1. FISCAL STRATEGY

Aero Shuttle will continue policies to maximize ridership growth, expand their services as the area continues to grow and search out community support for this service. Aero shuttle will continue to advertise to communities inside lake county and plans to expand their campaign to outside counties including; Colusa, Sacramento, Yolo, Sonoma and Mendocino. These efforts will payoff by increasing the ridership. Also, as Aero Shuttle starts to be known in the community as a reliable, reasonably priced means of transportation, ridership and public knowledge of local and regional services will expand.

Aero shuttle is expecting an increase of 50% this year. This will be due to the fact that: (1) the funds from this project will allow Aero Shuttle to provide a more accommodating schedule for customers and provide service for the physically disabled (2) Aero Shuttle's more convenient schedule will decrease the amount of customers that were not able to utilize their services due to scheduling issues (3) Aero is the only service available that offers reasonably inexpensive, fixed route transportation to/from Sacramento (4) Aero Shuttle has an untarnished reputation for providing a top-notch service and anticipates many repeat customers and positive word of mouth advertisement (5) city and governmental agencies have been helping in any way they can to promote and support such a needed service in the community.

A major issue during the past year for Aero Shuttle has been the rising price in fuel costs. This uncontrollable effect produced a substantial increase in operating cost of the service. It will be anticipated that costs will continue to climb, but at a moderate rate.

Aero Shuttle is committed to providing this essential service to Lake County. Aero Shuttle will continue to expand their service to increase connections to Lake, Sonoma, Colusa, Yolo and Sacramento counties to local, regional and national transportation services statewide.