San Francisco
San Francisco

Brian Scott
Escot Bus Lines
Largo, Fla.

Tim Stout
Stout's Transportation
Ewing, N.J.

Dennis Strief
Vandalia Bus Lines
Caseyville, Ill.

Alan Thrasher
Thrasher Brothers Trailways
Birmingham, Ala.

Tim Wayland
ABC Companies
Faribault, Minn.

T. Ralph Young
Young Transportation
Asheville, N.C.

Reliving memories of big burgers and classic coaches

By Dave Millhouser

It was the biggest hamburger I'd ever seen.

In August of 1963, 40 of my classmates and I were riding a 1947 Brill from Baltimore to a ranch in Buena Vista, Colo., for a weeklong stay. We were heading to the high country through the Arkansas River Gorge because there was substantial doubt that the bus would survive the shorter, but steeper, route around Pikes Peak.

Just before entering the gorge, we stopped for lunch in Canon City at a place with gigundous burgers that covered a dinner plate. This was a life-changing moment for a guy who has never met a cow he didn't like.

Fast-forward 50 years. My wife and I were vacationing in the area, and since Susan likes burgers better than me (yes, the double entendre was intended) it seemed wise to make a pilgrimage to this hallowed spot where so many cows had given their all.

It was still there, and Susan was impressed.

Memories are great things.

They can give us the opportunity to relive parts of our lives, revisit feelings and sensations that helped make us what we are today. That hamburger was a tangible reminder of the first great adventure in my life, and in my mind's eye I could repeat it. Things aren't always important, but the memories they evoke can be.

Look in the mirror

Sometimes it's worth looking at old stuff to remind ourselves of how far we've come, how we got to where we are today.

You're probably wondering what the heck I'm getting at. It would be nice if we as an industry worked at saving the "things" that memories are made of — supporting the various museums and events that are part of our shared past and experience.

In the early 1990s during a sales trip through the Midwest, I stopped at a charter company that had a bunch of ancient buses parked in the back.

Some were still in service, which didn't bode well for a guy selling new coaches. The owner

said that right then he "didn't have time for a damned bus salesman," and I asked if it was OK to go out back and look at his Brill's, Aero-coaches and 3751s.

"You know what an Aerocoach is?" he asked. "Come with me."

We spent the best part of the afternoon playing with buses and swapping lies. He made time because we had a shared language and history.

On a visit to a bus museum, a friend who was on the staff pointed to a 4104. "You know who owned that coach?" he asked.

Turns out it was the bus my college chartered for athletic trips. A fun portion of my misspent youth was spent on that bus, and it brought back great memories.

Flood of memories

Tragically I no longer fit in the parcel rack (a great sleeping spot for skinny folk).

A friend took his father to that same museum. His dad had retired after a long, distinguished career driving for Trailways, and it was just a fun time until he looked at the serial number of the restored

4103 on display.

It was a coach he'd driven for years; he'd even been involved in an accident in it. It brought back a flood of memories.

Rescue a bus

It would be nice if we, as an industry, could do more to preserve not just the memories but the "stuff" showing how far we've come; our contribution to the history, well being and happiness of this country.

There are a number of museums dedicated to coaches, transit buses and trolleys and there are several bus operators all over the country who've preserved and rebuilt historical coaches and sometimes use them in parades or movies.

If you have a historic vehicle and the means, fix that jewel up. Drivers and mechanics will realize how far we've come, and customers will be amazed at how much nicer coaches are today.

If you can't afford to rehab a coach, find someone who can. There are bus operators and museums that love the opportunity to

"rescue" a historic bus.

For years I drove past a "deck and a half" Brill in a junkyard off U.S. 40, and never gave any thought to the fact that it was a rare and valuable piece of history. Now it's gone. If you've seen rare buses, let someone know.

If you can, and feel so moved, support one of the museums financially. None of them are awash in resources, and every bit helps. When you have charters near one, bring your customers in.

Bus people are a special breed, and I'm proud to be one of you. There is a special work ethic and even language that goes with the industry, and it seems important, at least to me, to preserve and revel in as much of our history as we can.

Dave Millhouser is a bus industry marketing consultant and freelance writer. Contact him by email at Davemillhouser@gmail.com.



Dave Millhouser

TOYO M144 TIRES NOW BEING USED BY OVER 100 FLEETS!

Motor Coach
TIRE SALES, LLC

UMA
AFFINITY PARTNER

POSITIVE MARKET FEEDBACK KEEPS ROLLING IN!

CUSTOMER STATEMENTS:

"We have been using the Toyo tires for over a year and have been impressed with the ride comfort and extended mileage the tires have delivered"

• Wes Kanaga • Peoria Charters • Peoria Illinois

"We have been running the Toyo M144 tires for more than a year now and we are impressed with their superior ride, handling, and wear characteristics."

• Scott Habr • West Valley Trailways • Campbell California

"The Toyo tires have been a great value and great performer for us"

• Ken Dillard • Champion Bus Lines • Greenville S.C.



TOYO TIRES
driven to perform®

NEW PROGRAM ADDITIONS:

Government/School District Transportation Discounts Available

Volume Discounts Offered

*14 tire minimum order required

For more information contact: www.motorcoachtiresales.com or Call: 678-463-4110

Destination update: From Ferris wheels to selfie sticks

STATEN ISLAND, N.Y. — Nearly 2 million tourists ride the free Staten Island Ferry every year, mostly to get a close look at the Statue of Liberty.

But few of them bother to leave the terminal once they arrive on the island. Instead they just hop back aboard a return ferry to Manhattan.

