

# **UPDATE**ONLINE TICKETING

As you know, June 1 marked the beginning of online ticketing for Trans-Bridge Lines. This was a feature our passengers had been requesting for a long time. We hesitated implementing a system because the technology was new. We researched and observed as other bus companies went through the process of incorporating online ticketing first.

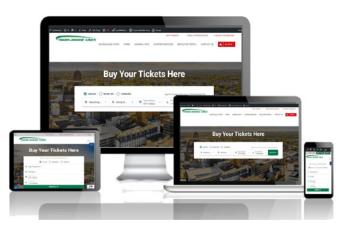
The process was challenging. Many aspects of the technology needed tweaking. For this reason, we were 'late bloomers' in purchasing the hardware and software. Knowing there would be a learning curve for employees and passengers was the reason for our soft launch vs. a big announcement when we did ultimately begin online purchases.

At this point, we have been using the system for a little over two months. In that time we have installed new point-of-sales machines in our LVIP, Easton, Lehigh Valley Airport ticket, and Hellertown ticket agent offices. These systems work in conjunction with the online ticketing platform, TDS (Transcor Data Services). All other ticket agents are still selling paper tickets until it's their turn to switch their systems over. Eventually all of our agent locations will have the new system. The time frame for completing this is dependent on training and equipment installation by our network support company and their schedules.

We are proud of the hard work and patience everyone has had with this transition. We understand there can be frustration and confusion with any new change in technology. There are

new processes and things that will need to be rectified. The end result however, is be a better experience for our passengers in purchasing and tracking their tickets. For our employees, it allows us to track passenger counts and trends in traveling with detailed reporting. Our communicaavailable at various stops to observe and aide any driver who needs assistance with our new technology.

Please know our team is also working on a guide which will provide step-bystep instructions for creating accounts, making purchases, changing tickets,



tions, dispatch, and customer service departments will be able to send messages directly to passengers booked on a particular run in the event of inclement weather, canceled runs, and other impactful events. We will better serve you as we are now able to log into your accounts and effectively answer questions related directly to your travel. Most of all, our passengers are able to access accounts, make changes, and store payment information in their individual accounts.

We would like to stress the importance of being patient as we continue to go through this transition and identify areas that we would like to customize for our passenger's unique experience with us.

Our driver's experience with using the scanners and interacting with passengers is important as well. We have staff

booking boarding passes, and making changes to booked tickets, as well as a section for 'frequently asked questions'. When complete this guide will be posted to our website at TransBridgeLines.com as a reference.

Please note that Trans-Bridge Lines is currently <u>NOT</u> a reservation-based company. We will make that transition in the future and passengers will be notified beforehand. For now, it is important to remember that purchasing tickets online or in-person does not guarantee seating on any given run.

Trans-Bridge Lines remains challenged by a drivers shortage. Additional runs will be added as we increase our employee roster.



**VIEW AUGUST COMMUTER FARES >** 

Commuter Fares will remain unchanged for the month of August.



We will run a modified schedule for Labor Day, Monday, September 5.

Saturday, September 3 and Sunday, September 4 schedules will run normally.

## VIEW SCHEDULES >

The Allentown Bus Terminal ticket office has new hours of operation as follows:

### Monday through Friday

4:30 am- 8:30 am

11:30 am- 12:00 pm

4:40 pm- 5:10 pm

Saturday & Sunday

7:00 am- 7:20 am

8:50 am - 9:10 am

11:00 am- 11:20 am

### **TRANS-BRIDGE LINES**

Now on Instagram!



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@TransBridgeLines



@TransBridgeBus



Trans-Bridge Lines, Inc.

# **Now Hiring Motorcoach Drivers**

The Challenges of a Drivers Shortage

As we continue to actively recruit motorcoach drivers, please know that all of our candidates must have an excellent safety record prior to being hired. Once hired, drivers receive extensive training in the safe operation of our motorcoaches, as well as on-the-road training for their route.

