JEFFERSON LINES

Connecting you to your favorite destinations.
What Is Intercity Bus?
Intercity bus...

...is for the general public
Intercity bus...

...operates between communities not in close proximity
Intercity bus... is regularly scheduled.

<table>
<thead>
<tr>
<th>Schedule Number</th>
<th>237</th>
<th>239</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>Fridays</td>
<td>Sundays</td>
</tr>
<tr>
<td>Mall of America</td>
<td>9:25am</td>
<td>4:30pm</td>
</tr>
<tr>
<td>Minneapolis (U of MN - Ontario St)</td>
<td>9:45am</td>
<td>5:00pm</td>
</tr>
<tr>
<td>Maple Grove, MN</td>
<td>11:00am</td>
<td>5:25pm</td>
</tr>
<tr>
<td>St Johns University</td>
<td>D1:25pm</td>
<td>6:40pm</td>
</tr>
<tr>
<td>Moorhead, MN</td>
<td>D1:30pm</td>
<td>D9:05pm</td>
</tr>
<tr>
<td>Moorhead, MN (Concordia College)</td>
<td>D1:45pm</td>
<td>D9:10pm</td>
</tr>
<tr>
<td>Fargo, ND (NDSU)</td>
<td></td>
<td>D9:25pm</td>
</tr>
</tbody>
</table>
Intercity bus...

...is meaningfully connected with the larger network
What is **NOT** intercity bus?
Intercity Bus Trivia Time

What do these two have in common?
Serving Minnesota Communities since 1919
Early success
THE JEFFERSON AIRPLANE
Beginning of the end of the Bus Boom
Greyhound Lines, Inc.

P.O. Box 660382 • Dallas, TX 75266-0382

June 25, 2004

Governor Tim Pawlenty
130 State Capitol
St. Paul, MN 55155

Dear Governor Pawlenty:

Since 2001, Greyhound has experienced a financial crisis. Passenger levels have declined dramatically along with revenues. With the terror attacks of September 11, Greyhound now must restructure its system to eliminate unprofitable and marginally profitable service if it is going to be able to continue to serve the remaining thousands of communities that rely on that service.

Greyhound Lines, a Minneapolis bus company, may take over some of the routes that Greyhound will abandon next month. Jefferson is expected to pick up the routes of his city of 13,200 people. Wallin said he was flooded with phone calls after Greyhound announced cutbacks. He has written letters to several state government officials supporting Jefferson's plan.

At least there's some hope at the end of the tunnel. Wal-

Jefferson may pick up routes
Bus line hopes to move in where Greyhound leaves off

By Tracy Swartz
Star Tribune Staff Writer

Jefferson Lines, a Minneapolis bus company, may take over some of the routes that Greyhound will abandon next month.

Wallin said he was flooded with phone calls after Greyhound announced cutbacks. He has written letters to several state government officials supporting Jefferson's plan.

At least there's some hope at the end of the tunnel. Wallin said that the cuts could be a boon to Jefferson Lines, and that the company could pick up the routes of his city of 13,200 people.

Routes to go

On Aug. 18, Greyhound will end bus service to 86 Minnesota communities: Anoka, Atwater, Bagley, Bemidji, Big Lake, Blooming-ton-Bolivar-Clearwater City,

is included in Jefferson's proposed Minneapolis-to-Grand Forks route. Mayor Richard Lehman of Bemidji says his city's economy relies on ground transportation.

"To lose bus service would be unfortunate for all of greater Minnesota," he said. "It does..."
Intercity Bus Service in the United States

1978

• 15,000 communities had Intercity Bus Service

2017

• 2,800 communities have intercity bus service
Jefferson Lines Route System
2008
Since 1919, Jefferson Lines has provided daily scheduled service from Montana to Wisconsin and Minnesota to Texas.
Jefferson Lines in Billings
Customer Service Area
Regular Route and Demand Response Options

Regular Route
• Transit provides scheduled service to the closest intercity connection point
• Passenger travels on one interline ticket

Demand Response
• Transit provides service to closest intercity connection with a reservation
• Two separate tickets
The transit operator provides regular scheduled service to the closest intercity connection point

- The transit operator provides regular scheduled service to one or more communities to the closest intercity connection point
- The passenger travels on one interline ticket
- The transit operator shares revenue on the interline ticket
- Works best when population exceeds 10,000 or the scheduled service also serves other needs
- Transit operator has a sponsored membership in National Bus Traffic Association
- Transit operator meets interstate insurance requirements for their state
Pierre, SD   Population: 13,500
Pierre, South Dakota River City Transit

• Sells bus tickets and package express and receives a commission
• Operates interline feeder service from Pierre to Vivian on Highway 90 – shares revenue
• Operates demand response from 13 counties into Pierre – charges transit fare
The transit operator provides transportation to an intercity bus depot and charges the passenger the regular transit fare

- Passenger travels on two tickets

- Works with Demand Response service

- This works well for small communities with limited potential

- Jefferson and transit cross market the services

- Works best with passengers traveling from the service area rather than to the service area
Region 2 Transit Demand Response From Eight Iowa Counties
MARKETING IS ESSENTIAL

NIACOG serves as the Regional Transit Authority for the eight county area (includes Cerro Gordo, Floyd, Franklin, Hancock, Kossuth, Mitchell, Winnebago and Worth counties). Transit service is available for use by anyone in the area. Each service is tailored to the needs of local users.

Region 2 Transit System
c/o North Iowa Area Council of Governments
525 6th Street S.W.
Mason City IA 50401
(641) 423-2262

www.niacog.org
MARKETING NEEDS TO BE TAILORED TO THE COMMUNITY AND THE PRODUCT
Marketing tailored to the community

- Media release
- Newspaper and radio ads
- Community website link to Jefferson Lines
- Brochure and poster distribution to colleges, grocery stores, medical offices, veteran and social services
- On the transit bus brochures or ads
• Paul Bunyan sells tickets and package express and receives a commission
• Paul Bunyan routes provide service to Bus Station
• Good cross-promotion of services
• Jefferson is on Paul Bunyan’s web site
• Paul Bunyan is on Jefferson’s web site
BUTTE, MONTANA
JEFFERSON LINES

Connecting you to your favorite destinations.