Tourism officials are hoping that will change with the construction of the world's largest Ferris wheel — or, more precisely, the tallest observation wheel.

Workers have begun laying the foundation for the New York Wheel a short walk from the ferry terminal and officials are confident ferry riders who see the 630-foot-tall wheel won't be able to resist venturing onto Staten Island.

"What's great is that people do come to Staten Island; they just have nothing to get off the ferry for," Jonathan Bowles, executive director of the Center for an Urban Future, a research institute, told *The New York Times*. "People on the ferry are going to see this huge wheel beckoning and lots of people are going to want to do it."

The New York Wheel, which will cost \$500 million and take two years to complete, will be 80 feet taller than the High Roller in Las Vegas, which at 550 feet bills itself as the world's largest observation wheel.

The New York Wheel will have 36 egg-shaped cabins that can hold as many as 40



Sagamore Hill, Theodore Roosevelt's Long Island home that he used as his "Summer White House," has reopened after a four-year, \$10 million renovation.

passengers each, for a total passenger capacity of 1,440. A ride will last over 30 minutes and will probably cost about \$35 per person.

There also will be an outlet mall at the site of the wheel.

New York tourism officials already are promoting the wheel along with the new Whitney Museum of American Art and the observation deck on top of One World Trade Center, both located in Manhattan.

All of the 12,000 items in the house, now managed by the National Park Service, were removed and cleaned or repaired during renovations to the house that included replacing the roof, repairing the foundation and rewiring the entire electric system.

The three-story Queen Anne Shingle-style house, built in 1885, has 15 bedrooms and three bathrooms, along with sitting rooms, offices and a large porch. It sits on 83 acres atop a hill overlooking an inlet leading to Long Island Sound.

Roosevelt's personal items, including thousands of books, his rifle and Rough Rider hat and several elk and buffalo heads, were placed back where he left them.

"We hope that if he walked through the front door right now, he would think he was back during the presidential years," Susan Sarna, curator at Sagamore Hill, told *The Associated Press*. For information, go to www.nps.gov/sahi.

Carnival buzz kill

FORT LAUDERDALE, Fla. — A new prohibition by Carnival Cruise Lines could impact hundreds — if not thousands — of vacationers who use motorcoaches to travel to ship embarkation points.

The cruise line has banned carry-on bottled beverages because it says they are being used to smuggle alcohol onboard its ships.

CONTINUED ON PAGE 13 ►

LaFrance
Motor Coach and Transit Fabrics

- Proudly Made in The USA
- Eco Friendly Fabrics
- Many Patterns and Colors to Choose From
- Ask About Our Enhanced Fabric Finish

Jeff Goldwasser | interiors@jeffgoldwasser.com | 551-482-1608

TRANSLITE BUS GLASS DISTRIBUTORS
ENTERPRISES, INC. SINCE 1993

Proudly Celebrating 20 Years

*Bus Glass and Windshield Distributors for
Coach, Transit, School, Speciality Vehicles*

Same Day Shipping • Customized Fleet Plans • Large Inventory
Superb Customer Service • Options for All Budgets

CALL TODAY!

800.934.3450 • www.translitebusglass.com • info@transliteent.com

Destination update

CONTINUED FROM PAGE 12

The only exception is a single bottle of fine wine or champagne.

Carnival said the ban stems from an increase in alcoholic beverages being disguised as bottled water.

In a letter sent to passengers, Carnival said bottled beverages have become a prime means of bringing unauthorized alcohol on cruises by passengers trying to avoid hefty onboard bar tabs. The line says that inspecting a growing number of bottles was bogging down embarkation. The letter also explained that cruise personnel cannot effectively monitor consumption of alcohol that isn't sold on the ships.

Passengers with bottled beverages are slowing down the boarding process because the items have to go through additional security checks to make sure they do not contain secret stashes of alcohol, Carnival said. It added that episodes of bad behavior on ships often can be traced back to smuggled alcohol.

The ban also applies when cruise ships are docked in ports. Cruise passengers will still be allowed to bring up to 12 unopened

cans or cartons of non-alcoholic beverages when boarding their cruise, Carnival said.

Note to selfie

ORLANDO, Fla. — Walt Disney World has become the latest popular motorcoach destination to ban the use of "selfie sticks," which attach to smartphones so users can take pictures of themselves with a slightly larger and

longer perspective.

The Disney move follows bans announced earlier this year by the National Park Services and the Smithsonian Institution in Washington, D.C.

Disney cited safety concerns as the reason for the ban.

Under the new policy, the sticks won't make it past the bag check at any Disney World theme park. Guests will be checked for

the equipment during the routine bag check that takes place near park entrances. They will have the option of turning in their selfie sticks for pick up later or to go back to their cars or hotel rooms to stow them.

The ban follows a growing number of incidents, including the recent closing of a roller coaster at a Disney California Adventure park for an hour after a passenger

pulled out a selfie stick.

"We strive to provide a great experience for the entire family, and unfortunately selfie sticks have become a growing safety concern for both our guests and cast," Disney World spokeswoman Kim Prunty said.

In addition to Orlando's Disney World, selfie sticks also are prohibited at Disneyland Resort in California.

Bus inspection facility renovated

LEWISTON, N.Y. — The \$4.5 million renovation of the Rainbow Bridge Canadian plaza bus processing facility has been completed.

The project encompassed a series of infrastructure enhancements, additional bus queuing and processing space, exterior canopy modifications, relocation of existing boilers, shifting of the Canada-bound Currency Exchange, and additional secondary inspection parking capacity.

