



JEFFERSON LINES

Connecting you to your favorite destinations.

What Is Intercity Bus?



Intercity bus...



...is for the **general public**

Intercity bus...



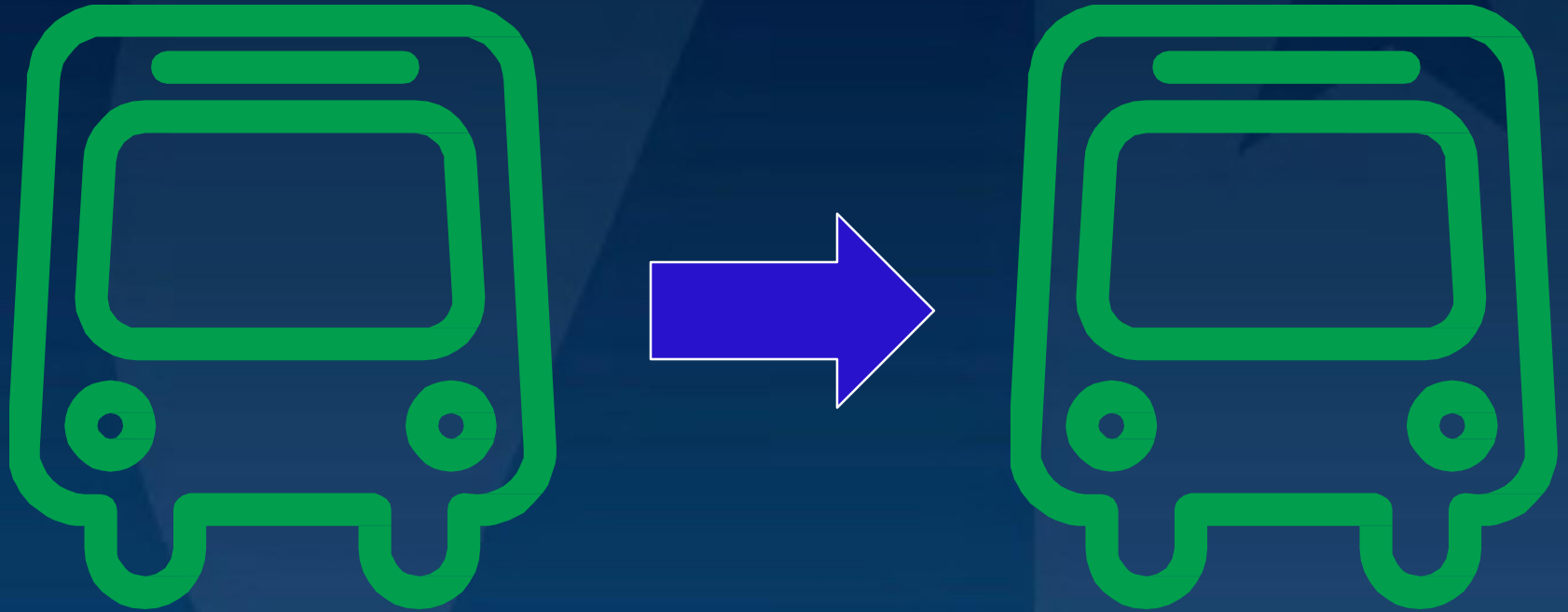
...operates between communities
not in close proximity

Intercity bus...

MINNEAPOLIS, MN - FARGO, ND		
Schedule Number	237	239
Frequency	Fridays	Sundays
Mall of America		4:30pm
Minneapolis (U of MN - Ontario St)	9:25am	5:00pm
Maple Grove, MN	9:45am	5:25pm
St Johns University	11:00am	6:40pm
Moorhead, MN	D1:25pm	D9:05pm
Moorhead, MN (Concordia College)	D1:30pm	D9:10pm
Fargo, ND (NDSU)	D1:45pm	D9:25pm

