

27-Jul-07

### SPECIAL EVENT REVENUE PROJECTION: \$3 to \$4

#### Special Event Rides/Revs Since 2004 (\$3 Fare)

Year	Total Rides	One-way Rides	Revs
2004	40,712	20,356	\$ 61,068
2005	45,855	22,928	\$ 68,783
<b>Ave.</b>		<b>21,642</b>	<b>\$ 64,925</b>

Elasticity	Rides Lost	Revised 1-Way Ave.	\$4 Revs	Net Gain
-0.30	(2,436)	19,206	\$ 76,823	\$ 11,898
-0.20	(1,624)	20,018	\$ 80,071	\$ 15,146
-0.10	(812)	20,830	\$ 83,319	\$ 18,394

A revenue increase from approximately \$12,000 to \$18,400 could be expected from an increase in special event fares.