"This \$4.5 million expansion enhances the overall bridge capacity and Canada Border Services Agency's ability to efficiently process the many motorcoaches that cross the Rainbow Bridge into Niagara Falls, Canada, on a daily basis," said Kathleen Neville, chair of the Niagara Falls Bridge Commission.

"The expansion and enhancements to the bus inspection area were critically important to the hotels, restaurants, wineries and the Niagara Parks, which rely heavily on visitors to support their operations and the local economy."

Rainbow Bridge now joins the Lewiston-Queenston Bridge, just 7.7 miles north along the Lower Niagara River, in offering state-of-the-art bus and motorcoach processing capabilities for Canada-bound traffic.

INTRODUCING THE NEW FORD TRANSIT



The 2015 Transit Wagon with the high roof has a **CENTER AISLE THAT'S 6'5" HIGH**.
*Medium roof shown.

BEST-IN-CLASS FACTORY-BUILT CARGO CAPACITY IN A 15-PASSENGER WAGON**

UP TO
100.5 CU. FT.

Hauling lots of people usually means hauling lots of their stuff. The Transit Wagon offers generous cargo space behind the last row of seats.[†] There's plenty of room for briefcases, computer bags, luggage and steamer trunks. All are easily accessible, thanks to widely opening rear swinging doors and a cargo floor as low as 28.2 inches.[†]

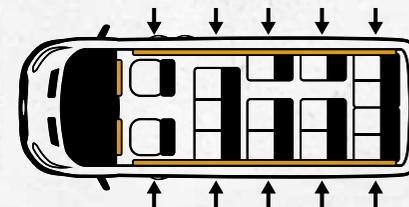
THE NEW
2015 TRANSIT

6 SEATING CONFIGURATIONS

With available seating for 8, 10, 12 or 15 passengers, you can choose the Transit that best fits your needs. All 15 passengers can take their seats easily,[†] thanks to a center aisle. And to make sure no one feels boxed in, it's available with flip-open windows on both sides, front and rear.



15 PASSENGERS 5 ROWS — 1 AMAZING — INNOVATION



The new 15-passenger Transit Wagon is equipped with the industry's first 5-row side airbags.^{††} Standard. And with multiple safety features designed to help protect passengers, safety is clearly the top priority in Transit.

• THE NUMBERS DON'T LIE •

**Class is Full-Size Vans. When properly equipped. [†]When properly equipped. ^{††}Always wear your safety belt and secure children in the rear seat.

IRP registration

CONTINUED FROM PAGE 1

fees under the plan or to operate under registration reciprocity.

State and provincial motor vehicle administrators voted last year to end that exemption. (See Oct. 15, 2014, *Bus & Motorcoach News*.) Starting Jan. 1, 2016, every motorcoach that crosses state lines will be required to have apportioned license plates under IRP. Charter bus operators who haven't used IRP registration will have to switch to the system.

Full reciprocity under IRP went into effect last month for registered motor carriers. Under full reciprocity, a bus and truck operator registering under IRP will automatically be qualified every year — for purposes of vehicle registration — to operate in the 48 contiguous states, the District of Columbia and all Canadian provinces.

Operators no longer will need to estimate mileage, pay extra fees for adding a state during a registration year or buy permits to go into a state, province or the District of Columbia.

Don't delay

First-timers are advised to start early on the registration process and do homework before approaching the state IRP service window.

"Every state does things a bit differently," Lebron said. "It is similar to your normal registration but you have to have a specific insurance card for each vehicle that is registered. Make sure you get their documentation needs to prepare.

"Some states might require a

business license. New York requires good proof of residency and a place of business. Some want to see a phone listing and utility bills to make sure you have some hard determination of where you are domiciled."

Petelicki suggests pulling checklists from state websites.

"If possible have someone back in your office prepared to fax you anything you may have missed," she said. "This is just another regulation put forward for operators. For the small operators it is getting harder and harder.

"I am fortunate to have the ability to go to meetings and conferences so that I can learn about this and be ahead of it. Many of my colleagues do not have that. I have helped walk three companies through the process in the past three months.

"It is getting harder for them to run their businesses as so much time is spent on the paperwork. They still have only 24 hours in their day and a small profit margin that does not afford another employee," Petelicki said.

If operators have a favorite place to dine in their state capitol they likely will be visiting it — in many states IRP registration must be handled at the main state office.

"To set up an IRP account here, the carrier must make the trip to Blythewood to the main administrative office of the South Carolina DMV," said Buddy Young of Capitol Bus Lines in West Columbia. "Once the carrier has an IRP account established, it can then obtain apportioned tags, pay fees and coordinate renewals at their local DMV office."

Petelicki said she had to go all number of modifications that will help the FMCSA prioritize carriers with behavior characteristics strongly associated with crashes," an industry insider said.

"In recent years and seemingly with pride, the FMCSA seemed focused on putting passenger carriers out of business for violating myriad bureaucratic regulations instead of correcting behaviors that help them succeed by receding the likelihood of a crash. Years from now we will look back on this era and wonder what kind of rationale put carriers out of business that did not have any accountable crashes.

"Scores are only one matter and the system should still be shielded from public view until the FMCSA has made all of the changes necessary to restore credibility."

The agency said its proposed enhancements to its Safety Measurement System (SMS) would

the way to Trenton to register her buses.

"Any future new bus registration will have to be completed in Trenton," she said. "This wastes a full day for me. It is frustrating that my regional motor vehicle commission cannot take care of my needs as it could in the past."

