Weighted Scoring Model

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| **List your Criteria** | **Assign Weights** | **Idea 1 - Developing a safety device designed for utilization by law enforcement agencies.** | **Idea 2 - Enhance the public transportation system serving the Waterloo, Kitchener, and Cambridge regions, specifically focusing on Grand River Transit.** | **Idea 3 - Sustainable Urban Transport Initiative in Waterloo, Kitchener, and Cambridge.** | **Idea 4 – Building a Recruitment Agency to fetch right jobs for the right skilled individuals and to overcome the labor market shortage.** | **Idea 5- Creating cost-effective housing solutions for university and college students in the Waterloo, Kitchener, and Cambridge areas.** |
| **Sustainability** | 10% | x 2 = 0.2 | x 3 = 0.3 | x 3 = 0.3 | x 2 = 0.2 | x 2 = 0.2 |
| **Grant** | 50% | x 3 = 1.5 | x 3 = 1.5 | x 3 = 1.5 | x 1 = 0.5 | x 3 = 1.5 |
| **Innovation** | 15% | x 3 = 0.45 | x 2 = 0.3 | x 3 = 0.45 | x 1 = 0.15 | x 2 = 0.3 |
| **Economic Viability** | 25% | x 2 = 0.5 | x 3 = 0.75 | x 3 = 0.75 | x 2 = 0.5 | x 3 = 0.75 |
| **Total** | 100 | 10 (3) | 11 (2) | 12 (1) | 6 (4) | 10 (3) |
| **Subtotal** |  | 2.65 | 2.85 | 3 | 1.35 | 2.75 |

**Scoring Criterion:**

3-High Impact

2-Moderate Impact

1-Low Impact

Project Idea and its Value Proposition

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| **Group Member Names** | **Student ID #** | **Email ID** |
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| **Project idea:**  **SUSTAINABLE URBAN TRANSPORT INITIATIVE IN WATERLOO, KITCHENER, AND CAMBRIDGE FOCUSING ON GRAND RIVER TRANSIT.** | | |
| **Project Value Proposition:** Why is this an Important Project?  **Industry:** Logistics and Supply Chain  **Description:**  This project aims to establish a sustainable urban transportation initiative spanning the Waterloo Region, encompassing three cities and four townships. It addresses the growing demand for efficient and environmentally friendly urban transportation solutions, with a particular emphasis on improving Grand River Transit. The project involves developing and implementing a comprehensive public transportation system featuring electric buses, secure carpooling services, bike-sharing programs, and enhanced pedestrian infrastructure to promote sustainable mobility within the region.  **Problem/Opportunity:**  The growing population of international students in Waterloo, Kitchener, and Cambridge has presented both challenges and opportunities. The quality of transportation services, particularly Grand River Transit (GRT), has experienced a decline, resulting in issues such as bus congestion, frequent delays, and unreliable schedules. Furthermore, the environmental impact of the GRT, with all 285 buses and MobilityPLUS vehicles relying on fossil fuels, has raised concerns regarding carbon emissions and their adverse effects on the environment.  To satisfy the changing demands of the community and provide effective, environmentally friendly transport options for both locals and international students, it is crucial to improve GRT’s services and shift to more sustainable transportation choices.  **Value/Benefit:**   1. Economic prosperity: an efficient public transit system will stimulate economic growth. 2. Reduction in Carbon Footprint; an eco-friendly transportation will contribute to global sustainable development goals. 3. Enhanced quality of life, residents will enjoy reduced commute times and less traffic congestion. 4. Stakeholders will benefit from higher customer satisfaction and compliance with changing environmental standards, increasing their market position and operational excellence in the Ontario and Canada.   **Alignment with Sustainable Development Goals:**  Through the reduction of traffic congestion/pollution and transportation options that are eco-friendly, this project directly aligns with the following SDGs:   1. SDG 7 - Affordable and Clean Energy. 2. SDG 11 - Sustainable Cities and Communities. 3. SDG 13 - Climate Action.   **Expected Outcomes:**   1. Reduction in GRT carbon emissions by 25% after one year of project execution. 2. The GRT bus's capacity will be set at 70-80 passengers to prevent congestion. 3. 99% increase in our efficiency, this will be measured based on a survey about customer satisfaction.   **Project Duration:**  18 months (about one and a half years) | | |