

- 1) For me, the key measure of success is the frequency increase of driver partners in both cities, with relation to time. Since the toll costs are reimbursed, there should now be an increase of partners in both towns, as the driver parties are now spread across both cities. This will become increasingly apparent as we compare this to time. To compare this, we have to understand the deployment plan of the company. If the company wants to maximize the number of rides, then we can look at the increase in riders during busy times at busy places. Since the toll will be refunded, more users will come over to the active cities. If the company wants to spread out it's reach evenly across both cities, then you would look at an increase of partners during inactive times.