



COMMUTER NEWSLETTER

November 2021

We Understand the Importance of Communication

We get it. Being able to communicate effectively is the most important of all life skills. It is what enables us to pass information to other people. In the transportation industry, there is a constant flow of information, both internally and among our passengers.

Trans-Bridge Lines understands that getting up-to-date information to our passengers is essential for success and growth. Our goal is to always have a good rapport with our customers, and be a reliable source for not only travel, but the details associated with that travel. This means making sure our passengers know of delays, schedule changes, policies, and any alerts that affect you. We acknowledge that there is room for improvement in doing this, and there should be. We want to be constantly setting the bar higher for ourselves and that means continuous attention to how we do things, and being mindful of the feedback we receive. In monitoring email that is received, we watch for trends in topics of conversation. Sometimes that comes in the way of complaints, sometimes compliments, and sometimes constructive criticism. All forms of feedback get our team thinking. No comments are disregarded.

Please remember that Trans-Bridge Lines deals with issues much the same way that airlines do. We must deal with circumstances as they arise, and it is as frustrating for us, as it is for our customers when we experience a delay. Many times, workers are dealing directly with the situation and resolving it as quickly as possible with little time allowance to communicate

specific details. Airlines show delays with nothing more than information on an airport kiosk screen. Delays are a part of traveling and we understand how inconvenient that can be, which is why we strive to get out alerts as soon as we can.

As much as we are willing to work on our approaches and ways of communicating, we also ask that passengers take an active role in opening doors of communication for yourselves as well. What I mean by that is, please utilize the forms of communications we have in place to ensure you are open to receiving our information. We offer several means of connecting with us.

Spread the word on joining our email list. Presumably you are reading this because you are already signed up, but I want to stress that anyone who is on our list will receive all Commuter Newsletters, alerts on schedule changes, and other important details about service. Signing up is easy via our website [ALERTS](#) page.

Did you know that Trans-Bridge Lines maintains three social media pages? The most important of these, is our [TWITTER](#) page. This is the main source of letting passengers know, especially after regular office hours, when a delay occurs. As a side note, we are working diligently to make sure all employees are following through with these posts. This can be a challenge with being short-staffed and employees performing multiple tasks. We have received emails on this topic and we are making it a priority to let all of you know quickly when the bus you are waiting for is experiencing a delay.

We also have a [FACEBOOK](#) and [LINKEDIN](#) account, which enables us to further share our messages to a broader audience. Please consider following and/or liking these pages.

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[View November Commuter Fares >](#)

CLINTON PARK & RIDE TICKET OFFICE

Until further notice, the Clinton Park and Ride ticket office will have the following hours on Saturdays:
7:50 a.m. to 9:30 a.m.

SCHEDULE CHANGES

A minor change has been made on our eastbound to New York, Allentown/Clinton/New York Schedule.

The Clinton Park and Ride is now a "D" Stop on weekend Runs 203 & 239.

Please note that a "D" Stop indicates that the passenger will need to inform the motorcoach driver of their intended drop-off location when boarding the motorcoach.



Enjoy! Thank you for your business!

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COMMUNICATION ...

Another feature Trans-Bridge has in place in our Bus Tracker app available for Android or Apple devices. This app delivers real-time bus locations, and scheduled and predicted arrival times to your stop. Users have the ability to view routes and stops on an interactive map. Our website provides a link from our **ALERTS** page to the App Store or Google Play Store for your convenience.

If you have a personal circumstance, specific question, or a suggestion or comment you wish to share, please email us at webmaster@transbridge-lines.com. Every email is read by our staff and personally responded to. I always encourage our passengers to share their thoughts because it may bring our attention to something that needs addressing and we were unaware of. We only ask that all emails refrain from using profane language, remain constructive, and do not personally insult or degrade our employees.

The way I see things, we need to work as a team with our customers. We may not always be able to give every customer

everything they want, but we will always explain our reasoning for how we do things if given the opportunity.

My colleague mentioned in our last newsletter that we are working with a vendor to implement on-line ticketing. It may appear that we are "late bloomers" in doing this, but we needed to research security concerns associated with purchasing the ticketing software. As we move forward with this endeavor, we will share updates on our status. Please understand that it will take time to launch, and that there will be a learning curve to get through. We are excited to get going on this, as it will make purchasing tickets more efficient for you, and open doors for more direct communications with using the ticketing software as another means for reaching all of you.

Thank you for your support and for traveling with our company. We are proud of the work we do.



Jennifer Lechiski
Communications Manager

WE NEED YOUR HELP
CRITICAL NEED FOR BLOOD!

ALLENTOWN • BETHLEHEM • EASTON • PITTSBURGH • READING • TRENTON

How Can You Help?

Please schedule your life-saving blood donation with Miller-Keystone Blood Center by calling **800-B-A-DONOR**, visit or click GIVEaPINT.org or scan the QR code with your phone's camera.

OUR ONLY SOURCE OF BLOOD IS FROM VOLUNTEER DONORS LIKE YOU

- Every 2 seconds someone needs blood
- A heart surgery patient needs units of red cells, platelets and plasma
- 1 in 4 people will need blood in their lifetime
- Premature infants need up to 4 units of red blood cells
- 450 donors are needed daily

Your Blood. Their Hope.
MILLER-KEYSTONE BLOOD CENTER

FAST LANE | OPERATOR PROFILE Behind the scenes of the most successful operators

Trans-Bridge Lines Inc.