Lebron said it could be good to register one or two buses so you have an IRP account. "Then you can add and delete vehicles."

He and others also advise operators to beat the crowd that is sure to line up at the state motor vehicle office near the deadline.

"Don't wait or it could be cumbersome," Lebron said.

Operators are likely to be dealing with the IRP office in their state capitol that has a much longer lead time than walking into a local DMV office and handling base tag renewals in a few hours.

"We have one office in all of New Jersey that can handle IRP," Petelicki said. "It will be packed as the year comes to a close."

Bottom line

What will be your bottom line? It's hard to say.

There is an online fee estimator, but it is tough to know how accurate it is, operators say.

"Fees are automatically calculated based on the miles run in the appropriate states and jurisdictions where you've chosen to be apportioned," said Dean Diehl of Vandalia Bus Lines in Caseyville, Ill. "States have different fees and you'll pay higher or lower depending on where you're located and will do the bulk of your mileage."

That means some operators will save money while others will have to spend more.

improve its ability to prioritize and intervene with motor carriers that pose the greatest safety risk.

The proposal would change some of the SMS intervention thresholds to better reflect the Behavior Analysis and Safety Improvement Categories' (BASICs) correlation to crash risk. The FMCSA analyzed the correlation of each BASIC with crash risk and introduced three levels of crash risk correlation:

- High: Unsafe driving, crash indicator and hours-of-service compliance
- Medium: Vehicle maintenance
- Low: Controlled substances/alcohol, hazardous materials compliance and driver fitness

The proposal would maintain the current intervention thresholds of 65 percent for BASICs with the strongest relationship to crash risk — unsafe driving, crash indicator

"I have found the process or fees not to be a game-changer, just something you need to get accustomed to," Scott said.

The fee estimation calculator can be found at the IRP website, <http://IRPonline.org>.

Operators also should consider which vehicles in their fleet require apportioned tags — vehicles that will operate only locally or intrastate do not require IRP registration.

"This past week I was helping someone with IRP and they thought every bus needed to be registered with apportioned tags. This operator has a large fleet of vehicles, many of which do not travel interstate. Needless to say, that bit of information will save him thousands of dollars," Lebron said.

It may not be wise to scrimp on the interstate registrations, however.

"Just a word of caution — I wouldn't suggest they do anything differently than what they are currently doing for interstate plates," said United Motorcoach Association President and CEO Victor Parra. "If they choose to reduce the number of buses they plate for interstate runs, they could come up short if they have a breakdown of state."

There will be a temporary quirk for some fleets registered under IRP. Full reciprocity takes effect when the fleet renews its registration this year. In states with staggered systems, where registration expires at various points during the year for different fleets, this will alter the dates when the provisions of full reciprocity take effect.

Companies operating in such

and hours-of-service compliance.

However, the vehicle maintenance BASIC would drop from the current 80 percent threshold to 75 percent, which the agency said will identify a new set of motor carriers to receive warning letters so it can address noncompliance issues before crashes occur.

The controlled substances/alcohol, hazmat compliance and driver fitness BASICs would rise from the current 80 percent to 90 percent, reflecting their lower cor-

relation to crash risk.

states should check with their base jurisdiction's IRP agency.

The good and the bad

"My personal experience, although not completely positive, has not been very negative either," Petelicki said. "I no longer have to purchase permits to enter Washington, D.C. I do, however, still need Quebec permits, Atlantic City permits and New York City permits.

"With GPS tracking on our coaches, we already keep track of our mileage for IFTA (International Fuel Tax Association). Therefore there are no additional man-hours contributed to this for the IRP registration. Additionally, I have been informed that when renewing our IRP registration we should be able to do so online. I hope this is the case."

Operators can use their IFTA reports with IRP instead of using estimated mileage.

Scott also cited the District of Columbia permit as a mark on the plus side for IRP. "Overall it has been good since it saved us the hassle and headache of dealing with the D.C. bus permit. As far as financial impact, it has saved us money mostly by avoiding the D.C. permit fee."

He joked that first-timers might find the IRP office to be "a headache. Seriously, it's not that bad but it is a very different process. Now that IRP has full reciprocity it will actually be simpler than in years past."

Pitstick said Tri-City has to keep track of its mileages by state. "It isn't exactly the same but the additional cost isn't anything to write home about," he said. "It didn't make a wave in the system."

relation to crash risk.

"These enhancements to SMS allow us to sharpen our focus on carriers with high crash rates, more effectively identify driver safety problems and hazardous materials carriers with serious safety problems, and more accurately account for carriers that are driving on our roads the most," the FMCSA said on its website.

The agency accepted comments on the proposed changes through the end of last month.



Are You Moving?

Be sure to update your mailing information with us so you don't miss a *single* issue!

Call 866-930-8421 or email changes to: ebalm@busandmotorcoachnews.com

CSA fixes

CONTINUED FROM PAGE 1

the highest-risk behaviors."

At about the same time the year-old report was made public, the FMCSA announced plans to make several changes to the CSA program, including realigning some intervention thresholds of its safety rating categories to better reflect crash risk.

The FMCSA's announcement came as good news to the commercial motor vehicle industry, which has been calling on the agency to better align compliance and enforcement programs with the risks that actually cause crashes. Industry officials also have asked the FMCSA to stop releasing what they consider to be misleading crash-rating information about carriers to the public.

"Hopefully, these proposed changes are the beginning of a

The truth is, there is only one question that matters

By Christian Riddell
Motorcoach Marketing Council

When I was 27, in what seems like a lifetime ago, through a series of strange events I found myself with a rather remarkable job for someone with my credentials.