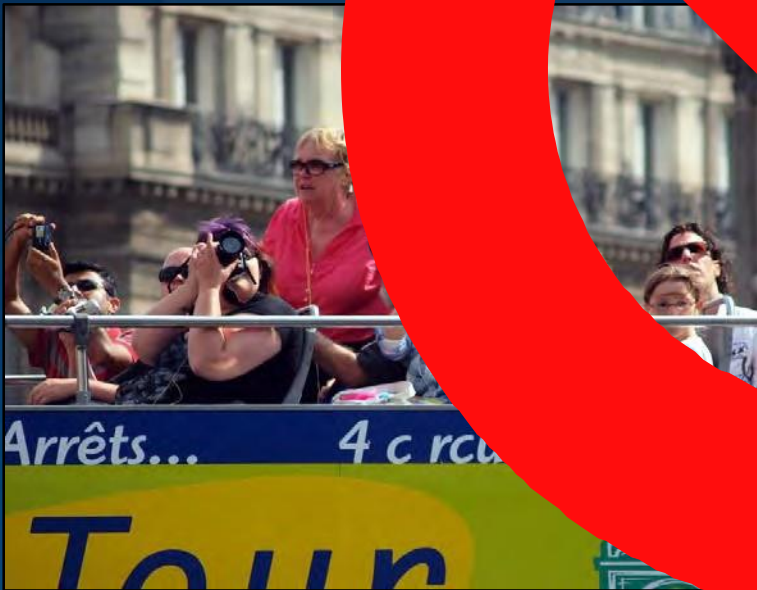
...is regularly
scheduled

Intercity bus...



...is **meaningfully connected** with
the larger network

What is **NOT** intercity bus?

