	A	B	C	D	E	F	G	H	I	J	K	L	M
1		Max benefit			Premium-only benefit								
2	Unincluded attribute	Premium only	Premium + local	Local	Portland	KC BRT	VRE	NY/CTA	BART	DC Metro	Street car	OmniRide Manassas	Houston Busway
3													
4													
5													
6	**Guideway-like characteristics**	**8.0**	**3.0**		**7.0**	**2.0**	**4.0**	**7.0**	**7.5**	**7.5**	**2.0**	**0.0**	**6.5**
7	- reliability of vehicle arrival	4.0	2.0		3.5	0.0	2.0	4.0	4.0	4.0	0.0	0.0	3.0
8	- branding/visibility/learnability	2.0	1.0		2.0	1.0	2.0	1.0	2.0	2.0	2.0	0.0	1.5
9	- schedule-free service	2.0	0.0		1.5	1.0	0.0	2.0	1.5	1.5	0.0	0.0	2.0
10													
11	**Span of good service**	**3.0**	0.0		**3.0**	**1.0**	**0.0**	**3.0**	**3.0**	**3.0**	**2.0**	**0.0**	**1.5**
12													
13	**Passenger amenities**	**4.0**	**3.0**		**2.5**	**2.0**	**3.0**	**1.5**	**4.0**	**4.0**	**1.0**	**0.0**	**1.0**
14	- stations/stops	3.0	2.0		1.5	1.0	2.0	1.5	3.0	3.0	0.0	0.0	1.0
15	- dynamic schedule information	1.0	1.0		1.0	1.0	1.0	0.0	1.0	1.0	1.0	0.0	0.0
16													
17	**TOTAL**	**15.0**	**6.0**		**12.5**	**5.0**	**7.0**	**11.5**	**14.5**	**14.5**	**5.0**	**0.0**	**9.0**
18	**TARGET**	**15.0**	**6.0**										
19													
20	**IVT coefficient**	0.75*Civt		Civt	0.85	0.95	0.75	0.90	0.85	0.85	0.95	0.95	0.95
21	- ride quality												
22	- vehicle amenities												
23	- reliability of travel time												
24	- availability of seat												

	O	P	Q	R
1				
2	Honolulu			
3	Baseline		Build	
4	Premium	Local	Premium	Local
5				
6			**8.0**	**3.0**
7			4.0	2.0
8			2.0	1.0
9			2.0	0.0
10				
11			**3.0**	**0.0**
12				
13			**3.5**	**2.5**
14			2.5	1.5
15			1.0	1.0
16				
17			**14.5**	**5.5**
18				
19				
20			0.85	
21				
22				
23				
24				