

**TDS**

TRANSCOR  
DATA  
SERVICES

# TRANSIT & INTERCITY BUS NETWORK INTERLINE

INTERLINING AS A STRATEGY  
FOR GROWTH, REVENUE AND  
CUSTOMER RETENTION



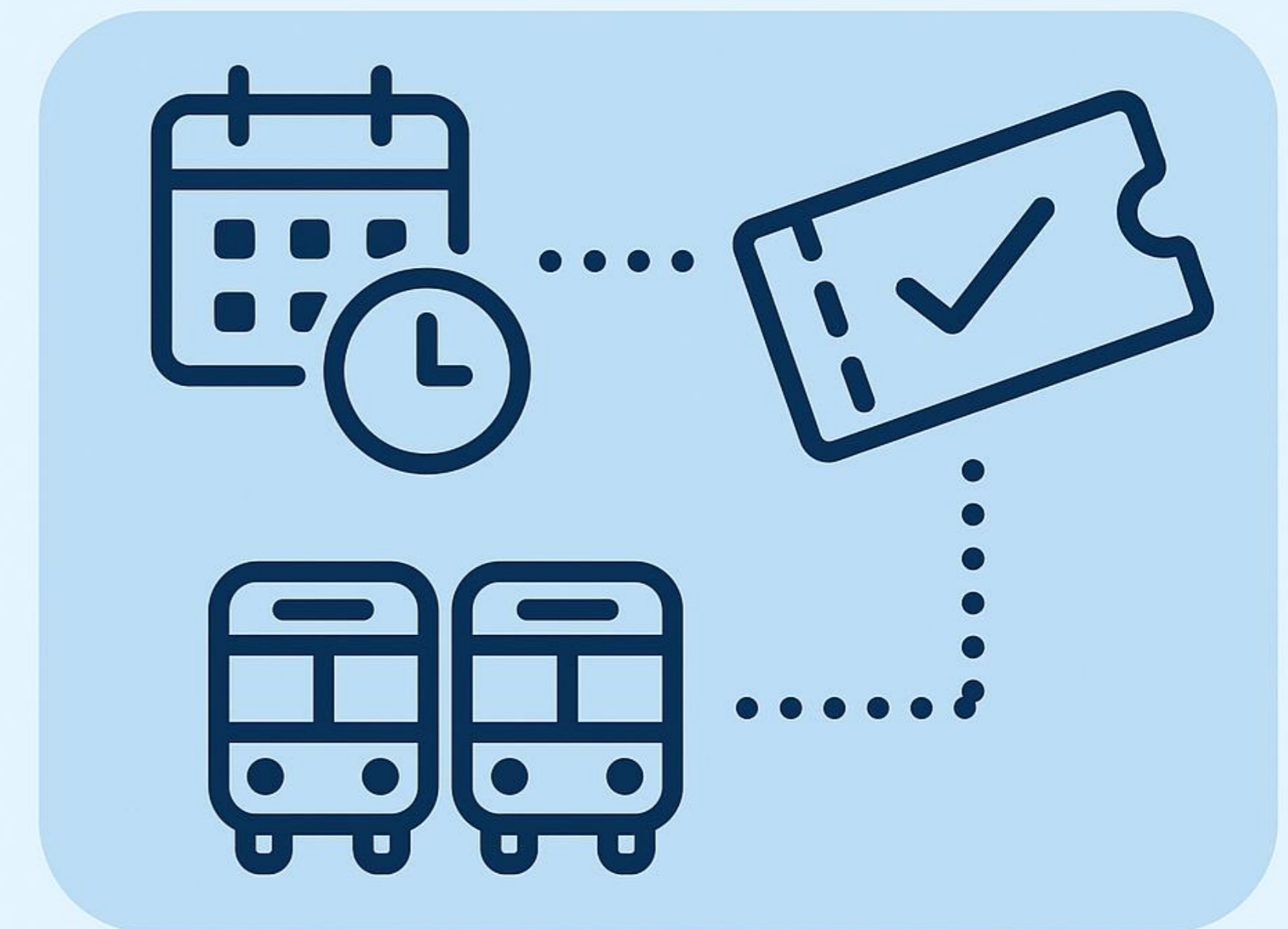
Unified Control. Smarter Capacity. Seamless Flow.

