



Branding Funding Strategy

Agency	Miles	% share	Total Money suggested	Base Sum (80%)	Contingency (20%)	Notes
OWNERS- 100% COST OF THEIR PERCENT MILEAGE MINUS CITY AND EASEMENT HOLDERS						
KC	15.8	32.14568	\$24,109.26	\$19,287.41	\$4,821.85	
ST	1.1	2.23799	\$1,678.49	\$1,342.79	\$335.70	Note, also an easement holder
Kirk	5.75	11.69859	\$8,773.94	\$7,019.15	\$1,754.79	
Red	3.9	7.934693	\$5,951.02	\$4,760.82	\$1,190.20	
	26.55	54.01695	\$40,512.71	\$32,410.17	\$8,102.54	
STAKEHOLDER CITIES, AS NON-OWNERS OR OWNERS OF NON-RAILBANKED AREAS BEAR 40% OF THE COST OF THEIR PERCENT MILEAGE						
Bellevue	7.5	11.29944	\$8,474.58	\$6,779.66	\$1,694.92	Mileage percentage x .4
Renton	2.5	3.766478	\$2,824.86	\$2,259.89	\$564.97	Mileage percentage x .4
Wood	2.6	3.917137	\$2,937.85	\$2,350.28	\$587.57	
	12.6	18.98305	\$14,237.29	\$11,389.83	\$2,847.46	
EASEMENT HOLDERS BEAR 10% OF COST OF BRANDING						
PSE	29.15	10	\$7,500.00	\$6,000.00	\$1,500.00	Not an owner, but interest over whole corridor
ST	29.15	10	\$7,500.00	\$6,000.00	\$1,500.00	Same interest as PSE plus interest as an owner (above)
		20	\$15,000.00	\$12,000.00	\$3,000.00	
OTHER						
EGA	29.15	7	\$5,250.00	\$4,200.00	\$1,050.00	
Total	100		\$75,000.00	\$60,000.00	\$15,000.00	

