

2023 MEDIA KIT COACH USA



Welcome to Coach USA



Coach USA is one of the nation's largest transportation companies where the top priority is the safety of its customers and employees. We operate 2,250 vehicles and have more than 3,000 employees who serve millions of passengers each year. Coach USA provides critical local and intercity transport services for communities throughout the United States and Canada via Coach Canada.

Through our affiliates and subsidiaries, we have been offering passenger transportation solutions for over 100 years. Coach USA and its affiliated companies are trusted business partners, providing many types of specialized ground transportation solutions to government agencies, airports, colleges and universities, and major corporations.



2,250
VEHICLES



3,000
EMPLOYEES



27
CARRIERS

megabus

Megabus is proud to be a part of the Coach USA family. Megabus is a city-to-city express bus service with operating locations in major North American transportation hubs around the United States and Canada, serving more than 500 different cities and university campuses. Megabus offers an affordable, safe, comfortable, and convenient way to travel to and from any one of our locations. [Learn more about Megabus now.](#)



Connecting People, Places, and Opportunities

We strive to exceed our customers' expectations by providing safe, reliable, comfortable, and convenient transportation through the quality of our people, our services, and innovation.



Safety Is Our Top Priority

At Coach USA, we are focused and dedicated to a “safety first, last, and always” attitude as an essential element for all our employees. The Coach USA Safety Program lies at the heart of everything we do, ensuring that our strict safety policies are in place at each of our locations.

Keeping Our Drivers & Passengers Safe

On top of our strict adherence to FMCSR Hours of Service Regulations, Coach USA utilizes a variety of technologies that keep our drivers, their passengers, and everyone they share the road with safe. These platforms are continuously leveraged to guarantee our equipment and employees stay compliant with the strict protocols we have in place.



Samsara Driving Behavior Platform

The Samsara Driving Behavior Platform uses inward- and outward-facing cameras to monitor driver behaviors, providing real-time data to our management team, including driver speed, hard braking events, and sharp turns. The system calculates an overall driver score, encouraging continued safe behaviors from our drivers.



Guardian Seeing Machines

This system actively monitors driver behavior, including eye movement, offering immediate driver feedback in the event that a driver is experiencing fatigue.



Saucon Telemetry Delivery Systems (TDS)

The Saucon TDS supports a number of GPS capabilities, along with reporting and communication with our location management team. Saucon devices are used for driver e-logs, monitoring, and communicating active vehicle information, including location, speed, route compliance, and remote vehicle diagnostics.

Bussing on the Lookout

Our concerns for the well-being of our passengers extends beyond their time on our vehicles. We are proud to partner with Truckers Against Trafficking through their Bussing on the Lookout (BOTL) program. This comprehensive program equips all our drivers, supervisors, managers, and dispatchers with the knowledge to identify and report potential signs of human trafficking.



TRAINING

Industry-specific BOTL training for all new hires



REFRESHER

Annual retraining on recognizing and reporting signs



RESOURCES

Wallet reference cards, bus stickers, and depot posters



4,400

Coach USA employees trained through the program

Redefining Excellence In Transportation

Prioritizing the safety of our employees and passengers has been ingrained in our company culture from day one. Our Destination Zero initiative builds upon our ongoing pursuit of safety excellence, raising the bar even higher and reinforcing our dedication to continually improving our procedures and protocols across all facets of our operations.

About the Program

What Is Destination Zero?

Destination Zero is an expansion of our long-standing history of placing safety at the forefront of everything we do. This program elevates our industry-leading safety standards and was created with a singular goal in mind: zero incidents and zero injuries.

Destination Zero encompasses a range of measures aimed at enhancing safety protocols, refining training procedures, and implementing safety incentives. We understand that continuous improvement is vital in our industry; through these practices, we will continue to ensure the safety of our valued customers and our dedicated employees who provide these essential transportation services.



As we move into the post-Covid period at Coach USA, I am extremely excited about the focus we have on keeping our people, customers, and the public safe. We are working to improve communication and our employee involvement around safety, which will allow us to have a more diverse safety environment across all Coach USA teams."