We continue to enhance our training program to ensure our drivers are well informed of our company policies, are prepared to navigate their routes, and expected perform exceptional customer service for our passengers. We insist our drivers show respect and common courtesy in every situation.

The trucking and motorcoach industries continue to face a shortage of drivers, as the demand for over-the-road drivers has increased with the rise in

Our management team is aware of requests for additional routes and times that we have received from passengers. Please know that we will increase our service options as positions are filled and where it makes the most sense.



Did you know?

Trans-Bridge Lines founder A.J. Ferraro spent his entire career in the bus industry beginning in 1917. He was a driver, manager, consultant, partner, and owner of various bus companies in New York, New Jersey, Pennsylvania, and Washington, D.C. In

1941, Ferraro founded his Broadway, New Jersey based Trans-Bridge Lines, Inc., when he took over the New Jersey Interurban Coach Company with members of his family.

# **Motorcoach Transportation Optimum Choice for Travelers**



by Thomas G. JeBran President, Trans-Bridge Lines, Inc.

Motorcoaches of today are not your grandfather's "buses". Today's motorcoaches are comfortable, smoother riding, and loaded with safety equipment. Seatbelts, traction control, tire pressure monitoring systems, and anti-Lock braking systems are included as standard equipment. Some coaches have 360 degree look around cameras, forward looking radar/braking, and anti-drifting systems.

Not only do these modern coaches have technological advances in comfort and safety, they also have engines which are non-polluting.

Trans-Bridge Lines started using this type of engine in our buses starting in 2008. In 2010, we performed a 'white glove test'. A white glove was held against the tailpipe of the bus with the engine running. When pulled away, there were no traces of any residue on the glove. This was filmed and reported by the local news stations and newspa-

The engines since then are even cleaner and get more miles to the gallon. Motorcoaches are the most fuel efficient form of transportation, getting 280.1 passenger miles per gallon, this is far better than rail at 89.9 passenger miles per gallon, and air travel at 56.6 passenger miles per gallon.1

Also, did you know that motorcoaches are the greenest form of transportation? Motorcoaches on average use the least amount of energy and produce the lowest carbon dioxide emissions per passenger than heavy rail, intercity rail, commuter rail, domestic air travel, trolley bus, light rail, ferry boat, and demand service vehicles.

CO2 emissions per passenger mile for motorcoaches are 36.7 CO2 /passenger miles, intercity rail 141.7 CO2 /passenger miles, and air travel 181.5 CO /passenger miles.<sup>2</sup>

Additionally, motorcoach travel helps ease congestion by taking up to 50 cars off the road for each bus load of passengers.

Scheduled service coaches provide major cities with commuter and regular service, and connect rural America. All of this service is operated with little or no government subsidies.

Motorcoach passenger service in our region is provided by Martz Trailways, Fullington Trailways, Greyhound, and Trans-Bridge Lines. Over the years many passengers were traveling to New York City, Newark Airport, JFK Airport, and the cruise terminals in Bayonne and Manhattan. However, we have been witnessing a downward trend in passenger counts since 2009. The introduction of video conferencing technology had enabled workers to spend less time in the office and travel less for meetings. That was pre-pandemic!

Now the technology has advanced significantly with Zoom, Teams, and other meeting hosts, allowing staff to be able to work and attend meetings from home. In the Northeast market, including New York City, we do not foresee the commuters returning to the office four or five days a week. While there are workers who need to be at their physical workplace daily, for instance hospital staff and construction workers, others will continue to work remotely.

Trans-Bridge Lines is operating at one-third of pre-pandemic levels, which is on par with other motorcoach operators in the New York City market. Our company will slowly introduce extra service as

demand increases from travelers and the national driver shortage is resolved resulting in increased

Even though the population of our region may continue to grow, many residents will find employment right here in our communities, work remotely from home, or commute to points along the Route 22, 78, and 287 corridors. However, those commutes will be limited to a fewer number of days per week in conjunction with remote work options.

