

# Portland 5-Year Proforma - Draft -- Not approved by PBOT as official projections

## Ridership Assumptions

Price Escalator	0%	Total Projected Non-Casual Members	5000
Membership Growth	3%	% Annual	33%
		% Monthly	67%
Casual Rides Per Bike Per Year	180	Avg. # of months of monthly user	6
Total Casual Rides Annually	180000		

	Year 1	Year 2	Year 3	Year 4	Year 5
Annual Members Price (30 minute rides)	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00
Number of Members	1,650	1,700	1,750	1,803	1,857
Overage ratio (overage revenue:membership revenue)	5%				
Monthly Members Price (30 minute rides)	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00
Number of Monthly Passes Sold	20,100	20,703	21,324	21,964	22,623
Overage ratio (overage revenue:membership revenue)	5%				
Single Ride Pass (up to 60 minutes)	\$ 2.50	\$ 3.00	\$ 3.00	\$ 3.00	\$ 3.00
Number Sold	180,000	185,400	190,962	196,691	202,592
Overage ratio (overage revenue:membership revenue)	0%				
Out of Hub	\$ 3.00	\$ 2.50	\$ 2.50	\$ 2.50	\$ 2.50
Rides out of hub	16,380	16,871	17,378	17,899	18,436
Overage ratio (overage revenue:membership revenue)	0%				
Bikes	1,000	1,000	1,000	1,000	1,000
Stations	100	100	100	100	100
Kiosks	20	20	20	20	20

SOURCES OF FUNDS	Pre-Launch	Year 1	Year 2	Year 3	Year 4	Year 5	5-Year Total
Annual Member Revenue	\$ -	\$ 206,250	\$ 212,438	\$ 218,811	\$ 225,375	\$ 232,136	\$ 1,095,009
Overage		\$ 10,313	\$ 10,622	\$ 10,941	\$ 11,269	\$ 11,607	\$ 54,750
Monthly Member Revenue	\$ -	\$ 502,500	\$ 517,575	\$ 533,102	\$ 549,095	\$ 565,568	\$ 2,667,841
Overage		\$ 25,125	\$ 25,879	\$ 26,655	\$ 27,455	\$ 28,278	\$ 133,392
Single Ride Pass		\$ 450,000	\$ 556,200	\$ 572,886	\$ 590,073	\$ 607,775	\$ 2,776,933
Overage		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Reserved	\$ -	\$ 49,140	\$ 42,179	\$ 43,444	\$ 44,747	\$ 46,090	\$ 225,599
Overage		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total User Revenue</b>	<b>\$ -</b>	<b>\$ 1,243,328</b>	<b>\$ 1,364,892</b>	<b>\$ 1,405,838</b>	<b>\$ 1,448,014</b>	<b>\$ 1,491,454</b>	<b>\$ 6,953,525</b>
Revenue per bike	\$ -	\$ 1,243.33	\$ 1,364.89	\$ 1,405.84	\$ 1,448.01	\$ 1,491.45	