I was hired as the creative director for all of Southern California for one of the largest real estate companies in the country. I will never forget the meeting I had with the owners as they turned over the proverbial keys.

They handed me stacks of file folders filled with advertising contracts, phone books, magazines and everything else they had that included our advertising. Attached to the top of the stack was one sheet of paper. As I glanced over it, I could see it was a summary of all the advertising spending. The number at the bottom was \$1,275,400.

I still remember the feeling of excitement I felt at having that kind of responsibility. I remember thinking I needed to keep it together so the people in the meeting would not know how I was feeling. As quickly as it started, the meeting adjourned.

I was instructed that we would reconvene in three months to go over progress and to “let them know if I had any questions.”

For the next three months I worked harder than I had ever worked up to that point. I negotiated contracts and cut and adjusted our spending. I cut entire segments of the budget that included the things I did not think were working and re-allocated those dollars to things I thought would perform better.

We totally rebranded the advertisements and created a new and fresh look. It rolled out across the whole advertising platform and brought the brand continuity I knew we needed.

Time flies

Those three months flew by. Before I knew it, the follow-up meeting was scheduled. I worked furiously to build a presentation I was sure would knock their socks off. I had large printed pieces of the ads we were running mounted on foam core board and placed around the conference room.

I had binders for everyone with all of the advertising contract adjustments and the creatives that went with each. I had feedback from the advertisers praising the new direction as well as feedback from some of our top real estate

agents who we had done some testing with.

As the meeting started, I watched and waited as the owners came in and took their seats. I waited for them to notice the ads around the room and to leaf through the three-ring binders (with their names on them, I may

Marketing Minute
GoMotorcoach
It's the Smart Move

add).

To my dismay, they looked

around the room with nearly no reaction. My heart sank. Then they opened the binders and started to leaf through. In just a few seconds they closed the binders and turned the time over to me.

By this time, I was sweating and my stomach felt like it was making a hostile takeover of the

rest of my insides.

I presented my PowerPoint, discussed the rest of the handouts and talked my way through the binder. The owners and the CFO sat there quietly with absolutely no reactions on their faces. I finished my presentation and sat down.

CONTINUED ON PAGE 17 ►



The Business-Centric CAIO

Discover how to drive better business profitability.

ALONG FOR THE WHOLE RIDE®
alliancebusgroup.com | 866-287-4768

ALLIANCE  BUS
GROUP®

Rochester

CONTINUED FROM PAGE 3

700 students will transfer at the Downtown Transit Center, down from 3,700 earlier this year. The district will spend up to \$10.6 million more on transportation than it envisioned in its 2015-16 budget adopted in the spring.

The transit authority started busing 9,000 Rochester students in 2006, replacing routes that had been operated by private bus contractor Laidlaw Education Services, now known as First Student. The arrangement was controversial from the start, with private bus contractors arguing that it violated

federal law banning taxpayer-funded transit agencies from competing with the private sector.

Illegal service

Laidlaw attempted to block the contract, and in 2007 the Federal Transit Administration ruled that the transit authority was providing illegal service for the school district by replacing Laidlaw's fleet with buses that had been subsidized with federal tax dollars.

An FTA administrator ruled that the transit agency operated more than 100 routes that were designed for students and only incidentally served the public. Like the federal charter service



Rochester's public transit authority will continue busing the city's high school students for another school year, despite problems with fights at its Downtown Transit Center.

rule, the school service rule prevents public transit agencies from using taxpayer-funded equipment to compete for contracts with private businesses that pay some of those taxes.

However, U.S. District Judge David Larimer later struck down the FTA's ruling, allowing the agreement to go forward.

The decision by the transit agency to continue busing students

came as a surprise given its desire to eliminate the problems with student fighting at the transit center. However, the agency relies on the school district for more than 10 percent of its annual revenue and the new contract preserves 144 jobs, mostly bus drivers, according to their union.

"As we enter a new era of partnership, (the transit authority) can move forward to provide safe, reliable, and convenient bus service to our community, and to ensure that the (Downtown) Transit Center remains a safe and comfortable gathering place for customers of all ages," transit authority CEO Bill Carpenter said in a statement.

Is it a bus?

CONTINUED FROM PAGE 1

are defined as a truck but in the law concerning lane restrictions we are defined as a motorcoach and are not subject to the posted truck lane restrictions."

However, she said, "I get at least two drivers calling a month who have been ticketed for being in the truck lane. What happens is that when new THP officers are hired they are told we are trucks so they ticket the buses."

Chapter 1680-2-5-.03 of the "Rules of Tennessee Department of Transportation" addresses "truck lane restrictions" and does indeed state, "Buses are not subject to the restrictions established in these rules."

By default

As far as the federal government is concerned, larger trucks, buses and motorcoaches are all defined as commercial motor vehicles, said Lt. Donald Bridge Jr. of the Connecticut Department of Motor Vehicles. He is chair of the passenger carrier committee of the Commercial Vehicle Safety Alliance (CVSA).

According to the Federal Motor Carrier Safety Regulations, commercial motor vehicle (CMV) means a motor vehicle that has any of the following characteristics: (1) A gross vehicle weight (GVW), gross vehicle weight rating (GVWR), gross combination weight (GCW), or gross combination weight rating (GCWR) of 4,537 kilograms (10,001 pounds) or more. (2) Regardless of weight, is designed or used to transport 16 or more passengers, including driver.

"The FMCSRs are applicable to all commercial vehicles in interstate commerce and intrastate where specifically adopted by a state. Commercial vehicles include motorcoaches by definition

as well as trucks," Bridge said.

