



October 2021

## The Struggle is Real

Forgive me for the obvious statement, but our ridership was much more predictable before the onset of Covid-19. We could foresee travel trends, adjust for holidays, and depend upon a certain amount of daily commuters. That has all changed. We now have to account for the level of people returning to work fully in-office vs. partial office time, and accept the reality that some are never returning to offices. There are recreational travelers who are excited to get back to the attractions, but are hindered by the rules for businesses, tourism, restaurants, and other destinations in the city.

Over the past year and a half, New York businesses under state and city laws, have flip-flopped back and forth in how they operate. It isn't their fault, as they are essentially not functioning the way they wish to, but have to follow the regulations in place, to even be allowed to operate. We certainly have an understanding of this frustration, and it leaves us all confused about what we can and can't do, to the point some of our passengers choose to stay away altogether. That affects our ridership.

We are happy to see that Broadway shows recently began again, however the audiences aren't returning in great enough numbers for us to add later buses for those returning to New Jersey and the Lehigh Valley after the shows.

The ongoing problem that our team faces, is that we are seeing spikes in travel at unpredictable times. One week may be heavy on Saturday morning, and then the following Saturday just a handful of passengers board. We cannot operate with just a few people on any given run, so this presents an interesting challenge when trying

to adjust schedules and work our way back to more regular service. Some passengers email the company saying, "just go back to your old routes and schedules, and cater to everyone." Common sense says that isn't feasible, both financially and from a staffing standpoint.

The current levels of ridership are certainly frustrating. We are taking passenger requests into consideration, monitoring our actuals in ridership, and keeping up with the latest news of what mandates are in place or changing. We are comparing when passengers are going into New York vs. when they are returning.

Please understand that we consistently look at schedules and fine-tuning them to provide as much service as we can at the right times. We are listening to email comments and driver feedback. We are communicating with passengers and working in our office as a team to build our service back up. We have seen slight improvements in runs, but we have a long way to go.

We are currently in the process of obtaining the necessary equipment and software to begin offering online ticket sales and reservations. We realize this is the only way to manage our service as we move forward. Please understand this process will take some time. We cannot offer a timeline right now, but we want our passengers to be aware it is in the works.

Be assured that our staff is working to do whatever it takes to get our passengers the service they need as quickly as we can.

*Mark Ertel*  
Director of Operations



## Notices & Reminders

Effective Monday, October 11, there are schedule changes affecting the Allentown/Clinton/New York, Wind Creek, Newark Airport, and Doylestown/Flemington Schedules

[View All Schedules](#)



We now offer WIND CREEK BETHLEHEM CASINO service on Fridays!

Over 3,000 slot machines, 150+ tables games, live dealer stadium gaming, Sportsbook, great restaurants, and great outlet shopping!

[View Wind Creek Schedule](#)

The Transportation Security Administration (TSA), under federal law continues to require wearing a face covering while boarding, en route, and disembarking all motorcoaches through January 18, 2022.



[Read TSA Face Covering Mandate](#)

## COMMUTER FARES

[View October Commuter Fares](#)

The executive management team at Trans-Bridge Lines is aware of all correspondence that is received to our [webmaster@transbridgelines.com](mailto:webmaster@transbridgelines.com) email address. When we see familiar threads in comments, questions, or concerns, we like to take the opportunity to share news about our industry as a means of explaining our decisions in how we operate.

Many of our passengers have written in to request specific times, and days of the week they would like to see on their given routes. There are many factors we must take into consideration when adding or adjusting any schedule. Our industry continues to struggle with ridership counts, the shortage of drivers, and the lack of any financial relief from the government to restore this important part of America's infrastructure.

Here are some recent news topics that may help our customers understand the state of the motorcoach business.



Even big names like Greyhound are struggling and facing huge financial losses due to Covid-19.

[VIEW THE CNBC VIDEO REPORT <<](#)

## Intercity Bus Service Gets No Respect From Government

... there is little in the way of public support to help bus travel get through Covid. As the once popular mode of transit continues to decline, some states are taking notice.

