



Coach USA[®]

A STAGECOACH GROUP Company

megabus.com

Delivering Quality Service with a Safety First Culture

Megabus Network



Megabus

- Megabus is owned by Coach USA which is part of the Stagecoach Group.
- Stagecoach Group is a leading international public transport company with bus and rail operations in the UK and North America.
- We employ around 35,000 people and run nearly 13,000 buses and trains.
- Delivering Quality Service with a **Safety** First Culture.
- Committed to Raising the Level of **Safety**;

Van Hool Double Decker



Business Model

- Safe, reliable, high quality, convenient, high value, transportation service
- Bus Utilization
- Yield Management

Safety

- First, Last, Always
- Rigorous safety standards
 - driver training
 - rules regarding the length of work shifts and the frequency of rest stops.
 - GPS monitoring of all buses to ensure they're on course and away from low overpasses
 - On every bus purchased since 2006, seat belts for passengers—something the law does not require.
 - Double Manning

Safety

- GPS
 - Speed
 - Idle Time
 - Tire Pressure, Temperature
 - Driver Hours
 - Routes; Low Clearances
 - On Time Forecasting
- Control Center

NTSB Report

- Fully Endorse and Support
- 1.4 versus 0.2
- .03

The Megabus Effect

- Megabus has “Fundamentally changed the way Americans—especially the young—travel.”
- The U.S. Government Accountability Office estimated that the number of riders dropped from 140 million in 1960 to 40 million in 1990
- The new bus riders are not the old ones. These days they are likely to be young, well educated, and digitally connected. Megabus says more than half its riders are aged 18 to 34.

The Megabus Effect

- Curbside travelers have come to include large numbers of "silver surfer" retirees, business commuters, and—once again for intercity bus travel—women riding alone.
- From our internal surveys, 39% of riders say that if they had not used megabus, they would have chosen to drive their cars
- An 80 passenger double decker may take 20 cars off the road.

Bus Stop Development

- Partnership with local Transit Agency
- Intermodal
 - Passenger Convenience
 - Keep cars out
- Downtown
- Universities

Growth

- Atlanta Hub starts 11/16/2011
- Service to Chattanooga, Nashville, Birmingham, Montgomery, Mobile, Gainesville, Jacksonville, and Orlando
- Additional hubs under consideration, but none planned at this time.
- New City expansion
 - Based on demand
- Existing Line Growth
 - Additional Schedules
 - Increase in Average passengers per trip