

## What Is A "Fair Fare?"

Consider this when deciding what to offer

1. If you were the driver, what would you like to receive if you were driving you to your destination?
2. What is the VALUE of our service to you, considering the cost of operating a vehicle and someone to drive it?
3. What Would A DUI Cost You?

### What is the "Fair Fare" Area?

The approximate Cheyenne City Area considered a "Fair Fare" area is:

SOUTH: to the Speedway

EAST: to Whitney Road

NORTH: to Four Mile Road

WEST: to Warren AFB

Out of Cheyenne City Area are charged:

5-15 miles @ \$2.50 per mile

16+ miles @ \$1.50 per mile

Other Charges:

\$1.00 per minute wait time after 5 min.

\$5.00 Stop charge

\$20.00 unplanned delivery\* or "liqueur run"

\*unplanned deliveries DO NOT include deliveries from businesses such as Penny's Diner

"Your home to the liqueur store and back"

# You Can Help!

**YOU RIDE WITH THE COWBOY SHUTTLE**  
**NOW TRAVEL WITH**  
**[WWW.COWBOYTRAVELONLINE.COM](http://WWW.COWBOYTRAVELONLINE.COM)**

**Whenever you travel, check out our travel website.**

**Become a 'Preferred Customer' and save time and money today!**  
**Commissions come back to the Cowboy Shuttle!**

**Want More Info?**  
**[www.WsHappenin.com](http://www.WsHappenin.com)**

### The Cowboy Shuttle

2115 S. Ave B-6  
Cheyenne, WY 82007  
Phone: 307-638-2468  
Fax: 307-514-2966

We deliver for Penny's Diner... Call 778-6620 to order... We deliver for a Fair Fare.



## The Cowboy Shuttle

Reliable Service For A  
"Fair Fare\*\*"

**Dispatch:**

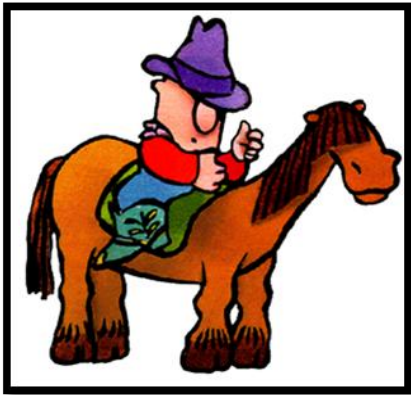
**307-638-2468**

**Cell:**

**307-631-7325**

**\*\* Cheyenne City Area only.**

**Out of area priced as quoted. \*\***



## A Little Cowboy Shuttle History

The Cowboy Shuttle was a “bar shuttle” for a local bar. When that bar was sold, the new owners approached us and asked us to continue the service to the bar. We looked into the “legalities” of providing the service and chose to offer the service to all area businesses selling liqueur. Our primary focus is to give patrons of local liqueur establishments an option to driving while intoxicated.

We began offering the service during key community events and holidays, when the incidence of DUI is at a heightened level. After several years of offering the service, in the interest of public safety and compliance, the City reclassified the community service as a business service and required licensing and permitting as a regular taxi/shuttle service. In order to continue providing the service and to cover the increased cost of running the shuttle we moved from running periodically to 24/7 and asking for a “Fair Fare”.

## Why Do We Do What We Do?

Consider this scenario:

*It's mid-summer after a large concert. It is approximately 1am, foggy, damp, and eerie. The driver decides to make one more pass around the park and sitting on the bus bench is a young adult woman, clearly shivering and crying. It's been about 3 hours since the concert was over and 1 hour since the park was closed.*

*The driver pulls to the curb and asks the woman if she needs a ride home. The woman sobs and says I don't have money to pay you. The driver says “I didn't ask you if you had money to pay, get in and I will take you home”. The woman hesitates then decides to get into the vehicle. While trying to figure out where home is, the driver discovers the young woman is from New York, was separated from the rest of her group, her companion has her cell phone, her id and her money, she has been walking around the park since the concert ended trying to find her way to the motel, which she thinks must be close by because it only took a few minutes to get to the park.*

*The young woman was sitting on the bench in hope that a bus would come by and have pity on her and take her somewhere warm until she could find her friends. Other cabs and security cars had come by and asked if she was ok, but no one had offered to help her except this driver.*

*Was this your 21 year old daughter or friend?*

**It's Called CARING- Being in the RIGHT place**

**At the RIGHT TIME!**

*A long-time resident receives a Social Security check but it is not enough to pay the bills. She gets a job to supplement it. The check is then reduced because she 'makes too much'. She pays what she can each payday for her rides to work.*

**It's called PAYING IT FORWARD**

## FE Warren 90<sup>th</sup> Missile Wing 'Arrive Alive' Program

*A young airman has only been in Cheyenne a couple of months, he was invited to a house party with a group of other young people. The party gets out of hand and the driver who brought him becomes intoxicated. He knows he needs to get away from the party. He can't risk being there and riding home with his friend. He lost what little money he had in the poker game that was still going on. He begins to walk to the Base, but not knowing the way he gets lost. Finally, he sees a convenience store, goes in and asks the clerk which way to the Base. The clerk calls us to take the young man home because the clerk knows we don't require payment in this instance.*

**Its Called SAFE GUARDING those who PROTECT YOU!**

## The “Fair Fare” Concept,

### How does it Work?

Most people are basically honest.

Most people want to pay a fair price for any product or service.

Most people know what they can afford and what they can't.

Most people don't want to be embarrassed if they don't have 'enough'.

We don't want to replace the Public Transportation System, just offer an affordable alternative when they are not available.

Pay it forward and it will return to you 100 times