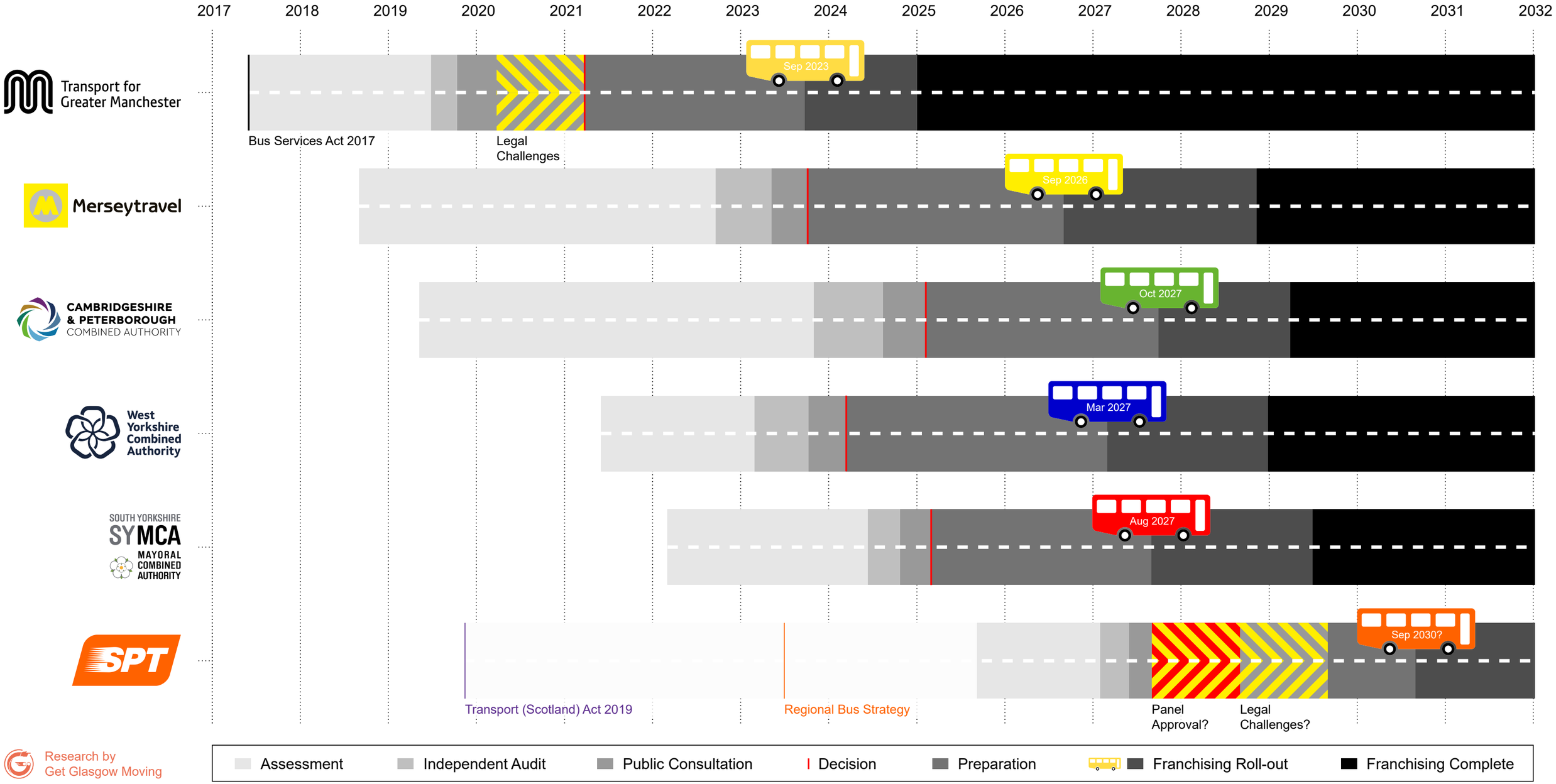The Long Road to Bus Franchising