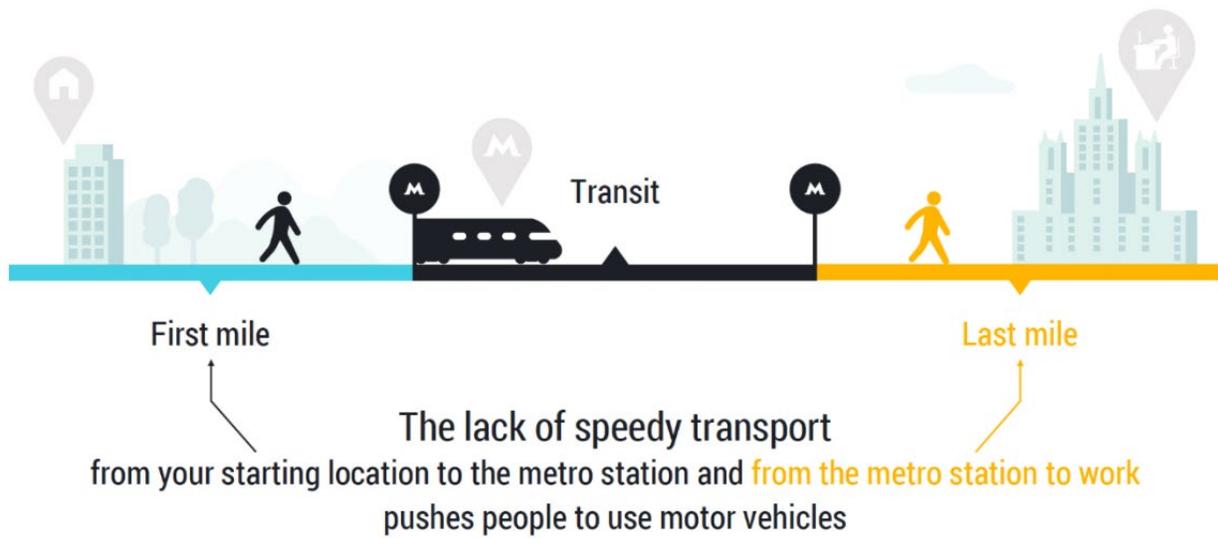


THE LAST MILE PROBLEM



‘Book eLockers’

Eliminating public transit’s first-mile/last-mile problem

Scope and Focus

The scope of the project is to provide a viable option for eliminating public transit's first-mile/last-mile problem by providing a way to book 'eLocker' (secure bike parking and bike sharing for all) at transit stations ahead of time. This would avoid the hassle of searching for an available locker or not finding a locker at all since all of them have been taken, while you are rushing to take the public transit for work.

The main focus would be to provide an easy and convenient way of booking an 'eLocker' from an app at home, ahead of time, before you take a bike ride to the transit station. This would hopefully help reduce the stress of finding a secure bike parking and the anxiety of transfer logistics.

Project Background

Most of us, in our daily lives, follow a set pattern: wake up, get fresh, have breakfast, get ready, travel and go to work. Out of all these activities, the one that acquires most of our time is commuting.

The lack of speedy transport options for the first and last mile is termed as a "last mile problem".

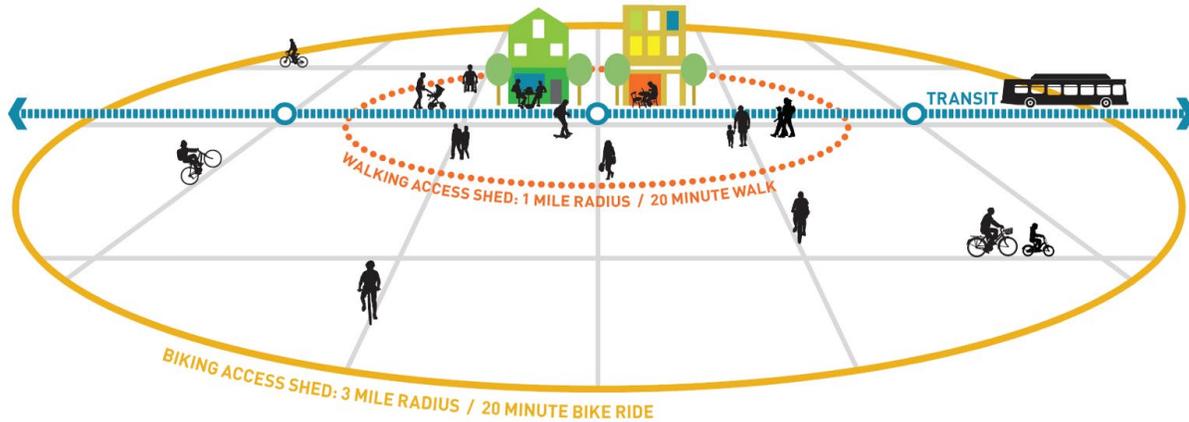
Maybe you'd like to take public transit to work, but the walk to the transit stop is too long. Wouldn't it be great if there were a way to get to the transit stop faster than walking, but without having to deal with the hassles of park-and-ride?

The bicycle could be the perfect combination with transit: faster than biking on its own, yet more flexible than transit alone – and, as a package, supporting healthier lifestyles and economies.

Making it easier for people to combine bicycling and transit can improve access to jobs, contribute to healthier lifestyles, reduce personal and household transportation costs, and increase transportation choice.

A lot of people live in suburbs where the accessible transit station is outside of the comfortable 20-minute walking distance, while they work in the city where their work place is closer to the transit stop.

Multi-modal transport could be a possible solution where you bike to the transit station from home, take the public transit and then walk to work.



However, very few people are biking to transit due to multiple barriers.

The obvious challenges are:

- Lack of low-stress bicycling facilities along the corridors that connect to transit
- Lack of bike parking facilities at transit stops
- Lack of availability of bike parking / adequate bike parking at transit stops

There are also psychological barriers:

- Mode switch logistics: In similar way that having to make a transfer may deter people from choosing transit for a given trip, having to switch from bicycling to a train partway through a trip – including the mechanics associated with having to lock up one’s bike and/or bring it with them on transit – are likely to be unfamiliar and may feel overly complex.
- Annoyance thresholds: In addition to traffic stress tolerance, people also have a threshold for the cumulative amount of discomfort and inconvenience they encounter when attempting to combine a bike trip with a transit trip.
- Travel time budgets: Depending on the trip distance, trip type, and travel time relative to driving, combining a bike trip with a transit trip may exceed the total amount of time people are willing to spend traveling to arrive at a given destination.

High-Level Design Goals and Objectives

These are the high-level goals and objectives:

- Create an easy to use mobile-first app for booking ‘eLockers’.
- Show how the lockers work (storing and retrieval of the bike).

Key Features

- Provide availability of ‘eLockers’ at the transit location of choice on specific dates and times to reduce stress of finding an empty spot.

- Show locations of 'elockers' within the transit station to calculate transfer times to reduce the anxiety of transfer logistics
- Show maps/access routes at various transit stations from the entrance to the 'eLockers' and the 'eLockers' to the train platform.

Brand Message

The company believes in providing secure bike parking and bike sharing for all.

The company believes in providing a viable last mile option for their users.

The company believes in providing great customer support 24/7.

The company believes in continually innovating and providing better sustainable biking solutions.