

Pass/ticket type	Ticket Vending Machines Sales Volume	Rapid Central Station Information Center Sales Volume	Current Retailers' Sales Volume	Rapid online store sales volume	On-bus sales volume	Cash riders	TOTAL	
Adult 31 day pass	5,675	509	5,744	4,435			16,363	1.2%
Reduced 31 day pass	1,300	225	2,301	1,236			5,062	0.4%
7 day adult pass	5,139	81	-	99	3,626		8,945	0.7%
1 day adult pass	21,475	183	-	2,064	100,431		124,153	9.1%
Adult 10 ride pass	-	807	7,589	5,714	17,540		31,650	2.3%
Reduced 10 ride pass	-	186	2,642	1,340	2,146		6,314	0.5%
Student 10 ride pass	-	349	6,792	4,412	9,710		21,263	1.6%
1 ride adult	55473	72					55,545	4.1%
1 ride reduced	14488	22					14,510	1.1%
TOTALS	33,589 2.5%	2,340 0.2%	25,068 1.8%	19,300 1.4%	133,453 9.8%	1,151,324	1,365,074	

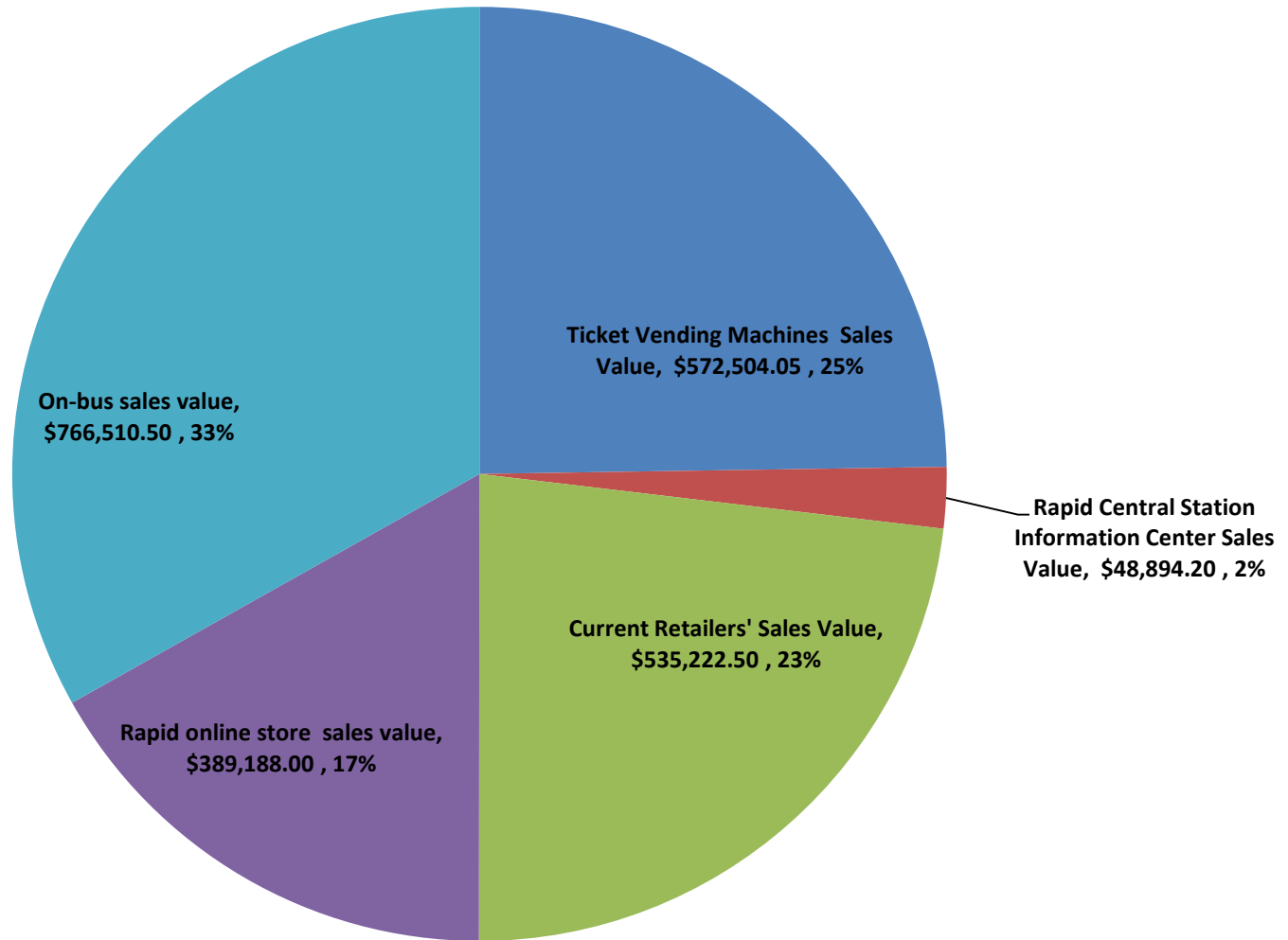
Pass/ticket type	Unit value	Ticket Vending Machines Sales Value	Rapid Central Station Information Center Sales Value	Current Retailers' Sales Value	Rapid online store sales value	On-bus sales value	Cash riders	TOTAL	
