

SECRETARY'S RECORD, NEBRASKA PUBLIC SERVICE COMMISSION

BEFORE THE NEBRASKA PUBLIC SERVICE COMMISSION

In the Matter of the)	APPLICATION NO. BR-436
Prescription of Reasonable Rates)	
and Charges for Motor Carriers)	
Passengers and Property for Hire)	GRANTED ON AN EMERGENCY
subject to the Provisions of)	BASIS
Neb. Rev. Stat. (Reissue 2003),)	
Chapter 75, Articles 1 and 3.)	
(Jones-Z Party Bus))	ENTERED: NOVEMBER 5, 2013

BY THE COMMISSION:

OPINION AND FINDINGS

On November 1, 2013, Jones-Z Party Bus., Omaha, Nebraska, filed an application for authority to amend charter and special party rates for its use as follows:

<u>Description</u>	<u>Proposed Rates</u>
30 Passenger	
Standard Party Rates:	
Friday and Saturday:	\$125/hour
Sunday and Thursday:	\$105/hour
Monday through Wednesday:	\$95/hour
Out-of-Town Rates	\$125/hour Plus \$1.00/mile
40 Passenger	
Standard Party Rates:	
Friday and Saturday:	\$135/hour
Sunday and Thursday:	\$115/hour
Monday through Wednesday:	\$105/hour
Out-of-Town Rates	\$135/hour Plus \$1.00/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 14 days of the booking date and the customer will be charged a \$200.00 cancellation fee. Deposits are refunded if the cancellation is caused by Jone-Z Party Bus.

Promotions and Discounts:

Jone-Z party buses may use internet marketing or local marketing strategies to attract new business, including offering discounted rates or coupons for discounts. Such programs need to be placed in media in advance of the time period that the coupon will be in effect, and any given coupon program be of some duration detailed in the promotion.

Jone-Z Party buses may use discounting while at bridal fairs in order to attract new customers to use their service. Discounts allowed 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.

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 20 percent of the wedding cost. If the couple books both the bachelor and bachelorette parties on the buses, then they will receive 50 percent off their wedding cost.

If a party goes over six hours, the party will be discounted 15 percent for the entire party.

For large amounts of time such as a Nebraska football game, the rate will be 10 hours for \$800 for a 30 passenger bus and 10 hours for \$900 for a 40 passenger bus with mileage included.

Coupons available on an advertising basis include the following:

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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:

30 passenger bus	\$135/hour
40 passenger bus	\$145/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.

The rates reflect an increase of between five and eight percent for its standard 30 passenger rates, and the establishment of rates for a new 40 passenger bus that is to be placed into service. 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 Commission finds that the marketing strategies and use of coupons for a discount 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 discount off of the Applicant's rates, as well as for consumer certainty as to when and what trips the coupon is applicable.

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

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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 15, 2013.

ORDER

IT IS, THEREFORE, ORDERED by the Nebraska Public Service Commission that effective November 15, 2013, Jone-Z Party Bus, Omaha, Nebraska, be, and it is hereby, authorized to amend its bus rates for its use as follows:

Description	Rates
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30 Passenger

Standard Party Rates:

Friday and Saturday:	\$125/hour
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Sunday and Thursday:	\$105/hour
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Monday through Wednesday:	\$95/hour
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Out-of-Town Rates	\$125/hour Plus \$1.00/mile
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40 Passenger

Standard Party Rates:

Friday and Saturday:	\$135/hour
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Sunday and Thursday:	\$115/hour
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Monday through Wednesday:	\$105/hour
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Out-of-Town Rates	\$135/hour Plus \$1.00/mile
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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 14 days of the booking date and the customer will be charged a \$200.00 cancellation fee. Deposits are refunded if the cancellation is caused by Jone-Z Party Bus.

Promotions and Discounts:

Jone-Z party buses may use internet marketing or local marketing strategies to attract new business; including offering discounted rates or coupons for discounts. Such programs need to be placed in the media in advance of the time period that the coupon will be in effect, and any given coupon program be of some duration detailed in the promotion.

Jone-Z Party buses may use discounting while at bridal fairs in order to attract new customers to use their service. Discounts allowed 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 their service for multiple occasions, or for large amounts of time. These discounts will vary depending on the amount of time or number of occasions rented.

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 20 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 15 percent for the entire party.

For large amounts of time such as a Nebraska football game, our rate will be 10 hours for \$800 for a 30 passenger bus and 10 hours for \$900 for a 40 passenger bus with mileage included.

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Coupons available on an advertising basis include the following:

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

Holiday Rate Schedule:

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And Fourth of July:

30 passenger bus	\$135/hour
40 passenger bus	\$145/hour

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 5th day of November, 2013.

NEBRASKA PUBLIC SERVICE COMMISSION

COMMISSIONERS CONCURRING:

Tim Schram
Frank E. Landis

Anne C. Boyle
Chair

ATTEST:

Steve Meradith
Executive Director

//s//Anne C. Boyle
//s//Frank E. Landis