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:

- 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”

- 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

- Association between the AS and the LNS program

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