### UTC Project Information

<table>
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<tr>
<th>Project Title</th>
<th>Demand-Driven Operational Design for Shared Mobility with Ride-pooling Options</th>
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| University    | University of South Florida  
                          Cornell University           |
| Principal Investigator | Xiaopeng Li  
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| Funding Source(s) and Amounts Provided (by each agency or organization) | USDOT: $65,728  
                          USF: $17,760; Cornell: $15,230 |
| Total Project Cost | $98,718                           |
| Agency ID or Contract Number | Sponsor Source: Federal Government  
                                 CFDA #: 20.701  
                                 Agreement ID: 69A3551747119 |
| Start and End Dates | Start date: 10/01/2018  
                          End date: 9/30/2019 |
| Brief Description of Research Project | This proposal aims to develop a demand-driven approach for shared mobility operations with machine learning and math programming methods. The objective of this approach is to incorporate economic, environment and equity impacts over an entire operational cycle. Both ride-hailing systems (e.g. Lyft) and ride-pooling systems (e.g. UberPool) will be investigated. The developed models will be tested with real-world taxi data including detailed trajectories of vehicles and their loading states at all times. |
| Describe Implementation of Research Outcomes (or why not implemented) Place Any Photos Here |  |
| Impacts/Benefits of Implementation (actual, not anticipated) |  |
| Web Links |  
  - Reports  
  - Project website [http://ctech.cee.cornell.edu/final-project-reports/](http://ctech.cee.cornell.edu/final-project-reports/) |