This article reports on the neglect of the bus industry in getting any kind of aid, despite the fact that it is one of the most effected sectors in the country. Many bus companies are waiting for a reprieve that isn't coming.

[READ THE STORY](#)

**The Morning Call** recently published an article titled, "Where are the nation's 'super commuters'?" Many are right here in the Lehigh Valley report says". The story refers to Trans-Bridge several times.

Trans-Bridge was not contacted for our input in this story. The reality of what we are experiencing is in complete contrast to what they have communicated.

[READ SUPER COMMUTER STORY](#)

## Opinion article by one of our industry colleagues ...

### We can't afford to lose any more buses in New Jersey

By Pete Borowsky

We've all ridden buses before. Motorcoach buses are commonly used for school field trips to the Liberty Science Center, commuting from New Jersey to New York City, and group tours to Atlantic City's casinos. But last year, the pandemic changed everything. The once-thriving \$15 billion bus industry was essentially shut down. Now, it's up to Congress to save this industry that millions of everyday Americans rely on for travel, and for their jobs.

My bus company began in 1947 with two transit buses that provided a route service between Trenton and Hightstown. Today, we are proud to be one of the largest family-owned bus companies in the United States. We are part of a robust charter bus industry in New Jersey that employs 5,100 people directly and supports more than 50,000 additional jobs in the group tour and travel industry. But sadly, last year I had to shutter my business and furlough most of our employees due to the pandemic. And unfortunately, I'm not alone. Without federal assistance, the American Bus Association estimates that at least 40% of the bus industry could close permanently by year's end.

For the bus industry to survive, Congress must provide additional financial support. While Washington has been generous with its support for others in the travel industry, the bus industry is still reeling. The \$2 billion in economic relief that Congress initially provided to the bus industry simply doesn't cover the \$9 billion in losses that businesses like mine have suffered in 2020 alone.

As a country, we cannot afford to let the bus industry go under. Buses are the most affordable and accessible way to travel. In fact, rail travel is often twice as expensive as traveling by coach bus, while traveling by car is almost three times as costly. That's part of the reason why 574.6 million people ride buses every year.

Buses are full of people from different socioeconomic backgrounds — college kids trying to save a buck, a young person chasing dreams in a new city, a retired couple who finally has the time to explore, just to name a few examples.

It's also important that we protect the many jobs that the bus industry supports. The bus industry directly employs 98,500 people in the U.S. — bus drivers, mechanics, operators, fabricators, and more. These are high-quality jobs with specialized skills that provide for middle-class families. In addition, the industry indirectly supports as many as 1.98 million jobs in the tourism industry, generating more than \$86.4 billion in wages and benefits, as we transport visitors to thousands of destinations across the country.

Lastly, buses are the most environmentally friendly way to travel. The bus industry has the smallest carbon footprint compared to any other mode of transportation. By comparison, cars release six times more CO2 per mile than buses and aviation produces 10 times more CO2 than cars. If Washington wants to take action on climate, it cannot ignore the cleanest method of transportation.

We appreciated the support of Congressmen Albio Sires and Josh Gottheimer and Senator Bob Menendez on the initial round of funding, but more must be done to help the industry dig out from the financial setbacks of last year, and the additional setbacks posed by the Delta variant.

Buses connect rural areas and urban centers. We bring everyday workers to their jobs, children to their school field trips, and we are honored to safely transport our military service members and National Guardsmen. All of this transportation is affordable and environmentally friendly. If Congress doesn't act, thousands of jobs will be lost and families will suffer. Let's not let that happen.

*Pete Borowsky is the president of Starr Bus Charters & Tours, which is based in Trenton.*

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Trans-Bridge Lines is a proud member of:



# Did you know that when you go by motorcoach, you are **GOING GREEN?**



According to the Environmental Protection Agency, transportation is one of the largest contributors to pollution and poor air quality. The sector is responsible for many of the causes of poor air quality, including more than 50 percent of nitrogen oxides total emissions, more than 30 percent of volatile organic compounds emissions, and more than 20 percent of particulate matter emissions in the U.S.