## What Interlining Delivers

- Synchronizes schedules and real-time data across multiple carriers
- Enables one ticket for the full multimodal journey (intercity + local transit)
- Supports seamless passenger transfers with one clear itinerary

## Success Metrics

- **Increased Ridership:**  
New riders from distant markets who discover connected transit options
- **Supports public-service** mandates for efficient, reliable, and equitable mobility
- **Increased Revenue:**  
Growth through network participation without additional marketing spend
- **Better Passenger Experience:**  
Predictability, reduced travel stress, and a single source of truth for the full journey



**INTERLINED NETWORK  
CONNECTIVITY**

# A PARTNERSHIP THAT MULTIPLIES VALUE — NOT COST

Smarter Connections. Shared Capacity. Zero Capital Investment.



## A High-Impact Partnership That Only Requires Cooperation

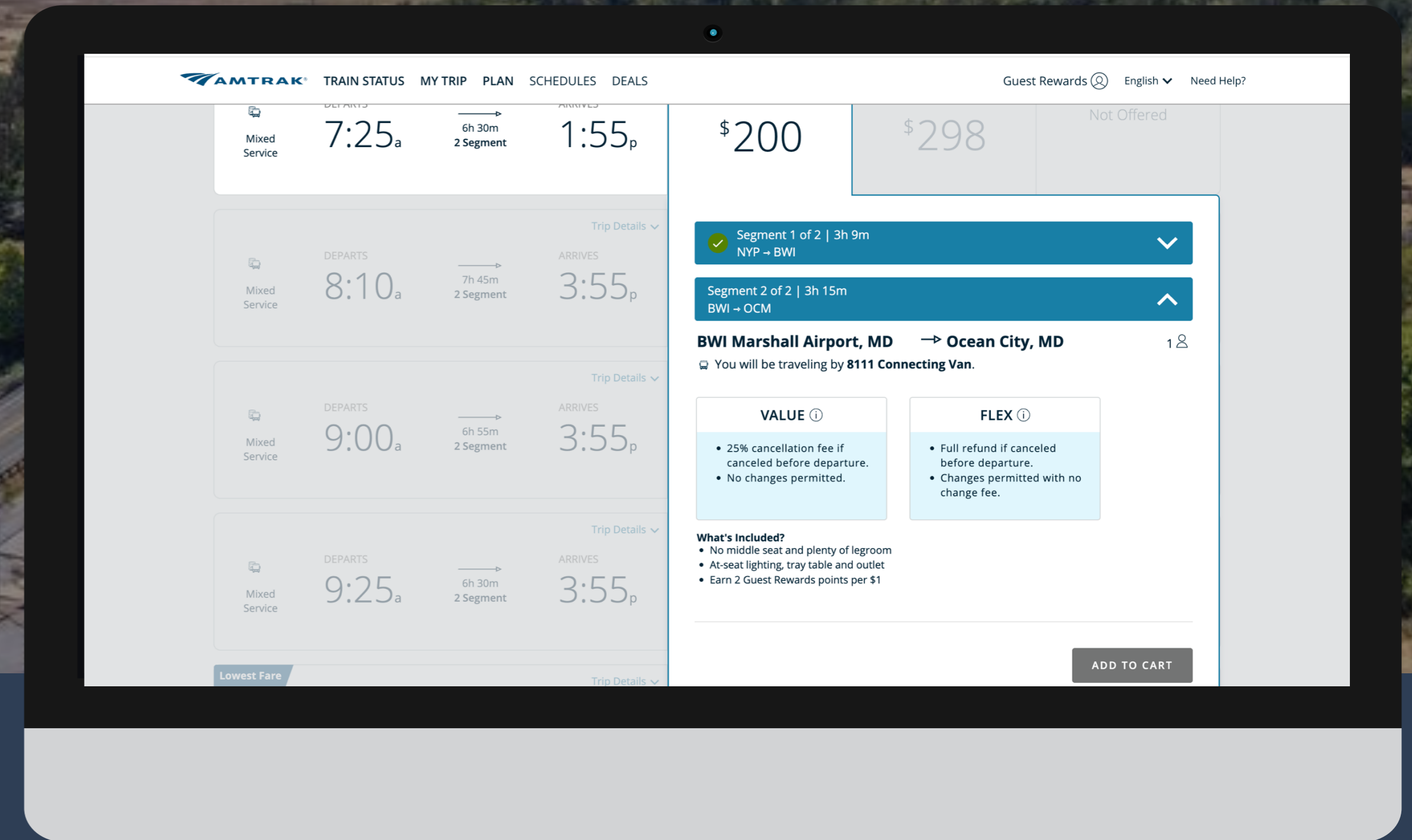
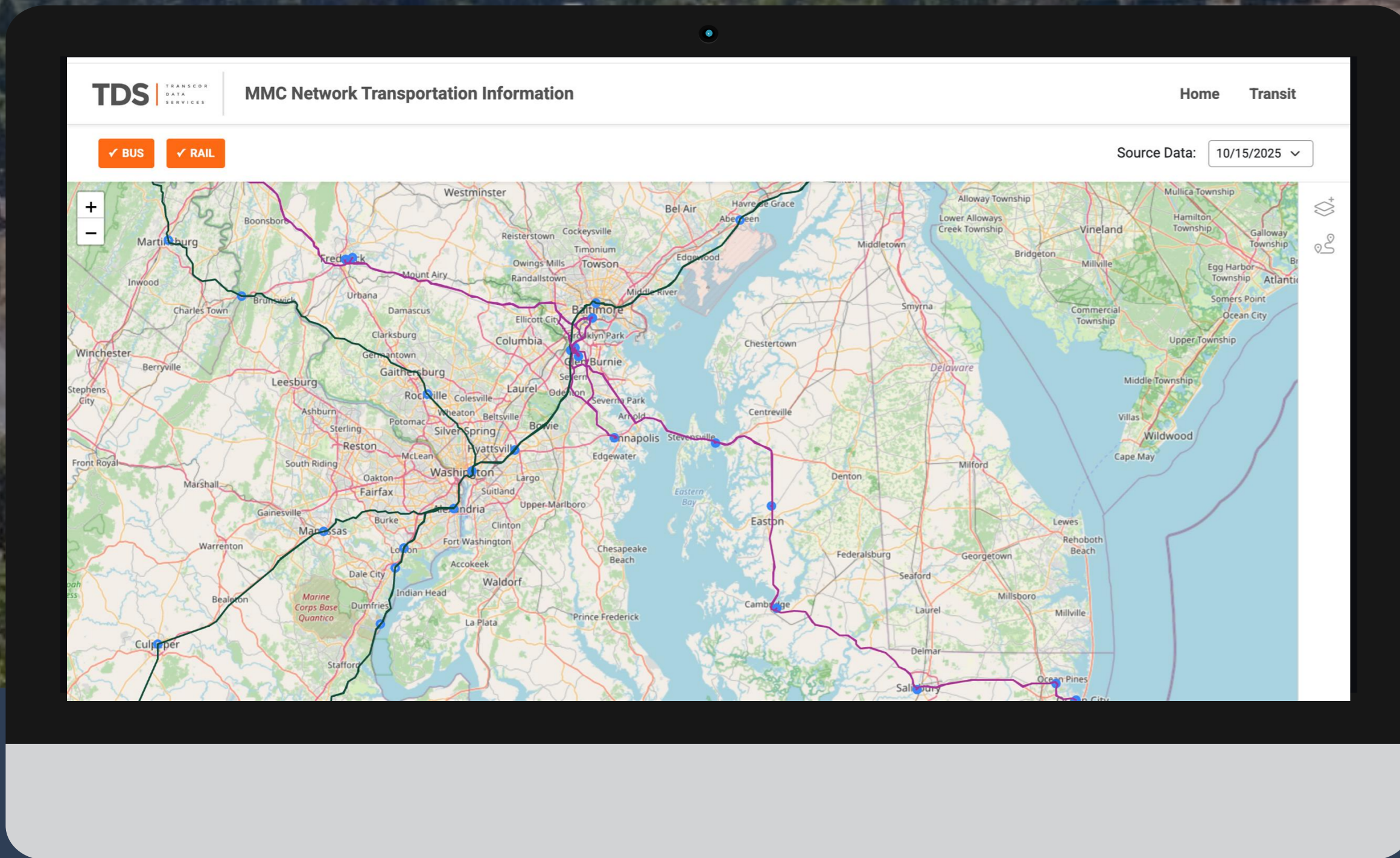
- Leverage the North American Bus Network & Amtrak to solve first-mile and last-mile gaps
- Extend your reach to more cities without additional capital investment
- Improve passenger convenience through connected schedules and shared stops
- Strengthen regional mobility with a partnership that reduces friction for long-distance travelers



