

# CCBC

## A COAST TO COAST BUS COALITION



Partnering to ensure safe and affordable transit and transportation services for all people living in remote or rural communities.

### 2021 Initiatives

**Buses Connect:** Rural communities and hub centres provide services to a wide array of society, such as young students, elders and seniors, businesses, First Peoples of Canada, and marginalized and low-income individuals. Without buses, it would be challenging to travel and move around Canada freely. Buses can go anywhere the roads lead, with limited restrictions due to storms or inclement weather. They are quick and easy to deploy and adaptable to Canada's evolving population and demographics.



**Medical Appointments and Visits**



**First Peoples of Canada, First Nation, Inuit, and Metis**



**Time Sensitive Samples: Blood, Water, Medical, Tissue, Mineral**



**Access to Federal and Provincial Government, Social Services**



**Travel, Tourism, Entertainment**



**Shopping and Municipal Services**



**Education, Training, Knowledge**



**Mines, Forestry, Manufacturing, Farming**



**Package and Freight Service**



**Not for Profit, Social Assisted Clients, Woman Shelters, Treatment Centers, Animal Care, and Others**



**Work and Employment**



**Disaster Relief**

## HUB AND SPOKE TRANSPORTATION SYSTEM

Buses act like spokes on a wheel. Buses connect the rural population to both medium-sized and larger hub centers. A national **Essential Bus Network** will help reconnect communities no longer on the rail network and connect rail passengers to destinations with hub centers that offer rail service. Buses provide the Government of Canada the most affordable way to connect our country and bring essential travel options to all Canadians.







