**BUS4NYC is Ready to Roll**

Though he had various forms of transportation at his disposal, England’s Prince Charles often proclaimed, “I’d rather take the bus…there is nothing nicer in the world.” When 63 million tourists come to New York City taking trains, planes, boats, motorcycles, personal automobiles or for-hire cars to get there, many of them choose private buses for the journey. Though offering an experience fit for royalty, private buses are often underappreciated at best, and sometimes at worst, perceived as a major contributor to the City’s traffic congestion and air pollution problems – dangerous opinions negatively impacting the business.

From an avalanche of tickets to inadequate parking, private bus companies are under siege, as the cost of operating in New York City climbs higher and higher. However, with discussions about “Congestion Pricing” looming and recent studies – such as FixNYC – reflecting a rise in anti-bus sentiment, the time is now for launching **BUS4NYC**, a new coalition of industry leaders, owners and operators meeting these issues head-on with a public and government education and engagement platform built around the three Ps:

**Pricing**. With Election Day over, the Governor’s office, New York State Legislature and New York City Council will begin actively discussing “Congestion Pricing,” which is a fee imposed on vehicles traveling into or within Manhattan’s central business district. This will add millions of dollars to the cost of doing business and imposes an additional tax burden many private bus operators simply cannot afford to absorb or pass along to passengers.

**Parity.** While public buses are viewed as an important component of the City’s mass transit system, private buses are regarded as contributors to the region’s poor air quality, unmanageable traffic and a threat to public safety. In reality, private buses help reduce the number of vehicles coming into (and out of) the City and provide a safe, comfortable ride to millions of tourists and area residents alike. Private buses should be treated as equals to public buses and receive all of the benefits offered its mass transit counterparts – such as dedicated bus lanes and Congestion Pricing exemptions.

**Parking**. With the elimination of hundreds of spots, areas and zones once utilized for parking, drivers must now remain in motion, navigating streets for hours – wasting expensive fuel and contributing to traffic congestion and air pollution, as well as potentially exceeding the number of hours drivers can sit behind the wheel. Discussions regarding mitigating traffic and reducing air pollution should include designated areas where private buses can safely offload, park and reload passengers in a timely and efficient manner.

**BUS4NYC** is ready to roll, so if you are interested in joining many other like-minded owners and operations getting on this bus for a crucial and timely public and government education campaign, we ask you to let us know now by sending an e-mail to either George Lence ([george@nicholaslence.com](mailto:george@nicholaslence.com)) or Patrick Condren ([pcondren@verizon.net](mailto:pcondren@verizon.net)), so we can send you more details on this exciting opportunity to make your voice heard.

**George Lence**

**President  
Nicholas & Lence Communications**