Adult 31 day pass	\$ 47.00	\$ 266,725.00	\$ 23,923.00	\$ 269,968.00	\$ 208,445.00	\$ -		\$ 769,061	17.1%
Reduced 31 day pass	\$ 30.00	\$ 39,000.00	\$ 6,750.00	\$ 69,030.00	\$ 37,080.00	\$ -		\$ 151,860	3.4%
7 day adult pass	\$ 16.00	\$ 82,224.00	\$ 1,296.00	\$ -	\$ 1,584.00	\$ 58,016.00		\$ 143,120	3.2%
1 day adult pass	\$ 3.50	\$ 75,162.50	\$ 640.50	\$ -	\$ 7,224.00	\$ 351,508.50		\$ 434,536	9.6%
Adult 10 ride pass	\$ 13.50	\$ -	\$ 10,894.50	\$ 102,451.50	\$ 77,139.00	\$ 236,790.00		\$ 427,275	9.5%
Reduced 10 ride pass	\$ 8.50	\$ -	\$ 1,581.00	\$ 22,457.00	\$ 11,390.00	\$ 18,241.00		\$ 53,669	1.2%
Student 10 ride pass	\$ 10.50	\$ -	\$ 3,664.50	\$ 71,316.00	\$ 46,326.00	\$ 101,955.00		\$ 223,262	5.0%
1 ride adult	\$ 1.75	\$ 97,077.75	\$ 126.00					\$ 97,204	2.2%
1 ride reduced	\$ 0.85	\$ 12,314.80	\$ 18.70					\$ 12,334	0.3%
TOTALS		\$ 572,504.05 12.7%	\$ 48,894.20 1.1%	\$ 535,222.50 11.9%	\$ 389,188.00 8.6%	\$ 766,510.50 17.0%	\$ 2,192,121.90 48.7%	\$ 4,504,441	