# THE TECHNOLOGY ALREADY EXISTS — AND IT WORKS

Proven Systems. Shared Inventory. Instant Operational Readiness

- Shared seat inventory prevents overbooking and enables seamless operations
- Direct agreements between carriers and Amtrak — no intermediaries needed
- Interline technology is fully built and tested, ready for immediate deployment
- With agreements in place, implementations are fast, low-cost, and proven



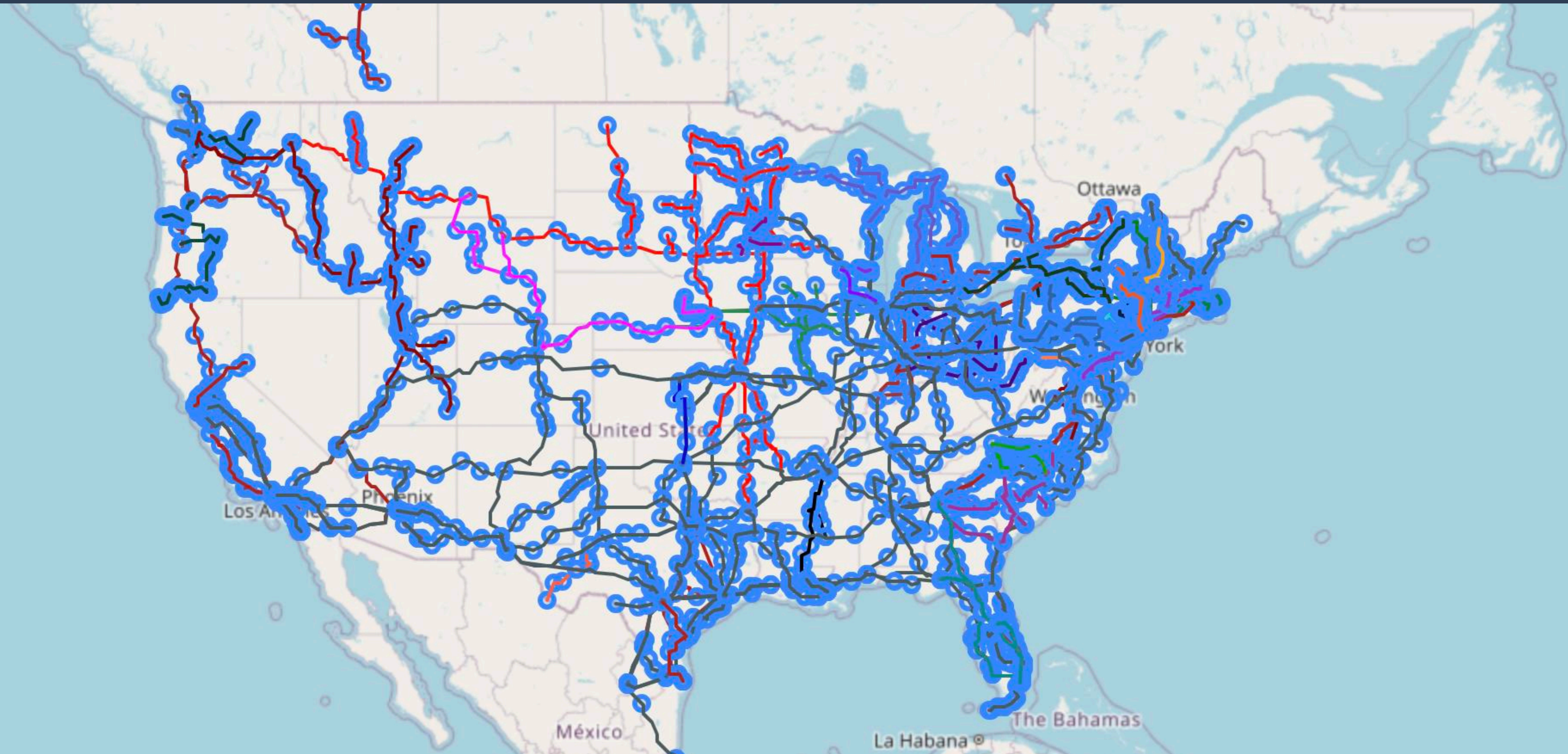
A scenic landscape at sunset with mountains and a valley. The sun is low on the horizon, casting a warm, golden glow over the scene. The mountains are silhouetted against the bright sky, and the valley below is filled with soft, hazy light. The overall mood is peaceful and contemplative.

