



Improving the Intercity Bus System for London

Presentation to the Investment & Economic Prosperity Committee

June 5, 2012

Coach Canada and Pacific Western Transportation

Coach Canada

- Coach Canada provides safe and reliable schedule bus service in Southeastern Ontario and Southern Quebec
- Provides intercity, transit, school bus, charter and airport services
- 1,1100 employees across the country

Pacific Western Transportation (PWT)

- PWT is the largest privately-owned people transportation company in the country
- Provides intercity, transit, school bus, charter and airport services
- 3,500 employees across the country

London's Intercity Bus Market

- Currently, London is only served by Greyhound and About Town on intercity routes;
 - Greyhound: Toronto, Windsor, Detroit, Kitchener
 - About Town: Canboro, Hensall, Shelburne
- The province has placed strict limits on entry into the intercity bus market through economic regulation
- This is detrimental to London:
 - Your citizens do not get the benefit of increased competition (Eg. Lower fares) and innovation (Eg. New service offerings)
 - In fact, Greyhound is charging Ontario consumers a “gift ticket” fee of \$18.99 if a credit card holder purchases a bus ticket for another person online
 - They claim to be charging the “gift ticket” fee to prevent credit card fraud, however no other transportation company (including Air Canada) has a similar practice
 - The city is losing out on an economic development opportunity

We Want to Serve London

Coach Canada

- Megabus is a low cost, daily express bus service first launched in the UK in 2003 and the US in 2006
- Featuring the newest fleet of buses between Toronto and Montreal, our luxury double deckers offer free wi-fi, panoramic windows and a green alternative way to travel
- Meticulously maintained with professional drivers at the wheel, passengers ride in comfort and confidence



PWT

- Red Arrow provides luxury daily motor coach trips to passengers
- Offers luxury Prevost high-roof coaches with:
 - Single row seating
 - Free wireless internet
 - Electrical outlets
 - Seat belts
 - Foot rests
 - Snack galley
 - Professional and courteous drivers
 - Satellite and local radio



Working Together to Modernize Transportation

- Coach Canada and PWT are very supportive of modernizing the regulatory system and introducing competition into the intercity bus market and to London
- We strongly believe that introducing competition into the marketplace will:
 - **Benefit the consumer by increasing quality and service and maintaining high safety standards;**
 - **Alleviate traffic congestion and reducing greenhouse gas emissions by getting residents of London out of their cars; and**
 - **Present an economic development opportunity for London, as service providers will make both capital and human resources investments in the province.**
- Modernizing the regulatory system is **cost-neutral**, an important factor to consider given the current economic climate
- Alberta and Manitoba have modernized their intercity bus markets, leaving Ontario at the back of the pack

We Need Your Help

- In order to bring Megabus and eBus to London, we need your vocal support for modernizing the regulatory system for intercity bus service
- Minister Chiarelli has assigned Dipika Damerla (Parliamentary Assistant) the intercity bus service file, and she will be making a recommendation to him on next steps
- We need you to let Minister Chiarelli, Dipika Damerla, Deb Matthews, Chris Bentley and Premier McGuinty know that you support modernizing the intercity bus market
 - Letters of support
 - Council resolutions
 - Petitions

Questions and Answers