What % of these sales could potentially become retail sales?

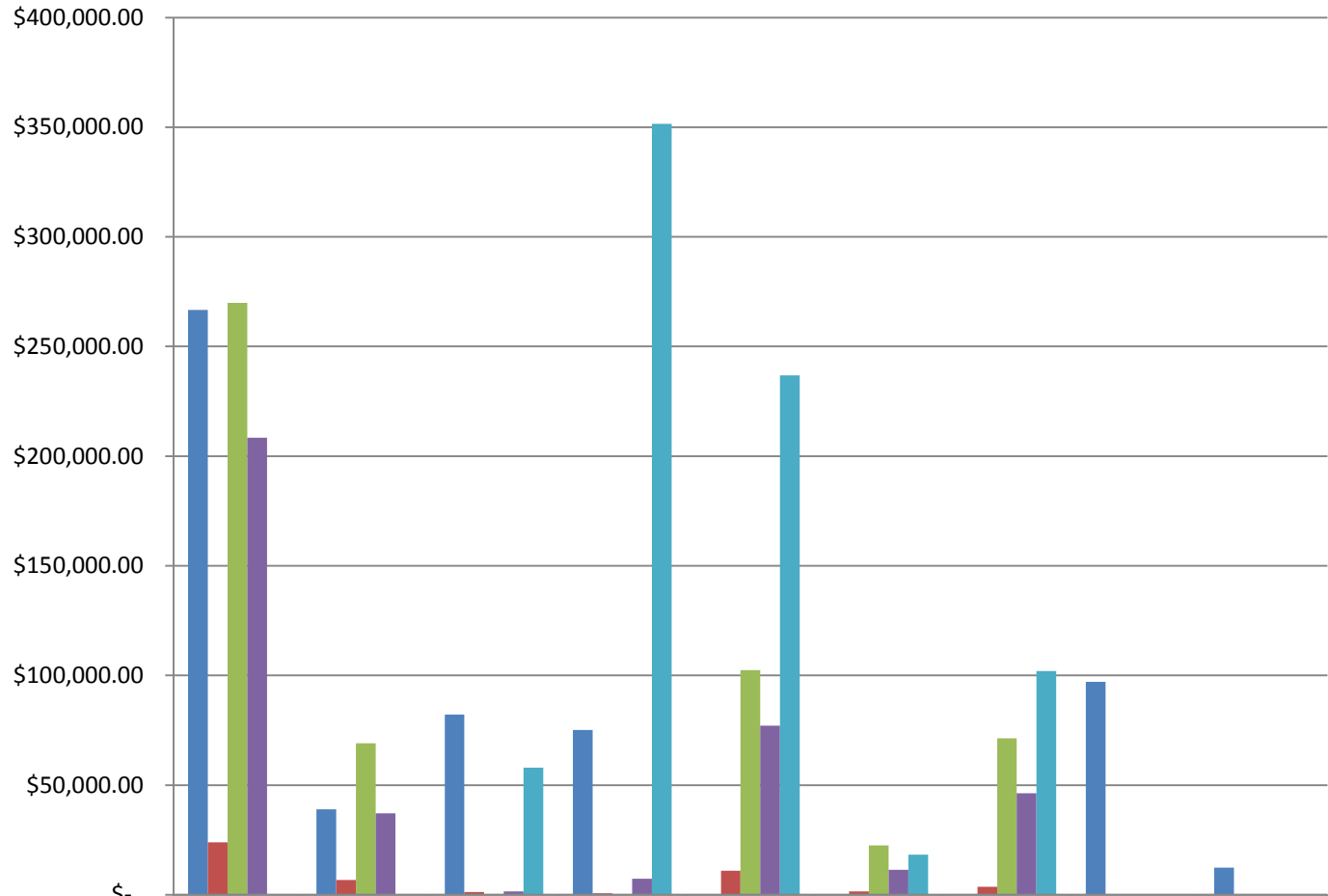
20% 0% 100% 5% 50% 50%

\$ 6,718 - \$ 25,068 965 \$ 66,727 \$ 575,662 \$ 675,139
 \$ 114,500.81 \$ - \$ 535,222.50 \$ 19,459.40 \$ 383,255.25 \$ 1,096,060.95 \$ 2,148,498.91

