

BUDGET SUMMARY

**15 MINUTES
OR BETTER**

a field guide to everyday transit

1 | Pre-Production

Essential preparations for a smooth, efficient production process.

ITEM	QUANTITY & COST UNIT	COST PER UNIT	ITEM TOTAL	SECURE IN-KIND	POTENTIAL IN-KIND
100 Project Management	180 <i>staff hours</i>	12.50	2,250.00	2,250.00	
101 Concept Sketches	60 <i>staff hours</i>	12.50	750.00	375.00	
102 Storyboard	80 <i>staff hours</i>	12.50	1,000.00	500.00	
103 Detailed Scripting/Scene Planning	80 <i>staff hours</i>	12.50	1,000.00	500.00	
104 Audience Testing	30 <i>staff hours</i>	12.50	375.00	100.00	
105 Script Editing/Review	40 <i>staff hours</i>	12.50	500.00	100.00	125.00
106 Travel/Location Coordination	40 <i>staff hours</i>	12.50	500.00		100.00
Phase Total >			6,375.00	3,825.00	225.00

2 | Local Filming

On-location filming and fieldwork in the Detroit area for **4 team members** over a total of **5 days**.

ITEM	QUANTITY & COST UNIT	COST PER UNIT	ITEM TOTAL	SECURE IN-KIND	POTENTIAL IN-KIND
200 Van Rental	2 <i>rentals</i>	400.00	800.00		800.00
201 Fuel	8 <i>tanks</i>	40.00	320.00		160.00
202 Film Crew & Equipment	5 <i>days</i>	1,100.00	5,500.00		
203 Content & Location Staff	40 <i>staff hours</i>	40.00	1,600.00	600.00	
204 On-Screen Talent	40 <i>staff hours</i>	17.50	700.00		
Phase Total >			8,920.00	600.00	960.00

3 | National Filming

On-location filming, fieldwork and travel arrangements for segments and examples outside of the Detroit area.

FIELD TRIP 1: Cleveland, Cincinnati and Washington for **4 team members** over a total of **7 days/6 nights**.

ITEM	QUANTITY & COST UNIT	COST PER UNIT	ITEM TOTAL	SECURE IN-KIND	POTENTIAL IN-KIND
300 Van Rental	1 <i>rental</i>	750.00	750.00		
301 Fuel	12 <i>tanks</i>	45.00	540.00		270.00
302 Accommodations	24 <i>staff nights</i>	60.00	1,440.00		720.00
303 Per Diem	28 <i>staff days</i>	35.00	980.00		
304 Film Crew & Equipment	1 <i>week</i>	5,950.00	5,950.00		
305 Content & Location Staff	40 <i>staff hours</i>	40.00	1,600.00	600.00	
306 On-Screen Talent	40 <i>staff hours</i>	17.50	700.00		
309 Trip Reserve	1 <i>reserve</i>	250.00	250.00		
Trip Total >			12,210.00	600.00	990.00

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FIELD TRIP 2: Kansas City and Houston for 4 staff members over a total of 7 days/6 nights.

ITEM	QUANTITY & COST UNIT	COST PER UNIT	ITEM TOTAL	SECURE IN-KIND	POTENTIAL IN-KIND
310 Van Rental	1 rental	750.00	750.00		
311 Fuel	14 tanks	45.00	630.00		270.00
312 Accommodations	24 staff nights	55.00	1,320.00		720.00
313 Per Diem	28 staff days	35.00	980.00		
314 Film Crew & Equipment	1 week	5,950.00	5,950.00		
315 Content & Location Staff	40 staff hours	40.00	1,600.00	600.00	
316 On-Screen Talent	40 staff hours	17.50	700.00		
319 Trip Reserve	1 reserve	250.00	250.00		
Trip Total >			12,180.00	600.00	990.00

FIELD TRIP 3: Los Angeles, Portland and Seattle for 3 staff members over a total of 11 days/10 nights.

ITEM	QUANTITY & COST UNIT	COST PER UNIT	ITEM TOTAL	SECURE IN-KIND	POTENTIAL IN-KIND
320 Air Travel (DTW-LAX, LAX-PDX, SEA-DTW)	3 flights	1,100.00	3,300.00		1,100.00
321 Van Rental	2 rentals	500.00	1,000.00		
322 Fuel	10 tanks	50.00	500.00		300.00
323 Accommodations	30 staff nights	65.00	1,950.00		1,050.00
324 Per Diem	33 staff days	35.00	1,155.00		
325 Film Crew & Equipment	1.5 weeks	5,950.00	8,925.00		
326 Content & Location Staff	60 staff hours	40.00	2,400.00	900.00	
327 On-Screen Talent	60 staff hours	17.50	1,050.00		
329 Trip Reserve	1 reserve	250.00	250.00		
Trip Total >			20,530.00	900.00	2,450.00

	ALL TRIPS TOTAL	SECURE IN-KIND	POTENTIAL IN-KIND
Phase Total >	44,920.00	2,100.00	4,430.00

4 | Post-Production

Compilation of footage; preparation for final packaging and presentation.

ITEM	QUANTITY & COST UNIT	COST PER UNIT	ITEM TOTAL	SECURE IN-KIND	POTENTIAL IN-KIND
400	Preliminary Review	80 <i>staff hours</i>	12.50	1,000.00	400.00
401	Narrative/Footage Matching	80 <i>staff hours</i>	12.50	1,000.00	400.00
402	Intensive Professional Editing	12 <i>staff days</i>	500.00	6,000.00	
403	Content & Editorial Guidance	60 <i>staff hours</i>	40.00	2,400.00	2,400.00
404	Midway Review, Cut Testing	30 <i>staff hours</i>	12.50	375.00	
405	Final Professional Editing	6 <i>staff days</i>	500.00	3,000.00	
406	Motion Graphics - Conceptual	30 <i>staff hours</i>	12.50	375.00	375.00
407	Motion Graphics - Production	4 <i>staff days</i>	500.00	2,000.00	
408	Licensed Media (Music, etc)	1 <i>reserve</i>	750.00	750.00	
409	Final Compilation	6 <i>staff days</i>	500.00	3,000.00	
499	Phase Reserve	1 <i>reserve</i>	250.00	250.00	
Phase Total >			20,150.00	3,200.00	375.00

5 | Initial Promotion & Screening

These efforts will inject the video series into public view. Staff will reach out to transit stakeholders across the country to plant the video into relevant policy arenas, advocacy networks and professional circles.

ITEM	QUANTITY & COST UNIT	COST PER UNIT	ITEM TOTAL	SECURE IN-KIND	POTENTIAL IN-KIND
500	Promotional Supplies	1 <i>reserve</i>	300.00	300.00	
501	Promotional Ads	1 <i>reserve</i>	500.00	500.00	
502	Screening Events (Detroit area)	2 <i>events</i>	400.00	800.00	400.00
503	Distribution/Communication	1 <i>reserve</i>	2,000.00	2,000.00	
504	Promotion Coordination	240 <i>staff hours</i>	12.50	3,000.00	1,500.00
599	Phase Reserve	1 <i>reserve</i>	200.00	200.00	
Phase Total >			6,800.00	1,500.00	400.00

Any funds not expended at the end of the project will go toward enhanced distribution efforts. As the project takes shape, staff may seek additional, dedicated grants/funding for this purpose.

TOTAL PROJECT BUDGET

	FULL COST	SECURE IN-KIND	POTENTIAL IN-KIND
Project Total >	87,165.00	11,225.00	6,390.00