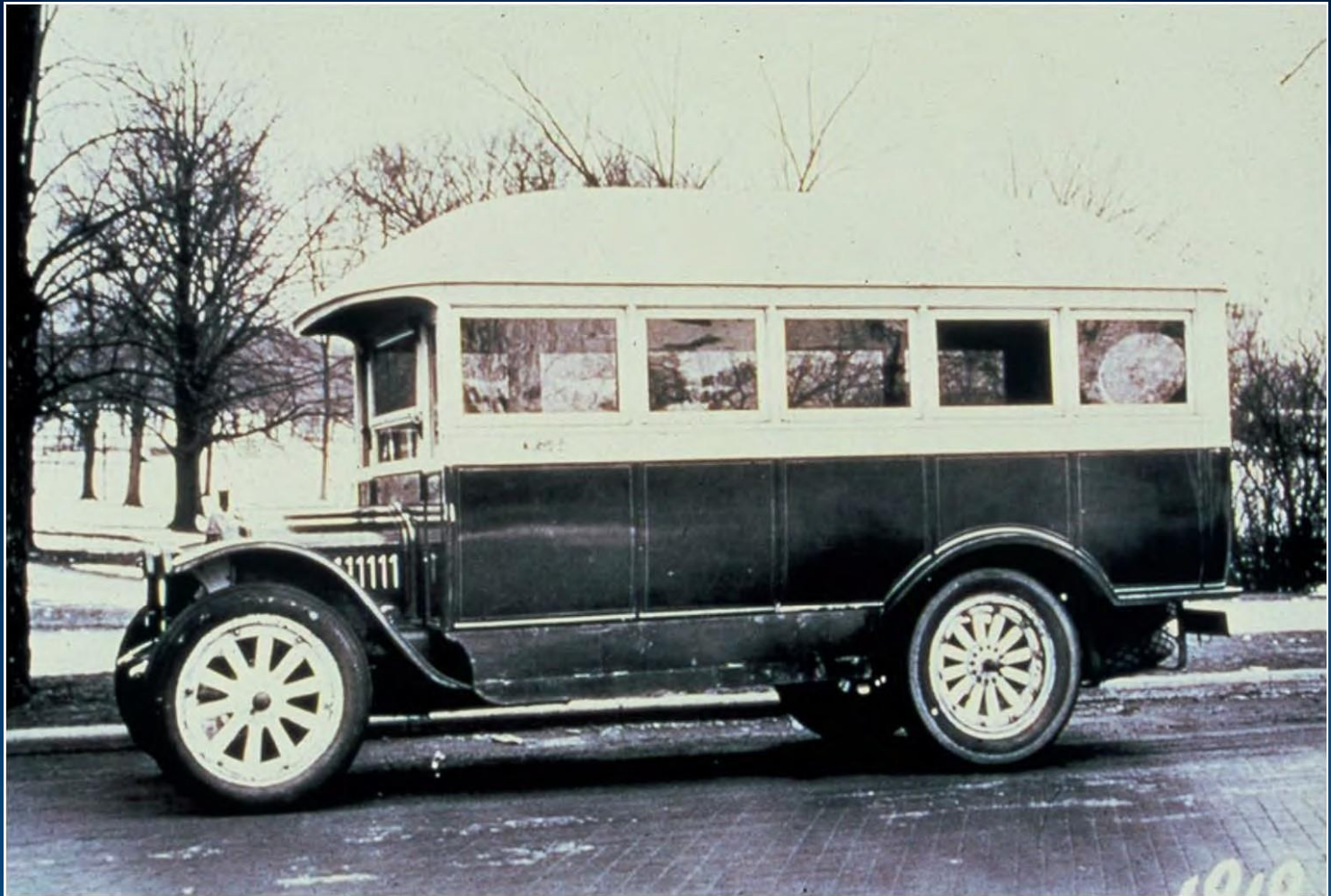


Intercity Bus Trivia Time

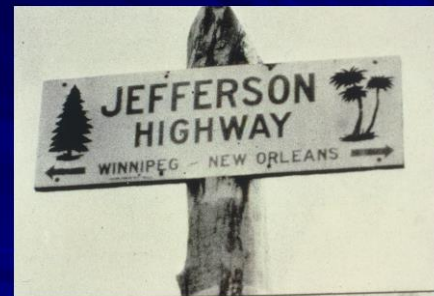


What do these two
have in common?

Serving Minnesota Communities since 1919



Early success







THE JEFFERSON AIRPLANE

Beginning of the end of the Bus Boom



The long decline



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,

B4 • Star Tribune

July 13, 2004

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.

Jefferson is expected to an-

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-

Routes to go

On Aug. 18, Greyhound will end bus service to 56 Minnesota communities:

Anoka, Atwater, Bagley, Bemidji, Big Lake, Bloomington, Brainerd, Canyon, Cass

is included in Jefferson's proposed Minneapolis-to-Grand Forks route. Mayor Richard Lehmann 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

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.

pricing strategy and reduced bus miles by about 8 percent. This led to corresponding reductions in the number of driver and terminal employees. In addition, we decreased management staffing by more than 20 percent. Most significantly, we drastically lowered capital expenditures, including the halt of what was to have been an order for approximately 200 buses.