You don't have to reinvent the  
wheel, just attach it to a new wagon.

Mark McCormack

# THE POSSIBILITIES

Connecting Oregon to a National Mobility Network



# HOW INTERLINING WORKS

Schedule Sync → Agreement → Data Share → Revenue

Interlining is one of the fastest, lowest-cost ways to expand service reach and generate dependable revenue. A few coordinated steps create seamless connections for passengers and powerful network benefits for carriers.

- Choose the partner carrier and the schedules to interline — start small and scale up
- Establish a **carrier-to-carrier agreement** on schedules and pricing using a standardized model
- Use **shared real-time seat inventory** to prevent overbooking and give drivers a unified document/screen
- NBTA participation **ensures guaranteed settlement** and access to a nationwide network
- Your services automatically appear on **dozens of websites**, increasing visibility and stress-free revenue



When it doesn't work

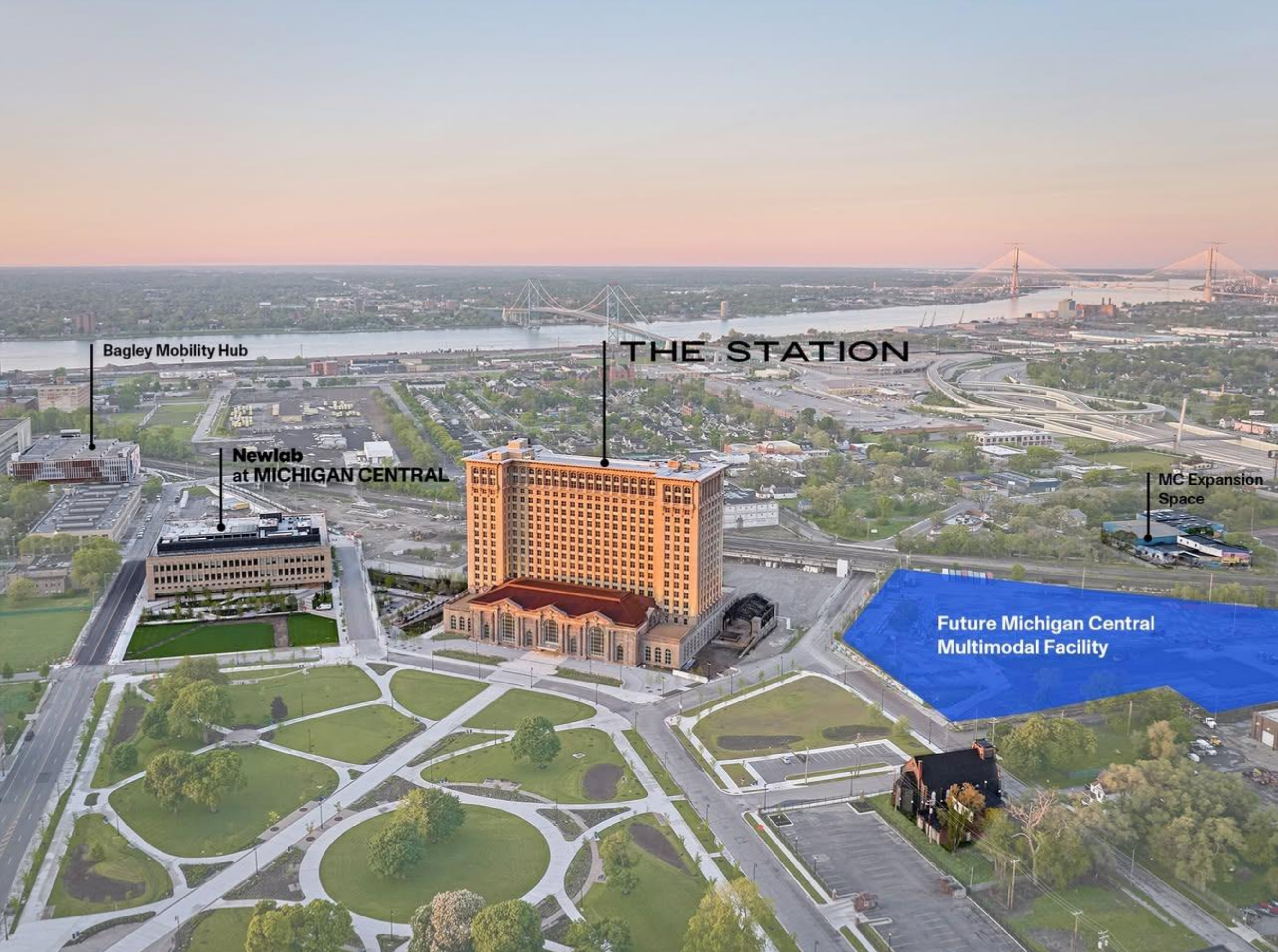
**Lack of coordinated service creates unnecessary barriers for riders, especially those who are elderly, disabled, or vulnerable. Addressing reliability isn't just operational—it's a matter of equity and public responsibility.**

*"As I stood there in this heat island with no water or shade, and no sign of a bus...I thought hard about who makes decisions to send people to a place like this to wait for a bus to Vegas. Phoenix and Vegas are major cities, so this isn't a minor route. No provision for people who are disabled, elderly or fragile. Like so much I was seeing on this trip it was nonsensical at best, and deliberately cruel at worst." pg288*



# THE DISCONNECTED TRAVELER

A reminder of why communication and coordinated service matter.

