



JAUNT, Inc.
104 Keystone Place
Charlottesville, VA 22902-6200

29N Commuter Route to Charlottesville

Funding for one year of service:

Hours of Service/Per day:	8:15:58
Cost per Hour:	\$49 (no adm. costs for first year)
Daily operating cost:	\$450
Annual Operating cost:	\$113,411
Proposed fare:	\$1.50

Fare Box revenue:	\$15,120
Proffer Revenue:	\$50,000
Federal Revenue:	\$49,146
Total Revenue:	\$114,266

Options to consider:

- Marketing budget: \$10,000
 - Graphic design for wrap: \$500
 - Radio advertising for 3 months: \$7,000
 - Print advertising: \$2,500
- Providing fare free service at the cost of \$1,260 per month

What JAUNT offers:

- The ability to start the route in January 2016
- A proven track record of providing commuter service to Charlottesville from other localities.
- 2 new, 18 passenger buses coming in December that we can use for this route and wrapped in a special design advertising the route;
- \$50,000 in Federal funds that can be drawn down if a local match can be provided
- A new bus shelter that could be used if that was determined a need.

Initial outreach:

- Karen Davis met with the Forest Lakes Board of Directors regarding the potential commuter route. She received a very positive response.
- The Forest Lakes Community Association distributed a survey to its residents. The initial response validates the interest in the route, the times it would be offered, and acceptance of the proposed fare.

Details still to be worked out:

- Verifying the exact stop locations
- Marketing and outreach