The Rapid Ticket and Pass Sales Value Sold by Outlet Type

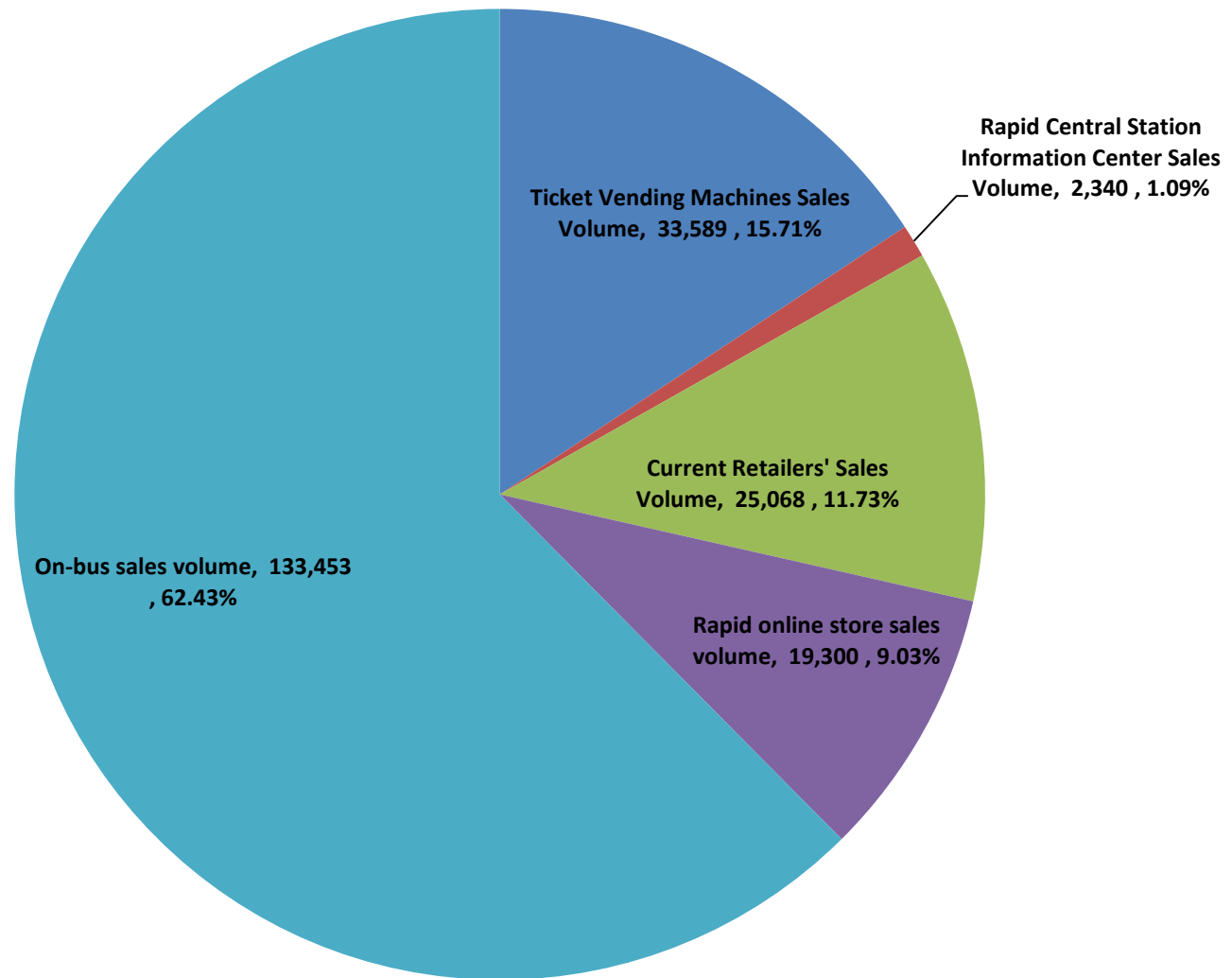


Where Passes & Tickets Are Sold - \$ Value

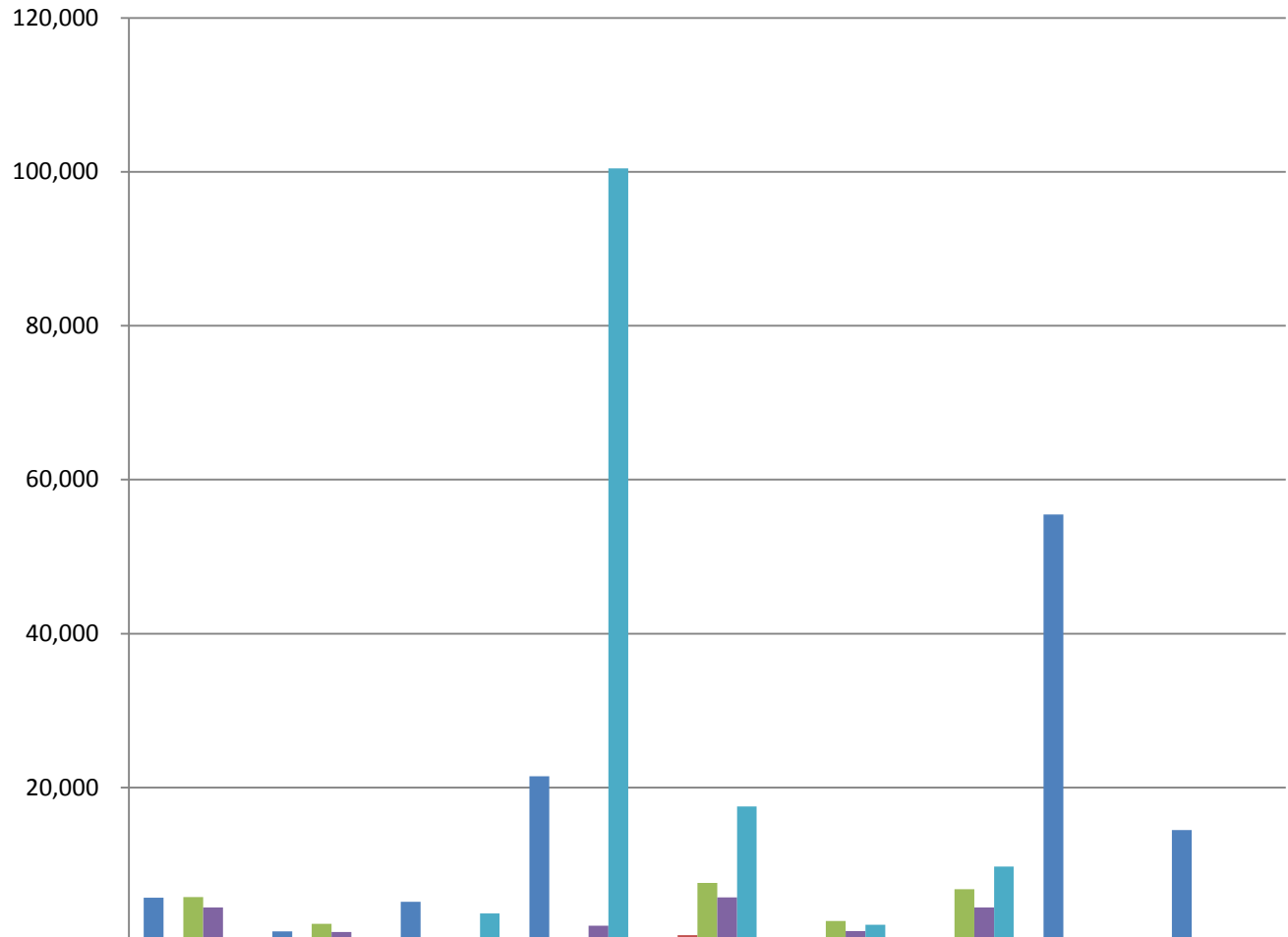


	Adult 31 day pass	Reduced 31 day pass	7 day adult pass	1 day adult pass	Adult 10 ride pass	Reduced 10 ride pass	Student 10 ride pass	1 ride adult	1 ride reduced
■ Ticket Vending Machines Sales Value	\$266,725.00	\$39,000.00	\$82,224.00	\$75,162.50	\$-	\$-	\$-	\$97,077.75	\$12,314.80
■ Rapid Central Station Information Center Sales Value	\$23,923.00	\$6,750.00	\$1,296.00	\$640.50	\$10,894.50	\$1,581.00	\$3,664.50	\$126.00	\$18.70
■ Current Retailers' Sales Value	\$269,968.00	\$69,030.00	\$-	\$-	\$102,451.50	\$22,457.00	\$71,316.00		
■ Rapid online store sales value	\$208,445.00	\$37,080.00	\$1,584.00	\$7,224.00	\$77,139.00	\$11,390.00	\$46,326.00		
■ On-bus sales value	\$-	\$-	\$58,016.00	\$351,508.50	\$236,790.00	\$18,241.00	\$101,955.00		

The Rapid Ticket and Pass Sales Volume Sold by Outlet Type



Where Passes & Tickets Are Sold - Numbers Sold



	Adult 31 day pass	Reduced 31 day pass	7 day adult pass	1 day adult pass	Adult 10 ride pass	Reduced 10 ride pass	Student 10 ride pass	1 ride adult	1 ride reduced
■ Ticket Vending Machines Sales Volume	5,675	1,300	5,139	21,475	-	-	-	55473	14488
■ Rapid Central Station Information Center Sales Volume	509	225	81	183	807	186	349	72	22
■ Current Retailers' Sales Volume	5,744	2,301	-	-	7,589	2,642	6,792		
■ Rapid online store sales volume	4,435	1,236	99	2,064	5,714	1,340	4,412		
■ On-bus sales volume			3,626	100,431	17,540	2,146	9,710		