

**VCTC MARKETING / RIDESHARING COST BREAKDOWN
(FY 2014/15 BUDGET AMOUNTS)**

Regional Ridesharing –

Rideshare Matching Database	\$57,900
Guaranteed Ride Home Program	5,000
Rideshare Program Marketing	256,000
VCTC Staff / Administration	<u>228,600</u>
TOTAL	\$547,500

Transit Marketing –

“Hard” Costs

VCTC Intercity Bus Service	\$162,000
Community Events	50,000
Youth Programs	35,000
VCTC/Consultant Staff Time	<u>260,500</u>
TOTAL	\$507,500