Celebrating 80 years of cultivating a niche and adapting to change

For Tom JeBran, president of Trans-Bridge Lines Inc., celebrating the company's 80th anniversary this year is bittersweet, to say the least. Like most motorcoach operators, the COVID-19 pandemic took a toll on the four-generation, family-owned business, and yet JeBran knows his grandfather, A.J. Ferraro, would be proud of the Bethlehem, Pa.-based company he founded in 1941. *Destinations* recently had a chance to talk with JeBran and get his perspective



Eighty years in the making: the leadership team of Trans-Bridge Lines.

Trans-Bridge Lines was recently featured in the September/October edition of the American Bus Association's *Destinations* magazine.

[READ THE ARTICLE >](#)

NEW YORK CITY CONGESTION PRICING

On October 20, The Greater New Jersey Motorcoach Association sent a letter of PUBLIC COMMENT in regards to the October 26 Hearing of the Metropolitan Transportation Authority (MTA), New York State Department of Transportation (NYS DOT) and New York City Department of Transportation (NYC DOT).

[READ THE LETTER >](#)

Who needs a flu vaccine?

you

Even healthy people can get the flu, and it can be serious. Everyone 6 months and older should get a flu vaccine. **This means you.** This season, protect yourself—and those around you—by getting a flu vaccine.

For more information, visit <http://www.cdc.gov/flu>

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention



FRIENDLY REMINDERS

- **Trans-Bridge Lines Commuter Book tickets must be used by the original purchaser only, and may not be shared.** Per Trans-Bridge Lines policy, Commuter Books tickets will not be accepted by the motorcoach driver if detached, and the passenger will not be permitted to board the bus until a proper ticket is purchased. Note: The motorcoach driver will not hold a bus departure to allow for the purchasing of new tickets.
- **Refunds.** Refunds are only given on Commuter Book tickets that are returned to our main office before their expiration date. Unused Commuter / Multi-Ride tickets submitted for refund will lose their discount, provided by the Commuter Program. Valid partially used commuter tickets will be refunded by first subtracting the full one-way adult fare value multiplied by the number of used tickets from the actual sales price of the original discounted sales amount. At times, this will result in no refund. Should a refund exist after the loss of discount, there will be a 5% administrative fee applied to the total remaining value of unused tickets. Please mail refund requests and unused tickets to: Trans-Bridge Lines, Inc., Attn: Refunds, 2012 Industrial Drive, Bethlehem, PA 18017. Refunds are issued once a week by check and mailed via the USPS. Tickets purchased with a credit card will be refunded to that credit card. All other tickets, including One-Way, Round-Trip, Reduced Fare, Cash Fares, and Pier Transportation are non-refundable.
- **Covid-19 Ticket Extensions/Refunds.** Extensions on the expiration date of tickets will only be given on tickets purchased during our shutdown in March 2020, due to the pandemic. If any passenger has extenuating circumstances, please forward your details to webmaster@transbridgelines.com and a decision will be made on a case-by-case basis.



Thanksgiving Schedules have been posted for:
 Wednesday, November 24
 Thanksgiving, Thursday, November 25
 Friday, November 26

[VIEW SCHEDULES >](#)

Safe-Walking Tips for Walking in NYC as Harsh Weather Arrives

- Dress for the weather, not the calendar. Check both the temperature and the wind chill factor before going out. Wear layers, and cover your head, face, and hands well. Wear boots with treads to help you walk safely.
- Use sidewalks whenever you can. Use sidewalks wherever possible to avoid walking in the road.
- If you must walk in the road, walk toward traffic. Walk on the left side of the road, facing traffic. Dress in bright or reflective clothing to make yourself easier to see for oncoming cars.
- Cross at marked intersections and crosswalks. Crossing the road at marked intersections and crosswalks and always obeying traffic signals, can also reduce your risk of an accident. Tread carefully to reduce your risk of slipping on ice or slush while crossing the road.

Trans-Bridge Lines was recently recognized for its 80th anniversary by goHunterdon during its 2021 Annual Awards. goHunterdon promotes sustainable transportation and serves the Hunterdon County, New Jersey area.



[WATCH THE VIDEO >](#)

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



Macy's Thanksgiving Day Parade!
 November 25 (Thu)
 \$55 Adult

[VIEW DETAILS >](#)

JOIN US FOR THESE REMAINING 2021 TOURS:

- 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)



EAGLES TICKETS!

Dec 19 (Sun)
Washington
Football Team

IT'S BACK!
 RADIO CITY MUSIC HALL
 CHRISTMAS SPECTACULAR
 December 8 (Wed)
[VIEW ITINERARY](#)
 Note: There is a vaccination requirement for attending.



Casino Tours!
RESORTS CASINO HOTEL
CAESARS HOTEL & CASINO
 November 13 (Sat)
 December 31 (Fri)
 \$45 per person w/\$30 Slot Play

To reserve, call 610-868-6001 today!

Take a sneak peak at our 2022 tours at TransBridgeTours.com.