Go green by traveling by motorcoach! Each motorcoach has the potential to displace 55 less-efficient cars. Measuring by passenger miles per gallon, motorcoaches are seven times more efficient than travel by car according to a study by the ABA Foundation. In fact, a couple traveling by motorcoach will cut their carbon emissions nearly in half compared to a hybrid car.

**Motorcoaches are even more efficient than other modes of mass transportation, twice as efficient as travel by train and four times as efficient as flying. One gallon of fuel can provide more than 200 passenger miles on a motorcoach.**

Motorcoaches are on the cutting-edge of Earth-friendly technology. Clean engines and alternative clean fuels such as bio-diesel, help reduce greenhouse gas and carbon dioxide emissions. Many motorcoaches are also outfitted with technology that clean exhaust, leaving virtually zero emissions.

Many motorcoach operators go a long way to ensure they are going green by the way they manage their businesses and operate their fleets. Several companies have enacted sustainability measures in all aspects of their business, including anti-idling techniques, monitoring tire pressure to minimizing fuel consumption and recycling maintenance fluids.

Source: American Bus Association



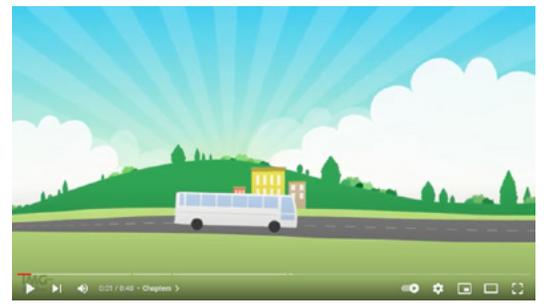
## CONTINUED COVID-19 PROTOCOLS

Trans-Bridge Lines wants our customers to know that our Commitment to Clean has not changed and that we continue to follow procedures to ensure best practices are being followed. We have maintained a comprehensive cleaning routine, share our cleaning practices, and offered reminders on keeping both, our passengers and drivers comfortable and secure while traveling with us.

Whether traveling with Trans-Bridge Lines or our affiliate tour company, Trans-Bridge Tours, Inc., you can rest assured that your safety and that of our employees, is our top priority.

We encourage all passengers to take a common sense approach to protect yourselves. Carry any personal protection equipment that you feel is necessary, wash hands often, cover your mouth when coughing or sneezing, and consider being vaccinated if you are so inclined.

[Read Our Commitment to Clean Fact Sheet](#)



[View How Air is Circulated on Motorcoaches](#)

### SPECIAL ADVERTISING SECTION \* TRANS-BRIDGE TOURS \* SPECIAL ADVERTISING SECTION \* TRANS-BRIDGE TOURS



IT'S BACK!  
RADIO CITY MUSIC HALL  
CHRISTMAS SPECTACULAR  
December 8 (Wed)  
[VIEW ITINERARY](#)

Note: There is a vaccination requirement for attending.

#### JOIN US FOR ANY OF THESE REMAINING 2021 TOURS:

- [Resorts Casino Hotel/Caesars Hotel & Casino, October 16](#)
- [Music & Rails, Elkins, West Virginia, October 29 \(Fri\)-31 \(Sun\)](#)
- [Winter Wonderland at American Music Theater, November 27 \(Sat\)](#)
- [Pennsylvania Christmas & Gift Show, December 2 \(Thu\)](#)
- [Longwood Gardens Christmas, December 5 \(Sun\)](#)
- ["Miracle on 34th Street" at Dutch Apple Dinner Theatre, December 11 \(Sat\)](#)
- [A DuPont Christmas in Delaware, Wilmington, Delaware, December 12 \(Sun\)-13 \(Mon\)](#)

To reserve, call 610-868-6001 today!



#### Eagles Tickets!

- Nov 17 (Sun)  
Los Angeles Chargers
- Dec 19 (Sun)  
Washington Football Team

Tour Planners continue to create 2022 tours and itineraries. See what they are offering at [TransBridgeTours.com](https://www.transbridgetours.com).