

Appendix C

STANLEY PARK SHUTTLE

PROJECTED REVENUES AND EXPENSES FOR 2001 & 2002

Assumes service operates June 23 - Sept 16, 2001 (86 days), 10 a.m. - 6.30 p.m.
with 4 trolleys operating weekends & holidays and 3 trolleys operating weekdays

	actual 2000	---projected 2001 & 2002---		note 1
	\$2 fare	free Shuttle	OR	\$2 fare
	note 2			
		RECOMMENDED		
		OPTION		
Ridership	<u>41,300</u>	<u>90,000</u>		<u>38,000</u> note 3
Revenues				
fares	\$47,000	n/a		\$44,000 note 4
on board advertising	<u>\$5,000</u>	<u>\$5,000</u>		<u>\$5,000</u>
total	<u>\$52,000</u>	<u>\$5,000</u>		<u>\$49,000</u>
Expenses				
trolley charter	(\$219,000)	(\$170,000)		(\$173,000) note 5
advertising	(\$15,000)	(\$14,000)		(\$14,000)
install/remove signs/banner	(\$3,000)	(\$3,000)		(\$3,000)
new shuttle ID	(\$6,000)	(\$2,000)		(\$1,000) note 6
cash pick up / count	(\$3,000)	n/a		(\$3,000) note 7
passenger survey	(\$2,000)	(\$2,000)		(\$2,000)
contingencies		<u>(\$1,000)</u>		<u>(\$1,000)</u>
total	<u>(\$248,000)</u>	<u>(\$192,000)</u>		<u>(\$197,000)</u>
Net cost to Board	<u>(\$196,000)</u>	<u>(\$187,000)</u>		<u>(\$148,000)</u>
Net cost / rider	<u>(\$4.75)</u>	<u>(\$2.08)</u>		<u>(\$3.89)</u>

Notes

- 1 total net costs for 2002 assumed to be similar to 2001 (only difference is \$2,000 for new Shuttle ID in 2001)
- 2 the 2000 Shuttle service operated June 1 - Sept 10 (102 days), a longer season than is proposed for 2001 so trolley charter costs and fares are proportionally higher
- 3 ridership with \$2 fare is at 2000 levels, ridership with a free service is at 1999 levels, both figures are adjusted for the proposed new dates of service
- 4 if fare is charged, assumed to be \$2, with similar mix of complimentary and fare paying riders as in 2000
- 5 assumes \$67.09 / hr + GST trolley charter cost (same as in 2000) if a fare is charged, and reduced charge estimated at \$66 / hr + GST if Shuttle is free. See Trolley Charter costs calculation below
- 6 small cost to change dates on signs etc if \$2 fare continues, slightly higher cost if free Shuttle is reintroduced
- 7 cash pick up / count costs are only relevant if fares are collected

Trolley Charter Costs (note 5)

	# days	cost / day	cost for 86 day season
free service			
with 4 trolleys	29	\$2,328	\$67,521
with 3 trolleys	57	\$1,784	<u>\$101,715</u>
			<u>\$169,236</u>
fare paying service			
with 4 trolleys	29	\$2,367	\$68,636
with 3 trolleys	57	\$1,814	<u>\$103,395</u>
			<u>\$172,031</u>

