

Free Fare for Cleaner Air

July 1 through July 31

| | Qty | Each | Total | | | |
|--|---------------|-------------|--------------------|-------------|---------|-------------|
| Income | | | | | | |
| CASTA: Grant/Reimbursement | | | | | | |
| Total Income | | | \$0.00 | | | |
| Expenses | | | | | | |
| Farebox | | | | | | |
| Normal Ridership (July Students) | 1,774 riders | \$1.00 | \$1,774.00 | Old | New | Other |
| Normal Ridership (July Adults) | 53,826 riders | \$1.25 | \$67,282.50 | \$1,774.00 | | |
| Food Bank (bus, RT transit center to foodbank) | 6 riders | \$1.25 | \$7.50 | \$67,282.50 | | |
| Fuel/PM/repairs | 55,606 | | | \$7.50 | | |
| Food Bank (bus for 10.25 mi/RT * 1 trips) | 10.25 mi | \$1.70 | \$17.43 | | \$17.43 | |
| Advertising | | | | | | |
| Radio | | | | | | \$18,592.97 |
| Newspaper, local readers | | | | | | |
| Pueblo Chieftain pd 7/11/2023 | ads | | \$415.31 | | | |
| Pueblo Chieftain pd 7/27/2023 | ads | | \$6,238.66 | | | |
| Street Media pd 7/11/2023 | signs | | \$1,070.00 | | | |
| Greenhourn Valley View pd 7/11/2023 | 1 add | \$620.00 | \$620.00 | | | |
| Lamar Bilboards pd 7/11/2023 | 9 locations | \$175.00 | \$1,575.00 | | | |
| Lamar Bilboards pd 7/11/2023 | 3 locations | \$900.00 | \$2,700.00 | | | |
| Kix Country June spots pd 07/20/2023 | 150 spots | \$9.00 | \$1,350.00 | | | |
| KRCC June spots pd 07/20/2023 | 48 spots | \$30.00 | \$1,440.00 | | | |
| KRCC June spots discount 07/20/2023 | | | -\$216.00 | | | |
| Fox21 (June Campaign) pd 07/27/2023 | 32 spots | | \$2,720.00 | | | |
| Fox21 (June Campaign) pd 07/27/2023 | 2tier display | | \$380.00 | | | |
| Fox21 (June Campaign) pd 07/27/2023 | Web | | \$300.00 | | | |
| Staffing | | | | | | |
| Food Bank operators | 2.83 hrs OT | \$31.500000 | \$89.15 | | | \$89.15 |
| Total Expenses | | | \$87,763.55 | \$69,064.00 | \$17.43 | \$18,682.12 |
| over/under | | | | | | |
| | | | \$0 | | | |