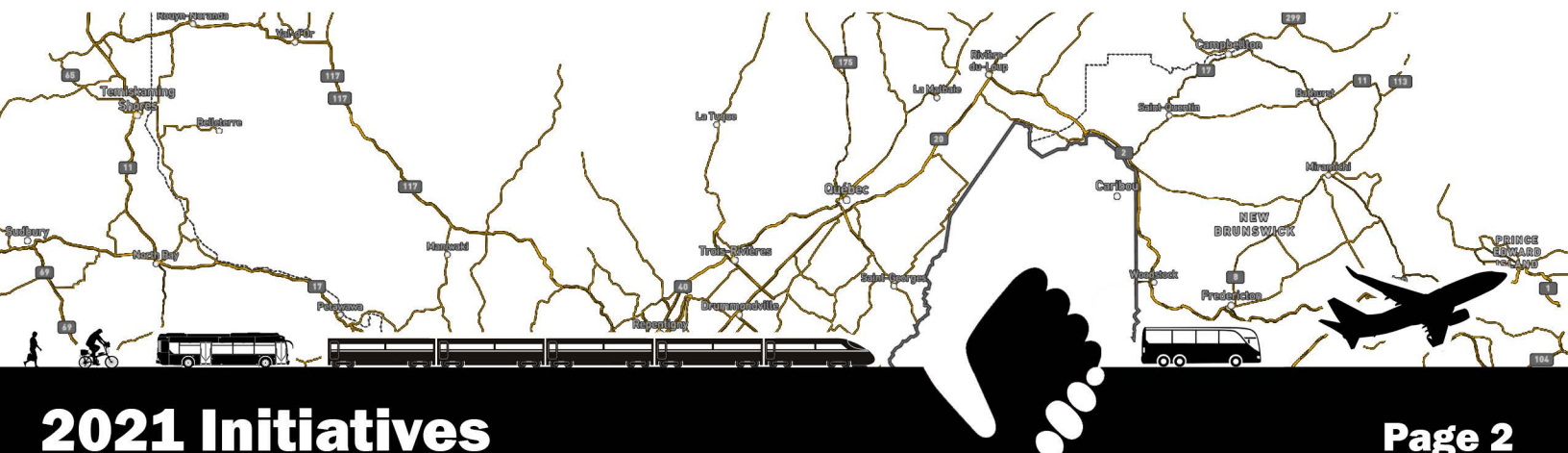
### Current Challenge

Since the Government of Canada delegated the responsibility for highway transportation and intercity bus regulation to the provinces in the 1980s, Canada's once strong national network of bus services has suffered successive rounds of route cuts, which culminated in the total collapse of Greyhound Canada service in Western Canada. Under provincial oversight, and with Greyhound dominating the market, Canada's national interest was not a priority. Inconsistent legislation between provinces prevents Canada's bus operators from effectively rebuilding a coast-to-coast, integrated, and connected national bus system and reinstating essential connectivity between all communities. Dependable public transportation, including an **Essential Bus Network**, is just as crucial to Canada's future as any other critical infrastructure. It is therefore imperative that the Government of Canada reassume the role of highway and intercity bus regulation, ensuring seamless interline, inter-provincial, and multi-modal journeys. A **National Highway Transportation Board (NHTB)** would enable the Government of Canada to meet the need for a sustainable, affordable, comfortable, and safe nationwide bus network. The **NHTB** would develop and administer an **Essential Bus Network** in partnership with the motorcoach industry. The Government of Canada often overlooks the contribution and the potential of rural businesses, smaller communities, First Nations, Inuit, and Metis peoples of Canada in the future of the Canadian economy. Under today's provincial oversight of the bus industry, their potential contribution is severely constrained by lack of mobility and connectivity.

### “A Connected Canada Coast to Coast Stands Stronger Together”

#### The National Inquiry Into Missing and Murdered Indigenous Women and Girls:

Greyhound Canada announced in 2018 that it would stop servicing routes along the Highway of Tears and other stops across Canada. Current NDP Minister of Parliament for Skeena- Bulkely Valley, Taylor Bachrach, has argued that the expanded local transit service along the Highway of Tears does not make up for Greyhound's services. Claire Trevena, who served as the British Columbia minister of transportation during the 41st Parliament, said she plans to work with the communities affected by this service disruption to "ensure their transportation needs are met". The MMIWG report recommends that municipalities and First Nations, as appropriate, work with relevant community agencies and police to establish programs at crucial places where women rely heavily on hitchhiking, and incorporate strategies such as the shuttle bus transportation system recommended in the Highway of Tears Report. With a lack of public transportation along that highway to connect more remote communities and First Nations to urban areas, many of those women are forced to rely on hitchhiking, which puts them at risk. Source: [www.mmiwg-ffada.ca](http://www.mmiwg-ffada.ca)



# Restoring Canada's Intercity Bus Network

The situation for bus operators across Canada is precarious during the COVID-19 pandemic. We are doing our part to urge people to avoid non-essential travel while simultaneously attempting to sustain essential services to their communities. As industry leaders, we are now working to bring together a cross-Canada, coast-to-coast bus coalition to better interline bus connections between regional operators. CCBC plans to close the existing network gaps and proposes that Transport Canada backstop an **Essential Bus Network** to ensure Canadians in rural, northern, and Indigenous communities are never again isolated and stranded without access to safe transportation. This initiative will advance the social and economic objective of providing dependable, effective, and sustainable public transport for all Canadians. This is urgent and due process is indispensable, however, a timely response is critical to saving bus companies from the devastating effects of COVID-19. With the loss of service and benefits identified in this report, Canada will struggle that much longer to bring those companies back. During corporate bankruptcies equipment is sold or liquidated, employees are laid off, and many will change careers, making it hard to get them back quickly, if at all.



**Bus**



**Private Car**



**Uber/Lyft**

## Urgent Matter!

The suitable investment is now. **“An ounce of prevention” will pay massive dividends later “worth a pound of cure”** and prevent untold social and economic grief to the municipalities and regions affected. Intercity motorcoach service satisfies many of the needs of First Nations, Inuit, and Metis people of Canada, students, tourists, traveling workers, and government employees by connecting small businesses to more significant hubs and reducing the cost of transportation for parcels and freight. CCBC members are ready to act quickly in partnership with Transport Canada and the Government of Canada.

*CCBC membership is open to any bus operators contributing and strengthening the **Essential Bus Network** by adding new routes.*





## Major Selling Points

➔ **Indigenous Partnership:** With the support of the Canadian Government in partnership with CCBC and Indigenous leadership, this partnership can improve economic growth by increasing mobility and access to opportunities. By equalizing access to social services and the economy, we will take meaningful steps along the path to reconciliation while improving the quality of life for all Canadians. The results of this national connectivity will benefit the Government of Canada reconciliation efforts. The coalition welcomes the participation of Indigenous-owned bus operators and will seek to create an environment of economic empowerment and inclusion. Together we will address the transportation issues highlighted in the MMIWG final report.

