

*Program  
updates and  
upcoming  
events*

# Online **TOWN HALL**

Join us every Thursday at 2 p.m. ET

# UMA Town Hall Meeting

## UMA Board of Directors

### Region I

**Mr. Jeff Polzien (UMA Chairman)**

Kincaid Coach Lines -Red Carpet Charters Division  
Oklahoma City, OK

**Ms. Gladys Gillis (Immediate Past Chair)**

The Starline Collection  
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**Mr. John Grzywacz (Treasurer)**

CIT Signature Transportation  
Ames, IA

**Ms. Bethany Schubert**

Trobec's Bus Service  
St. Stephen, MN

**Mr. Tom Ready**

Ready Bus Company, Inc.  
La Crescent, MN

**Mr. Dennis Streif**

Vandalia Bus Lines  
Caseyville, IL

### Region II

**Mr. David Moody (UMA Vice Chairman)**

Holiday Companies, Inc.  
Randleman, NC

**Mr. Alan Thrasher**

Thrasher Brothers Trailways  
Birmingham, AL

**Mr. Brian Annett**

Annett Bus Lines  
Madison, FL

**Mr. James Brown**

Magic Carpet Tours and Bus Service, Inc.  
Richmond, VA

**Mr. Matt Dance**

Champion Coach  
Greenville, SC

**Ms. Elizabeth Kamalak**

Coachlight Tours  
North Charleston, SC

### Region III

**Ms. Marcia Milton (Secretary)**

First Priority Trailways  
District Heights, MD

**Mr. Dale Krapf (Chairman *Emeritus*)**

Krapf Coaches, Inc.  
West Chester, PA

**Ms. Joan Libby**

Cavalier Coach Trailways  
Boston, MA

**Mr. Dale McMichael**

Executive Coach  
Lancaster, PA

**Mr. Scott Riccio**

NorthEast Charter & Tour Co., Inc.  
Lewiston, ME

**Mr. Tim Stout**

Stout's Transportation  
Ewing, NJ




# *Agenda*

**Welcome and Introduction:** Larry Killingsworth

- 1. Legislative Update:** Ken Presley
- 2. Social Media Tool Kit:** Samantha Kimball
- 3. UMA AssurCLEAN:** Matt Dance





# PRIORITIZED PAYCHECK PROTECTION PROGRAM (P4) ACT

- Apply for a second loan.
- Fewer than 100 employees<sup>+</sup>.
- Used up (or are on pace to exhaust) first PPP.
- Can show a 50% loss in revenue.
- \$2 million limit.
- Flexibility to apply for loan forgiveness as soon as 8 weeks after the loan disbursement.
- Senator Ben Cardin (D-Md.), Ranking Member
  - Senator Chris Coons (Del.)
  - Senator Jeanne Shaheen (N.H.)
- Representative Antonio Delgado (NY-19)
  - Rep. Angie Craig (MN-02)



# MAIN STREET LENDING PROGRAM

	New Loan Facility	Priority Loan Facility	Expanded Loan Facility
Loan Term	5 years		
Principal Payments	Principal deferred for two years. Years 3-5: 15%, 15%, 70%		
Interest Payments	Deferred for one year		
Interest Rate	Adjustable rate of LIBOR (1 or 3 mo.) plus 300 basis points.		
Loan Size	\$250,000 to \$35 million	\$250,000 to \$50 million	\$10 million to \$300 million
Maximum Combined Debt to Adjusted 2019 EBITDA	4 times	6 times	6 times
Lender Participation Rate	5%		
Fed Participation Rate	95%		
Prepayment Allowed	Yes, without penalty		
Business Size Limits	15,000 employees or fewer, or 2019 revenues of \$5 billion or less		
Fees	Origination and transaction fees may apply		

# MAIN STREET LENDING PROGRAM

## To get started

Business borrowers can review the program parameters prior to approaching a lender, and visit the [borrowers page](#) for additional information.

Lenders interested in the program can start at the [lenders page](#), where information will be posted as it becomes available.

