

# Attachment C

## Santa Monica Bike Share: Proposed Rate Structure and Revenue Projections

Plan	Advertised Rate	Minimum	Average \$'s per Customer	Customers per Year	Total User Income	Total Trips per Year
Casual Users	\$2 per 20 min	20min	\$10	60,000	\$600,000	120,000
Monthly Membership 1 hour free time per day	\$20 per month	2 months	\$120	3,000	\$360,000	150,000
Monthly Membership 2 hours free time per day	\$25 per month	2 months	\$150	1,000	\$150,000	50,000
Bike & Bus Combo 1 hour free time per day	\$15 per month (Bikeshare add-on)	1 month	\$150	1,000	\$150,000	50,000
<b>Total</b>				<b>65,000</b>	<b>\$1,260,000</b>	<b>370,000</b>

### Assumptions

Monthly members may purchase annual pass upfront for \$120/month or \$150/month (two months free). Revenue projection based on average of 6 months/member; BBB transit user based on 10 month average membership  
Average casual user time assumed at 1 hr. 40 minutes