

APTA Marketing and Communications Committee Budget Survey

Please complete items in yellow

RESPONDENT INFORMATION

Name of Transit District	
Your Name	
Your Title	
Phone	
Email	


SYSTEM INFORMATION

Name of Metropolitan Area		
Media Zone Population	0	
Total Employees	0	
FY05 Annual Unlinked Passenger Trips	0	
Revenue Vehicles:		
Bus	0	
Bus Rapid Transit	0	
Streetcar	0	
Light Rail	0	
Heavy Rail	0	
Other (Specify _____)	0	
Other (Specify _____)	0	
FY05 Agency Operating Expenses	\$	-
Total Operating Revenues	\$	-
FY05 Fare Revenues	\$	-
FY05 Advertising Revenues	\$	-
FY05 All Other Operating Revenues	\$	-

MARKETING LABOR BUDGET

Relationship of functional area to your responsibility as Marketing Director	Click in cell for codes																		
Total FY05 Marketing Labor Budget																			

- Management/Admin.
- Advertising
- Ad Franchise Mgmt
- Direct Marketing
- Sales
- Promotion
- Website
- Graphic Design
- Customer Information
- Media/Public Affairs
- Outreach/Community Relations
- Research
- Fares/Pricing
- Call Center
- Other (Specify _____)
- Other (Specify _____)



Thank you for your participation!
Please email this spreadsheet to:

APTAsurvey@trimet.org