Intercity Bus Service in the United States

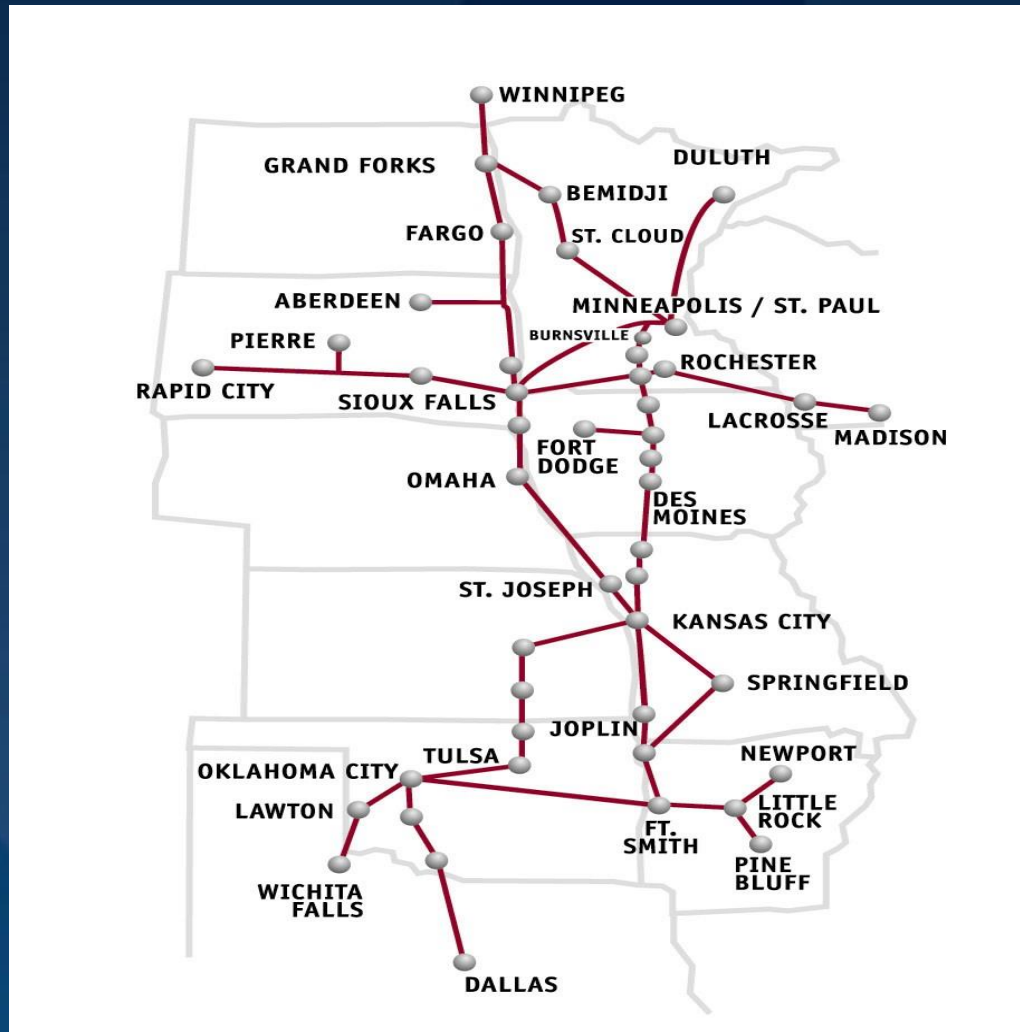
1978

- **15,000 communities had Intercity Bus Service**

2017

- **2,800 communities have intercity bus service**

Jefferson Lines Route System 2008



Montana



Missoula

Butte

Bozeman/Belgrade

Livingston

Billings

Miles City

Glendive

Sidney

CHOOSE YOUR ROUTE

Destinations en route

Prime Transfer Points

Company Locations

Since 1919, Jefferson Lines has provided daily scheduled service from Montana to Wisconsin and Minnesota to Texas.



