

SECRETARY'S RECORD, NEBRASKA PUBLIC SERVICE COMMISSION

BEFORE THE NEBRASKA PUBLIC SERVICE COMMISSION

In the Matter of the) APPLICATION NO. LR-308
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.)
ENTERED: AUGUST 18, 2009

BY THE COMMISSION:

O P I N I O N S A N D F I N D I N G S

On August 12, 2009, Alford Oil Company d/b/a Omaha Limousine, Omaha, Nebraska filed an application for authority to add the following coupon program to its rates for its use as follows:

Available on an advertising basis, on stretch limos and limousine buses only, coupons for the following services:

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

Emergency action is requested.

The Applicant is a certificated common carrier which holds Certificate B-1660, which authorizes transportation of passengers and their baggage by limousine between points in Douglas, Sarpy, Washington, and Lancaster counties, and between points in said counties, and, on the other hand, points in Nebraska over irregular routes. RESTRICTION: The transportation of railroad train crews and their baggage is not authorized. Further restricted to the operation of limousines with a capacity of 12 passengers or more. SUPP. 1: Transportation of passengers by luxury or stretch limousine service in Nebraska intrastate commerce between points in Douglas, Sarpy, Washington and Lancaster counties over irregular routes. RESTRICTION: The transportation of railroad train crews and their baggage is not authorized. The transportation of passengers by vans is not authorized. SUPP. 2: Transportation of passengers in limousine service by vans will be limited to prearranged service in conjunction with prearranged limousine service only and not for service to the general public on a demand basis. The governmentally financed transportation of clients of the Nebraska Department of Health and Human Services and/or of clients of private contractors of the Nebraska Department of Health and Human Services and/or persons in the custody of the

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Nebraska Department of Corrections and/or students on behalf of schools by van is not authorized.

The service that is the subject of this application is a limousine service. The Applicant states to the Commission that it needs to take this action to boost its reservations, which have declined dramatically in the past ninety days. The Applicant represented to the Commission in this application that its revenues declined each month between May and July, and that the trend appears to be continuing in August. The Applicant further stated that if the trend does not turn around, it may find itself in a position of closing operations.

Upon consideration, the Commission finds that the coupon program should be approved. The Commission is aware that economic conditions present difficulties for operators such as the Applicant, and that efforts must be made by the Applicant to remain in business.

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.

The Commission finds that the request for emergency action be granted in light of the need stated by the Applicant for it to be able to address its fiscal difficulties as soon as possible.

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 on an emergency basis effective August 21, 2009.

O R D E R

IT IS, THEREFORE, ORDERED by the Nebraska Public Service Commission that effective August 21, 2009, Alford Oil d/b/a Omaha Limousine, L.L.C., Omaha, be, and it is hereby, authorized to add the following to its rates:

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Available on an advertising basis, on stretch limos and limousine buses only, coupons for the following services:

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

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 Section 75-121, R.R.S. 2008, and the Commission's rules.

MADE AND ENTERED at Lincoln, Nebraska, this 18th day of August, 2009.

NEBRASKA PUBLIC SERVICE COMMISSION

COMMISSIONERS CONCURRING:

Gene A. Lipp

Bob Johnson

Dane C. Boye

Tim Schram

//s// Frank E. Landis

Alan Sands
Chairman

ATTEST:

Phil Lipp
Executive Director