DERRICK WATERS
CHIEF EXECUTIVE OFFICER

Key Details



Onboard Technology

Coach USA utilizes cutting-edge technology systems to seamlessly integrate and monitor a wide range of driver behaviors and vehicle performance metrics in real-time.



Trainers' Townhall Meetings

Destination Zero establishes a collaborative setting where safety trainers can exchange insights, share experiences, and contribute suggestions to enhance training practices.



Safety Meetings

Safety meetings offer a valuable platform for employees to voice their concerns and priorities, actively contributing to the continuous reinforcement of safety guidelines.



Monthly Safety Leadership Courses

Our courses empower leaders in safety-critical positions to further develop their ability to identify and address safety challenges, giving them the opportunity to propose innovative solutions to these obstacles.



Safety Challenges

Safety challenges are incorporated to increase awareness of various safety topics, as well as help employees demonstrate their expertise in upholding a safe working environment.

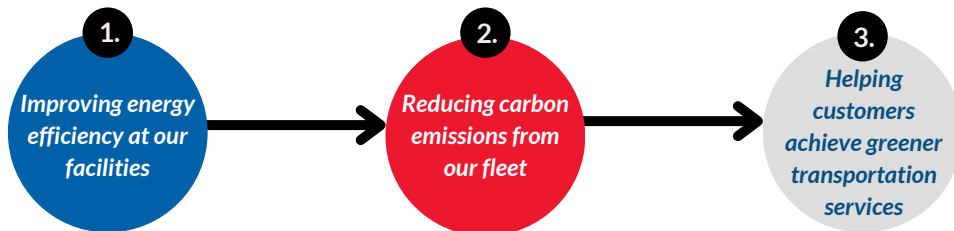
Working Toward a More Sustainable Future

Coach USA is doing its part to be an environmentally friendly company by helping to make bus travel the best alternative and "green" form of transportation there is.

Coach USA's Core Team works to implement, evaluate, and improve our Environmental and Sustainability Management System as part of our overall sustainability commitment. We strive to exceed all environmental laws and regulations through the continual betterment of our environmental performance.

Our Commitment

Sustainability is an important consideration for all Coach USA decision-making, both for internal operations as well as the mission-related activities of the company. We have built programs that are specifically focused on:



Showing Our Support

Coach USA is a supporter of the American Public Transportation Association (APTA) Sustainability Commitment. Coach USA commits to putting core processes in place that set the basis for environmental, social, and economic sustainability practices. These practices are ongoing and routinely improved upon over time.



AWARDS

Coach USA was awarded the American Bus Association Leadership & Environmental Sustainability Award sponsored by Motor Coach Industries (MCI) at the American Bus Association Marketplace annual conference.

Our Megabus inter-city bus service was recognized as the greenest operator in the bus industry by the United Motorcoach Association.

IMPACT

↓ 37%
CO2 reduction in the US

↓ 26%
CO2 reduction in Canada

Our People Are Our Competitive Advantage



We recognize that all Coach USA team members at every level of the organization are a crucial part of our success and at the heart of everything we do. Our recruitment efforts and certified training programs ensure that each of our employees has the skills and confidence needed to offer the best possible service.

Our 3 Cs of Hiring

Coach USA is always hiring. We know that a sustainable workforce requires proactive recruiting, which is we treat recruitment like a marathon and not a sprint, working continuously to attract skilled candidates and not just when staffing needs are high. Our candidate-focused, comprehensive, and continuous approach allows us to have the necessary staff throughout the duration of our contracts with our valued clients.



As a proud Army veteran who has spent many of my post-military professional career in Human Resources, I understand the importance of an organization's focus on its people—employees and customers alike. I'm excited to be a part of the Coach USA family, where we provide all our people and our passengers with the empathy and professionalism of a caring first impression, a safe and enjoyable experience, and the desire to return over and over and over again for many years.

TRACY ROBERTS
SENIOR VICE PRESIDENT,
HUMAN RESOURCES

Veteran Hiring

We are dedicated to providing veterans with job opportunities, as well as the resources and training they need to succeed once hired. We actively work with organizations catered to connecting veterans seeking employment with companies that are hiring, and we are currently in the process of obtaining veteran-friendly employer certification.

Our Veteran Partners



· Contact Us



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