Trans-Bridge Lines, our small family-owned business, has offered the Lehigh Valley area, and Bucks, Hunterdon, and Warren Counties frequent and reliable bus service without receiving operating subsidies from taxpayers for decades.

While we may never have the number of runs as we did pre-pandemic, our goal is to rebuild the bus transportation system and continue offering the residents of our community a secure and dependable form of travel.

These are just a few compelling reasons why using private motorcoach transportation is the best choice. Comfort, convenience, and the positive effect that traveling by motorcoach has on the environment and traffic congestion is superior to all other forms of travel. Equally important, it also doesn't cost local residents money through higher taxes for government subsidies.

1, 2 Updated Comparisons of Energy Use and Emissions from Different Transportation Modes, June 2019, by M.J. Bradley & Associates.

This opinion piece has appeared on:

WFMZ/69News - WFMZ.com - 'Think Tank'-**VIEW HERE** 

Lehigh Valley Live - LehighValleyLive.com -Opinion - VIEW HERE

Trans-Bridge Lines - TransBridgeLines.com - BLOG

# Port Authority taps firms to redesign 'mega,' one-of-a-kind bus terminal



by Colleen Wilson, NorthJersey.com

NEW YORK — The Port Authority of New York and New Jersey is forging ahead with plans to design a new "best-in-class" Port Authority Bus Terminal.

Rick Cotton, executive director of the Port Authority, announced the hiring of two international architecture firms that will be tasked with figuring out how to build a facility within the physical constraints of the busiest part of Manhattan that will accommodate future growth, all while accommodating ongoing commuter traffic during construction.

A. Epstein & Sons International and Foster+Partners will be fine-tuning a design plan that includes constructing a replacement facility on the current site, adding a new bus storage facility nearby, rebuilding ramps to and from the Lincoln Tunnel and building private developments around the new terminal and 3.5 acres of new green space.

"We were seeking a world-class architect with experience building transportation facilities in dense urban environments with a reputation for creative design related to public buildings," Cotton said at Thursday's event. "It symbolizes our commitment to move this project forward and to move it forward with the highest possible standards."

Here are some elements that will be incorporated into the new facilities:

- Artificial intelligence for bus management.
- Accommodations for future growth and larger buses.
- Bus storage space, which the current terminal doesn't have.
- Sustainability components including space for electric buses and chargers, heat recover, reuse and onsite generation of renewable energy.

The bus storage facility will be built first. Then bus operations will shift from the current terminal to the bus storage facility while the old terminal is torn down and rebuilt with an estimated opening date of 2031. The 3.5 acres of future green space will first be paved over and used for staging and storing buses temporarily, then remade into green space after construction.

Construction of the new facilities is estimated to cost between \$7.5 billion and \$10 billion and will be challenging, Cotton said.

"The construction process is going to be very difficult," Cotton said. "We're going to do everything we can to mitigate its impacts."

A screen copy photo of a rendering of a significant milestone in the midtown Bus Terminal Replacement Project during a press conference at the Port Authority Bus Terminal in New York City on August 4.

Pictured above: A screen copy photo of a rendering of a significant milestone in the midtown Bus Terminal Replacement Project during a press conference at the Port Authority Bus Terminal in New York City on August 4.

# PA Turnpike Commission Approves 5% Toll Increase for 2023

**READ NOTICE >** 



# REMINDER - BUS TICKET SALES ARE CASHLESS AT ABE AIRPORT

Lehigh Valley International Airport (ABE) is a cashless operation. When purchasing Trans-Bridge Lines tickets, customers must use credit or debit cards.

For individuals who do not carry debit or credit cards, you may purchase your tickets with cash at our main office at 2012 Industrial Drive, Bethlehem, just off Schoenersville Road. This location is less than one mile from the airport.



