

## **NS-TRIP- Business Plan Outline**

1. **Title page**
2. **Table of Contents**
3. **Executive Summary** (summary of key findings, lessons learned, etc.)
4. **Organization/Management Structure** (description of organization, board of directors, community partners, etc.)
5. **Demographic Assessment** (map of service area including population figures, how many people will use the service with justification for the demand, three year ridership projection, plans to increase ridership, client analysis, etc.)
6. **Service Analysis** (analysis of other services, description of service model, service cost benefit analysis, future fleet requirements, staffing (ie # of drivers, dispatch etc), client membership and operational requirements, etc.)
7. **Financial Analysis** (projected 3 yr expense and revenue budgets, identification of potential funding sources, analysis of fare revenue sensitivity based on potential demand, proposed fare structures, CTAP, ATAP etc)
8. **Policy/Regulatory Issues** (UARB, license, insurance, etc.)
9. **Go Forward Marketing & Communication Strategy**
10. **Conclusions/Next Steps (including timelines)**