

2. Resources Worksheet

How much budget should you allocate for marketing and passenger information expenses?

The rule of thumb is about 1% of your operating budget.

Operating Budget \$ _____ x 1% = Marketing Budget \$ _____

What other resources do you have to work with?

- Staff Time
- Volunteers
- Community Partners — Gatekeeper Organizations
- In-house printing capabilities (for flyers and posters)

Community Contributions

- Public Service Announcements
- Printing of Passenger Guides

Capital Budget

- Vehicle Graphics
- Bus Stop Signage

Budget Allocation

Allocate your financial resources to the strategies you plan to implement.

Item	Marketing Budget	Capital Budget	In-house/ Contribution
Branding	\$	\$	\$
Graphic Support	\$	\$	\$
Vehicle Graphics	\$	\$	\$
Bus Stop Signage	\$	\$	\$
Passenger Information	\$	\$	\$
Printing Passenger Guides	\$	\$	\$
Website Hosting & Maintenance	\$	\$	\$
Info Panels for Bus Stops	\$	\$	\$
Promotional Efforts	\$	\$	\$
Printing Posters and Flyers	\$	\$	\$
Media Advertising	\$	\$	\$
Schedule Holder/display Fixtures	\$	\$	\$