



Associated Students of Western Washington University Late Night Shuttle Redesign

After consultation with WTA it was determined that a vinyl wrap for all four of the Late Night Shuttle buses would cost between \$2,000 and \$6,000 per shuttle.

I will consult further with WTA concerning their contractors and their RFP (request for proposals) over the next few days to get a more exact quote. I would estimate the entire cost of painting the buses not to exceed \$12,000.

Benefits of wrapping the buses include:

- o Promotion of the expanded LNS program:
 - to include possible all-day Sunday operation
 - to include the possible renaming of the program to "Western Student Shuttle"

- o Moving billboards for the Associated Students:
 - with the lowest "cost-per-impression" of any advertisement
 - compared to posters the cost is minimal and can be spread over at least 2 years

- o Association between the AS and the LNS program

- o Tens of thousands of impressions per year (LNS yearly ridership is approx. 31,000)
 - not including increased ridership for all-day Sunday operation.