

Description	MICROTRANSIT SERVICE ALTERNATIVES			
	1	2	3	4
	5 veh, 6 mo pilot, \$2.50 fare	5 veh, 6 mo pilot, \$5 fare	3 veh, 6 mo pilot, \$5 fare	5 veh, 12 mo. pilot, 4/8 mo. season split, \$5 fare
<b>Hours</b>	11AM-9PM	11AM-9PM	4pm-10pm	Peak=11AM-9PM Low=4pm-10pm
<b>VEHICLES</b>				
NEV	2	2	2	2
Sedans	2	2	1	2
ADA eVans	1	1		1
<b>SERVICE TERM (MONTHS)</b>	6	6	6	12
Peak Season (Months)	6	6	6	4
Peak Season Daily Hours	10	10	6	10
Low Season (Months)				8
Low Season Daily Hours				6
Total Service Hours	9,030	9,030	7,224	13,340
Cost/hour/car (Peak Season)	\$55	\$55	\$53	\$55
Cost/hour/car (Low Season)	\$0	\$0	\$0	\$66
Peak Season Cost per Month	\$87,216	\$87,216	\$67,988	\$87,216
Low Season Cost Per Month	\$0	\$0	\$0	\$64,864
City Branding Vehicle Wraps	\$17,333	\$17,333	\$10,667	\$17,333
<b>TERM COST</b>	<b>\$540,626</b>	<b>\$540,626</b>	<b>\$418,598</b>	<b>\$885,110</b>
<b>ADJUSTMENTS</b>				
Fare Cost	\$2.50	\$5.00	\$5.00	\$5.00
Potential Fare Revenue	-\$54,800	-\$109,600	-\$51,157	-\$245,392
Potential Ad Revenue	-\$21,000	-\$21,000	-\$14,700	-\$36,750
DBPA Contribution	?	?	?	?
North MB Contribution	?	?	?	?
Chamber Contribution	?	?	?	?
M. Village Mall Contribution	?	?	?	?
Corporate Sponsor	?	?	?	?
City Provided EV Charging	-\$29,200	-\$29,200	-\$21,440	-\$58,400
<b>NET COST/MONTH (FARES)</b>	<b>\$80,971</b>	<b>\$71,838</b>	<b>\$61,240</b>	<b>\$53,310</b>
<b>NET COST/TERM (FARES)</b>	<b>\$485,826</b>	<b>\$431,026</b>	<b>\$367,441</b>	<b>\$639,718</b>
<b>NET COST W/ADJUSTMENTS</b>	<b>\$435,626</b>	<b>\$380,826</b>	<b>\$331,301</b>	<b>\$544,568</b>