

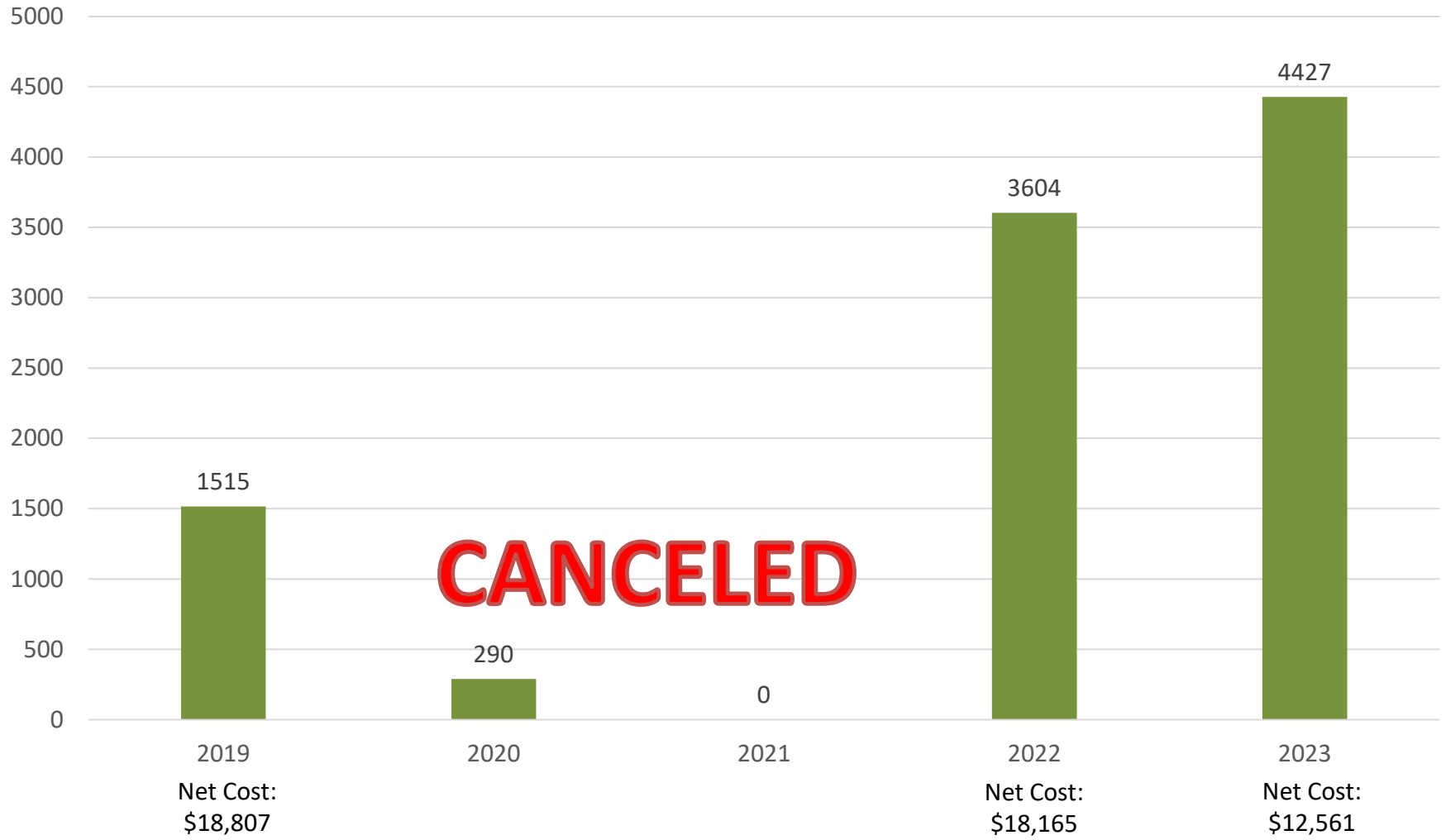


THE WOODLANDS
T O W N S H I P

The Woodlands Express

**2024 Houston Livestock Show and Rodeo
Service Enhancement Options**

Rodeo Service Ridership 2019-2023



Service Enhancement Options

Option A. Thursday Rodeo Service

- Add three additional days of service
- Anticipated net cost of approximately \$8,322

Option B. Spring Break service during the Rodeo

- Add M-Th and Fri morning service during Spring Break week
- Anticipated net cost of approximately \$11,596.

Potential Service Enhancements

	Number of Departures/Day	Passenger Capacity/Day	Fare Revenue @ \$15	FCT Bus Cost	Net Cost to Township
Rodeo Thursdays (afternoon/evenings)	5	230	\$ 10,350	\$ 18,672	\$ (8,322)
Spring Break Mon-Thurs & Friday Morning	11	400	\$ 27,240	\$ 38,836	\$ (11,596)
			\$ 37,590	\$ 57,508	\$ (19,918)



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RECOMMENDATION:

Proceed with Options A and B and authorize the President/CEO to execute any necessary agreements as approved to final form by Township legal counsel.

Saddle Up with The Woodlands Express for a Ride to the Rodeo!



March 2 and 3, 2019
March 9 and 10, 2019
March 16 and 17, 2019
\$25 per person Round Trip



The Woodlands Express buses leave from the Sterling Ridge Park and Ride location at 8001 McBeth Way in The Woodlands, with return trips leaving NRG Stadium from the METRO/Rodeo Express pickup location.

Giddyup — make reservations now!



www.thewoodlandstowship-tx.gov/rodeo