Trans-Bridge Lines does not permit food or beverages on our motorcoaches, with the exception of water. During commuter hours, coffee is also acceptable.

Food items should never be held on a passenger's lap as they could be dropped and/or spilled onto the floor of the bus, creating a slipping hazard. Foods could also exude an odor that is offensive to other passengers. There may also be individuals with food allergies on board.

Any food items should be properly packaged, sealed and transported in the lower luggage bay of the bus.



## TRANS-BRIDGE TOURS

Tours and Vacation Travel

# Upcoming Tours:

## **ONE-DAY TOURS:**

### <u>AUGUST</u>

Gettysburg Battlefield Tour August 19 (Fri)

Atlantic City Air Show August 24 (Wed)

Lake Tobias Wildlife Park & Safari August 27 (Sat)

Medieval Times August 28 (Sun)

#### **SEPTEMBER**

Circle Line Cruise & Little Italy September 1 (Thu)

West Point & Hudson River Cruise September 16 (Fri)

Ellis Island & Statue of Liberty September 18 (Sun)

Fall Foliage Train Ride Waterfront at Silver Birches September 21 (Wed)

Bloomsburg Fair 'Senior Day' September 26 (Mon)

'David' at Sight & Sound Theatre September 28 (Wed)

#### **OCTOBER**

Washington, DC Fall Day at the Capital October 1 (Sat)

Green Dragon & Kitchen Kettle Village October 7 (Fri)

Rice's Market & Peddler's Village 'Octoberfeast' October 15 (Sat)

9/11 Memorial & Museum October 16 (Sun)

Mount Hope Estate & Winery Farm to Table Lunch Experience & Wine Tasting October 19 (Wed)

Gettysburg Ghost Tour October 21 (Fri)

#### **MULTI-DAY TOURS:**

#### **AUGUST**

New Hampshire Rail & Sail August 29 (Mon) – September 1 (Thu)

#### **SEPTEMBER**

Mackinac Island & Frankenmuth September 10 (Sat) – 15 (Thu)

Niagara Falls, New York Seneca Niagara Resort & Casino September 19 (Mon) – 21 (Wed)

Cape Cod, MA September 23 (Fri) – 25 (Sun)

I Love Lucy- Jamestown, NY September 30 (Fri) – October 2 (Sun)

#### **OCTOBER**

DC Wine Country Loudoun County, VA October 17 (Mon) – 18 (Tue)

A New England Experience Western Massachusetts October 21 (Fri) – 23 (Sun)



EAGLES VS. MINNESOTA VIKINGS
Sep 19 (Mon) - 8:30 pm - \$285

EAGLES VS. JACKSONVILLE JAGUARS
Oct 2 (Sun) - 1:00 pm - \$285
\*\*\* 1 SEAT LEFT \*\*\*

EAGLES VS. GREEN BAY PACKERS Nov 27 (Sun) - 8:20 pm - \$285

EAGLES VS. TENNESSEE TITANS Dec 4 (Sun) - 1:00 pm - \$285

Includes transportation & game ticket. Sections 129 & 131 End Zone.



## **NOVEMBER**

Lancaster, PA A Magical Amish Holiday November 10 (Thu) – 11 (Fri)

### DECEMBER

Coastal Virginia Holiday Virginia Beach & Norfolk, VA December 2 (Fri) – 4 (Sun)



CHRISTMAS
SPECTACULAR
Radio City
Music Hall
December 7 (Wed)
\$146



Casino Tours!

RESORTS CASINO HOTEL / CAESARS HOTEL & CASINO AUG: 15 (Mon), 27 (Sat) SEP: 3 (Sat), 11 (Sun), 24 (Sat)



Why Book Early?

Nothing cancels a tour faster than waiting to make reservations.

All tours require a minimum number of guests. If we don't reach that minimum by our vendor deadlines, the tour will be forced to cancel due to lack of participation. So, if you are interested in any tours please make your reservations early. Thank you!