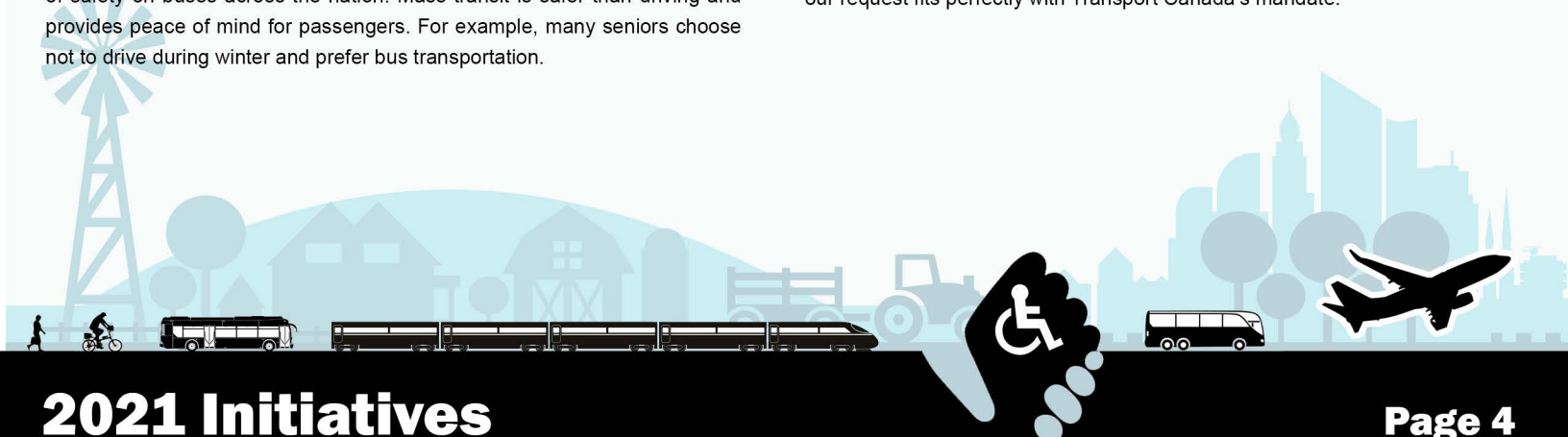
➔ **Safety:** Statistically, by passenger count, buses are safer than flying commercial aircraft. Canadian winters can be very disruptive to aviation, while buses on the other hand can operate until the roads are closed by local authorities. A national safety standard will ensure an equivalent level of safety on buses across the nation. Mass transit is safer than driving and provides peace of mind for passengers. For example, many seniors choose not to drive during winter and prefer bus transportation.



➔ **The Green Economy:** Although an economic driver within the country, we must offer alternatives to personal vehicle transportation. Each motorcoach can remove as many as 55 automobiles from the highway, reducing congestion. Even when not filled to capacity, motorcoaches have the smallest carbon emission factor of any major motorized vehicle, as motorcoaches capture carbon in special filters.

A couple boarding a motorcoach will cut their carbon footprint nearly in half, compared with driving a hybrid car. If they take a motorcoach rather than an airplane, they will cut their emissions by 55 to 75 percent depending on the distance traveled.

➔ **Improving Accessibility:** The EBN aids the removal of barriers to access for travelers with disabilities when using scheduled intercity motorcoach services in Canada. Where financially possible, accessible buses are utilized. With the Government of Canada's investment, we can add accessible transportation to more rural and smaller communities, including First Nation Reserves. Transport Canada is already responsible for monitoring intercity buses for accessibility compliance and taking on our request fits perfectly with Transport Canada's mandate.





# Financial Viability and Sustainability

The **Essential Bus Network** will be developed by the **NHTB** working with regional operators to analyze the information from data, history, and current demand to determine the required service level. The service must make financial and operational sense to achieve breakeven or profitability and not be solely driven by politics. The objective is to develop as many financially viable routes that have long-term sustainability. The following key criteria will be used for optimizing routes to ensure financial viability and sustainability:

- Bus (seating capacity)
- Required frequency
- Best positioned CCBC carrier to operate the route
- Cost structure/consumer pricing
- Stops and locations
- Marketing strategy and budget

### CCBC Invites Advisory Board Members from:

- Minister or Deputy Minister, Transportation - Canada
- Minister or Deputy Minister, Finance - Canada
- Minister or Deputy Minister or Executive Director, Transportation - Provinces
- Motor Coach Operators, Founding Companies
- Provincial and community leaders, stakeholders, consumers, and transportation advocates



## Telecommunications Act of 1993

The CNCP Telecommunications (Canadian National-Canadian Pacific Telecommunications) decision confirmed that all telephone companies whose networks were interconnected with the Trans-Canada telephone network were subject to exclusive federal jurisdiction, and not provincial legislation. After several years of preparation and review, Parliament passed the Telecommunications Act in 1993. **Based on this same legal argument, all bus companies that interconnect with the Trans-Canada Highway and travel inter-provincially should also be subjected to exclusive federal jurisdiction.**

## “An ounce of prevention is worth a pound of cure”

An **Essential Bus Network** is the best option for the Government of Canada to reconnect our country with a safe, secure, and affordable transportation system. The Government of Canada must understand the importance of buses for seniors retiring in rural communities and the urban flight to rural areas due to COVID-19. Busing is essential for rural communities to attract residents, particularly seniors who often do not drive.







