

OUR PARTNER



Coach USA

[Coach USA](#) is one of the largest transportation companies in North America. Coach USA operates megabus.com - the first, low-cost, express bus service that provides luxury motorcoaches for intercity travel for as low as \$1. Since launching in April 2006, megabus.com has served more than 50 million customers throughout more than 100 cities across North America.

UNPRECEDENTED TIMES

The Need for Political Advocacy During COVID-19

COVID-19 presented Coach USA with ceaseless unprecedented challenges that severely impacted their business. These challenges included a full-stop on services for entire regions, bus capacity caps at 50 percent for their entire fleet, media outlets urging against bus travel, and ballooning local, state, and federal regulations. Coach USA needed federal assistance to ensure their business' survival.

On July 2, 2020, a bipartisan legislation called the Coronavirus Economic Relief for Transportation Services (CERTS) Act was introduced. This [legislation hoped to provide billions of emergency economic relief funding in the form of grants](#) and other economic assistance to motorcoach operators and similar industries.

To support the CERTS Act's passing into law, Coach USA attempted blog posting, using advocacy tools to track the bill, and attempted to plan their own advocacy strategy under the backdrop of immense pressure and rapidly changing industry demands. It was clear that a wholistic one-stop advocacy solution with centralized and measurable impact on policy outcomes was essential to ensure the CERTS Act's success.

PROVEN RESULTS**Winning Billions for Coach USA**

Coach USA reached out to OneClickPolitics, where they were provided a customized demo, which led to a rapid-start advocacy plan and support team to accommodate their urgent needs for the CERTS Act. Coach USA noted one of OneClickPolitics' main differentiating factors from their previous efforts in advocacy is OneClickPolitics' ability to involve and amplify thousands of their employees' voices that support the CERTS Act at scale quickly, consistently, and organically.

In addition to mobilizing and coordinating advocacy efforts for thousands in Coach USA's workforce across 48 states, OneClickPolitics also built out a series of automated grassroots strategies that allowed family, friends, and non-affiliated supporters of Coach USA and the motorcoach industry to get involved. This resulted in over 28,000 emails to Congress, which resulted in \$2 billion of funding awarded through the CERTS Act. Coach USA expressed that without OneClickPolitics, their chances of getting the CERTS Act relief funding of \$2 billion may not have been accomplished.

After their victory with the CERTS Act, Coach USA continues their partnership with OneClickPolitics under the Annual Advocacy Software Subscription, where they continue to receive counseling, discuss past campaign results, and plan strategy for future campaigns.

**Campaigns
& Elections**
REED AWARD
WINNER

**Best Advocacy
Technology Platform**



ONECLICKPOLITICS

“One of the keys to a successful government relations campaign is having a strong grassroots software program supporting your lobbying efforts.”

One Click Politics was the key that helped me to deliver more than 25,000 highly targeted messages to Congress, and gave our employees and passengers a loud voice pushing for the Coach USA / Megabus.com policy point of view.”



Sean Hughes, Director Corporate Affairs, Coach USA