For additional resources visit [bostonfed.org/mslp](https://bostonfed.org/mslp) where you'll find frequently asked questions, term sheets, and the option to subscribe to email updates about the program.

General questions about the program may be sent to [MSLP@bos.frb.org](mailto:MSLP@bos.frb.org).

## Other resources

The Main Street program aims to assist businesses that employ a major share of the American workforce. For smaller businesses, in addition to reviewing the Main Street Lending Program materials, it may be useful to consult the Small Business Administration's [Coronavirus Small Business Guidance & Loan Resources](#) and the Treasury's [Community Development Financial Institutions Fund - Tools and Resources](#), which has a list of current certified CDFIs, many of which make loans to small businesses and provide technical assistance.\*

# Economic Injury Disaster Loan Emergency Advance

Now Accepting New Applications for Economic Injury Disaster Loans and Advance

3.75%

12-month deferral

30-year maturity

\$1,000 advance up to \$10,000

\$150,000 loan maximum

Loans Approved -1,775,539

Dollars Approved - \$113,307,061,331

# Federal aid currently available



**PAYCHECK  
PROTECTION  
PROGRAM**  
(CLOSES JUNE 30<sup>TH</sup>)



**MAIN STREET  
LENDING  
PROGRAM**



**ECONOMIC  
INJURY  
DISASTER  
LOAN**



**EMERGENCY  
ADVANCE**





# INVEST Act

- \$2 million liability limits (trucks)
- **Automatic Emergency Braking Systems mandate.**
- Amendment that clarifies the process by which transit authorities must respond to a request for reasonable access to private operators to their facilities and giving a 90-day deadline for them to respond that is helpful to private operators – accepted.
- Amendment to mandate seat belts on school buses - defeated.
- Amendment that would penalize states that have delays on CDL driving tests of more than 7 days for initial CDL skills test or retest at 4 or more testing locations and who don't offer third party testing. (NOTE: This amendment was supported by Commercial Vehicle Training Association (CVTA) that UMA has been in a coalition with for several years - accepted.) Graves (R-LA)
- **Eliminate self-inspections for buses and require State inspections (42 States allow self-inspections for motorcoaches)**
- **Grant program allowing States to immobilize or impound a commercial motor vehicle of passengers for violation of certain safety provisions, expanding significantly and unnecessarily the current out of service process.**
- **Remove the super penalty provision against Seattle's transit system if FTA is prohibited from enforcing the charter rule there. (NOTE: UMA secured this provision in the FAST Act that states that King County Metro would lose its entire formula funds for one year if FTA is prohibited from enforcing the charter rule there.** It has been instrumental in keeping Senator Patty Murray from inserting that prohibition provision in appropriations bills for the last five years.
- **Requirement CDL to drive a 9-15 passenger vehicle.**
- **Charter Service Rule provision.**

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# RESTART THE BUS: UMA SOCIAL MEDIA TOOLKIT

A QUICK-START GUIDE FOR THE COVID-19 CRISIS AND BEYOND

<https://www.uma.org/membership/social-media-tool-kit/>



United Motorcoach Association

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# TODAY'S AGENDA

- Review toolkit goals and purpose
- Walk through how you can use the toolkit
- Answer your questions

# PURPOSE

We're asking you to join together in a social media advocacy campaign to support UMA's efforts to garner further financial support for the industry as we restart. Here's what we're telling Congress is needed to #RestartTheBus:

- Take PPP expansion one step further: allow businesses to borrow again at 8-week intervals.
- Consider \$15 billion in relief to the bus and motorcoach industry.



# GOALS

- Goal 1: Enable you to spread the message about the motorcoach industry's recovery from the COVID-19 shutdowns.
- Goal 2: Support you in building social media as a marketing and communications tool for your business.
- Goals 3: Equip you with a tool to support long-term marketing of your business.