JEFFERSON & LINES

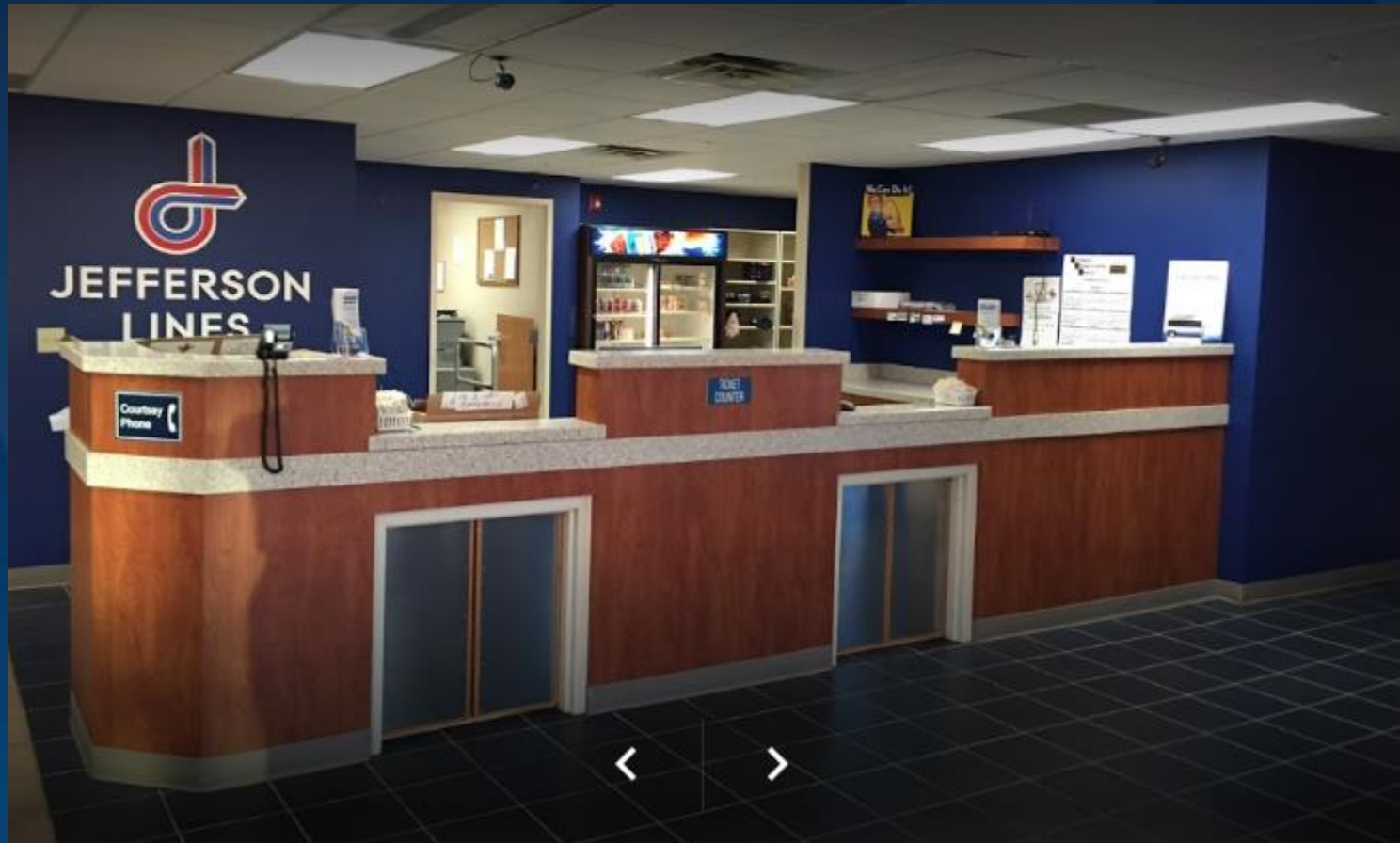


Connecting you to
Favorite Destinations
jeffersonline

Jefferson Lines in Billings



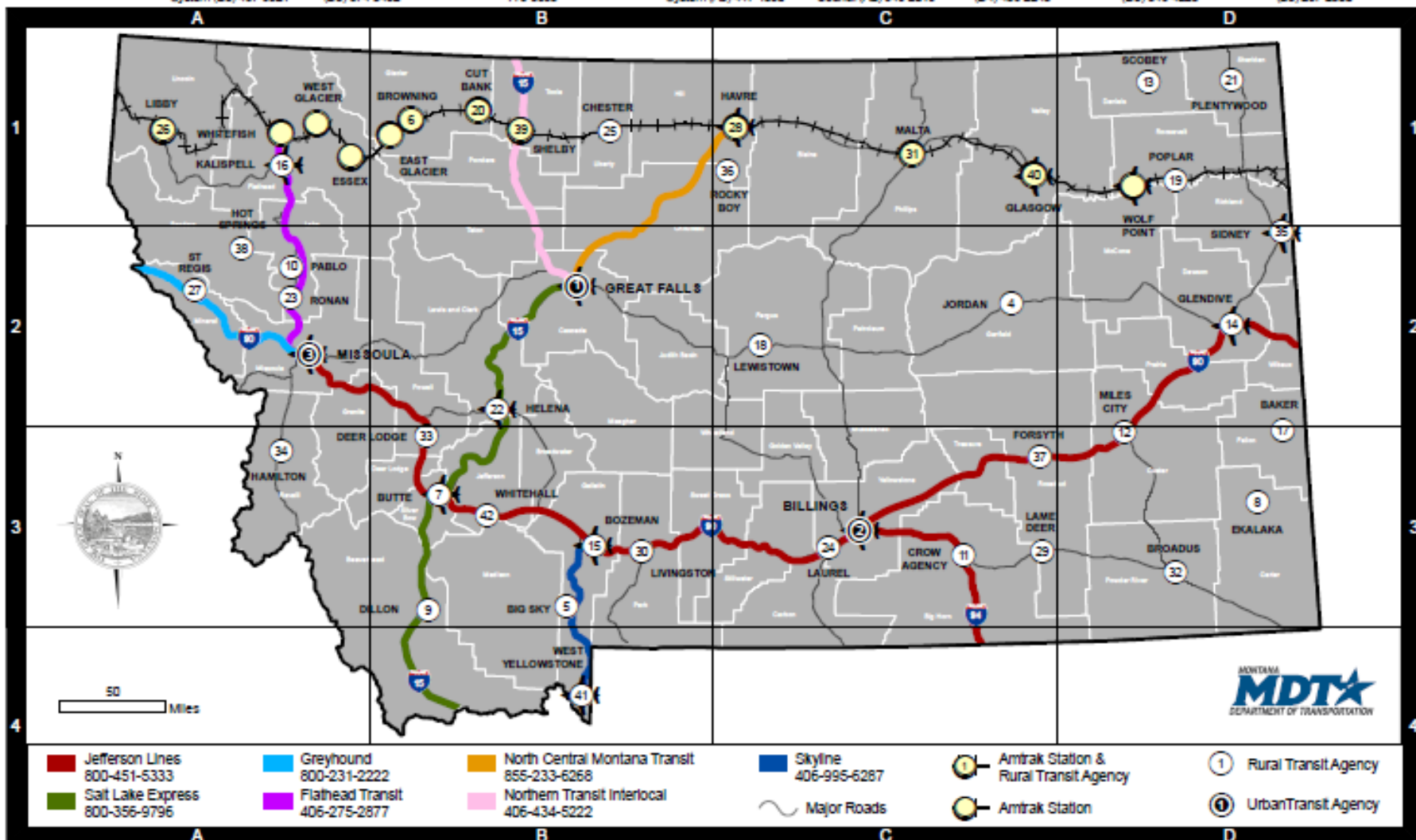
Customer Service Area



MONTANA PUBLIC TRANSIT SYSTEMS

2017

Urban Bus Services	Rural Bus Services	8 Carter Charter (D3) 775-8751	13 Daniels County Trans. (D1) 783-7029	18 Fergus County COA (C2) 536-7486	23 Lake County COA (A2) 676-2367	28 North Central Montana Transit (C1) 265-3699	33 Powell County Public Trans. (A3) 846-9789	38 Sanders County Trans. (A2) 741-2345
1 Great Falls Transit District (C2) 727-0382	4 Big Dry Transit (C2) 557-2501	9 City of Dillon (B4) 583-4345	14 Dawson County Transit Authority (D2) 377-1364	19 Fort Peck Transit (D1) 768-3909	24 Laurel Transit Authority (C3) 628-4796	29 Northern Cheyenne Transit (D3) 637-6253	34 Ravalli County COA (A3) 363-7484	39 Toole Co & Northern Transit Interlocal (B1) 470-0727
