











# Mark\_Bus

People				Planet		Profit			
<i>Ride Quality</i>	<i>Presentation of Information</i>		<i>Station Layout/Location</i>		<i>Price</i>		<i>Travel Time</i>		
Comfort of Seating (10)	2 <i>Live Information</i>		Garage Area/ Parking		0 Incorporation of green technologies (10)		3 <i>Frequency</i>		
Availability of seating (20)	15 Quality of static map at stop (15)	0 Designated Parking Area (25)	20 Display of environmental impact (5)		0 Card options (5)		10 Frequency (20)		
Handicap accessibility (10)	0 Ease of navigation (15)	2 Availability of parking (25)	Coverage (50)		35 Economic Viability for consumer (30)		25 Adjustment for ridership traffic (5)		
Ease of authorization (ticket) (10)	0 On board route visualization (10)	0 <i>Land Use of Surrounding Area</i>	Pollution (30)		10 <i>Government</i>		20 Express options (10)		
Maintenance (17)	5 Live location (5)	0 Commercial use (15)	15 Residential use (15)		20 Subsidy (20)		15 <i>Reliability</i>		
	<i>Purchasing a ticket</i>		15 Industrial use (10)		15 Incentive (tax break etc.) (15)		15 Arrive on time (20)		
Wifi (11)	0 Payment method (15)	2 Educational use (10)	9		Regulatory hurdles for companies (20)		15 Live ETA (5)		
Cell Service (11)	8 Cost calculation (10)	15					15 Breakdowns (20)		
Heating/ AC system (11)	0 Cost (20)	0					<i>Connectivity</i>		
	Versatility of ticket (10)	0					Ease of transfer (10)		
							Distance to transfer (5)		
							Time between transfers(3)		
							Live updates about transfers (2)		
Overall form of transportation is out of 100									
Each overall category is out of 100									
Each subcategory is out of 100									
Each sub-subcategory/factor has a different weight									
Overall Transportation Score	49	People Score	41	Planet Score	45	Profit Score	66.5	Overall Score	50.83
People Score	50	<i>Ride Quality</i>	30	Incorporation of green technologies	0	<i>Price</i>	88		
Planet Score	65	Comfort of seating	2	Promotion of green energy	0	Card options	3		
Profit Score	32	Availability of seating	15	Display of environmental impact	0	Discounts	10		
		Handicap accessibility	0	Coverage	35	Economic Viability for Consumer	25		
		Ease of authorization (ticket)	0	Pollution	10	<b>Government</b>	50		
		Maintenance	5			Subsidy	20		
		<b>Amenities</b>	8			Incentive (tax break etc.)	15		
		Wifi	0			Regulatory hurdles for companies	15		
		Cell Service	8			<i>Travel Time</i>	45		
		Heating/AC system	0			<b>Frequency</b>	10		
		<i>Presentation of Information</i>	29			Frequency	10		
		<b>Live Information</b>	2			Adjustment for ridership traffic	0		
		Quality of static map at stop	0			Express options	0		
		Ease of navigation	2			<b>Reliability</b>	15		
		On board route visualization	0			Arrive on time	0		
		Live location	0			Live ETA	0		
		<b>Purchasing a Ticket</b>	27			Breakdowns	15		
		Payment method	2			<b>Connectivity</b>	20		
		Cost calculation	10			Ease of transfer	10		
		Cost	15			Distance to transfer	5		
		Versatility of ticket	0			Time between transfers	3		
		<i>Station Layout/Location</i>	64			Live updates about transfers	2		
		<b>Garage Area/ Parking</b>	20						
		Designated Parking Area		20					
		Availability of parking							
		<b>Land Use of Surrounding Area</b>	44						
		Commercial use		15					
		Residential use		15					
		Industrial use		5					
		Educational use		9					