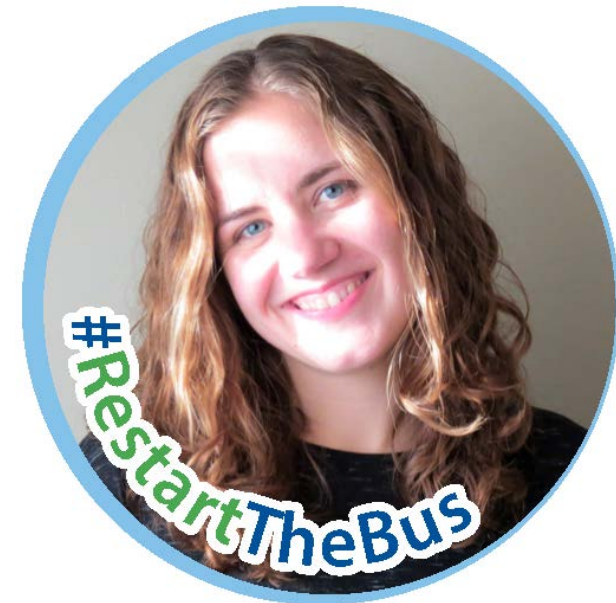
# TOOLKIT STRUCTURE

- Overview
- Start here: cleaning up social media profiles and basic info
- Share #RestartTheBus messages and posts
  - Message 1: Big buses, small businesses
  - Message 2: Our businesses have been impacted by the COVID-19 shutdowns
  - Message 3: Here's what we need to #RestartTheBus
- What's next?
- Helpful resources

<https://www.uma.org/membership/social-media-tool-kit/>

# START HERE: PREPARE AND CONNECT

- Designate a social media manager
- Take inventory of profiles (or get set up)
- Clean up your profiles
- Add the UMA profile photo frame to your Facebook page
- Connect with other members