2 MET Transit (C3) 657-8218	5 Big Sky Transit District (B4) 996-6287	10 Confederated Salish & Kootenai Tribes (A2) 675-2700	15 District IX HRDC/ Galavan (B3) 587-2434	20 Glacier County Transit (B1) 873-5063	25 Liberty County COA (B1) 759-5244	30 Park County Transit (B3) 222-6585	35 Richland County Trans. (D2) 433-7433	40 Valley County Transit (D1) 228-8744
3 Missoula UTD (A2) 543-8386	6 Blackfeet Transit System (B1) 338-5007	11 Crow Nation Res. Transit System (C3) 638-2430	16 Eagle Transit (A2) 759-2427	21 Glenwood, Inc. (D1) 765-1018	26 Lincoln County Transit Service (A1) 293-8024	31 Phillips Transit Authority (C1) 654-5301	36 Rocky Boy's Transit Service (C1) 395-4480	41 West Yellowstone Found. (B4) 640-2030
	7 Butte-Silver Bow Transit System (B3) 497-6521	12 Custer County Transit (D3) 874-3482	17 Fallon County COA (D3) 778-3595	22 Helena Area Transit System (A3) 447-1580	27 Mineral County Pioneer Council (A2) 649-2019	32 Powder River Trans. (D4) 436-2243	37 Rosebud Transportation (D3) 346-4223	42 Whitehall Public Trans. (B3) 287-2300