States that enforce differential highway speed limits for some vehicles generally define them in statutes by weight, even when the highway signage simply states "Truck."

"The 'truck' speed limit is a state-specific requirement and would depend on the specific state's definition and applicability of 'truck,'" Bridge said. "Additionally, states differ in the application of speed limits for 'trucks' and some, like Connecticut, have no speed differential while others do."

The Governors Highway Safety Association lists eight states that enforce differential highway speed limits for passenger vehicles and trucks — California, Idaho, Illinois, Indiana, Michigan, Montana, Oregon and Washington.

A "Summary of State Speed Laws" is regularly published by the National Highway Traffic Safety Administration. The latest edition, published in 2013, covered laws in effect through October 8, 2012, and offered the following information on how those states applied reduced commercial vehicle speed limits:

- **California:** "No person may drive any of the following vehicles on a highway at a speed in excess of 55 miles per hour (including) a motortruck or truck tractor having three or more axles."

- **Idaho:** "Vehicles with 5 or more axles and operating with a gross weight of more than 26,000 lbs. shall not exceed 65 m.p.h. on interstate highways."

- **Illinois:** "The maximum speed limit for a bus is 65 m.p.h. on a 4-lane divided highway under the State Toll Highway Authority, 55 m.p.h. on other highways under the State Toll Highway Authority, and 55 m.p.h. on all other highways, streets or roads."

- **Indiana:** "A vehicle with a gross weight greater than 26,000 lbs. shall not be driven at speeds

greater than 65 m.p.h."

- **Michigan:** "A person operating a truck weighing greater than 10,000 lbs. shall not exceed 55 m.p.h. on highways, streets, or freeways, but shall not exceed 60 m.p.h. if the maximum speed is 70 m.p.h."

- **Montana:** "For trucks with more than 1 ton manufacturer's rated capacity...the maximum speed limits are 65 m.p.h. on completed sections of interstate highways and 60 m.p.h. during the daytime/55 m.p.h. during the nighttime on four-lane divided highways and completed sections of primary and secondary highways."

- **Oregon:** For motor vehicles including "motor trucks with a gross vehicle weight of more than 10,000 lbs....the designated speeds...must be at least 5 miles per hour lower than the designated speed for all other vehicles on the specified section of the interstate."

- **Washington:** "60 m.p.h. is the maximum speed limit for vehicles weighing greater than 10,000 lbs."

Pull over?

It is easier to determine when a bus or motorcoach must enter a permanent weigh station when it is operating — CVSA posts a map on its website.

According to the map, if a weigh station is open, buses are required to enter in Arizona, Arkansas, Alaska, Connecticut, Kansas, Kentucky, Missouri, Maine, Maryland, Montana, New Hampshire, New Jersey, New Mexico, Nevada, Oregon, Pennsylvania, Rhode Island, South Dakota, Texas, Utah and West Virginia.

Motorcoaches are not required to stop routinely in Alabama, California, Colorado, Delaware, Florida, Idaho, Illinois, Indiana, Iowa, Louisiana, Massachusetts, Michigan, Minnesota, Mississippi, Nebraska, New York, North Carolina,

North Dakota, Ohio, Oklahoma, South Carolina, Tennessee, Vermont, Virginia, Washington, Wisconsin and Wyoming.

Oregon and Georgia are listed as "situational" stops for motorcoaches.

In Canada, bus stops are not required at weigh stations in British Columbia, Manitoba, Ontario, Quebec, Newfoundland and Labrador, New Brunswick, Nova Scotia, Nunavut, Prince Edward Island and Saskatchewan. Stopping is required in the Yukon and Northwest Territories. The rules in Alberta are "situational."

Lane restrictions?

Large vehicles have been banned from the left lanes of many highways as a safety measure.

"Lane restrictions typically prohibit trucks from using the far left lane," states a Federal Highway Administration handbook on freeway management. "At least three travel lanes are normally needed to implement lane restrictions. Several states adopted this type of lane restriction because trucks were often observed traveling abreast across several lanes, denying passing opportunities for other vehicles."

The handbook does not appear to specify a bus standard for restricted lanes but later includes buses among the approved vehicles for high-occupancy vehicle lanes.

As the Texas Department of Transportation explains, "Prohibiting large trucks from sustained travel in the far left lane allows passenger vehicles to move more quickly and freely in that designated lane. It also reduces the number of lane changes and passing maneuvers attempted by passenger vehicles, thereby reducing the likelihood of crashes."

For operational purposes, is that motorcoach in the left lane a truck or a bus?

Texas says "large trucks (are) defined as having three axles or more."

The California speed law facts included in the NHTSA speed limit summary does explain that vehicles subject to reduced highway speed limits, such as a motor truck having three or more axles, also "must be driven in the right-hand lane or as close as practicable to the right curb."

Tracking lane restrictions across the country is difficult. Summaries could not be provided by sources at CVSA, GHSA or the Federal Highway Administration (FHWA). A researcher at the Texas Transportation Institute, considered an expert in the subject of "managed lane" design, also knew of no list.

The FHWA handbook describes the experiences of a few states with lane restrictions.

The Florida Department of Transportation website offers an interactive map that defines vehicles restricted on various stretches of highway — typically "trucks with 3 or more axles."

The Georgia Department of Public Safety's information brochure on truck lane restrictions says "A 'truck' is defined as any vehicle equipped with more than six wheels except buses and motorcoaches."