<https://www.uma.org/membership/social-media-tool-kit/>

# ANATOMY OF A SOCIAL MEDIA POST



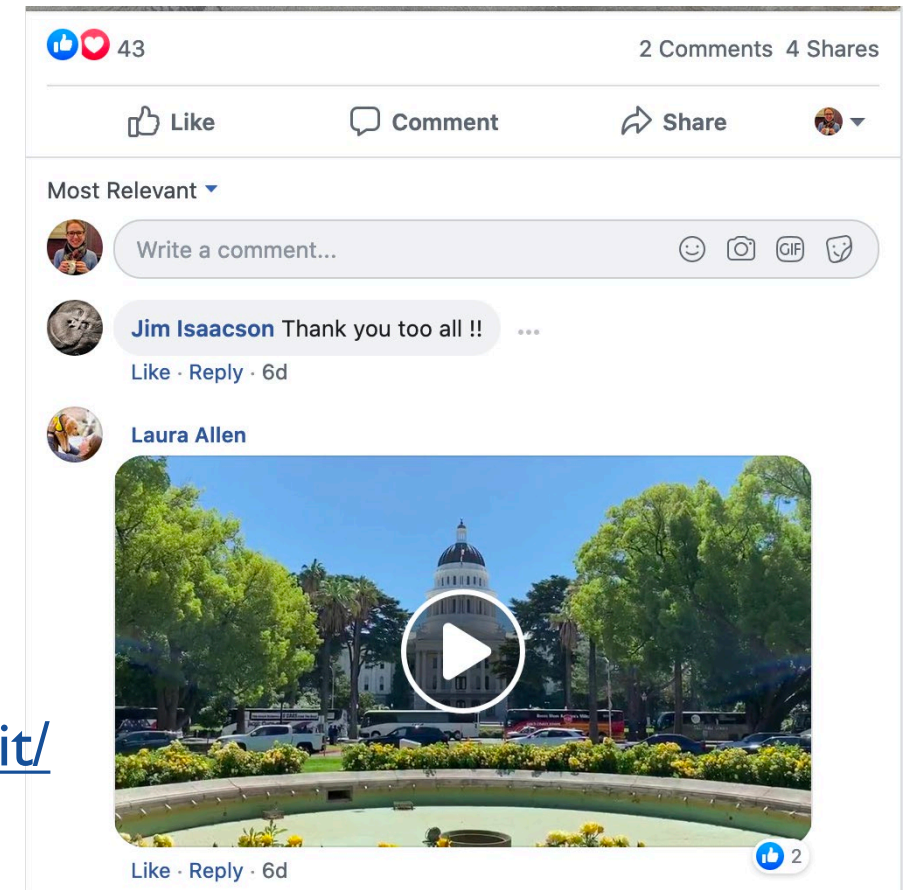


# MORE IMPORTANTLY... ENGAGEMENT!

## Engagement is what makes social media social.

- Follow your colleagues and like their posts
- Follow your business partners and retweet them
- When a customer leaves a comment, reply or like it (and take the conversation “offline” as needed)

<https://www.uma.org/membership/social-media-tool-kit/>



# MESSAGE 1: BIG BUSES, SMALL BUSINESSES

- Action items:
  - Share the industry's story
  - Share the story of your business
  - Tag your Congress people
- Why?
  - Present a unified front
  - Create a high volume of messages
  - Make the case for the industry's role in the economy

## MOTORCOACHES: BIG BUSES, SMALL BUSINESS

Like many industries, professional bus and motorcoach companies have been hit hard by the recession and impact of the COVID-19 shutdowns.

Motorcoaches are **small businesses** with a **BIG IMPACT**



Motorcoaches are **ESSENTIAL**

Sources: \* 2015 Motorcoach Census, John Dunham & Associates for the American Bus Association Foundation; Motorcoach Impact Study, American Bus Association Foundation



The United Motorcoach Association is comprised of more than 900 professional bus and motorcoach companies, plus more than 250 associate members, including suppliers, manufacturers and travel partners. [Learn more at www.uma.org](http://www.uma.org).

## MESSAGE 2: OUR BUSINESSES HAVE BEEN IMPACTED BY THE SHUTDOWNS

- Action items:
  - Share posts about how the industry has been affected by shutdowns
  - Share stories about how your business has been affected by shutdowns
  - Demonstrate what your company has been doing during pandemic shutdowns
  - Tag legislators and consider business partners who may be interested in boosting your message
- Why?
  - Make the case for why the industry could benefit from support during economic recovery
  - Put a human face on the issues

COVID-19 shutdowns threaten  
**112,702 jobs**  
*in the bus and motorcoach industry.*

PPP has helped us keep employees on payroll – **BUT** we need help to

**keep them employed.**



The graphic shows a stylized white bus with a blue wheel. Inside the bus, three people with blue heads and white faces are visible. A large white curved banner with the hashtag #RestartTheBus in blue and green text is positioned over the bus.

## MESSAGE 3: HERE'S HOW WE CAN #RESTARTTHEBUS

- Action items
  - Request action from lawmakers
  - Celebrate successes
- Why?
  - Clear, specific requests have an impact
  - Showing what's working

*We're asking Congress:*

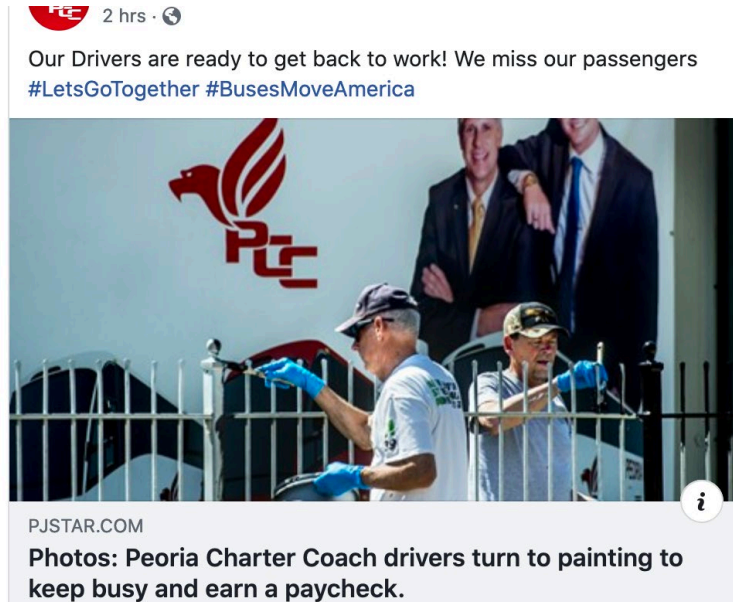
- Make it possible for us to **access PPP again**
- Consider \$15 billion **in COVID relief funding**





