***Trailways; Its Future***

*Strategic Planning Committee*

*Stockholder Survey 2014*

*Return Survey to:* [***BusTrails@trailways.com***](mailto:BusTrails@trailways.com) *or Fax:* ***703-691-9047***

*Optional Information*

*Trailways Company Name:* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Individual Completing Survey:* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Position within Company:* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Q-1: How would you describe the *“Image”* of Trailways in the US?**

\_\_\_: Very positive

\_\_\_: Positive

\_\_\_: Neutral

\_\_\_: Negative

**Trailways *“Image”* outside of the US?**

\_\_\_: Very Positive

\_\_\_: Positive

\_\_\_: Neutral

\_\_\_: Negative

\_\_\_: *Other than any of the above, please describe*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Q-2: What do you think are *“Trailways Three (3) Greatest Strengths?”***

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**Q-3: What do you think are *“Trailways Three (3) Greatest Weaknesses?”***

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**Q-4: How would you *“Overcome”* any one of Trailways’ Weaknesses?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Q-5: What “*External”* Opportunities might help move Trailways forward?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Q-6: What “*Internal”* Opportunities might help move Trailways forward?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Q-7: What do you think should be the “*Mission”* of Trailways?**

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**Q-8: What *“Key*” services, programs or products should Trailways provide to it Stockholders?**

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**Q-9: On a scale from 1 to 7, with 7 being the *“Best that Trailways Could Be,”* how well do you think the mission of Trailways is being accomplished?**

**\_\_\_ :1 \_\_\_ :2 \_\_\_ :3 \_\_\_ :4 \_\_\_ :5 \_\_\_ :6 \_\_\_ :7**

***Worst***  ***Best***

*Feel Free to Elaborate*: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Q-10: What do you think Trailways should look like in 3 to 5 years from now; *“Its Future State?”***

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**Q-11: How is that *“Different”* from Trailways’ current state of affairs?**

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**Q-12: What *“Resources”* do you think Trailways will need to make this future state of affairs happen?**

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**Q-13: Are there any *“Current”* programs, services or products that you think Trailways should abandon?**

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**Q-14: What *“New or Different”* programs, services, products, markets or technology should Trailways investigate offering to its Stockholder over the next 2 to 3 years?**

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**Q-15: What do you believe are the *“Three (3) Most Important Benefits”* Trailways is providing to its Stockholders today?**

1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q-16: Please list any *“Trailways Services”* that your company has utilized in the past three years.** *Example:* preferred vendor or supplier offers or discounts; 24/7 emergency phone help line; roadside assistance or repair from within the network; charter leads or income received through corporate; business referrals or advice received from another team member; or, helpful tips, safety or maintenance counsel; etc.

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**Q-17: What *“Major Characteristics”* define Trailways, i.e., what sets Trailways apart from other bus companies or known bus-company brands** (*Megabus, Greyhound, IMG, Coach USA, Peter Pan, Academy, Arrow, Jefferson Lines, etc.)****?***

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**Q-18: What *“External Obstacles”* currently exist that could prevent Trailways from capitalizing on future opportunities, limit its growth or hinder continuous improvement?**

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**Q-19: What *“Internal Weaknesses”* (Network-wide or Corporately) currently exist that could prevent Trailways from capitalizing on future opportunities, limit its growth or hinder continuous improvement?**

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**Q-20: What should be the *“Single Most Important Accomplishment”* for Trailways to achieve over the next 3 to 5 years?**

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**Q-21: What do you think is the *“Single Most Important Challenge”* facing Trailways Bus Company Owners today?**

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**Q-22: What do you think will be the *“Single Most Significant Event or Trend*” that will influence Trailways Bus Company Owners over the next 2 to 3 years?**

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**Please feel free to provide the Strategic Planning Committee with any additional comments, suggestions or concerns regarding Trailways current- or its future state of affairs:**

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**Please Return Survey by June 6, 2014**: [**BusTrails@trailways.com**](mailto:BusTrails@trailways.com) **or Fax: 703-691-9047**