# Quick Note Sheet:

*"For every dollar invested in intercity buses, 3 dollars return into the economy."* Extrapolated – American Public Transportation Association (APTA) – Public Transportation Facts

**COVID-19:** 92% of motorcoach operators experienced a drop in revenue between 75% – 100% in 2020.

### Canada's Bus Fleet Size:

- 4000 coach buses operated in Canada in 2019.
- 2500 medium size buses operated in Canada in 2019.
- 350 Intercity Coaches serviced Canadian routes in 2018.

### Job Creation:

An estimated 1000-2000 employees could be added as the result of the Essential Bus Network, and these jobs would support 6000 people.

### Government Investment:

To be determined based on the best operating options for the Essential Bus Network.

### Service Range:

With strong investment within the first 3 years, CCBC members can service up to 1,200 communities from Vancouver Island to the Maritimes and beyond by using a network of more than 100 facilities and 690 agencies.

### Interlining with:



### Industry Facts:

- ➔ 1,242 companies operate across Canada employing 109,834 full-time jobs.
- ➔ During the first ten years of the new millennium, transit ridership increased 40% among 16-34 year olds.
- ➔ 77% of voters support investment in bus transportation infrastructure.
- ➔ Reducing the number of mostly-idle second cars will save \$10,000 per year.
- ➔ Residential property is an average of 42% more valuable if located near high-frequency transit service, which means cities reap greater tax revenues.

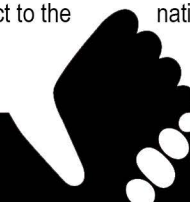
### Essential Bus Network Performance Predictions:

Based on Greyhound Canada 2015 (on-line reporting)

- \$490 million in revenue annually (converted to 2020)
- 8 million tickets sold annually
- 5 year anticipated build up phase
- 15 years anticipated to 90% self sustainability



The NHTB would administer the Essential Bus Network and applications from communities requesting subsidized bus service to connect to the national bus and rail network.





# The Time to Act Is Now!

## The Ask:

- 1** **Coast to Coast Bus Coalition** to sign a Memorandum of Understanding with Transport Canada or the Government of Canada to begin the next step towards a long-term solution for busing, with a mandate to ensure connectivity across Canada for over-the-road busing services.
- 2** A Phase One investment of approximately +/- \$150,000 to provide seed funding for **CCBC** to quickly organize, develop a feasibility study, prepare a business plan, and draft any government recommendations.
- 3** The Government of Canada to establish an initial budget for the **NHTB** with federal representation and invite vetted stakeholders in the development of a **National Essential Transportation System Strategy** and an **Essential Bus Network** program.







### Contacts for CCBC Members

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### Important Partners:

The **CCBC** is advocating on behalf of all intercity bus operators and will encourage local indigenous, rural, remote, and urban transportation providers across Canada to connect to the **Essential Bus Network**. A coast-to-coast bus network's long-term sustainability will depend on long-distance mainline service providers and local bus and shuttle operators making seamless connections. We urge the Government of Canada to consider the prospective network in its entirety while evaluating the opportunity to connect Canada. The **Canada's Privately Operated Intercity Coach/Bus Network** map is located on the last page.



# CCBC

## A COAST TO COAST BUS COALITION

### CCBC SIGNATORIES

Founding signatories of this **Coast to Coast Bus Coalition** proposal 2021, hereby declare full endorsement of this document and stand behind the **CCBC** in its efforts of working with the Government of Canada in creating and enacting the **National Essential Transportation System Strategy** and **Essential Bus Network**. Together, they will work with the **CCBC** on administration and operation of this vital national transportation system. All founding members commit to act in good faith with the **CCBC** in the best interest of all Canadians.



**Signed this on the 19th day of February 2021**

**John Wilson, CEO, The Wilson Group**

**Tom Jezersek, President and COO,  
Pacific Western Group of Companies**

**Kasper Wabinski, CEO, Kasper Transportation**

**Mike Cassidy, Founder, Coach Atlantic Maritime Bus**





