

## Urban Transportation Mode Choice Example

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	<u>Auto</u>	<u>Bus</u>	<u>Rail</u>
<b>Collection Cost:</b>			
Collection Time (Minutes)	0	10	15
Cost Per Minute (Dollars)	\$0.30	\$0.30	\$0.30
Collection Time Cost (Dollars)	0	\$3.00	\$4.50
<b>Line-Haul Cost:</b>			
Line-Haul Time (Minutes)	40	50	30
Cost Per Minute (Dollars)	\$0.10	\$0.10	\$0.10
Line-Haul Time Cost (Dollars)	\$4.00	\$5.00	\$3.00
<b>Distribution Cost:</b>			
Distribution Time (Minutes)	0	5	9
Cost Per Minute (Dollars)	\$0.30	\$0.30	\$0.30
Distribution Time Cost (Dollars)	0	\$1.50	\$2.70
<b>Total Time Cost (Dollars)</b>	<b>\$4.00</b>	<b>\$9.50</b>	<b>\$10.20</b>
<b>Monetary Cost (Dollars)</b>	<b>\$2.00</b>	<b>\$1.00</b>	<b>\$1.50</b>
<b>Parking Cost (Dollars)</b>	<b>\$3.00</b>	<b>0</b>	<b>0</b>
<b>Total Time Cost (Dollars)</b>	<b>\$4.00</b>	<b>\$9.50</b>	<b>\$10.20</b>
<b>Total Money Cost (Dollars)</b>	<b>\$5.00</b>	<b>\$1.00</b>	<b>\$1.50</b>
<b>Total Cost (Dollars)</b>	<b>\$9.00</b>	<b>\$10.50</b>	<b>\$11.70</b>

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Assumptions: 10 mile commuting trip  
 Collection and Distribution Cost is 30 cents/minute  
 Line-Haul Cost is 10 cents/minute  
 Money Cost is 20 cents/mile  
 Bus and Rail Fares are \$1 and \$1.50 respectively  
 Half the daily Parking Cost of \$6 is allocated to the trip