

Financial Conversion Strategy

Concept 1

NEW Identity and logo - New buses

Phased change to new identity and logo on existing buses plus new logo

	NEW BUSES	ADDITIONAL COST	CONVERT EXISTING BUSES	COST	TOTAL BUSES CONVERTED
2006	14	None	0	NONE	14
2007	56	None	35	\$210,000	105
2008	32	None	35	\$210,000	172
2009	28	None	35	\$161,000	235
2010	28	None	35	\$161,000	298
2011	18	None	30	\$126,000	346
TOTAL	176	None	170	\$868,000	346

Mobility Plus buses- convert 8 buses to new identity by 2008- Total Costs = \$32,000

Financial Conversion Strategy

Concept 2

NEW Identity and logo - New buses only

Phased change gold to blue on existing buses plus new logo

	NEW BUSES	ADDITIONAL COST	CONVERT EXISTING BUSES TO BLUE	COST	TOTAL BUSES CONVERTED
2006	14	NONE	0	NONE	14
2007	56	NONE	43	\$57,100	113
2008	32	NONE	43	\$57,100	188
2009	28	NONE	43	\$46,500	259
2010	28	NONE	41	\$43,500	328
TOTAL	158	NONE	170	\$204,200	328

Mobility Plus buses- convert 8 buses to new identity by 2008- Total Costs = \$32,000

Financial Conversion Strategy

Concept 3

Phased change gold to blue on new and existing buses
plus new logo

	NEW BUSES	ADDITIONAL COST	CONVERT EXISTING BUSES TO BLUE	COST	TOTAL BUSES CONVERTED
2006	14	NONE	0	NONE	14
2007	56	NONE	43	\$57,100	113
2008	32	NONE	43	\$57,100	188
2009	28	NONE	43	\$46,500	259
2010	28	NONE	41	\$43,500	328
TOTAL	158	NONE	170	\$204,200	328

Mobility Plus buses- convert 8 buses – change gold to blue by 2008- Total Costs = \$8,000