# NEXT STEPS

- As you #RestartTheBus, show your work!
- Help customers feel safe returning to mass transit
- Identify your goals and key messages for social media marketing



Ohio motorcoach operators are organizing more than rallies these days. Acting spontaneously on an impulse to help, they purchased refreshments and then used their vehicles to deliver pizzas, drinks and snacks to first-responders on a recent weekend. Read about it in Bus & Motorcoach News.



## Trobec's Bus Service, Inc.

June 22 at 9:56 AM · 🌐

**DriverSpotlight** today is all about Randy. He has been with any for 3 years this month!

➤ Joining Trobecs I worked as a: Wireless internet Technici  
15 years. I then became an over the road truck driver and did like driving Semi and seeing the countryside, but I just e never being home and not getting to see any of my kids I events, or sporting events, etc.

de of driving school bus..... I enjoy : Spending time...

lore



#driverspotlight

# QUESTIONS?

<https://www.uma.org/membership/social-media-tool-kit/>



PUBLIC RELATIONS

MAIN OFFICE: 610-559-7585

[WWW.KIMBALLPR.COM](http://WWW.KIMBALLPR.COM)



May 4, 2020

Robert R. Redfield, MD  
Centers for Disease Control  
1600 Clifton Road  
Atlanta, GA 30329-4027

COPY

Dear Dr. Redfield:

The Centers for Disease Control has provided guidance for airlines, passenger rail, rideshare, taxi, limousine as well as public transit in regard to mitigating the Coronavirus. However, motorcoach design and operations pose unique characteristics that merit distinct guidance by the Centers for Disease Control.

The motorcoach industry provides nearly 600 million passenger trips annually. The Nation's fleet consists of approximately 30,000 motorcoaches operated by nearly 3,000 companies. Operations are diverse, including scheduled service, charter, convention/special event shuttles, military, hurricane evacuations; and serve an equally diverse population.

Please note the unique motorcoach characteristics:

- 1) Motorcoaches are described by the Federal Motor Carrier Safety Administration "a bus designed with an elevated passenger deck located over a baggage compartment."
- 2) Motorcoaches typically seat 55-57 passengers but can range in capacity from 35 to 81 passengers (double-decker).
- 3) Most seats are a 2+2 with a center aisle arrangement.
- 4) Driver area is segregated and typically sits slightly lower than the passenger seating deck with no or minimal separation from passengers.
- 5) Extensive use of fabrics on seats, ceilings, and interior walls (Federal Motor Vehicle Safety Standards (FMVSS) # 302).
- 6) Since November 2017, all newly manufactured motorcoaches are required to have tree-point seat belts (FMVSS 208, 209, 210).
- 7) Passenger seats typically have plastic fold-down footrests.
- 8) Many motorcoach seats will have fold-down footrests.
- 9) Motorcoaches have overhead bins which may be open or closed for smaller passenger luggage.
- 10) Motorcoaches contain handrails or similar hand-holds as part of the overhead bins or seats.
- 11) Motorcoaches contain a restroom with toilet, however, most do not have a sink with running water and traditional hand sanitizers are provided.
- 12) A typical motorcoach will provide three baggage bays directly underneath the passenger deck. There are
- 13) In operations,
  - a. Drivers typically assist passengers navigate the motorcoach steps to board/deboard the passenger deck. There are handrails.
  - b. Drivers typically load the luggage into the baggage bays.
- 14) Most motorcoaches have ventilation/air-conditioned systems that typically vent from overhead similar to airliners.
- 15) Motorcoaches typically have multiple video screens mounted directly underneath the overhead bins.
- 16) Motorcoaches typically afford one exit/entrance with only a few having rear door access.
- 17) Along with the passengers and drivers, tour guides often accompany a group of passengers.
- 18) Mechanics and cleaning crews are periodically required to access a motorcoach.

