

Ridership and Revenue Forecast:

We do not expect a great amount of ridership or revenue to increase due to adding these two locations. We believe it will mostly benefit travelers who already use our service.

In addition, we believe our costs for adding these stops will barely change, if at all. We will literally be pulling 100 yards off the freeway for pick ups/drop offs at the proposed locations, and right back on the freeway to resume our usual route.

Below is our estimated forecast:

We estimate an additional 10 passengers per month to use the shuttle due to the two additional stops. $10 \text{ passengers} \times 12 \text{ months per year} = 122 \text{ additional passengers per year}$ due to the change.

If $122 \text{ additional passengers ride per year} \times \$45 \text{ per person fare}$, total increase of revenue due to the additional stops would be \$5,490 per year.

Summary:

For the first 12 months we estimate 122 additional riders.

For the first 12 months we estimate an additional \$5,490 in revenue.