- | | | | | | |
|-----------------------------------|----------------------------------|-----------------------------------------------|-------------------------|------------------------------------------|----------------------|
| Jefferson Lines
800-451-5333 | Greyhound
800-231-2222 | North Central Montana Transit
855-233-6268 | Skyline
406-995-6287 | Amtrak Station &
Rural Transit Agency | Rural Transit Agency |
| Salt Lake Express
800-356-9796 | Flathead Transit
406-275-2877 | Northern Transit Interlocal
406-434-5222 | Major Roads | Amtrak Station | Urban Transit Agency |

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



REGION 2 TRANSIT

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

REGION 2 TRANSIT SYSTEM

CERRO GORDO COUNTY

Cerro Gordo County423-2262
Clear Lake357-3007
Mason City.....421-3616

FLOYD COUNTY

Floyd County228-6846
Charles City.....228-6846

FRANKLIN COUNTY

Franklin County456-5191

HANCOCK COUNTY

Hancock County923-3333

KOSSUTH COUNTY

Kossuth County924-3251
Algona.....295-2878

MITCHELL COUNTY

Mitchell County732-4260

WINNEBAGO COUNTY

Winnebago County585-2435
Forest City585-4954
Lake Mills.....592-9841

WORTH COUNTY

Worth County324-1741
Northwood390-1460



JEFFERSON LINES

*Bringing People Together . . .
... Making Connections*



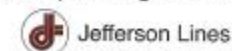
**Daily service to thousands of
other destinations**



Jefferson Lines Bus Depot

located at
Mason City Municipal Airport
Highway 122 West
Mason City, IA 50401

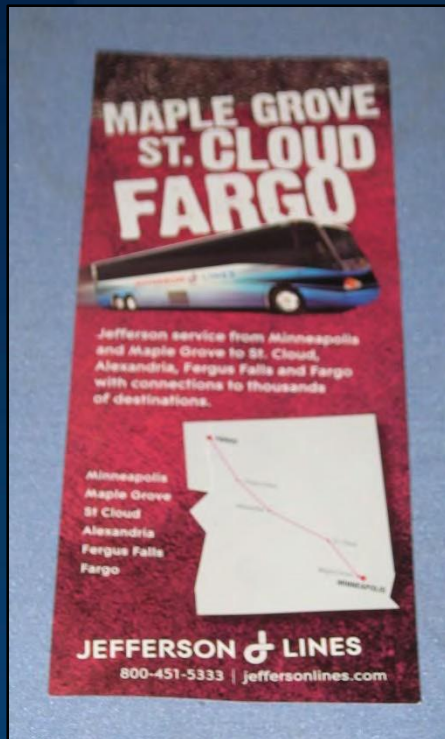
Call now for information on your
next trip on Region 2 Transit and



Mason City641-423-8341
Clear Lake 641 357-1577
Toll Free800-451-5333

www.jeffersonlines.com

MARKETING NEEDS TO BE TAILORED TO THE COMMUNITY AND THE PRODUCT



Land to Air EXPRESS

MSP Airport Shuttle and Twin Cities | More Bus Destinations | Deals | Charters | Careers

Ride the Bus
Land to Air provides connections to cities throughout the US, Canada and Mexico, in addition to the Minneapolis-St. Paul airport & numerous metro area locations. All you have to do is sit back and enjoy the ride. No bothering family and friends, no parking issues, no fighting traffic, no trouble with the weather! Save time, money and aggravation. Select your destination today!

Daily Deals
3 Daily Trips to Rochester, Minnesota!

Union Depot, St. Paul
Land to Air Express is now serving the Union Depot downtown St. Paul!

Select Your Destination
Choose from over 4,000 destinations!!

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.