

FEATHER RIVER RAIL SOCIETY – AGENDA REPORT

DATE: May 29, 2012
FROM: Rod McClure, President
ITEM: New Business Item 2
SUBJECT: **RAL Pricing**

Based on rising fuel costs and the recent cost analysis performed on the Run A Locomotive Program, I feel that we need to raise the current RAL pricing at least \$20 to \$25 per plan.

We are in need of new brochures shortly, so now is a good time to adjust the prices so we can get them into the brochures.

The current price structure is:

- Plan A - \$150 for 1 hour Switch Engine
- Plan B - \$175 for 1 hour Road Engine
- Plan C - \$275 for two hours Switch Engine for 1st hour and Road Engine for 2nd hour

I am asking the Board to approve this price increase. I recommend August 1, 2012 as the effective date. We should publicize the rate increase ahead of time, which could result in people buying RALs ahead of the change and boosting revenue for June and July.