On the New Jersey Turnpike, "no vehicles in excess of 10,000 pounds GVW shall be driven in the farthest left lane of a three-lane traffic configuration or in the farthest two left lanes of a four or more lanes configuration."

The specifics of truck lane rules could not be found on the websites for a few other state transportation and police departments believed to enforce left-lane laws.

"They say ignorance of the law doesn't matter," Pitstick said. "But how are we supposed to know what they want us to do?"

Marketing Minute

CONTINUED FROM PAGE 15

Is it working?

What was said next has reshaped my entire career.

"That's all great," the owner said. "But is it working? What should we expect as a return on this investment?" A silence followed that would cut any young executive to the quick.

The truth was I didn't know. I thought it was working. I hoped it was working. I could show all the information that the advertisers had given me about the demographics they reached. I could repeat almost verbatim what the advertising reps had sold me during the expensive lunches they took me to.

But, in all reality, I had no idea if it was working and even less of an idea what the return would be.

I left that meeting more humble than when I went in. I immediately refocused my efforts to establish a definitive answer to the question: "Is it working?" Since that day, I have never spent a dollar, my own or someone else's, without that same question ringing in my ears.

The truth is, in today's world, the answer is much easier to find than it was back then. Digital advertising gives us a huge advantage in that regard. Google Analytics, pay-per-click and other forms of instant feedback allow us to see the real results of our efforts and to quickly see what activity it is generating.

But these tools are not enough. In fact, they are not even the tip of the proverbial iceberg. You see, these tools tell you when someone came to your site. They tell you if you generated interest. This is a good first step, but incomplete when you are trying to establish if you are generating a return on your investment.

Well, is it?

The truth is, in the motorcoach industry many operators do more offline than they do online. Post cards, phone book ads, business cards and attending wedding shows all cost money and all require answers to the same question.

Today, there are ways to establish the answers. Here are four of my favorites:

1. Google Analytics. If you don't use it, start today. This data is absolutely invaluable in finding out what is driving people to your website. Think back to a time before cellphones. It is almost incomprehensible to think about the world before them. How did we

even function? You should feel the same way about your Google Analytics account. If you don't, you're doing it wrong.

2. Unique URLs. This is used in conjunction with Google Analytics. Put a unique URL on every piece of marketing or advertising that you do. This will allow you to track the number of people who come to your site from that URL.

It will give you a great idea of how many took that action and were interested in what you are doing.

3. Unique phone numbers. There are a number of companies out there that provide the ability to create and deploy trackable phone numbers. Just like with URLs, you then have the ability to see exactly how many people called from your phone book ad or from the number

on the back of your coaches. This allows you to determine what activity is generated by your advertising dollars.

4. Good old asking. You will notice that all of the above are great tools for measuring activity, but activity itself is not enough to answer the all-important return-on-investment question.

"Is it working?" doesn't only

speak to activity, but should be seen as a real investment in additional business. Like any investment, you hope to generate more in return than you put in initially.

In the motorcoach business, there is simply no other way to go about this than to train your sales staff to ask the question with every booking and find a way of tracking

CONTINUED ON PAGE 18 ►

**ALL ROADS LEAD TO
UMA MOTORCOACH EXPO 2016**

**UMA MOTORCOACH
EXPO 2016**

January 31 - February 4, 2016 · Atlanta, GA

UMA

www.motorcoachexpo.com

Mechanics Wanted

We have immediate openings for 2 experienced Bus Fleet Mechanics

- 1 MCI Motor Coach Technician with 5 years experience
- 1 International School Bus /Truck Technician 5 years experience

Technical knowledge of major vehicle systems and diesel engines required.



**Qualified Candidates Should Call
(410) 744-3300 Ext. 125
Woodlawn Motor Coach Inc.
6523 Baltimore National Pike
Baltimore, MD 21228**



Members of the New England Bus Association celebrated the group's 90th anniversary during its annual

meeting at the Mountain View Grand Resort & Spa in Whitefield, N.H.

People

WHITEFIELD, N.H. — The New England Bus Association celebrated its 90th anniversary during its annual meeting at the Mountain View Grand Resort & Spa in Whitefield.

Gregg Isherwood of Custom Coach & Limousine in Portland, Maine, was sworn in as association president, taking over from Scott Riccio of Northeast Charter & Tour Co. in Lewiston, Maine.

Chris Anzuoni of Plymouth & Brockton Street Railway Co. in Plymouth, Mass., was elected vice president by the board of directors, replacing Isherwood.

In other business, four members were installed into the association's Hall of Fame. They are Clyde "Mr. DC" Hart, Harry "Woody" Blunt, Mike "Gummy" Felice and Dave "Diver" Millhouser.

SEVEN SPRINGS, Pa. — The Pennsylvania Bus Association motorcoach operator members elected seven board members during its annual meeting at Seven Springs Mountain Resort.

The board members, whose terms run through June 2017, are:

• David Benedict of David Thomas Trailways in Philadelphia

• Tom Brynan of Werner Coach in Philadelphia

• Michael Fleischhauer of Greyhound Lines, Inc., in New York

• Brian Kurtz of Elite Coach in Ephrata, Pa.

• Dale McMichael of Executive Coach in Lancaster, Pa.

• Matt Mlaker of Mlaker Transportation, Inc., in Davidsville, Pa.

• Tammy Wolf-Baker of Wolf's Bus Lines, Inc., in York Springs, Pa.

The association also elected Jenny McConnell of Destination Gettysburg as travel supplier representative and Greg Lukas of MCI as associate representative.

JOHNSTOWN, N.Y. — Don Brown Bus Sales has named Scott Duffy as its new director of sales.

