Smaller Closed Loop Programs

Broad Public Programs
Finding or Filling a Seat??

Easy... Just Match the Following Criteria:

Spatial + Temporal + Social
Our Analysis...

\[ H + Z_1 - Z_2 + \frac{P_1 - P_3}{S} + \frac{V_1^2 - V_3^2}{2g} = h_f + h_m \text{ where:} \]

\[ h_f = f \frac{L}{D} \frac{V^2}{2g}, \quad h_m = K \frac{V^2}{2g}, \quad Q = k A, \quad A = \frac{\pi}{4} D^2, \quad Re = \frac{V D}{v} \]

If laminar flow \( Re < 4000 \) and any \( \frac{e}{D} \), \( f = \frac{64}{Re} \)

If turbulent flow \( 4000 \leq Re \leq 10^5 \) and \( 0 \leq \frac{e}{D} < 0.05 \), then

Colebrook Equation: \( \frac{1}{\sqrt{f}} = -2.0 \log \left( \frac{e/D}{3.7} + \frac{2.51}{Re \sqrt{f}} \right) \)

\[ H = H_{\text{max}} \left[ 1 - \left( \frac{Q}{Q_{\text{max}}} \right)^2 \right] \quad \text{(equation used for pump curve)} \]

\[ NPSH = Z_1 - Z_2 + \frac{P_1 + P_{\text{atm}} - P_v}{S} + \frac{V_1^2}{2g} - h_f A - h_m A \]

\[ h_f A = \frac{f L}{D} \frac{V^2}{2g}, \quad h_m A = K A \frac{V^2}{2g} \]
Goose Office
During Analysis
Observations based on three experiments
Fall ’06 - “Real-time Ridesharing”
Unofficial pilot program (MSFT employees)

Summer ’07 - “Goose Express”
Statewide public program

Present - “Commute Management”
Multi-modal, private-label
Research, report, reward
gRide After Dark

Beginning Thursday April 2 at SFMOMA, gRide will be hosting our new gRide After Dark Program. Occurring on the first Thursdays of each month to coincide with existing events in San Francisco, gRide will offer transportation to San Francisco as well as guidance for how to return home after your evening in the city.

The gRide Team will periodically post updates in the gRide Blog about the next upcoming event. Riders are also welcome to suggest events in the GenePool discussions area.

Quick Impact: VMT Reductions

10,754,627 (miles)

Quick Links
- Report Rides
- Get a Schedule
- Get a Ride

New gRide Features
- Updated Quick Access Schedule Pages with Stop Location Imagery
- New My Impacts Dashboard
- Your Newest gRide Reward
My Impact

Impact Dashboard

- # trips reduced: 374,433
- Vehicle savings: $1,780,563.84
- CO₂ reduced: 4,316,300 lbs.
- Gas saved: 222,467 gal.

Impact Details

- # Tips

Settings:
- Personal
- Program
- 30 Days
- 90 Days
- 6 Months
- 12 Months
- Program Life

How we calculate these statistics.
Broad Public Programs

- Public sector support
- Broader reach
- Larger audience

= Data quantity

Smaller Closed Loop Programs

- Common location(s)
- Shared schedules
- Built-in affinity

= Data quality
Some obvious challenges lived up to their billing

- Critical mass is critically expensive
- One strike and your out
- No snack, no sit (no rewards, no results)
Is This Realistic?