

## **Participant FAQ's**



### **May 5th Update**

**Q: Are we required to have a designated message on our coach to participate?**

A: In order to have the biggest impact, the messaging was designed to match with Press Release. The other option is to use Buses Move America.

**Q: How do we pay the \$20.00 parking fee at the staging location?**

A: CASH ONLY day of event.

### **May 4th Update**

**Q: Do you know of any fines we might encounter for leaving the state?**

A: MR4A is NOT considered essential or emergency service, you must adhere to State stay-at-home rules (you could be pulled over and fined on your way to DC depending on the state).

### **May 1<sup>st</sup> Update**

**Q: Can I bring more than 1 coach to the rally?**

A: Yes, however due to the overwhelming support and registrations, we currently only have staging availability for 1 coach per registrant (other than donor coaches already identified). You MAY bring additional coaches, but we cannot guarantee a staging location for these additional units.

**Q: When will I get my graphic message?**

A: You will receive YOUR message via email starting May 1<sup>st</sup>.

**Q: Will I be given the graphics to apply on my coach**

A: Participants are responsible for producing and installing all graphics or equivalent. Should you need assistance, the ABC Graphics Department's contact information is included in the Window Graphics Guideline letter:

[https://www.buses.org/assets/images/uploads/pdf/MRA\\_window\\_messaging\\_letter\\_w\\_guidelines.pdf](https://www.buses.org/assets/images/uploads/pdf/MRA_window_messaging_letter_w_guidelines.pdf)

**Q: Can I put Local and State Association Logos on my coach?**

A: Yes, please reference the Window Graphics Guideline letter and template for available window locations (see section A). [https://www.buses.org/assets/images/uploads/pdf/DC\\_TOUR\\_TEMPLATE.pdf](https://www.buses.org/assets/images/uploads/pdf/DC_TOUR_TEMPLATE.pdf)

**Q: Does my message need to be printed as a vinyl graphic?**

A: No, you do not need to use vinyl graphics for your message. Please reference the Window Graphics Guideline letter for other acceptable applications.

**Q: Where are we staging, what is the route?**

A: We are working on logistics and you will be assigned a staging location and route closer to the event.

**Q: Can we be next to other operators in our state, associations etc. for the line up?**

A: We will do our best to accommodate, but recommend operators wanting to stay in a group organize prior to and arrive at the staging location together. Please note, we cannot guarantee the same assigned staging area.

**Q: I want to be one of the 50 “state” buses, how does this work?**

A: The 50 “state” coaches were all previously identified blank coaches of a single color with no operator graphics etc. In order to prevent a single operator from appearing to represent all businesses within the state, 50 blank buses were volunteered within the donor pool to represent the 50 states.

**April 28<sup>th</sup> Update**

Q: Are there any hotels in the DC area I should plan to stay at?

A: While we do not have one official event hotel, we have been in contact with hotels which are aware of our event and will take reservations in addition to having coach parking for our event (see event website for listing)

Q: What route will we follow?

A: A designated route has been established starting at Audi Field and can be found on the event website. If other staging locations are added, additional route maps will be distributed.

Q: What are the staging logistics etc., I need to know?

A: DC Trails has secured Audi Field and is coordinating for arrival beginning at 7:00am May 6<sup>th</sup>. Upon arrival, please stay in your coach and you will be guided into your parking spot. If you have to exit the coach, please be in compliance with current local requirements. (see code of conduct on event website)

Q: Where do I pay for parking in the staging area?

A: A representative from DC Trails will collect the \$20 fee per bus (cash only please) for parking when you arrive to stage. This rate has been discounted by the facility and DC Trails is supporting at no charge

Q: Is there food available etc in the staging area?

A: Food trucks have been coordinated for the time and location at Audi Field

Q: is there any guidance for handling insurance as I have changed the status of my coaches?

A: On the event webpage, a letter template to request coverage for the event will be posted. The specifics were developed with several underwriters and should be acceptable by most or all carriers.

Q: Are activities planned for before and after the event?

A: With varying social distancing guidelines and requirements, the event is designed as “rolling” awareness. The organizers HAVE NOT PLANNED any activities prior to or following the event. We recommend that participants attempt to meet with others outside of the event proximity to ensure no negative perceptions are associated with this positive event. (see code of conduct on event website)

Q: How long will the event last?

A: Coaches will begin rolling out between 10:30 and 11:00 am. We anticipate traveling along the route at least one time, and potentially more depending on final counts and press and government participation. We estimate the entire “rolling” time will take one to two hours.

Q: Will we be honking horns, adding additional decorations, etc?

A: No. This is designed to be a silent rolling rally to with our messaging speaking to the press and attendees.

Q: How about graphics and messaging for the event?

A: We will be coordinating for specific messages to appear in the windows of each coach participating to ensure our message is heard by the government and participating press.

- Messaging will be on both sides of the coach
- Guidelines to ensure uniformity, letter type etc. will be posted on the event website
- Message can be done w graphics, tape or window markers that are waterproof
- Graphics packages/support will be available
- Donor coaches will have designated areas to represent other operators
- An area for local recognition, #'s/handles, etc. has also been designated
- Your assigned message will be sent to you ASAP

Q: What message will I be assigned for the event?

A: Final messaging for each coach will be established once participation numbers become clear. The first 3 coaches display “Buses Move America” with the next 50 representing each state and the # of passenger trips annually etc. The remaining coaches will carry messaging about our industry as key facts supporting our ask for \$15B in government directed funding. Messaging will promote the positive impact of our industry ranging from disaster relief, to movement of the military, reduction of vehicles on the road and more.

Q: What is a “donor” bus and how does that process work?

A: The “donor” bus is a program that allows operators who can bring more than one bus to make a coach available for graphics (on windows) representing another operator who wants to participate, but cannot. We are working with the Ohio Motorcoach Association who will match-up operators w/ donor coaches with operators needing a bus to represent them. The cost will be a fixed amount to support the donor bus provider. Please note, donor coaches will be insured, operated and driven by the operator making them available. Example: An operator from Alaska wants to participate but cannot get a coach to the event, they request a donor coach and the Ohio Motorcoach Association identifies an available donor coach and contacts both parties to make arrangements.

Q: What else can I do to help, get involved?

A: Sharing the event with your industry peers, customers and local press is a great place to start. Given the national attention we anticipate, share with friends and family and utilize social media including the link to the event web page <https://www.busesmoveamerica.com/contact-congress/motorcoaches-rolling-for-awareness/> Other social media handles/#'s will be forthcoming to build excitement, however any posts should already include #busesmoveamerica, #dontmissourbus, etc

Q: Should I contact my local press?

A: Absolutely, please forward the event press release which will be available on the event webpage. We will also be providing tips for contacting your local press and a press release which can accompany the national release. We would also encourage you to let them know when you will be departing so they can cover your movement to DC.