Duffy, who had been director of business development at Express Natural Gas in Boston, is responsible for managing Don Brown Bus Sales' network of sales representatives and heads the company's initiative to serve clients in the Northeast and Mid-Atlantic regions.

Duffy has more than 25 years of experience as an executive in sales

management and business development in the oil and energy, mining and construction aggregates, and golf industries.

ORLANDO, Fla. — Allied Specialty Vehicles, a manufacturer of motor vehicles for the commercial, fire and emergency and recreation markets, recently hired John Walsh as vice president of sales for ASV Bus. Walsh leads all sales for ASV commercial, transit and school bus companies.

ASV also has hired Greg Berg as director of commercial finance, a position in which he manages all the retail financing across ASV's 22 businesses.

Walsh arrived from Mobility Ventures LLC (MV-1), where he had been vice president of sales and marketing since 2013. Prior to that, he was vice president of sales and marketing at ARBOC Specialty Vehicles and held positions of increasing responsibility at National Bus Sales & Leasing Inc.

Berg previously worked at SunTrust Bank as a specialist in bus finance for about four years and before that worked in the same capacity at Wells Fargo in equipment finance. He's worked in finance about 25 years.



FOR SALE – 5 Thomas 30 Foot Transit Buses

2008 Model Year, 30 perimeter seats + standees, double door, MBE Engine, Allison B300 transmission, Carrier A/C, clean white paint, excellent interiors, mileages vary from 233,000 to 255,000. Owned and operated since new by ESCOT Bus Lines in Florida. Priced to sell: \$24,999 each or all 5 for \$115,000.

Call Brian Scott for information at (727) 545-2088

2009 MCI E4500 * VERY LOW MILEAGE * ONE OWNER

Excellent Condition—none nicer!
Cummins • B500 • 58 pax w/lav
200k TCM • Michelin Tires
Alcoa Rims • Cordless Mics
CD/DVD • Lots more options
Partial Financing O.A.C.
\$264,900



Trade for MCI D or DL3 Considered • More available
Call / Email today for photos and more info!
sales@royalstarhawaii.com / 808.832.6261

Marketing Minute

CONTINUED FROM PAGE 17

it for an answer.

Most businesses generate 90 percent of their revenue from less than 30 percent of their advertising budget. While this doesn't mean I recommend cutting your advertising budget by 70 percent, it does

mean that by simply reallocating your existing spending towards things that really deliver results, you could transform your business.

You work hard for your money. Every dollar you invest in advertising should be working hard for you. You shouldn't have to take the word of those you spend your money with. You should not rely

on what you feel or hope.

You should know. In reality, you don't have to guess. Put these tools to use and start to track just how hard your dollars are working. Then make them work even harder.

For more information about the Motorcoach Marketing Council and its programs, go to www.motorcoachmarketing.org.

Calendar

August 2015

4 Pennsylvania Bus Association Bus Inspection Workshop, York Springs, Pa. Info: www.pabus.org.

4-6 IMG Strategic Alliance Meeting, Verona, N.Y. Info: www.imgcoach.com.

8-12 Georgia Motorcoach Operators Association-Alabama Motorcoach Association-South Central Motorcoach Association Regional Meeting, Lake Lanier Islands, Ga. Info: www.alabamamotorcoach.org.

10-11 2015 Midwest Bus & Motorcoach Assoc. Convention, Hotel Fort Wayne, Fort Wayne, Ind. Info: www.mbmca.org.

13-16 2015 NAMO Annual Conference, Crowne Plaza Riverfront Hotel, Jacksonville, Fla. Info: www.namocoaches.org.

20-23 Motorcoach Association of South Carolina, North Carolina Motorcoach Association and Virginia Motorcoach Association Regional Meeting, Doubletree by Hilton, Columbia, S.C. Info: www.scmotorcoach.org.

REPOS FOR SALE

• "Bank Repos" across the US • Priced to Sell
• Variety of Makes & Models

1-877-737-2221 x30716
www.Bus-Buys.com — View "Repo Inventory"

**To place a Classified Ad,
call 866-930-8426**



PREVOST

BEST VIEW FROM EVERY ANGLE.

PrevoSt coaches deliver the luxury experience that today's charter travelers are looking for. With their fuel-efficient powertrain and low-maintenance design, they're as comfortable on your balance sheet as they are for your passengers.

www.prevoStcar.com

Leading the industry starts with a winning team.



MCI J4500

Top-selling private sector model for 2014 and for 11 years running

Setra S 417

Worldwide luxury leader

MCI D-Series

First in total market sales for 2014, with more on the road than any other model



Parts

World-class fill rates and inventory for all makes and models



Support

24/7 via in-house ERSA, Technical Call Center and extensive field support



Training

Online LMS, LEARN webinars and Technical Tune-ups



Manufacturing

Quality-at-the-source transformation



Performance

Lowest total operating cost, maximum uptime

From head-turning good looks to the market's lowest cost of ownership, and safety technologies like adaptive cruise control and optional collision mitigation, our coaches lead the industry not just in sales, but in features, amenities and value. Plus, we offer the assurance that there will always be someone

from our team to troubleshoot your problem, get you your part, and get you on your way, thanks to second-to-none service and support. It's what MCI has been doing better than anyone for the last 80 years. And it's what we're still doing better today. See what an MCI J4500, MCI D-Series, or Setra coach can do for you.

Discover what it means to be Reliability Driven.



To learn more about the MCI J4500's lowest total cost of operation advantage, scan here.



mcicoach.com

MCI



Reliability Driven™