

SECRETARY'S RECORD, NEBRASKA PUBLIC SERVICE COMMISSION

BEFORE THE NEBRASKA PUBLIC SERVICE COMMISSION

In the Matter of the) APPLICATION NO. BR-395
Prescription of Reasonable)
Rates and Charges for Motor) GRANTED AS MODIFIED ON AN
Carriers Passengers and) EMERGENCY BASIS
Property for Hire subject to)
the Provisions of Neb. Rev.) ENTERED: OCTOBER 12, 2011
Stat. (Reissue 2003), Chapter
75, Articles 1 and 3.

BY THE COMMISSION:

OPINION AND FINDINGS

On September 15, 2011, Jone-Z Party Bus., Omaha, Nebraska, filed an application for authority to amend carter and special party rates for its use as follows:

Description	Proposed Rates
Standard Party Rates:	
Friday and Saturday:	\$115/hour
Sunday and Thursday:	\$95/hour
Monday through Wednesday:	\$85/hour
Out-of-Town Rates	\$100/hour Plus \$0.93/mile

All parties starting or ending after 7 p.m. have a four hour minimum. All parties ending at or before 7 p.m. have a three hour minimum.

All deposits are non-refundable if cancellation of a booking is made by the customer within 30 days of the booking date. Jone-Z Party Bus will keep a \$25 processing fee if customer cancels 31 days or more before the booking date. Deposits are refunded if the cancellation is caused by Jone-Z Party Bus.

Promotions and Discounts:

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Jone-Z party buses may use any type of internet marketing or local marketing strategies to attract new business; including offering discounted rates as long as these promotions have a specific end date.

Jone-Z may use rate discounting at any time to fulfill dates that are still available for rental in order to have a full schedule. These rate discounts will be for a specific date and time only and will not apply to any other date than what is specified. These discounts will not exceed 27 percent off regular rate.

Jone-Z Party buses may use discounting while at bridal fairs in order to attract new customers to use our service; those discounts are (\$100 off your booking if you book on the day of the bridal fair). These discounts are only available on the day of the bridal fair.

Jone-Z reserves the right to give discounts to people or groups of people who rent our service for multiple occasions, or for large amounts of time. These discounts will vary depending on the amount of time rented or the number of occasions rented for.

If booking two or more buses for the same occasion the customer will receive a 15 percent discount on the entire party.

In reference to a wedding party and bachelor or bachelorette parties, after the couple has their wedding booked, if they book either a bachelor or bachelorette party in conjunction with that wedding they will receive 25 percent of the wedding cost. IF the couple books both the bachelor and bachelorette parties on our buses then they will receive 50 percent off their wedding cost.

If a party goes over six hours then the party will be discounted 13 percent for the entire party.

For large amounts of time such as a Nebraska football game, our rate will be 12 hours for \$800.

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Available on an advertising basis, coupons for the following services:

Buy any number of hours of service and get an equal number of hours free.

Holiday Rate Schedule:

New Year's Eve, St. Patrick's Day, Halloween
And Fourth of July: \$125/hour

Emergency action is requested.

Applicant is a certificated common carrier which holds Certificate B-1695. The certificate authorizes the transportation of passengers and their baggage in charter and special party service by bus between points in Douglas, Sarpy, Cass, Saunders, Lancaster, Dodge and Washington counties and between points in said counties over irregular routes. HHS designation: No. The Certificate is restricted against the transportation of railroad train crews and their baggage. Service is restricted against the operation of luxury limousine service by limousine or bus, and forward facing seat coaches or shuttles.

According to the Applicant, the proposed rates are based on market conditions as well as vehicle costs, depreciation, administration, insurance and other expenses related to operating a transportation business. The proposed rates are believed to be sufficient to produce a reasonable profit and still maintain a quality service.

The rates reflect a change in the reduction of the rates for Sunday through Thursday, an increase in the rates for Friday and Saturday bookings, and a request for the establishment of various discount programs in an effort to develop more business.

Commission staff, in reviewing the application, discussed with the Applicant several issues related to the application. Some of the proposed discounts are not definite or certain enough to be effectively regulated. Discount programs have been required to have more certainty as to their offer and their duration. After discussions with the Applicant, the Applicant agreed several

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modifications regarding the proposed discount programs as set forth below.

The Commission finds that the coupon program needs to be placed in media in advance of the time period that the coupon will be in effect, and that any given coupon program be of some duration detailed in the promotion. These conditions are placed upon the program so that the program does not become in effect a permanent fifty percent discount off of the Applicants rates, as well as for consumer certainty as to when and what trips the coupon is applicable to.

In order to grant an application on an emergency basis, the Commission must find that an emergency basis exists. The Commission finds that the Applicant should be placed in a position to take advantage of its proposed rates as soon as possible so that its operations are not impaired due to the current market conditions that prompted the application.

The rates proposed are reasonable for the type of service provided. The application is filed in compliance with Sections 75-308 (Rates) and 75-121 (Emergency rate orders), R.R.S. 2010 and the Commission Rules.

Upon consideration of the application and being fully advised in the premises, the Commission is of the opinion and finds that the application should be granted as modified on an emergency basis effective November 9, 2007.

ORDER

IT IS, THEREFORE, ORDERED by the Nebraska Public Service Commission that effective October 21, 2011, Jone-Z Party Bus, Omaha, Nebraska, be, and it is hereby, authorized to amend its bus rates for its use as follows:

<u>Description</u>	<u>Rates</u>
Standard Party Rates:	
Friday and Saturday:	\$115/hour
Sunday and Thursday:	\$95/hour

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Monday through Wednesday:

\$85/hour

Out-of-Town Rates

\$100/hour
Plus \$0.93/mile

Available on an advertising basis, coupons for the following services:

Buy any number of hours of service and get an equal number of hours free.

Holiday Rate Schedule:

New Year's Eve, St. Patrick's Day, Halloween
and Fourth of July:

\$125/hour

All parties starting or ending after 7 p.m. have a four hour minimum. All parties ending at or before 7 p.m. have a three hour minimum.

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If booking two or more buses for the same occasion the customer will receive a 15 percent discount on the entire party.

In reference to a wedding party and bachelor or bachelorette parties, after the couple has their wedding booked, if they book either a bachelor or bachelorette party in conjunction with that wedding they will receive 25 percent of the wedding cost. If the couple books both the bachelor and bachelorette parties on our buses then they will receive 50 percent off their wedding cost.

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If a party goes over six hours then the party will be discounted 13 percent for the entire party.

For large amounts of time such as a Nebraska football game, our rate will be 12 hours for \$800.

IT IS FURTHER ORDERED by the Nebraska Public Service Commission that public notice of this action be published in The Daily Record, Omaha, Nebraska pursuant to the provisions of Sections 75-121, R.R.S. 2010 and the Commission's Rules.

MADE AND ENTERED at Lincoln, Nebraska, this 12th day of October, 2011.

NEBRASKA PUBLIC SERVICE COMMISSION

COMMISSIONERS CONCURRING:

Reg Johnson
Aune Boyke
Gaule Z. Vap

//s// Frank Landis

//s// Tim Schram

Tim Schram

Chairman

ATTEST:

Michael J. Lee

Executive Director