We trust these unique characteristics provides sufficient insight to promulgate distinct guidance to mitigate COVID-19 pandemic exposures and keep passengers and workers safe from contracting the disease.

If we can be of any further assistance in the development of the requested guidance, please contact me at (703) 838-2929 or [kpresley@uma.org](mailto:kpresley@uma.org).

Best regards,  
  
Ken Presley  
Vice President of Legislative and Regulatory Affairs,  
Industry Relations COO

113 SOUTH WEST STREET • FOURTH FLOOR • ALEXANDRIA, VA 22314 • 703.838.2929 • WWW.UMA.ORG



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention







**U.S. Department of  
Health and Human Services**  
Centers for Disease  
Control and Prevention

CDC has posted on its website guidance for [Bus Transit Operators](#) and [Rail Transit Operators](#). These resource pages include guidance for transit operators on developing a COVID-19 health and safety plan to protect employees according to [CDC business guidance](#). This guidance specific to operators of other transit modes includes prevention principles that are also applicable for operators of motorcoaches. CDC has also published guidelines for [Cleaning and Disinfection for Non-emergency Transport Vehicles](#) which are applicable in the case of motorcoaches.

Please note that while CDC has published guidelines and recommendations for slowing the spread of COVID-19, **implementation and enforcement of guidelines is the responsibility of state and local governments and public health officials.** Operators of motorcoaches, like other transit operators, should reach out to local public health officials to establish ongoing communications to facilitate access to relevant information before and during any local outbreaks.



UMA ASSURCLEAN ACKNOWLEDGEMENT

\_\_\_\_\_ does hereby confirm on the \_\_\_\_\_  
(Name of Individual) (Day)

\_\_\_\_\_ 20\_\_\_\_ that \_\_\_\_\_ has:  
(Month) (YR) (Name of Company)

- Designated an individual to be responsible for responding to SARS-CoV-2 (COVID-19) concerns. Furthermore, all employees know who the designee is and how to contact them.
- Provide all employees with information about SARS-CoV-2 (COVID-19), how it spreads, and risk of exposure, training on proper hand washing practices and other routine infection control precautions. access to soap, clean running water, and drying materials or alcohol-based hand sanitizers containing at least 60% alcohol at their worksite.
- Conduct worksite assessments to identify SARS-CoV-2 (COVID-19) prevention strategies.
- When practical, provide products as recommended by the Centers for Disease Control, Environmental Protection Agency, and other applicable government agencies so that surfaces commonly touched by passengers and staff can be cleaned periodically.
- Use disinfectant products that meet Environmental Protection Agency's List N: Disinfectants for Use Against SARS-CoV-2 (COVID-19) and provide employees training on manufacturer's directions.
- Coordinate with local and/or state public health officials to establish ongoing communications to facilitate access to relevant information.
- Monitor federal regulations and public health agency guidelines as appropriate.

\_\_\_\_\_  
(Signature of Company Official)

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Date of Signature)




UMA AssurClean

XYZ Motorcoach Company

*has acknowledged to the United Motorcoach Association the company has:*

- Designated someone to be responsible for responding to SARS-CoV-2 (COVID-19) concerns and all employees know who the designee is and how to contact them.
- Provide all employees with information about SARS-CoV-2 (COVID-19), how it spreads, and risk of exposure, training on proper hand washing practices and other routine infection control precautions, access to soap, clean running water, and drying materials or alcohol-based hand sanitizers containing at least 60% alcohol at their worksite.
- Conduct worksite assessments to identify SARS-CoV-2 (COVID-19) prevention strategies.
- When practical, provide products as recommended by the Centers for Disease Control, Environmental Protection Agency, and other applicable government agencies so that surfaces commonly touched by passengers and staff can be cleaned periodically.
- Use disinfectant products that meet Environmental Protection Agency's List N: Disinfectants for Use Against SARS-CoV-2 (COVID-19) and provide employees training on manufacturer's directions.
- Coordinate with local and/or state public health officials to establish ongoing communications to facilitate access to relevant information.
- Monitor federal regulations and public health agency guidelines as appropriate.