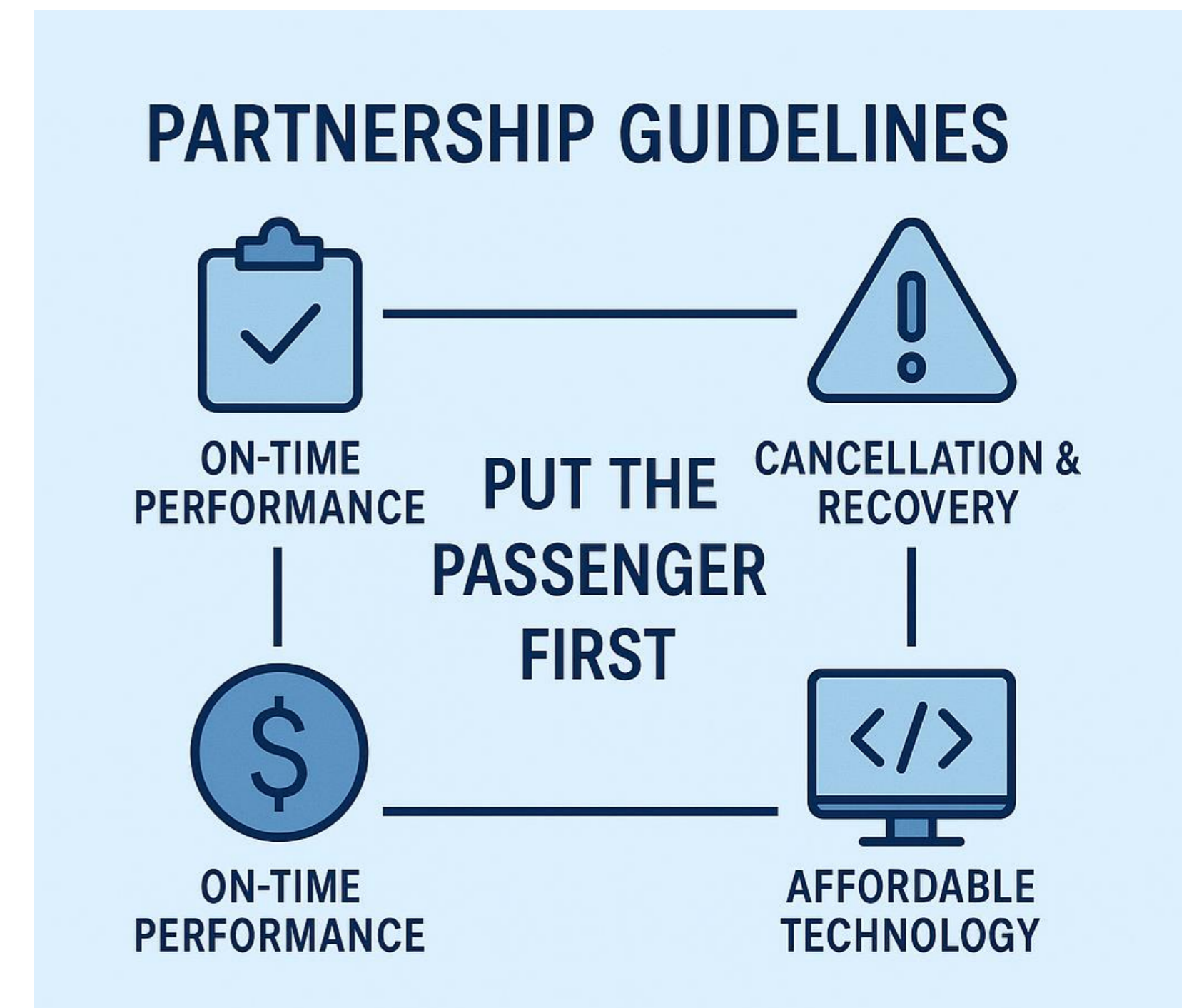


# RELIABLE, LONG-TERM INTERLINE PARTNERSHIP

Simple Rules. Consistent Service. Happier Riders.

Successful interline partnerships don't require complex technology — they succeed when every carrier follows a few simple, consistent standards. These guidelines protect passengers, reduce operational risk, and create a dependable foundation for long-term collaboration.

- Align on measurable OTP standards and hold partners accountable through shared expectations.
- Use consistent cancellation and recovery processes to reduce confusion and protect downstream connections.
- Enforce a clear “customer-first” policy — the responsible carrier resolves the issue.
- Deploy straightforward, tested technology for real-time seat inventory and documentation.
- Maintain predictable, on-time settlement cycles to keep partnerships stable and fair.



# LET'S BUILD A SEAMLESS MOBILITY FUTURE

Low Risk. High Impact. Transformative Mobility.



- Interlining between intercity bus and regional transit is a low-cost, high-impact strategy that delivers on efficiency, customer service, and expanded mobility.
- Commit to a 90-day pilot — the downside is minimal, and the operational and customer benefits are significant.
- After years of disruption, now is the moment to move forward and connect regional transit to the intercity network, creating a truly integrated national (even North American) mobility system.

Thank You!

# Questions?

Let's discuss how TDS can help with your business needs. You can contact either one of us and we can answer any questions you may have and work with you to set up the best next steps.



**John Baranowski**

Chief Commercial Officer

**Email:**  
jbaranowski@tds.ai

**Phone:**  
214-334-4654



**Jose Moreno**

SVP Business Development

**Email:**  
jmoreno@tds.ai

**Phone:**  
602-297-7585