  
Larry Killingsworth, President & CEO

This 12<sup>th</sup> day of June 2020



UMA AssurClean

XYZ Charter Bus Company

Acknowledges that

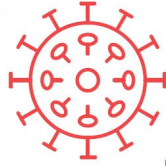
J.P. Driver

has participated in training addressing SARS-CoV.



UMA AssurClean

# COVID-19 Travel Advisory



## Overview



In response to increased rates of COVID-19 transmission in certain states within the United States, and to protect New York's successful containment of COVID-19, the State has joined with New Jersey and Connecticut in jointly issuing a travel advisory for anyone returning from travel to states that have a significant degree of community-wide spread of COVID-19.

## States



The list of designated states is based upon a seven day rolling average, of positive tests in excess of 10%, or number of positive cases exceeding 10 per 100,000 residents.

## Exemption for lay overs



The requirements of the travel advisory do not apply to any individual passing through designated states for a limited duration (i.e., less than 24 hours) through the course of travel. Examples of such brief passage include but are not limited to: stopping at rest stops for vehicles, buses, and/or trains; or lay-overs for air travel, bus travel, or train travel.

## Exemption for essential workers



Exceptions to the travel advisory are permitted for essential workers and are limited based on the duration of time in designated states, as well as the intended duration of time in New York. Essential workers are subject to other requirements based on the duration of their stay in New York.

For a list of designated states, travel guidance, and information for essential workers, please visit: [coronavirus.health.ny.gov/traveladvisory](https://coronavirus.health.ny.gov/traveladvisory)

**STAY HOME. STOP THE SPREAD. SAVE LIVES.**

The requirements of the travel advisory do not apply to any individual passing through designated states for a limited duration (i.e., less than 24 hours) through the course of travel. Examples of such brief passage include but are not limited to: stopping at rest stops for vehicles, **buses**, and/or trains; or lay-overs for air travel, **bus travel**, or train travel.

## Bus companies are considered essential:

Exceptions to the travel advisory are permitted for **essential workers** and are limited based on the duration of time in designated states, as well as the intended duration of time in New York.

Short Term – for essential workers traveling to New York State for a period of less than 12 hours.

- This includes instances such as an essential worker passing through New York, delivering goods, awaiting flight layovers, and other short duration activities.
- Essential workers should stay in their vehicle and/or limit personal exposure by avoiding public spaces as much as possible.
- Essential workers should monitor temperature and signs of symptoms, wear a face covering when in public, maintain social distance, and clean and disinfect workspaces.
- Essential workers are required, to the extent possible, to avoid extended periods in public, contact with strangers, and large congregate settings.

Medium Term – for essential workers traveling to New York State for a period of less than 36 hours, requiring them to stay overnight.

- This includes instances such as an essential worker delivering multiple goods in New York, awaiting longer flight layover, and other medium duration activities.
- Essential workers should monitor temperature and signs of symptoms, wear a face covering when in public, maintain social distance, and clean and disinfect workspaces.
- Essential workers are required, to the extent possible, to avoid extended periods in public, contact with strangers, and large congregate settings.

Long Term – for essential workers traveling to New York State for a period of greater than 36 hours, requiring them to stay several days.

- This includes instances such as an essential worker working on longer projects, fulfilling extended employment obligations, and other longer duration activities.
- Essential workers should seek diagnostic testing for COVID-19 as soon as possible upon arrival (within 24 hours) to ensure they are not positive.
- Essential workers should monitor temperature and signs of symptoms, wear a face covering when in public, maintain social distancing, clean and disinfect workspaces for a minimum of 14 days.
- Essential workers, to the extent possible, are required to avoid extended periods in public, contact with strangers, and large congregate settings for a period of, at least, 7 days.



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